

CITY COUNCIL WORK SESSION

MARCH 16, 2021

The City Council of the City of McKinney, Texas met in work session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas on Tuesday, March 16, 2021 at 3 p.m.

Council Present at the Start of the Meeting: Mayor George Fuller, Mayor Pro Tem Rainey Rogers, and Council Members Charlie Philips, Frederick Frazier, Rick Franklin, and Angela Richardson-Woods.

Council Member Scott Elliott joined the meeting at 4:12 p.m. during the Executive Session.

City of McKinney Staff Present: City Manager Paul Grimes, Assistant City Manager Kim Flom, Assistant City Manager Barry Shelton, Assistant City Manager Steve Tilton, City Attorney Mark Houser, Assistant City Attorney Alan Lathrom, Strategic Services Manager Trevor Minyard, City Secretary Empress Drane, Deputy City Secretary Joshua Stevenson, City Secretary Records Specialist Juametta Terrell, City Secretary Administrative Assistant Blenda Sims, Chief Financial Officer Mark Holloway, Police Chief Greg Conley, Purchasing Manager Lisa Littrell, Contract Administrator Rosanne Lemus, Buyer Kristina Mitchell, Executive Director of Development Services Michael Quint, Director of Planning Jennifer Arnold, Assistant Director of Planning Mark Doty, Planning Manager Aaron Bloxham, Planner II Alek Miller, Municipal Court City Marshal Timothy Rich, Interim Director of Public Works Julia Hunt, Chief Building Official Rick Herzberger, Chief Plans Examiner Jeff Harris, Director of Engineering Gary Graham, Capital Improvement Projects Manager Nicholas Ataie, Director of McKinney Performing Arts Center (MPAC) & Main Street Programs Amy Rosenthal, and President of McKinney Economic Development Corporation (MEDC) Peter Tokar.

There were approximately ten (10) members of the public present in the audience including Julie Dixon of Dixon Resources Unlimited, consultant to the City for Downtown Parking Management Study.

Mayor Fuller Called the meeting to order at 3:00 p.m. upon determining a quorum of the Council was present.

Mayor Fuller called for Public Comments regarding Agenda items. There were none when called.

Mayor Fuller called for the discussion of the Agenda items to be presented at the City Council Regular Meeting of Tuesday, March 16, 2021, at 6:00 p.m.

Director of Planning Jennifer Arnold spoke regarding Agenda item #21-0003A/21-0004Z2 (Conduct a Public Hearing to Consider/Discuss/Act on a Petition to Annex (Case No. 21-0003A) and a Request to Zone (Case No. 21-0004Z) on Certain Land (the "Property") to SF5 – Single Family Residential District, Located on the Southeast Corner of N. Hardin Boulevard and Olympic Crossing (County Road No. 228) and Adjacent to Phase 1 of the Preserve at Honey Creek Addition Along a Portion of its Western Boundary, Adjacent to Phase 1 of the Weston Ridge Addition Along a Portion of its Southern Boundary, and Adjacent to Planning Unit 1, Phase 2B of the Trinity Falls Addition Along its Eastern Boundary, and Related Ordinance(s) and Agreements).

Mayor Fuller called for the Work Session Agenda.

20-0008M2 Consider/Discuss Downtown Parking Management Study
Recommendations

Mayor Fuller departed the meeting at 3:33 p.m. during the discussion of this item.

The presentation for Agenda item 20-0008M2 will be included in the Minutes as "Work Session Appendix A – 20-0008M2 Presentation".

A response letter received after the Agenda was posted will be included in the Minutes as "Work Session Appendix B – 20-0008M2 Response Letter Received after Agenda Posting".

Mayor Pro Tem Rogers called for Agenda item #21-0218

21-0218 Update/Discuss East McKinney Projects

Mayor Fuller returned to the meeting at 3:45 p.m. during the discussion of this item.

