



Downtown Bryan Parking Update

July 8, 2025



CITY OF BRYAN

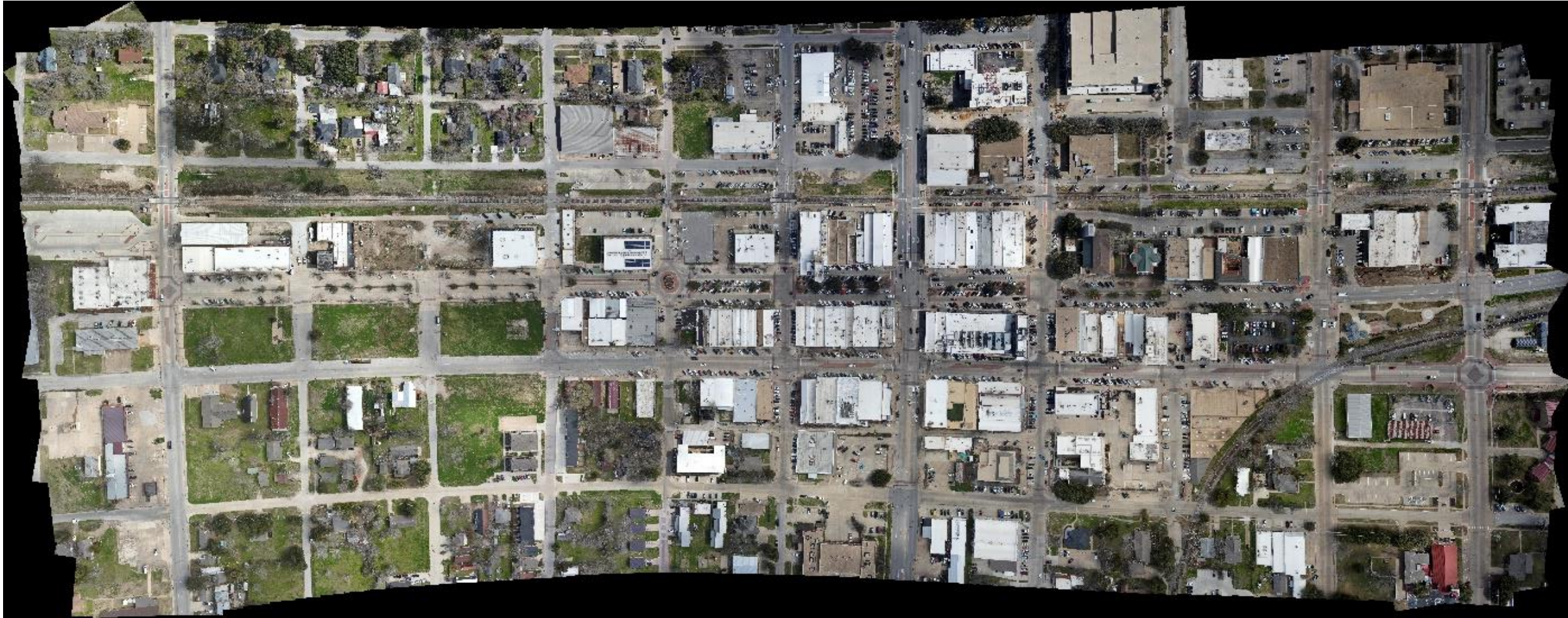
The Good Life, Texas Style.™

Downtown Parking Committee Topics Last Year

- Reviewed history / background of parking conditions in Downtown Bryan
- Studied existing parking conditions in Downtown Bryan
- Researched parking strategies in other cities (Temple, Georgetown, New Braunfels)
- Data collection – drone footage, utilization analysis
- Identified “hot spots”
- Reviewed short, medium and long-term options
- Reviewed paid parking / enforcement options
- Researched parking sensor technologies
- Reviewed parking wayfinding and signage; naming / branding of existing parking lots
- Updated online maps of available public parking areas
- Assessed compliance with existing timed spaces / reviewed enforcement options
- Discussed long-term plan for parking management as Downtown Bryan continues to build out with greater densities



