



# DOWNTOWN BRYAN

BRYAN, TEXAS

## GREAT NEIGHBORHOOD DESIGNEE—2018

As with many communities, Bryan's downtown central business district experienced steady decline after World War II. However, in 2001, the City developed a Downtown Master Plan, which was key to Downtown Bryan's redevelopment and revitalization. Steady phased public investment to implement the plan sparked new business interests, including more than 50 restaurants, bars, and retail shops, four public theatres, three art galleries, and the renovated 50-room LaSalle Hotel, originally built in 1929.

Today, the 30-block Downtown Bryan neighborhood is a 24-hour community with over 100 loft and townhome units. That number is expected to triple by the end of 2019. The district design presents a human scale with pedestrian-friendly access to a farmers market, pharmacy, and other neighborhood retail services. In 2017, the Downtown Bryan Association hosted over 38 public events including the annual Texas Reds Steak and Grape Festival, which attracts more than 25,000 visitors.

Through sound planning, visionary leadership, public-private partnership, and citizen involvement, the Downtown Bryan neighborhood has become the soul of the community. Downtown Bryan is also designated as a Texas Cultural District by the Texas Commission of the Arts and as a Texas Main Street City.

