

2019 Downtown Parking Study Update

19-0011M

February 18, 2020



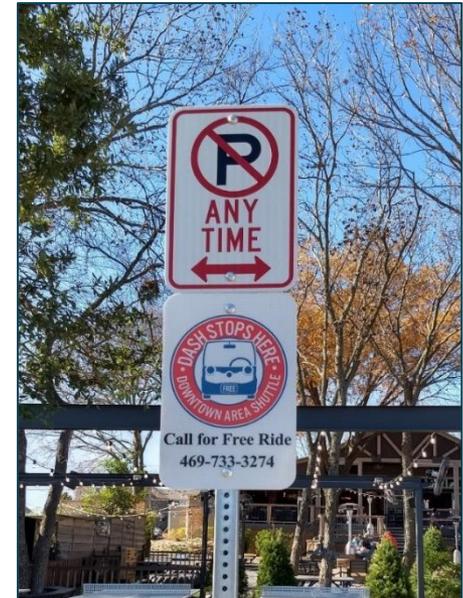
Downtown Parking Study

- Updated every 5 years since 2004
- Evaluates:
 - Supply
 - Occupancy
 - Type
 - Geographic area
 - Policy Questions
- 2014 Study
 - Recommended locations for new parking garage
 - Recommended updates to wayfinding in downtown
- 2019 Counts:
 - Summer: June 22 – July 13
 - Fall: October 19 – November 7



Changes Since 2014

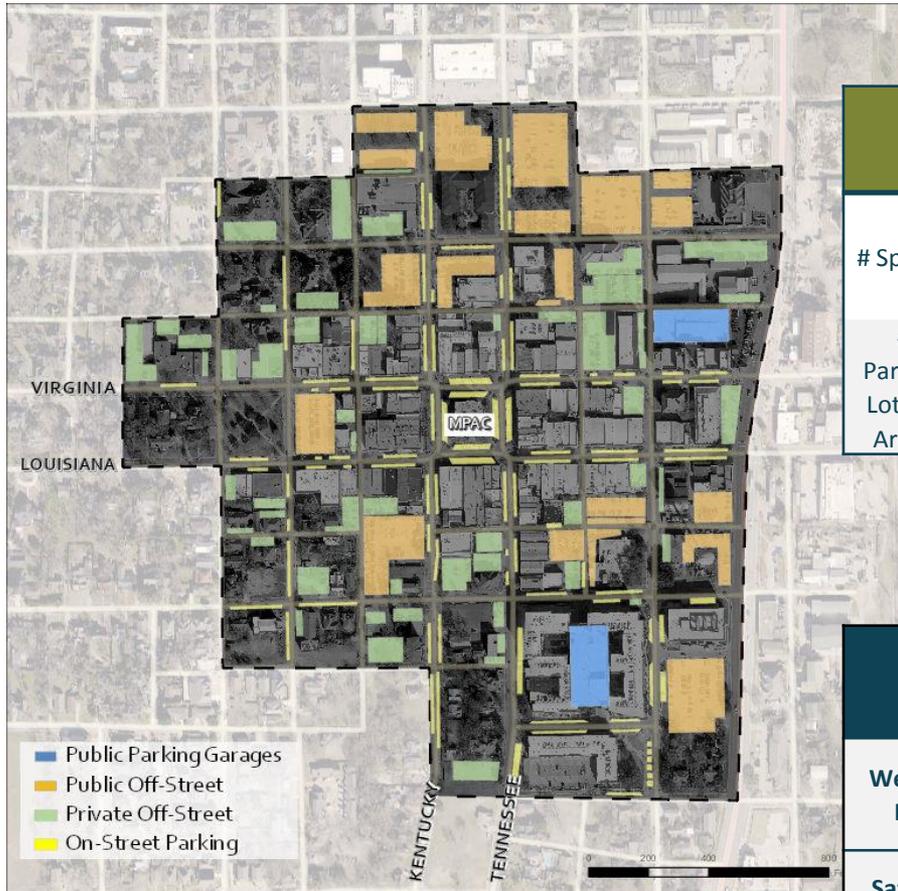
- Supply:
 - New parking garages, new development
 - Net increase of 413 public parking spaces
- Programmatic Changes:
 - Downtown Area Shuttle (“DASH”) (2017) – (469)733-DASH (3274)
 - Valet Parking Trial Program adjacent to MPAC (Summer 2019)



Sign advertising DASH pick-up

Parking Garages			Public Off-Street Parking			Private Off-Street Parking			On-Street Parking		
2009	2014	2019	2009	2014	2019	2009	2014	2019	2009	2014	2019
0	0	508	1,262	1,266	1,081*	780	853	799	461	457	601
(0%)	(0%)	(17%)	(50%)	(49%)	(36%)	(31%)	(33%)	(27%)	(19%)	(18%)	(20%)
									2009 Total: 2,503		
									2014 Total: 2,576		
									2019 Total: 2,989		
Parking Supply confirmed by City of McKinney staff, June 2019.											

