

**CITY OF BRYAN**

*The Good Life, Texas Style.™*

DEVELOPMENT PARTNERSHIP FOR

# Downtown North

BRYAN, TEXAS

REQUEST FOR PROPOSAL



**CITY OF BRYAN**  
*The Good Life, Texas Style.™*

Photo Courtesy of City of Bryan Comm/Mktg

# A Foundation Laid, An Opportunity to be Realized

Downtown Bryan is a City treasure representing our past, present and future. Today, our Downtown continues its renaissance serving as a Texas "Cultural Arts District" and designated by the American Planning Association's Texas Chapter as one of the "Great Places in Texas."

This success did not happen by accident.

Over two decades ago, City leaders had the vision and fortitude to design and activate a Downtown Master Plan. This Plan is a case study in urban renewal via a City's long-term commitment to Plan implementation. To date, the City has invested in infrastructure improvements in our Downtown in accordance with the Plan and the private sector has complemented the public investment. The latest shining examples of this being the reopening of The Queen Theatre as a first-run movie theater and the current regeneration of the Palace.

The City is now embarking on the final phases of Plan implementation. The City acquired an approximate three block area commonly referred to as Downtown North (see map on Page 5) and identified in the Plan as the critical northern gateway into the core of Downtown. Once acquired, the City invested in building demolition and infrastructure improvements to Main Street in preparation for public-private partnership redevelopment activities. As a key component of this activity, the City has entered into public-private economic development agreements on adjacent properties that are now either revitalized or under substantial redevelopment ranging from high density mixed use to commercial.

The groundwork has been laid.

Now for the final phases to bring impact, the City firmly believes this effort must be private sector driven. As such, we are seeking a world-class partner with preference given to end users to invest with us in the redevelopment of our Downtown North property. The City of Bryan desires the redevelopment of this property with an **end user(s)** anchoring Downtown Bryan's northern gateway. **The goal for this initiative is straight forward - a public-private partnership that brings significant economic and social/cultural impact building upon Downtown Bryan's Cultural Arts District position in Aggieland.**

The City of Bryan thanks you for your interest in this unique business opportunity.



DEVELOPMENT  
PARTNERSHIP FOR

# Downtown North

BRYAN, TEXAS



**CITY OF BRYAN**

*The Good Life, Texas Style.™*

RFP# 22-060

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## Purpose

The purpose of this Request for Proposal (RFP) is to identify and secure a world-class private sector development partner for the redevelopment of Downtown North property owned by Bryan Commerce and Development.

## Vision

The redevelopment of the Downtown North property as an experiential destination, a magnet and catalyst for residents and visitors alike anchoring Downtown Bryan's northern gateway.

## Goal

A Public-Private Partnership redevelopment initiative that brings significant economic and social impact while retaining Downtown Bryan's unique Cultural District position in the market.



## DOWNTOWN NORTH

# Development Partnership

The City of Bryan is seeking one or more development teams to plan and develop one or more of the roughly 4 blocks within the north area of Downtown Bryan ("the Site"). The Site is currently owned by Bryan Commerce and Development (BCD), the economic development arm of the City of Bryan.

The developer(s) will act as a partner with the City of Bryan to achieve its Vision. The City's preference is a proposal from a single developer for a comprehensive/integrated plan on the roughly 4 blocks in the Downtown North area. However, the City is willing to accept proposals from developer(s) on individual blocks.

### Downtown North Background

In October of 2007, the City began the process of preparing the Downtown North area for complete redevelopment. The City addressed some obstacles to Downtown North redevelopment, several of which were addressed in the Downtown Master Plan. The roughly 4 blocks included in this RFP are the only remaining available lots of the 7 blocks that BCD assembled in 2007.

Photo Courtesy of City of Bryan Comm/Mktg



## Downtown North Property

500 A BLOCK  
125' x 250'

500 B BLOCK  
LOTS 3R - 6R

600 BLOCK  
125' x 250'

700 BLOCK  
A 125' x 100'  
B 125' x 50'

W MARTIN LUTHER KING JR STREET

700 A  
700 B

W PRUITT STREET

600

W 21ST STREET

N PARKER AVENUE

500 B

N BRYAN AVENUE

500 A

N MAIN STREET

W 22ND STREET

Photo Courtesy of City of Bryan Comm/Mktg



# DOWNTOWN NORTH Property Overview

Photo Courtesy of City of Bryan Comm/Mktg

	500 A BLOCK	500 B BLOCK	600 BLOCK	700 BLOCK	700 BLOCK
Property Details	Block 123 Lots 3R - 6R	500 N Main Street Lot Size: 125' x 250'	500 N Main Street Lot Size: 125' x 250'	500 N Main Street Lot Size: 125' x 250'	500 N Main Street Lot Size: 125' x 250'
Account					
Property ID:	22555	22477	22489	22477	114150
Legal Description:	City of Bryan Townsite, Block 123, Lot 3R-4R-5R-6R	City of Bryan Townsite, Block 105, Lot 1-5 & Pt of Street	City of Bryan Townsite, Block 106, Lot 1-5	City of Bryan Townsite, Block 105, Lot 1-5 & Pt of Street	City of Bryan Townsite, Block 260, Lot 1
Geographic ID:	191000-0123-0010	191000-0105-0010	191000-0106-0010	191000-0105-0010	191000-0260-0010
Type:	Real	Real	Real	Real	Real
Location					
Address:	N BRYAN AVE TX	500 N MAIN ST TX	600 N MAIN ST TX	N MAIN ST TX	700 N MAIN ST TX
Map ID:	540-232	540-232	540-232	540-232	540-232
Neighborhood CD:	E15000.C	E15000.C	E15000.C	E15000.C	E15000.C
Property Values					
Improvement Non-Homesite Value:	\$0	\$0	\$0	\$0	\$0
Land Homesite Value:	\$0	\$0	\$0	\$0	\$0
Land Non-Homesite Value:	\$123,900	\$247,630	\$218,750	\$61,250	\$30,630
Agricultural Market Valuation:	\$0	\$0	\$0	\$0	\$0





Photo Courtesy of City of Bryan Comm/Mktg

DOWNTOWN NORTH

# Developer Incentives

The City of Bryan offers a broad menu of economic development incentives designed to facilitate new business development, business expansion and business locations.

## TIRZ Funds

Tax increment financing is a tool that local governments can use to publicly finance needed structural improvements and enhanced infrastructure within a defined area. These improvements usually are undertaken to promote the viability of existing businesses and to attract new commercial enterprises to the area. The statutes governing tax increment financing are located in Chapter 311 of the Tax Code.

## Fee Waivers

This City of Bryan program offers incentives to developers of projects within the Bryan city limits. The agreement waives fees associated with building permits. The Council reserves the right to limit the time period on waived fees for building permits.

## Tax Rebates

Chapter 380 of the Local Government Code provides legislative authority to the City of Bryan for property and sales tax rebates, grants or reimbursements to promote economic development.

## Discounted Land

The City of Bryan owns public property that can be sold at a reduced price to economic development projects. This incentive is negotiable and determined by economic impact and/or the project's position as a catalyst.

## Grants

The City of Bryan and the Bryan Business Council may consider providing a cash grant to a company creating new jobs and making new investments in the City. This incentive is designed for deal-closing with priority given to projects that provide for substantial economic impact or serve as an economic development catalyst.

## Opportunity Zone Tax Incentives

Downtown Bryan is strategically located within a newly designated Opportunity Zone and tax incentives may be available to spur long-term private sector investments.

*\*All incentives are negotiable and subject to approval of the City of Bryan City Council as applicable.*



# DOWNTOWN NORTH Market Overview

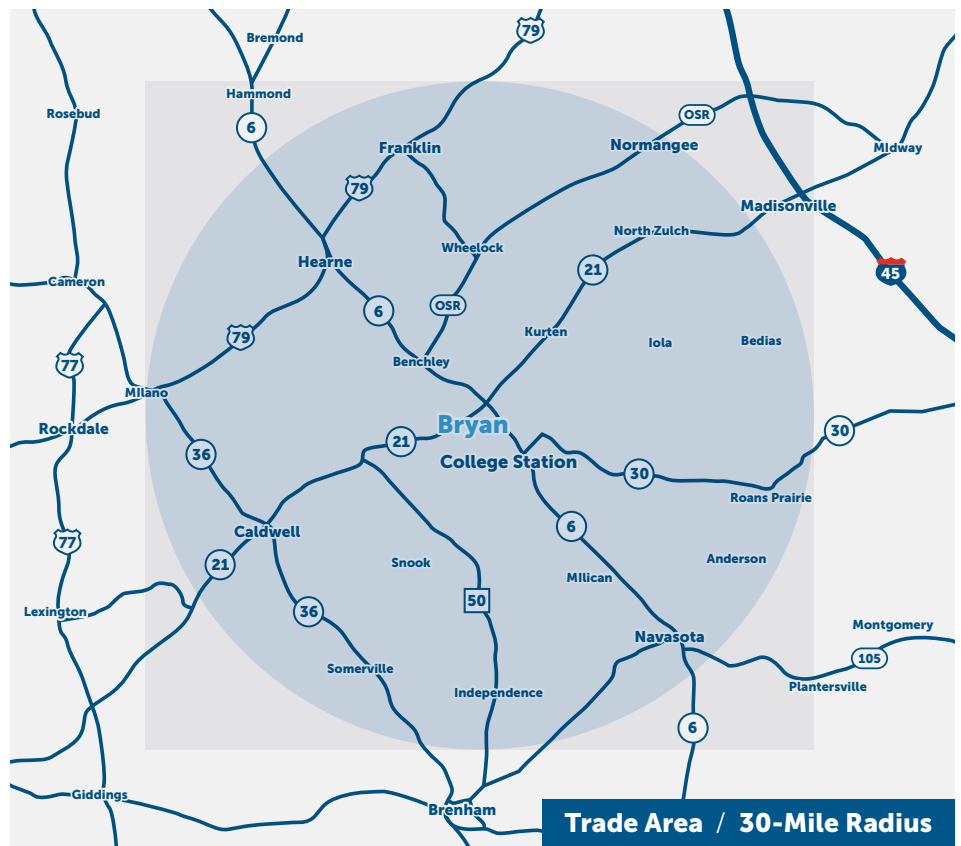
Photo Courtesy of City of Bryan Comm/Mktg

**The City of Bryan considers Downtown North to be a regional destination opportunity serving both residents and visitors alike.**

For purposes of initial analysis, the City of Bryan believes a 30 mile radius to be an appropriate Trade Area for the Site.