Mayor Fuller called for Council liaison updates regarding the various McKinney Boards and Commissions.

Mayor Tem Rogers spoke regarding the McKinney Economic Development Corporation and stated that McKinney's sales tax is up by 10 percent. The Mayor Pro Tem spoke regarding McKinney Events downtown and is excited for future events.

Council Member Richardson-Woods spoke regarding the spirit downtown and the events that the City is hosting.

Mayor Fuller called for the Executive Session at 3:57 p.m., in accordance with the Texas Government Code:

A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)

B. Section 551.071 (A) Pending or contemplated litigation

C. Section 551.072. Deliberations about Real Property

- Municipal Facilities

D. Section 551.074. Personnel Matters

E. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Bluesky

- Project Black

- Tatum Tek Modular, LLC

Mayor Fuller reconvened from Executive Session and reopened the Work Session at 5:34 p.m. with all Council present.

Council unanimously approved the motion by Council Member Philips, seconded by Council Member Franklin, to Approve the Chapter 380 Agreement with Tatum Tek Modular, LLC as discussed in the Executive Session.

Council unanimously approved the motion by Council Member Elliott, seconded by Council Member Philips, to adjourn the meeting at 5:35 p.m.

The video recording of the meeting is available through the City of McKinney meeting archives.

These minutes were approved by the City Council on April 6, 2021.

SIGNED:

GEORGE C. FULLER, Mayor

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ATTEST:

EMPRESS DRANE, City Secretary
JOSHUA STEVENSON, Deputy City Secretary

City of McKinney, Texas

Downtown McKinney Parking Management Study

City Council Meeting
March 16, 2021



Project Overview

Study began in August 2020

- Needs assessment
- Municipal code review
- Financial modeling tool
- Online survey (1,029 responses)
- Stakeholder feedback

The following departments and organizations were involved throughout the project:

- Chamber of Commerce
- City Manager's Office
- Communications & Marketing
- Development Services
- Engineering
- Finance
- Information Technology
- Main Street / McKinney Performing Arts Center (MPAC)
- Municipal Court Marshal
- Planning
- Public Works
- Visit McKinney



**Implementation
Packages**

Data-driven Decisions

- The City has conducted **parking studies every five years since 2004**.
 - Past studies show an **imbalanced distribution of parking occupancy**.
- **Perception vs. reality** and making **incremental** changes.
 - The ongoing growth and expansion of Historic Downtown McKinney and surrounding areas will continue to impact parking supply and demand.
- There will be additional opportunities for **ongoing data collection** with the implementation of new parking technology.

Public Parking Options



| Parking Option | Total Spaces | 2019 Peak Occupancy Rate | Available Spaces at Peak |
|--------------------------|---------------------|-----------------------------------|-----------------------------|
| Chestnut Garage | 312 spaces | 29% | 222 |
| City Hall Lot | 29 spaces | 100% | 0 |
| Davis at the Square | 196 spaces | 72% | 55 |
| Development Services Lot | 44 spaces | 100% | 0 |
| Library Lot | 65 spaces | 81% | 12 |
| Lot 1 North | 124 spaces | 29% | 88 |
| Lot 1 South | 48 spaces | 96% | 2 |
| Lot 2 | 75 spaces | 100% | 0 |
| Lot 3 | 83 spaces | 98% | 2 |
| Lot 4 | 112 spaces | 100% | 0 |
| Lot 5 | 56 spaces | 100% | 0 |
| Lot 6 | 32 spaces | 100% | 0 |
| Lot B | 103 spaces | 84% | 17 |
| Lot C | 28 spaces | 89% | 3 |
| Lot H | 83 spaces | 23% | 64 |
| Municipal Court | 10 spaces | 100% | 0 |
| Municipal Court West | 27 spaces | 100% | 0 |
| Playful Corporation | 125 spaces | 93% | 9 |
| Water Tower Lot | 21 spaces | 86% | 3 |
| Totals | 1,573 spaces | 70% total system occupancy | 476 available spaces |