Overall Parking



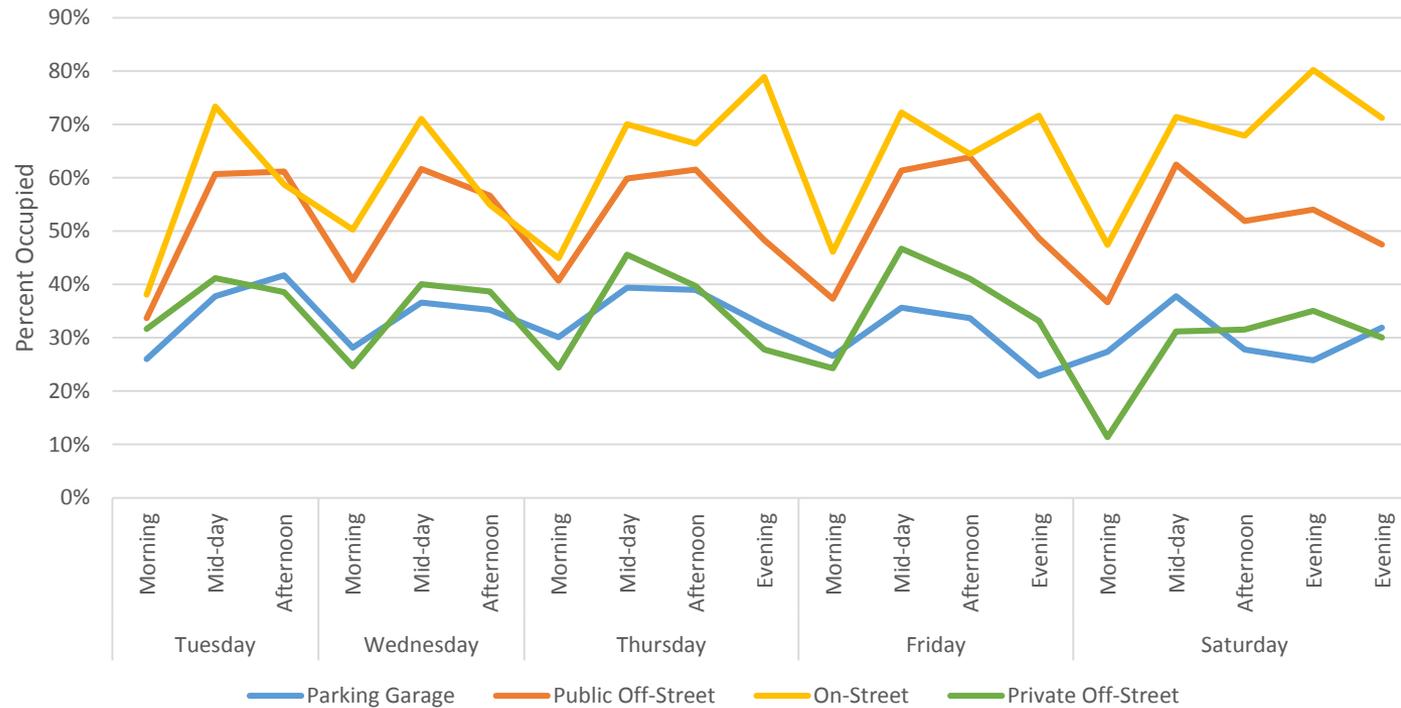
Supply by Type

	Public Parking Garages	Public Off-Street Parking	Private Off-Street Parking	On-Street Parking	Total
# Spaces	508 spaces (17%)	1,081 spaces (36%)	799 spaces (27%)	601 spaces (20%)	2,989 spaces (100%)
# Parking Lots or Areas	2 garages	22 lots	53 lots	81 areas	158 lots or areas