Downtown Parking Data – Drone footage



Two weeks of flights: Mon-Fri, Feb. 19 – 24; Mon-Fri, Apr. 15-19

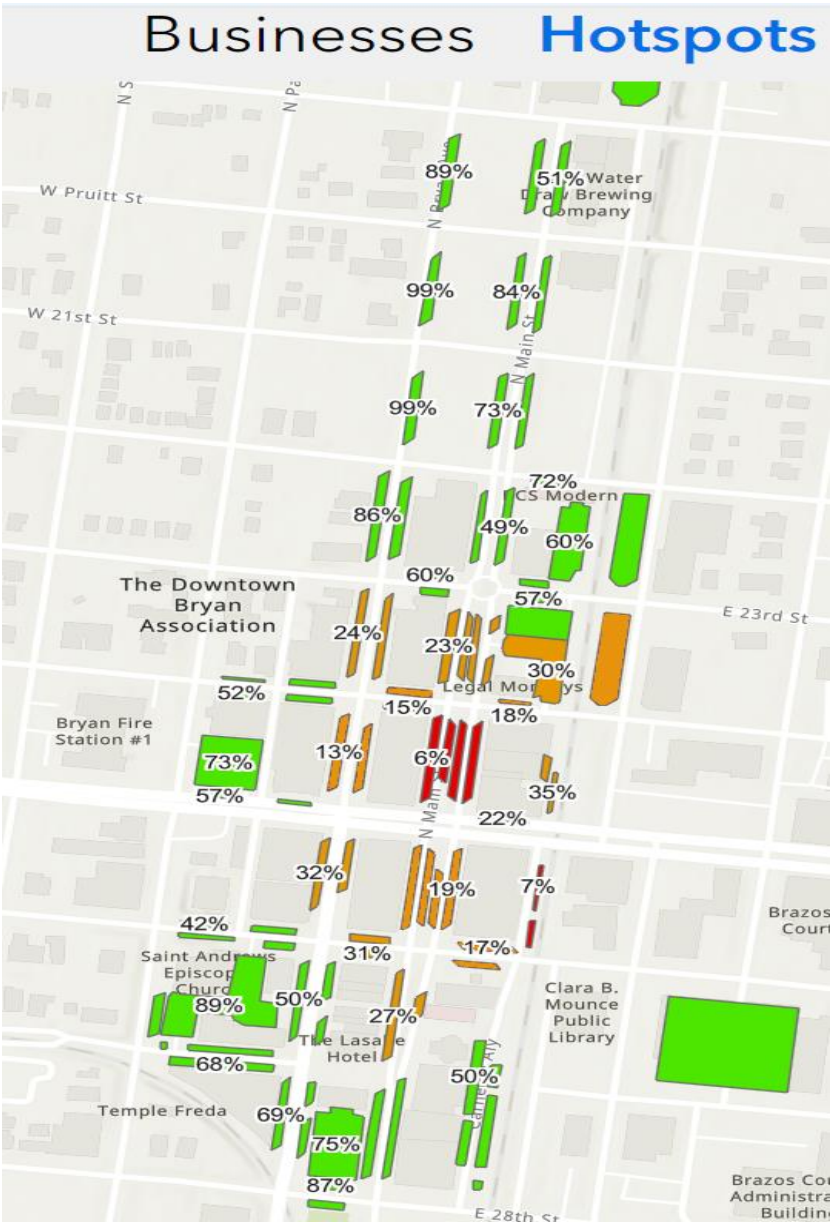
Times: 9am, 10:30am, 12:30pm, 1:30pm, 3pm



