

# Downtown Bryan Association

July 25, 2017





# Downtown Bryan Association Board of Trustees

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Jeremy Stark  
Greta Watkins  
Kim Fox (ex-officio)  
Kindra Fry (ex-officio)  
Randy Haynes (ex-officio)



## Downtown Bryan Association Staff

Sandy Farris – Executive Director  
Katelyn Brown – Events Coordinator  
Liz Luman – Office Coordinator  
Abigail Noel – Marketing Coordinator

# Activities Update

- Since Council approved additional funding in February, 2017, three new staff members have been hired: Office Coordinator, Events Coordinator, Marketing Coordinator
- Established regular downtown cleanup schedule
- Growth in event attendance
- Outer market advertising
- New residential, office, retail and restaurant
- Statewide recognition for Downtown Bryan



# Downtown North Development

- As the north end continues to develop, the Board of Trustees of the Downtown Bryan Association respectfully requests the Bryan City Council to demonstrate a commitment to preserve a portion of city-owned property for a greenspace on the north end. The members of the Board feel strongly that a multi-use greenspace will have numerous benefits, not only in Downtown Bryan, but to the community at large. The greenspace will also add another attraction to downtown for tourism marketing.



# Attributes of successful downtowns

- The most successful downtown districts have many major functions (employment, residential, entertainment, shopping, etc.).
- A key ingredient for creating a diverse downtown district is to have major destinations that draw people to downtown for reasons other than employment.





# Attributes of successful downtowns

- Outstanding downtowns share the common attribute of being walkable.
- A multi-function greenspace provides a gathering spot for the community.
- Numerous studies have shown that urban greenspace has a positive effect on health, social connections, aiding the environment and the local economy.



# The “green” factor

- Unpaved ground absorbs water. Trees and grass are a far more efficient—and less expensive—method of managing storm water than sewers and drainage ditches made of concrete.
- Trees reduce air pollution and water pollution and help keep cities cooler.
- Landscaping renews business districts. Greening of business districts increases community pride and positive perception of an area, drawing customers to the businesses.

# Greenspace across the country



Santa Fe, NM



Bryant Park, NY



# Greenspace across the country



Eastern Market, Detroit, MI

Pioneer Square, Seattle, WA





# Greenspace across the country



Discovery Green, Houston



Pearl Brewery, San Antonio



# Klyde Warren Park - Dallas





# 2121 N. Harwood St. Dallas, TX

Immediately adjacent to public square (Klyde Warren Park)

Lot Size: .919 acres

2013 Appraised Value\*: \$2,605,880

2014 Appraised Value\*: \$3,607,850

First Year Percentage Increase in Value: **38.5%**

2017 Appraised Value\*: \$4,007,500

\*Land Only





# Occidental Square - Seattle





# 216 1st Ave. South Seattle, WA

Immediately adjacent to public square (Occidental Square)

Appraised Value\*: \$4,245,700

Lot Size: .382 acres

Tax Value per Acre: **\$11,114,398**

\*Land Only





# 220 3<sup>rd</sup> Ave. South Seattle, WA

Within walking distance of  
public square (Occidental  
Square)

Appraised Value\*: \$2,970,000  
Lot Size: .248 acres  
Tax Value per Acre: **\$11,975,806**

\*Land Only



# 666 S. Dearborn St. Seattle, WA

NOT within walking distance of  
public square

Appraised Value\*: \$3,650,000  
Lot Size: .949 acres  
Tax Value per Acre: **\$8,709,072**