Due to the unique nature of Downtown Bryan as the market's only true downtown and designated as a Texas Cultural District, the Site offers a broad target audience approach ranging from local residents to students from Texas A&M and Blinn College to tourists from across the globe visiting Aggieland. In terms of targeted commercial mix, the Site offers opportunity to play off of Aggieland's history, a local/authentic culture, and Downtown Bryan's emphasis on the arts, including plays, art studios and murals.

Architecturally, Downtown Bryan celebrates its history with new developments such as Park Station and Bryan 500 North, while blending a modern aesthetic with new buildings such as the planned Dechiro Lofts,



Francesca building and Jordan's Lofts. Downtown Bryan is also home to several software technology firms and the Texas A&M University Department of Visualization. It's a downtown that mixes the past and the future together with arts

and technology. The Site is uniquely positioned as Downtown Bryan's northern gateway for the establishment of an iconic presence that represents the future of our community in the Center of the Texas Triangle.

# HISTORIC Downtown Bryan

In Historic Downtown Bryan, the legendary stories of our past converge with a thriving arts scene, top-rated restaurants, signature events, and eclectic boutiques & antique shops to form the ever-evolving cultural hub of the Brazos Valley. This recognized Texas Cultural District is the heart & soul of our community, home to the highest concentration of unique & locally owned shops and restaurants in Bryan-College Station. On the First Friday of each month, the streets of Historic Downtown Bryan transform into one big stage with live music, performances, art demonstrations,

and unique & interactive events and activities! Vintage resale finds, custom-made cowboy hats, original works of art, hand-blown garden ornaments... You'll find all this and more among the locally owned retail shops in Historic Downtown Bryan.

Historic Downtown Bryan is known as a hub for the arts in the Brazos Valley, and that includes the culinary arts. With dozens of unique, locally owned restaurants all nestled into this walkable district, Downtown Bryan is truly a foodie's paradise. Whether you're looking for locally-sourced

ingredients, hand-crafted cocktails, farm-to-table brunch, world-renowned barbeque, tasty Tex-Mex, or Bavarian bites... There's something for everyone's palate in Historic Downtown Bryan.

There's plenty of after-hours fun to be had for everyone in Historic Downtown Bryan. Find the perfect spot for you & your friends! Grab a locally brewed pint at KinderHill Brew Lab or Blackwater Draw Brewery, sip craft cocktails at one of more than a dozen bars, or enjoy live music at The Grand Stafford Theater.





DOWNTOWN BRYAN

# Visitor Statistics

Photo Courtesy of City of Bryan Comm/Mktg

## Average Dwell Time

How many hours visitors typically spend at the Point of Interest

1.7 hours

## Downtown Visits/Trip

Repeat visitation to the Point of Interest within a visitors trip to the main destination

2.2

## Downtown Repeat Visitation

Percentage of visitors return to the Point of Interest in a future trip.

86.5%

## Average Length of Stay

Downtown visitation by Day & Hour

2.0 days

## Resident Statistics

Average Dwell Time (hours)

1.2

Average Trips Downtown

20.0

Downtown Repeat Visitation

73.2%

## Downtown Bryan Visitation by Top 10 Metros

METRO	UNIQUE VISITORS
Houston	4,500
Dallas-Ft. Worth	2,921
Austin	2,168
San Antonio	1,735
Waco	888
Tyler	665
Harlingen	317
Corpus Christi	280
Beaumont	279
Shreveport, LA	225

# Downtown

BRYAN, TEXAS

## EAT

- 01 3rd on Main
- 02 All The King's Men
- 03 Bavarian Brauhaus
- 04 Billy's Grille & Bar
- 05 Caffè Capri
- 06 Casa Rodriguez
- 07 The Chocolate Gallery
- 08 Cilantro Mexican Grill
- 09 Downtown Elixir & Spirits Co
- 10 D'Vine Cuisine
- 11 Harvest Coffee Bar
- 12 Longhorn Tavern & Steakhouse
- 13 Margie's Bar & Grill
- 14 Mr. G's Pizzeria
- 15 Murphy's Law Pub
- 16 Papa Perez Mexican Cuisine
- 17 Polite Coffee
- 18 Proudest Monkey
- 19 Restaurant San Jose
- 20 Ronin Restaurant
- 21 Rx Pizza
- 22 Subway
- 23 Taco Crave
- 24 Tavo Coffee Co.
- 25 The Village Cafe
- 26 Vino Boheme
- 27 Zeitman's Grocery Store

## SHOP

- 28 Alice's Attic Thrift Store
- 29 Ambrose Furniture Works
- 30 Attic Antiques
- 31 Bird's Nest Gifts & Antiques
- 32 Brazos Glassworks
- 33 Burr's Unfinished Furniture
- 34 Catalena Hatters
- 35 Cocoa's Pantry
- 36 Corner of Time Antiques
- 37 Design Superstore
- 38 Ed's Bookshop
- 39 The Frame Gallery
- 40 HBI Office Solutions
- 41 Hob Knob Hardware
- 42 Itza Bjp
- 43 Lonestar Meadery
- 44 Old Bryan Marketplace
- 45 Rabbit Hole Antiques
- 46 Savage Diva
- 47 Sparrow Lane
- 48 St. Vincent DePaul Resale Shop
- 49 String & Horn Shop
- 50 Sweet Repeat Resale Shop
- 51 Texas Rose Boutique
- 52 Twisted Tumblers
- 53 Whimsy & Wild Emporium

## PLAY

- 54 3rd Floor Cantina Jazz Bar
- 55 5 Knocks Speakeasy
- 56 W. 31st St. Murals
- 57 979 Art Gallery
- 58 Art Fill
- 59 Blackwater Draw Brewing Co.
- 60 BV African American Museum
- 61 Carnegie History Center
- 62 Clara B. Mounce Public Library
- 63 The Grand Stafford Theater
- 64 Halo Bar
- 65 James Studio 59
- 66 Kinder Hill Brew Lab
- 67 The Kyle House
- 68 Last Call Jiu Jitsu
- 69 Palace Theater
- 70 Purple Turtle Art Studio
- 71 Queen Theatre
- 72 Sparkle Elegance Nightclub
- 73 StageCenter Theatre
- 74 Studio Yoga BCS
- 75 Top Shelf Bar
- 76 Viz Lab North (College of Architecture North)

## OTHER

- 77 24th St. Townhomes
- 78 206 Main Lofts
- 79 212 N. Bryan Lofts
- 80 300 Parker Townhomes
- 81 500 Bryan North
- 82 808 Technologies
- 83 Aggie Relo
- 84 The Arkitek Studio
- 85 Arsenal Tattoo & Design
- 86 Audience Media Group
- 87 Banks & Banks Attorney at Law
- 88 BCS Modern Living
- 89 Brewer, Eyeington, Patout & Co LLP
- 90 Carini Townhomes
- 91 CEO Technologies
- 92 Charles Hotel Lofts
- 93 Daniel Stark Injury Lawyers
- 94 The Dechiro Lofts
- 95 Downtown Event Services
- 96 Edward Jones Investments
- 97 Engel & Völkers
- 98 The Francesca
- 99 Hudson Barber Emporium
- 100 The Insite Magazine
- 101 The Jordan Lofts
- 102 Kasparov Lofts
- 103 La Vita Centro
- 104 Law Office of David Hilburn
- 105 Lexitas
- 106 LKG Realty
- 107 Lofts on Main
- 108 Musa Studio
- 109 Nikki Pederson Talent
- 110 PACT Design Studio
- 111 Park Station
- 112 Perry Lofts
- 113 Remax 2020
- 114 Texas Media Foundry
- 115 Water to Wine Productions

## STAY

- 116 LaSalle Hotel
- 117 Milton Parker Homes

## EVENT CENTERS

- 118 Astin Mansion
- 119 Brazos Cotton Exchange
- 120 Downtown 202
- 121 Ice House on Main
- 122 Palace Theater
- 123 Queen Theatre
- 124 Square One Event Center
- 125 Reserve at Cottonwood Creek





DOWNTOWN NORTH

# Development Projects

*In addition to trade area and general target audience information, four critical projects in Downtown North are completed or underway.*

Photo Courtesy of City of Bryan Comm/Mktg



1

## Park Station

The brand new Park Station has beautiful loft apartments on the 2nd and 3rd floors with office/retail space on the ground floor. Park Station is walking distance to Caffé Capri, Harvest Coffee Bar, Casa Rodriguez, The Proudest Monkey, Ronin, Rx Pizza, The Queen Theater, shopping, and all the new hotspots in Downtown Bryan.