Analysis of Hot Spots

Hot Spots	Phase	Block Face Groupings	Number of Spots	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Spots Vacant	Percent Vacant	Avg. Spots Vacant	Avg. % Vacant	Median Spots Vacant
By Low %				9:00 A.M.		10:30 A.M.		12:30 P.M.		1:30 P.M.		3:00 P.M.				
1	Phase 3	N Main St between WJB and 24th (Catalena Hatter's)	64	2.2	3%	1.4	2%	4.8	8%	3.2	5%	6.4	10%	4	6%	3.2
2	Phase 1	N Main St between 24th and WJB (Behind Harvest)	8	0.8	10%	0.4	5%	0.2	3%	0.4	5%	1	13%	1	7%	0.4
3	Phase 2	Bryan between 24th and WJB	30	2.6	9%	2	7%	2.6	9%	2	7%	10.8	36%	4	13%	2.6
4	Phase 3	24th between Bryan and N Main	20	3	15%	1.8	9%	1.4	7%	3.4	17%	5.2	26%	3	15%	3
6	Phase 1	26th between Main and RR	15	1.4	9%	1.4	9%	2	13%	3	20%	4.8	32%	3	17%	2
7	Phase 3	24th between RR and N Main	11	1.8	16%	2.6	24%	1	9%	1.4	13%	3	27%	2	18%	1.8
5	Phase 5	Tabor Lot (24th to 23rd)	34	4.8	14%	3.8	11%	9	26%	2.4	7%	6.8	20%	5	16%	4.8
8	Phase 1	N Main St between 26th and WJB	61	15.2	25%	9	15%	9.4	15%	12.4	20%	12	20%	12	19%	12
9	Phase 1	WJB alongside Catalena Hatters	4	1	25%	0.6	15%	0.8	20%	1.2	30%	0.8	20%	1	22%	0.8
10	Phase 3	N Main St between 24th and 23rd	56	18.8	34%	7.4	13%	5.4	10%	12.2	22%	19.6	35%	13	23%	12.2
11	Phase 2	Bryan between 23rd and 24th	28	12.4	44%	9	32%	1.2	4%	5.4	19%	5	18%	7	24%	5.4
12	Phase 1	Main St between 27th and 26th (Queen)	24	14.2	59%	7.6	32%	1.6	7%	6	25%	3.4	14%	7	27%	6
13	Phase 3	Lexitas Lot	36	8.2	23%	9.2	26%	11.8	33%	10.4	29%	15.2	42%	11	30%	10.4
14	Phase 1	26th St between Main St and Bryan Ave	18	9.4	52%	6.4	36%	3	17%	4.4	24%	4.8	27%	6	31%	4.8
15	Phase 2	Bryan between WJB and 26th (Rx)	28	14.8	53%	8.2	29%	8.6	31%	6	21%	7.4	26%	9	32%	8.2
16	Phase 3	Behind Catalena Hatters	11	4.4	40%	4	36%	2.8	25%	3.8	35%	4	36%	4	35%	4
17	Phase 2	26th between N Bryan and S Parker (on-street)	33	22.8	69%	14.6	44%	9.2	28%	10.8	33%	12.6	38%	14	42%	12.6
18	Phase 3	Main between 23rd and 22nd	30	22.6	75%	15.6	52%	10.4	35%	10.6	35%	13.6	45%	15	49%	13.6
19	Phase 4	Carnegie Lot between 28th and 26th	56	31.6	56%	25.6	46%	28.2	50%	28	50%	27.2	49%	28	50%	28
20	Phase 2	Bryan between 26th and 27th (3rd Floor)	27	20	74%	17	63%	9.6	36%	8.2	30%	13	48%	14	50%	13
21	Phase 3	N Main between Pruitt and MLK	30	15.2	51%	13.8	46%	15	50%	16.2	54%	16	53%	15	51%	15.2