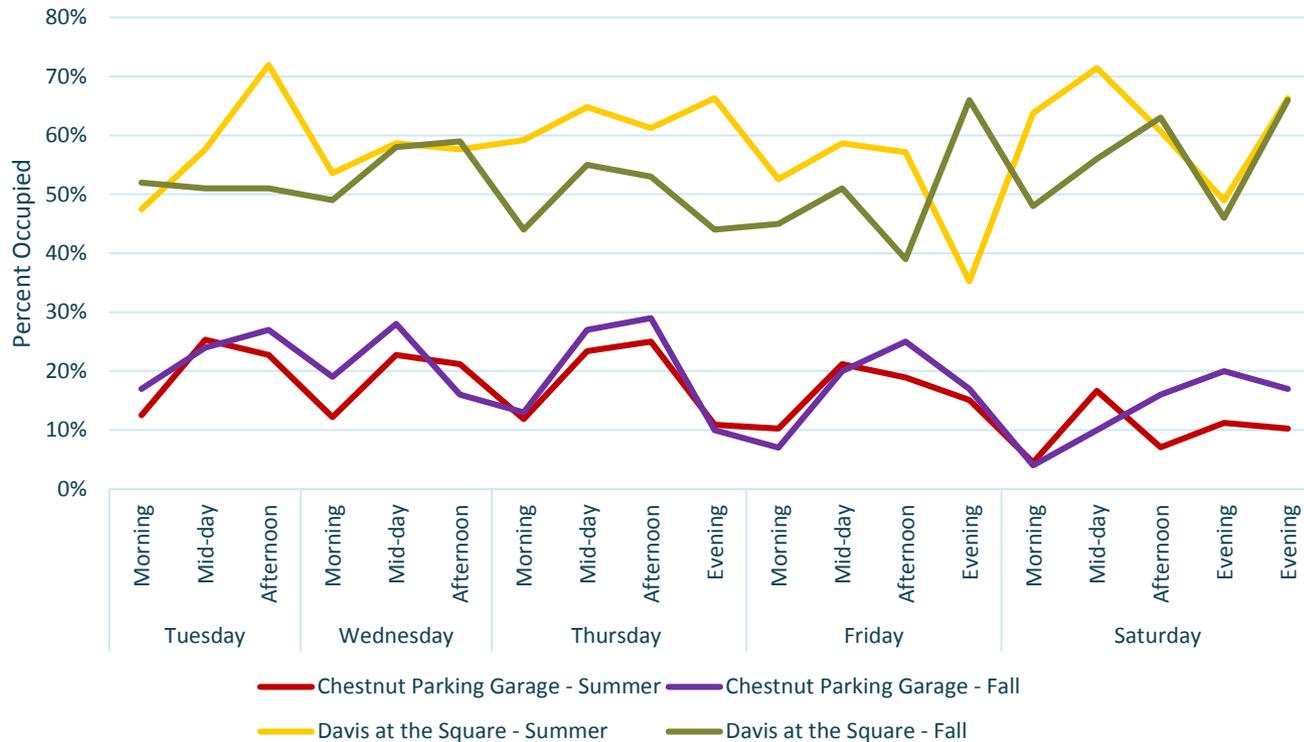
Occupancy by Type

	Public Parking Garages	Public Off-Street Parking	Private Off-Street Parking	On-Street Parking	Overall Parking Occupancy
Weekday Peak	42%	64%	47%	79%	55%
Saturday Peak	38%	62%	35%	80%	52%

Occupancy by Type (All Types, Summer)



Occupancy of New Parking Structures



	Peak Occupancy Rate	Vacant Spaces
Chestnut Parking Garage	29%	221
Davis at the Square	72%	55

