

2018 STATE OF DOWNTOWN BRYAN



Life in Downtown



OVERVIEW

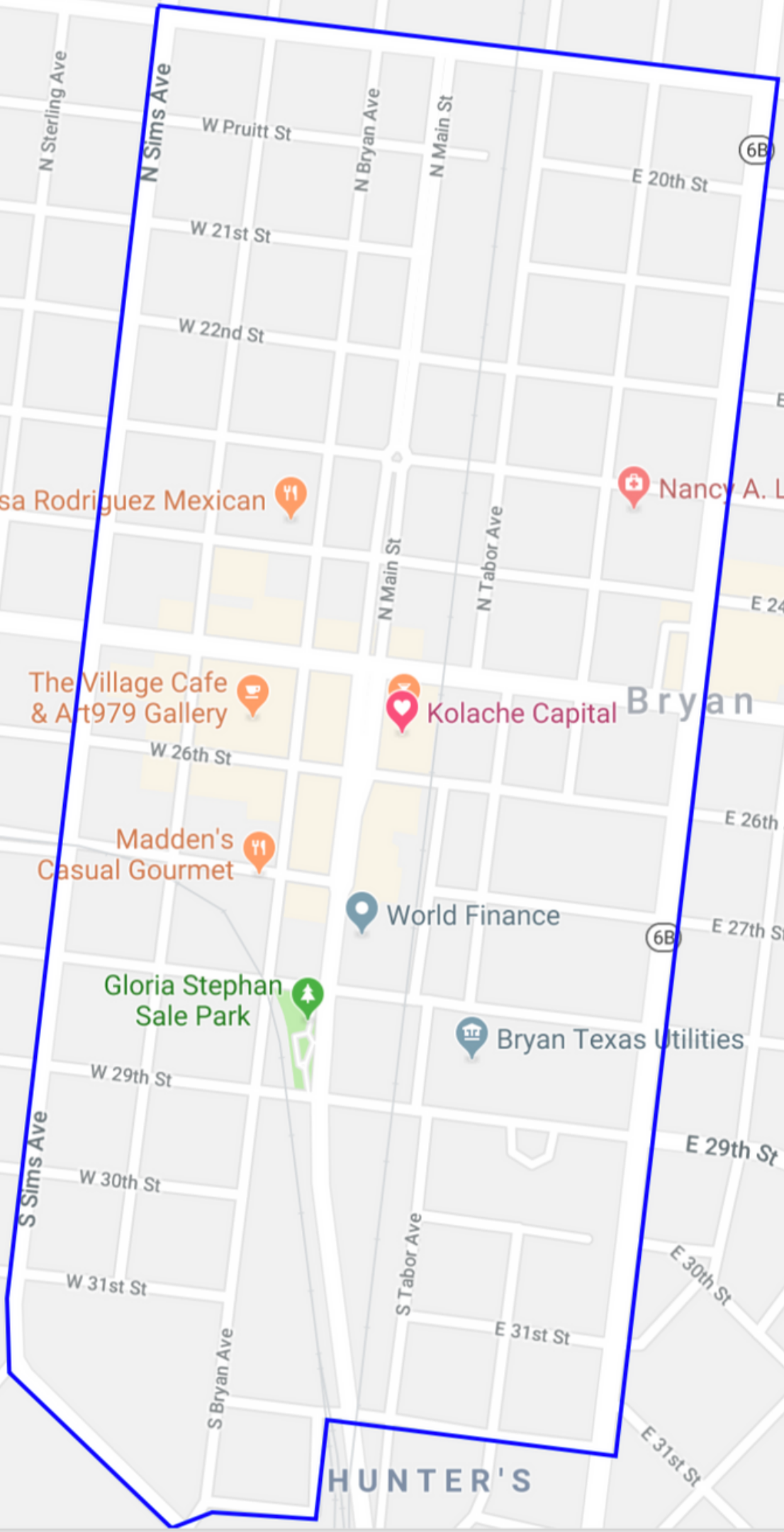
Since commissioning the study for the Downtown Bryan Master Plan in 2001, downtown has exploded with locally owned restaurants, shops, and businesses.

The revitalization efforts have successfully established it as a great destination location for both visitors and locals with a good mix of locally owned restaurants and boutique merchants. There has been a lot of activity and excitement in Downtown Bryan this past year including new retail openings, numerous events, increased visitorship and more than a dozen businesses opening or relocating to downtown.

