

Downtown Parking and Wayfinding Update

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Today's Work Session

Provide update to City Council on Downtown Parking Action Plan implementation.

Getting Started
Here are some initial steps that the City can take to optimize parking management.

Wayfinding
It is important to increase public awareness of parking resources, improve asset utilization and enhance the visitor experience. Wayfinding can be challenging, especially for newcomers, due to the absence of a consistent and memorable parking brand and the lack of parking signage throughout downtown which makes it difficult to find parking information, especially since the styles vary.

- Install temporary low-cost signage to test
- Design a public parking brand and wayfinding
- Update pedestrian wayfinding signage

Management & Oversight
The success of parking management strategies depends on consistent funding and oversight. Currently, parking related tasks are spread across various departments and there is no centralized parking management. Resources required for parking management will increase as more programs are implemented, and the utilization of existing resources. Therefore, incremental steps should be taken to ensure an approach can be adapted as needed.

- Consider designating a staff member to oversee parking management
- Prioritize compliance and expand enforcement
- Evaluate management entity options to determine the time that best fits the City priorities, resources, and needs

Convenience & Availability
Ideally, on-street parking should be prioritized for short-term parking access. There will still be plenty of lot parking available to park beyond 3 hours. The main intent is to provide a parking supply that best fits the needs of downtown drivers in the most convenient on-street spaces, which encourages turnover and provide easy access for short-term parking sessions are better suited for downtown areas where the final destination has less of an impact on the driver's time.

- Strengthen the effectiveness of enforcement during peak times with high demand periods
- Implement time limits in highest demand areas
- Develop an Employee Parking Program to provide short-term street parking options for employees and evaluate next steps.
- Pursue shared parking agreements with downtown businesses

Ongoing Data Collection
Strategic investments in parking technology can also be leveraged for ongoing data collection and analysis. Traditional parking studies are limited in their scope and duration of operation since it enables data-driven decision making.

- Adopt a policy framework that supports data-driven decision making
- Ongoing monitoring of occupancy and turnover
- Monitor operations and system performance

Questions or comments? Contact Alek Miller at amiller@cityofmckinney.com

Parking Action Plan

City of McKinney, Texas

Final Draft
March 3, 2021



Downtown Parking Action Plan

Study conducted between late summer 2020 and spring 2021, formally accepted by City Council in May.

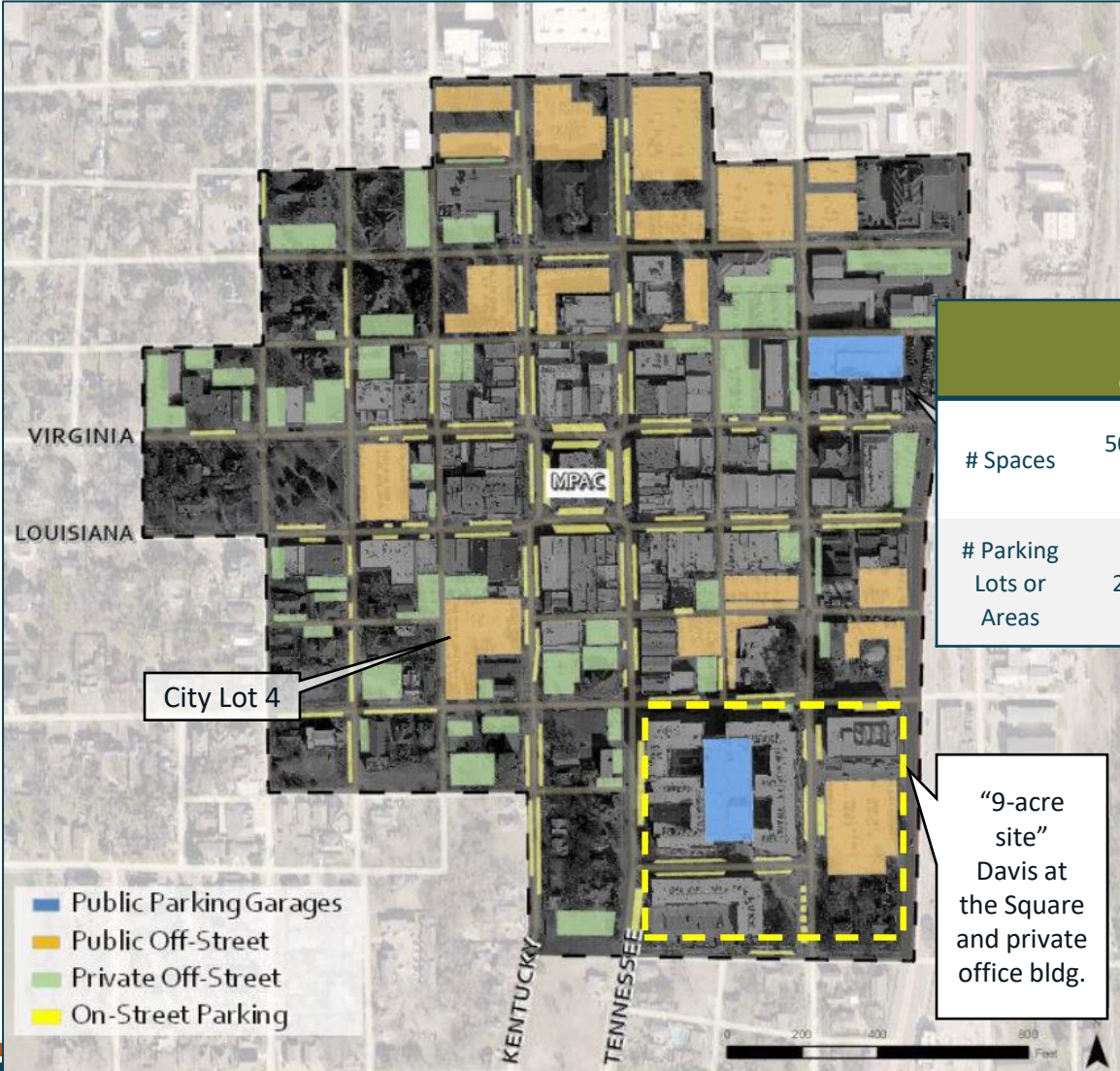
Building on past studies, recommendations fall into 3 categories