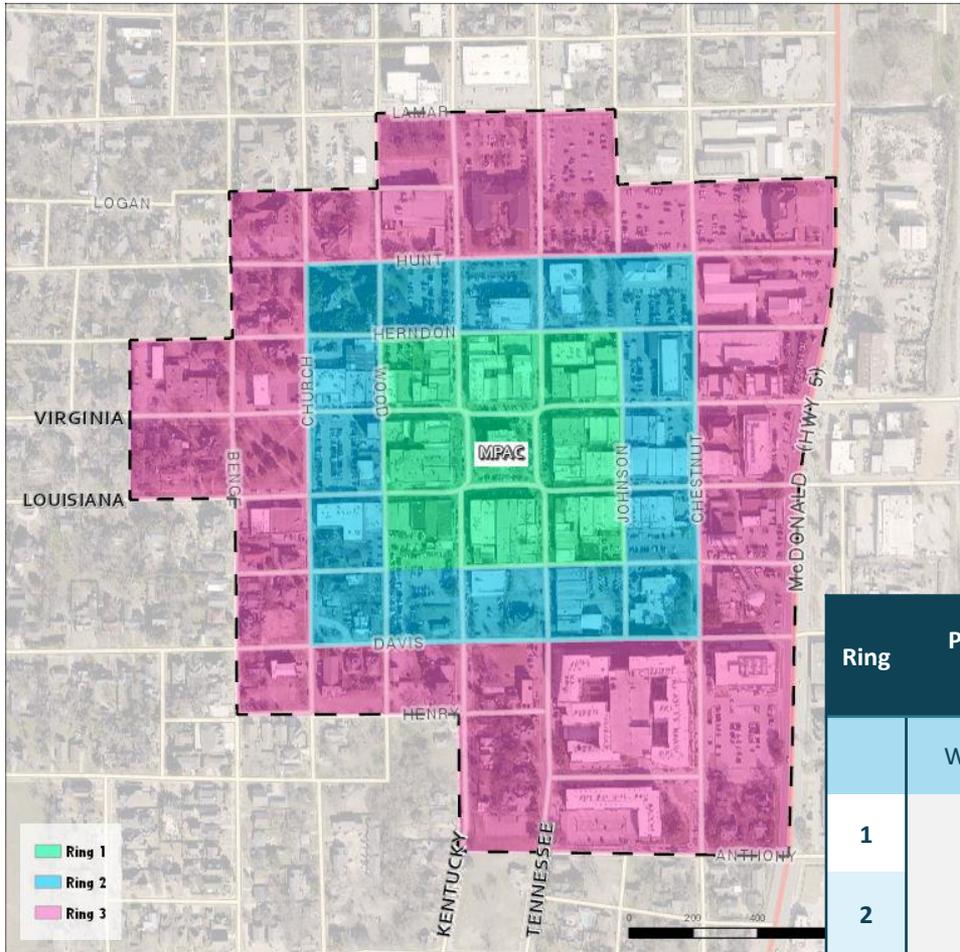
Parking by Ring

Supply by Ring and Type

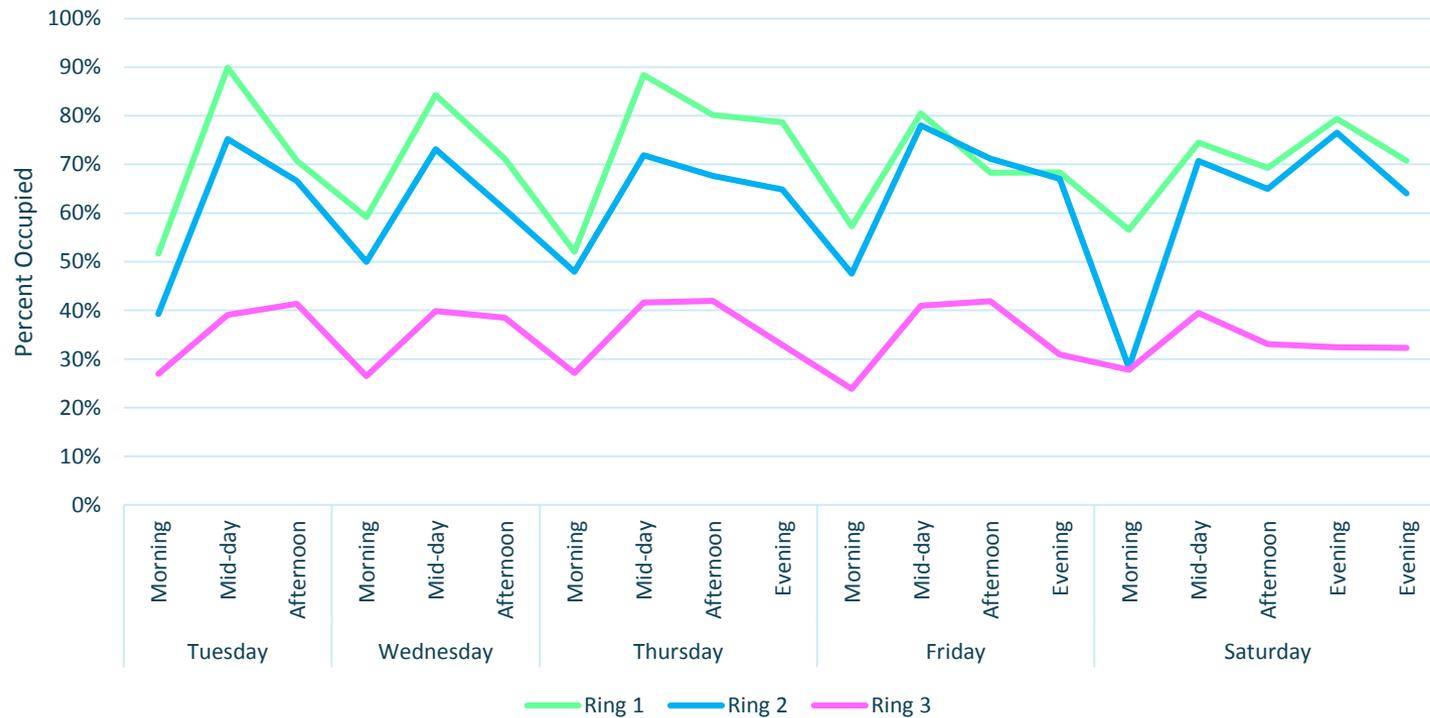
Ring	Public Parking Garages	Public Off-Street Parking	Private Off-Street Parking	On-Street Parking	Total
1	0	0	57	201	258 (9%)
2	0	443	324	110	877 (29%)
3	508	638	418	290	1,854 (62%)
Total	508 (17%)	1,081 (36%)	799 (27%)	601 (20%)	2,989