\*Land Only





# Tax Value per Acre Comparison

666 S. Dearborn St.

TVPA: \$8,709,072

216 1st Ave. South

TVPA: \$8,709,072

Value Diff: 22%

220 3<sup>rd</sup> Ave. South

TVPA: \$11,975,806

Value Diff: 27%





# Downtown North







**DOWNTOWN NORTH - GREENSPACE CONCEPTS**  
**EXISTING LAYOUT**  
 SCALE: 1" = 60'-0"

NOT FOR REGULATORY APPROVAL  
 PERMITTING, OR CONSTRUCTION







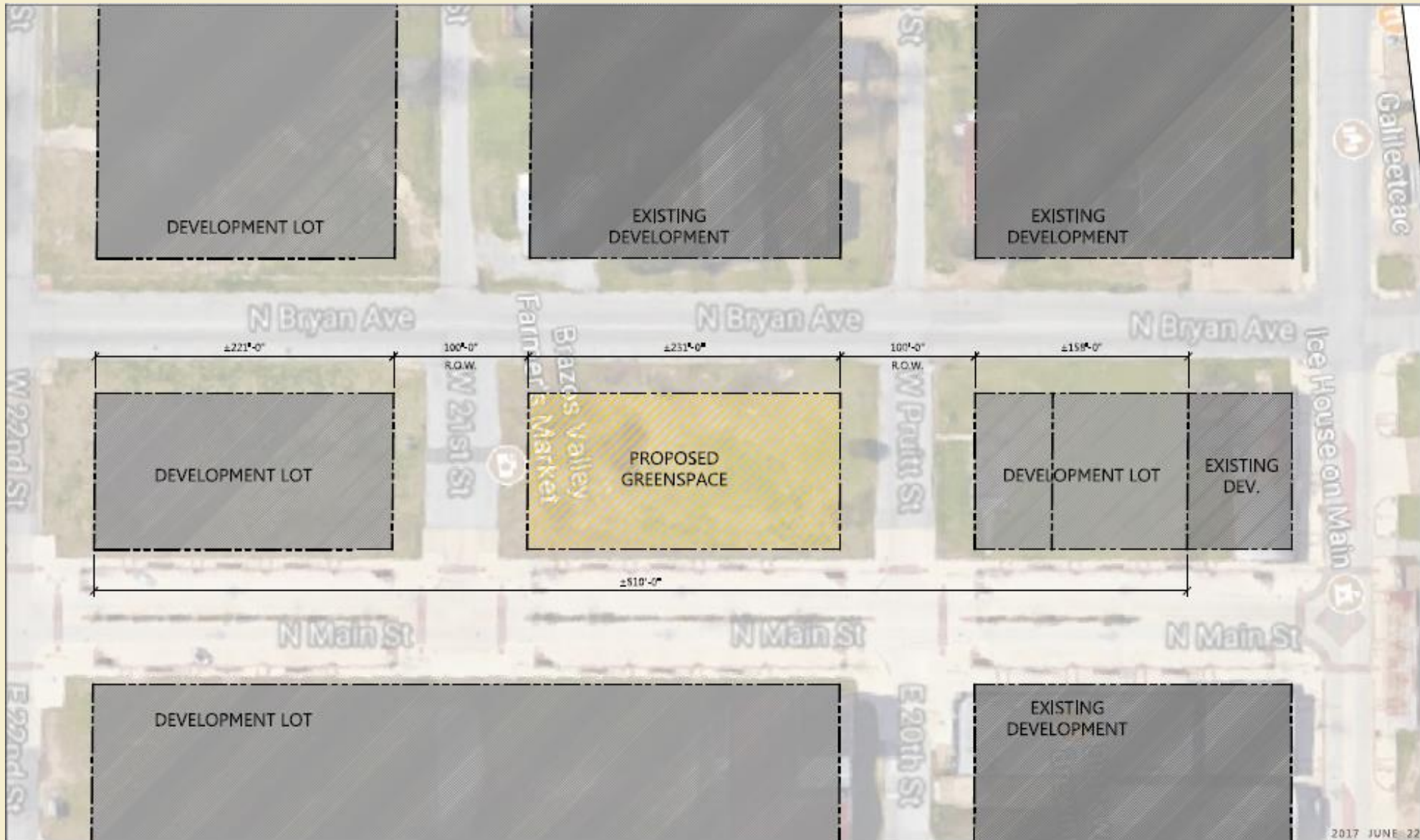
**DOWNTOWN NORTH - GREENSPACE CONCEPTS**  
**GREENSPACE CONCEPT 1**

SCALE: 1" = 60'-0"