2

## Dechiro Lofts

The Dechiro Lofts are homes to 20 residential lofts and 6 retail and office spaces. The project recently won the Best New Construction in a population over 50,000 award at the 2021 Texas Downtown Association (TDA) Annual President's Awards.



3

## Jordan's Lofts

Jordan's Loft features 48 true loft apartments on Main Street with a wide open floor plan and 2nd floor park. At the Main Street level the building will have 6,500 SF of available retail space hosting restaurants, retail and office space.



4

## The Francesca

A colorful mixed-use development is coming to Downtown Bryan, bringing with it 4,600 square feet of retail space and 15 lofts. The three-story building named the Francesca will feature all retail space on the first floor. The second and third floors will house 15 loft-style apartments ranging from studios to two bedrooms.



TRAVIS B. BRYAN

# Midtown Park

Photo Courtesy of City of Bryan Comm/Mktg

**Travis Bryan Midtown Park** is located in the Midtown District of Bryan, Texas and is the site of a significant amount of redevelopment in Bryan’s Midtown area. The park is poised to become a world-class destination for residents and visitors, featuring outdoor athletic fields, Legends Event Center, entertainment, nature-based recreation opportunities and more.

Midtown Park was borne out of a vision to provide Bryanites with a recreational destination in the Midtown neighborhood of Bryan. The park integrates ecological and social approaches that promote public health, cultural awareness and environmental stewardship. Once completed, the park

will be unique in purpose and design to provide a catalyst for the positive redevelopment of the entire Midtown corridor.

**D-BAT Aggieland** partnered with the Bryan Business Council to bring world class batting cages and professional baseball and softball instructors to the park.

As one of the first pieces of Travis Bryan Midtown Park to open, **BigShots Golf Aggieland** brought new recreational opportunities to the Brazos Valley. The City of Bryan partnered with BigShots Golf/ClubCorp to bring this game-changing entertainment and culinary experience to the park.

**Travis Fields** is located directly north of the main Travis Bryan Midtown Park area, on Bomber Drive. It reopened in early 2022 and features three turf fields, eight batting cages, spectator seating, shaded areas, playgrounds and more.

The 122,300-square-foot **Legends Event Center** will feature a large indoor court/event space with space for up to 16 volleyball/8 basketball courts that can be used for a variety of activities and special events. Open to tourist and residents alike, the ultimate purpose of the center is to create a one-of-a-kind venue unmatched anywhere nearby and increase tourism spending in Bryan.



Photos Courtesy of City of Bryan Comm/Mktg



DOWNTOWN BRYAN

# A Texas Cultural District

Photo Courtesy of City of Bryan Comm/Mktg

From its beginnings in the late 1800's as a railroad town, the Downtown Bryan of today has distinguished itself with a vibrant and thriving entertainment, arts, retail and restaurant scene.

As a recognized Texas Cultural District, Downtown Bryan is home to a thriving community of artists and creators. Stroll our streets, rich with shops carrying everything from accessories and clothing to vintage and eclectic furnishings. Locally-owned restaurants, art galleries and specialty stores staffed by friendly people with stellar customer service make downtown a favorite destination among locals and visitors.

During the day, Downtown Bryan is the place to enjoy unique cafés and historic beauty. Lit by the neon glow of the newly-restored Queen Theatre and event lighting on downtown buildings, trees, and light posts, the streets of Downtown Bryan at night are just as entertaining. Live music, poetry slams, and other events take place at multiple venues all year long.

## Annual Cultural Events

- Brazos Valley Farmer's Market
- Brazos Valley Worldfest
- Cinco de Mayo
- Cheers to Craft Beer
- Downtown Bryan Holiday Stroll and Lighted Parade
- Downtown Street & Art Fair
- Juneteenth Parade & Blues Festival
- Fiestas Patrias
- Halloweentown in Downtown Bryan
- Wine & Wassail



## Marquee Events in Downtown Bryan

### First Friday

The streets of Historic Downtown Bryan transform into one big stage on the First Friday of each month with live music, performances, art demonstrations, and unique & interactive events and activities! Enjoy live music, art and an array of shopping and dining options.

### Lights On!

Destination Bryan kicks off the holiday season with the annual Lights On! event. Thousands of lights are simultaneously switched on along Main Street and Bryan Avenue to illuminate picturesque Historic Downtown Bryan.

### Downtown Street & Art Fair

The Downtown Street & Art Fair features artists and artisans from across the region selling their handmade creations. Live music, art demonstrations and street performers add to the entertainment.



## DOWNTOWN BRYAN

# Cultural Venues



### The Palace Theater

Where the Palace Theater sits today was home to Bryan's original City Hall. After City Hall burned down and reopened in 1910, it housed a theater on the ground floor that was used for live performances, community meetings and other gatherings. The theater on the ground floor was commonly referred to as The Colonial Theater or the Opera House. The building was eventually purchased by Morris Shulman in 1928 and converted fully into a live performance theater. The Shulman family also owned the Queen Theatre and Dixie Theater (now the Stafford Theater). The Palace Theater was donated to the City by the Schulman family in 1987. It is now an open-air performance venue used for live concerts, holiday events and other community gatherings.



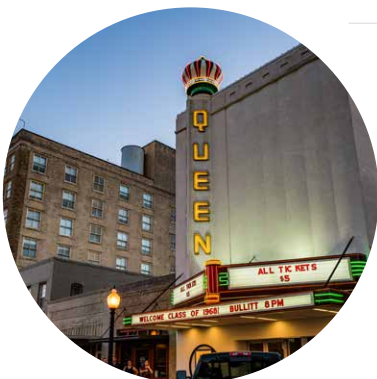
### Grand Stafford Theater

Bryan's Grand Stafford Theater is heir to a lengthy heritage. The building itself dates back as far as the early 1910s and has endured through cultural and technological innovations. In its first noteworthy incarnation, the Stafford was known as the Dixie Theater, which operated successfully as single-screen theaters and venues. After suffering a fire in 1983, the Dixie was remodeled and reopened in the mid-1990s as the Stafford Opera House, where it enjoyed several years of serving as a venue hosting popular touring bands. Today, the Grand Stafford Theater is a sparkling downtown Bryan entertainment destination that draws local residents, college students and guests in pursuit of the finest hospitality and musical entertainment.



### Ice House on Main

The Ice House on Main was built in 1912 as the Bryan Ice Company and was one of the most extensive and complete plants of its time. Central to the health and comfort of local residents, Ice House on Main has played a critical role in the community from the very first day it opened. Through the years, the Ice House on Main has been home to a Coca-Cola distributor, furniture manufacturer, and a popular night club. Today, the Ice House on Main boasts 20,000 sq. ft. of event and dining space. Situated at the North end of Bryan's historic district, the Ice House on Main still boasts original materials throughout its historic architecture. The Ice House on Main continues today as a reflection of the rich history found in Downtown Bryan.



### The Queen Theatre

This historic theatre has been an iconic Downtown Bryan landmark since 1913. Management of the theatre recently returned to the hands of the family. Today this legendary building has been reborn as a dine-in theatre filled with modern amenities. The Queen now features luxury seats and a full dining menu, theater-goers will be able to enjoy first-run movies in the heart of Historic Downtown Bryan. Be sure to check out The Crown Bar located on the 3rd floor, serving delicious craft cocktails, bar bites, and more. Get ready to sit back, relax, and enjoy the movies!



# The Rebirth of Downtown Bryan, Texas

Photo Courtesy of City of Bryan Comm/Mktg

Within the past ten years Downtown Bryan, Texas has been reborn to become the soul of the community. Its rebirth represents a dream come true for many and a symbol of sound planning, visionary leadership, plan implementation, public-private partnership, management and citizen involvement. In short, Downtown Bryan has become a Great Place.

First laid out in 1860, settlement began soon thereafter. By 1866 Bryan had been named county seat of Brazos County, and the area that would become Downtown progressed into a center of intense activity. Downtown Bryan served as a temporary headquarters during the construction of the Houston & Texas Railway, one of the State of Texas' first publicly financed transportation ventures. The city offered connectivity to the thriving City of Houston, southeast to the seaport of Galveston, and northwest to the frontier interior of Texas. For the next 80 years Bryan grew at a steady rate and the central business core developed right along with the rest of the community.

As was the case with many communities however, the traditional central business district of Bryan suffered

relentless decline in the postwar period. Although identified and documented as a serious community problem as early as 1954, the symbolic low water mark occurred when in 1987 the former city hall building, the Palace Theater, centrally located in downtown, suddenly collapsed from lack of maintenance. Although the owners, financially unable or unwilling to act, donated the property to the City of Bryan, community leaders judged removal of the wreckage unimportant. This collapse and the subsequently remaining ruins served to symbolize the decline of downtown Bryan during this time in its history.

The revitalization of Downtown Bryan began more than two decades ago and is a story of perseverance. The first efforts were made manifest in an organization called Downtown Now. Begun in the late 1980's by a group of concerned citizens, this group was the first to take measures to bring life back to downtown. With this group's advocacy and encouragement, elected city officials began to make major monetary investments with several key steps beginning in the early 1990's and continuing today.