Occupancy by Ring and Type

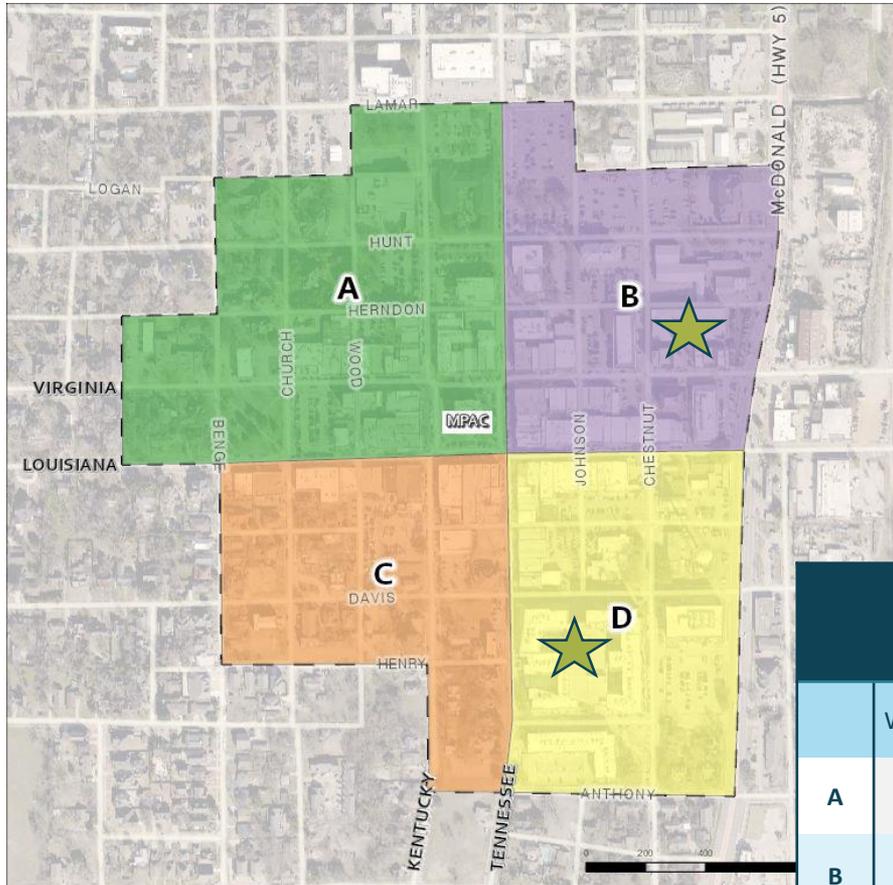
Ring	Public Parking Garages		Public Off-Street Parking		Private Off-Street Parking		On-Street Parking	
	Weekday	Sat.	Weekday	Sat.	Weekday	Sat.	Weekday	Sat.
1	N/A		N/A		80%	33%	97%	95%
2	N/A		91%	92%	58%	50%	87%	91%
3	42%	38%	49%	44%	36%	30%	67%	67%



Occupancy by Ring (All Types, Summer)