2018 saw significant growth in residential developments with the construction of the 30,000 square foot Perry Place which added 26 residential lofts and approximately 10,000 square feet of commercial office space. Twelve thousand square feet of space was renovated at 212 Bryan Ave adding 8 residential lofts and 3 retail spots. Additionally Kasparov Lofts were nearing completion at the end of the year adding 14 lofts and 7 art live/work studios.

In 2019, new development is expected to continue with phase II of the Carini Townhomes underway on the south end of Downtown that will add 9 new townhomes, and a nearly 19,000 square foot multiuse development is scheduled to break ground in late 2019 that will add approximately 20 more residential lofts as well as 4-6 micro office spaces (under 500 sf) aimed at the 1-5 employee office tenants.

At “Life In Downtown” our mission is be a resource to those that want to live in a human scale, walkable neighborhood and are energized and inspired by the hustle and bustle of this new urban lifestyle. We hope to provide data and facts about downtown that validate it as a growing and vibrant place, as well as, show case the community, personality and culture of Life In Downtown.



THE LITTLE ENGINE THAT COULD

There are a lot of things happening in a small area that we refer to as the Core Downtown Bryan. It encompasses 72 Blocks and 0.33 Sq Miles compared to the entire city of Bryan's more than 43.4 square miles with 84,021 residents.

Downtown Bryan's revitalization is still young, starting as a concept in 2001 with an initial investment of nearly \$4 million. Today Downtown has over 25 restaurants, a dozen bars, over 40 boutiques & shops & almost 70,000 square feet of venue space.

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ACCOLADES

HOW ARE WE RANKING?

KIPLINGER NAMED BRYAN/COLLEGE STATION TOP 15 SATELLITE CITIES POISED TO THRIVE IN 2018

AMERICAN PLANNING ASSOCIATION - TEXAS CHAPTER DESIGNATED DOWNTOWN BRYAN AS "A GREAT NEIGHBORHOOD"



FORBES RANKED BRYAN/COLLEGE STATION

- #3 - BEST SMALL PLACES FOR BUSINESS AND CAREERS IN THE US
- #1 - BEST SMALL PLACES FOR BUSINESS AND CAREERS IN TEXAS
- #15 - BEST SMALL PLACES FOR COST OF BUSINESS IN THE US
- #2 - BEST SMALL PLACES FOR COST OF BUSINESS IN TEXAS
- #2 - BEST SMALL PLACES FOR JOB GROWTH IN TEXAS
- #1 - BEST SMALL PLACES FOR EDUCATION IN TEXAS

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ACCOLADES

RECOGNITIONS

MADDEN'S CASUAL GOURMET WAS NAMED BY TEXAS MONTHLY AS THE BEST THINGS WE ATE IN 2018

ALL THE KING'S MEN WAS NAMED THE BEST TEXAS BBQ BITES OF 2018 BY TEXAS MONTHLY



SANDY FARRIS, EXECUTIVE DIRECTOR OF THE DOWNTOWN BRYAN ASSOCIATION WAS AWARDED THE SUSAN H. CAMPBELL AWARD FOR PROFESSIONAL EXCELLENCE IN BY THE TEXAS DOWNTOWN ASSOCIATION

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A LOT HAPPENING IN A LITTLE SPACE



OFFICE SPACE

Approximately 312,920 Square Feet of Downtown Office Space (excludes government occupied buildings)



RESIDENTS

Core Residents: 698	Core Housing Dwellings: 156
1 Mile: 12,410	1 Mile Housing Dwellings: 4,475
Total Lofts: 70	Lofts Added in 2018: 26
Loft Occupancy: 79%	

Data Source: Applied Geographic Solutions, 2018



NUMBER OF BUSINESSES

Total Establishments in the core: 324
Total Employees in the core: 3,610
Total Employees with in 1 Mile Radius: 10,616

Data Source: Applied Geographic Solutions, 2018



EVENT VISITORS

In 2018 the Downtown Bryan Association hosted 25 events bringing more than 62,000 people downtown.

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A NUMBER OF BUSINESSES CHOSE DOWNTOWN AS HOME

WHAT'S NEW IN 2018?