## AWARDS & RECOGNITION

# *A History of Excellence in Downtown Bryan*

A key step taken toward the goal of a resurrected downtown was to take time to plan. In 2001 an award-winning comprehensive Downtown Master Plan was unveiled. This master plan, prepared by Looney Ricks and Kiss of Nashville Tennessee, has been the guiding roadmap for downtown since its inception. The subsequent investment in infrastructure allowed the area to draw new businesses, including a number of high-tech companies, but the greatest impact has been of a social nature. Downtown Bryan was reborn as the cultural center of the community and was adopted as a go-to destination for an area far outside the limits of the City of Bryan.

Today, the 30-block Downtown Bryan neighborhood is a 24-hour community with over 100 loft and townhome units. Downtown's design connects with people on a human scale with pedestrian-friendly access to a weekly farmer's market, and neighborhood retail services such as daycares, barbershops, and salons. Local and regional residents enjoy the rich cultural hub the neighborhood provides.

- 2022 **Texas Music Friendly**
- 2021 Texas Downtown  
**Best Downtown Construction  
For A Population over 50K**  
The Dechiro Lofts
- 2019 Texas Downtown  
**Best Downtown Business  
For A Population over 50K**  
Catalena Hatters
- 2018 American Planning Assoc. - TX Chapter  
**"Great Places in Texas"**  
Historic Downtown Bryan
- 2015 Texas Downtown  
**Best Renovation**  
Arsenal Tattoo
- 2014 Texas Commission on the Arts  
**Bryan Cultural District Designation**
- 2013 Texas Society of Architects  
**Citation of Honor**  
Bryan City Council 1999-2012
- 2012 National Endowment for the Arts  
**\$10,000 Grant to DBA**
- 2009 Texas Downtown  
**Best Renovation**  
Brazos Decorative Center
- 2009 American Public Works Association  
**Downtown Renovation, Phase 2**
- 2008 Texas Downtown  
Downtown Infrastructure Program
- 2007 Texas Downtown  
**Best Promotional Event**  
Texas Reds Festival
- 2003 APA Texas  
**Planning Excellence**  
Downtown Masterplan
- 2002 APA Texas  
**Project Planning**  
Downtown Masterplan



# The Center of the **TEXAS** Triangle

Bryan, Texas is one of Texas' fastest-growing cities, perfectly positioned in the most dynamic U.S. market - the Texas Triangle that is Austin, Houston, D/FW, and San Antonio. The City offers a positive economic climate amid a thriving technological community. Bryan is less than a three-hour drive from four of the country's 11 largest metropolitan areas which comprises 85% of the population of Texas. Bryan's central location also offers direct road and railway access to the Port of Houston.

- 102 MILES** ▶ AUSTIN
- 175 MILES** ▶ DALLAS
- 100 MILES** ▶ HOUSTON
- 185 MILES** ▶ SAN ANTONIO

## **Bryan / College Station MSA**

2021 Population: 308,153  
 2026 Population: 332,267  
 5 Year Growth Rate: 7.82%

## **60-Mile Radius**

2021 Population: 1,241,131  
 2026 Population: 1,366,129  
 5 Year Growth Rate: 10.1%

## **90-Mile Radius**

2021 Population: 8,493,915  
 2026 Population: 9,336,297  
 5 Year Growth Rate: 9.9%

Source: BVEDC Population Information  
<https://brazosvalleyedc.org/data/workforce>



# Local Economy

Steady growth and low unemployment has business booming in Bryan, Texas.

## Employment Rate

Bryan: **63.05%**

Texas: **64.81%**

## Top Employers

- Bryan I.S.D.
- City of Bryan
- Brazos County
- Skywriter MD
- St. Joseph Health System
- PlyGem Windows Group
- Texas Steel Conversion
- Sanderson Farms

## Recent Economic Development

- Redevelopment of Historic Downtown Bryan
- Travis Bryan Midtown Park
- DesignSpark Innovation Center
- Traditions Residential & Lake Walk Development
- Oakmont Residential Development
- RELLIS Campus
- Legends Event Center
- Live Oak Archery
- D-BAT

## Dynamic Industrial Development

- Coulter Field Airport
- Texas Triangle Park and Inland Port
- World Class Healthcare Facilities
- 550 Acres of Developable Land with Rail Access

## Sales Tax Revenue

2017 | **\$19.6** Million

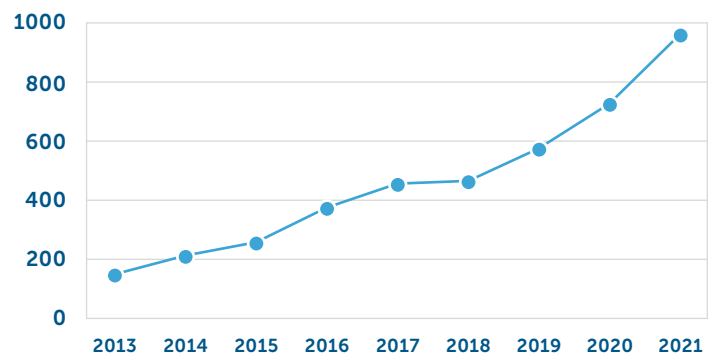
2021 | **\$25.5** Million

## Net Taxable Value of Property

2017 | **\$4.898** Billion

2021 | **\$6.558** Billion

## Single Family Home Permits





# Higher Education

Photos Courtesy of City of Bryan Comm/Mktg



## Texas A&M University / **72,982 Students**

Texas A&M is home to more than 72,000 students and has significantly expanded its footprint into Bryan in recent years. The University's Health Science Center comprises \$300 million in recent building development and is located in Bryan with an enrollment of 2,877 students. Recognizing that downtown Bryan is the center for Arts in our community, the College of Architecture's Department of Visualization, which represents visual arts for Texas A&M community, has steadily grown its presence in downtown to now include classroom and studio space.



## Texas A&M RELLIS Education & Research Campus

LOCATED IN BRYAN

The Texas A&M University System is creating a new paradigm for the future of applied research, technology development and education. More than \$350 million in new buildings have been developed over the past two years alone, including the Texas A&M RELLIS Education and Research Campus, a high-tech, multi-institutional research, testing and workforce development campus.



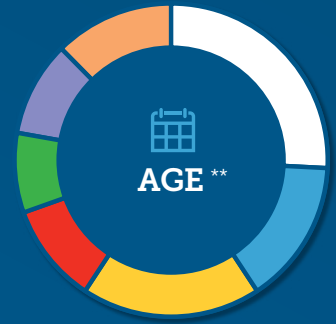
## Blinn College / **12,000 Students**

LOCATED IN BRYAN

Blinn College has offered classes in Bryan-College Station since 1970 and now encompasses more than 80 acres with state-of-the-art learning facilities. The premier two-year college in Texas, Blinn College ranks among the nation's leaders at transferring students to top four-year universities and has received national recognition for affordability.



# Demographics



Percentage	Age Group
26%	0 - 19
17%	20 - 24
16%	25 - 34
10%	35 - 44
9%	45 - 54
10%	55 - 64
12%	65+

## Bryan-College Station MSA Population

278,450

Source: BVEDC Demographics

## Bryan Population

93,590

Source: City of Bryan Economic Outlook 2022 Presentation

## Gender



50%  
Female



50%  
Male



Percentage	Race & Ethnicity
56%	White
20%	Hispanic
10%	Black
4%	Asian
10%	Other

## Total Households\*\*

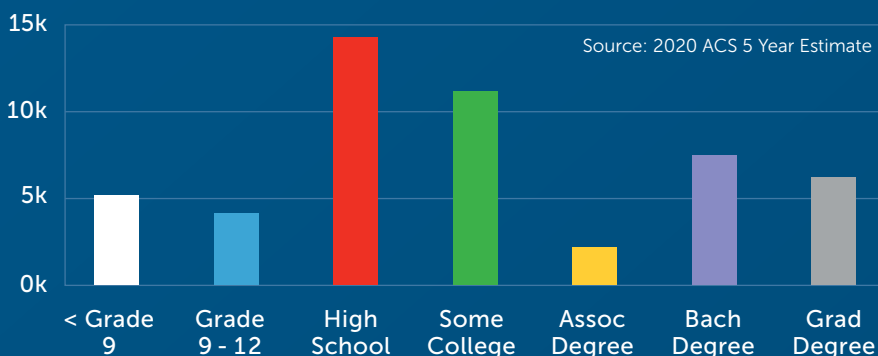
114,963

Source: ESRI Demographic & Income Comparison Profile

## Average Household Income\*\*

\$76,888

## Education Attainment\* (Population 25 years and over)



\*Within City of Bryan \*\*Within 30-mile radius of Downtown North



Percentage	Income Level
24%	Over \$100k
13%	\$75k - \$99k
17%	\$50k - \$74k
13%	\$35k - \$49k
8%	\$25k - \$34k
25%	Under \$24k

Source: ESRI 2021 Demographic Profile

DOWNTOWN NORTH DEVELOPMENT PARTNERSHIP

# Project Goals & RFP Requirements





# Downtown North: Request for Proposal

This RFP sets forth the project goals, selection criteria, statement of qualifications and submittal requirements that the proposal must address. Based on the proposals and information submitted in response to this RFP (the "Proposals"), the City of Bryan plans to make a final decision on selecting one or more developers for this Site. Evaluation criteria, which will be used to score each team, are included on [page 24](#).