NOT FOR REGULATORY APPROVAL,  
 PERMITTING, OR CONSTRUCTION







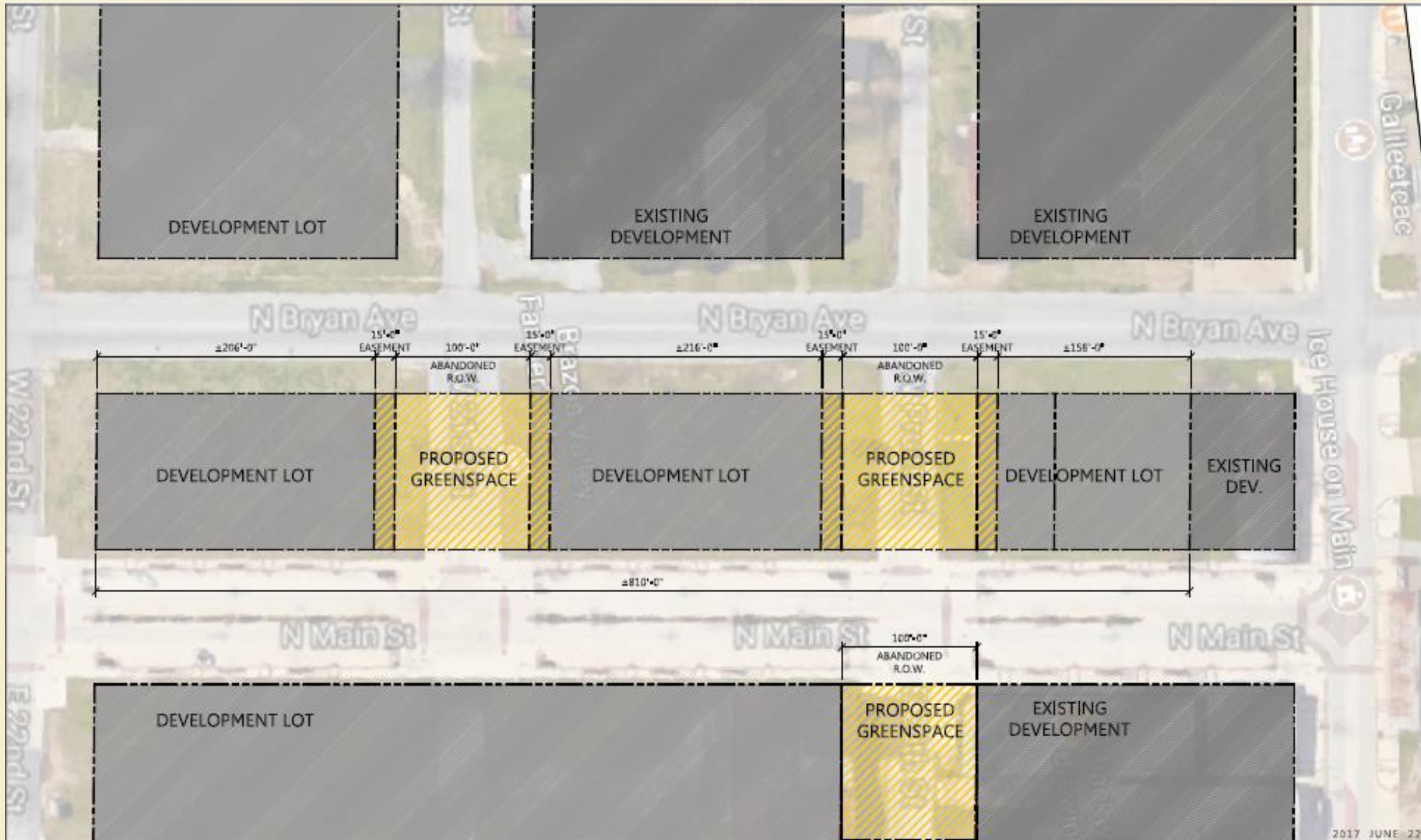
**DOWNTOWN NORTH - GREENSPACE CONCEPTS**  
**GREENSPACE CONCEPT 2**

SCALE: 1" = 60'-0"