Parking Study – Zones



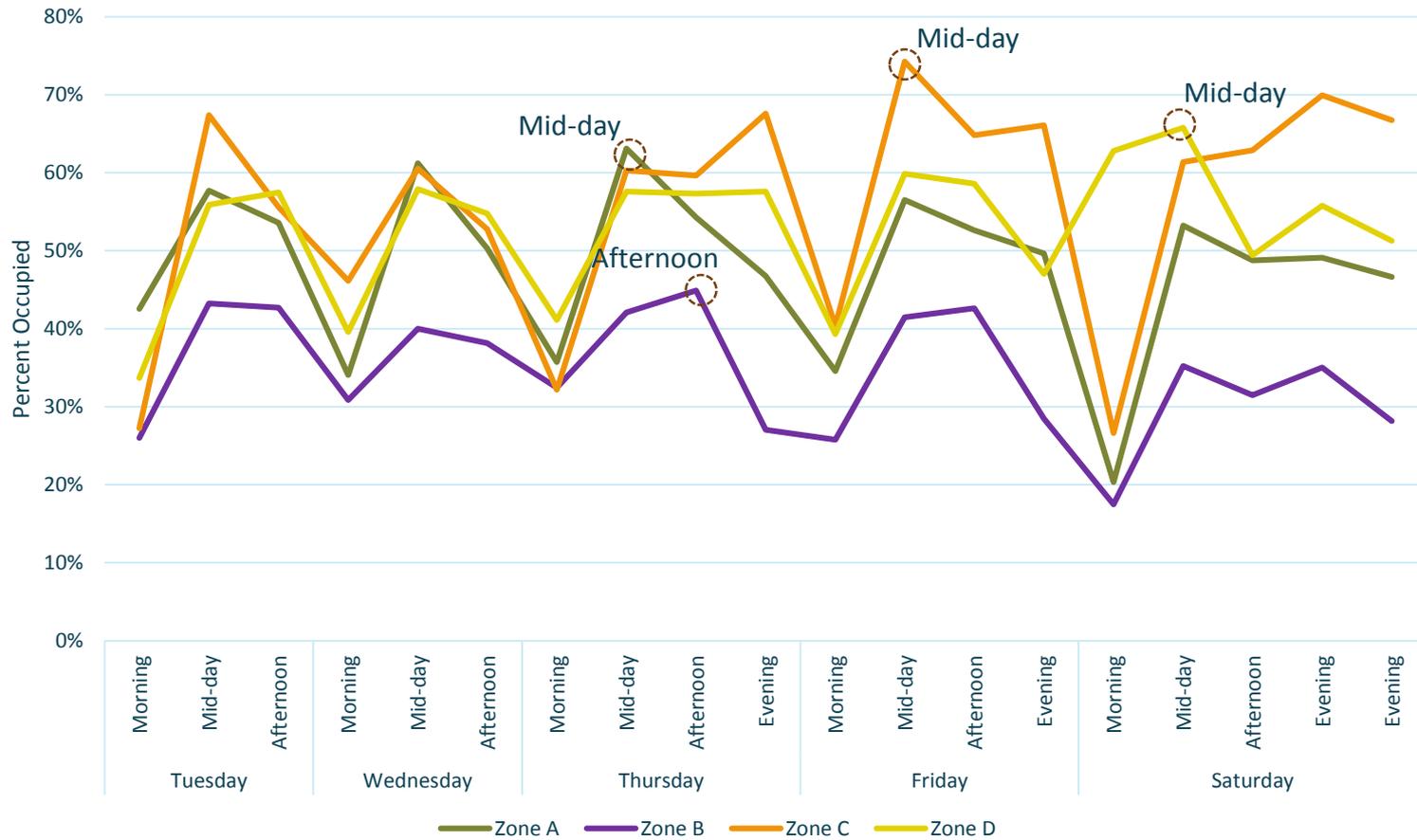
Supply by Zone and Type

Zone	Parking Garages	Public Off-Street Parking	Private Off-Street Parking	On-Street Parking	Total
A	0	350	291	210	851 (28%)
B	312	339	220	91	962 (32%)
C	0	112	224	130	466 (16%)
D	196	280	64	170	710 (24%)
Total	508 (17%)	1,081 (36%)	799 (27%)	601 (20%)	2,989

Occupancy by Zone and Type

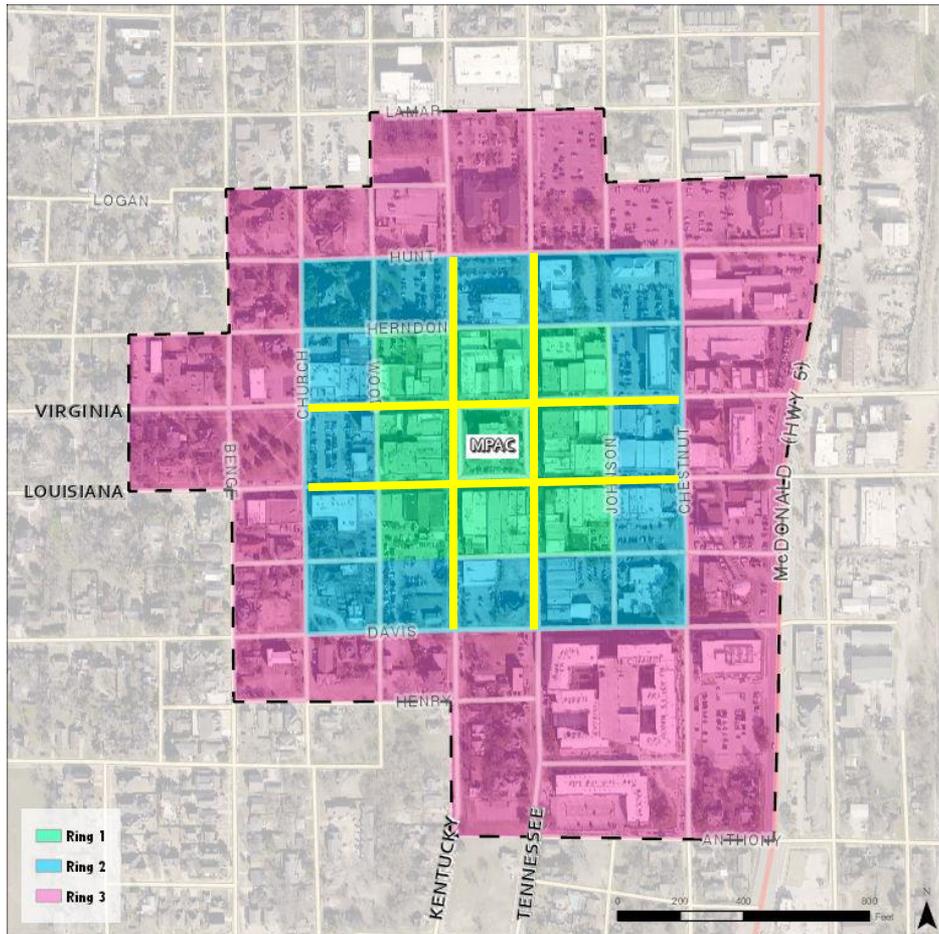
	Public Parking Garages		Public Off-Street Parking		Private Off-Street Parking		On-Street Parking	
	Weekday	Sat.	Weekday	Sat.	Weekday	Sat.	Weekday	Sat.
A	N/A		68%	67%	47%	35%	86%	79%
B	29%	17%	55%	47%	46%	38%	88%	87%
C	N/A		102%	100%	53%	41%	93%	94%
D	72%	71%	62%	73%	64%	61%	69%	71%

Occupancy by Zone (All Types, Summer)



On-Street Turnover

Turnover describes how many times a parking space is occupied by a new unique vehicle.