One (1) original and one (1) electronic document of the proposal must be submitted. You must upload one (1) electronic document in the format prescribed herein on our website at <https://brazosbid.ionwave.net>. Please note the City of Bryan is not responsible for high internet traffic/demand at or near the time the response packages are due and that firms submitting their response package during peak traffic times risk their submittal not being received by the due date and time. In addition, one (1) unbound original must be submitted in a sealed envelope bearing the name and address of the Respondent and the RFP name/number.

To ensure a fair and objective RFP process and evaluation, all questions and inquiries related to this Request for Proposal shall be addressed in writing via the **Brazos Valley Online Bidding**

**System** (<https://brazosbid.ionwave.net>). The deadline for written questions and inquiries is **August 19, 2022**. Contact with any City of Bryan employee or official is prohibited without prior written consent from the Purchasing Department or designee. Offerors contacting any other employee(s) or official(s) without prior written consent risk elimination of their proposal from further consideration.

The RFP is on file and may be examined at the Purchasing Department Office at 208 E. 28th Street, Bryan, Texas 77803 and may be obtained by prospective bidders by calling (979) 209-5500; also available online at <https://brazosbid.ionwave.net>.

The City believes that the data contained in this RFP is sufficient for the preparation of a response. Requests for additional information will be considered depending on the RFP time frame and the availability of the requested information. Such information will be submitted to all known firms simultaneously. All teams may be asked to provide additional information set out below. All teams desiring to submit a proposal must submit, in addition to their proposal, the information set out below.



## Submission Deadline

Proposals will be accepted until **2:00 PM** on **09/12/2022** and should be addressed to:

**City of Bryan**  
Purchasing Department  
208 E. 28th Street  
Bryan, Texas 77803



## Questions

Questions regarding this RFP can be directed to:

<https://brazosbid.ionwave.net>

## Tentative schedule for this Request for Proposals:

Release RFP to Vendors  
**July 29, 2022**

Deadline for Questions  
**August 19, 2022**

Proposal Submission Deadline  
**September 12, 2022 @ 2:00PM**



# Project Goals

## Description of Project

The City is seeking a development partner to plan, design, construct, and bring to market a new mixed-use development on the Site that maximizes the Site's unique location and economic development importance for the City. The Project, envisioned as an experiential destination, will contain a mix of residential, office, retail, entertainment and open space activities.

## Project Timeline

The consultant selection process will be performed in accordance with the RFP tentative schedule. Negotiations with the selected team are expected to begin within three months of the release of this RFP.

Detailed scheduling of the project will be negotiated during the contract negotiations between the selected team and the City.

## Key Components

Potential Developers are encouraged to add to, modify or clarify any of the scope of work items deemed appropriate to obtain a high quality product. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined below.

In selecting one or more Developers for this project, the City will consider Proposals that reflect an understanding of the emphasis in this effort.

The development of the site should be in a manner that advances the following goals of the City.

### ① EXPERIENTIAL DESTINATION

This Site is a highly visible part of Downtown Bryan serving as a pivotal location to complete the revitalization of Downtown Bryan. This Site serves as the north gateway into downtown and development should capitalize on the site's uniqueness. Development proposals should include an integrated development of solid economic uses to create a market draw for both the residents of Bryan and visitors. Special attention should be paid to the historic assets adjacent to the site and Downtown Bryan's designation as a "Texas Cultural District". The development should serve to enhance the image of Downtown and the City as a whole.

### ② LAND USE

Specific land uses should be determined by the creativity and professional judgment of the Developer. The City will consider the inclusion of uses as long as those uses further the City's intent as described in the RFP. Such uses may include, but are not limited to, retail, housing, office, hospitality, and entertainment uses. Land uses that promote an experiential destination as discussed above will be prioritized.

### ③ FLEXIBLE PUBLIC SPACE

This Site should be developed in a way that, in addition to the commercial real-estate solution, provides real, long-term benefits to Downtown Bryan and to the community as a whole. The proposal should provide for enhanced street-level amenities promoting open space and pedestrian facilities. A flexible, vibrant public space should be integrated into the development proposal, which will provide opportunities for the public to gather and actively participate in the surrounding development and enliven the pedestrian experience. The proposal should propose plans to support sufficient parking for the Project.

### ④ ECONOMIC IMPACT AND RETURN ON INVESTMENT

Development of the Site must generate significant economic impact and return on investment to both the City of Bryan and the Development Partner(s).

### ⑤ PROJECT QUALITY AND DELIVERY

The developer should provide the firm's capacity to begin a project within the City's timeframe and maintain and deliver the end product within specific dates agreed upon during contract negotiations. Firms should designate the Project Manager or Project Director for the project, their current workload, the sources of equity and debt financing, and public partner references for public/private development projects of similar size and scope.

### ⑥ DENSITY

The Site should be developed with medium to high density, multi-story structures to achieve a critical mass of key land uses and maximize opportunities for high quality design.

# Project Goals

## 7 URBAN DESIGN PRINCIPLES AND ARCHITECTURE

The Project should be based on sound urban design and planning principals and be in compliance with the Downtown Master Plan.

The lead architect, urban designer and/or urban planner should be identified. The Project must take into consideration the historic context of the south end of downtown as well as the remaining historic structures adjacent to the site. The aesthetics are critical to the experience and the design should take into consideration all planned and existing developments. The objective for the project is an attractive, quality development with land uses carefully integrated within the site and the surrounding area.

## 8 COMMUNITY AND STAKEHOLDER INVOLVEMENT

Downtown Bryan is an important public asset and stakeholder and community participation has been an integral part of the redevelopment process. As the north end of downtown continues to develop, this should continue to be the case. Local elected officials, residents, businesses, agencies, and organizations will be asked to participate throughout the planning process.

The process by which this public input will occur should be organized and efficient with the specific details being outlined during the negotiations. The City is looking for a viable public/private partnership(s), continued community involvement and long-term relationships that will continue to grow together.

# Expectations of Developer

The Developer will design and implement a coherent plan integrating the City's development goals. The Developer's partnership role is expected to include, but not be limited to, the following tasks.

- 1 Develop and refine a vision for the Site, defining a development team, and working in partnership with the City under an Exclusive Negotiation Period, followed by a Development Agreement to include the developer's approach to securing and acquiring the property.
- 2 Demonstrate ability to obtain necessary financing. Evidence of sufficient financial resources and a well-thought out financing strategy, including any specific public-private partnerships the Developer wishes to propose.
- 3 Provide business terms that provide tangible public-private benefits. Proposals should provide maximum return to the community and development partner.

- 4 Take the lead role and all necessary steps to effectively market the site to potential end users. The City will support this effort as a visible Partner as needed.
- 5 Secure end users for the Site and negotiate and enter into lease agreements with end users.
- 6 Identify individuals responsible for all sub developers and contractors.
- 7 Perform any additional due diligence, site planning, engineering, market analysis, and other development activities.
- 8 Complete all phases of on-site construction and related documents.
- 9 Conform with the City's ordinances and guidelines.



# Proposal Guidelines

## Statement of Qualifications

All teams may be asked to provide additional information set out below. All teams desiring to submit a proposal must submit, in addition to their proposal, the information set out below.

### Statements of Qualifications

The City is seeking responses to this Request for Proposals (“RFP”) including providing certain limited information (“Statements of Qualifications”) from the aforementioned teams as well as other interested and qualified real estate developers (collectively, the “Developers”) to redevelop one or more blocks of the Site in a fashion that captures the vision of the City for a vibrant, mixed-use downtown (the “Project”).

### Overview

Developers responding to the RFP must submit information regarding their team’s ability to serve in the previously described development capacity, whether as an individual developer or along with other development partners to meet the City’s objectives for the redevelopment project. As part of the RFP evaluation process, qualifications and evaluation of the Proposals (defined below) will be the basis for the City choosing one or more Selected Developers. Statements of Qualifications and the supporting information requested will serve as a basis for the City’s overall evaluation of the Proposals.

Developers must exhibit the necessary capabilities and experience to successfully execute their proposed development process through all stages and potential phases of completion. This role includes responsibility for assembling a development team, managing team members and co-development partners, creating a partnering relationship with the City, providing direction throughout the pre-development process, and implementing and executing the approved final plans. Developers must confirm in their Proposals the ability to successfully design, build, finance and manage the development of the Project.

### Basis for Evaluation

The City is seeking Developers to structure and implement the public/private finance, design, development, construction and management of the Project.

The Statement of Qualifications will be evaluated based on the following evaluation criteria:

#### ① DEVELOPER EXPERIENCE

Priority will be given to Developers with a history of successful real estate redevelopments and demonstrates the multi-disciplinary expertise required for the type of project proposed in this RFP. Developers must exhibit the design expertise, history of packaging an innovative commercial, mixed use product mix serving as an experiential destination and the ability to attract and retain quality tenants.

#### ② PROJECT EXPERIENCE

Experience with similar projects that the Developer has been involved in is considered essential. Descriptions, plans, and images of final development for the use-types included in relative/comparable projects, total development costs and the current status of these projects (pre-development, under construction, completed, etc.) will be evaluated.

#### ③ TEAM ORGANIZATION

In addition to the Developer’s overall capabilities and experience, the selection of partner firms including planners, architects, engineers, general contractors and subcontractors, commercial real estate, and other members who are integral to the project team will be considered. The Developer should submit the resumes of the personnel who will manage the day-to-day activities and a brief description of the manner in which the Project team will be organized and managed will also be evaluated. Additionally, it is critical to include a plan of succession should critical personnel cease to be available during the Project.

#### ④ FINANCIAL CAPACITY

Confirmation of the financial capability of the Developer to successfully undertake and execute this Project will be a major evaluation factor.