NOT FOR REGULATORY APPROVAL,  
 PERMITTING, OR CONSTRUCTION







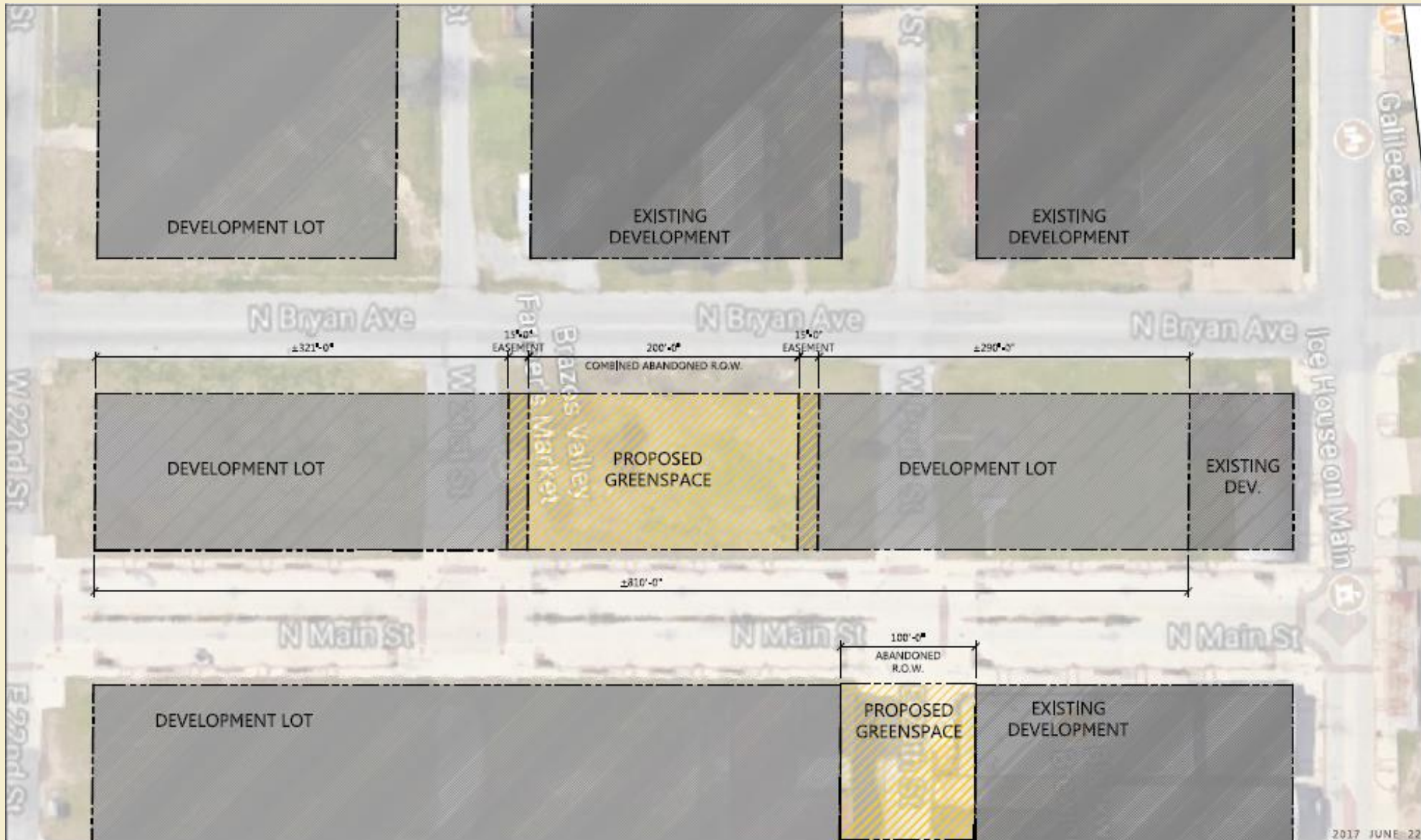
**DOWNTOWN NORTH - GREENSPACE CONCEPTS**  
**GREENSPACE CONCEPT 3**

SCALE: 1" = 60'-0"

NOT FOR REGULATORY APPROVAL,  
 PERMITTING, OR CONSTRUCTION







**DOWNTOWN NORTH - GREENSPACE CONCEPTS**

**GREENSPACE CONCEPT 4**

SCALE: 1" = 60'-0"

NOT FOR REGULATORY APPROVAL,  
PERMITTING, OR CONSTRUCTION



2017 JUNE 22





DOWNTOWN  
**BRYAN**  
— Association —

206 W. 26<sup>th</sup> St.      979.822.4920

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