- Wayfinding and Signage
- Parking Demand Management
- Operations and Enforcement

First steps include:

- A-1: Increase public awareness of parking options
- A-2: Design a public parking brand and wayfinding plan
- B-1: Adopt a data-driven policy framework
- B-5: Implement time limits in high-demand lots

Downtown Parking



	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

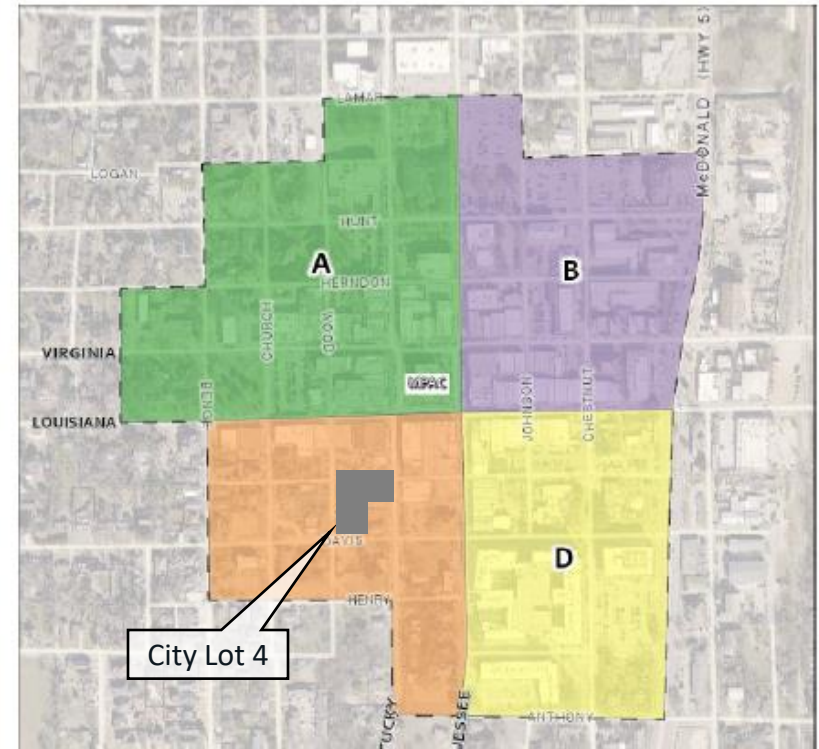
- Public Parking Garages
- Public Off-Street
- Private Off-Street
- On-Street Parking

"9-acre site"
Davis at the Square and private office bldg.



City Lot 4

- Lot 4 makes up 100 percent of off-street public parking in southwest
- High occupancy rates, exceeds capacity at times
- Fall 2020 Survey: 87 percent of visitors to downtown said that 3-hour limit was enough time.
- Proposal: convert to a 3-hour time limited lot to ensure Lot 4 is available to customers



Zone	Public Parking Garages		Public Off-Street Parking	
	Weekday	Saturday	Weekday	Saturday
A		N/A	68%	67%
B	29%	17%	55%	47%
C		N/A	102%	100%
D	72%	71%	62%*	73%

Planned Signage for Downtown Parking

Citywide Wayfinding Master Plan

- Approved by Council January 19, 2021
 - Develop new design/brand
 - Design concepts for gateway monuments
 - Identify visitor destinations
- Received feedback from Downtown stakeholders March 24, 2021
 - Parking is a challenge for visitors
 - Need signs now



Planned Signage for Downtown Parking

Changes to Existing Signs

- Replacing all green parking signs
- Update and add garage/lot entrance signs

New Blue Parking Signs

- Light blue matches final wayfinding design
- Dark blue to stand out to returning visitor
- Only 1 recommended direction



EXISTING



NEW

Planned Signage for Downtown Parking



Circulation Goals:

- Avoid circulating through/around the square
- Direct traffic towards the north, final destination to Chestnut Garage
- Avoid sign pollution

Schedule and Next Steps

- Ordinance and Resolution for Lot 4: Regular Session, June 15
- Outreach / Education on Lot 4 Change: June
- Lot 4 Changes to 3-hours: July 1
- Wayfinding sign changes: August
- Work Session Update and Future Steps: Fall 2021

Questions and Comments