22	Phase 2	24th between Bryan and N Parker	34	24.2	71%	17.6	52%	9	26%	16.4	48%	20.4	60%	18	52%	17.6
23	Phase 1	Main St between 28th and 27th	40	29.2	73%	23.2	58%	4.6	12%	22.4	56%	25.4	64%	21	52%	23.2
24	Phase 3	23rd between N Main and RR	15	11	73%	9.2	61%	8.6	57%	6.6	44%	7.6	51%	9	57%	8.6
33	Phase 3	22nd between N Main and RR	12	7.8	65%	10.8	90%	7.8	65%	8.6	72%	9.8	82%	9	75%	8.6
26	Phase 2	WJB between Bryan and N Parker	3	2	67%	1.6	53%	1.6	53%	1.6	53%	1.8	60%	2	57%	1.6
27	Phase 3	23rd between N Main and N Bryan	15	7.8	52%	10.8	72%	7.8	52%	8.6	57%	9.8	65%	9	60%	8.6
28	Phase 3	Parking Lot (Behind Tavo Coffee)	42	26.2	62%	25	60%	26.6	63%	26.4	63%	22.8	54%	25	60%	26.2
29	Phase 2	27th between Bryan and S Parker	34	29.8	88%	24.4	72%	17.2	51%	20.2	59%	24.8	73%	23	68%	24.4
30	Phase 2	Bryan between 27th and 28th	28	24.2	86%	19	68%	16	57%	14.8	53%	23.2	83%	19	69%	19
31	Phase 2	Parker Avenue Parking Lot (By Fire Station)	40	29.8	75%	27.8	70%	28.8	72%	29.4	74%	29.2	73%	29	73%	29.2
32	Phase 3	N Main between 22nd and 21st	31	24	77%	22.8	74%	23.8	77%	22	71%	20.4	66%	23	73%	22.8
34	Phase 1	Howell Parking Lot	41	34.8	85%	34.8	85%	21.4	52%	30	73%	33	80%	31	75%	33
35	Phase 3	Additional Lexitas Lot	27	23.6	87%	22.8	84%	21.6	80%	20.2	75%	22.6	84%	22	82%	22.6
36	Phase 3	N Main between 21st to Pruitt	32	26.6	83%	26.8	84%	26.6	83%	25.8	81%	28.4	89%	27	84%	26.6
37	Phase 2	Bryan Ave between 22nd and 23rd	31	27.8	90%	25.2	81%	28.40	92%	24.6	79%	26.6	86%	27	86%	26.6
38	Phase 1	28th St between Bryan Ave and Main St	16	15.4	96%	15.8	99%	12.2	76%	13.2	83%	13.2	83%	14	87%	13.2
39	Phase 5	Tabor Lot (23rd to 22nd)	32	31	97%	28.2	88%	28.8	90%	29.2	91%	23.6	74%	28	88%	28.8
40		Bryan Ave between MLK and Pruitt	16	10.6	66%	12.8	80%	15.6	98%	15.8	99%	16	100%	14	89%	15.6
41	Phase 2	Saint Andrew's Parking Lot	61	57.4	94%	53	87%	53.6	88%	52.8	87%	54.6	90%	54	89%	53.6
42	Phase 3	Icehouse Parking Lot	59	58.4	99%	57.6	98%	58.6	99%	58.4	99%	57.8	98%	58	99%	58.4
43		Bryan Ave between Pruitt and 21st	15	14.8	99%	15	100%	15	100%	14.4	96%	15	100%	15	99%	15
44		Bryan Ave between 21st and 22nd	15	14.8	99%	14.8	99%	15	100%	14.6	97%	15	100%	15	99%	14.8
45		Roy Kelly Parking Garage		Please include on GIS Map.												