BREWERY EYINGTON PATOUT
CERTIFIED PUBLIC ACCOUNTANTS



RONIN



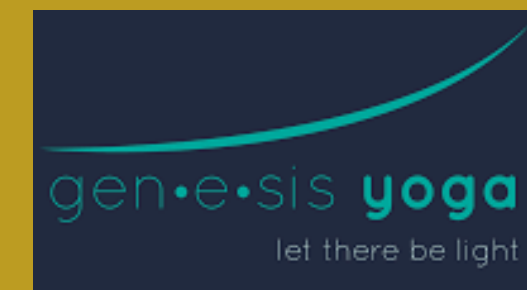
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RETAIL & RESTAURANTS

LETS PUT IT IN PERSPECTIVE

WHY DOES ALL OF THIS MATTER?

Downtown Bryan's merchants and restaurants are almost exclusively owned and developed locally. Downtown's growth provides the opportunity for many different types of entrepreneurs to open up shop, succeed and expand.

The historical buildings of downtown give it a unique character that cannot be found anywhere else in our community, but it is the shop owners and restauranteurs that make up the soul of downtown. It is this soul that attracts office users and residents, which in turn helps the shop owners be successful.

It is imperative that Downtown Bryan continues to attract and support these local merchants and foster an environment that embraces new businesses and residents. They are what make Downtown Bryan unique and different from anywhere else.

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LIVING DOWNTOWN

DOWNTOWN RESIDENTIAL IN THE CORE

Demand for downtown living is on the upswing, and the private sector is responding with 47 new units added to The Core in 2018, and 29 more currently under construction or in planning for 2019. Additionally, a large new development for the north end of downtown has been in the planning phase for a couple of years which will add 130 residential units. Also, rental rates have increased with the demand over the last three years from an average of \$0.89/sf in 2016 to \$1.35/sf in 2018. This increase in demand for downtown living is attributed to an energetic and convenient urban lifestyle desired by young professionals and retirees.

DOWNTOWN RESIDENTIAL WITH IN A 1 MILE RADIUS

Demand with in a mile of downtown has also seen steady growth resulting in an increase in property values. Below we look at the trend over the past three years of new construction for single family homes, resale of single family homes and townhome and patio homes, looking at both number of units and average price per square foot. Those who have invested in downtown have seen an increase in the value of their homes.

	2016	2017	2018
NEW CONSTRUCTION SINGLE (#UNIT/\$ PER SF)	1/\$118	5/\$138	8/\$136
RESALE SINGLE FAMILY HOUSES (#UNIT/\$ PER SF)	75/\$90	72/\$96	90/\$101
TOWNHOME/PATIO HOMES - NEW & RESALE (#UNIT/\$ PER SF)	9/\$113	10/\$121	6/\$110

Data Source: MLS, 2018

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SPOTLIGHT: ART IN DOWNTOWN

STREET & ART FESTIVAL

This marks the 10th anniversary of the Street & Art Fair. It features handmade creations from regional artists and artisans, and also has live music, hands on art demonstrations and street performers. This festival fosters arts & culture in our community.



WEST 31ST STREET MURALS

The West 31st Street Murals were unveiled at the end of 2017 and is the city's first public murals. It serves as a drive by art museum displaying larger than life murals of five different artists' interpretations of Bryan's past and present. The varied painting styles from realist to abstract they serve as a beautiful backdrop to our city.



ARCO DE LUNA STATUE

Designed by local architects LaurelHouse Studio and created by Steephollow Forgeworks, The Arco De Luna, found it's new home. Originally part of the semi-permanent Art Fill Project the art installation was relocated to its permanent location of grandeur in the Main Street roundabout



Life in Downtown

WHO WE ARE

As a mother-daughter duo, we began renovating houses in Bryan almost 10 years ago. We buy distressed properties primarily in and near downtown. As our love for Downtown has grown, so has our involvement. We have done infill real estate development projects in the Urban Core of Downtown. We renovated an 1800's Main Street building into a mixed use retail and office space, making us landlords. In 2017 we purchased a 30 year old bakery, understanding its value to Downtown, making us "mom & pop" retail operators. We are actively researching a unique retail concept to help strengthen and grow the retail presence in downtown. We are committed to fanning the flames of our hometown revival.

We are fortunate to know and experience the soul of Downtown Bryan. Our purpose of this report and ***Life In Downtown*** is to share that with others. We hope to be a resource to perspective residents and provide needed information to businesses that are looking to relocate to a human scale walkable neighborhood.



RENOVATION WRANGLERS

Home Renovators



CARINI TOWNHOMES

Urban Developers



KOLACHE CAPITAL

Restaurant Owners

Life in Downtown

Reach Us Online



FACEBOOK

@LifeInDowntownBryan



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