Unique vehicles: How many individual vehicles occupied each parking space

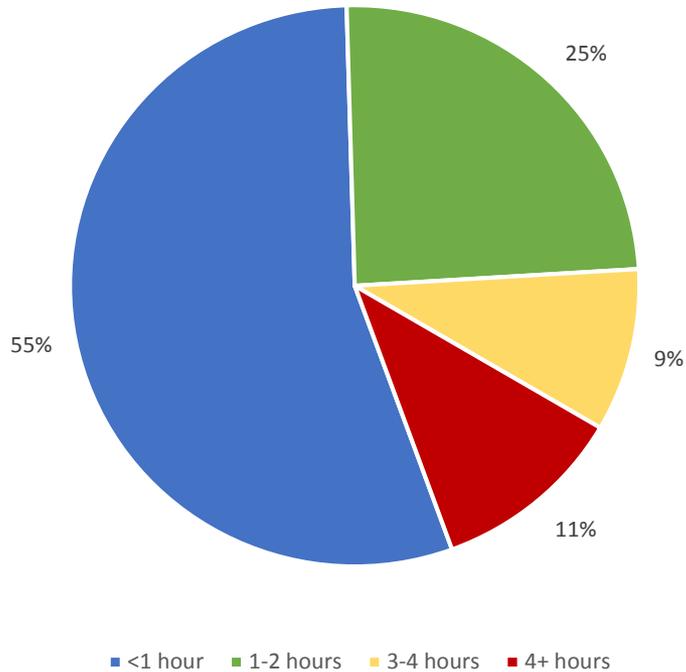
Duration of stay: How long each vehicle remains in each parking space

On-Street Occupancy: Occupancy rate on each block



Duration of Stay

Saturday, Summer



Unique Vehicles

Thursday and Saturday (Summer), 10 AM – 6 PM

	Thursday	Saturday
Kentucky Street	236	218
Tennessee Street	257	245
Virginia Street	255	273
Louisiana Street	312	264
Total	1,060	1,000

- Comparable number of unique vehicles both days
- Longer average duration of stay on Saturday
- Similar results in Fall:
975 on Thursday and 983 on Saturday



Turnover Results

On-street occupancy by block

Best practice: Set an occupancy goal

85% Occupancy per Block:

- Allows one or two spaces to be available at any time.
- Price is not so high that drivers cruise for cheaper parking.

Results:

- Several blocks reach 100% occupancy and stay at 100% throughout the day

Percent of Fully Occupied Blocks

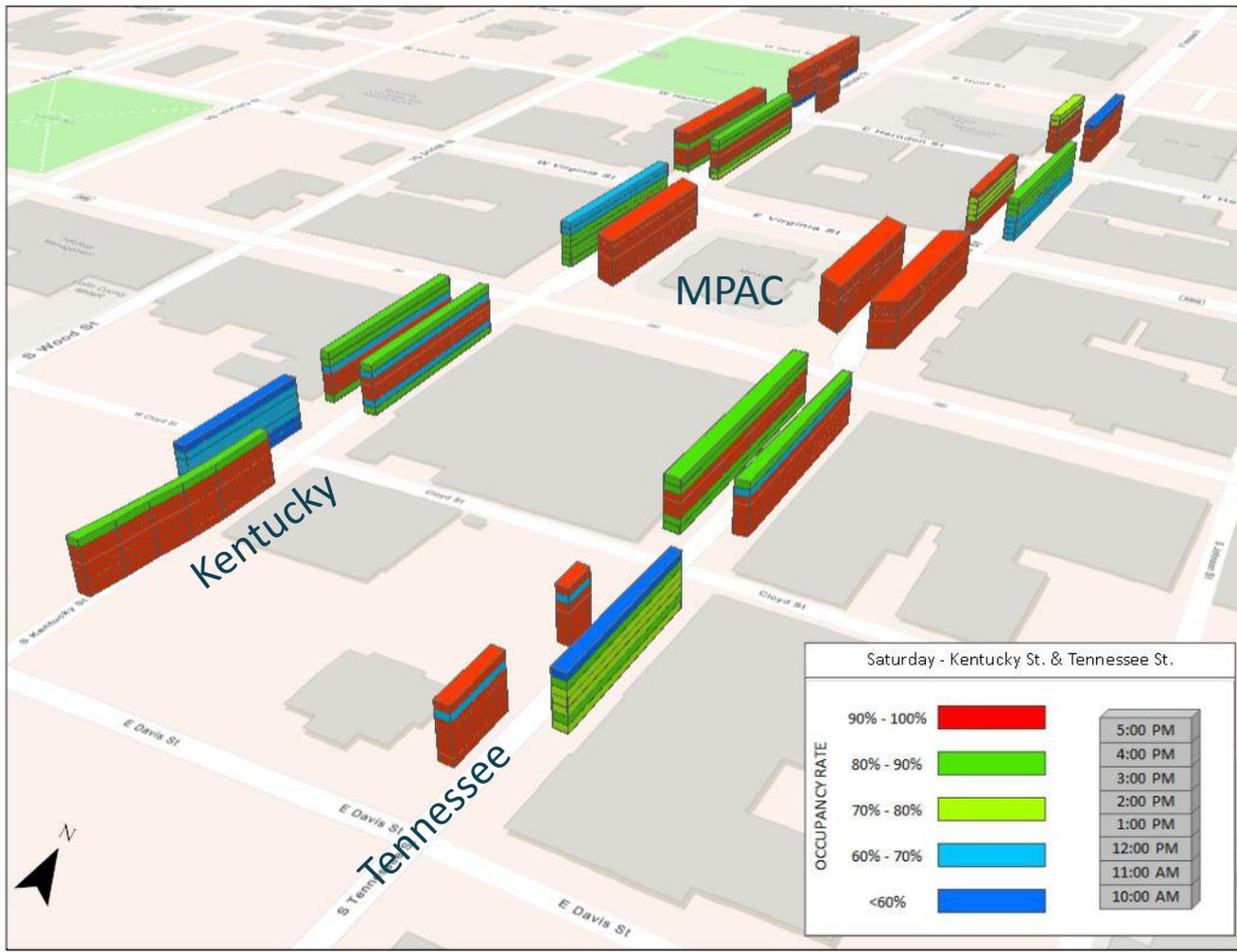
	Thursday	Saturday
Summer	27%	58%
Fall	36%	64%