Red: less than 10% average vacancy
Orange: 10% - 40% average vacancy
Green: greater than 40% average vacancy







Downtown Parking Survey / Timed Spot Compliance

- Windshield surveys conducted August 9 and August 30
- Evaluated parking behaviors before / after fall semester began
- Placed courtesy flyers on vehicles not in compliance
- 24 flyers distributed each day, with avg 7 cars parked all day
- Most non-compliance found in identified “hot spots”



Online Downtown Parking Map

City of Bryan Downtown Parking Locations

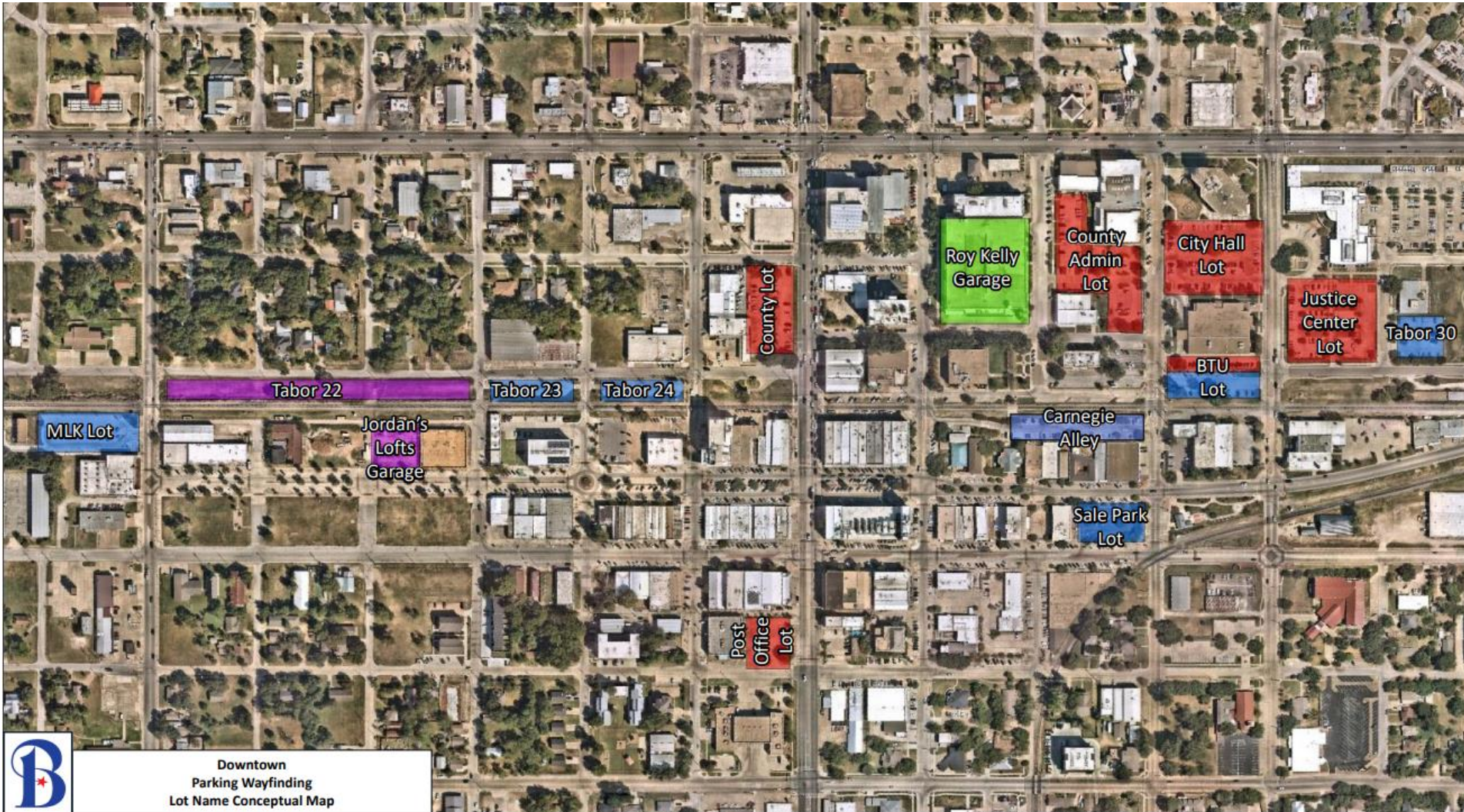
-  Public On-street Parking
-  Public Parking (After 5pm and Weekends)
-  Public Surface Lot Parking
-  Roy Kelly Parking Garage

Roy Kelly Parking Garage Notice

The first 60 minutes of parking in Roy Kelly Parking Garage is free. If parking extends to 61 minutes, customer will also be charged for the first hour and the \$1 per hour rate.

First Friday and Maroon and White Night are free to the public.

- Hourly Rate Monday-Sunday: **\$1/hour**
- Special Events Rate: **\$10**
- Lost Ticket Fee: **\$10**



Parking Wayfinding Signs

Installed August 30



SafetyStick Pilot Program

- Provided by Municipal Parking Services (MPS) at no cost to City
- Collected real-time parking utilization data over 30-day period from mid-March to mid-April 2025
- Installed solar powered wireless Safety Sticks on sidewalks to monitor parking behavior at five 90-minute parking spaces along Main Street
- Purpose:
 - Evaluate effectiveness of new technologies to detect and deter violations
 - Operational assessment of new systems in a controlled environment to identify potential challenges and enable adjustments
 - Observe public sentiments and community reactions to new enforcement methods
 - Cost-benefit analysis to determine economic feasibility and sustainability of the technology



Weekly KPI View - Summary

Parking Sessions ITD 1,099	Violations ITD 265	Devices in Operation 5	Avg. Stay Duration ITD 89.87 Minutes	Violation Rate ITD 24.11%
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Pilot Program: Key Results

- 1,099 Parking Sessions Logged
- 265 Total Violations Detected
- Violation Rate: 24.11 percent

