



November 12, 2024

[Home](#) / [Articles](#) / [Economic Development](#) / [New Mixed-Use Development Planned for Downtown Bryan](#)

New Mixed-Use Development Planned for Downtown Bryan

The Bryan City Council approved a performance-based Chapter 380 Economic Development Agreement with OFL Group, a Bryan-based developer, to create a multi-phase, mixed-use destination at the northern gateway of Downtown Bryan during their Nov. 12 meeting.

This milestone follows an extensive selection process led by Bryan Commerce and Development (BCD) in response to a 2022 Request for Proposals (RFP), which sought to identify and secure a world-class private sector development partner for the redevelopment of Downtown North property.



“We are thrilled to continue driving the growth and redevelopment of Downtown Bryan,” said Chris Lawrence, OFL Group CEO. “My personal involvement in this journey began 14 years ago with the Queen Theatre in 2010, and each project since has been a rewarding step toward re-establishing Downtown as the cultural and commercial heart of Bryan-College Station for generations to come. Throughout this time, the City of Bryan has been an invaluable partner, providing both support and guidance with a focus on what best serves our city and its citizens.”

Phase I is slated to begin in 2025 and will include the construction of a five-story, 130-room upscale hotel and a modern meeting spaces, along with a parking structure that will accommodate over 340 vehicles. This first phase is projected for completion in 2027.

The development’s second phase, scheduled for completion in 2029, will bring a six-story, mixed-use residential building with underground parking for approximately 400 vehicles, designed to enhance accessibility and urban living in the heart of Downtown.

The third and final phase will add another six-story structure, anticipated to include condominium units and an office component, attracting residents and fostering long-term community stability.

The project has been designed with a focus on creating public benefits, including dedicated public parking spaces and publicly accessible pedestrian plazas and green spaces, which will further enhance the Downtown experience. The entire project is expected to significantly increase the taxable value of the area, contributing to the economic vitality of Bryan.

As part of the Chapter 380 Agreement, the City of Bryan has agreed to assist with infrastructure improvements, including street closures and

conveyances, which will create a pedestrian-friendly environment and support the project's denser land use. The City has also committed to incentivizing the project through grants and hotel occupancy tax rebates, contingent on OFL Group meeting specific benchmarks in terms of construction timelines and property value assessments. The agreement contains a recapture provision in the event certain benchmarks are not met.

"This partnership with OFL Group and Brazos County represents a new chapter for Downtown Bryan, blending historic preservation and modern urban development with green spaces to create a vibrant hub for residents and visitors alike," said Mayor Bobby Gutierrez. "OFL Group's vision aligns perfectly with our goals for economic growth, community enrichment, and preservation of our city's unique character. And the addition of vital public parking spaces would not have been possible without Brazos County's participation in the Tax Increment Reinvestment Zone. We're excited to see this development come to fruition."

Resources:

[Bryan City Council to Consider a Chapter 380 Agreement for Mixed-Use Development in Downtown Bryan](#)

[Nov. 12 City Council Meeting Agenda Item 6G with Supporting Documentation](#)

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