## Requirements

Statements of Qualifications can include descriptive narratives, financial representations, project documentation and other illustrations to properly convey the Developer’s ability to successfully undertake and execute the Project. Statements of Qualifications are required for the City to properly compare the qualifications of Developers invited to propose on the Project. By submitting the Statements of Qualifications,

# Proposal Guidelines

Developers have the opportunity to formally present their qualifications to the City.

Statements of Qualifications should precede the content/responses of the remainder of the submittal. Statements of Qualifications will necessarily vary among respondents (based on experience, project types, scale, organization, etc.) but should include the following elements:

The names and responsibilities of all organizations that are teamed with the Developer, and all major parties participating in the Project (architects, contractors, engineers, planners, investors, etc.) that have been identified by the RFP Submission Deadline, including any other development partners needed for specific components or use-types within the submittal.

For each organization, a brief description of the overall qualifications, specific experience on similar projects and references for those projects. Please indicate where team members have worked together on one or more past projects.

Identification of key persons assigned to the Project and the primary person responsible for day-to-day oversight of the entire Project by the Developer.

Evidence demonstrating the Developers capacity to finance a project of the magnitude presented in this RFP. If required, this information may be confidentially included by Developers as long as this documentation is clearly marked confidential. Developers should identify specific debt and equity capital partners with whom they will be considering for the Project.

## Definitions, Terms, & Conditions

### Definitions

To simplify and clarify the language throughout this RFP, the following additional definitions shall apply:

#### **BRYAN COMMERCE AND DEVELOPMENT (BCD)**

A Texas Transportation Code local government cooperation and the economic development arm of the City of Bryan.

#### **CITY**

Same as City of Bryan, Texas.

### **CITY COUNCIL**

The elected officials of the City, Texas, who have been given the authority to exercise such powers and jurisdiction of all City business as conferred by the State Constitution and Laws and City Charter.

### **PURCHASING**

The City Purchasing Department. Terms and Conditions

## Terms & Conditions

### Proposals

The Proposals must be received by Purchasing prior to the time and date specified on [page 21](#). It is the Developer's responsibility to ensure that the Submittal is actually delivered and received on time.

Proposals received after the date and time specified on [page 21](#) may be returned unopened and will be considered void and unacceptable. Purchasing is not responsible for lateness of mail carrier, etc., and time/date stamp in Purchasing shall be the official time of receipt.

Proposals cannot be altered or amended after the Closing Date. Alterations made before the Closing Date must be initialed by the Developer guaranteeing authenticity. Proposals may not be withdrawn after the Closing Date.

One (1) original and one (1) electronic document of the proposal must be submitted. You must upload one (1) electronic document in the format prescribed herein on our website at <https://brazosbid.ionwave.net>. In addition, one (1) unbound original must be submitted in a sealed envelope bearing the name and address of the Respondent and the RFP name/number. Response packages will be accepted until **2:00 PM** on **September 12, 2022**.

Failure to submit in the manner prescribed may cause the Submittal to be rejected. Any proposal which does not contain all of the information requested in this RFP will be considered incomplete and may be rejected by the City of Bryan.

The City of Bryan by statute is exempt from State Sales Tax and Federal Excise Tax, and the proposal price shall not include taxes.

This RFP does not commit the City of Bryan to award a contract or to pay any cost incurred in the preparation of a proposal.

*continued on next page*



# Proposal Guidelines

## Definitions, Terms, & Conditions *Continued*

### Reservations

The City of Bryan reserves the right to accept or reject any or all proposals as a result of this request, to negotiate with all qualified sources, or to cancel, in part or in its entirety, this RFP if found in the best interest of the City of Bryan. All proposals become the property of the City of Bryan.

The City of Bryan reserves the right to waive any informalities and technicalities and to accept the offer considered most advantageous in order to obtain the best value for the City. Causes for rejection of a proposal may include but shall not be limited to the Offeror's current violation of any City ordinance or the Offeror's previous failure to properly and timely perform its obligations under a contract with the City.

The City reserves the right to retain all proposals submitted and to use any idea in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the terms and conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City of Bryan and the firm selected.

The City of Bryan may conduct reference checks as needed to evaluate proposals. The City may contact those listed, and inclusion of this listing in your proposal is agreement that the City may contact the named reference.

The City reserves the right to contact other companies or individuals who can provide information to the City that will assist the City in their evaluation.

### Disclosure

At the public opening, there will be no disclosure of contents to competing firms, and all proposals will be kept confidential during the negotiation process. Except for trade secrets and confidential information that the Vendor identifies as proprietary, all proposals will be open for public inspection after the execution of the purchase and sale agreement and expiration of the feasibility period of same.

### If Proposal Results in a Contract, the Following Terms and Conditions Will Apply

Proposers should be aware the RFP and the contents of the successful proposal will become a part of any subsequent contractual document that may arise from this RFP. In case of discrepancy between the RFP and the Offeror's proposal, the RFP will rule.

No oral statement of any person shall modify or otherwise change, or affect the terms, conditions, or specifications stated in the resulting contract.

Should there be a change in ownership or management, the Contract shall be canceled unless a mutual agreement is reached with the new owner or manager to continue the contract with its present provisions and prices. This Contract is nontransferable by either party.

No public official or City employee shall enter into a contract with the City that violates Local Government Code, Section 171.003.

Offerors are advised that all contracts are subject to all legal requirements provided in the City Charter and/or applicable City Ordinances, State, and Federal Statutes.

### Addenda

In the event of a needed change in the published RFP documents, it is understood all the foregoing terms and conditions and all performance requirements will apply to any published addendum.

All published addenda shall be signed and included with your response package as acknowledgment of the addendum. Firms are responsible for obtaining all published addenda by downloading these documents from the City of Bryan website. The City assumes no responsibility for the Firms failure to obtain and/or properly submit any addendum. Failure to acknowledge and submit any addendum may be cause for the proposal to be rejected. The City's decision to accept or reject any particular proposal due to a failure to acknowledge and submit addenda shall be final.

# Proposal Guidelines

## Proposal Requirements

### Requirements

The following instructions describe the form in which Proposals must be submitted.

Responses to the following items will be used for proposal evaluation. Proposals that do not contain responses to each of the required items will be considered incomplete and may be rejected.

Proposal documents should provide a straightforward, concise description of the team's capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness, clarity of content, and conveyance of the information requested by the City. The requirements stated do not preclude Developers herein from furnishing additional reports, functions, and costs as deemed appropriate.

One (1) original and one (1) electronic document of the proposal must be submitted. You must upload one (1) electronic document in the format prescribed herein on our website at <https://brazosbid.ionwave.net>. Please note that the City of Bryan is not responsible for high internet traffic/demand at or near the time the response packages are due and that firms submitting their response package during peak traffic times risk their submittal not being received by the due date and time. In addition, one (1) unbound original must be submitted in a sealed envelope bearing the name and address of the Respondent and the RFP name/number.

The electronic version of the proposal must be an exact duplicate of the original hard copy proposal. If the proposal includes any comments over and above the specific information requested in this RFP, it should be included as a separate appendix and placed at the end of the proposal.

### Executive Summary

Please include a brief Executive Summary that highlights the main features of your proposal. The Executive Summary must be in 8 1/2" x 11" format and follow the same submittal requirements listed above. The Summary should not contain any confidential and proprietary information and shall include the following items.

- a short summary of the project components to be implemented under the proposal, with a detailed description of the proposed use(s) planned for the site;

- a proposed timeline for rehabilitation, construction and initial operation of all project components, including any project phasing;
- a description of any public financing or other assistance required under the proposal; and
- a description of any publicly-constructed infrastructure required by the proposal.

### Proposal Content and Format

Firms must deliver Proposals in the following format. Responses to the RFP will require the consultant to provide sufficient information to determine that the consultant qualifies for performing such a project, including the following:

#### ① LETTER OF RESPONSE

- Purchasing Department's RFP title and RFP number.
- Statement by the firm of its qualifications.
- Information on the firm.
- Description on the firm's ability to provide the services.

#### ② DEVELOPMENT CONCEPT

- Market Assessment or Demand Study with supporting documentation.
- Project overview.
- Strategic vision.
- Land uses.
- Building types.
- Tenants/end users.
- On-site infrastructure and other improvements.
- Community outreach.
- Narrative and graphics on how the project will be completed.
- Description on how the planning process will be organized.

#### ③ DRAWINGS

- Conceptual site plan with phasing.
- Elevations.

#### ④ PHASING AND TIMELINE

- Detailed, integrated timeline for all project components, such as financing, design work, construction, environmental clearances, community involvement, etc.

*continued on next page*



# Proposal Guidelines

## Proposal Requirements

*Continued*

### 5 PROJECT LIST

- Similar development and public/private partnership projects completed in the last five (5) years including agency name, address, contact person, telephone numbers and email addresses.
- Supporting documents such as renderings, marketing materials, project sheets, etc.
- Precise role of each partner of the Development Team in implementing the development and managing the comparable projects.
- Current work load of key personnel on the Development Team.

### 6 KEY PERSONNEL

- Names.
- Titles.
- Experience.
- Resume.
- Managing partner and key decision makers during the negotiation process.
- Succession plan in the event of key personnel inability to perform.