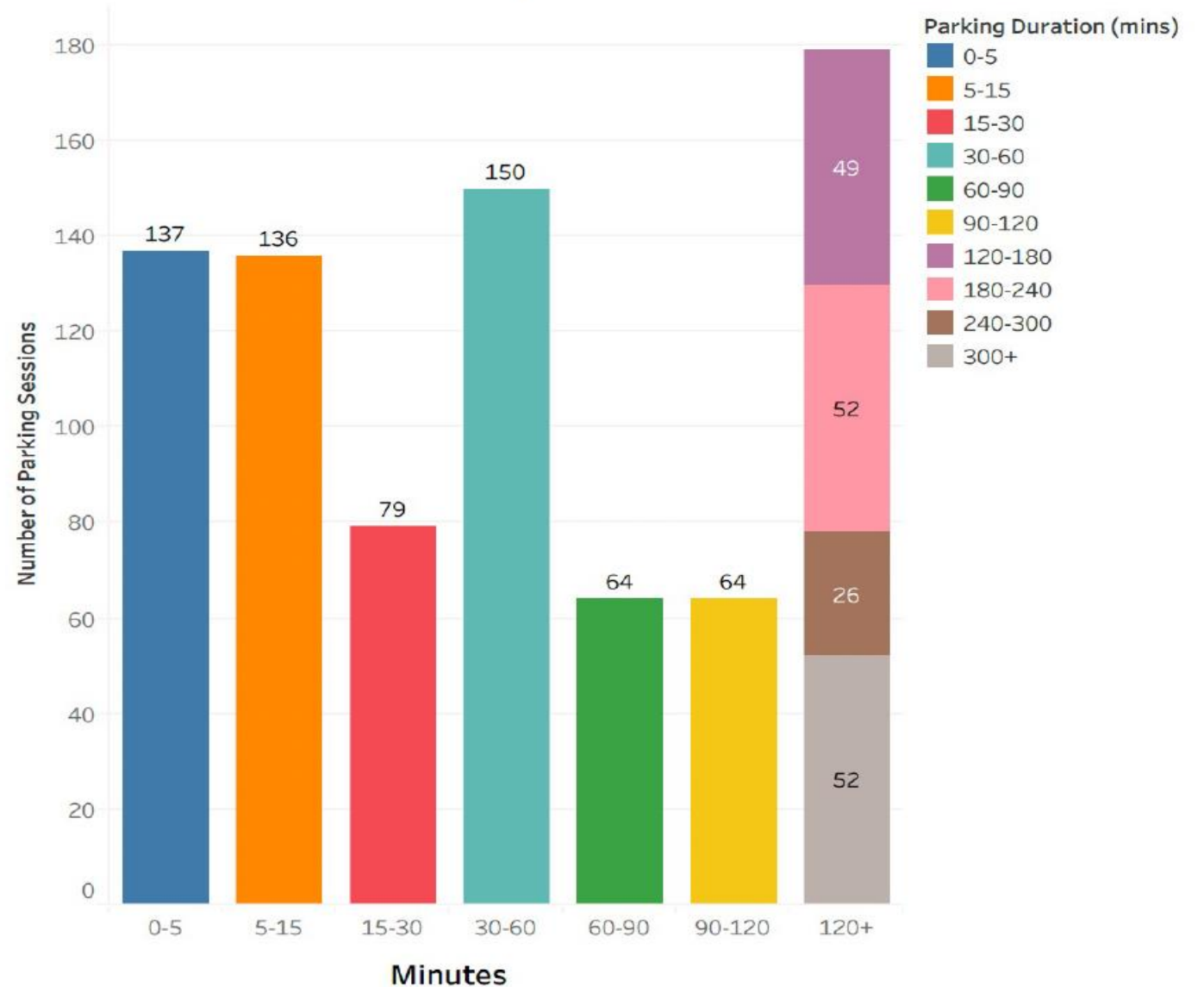


Parking Violations

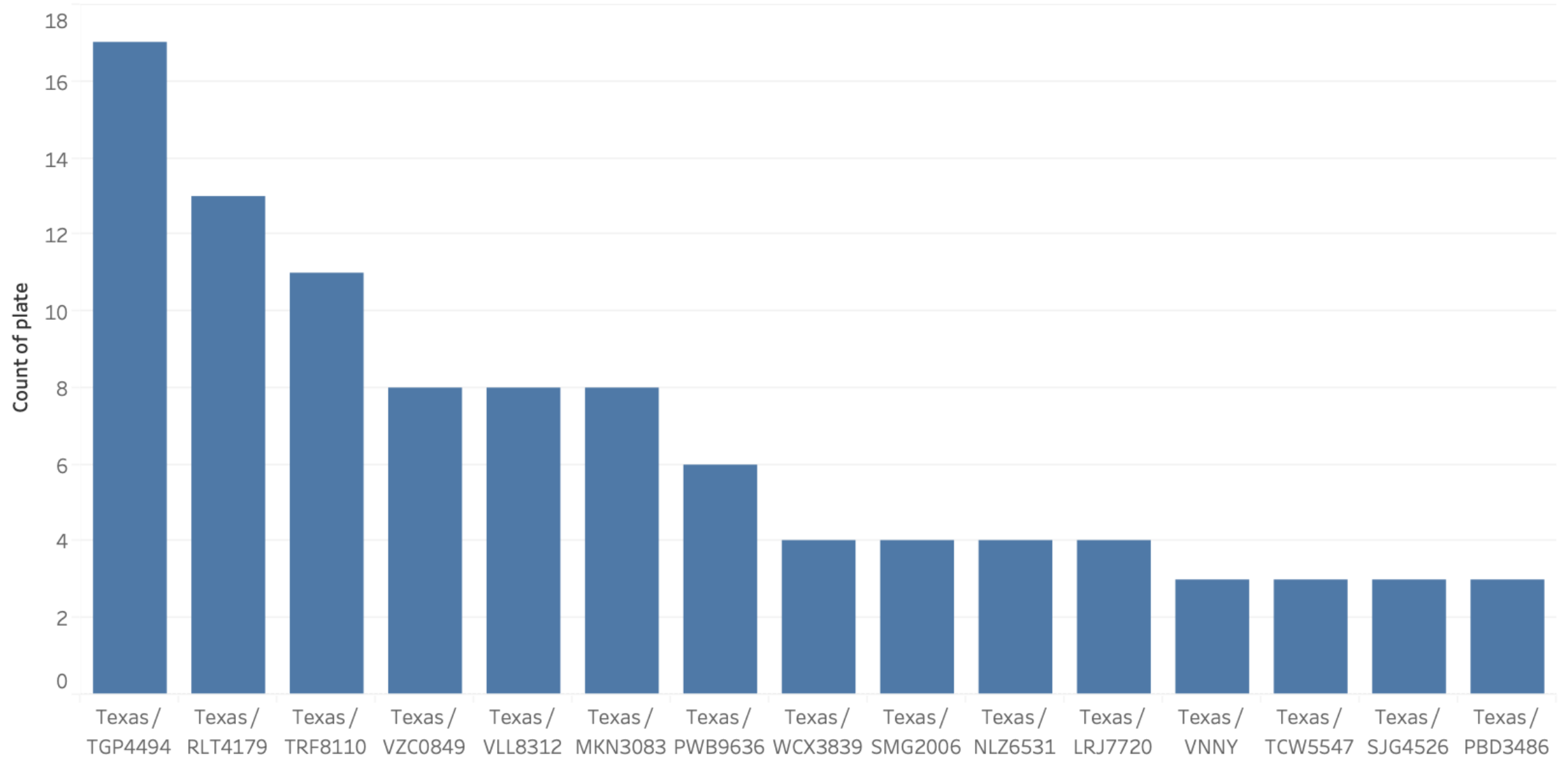
Mon-Fri

6am-6pm

Count of Parking Sessions by Length of Session
M-F, 6am-6pm



Repeat Offender Plates



Lot Technology

HOW IT WORKS

- LPR cameras monitor vehicles entering and exiting 24/7
- Vehicle plates checked against parking rules
- Parking policies automatically enforced. Hassle-free, frictionless parking management
- Integration of relatively inexpensive and sophisticated signage summarizing total capacity and current to available spots



Roy Kelly Parking Garage

- Transferring from BTD to BC
- Contact: Bob Lamkin
- New technology



Recommendations for Next Steps

Timed Parking Enforcement Strategy – Committee review and finalize:

- Location and capacity: define specific locations and numbers of all timed on-street parking spaces – all or portions of Main Street/Bryan Avenue/side streets
- Duration: consolidate all timed spaces to 30, 60, or 90 minutes
- Surrounding Area Impacts: consider impacts on parking areas in surrounding blocks

Public Engagement

- Place information on city webpage for online review
- Send press release with link to website for public review
- Hold meeting with Downtown merchants

Ordinance Adoption – City Council consider adoption of ordinance with appropriate enforcement provisions

Implement Enforcement Technology

- Issue RFP, select firm and execute contract for parking enforcement technology
- Utilize turn-key software platform for ease of use and greater efficiency
- Coordinate with Brazos County to improve utilization of Roy Kelly Parking Garage
- Implement integrated parking management system for both on-street and off-street parking options



Questions