Turnover Results

On-street occupancy by block

Kentucky & Tennessee (Saturday, Summer)



Conclusions

The existing supply of parking is currently underutilized.

- Even at busiest times, hundreds of public parking spaces were available.
- Available spaces concentrated in the east and northern areas.
- Off-street private parking lots had the lowest peak occupancy rates.

On-street spaces can park a high number of vehicles, but the high occupancy rates indicate that drivers may have a difficult time finding a space.

- On-street parking has highest occupancy rates.
- Short duration of stay in on-street spaces around Square.
- On-street parking occupancy often reaches 100 percent, especially on Saturday.
- Valet service is an efficient use of on-street parking spaces and can make use of underused parking lots.

Recommendations

Improve utilization of existing parking supply

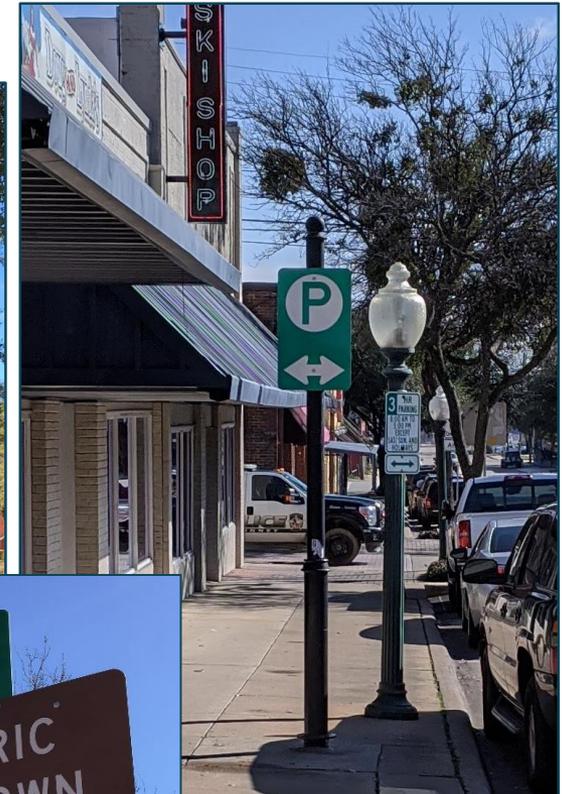
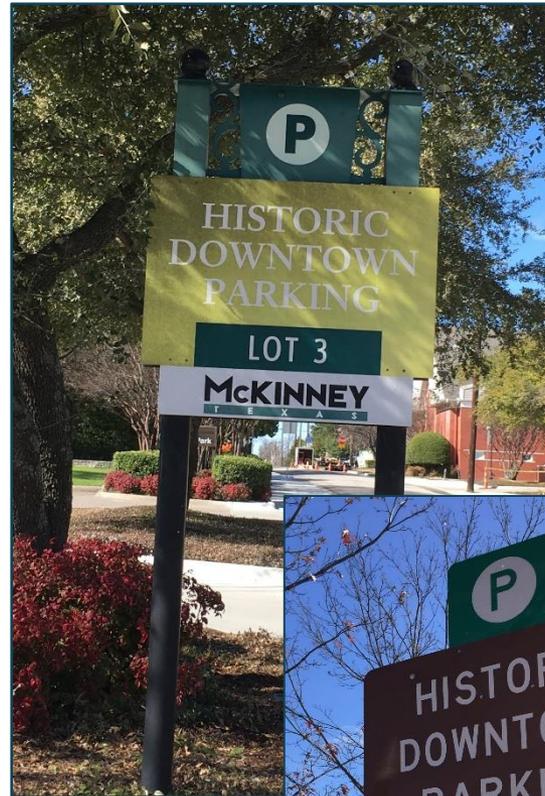
- Marketing and Promotion
- Upcoming Parking Rate Study
- Citywide Wayfinding Study
- Explore valet program



Recommendations

Improve Wayfinding to and within Downtown McKinney

- Wayfinding for drivers
 - Signage
 - Technology
- Wayfinding for pedestrians
 - Pedestrian Improvements
 - Downtown Placemaking



Next Steps

Upcoming City Studies

- Citywide Wayfinding Study
- Downtown Parking Rate Study

Current Projects

- Pedestrian Improvements
- Downtown Placemaking
- Citywide Digital Application



Questions? Comments?