### 7 FINANCING CAPACITY

- Evidence of access to equity capital and financing resources to carry out the proposed project, supported by the following:
  - › Sources of equity/debt currently available to Developer for this project including the names of potential capital partner firms.
  - › Past history of raising capital.
  - › Letter of credit worthiness.
  - › Composition of real estate portfolio by type and occupancy percentage.
  - › CPA-audited income and expense and balance sheet statements for the past three (3) years, if available. If the proposer declares this information to be proprietary then the City will deem the documents to be unavailable for public review.

### 8 FINANCIAL INFORMATION

- Detailed, preliminary budget for the project development. Certain assumptions must be made to determine the financial feasibility of the project. The purpose of this budget is to provide the City with a consistent budget picture and demonstrate your approach to the project through your expected sources and uses of funds.
- 10-yr cash flow proforma, illustrating revenues, expenses, leverage for the private components, and reversion analysis (including terminal cap rates).

### 9 ACKNOWLEDGMENT

Acknowledgment of all published addenda (signed copies).



# Proposal Guidelines

## Selection Criteria & Procedures

The City will review all Proposals to determine compliance with required elements listed on pages 21 and 24 of this RFP. Proposals may be judged non-responsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal does not follow the specified format.
3. The information is incomplete or insufficient.
4. The quality of the proposal contained in the Submittal does not meet the goals, expectations or criteria set forth by the City.

### Evaluation Criteria

The firm will be selected based upon the technical criteria outlined below. Evaluation of each proposal will be weighted based on the following criteria:

Criteria	Weighting (%)
<b>Objective Factors</b> – Ability of the firm to meet basic minimum requirements set forth in RFP.	5
<b>Qualifications</b> – Degree to which firm has completed similar projects quickly, effectively, and on budget or has background and expertise to complete this project.	20
<b>Financial Capacity</b> – The financial capacity to develop the site and proven ability of developer to possess or attract equity and debt capital for a project of this type.	15
<b>Economic Impact</b> – Estimated capital investment and job creation, as well as projected return on investment to the Partnership	15
<b>Understanding of and Approach to the Project Goals</b> – Degree to which the firm understands the project, whether from experience with similar projects or from preparatory research and to which Developer’s proposed scope of work addresses the project issues.	10
<b>Quality of Work and References</b> – Quality of the proposal and the evaluation of references from other projects done by the firm as well as the proven ability to work with public agencies.	20
<b>Personnel</b> – The qualifications and availability of the personnel to be assigned to the project.	15
<b>TOTAL</b>	<b>100</b>

### Proposal Review Process

A Selection Committee will evaluate Proposals based upon the criteria outlined above. The Selection Committee may, at their discretion, request presentations by or meetings with any or all Developers, to clarify or discuss modifications to the Developers Proposals. Proposals should be submitted initially based on the most favorable terms that the Offeror can propose.



# Proposal Guidelines

## Notice of Non-Participation

If, for some reason, you are not participating in the solicitation, **PLEASE** complete the following and return to:

City of Bryan  
Purchasing Department  
205 E. 28th Street  
Bryan, Texas 77803  
Fax 979-209-5507

**DO NOT** return the solicitation packet. Failure to respond may result in removal of your organization from our current Vendor file.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Reason for no response to this RFP:

- \_\_\_\_\_ Cannot supply at this time
- \_\_\_\_\_ Suitable, but engaged in other work
- \_\_\_\_\_ Quantity too small
- \_\_\_\_\_ Opening date does not allow sufficient time to complete
- \_\_\_\_\_ Not Interested
- \_\_\_\_\_ Cannot meet requirements - please briefly explain:

Other Remarks: \_\_\_\_\_

\_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

# Proposal Guidelines

## Disclaimer

This Request for Proposal (RFP) is only an invitation to submit proposals and does not commit the City in any way to enter into an agreement or to proceed with the Project. The issuance of this RFP does not obligate the City to pay any costs whatsoever incurred by any respondent in connection with: (a) the preparation or presentation of qualifications or a proposal; (b) any supplements or modifications of this RFP; or (c) negotiations with the City or other party arising out of or relating to this RFP or the subject matter of this RFP. The City will not be liable to any respondent for any increase in value, real or perceived, to the (i) Site, (ii) City master plans, (iii) processes or (iv) otherwise, resulting from the respondent's Submittal, if any. The determination by the City to select a particular respondent shall not imply acceptance of the respondent's business offer, which may be subject to further negotiation prior to approval of a development agreement or other agreements with the City. The Development Agreement will be subject to approval by the City Council.

The City fully reserves the right to reject any and all Proposals to the RFP if the City, in its sole discretion, determines the Proposals do not meet its goals and objectives for the site. The City reserves the right to extend or otherwise modify the RFP deadlines, evaluation period, interview schedule or the timeframe to choose the Selected Developer. If and when such changes in the schedule were to occur, notice will then be provided to all Developers still involved at that stage of the selection process.

The information presented in this RFP and in any report or other information provided by the City to Developers is provided solely for the convenience of the interested parties. It is the sole responsibility of interested parties to assure themselves that the information contained in this RFP or other documents are accurate and complete. No representations, assurances or warranties pertaining to the accuracy of such information are or will be provided by the City or any other advisors.

The City expressly reserves the right at any time, and from time to time, for its own convenience, and in City's sole discretion, to do any or all of the following:

- Waive or correct any defect or technical error as to form or content of this request or in any response, proposal or proposal procedure, as part of the Request for Proposal or any subsequent negotiation process;
- Reject any and all proposals, without indicating any reason for such rejection;
- Reissue an RFP; modify or suspend any and all aspects of the selection process, modify the scope of the Project or the required responses or modify the process indicated in this solicitation;
- Request that Developers clarify, supplement or modify the information submitted;
- Extend deadlines for accepting responses, request amendments to responses after expiration of deadlines, or negotiate or approve final agreements;
- Negotiate with any, all or none of the Developers responding to the RFP;
- Make a selection for the exclusive negotiations based solely on the proposal selection process, or negotiate further with one or more of the Developers;

- During negotiation, expand or contract the scope of the Project, committing or withholding public financing or otherwise altering the project concept from that which was initially proposed in order to respond to new information, or opportunities to improve the financial return to the City from the Project or enhance public amenities; and/ or,
- If negotiations with the Selected Developer(s) fail to proceed to the reasonable satisfaction of the City, the City in its sole discretion, may enter into negotiations with and enter into a Development Agreement with another respondent, or begin the selection process anew. By submitting a proposal, the respondent certifies to the City that the respondent has not paid, nor agreed to pay, and will not pay or agree to pay, any fee or commission, or any other thing of value contingent on the award an agreement with the City related to the Project, to the City or any City employee or official or to any contracting consultant hired by the City for purposes of the Project.

Financial capacity information should be marked as confidential by respondent, if required. The City shall not be responsible under any circumstances for any damages or losses incurred by a respondent or any other person or entity because of the release of such financial information. The City will not return Proposals or any information submitted in connection with a Submittal to Developers. The City reserves the right to disqualify any respondent to this RFP on the basis of any real or apparent conflict of interest that is disclosed by the responses submitted, or on the basis of other data available to the City. This disqualification is at the sole discretion of the City. Any false, incomplete, or otherwise unresponsive statements made in connection with a proposal may because for its disqualification at the City's discretion.

The Selected Developer shall be responsible for obtaining all government approvals required for the project, and the Selected Developer will be expected to pay all permit and processing fees related to the Project. In issuing this Request for Proposal, the City makes no representation or warranties, express or implied, that the necessary governmental approvals can be obtained which will allow the development of the Project in accordance with the guidelines set forth above herein. Developers should understand that the City is issuing this RFP in its capacity as a landowner with a proprietary interest in the Project Area and not as a regulatory agency of the City with certain police powers. Any applicants also would be subject to City ordinances regulating land development.

The City will not pay a Finder's Fee or Broker's Fee in connection with this RFP. Developers shall be solely responsible for the payment of all fees to any real estate brokers with whom such party has contracted.

All facts and opinions stated in this RFP document (including any attachments, appendices or exhibits) and in the additional reports and information are based upon available information, and no representation or warranty, express or implied, is made with respect thereto. Developers must be prepared to provide insurance and bonds satisfactory to the City if selected.

The above requirements will be incorporated as part of the Development Agreement and will apply to contractors, subcontractors, subtenants, etc. of the Selected Developer as applicable within each code section.



# Proposal Guidelines

## Certification & Authorization

The undersigned certifies that he has fully read and understands this "Request for Proposal" and has full knowledge of the scope, quantity, and quality of the services to be furnished and intends to adhere to the provisions described herein. The undersigned also affirms that they are duly authorized to submit this proposal, that this proposal has not been prepared in collusion with any other Vendor, and that the contents of this proposal have not been communicated to any other Vendor prior to the official opening of this proposal. By signing below, the FIRM certifies that neither the signatory, nor any co-owner of the FIRM, is related to a member of the City Council of the City of Bryan within the third degree of consanguinity (blood) or within the second degree of affinity (marriage).

Signed By: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Typed Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_

Bid Address: \_\_\_\_\_  
P.O. BOX OR STREET CITY STATE ZIP

Order Address: \_\_\_\_\_  
P.O. BOX OR STREET CITY STATE ZIP

Remit Address: \_\_\_\_\_  
P.O. BOX OR STREET CITY STATE ZIP

Email: \_\_\_\_\_ Federal Tax ID No. \_\_\_\_\_

## Acknowledgment

THE STATE OF \_\_\_\_\_ COUNTY OF \_\_\_\_\_

BEFORE ME, the undersigned, on this day personally appeared \_\_\_\_\_

known to me to be the person and officer whose is subscribed to the foregoing instrument and acknowledged to me that the same was the act of the said \_\_\_\_\_

A corporation, and that he has executed the same as the act of such corporation for the purposes and consideration therein expressed, and in the capacity therein stated.

GIVEN UNDER MY HAND AND SEAL OF OFFICE, THIS \_\_\_\_\_ DAY OF \_\_\_\_\_ A.D., 2018.

\_\_\_\_\_  
NOTARY PUBLIC In and For the State of: \_\_\_\_\_

# Appendix

## Appendix A: Disclosure Requirements

Chapter 176 of the Texas Local Government Code mandates the public disclosure of certain information concerning persons doing business or seeking to do business with the City of Bryan, including affiliations and business and financial relationships such persons may have with City of Bryan officers. An explanation of the requirements of Chapter 176, applicable forms and a complete text of the new law are available at: <http://www.bryantx.gov/purchasing-services#vendorethics>. If you are unable to obtain such information online, please contact the City of Bryan Purchasing Department, 205 E. 28th Street, Bryan, Texas 77803 or call (979)209-5500.

BY DOING BUSINESS OR SEEKING TO DO BUSINESS WITH THE CITY OF BRYAN, YOU ACKNOWLEDGE THAT YOU HAVE BEEN NOTIFIED OF THE REQUIREMENTS OF CHAPTER 176 OF THE TEXAS LOCAL GOVERNMENT CODE AND THAT YOU ARE SOLELY RESPONSIBLE FOR COMPLYING WITH THEM.

## Appendix B: Zoning & Infrastructure

### Zoning and Land Use Changes

Determining the most viable mix of land uses in downtown directly relates to determining the economic business mix for downtown. Each use correlates with the other, and should not be viewed independently. As the vision statement for downtown includes a diversity of commerce, entertainment, and living space, these aspects need to be primarily considered when formulating a land use strategy and economic business mix. Upon formulation of a land use plan for downtown, zoning districts were reconsidered to allow the most effective use of land and help to promote these goals.

By implementing an appropriate land use strategy, the economic development aspects can effectively serve to recruit and retain businesses in Downtown. The Downtown Districts, created in summer of 2003, promote the collective vision of downtown. Each district has a specific purpose and tie downtown together by allowing some uses universally, such as retail establishments. The following summaries taken from the City of Bryan's Zoning Ordinance define the intended character of the separate zoning districts that work together to create a vibrant, mixed-use downtown.

*The Downtown Zoning Districts are established to accommodate existing development and to promote future development in the central area of the city, and to protect the character of the downtown area. They recognize the*

*unique characteristics of each section of downtown and its space limitations. The Downtown Bryan Master Plan, adopted in October 2001, recommends that the Downtown Zoning District be extended from its current boundaries to create a cohesive urban fabric.*

*The DT-N, Downtown North District is established to accommodate existing developments and to promote new development in an area which provides for various types of residential uses as well as general retail, office, business and service uses. The district encourages high density residential development and retail uses to support a residential community.*

*The DT-S, Downtown South District is established to accommodate existing developments and to promote new development in an area which traditionally provided for various types of general retail, office, business and service uses while encouraging secondary residential uses on the upper floors of buildings.*

*The DT-C, Downtown Civic District is established to accommodate existing developments and to promote new development in an area which provides for various types of civic uses as well as general retail, office, business and service uses.*

### Infrastructure Improvements

Infrastructure problems and needed improvements were identified in the Downtown Bryan Master Plan as critical issues. Although there were many partial infrastructure plans developed, there was no comprehensive plan for infrastructure improvements in the downtown area. It was obvious infrastructure improvements were one of the greatest needs to allow future development to occur. From street improvements, to sidewalk replacement and deteriorating buildings, Downtown Bryan was in need of an infrastructure overhaul.

Beautifying downtown through urban design and streetscapes was a critical component of the infrastructure improvements. A comprehensive urban design and streetscape scheme was developed in the master plan to establish a uniform appearance of lighting, landscaping, and gateways into Downtown Bryan. The goal of the scheme is to improve the overall appearance of downtown and to give an inviting feel to both residents and visitors.

In 2002, the City moved forward with the infrastructure improvements as indicated in the master plan. A 60-space parking lot, known as the Carnegie alley was the first project.

## Appendix B: *Continued*

By utilizing a blighted portion of land adjacent to a railroad right of way, the City was able to test how the infrastructure improvement projects would work. After the successful rehabilitation of the Carnegie alley, a project known as Phase One of the downtown infrastructure improvements began. Phase One project scope provided new underground utilities, streets, sidewalks, historic lighting, and landscaping for a four block stretch of Main Street. Construction began in the fall of 2002 and cost approximately \$3,500,000. The limits of Phase One included a four block stretch of Main Street starting at the northern edge of the East 28th Street intersection through the intersection of East 24th Street.

Funding for the design of Phase Two began as Phase One was nearing completion to continue the synergy of downtown revitalization. Construction on the second phase of the infrastructure improvements to Downtown Bryan began in the late spring of 2006. The Phase Two limits included Bryan Avenue between 28th and 24th Streets. The two-year project aimed to revitalize Bryan Avenue the same way Main Street was renovated in 2003 and was a continuation of the City's efforts to revitalize historic downtown.

With only a six month break between the completion of phase Two and design on Phase Three starting, Downtown Bryan's revitalization charged ahead full steam. Phase Three's limits included Main Street between East 24th Street and Martin Luther King Jr. Drive, the northern end of Downtown Bryan. Construction on the third phase of the infrastructure improvements was completed in 2010.

The Downtown Bryan infrastructure improvements include rebuilding the streets and installing new utilities, as well as amenities such as larger pedestrian-friendly sidewalks, benches, trash receptacles, and antique street lighting. Additionally, it includes all overhead utilities being converted to underground service. Brick wall screened dumpster enclosures, and ground mounted electric transformers are strategically located along the project areas to service area businesses. Street trees and landscaping complete the improvements to make Downtown Bryan a desirable destination.

A comprehensive explanation of the infrastructure improvements constructed through the implementation of the master plan include the following:

- 1 Placement and reconstruction of street medians:** Wider, landscaped and irrigated medians provide a protected stopping point for pedestrians crossing Main Street. These medians have irrigated landscaped areas alternating with paved sections. The medians are illuminated with 15' double lamp poles.



Photo Courtesy of City of Bryan Comm/Mktg

*Parking reconfiguration on Main Street*

- 2 Parking reconfiguration:** Previously, on-street parking in Downtown Bryan was at a 22-degree angle. This angle was dangerous to pedestrians, as it was difficult for drivers to see behind them as they back out from the space. Parking improvements included reconfiguring the parking to a safer 45-degree angle on Main Street and Bryan Avenue and ninety degree parking on the various side streets.



Photo Courtesy of City of Bryan Comm/Mktg

*Plaza in front of Carnegie Library*

- 3 Public meeting spaces:** The addition of a "plaza" in front of the Carnegie Library has a distinctive basket weave pattern of brick pavers. This plaza also contains extensive plantings in the "Carnegie Garden" and the "Precious Moment" sculpture of Andrew Carnegie and children. The newest public meeting space in downtown

# Appendix

is the Gloria Stephen Sale Park Depot. The depot is located where the original 1900 Bryan railroad depot once stood. The structure is reminiscent of the original 1900 railroad depot, which lasted almost a century on the site.

- ④ **Public utilities:** Replacement of the existing water, sewer, and storm drainage systems with greater capacity. Other improvements included upgrading other existing utilities such as electric, gas, cable TV, and phone lines, if needed. Fiber Optic conduit was also laid in limited areas.
- ⑤ **Street pavement:** To accommodate the improved public utilities, and to comply with ADA requirements, the paving sections were replaced.
- ⑥ **Replacement of sidewalks and other streetscape improvements:** New concrete sidewalks have a brick paver detailing. The addition of 10' single lamp poles, irrigated planters and benches were also added to beautify the area. Sidewalks were designed so that thresholds of building entrances now meet ADA requirements.



Photo Courtesy of City of Bryan Comm/Mktg

*Live Oaks along median of Main Street*

- ⑦ **Street trees:** Live Oaks were planted in the medians along Main Street to create a stately look down Main Street. Whole American Elms were planted within the sidewalks of Bryan Avenue. American Elms were selected for Bryan Avenue because they have taller canopies and will not block storefronts after they have matured. In addition to street trees, groundcover and other landscaping elements, such as planters, are located throughout downtown.

## Appendix C: Additional Website Information

**City of Bryan Economic Development:**  
<https://www.bryantx.gov/economic-development/>

**City of Bryan Maps:**  
<http://www.bryantx.gov/departments/?name=maps>

**Downtown Bryan Association:**  
<https://www.downtownbryan.com/>

**Bryan Comprehensive Plan:**  
<http://www.bryantx.gov/planning-and-development-services/long-range-planning/>

**Ordinances and Guidelines:**  
<https://www.bryantx.gov/planning-and-development-services/#ordinances>

**Destination Bryan:**  
<https://destinationbryan.com/>

**Development Stats and Reports:**  
<http://www.bryantx.gov/planning-and-development-services/long-range-planning/#dev-stats-reports>

**Downtown Bryan Master Plan:**  
[https://docs.bryantx.gov/planning\\_development/DTMP.pdf](https://docs.bryantx.gov/planning_development/DTMP.pdf)





Photo Courtesy of City of Bryan Comm/Mktg



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**City of Bryan**

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