Goals

- 1. Adaptable:** Develop a parking program that can grow and adapt over time while maintaining the Historic Downtown McKinney charm.
- 2. Balanced:** Achieve a balance between parking options to support diverse needs of business owners, employees, customers, residents, and visitors.
- 3. Sustainable:** Develop sustainable parking solutions that support downtown businesses while providing a customer-friendly parking experience.
- 4. Accessible:** Support downtown vitality through parking policies that improve access and safety.
- 5. Data-driven:** Provide ongoing management and oversight to track performance and optimize the operation.

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Timing

- A successful parking operation will ultimately be dependent on the City's ability to **adapt**.
- **Steps should be taken incrementally with ongoing evaluation** and community feedback to shape future steps.
- The Parking Action Plan (PAP) is meant to be used as a helpful guide regardless of the approach chosen.
- The City is encouraged to **adjust the implementation approach** as needed to design a program that best fits the unique and ever-changing needs of the community.

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Wayfinding & Parking Guidance

Near-term

- **Increase public awareness of parking options**
 - Temporary signage to Chestnut Commons & Davis at the Square Garages
 - Proactive education and outreach
 - Update Google Maps
- **Design a public parking brand and wayfinding plan**
 - City intends to conduct a Wayfinding Study
 - Directional and monument signage
- **Update pedestrian wayfinding signage**
 - Estimated walk times



Wayfinding & Parking Guidance

Mid-term

- Procure a **digital parking guidance system**
 - Consider the CityFront Pilot (2 Garages and 11 surface lots)

Long-term

- Integrate **real-time availability data** with other applications



Parking Demand Management

Near-term

- **Adopt a data-driven policy framework**
 - Municipal code updates
- **Determine a parking program management approach**
 - Parking Coordinator
 - Potential expansion
 - Parking enforcement
 - Other management options
- **Develop an Employee Parking Permit Program (Phase 1)**
 - Phased approach
 - Preliminary sign-up list
 - Online portal
 - Collect ongoing data

85% target

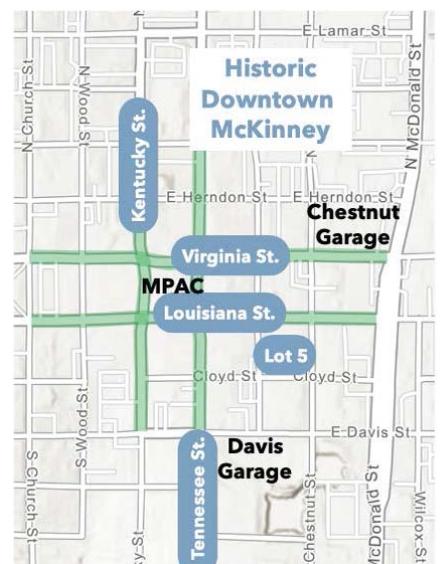


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Parking Demand Management

Near-term (continued)

- **Establish a no re-parking rule**
- **Implement time limits in high-demand surface lots**
 - E.g. Lots 2 and 4
- **Adjust operating hours to address peak demand periods**
 - Could extend to 8:00 p.m. and Saturdays
- **Pursue shared parking agreements**
 - E.g. McKinney Integrity Group, Ski Shop, etc.



Existing 3-hour time limit areas

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Parking Demand Management

Near-term (continued)

- **Prioritize core curb-space for active uses**
- **Evaluate the Parklet Program**
 - In December 2020 the City approved a Temporary Parklet Program



Mid-term

- **Consider tiered time limits or a Pay-to-Stay model**
 - Start with core on-street spaces
 - 2 and 3-hour time limits or a Customer Value Model
 - Pay-by-plate pay stations and mobile payment
 - Merchant validation
 - Encourages employees to participate in permit program



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Parking Demand Management

Mid-term (continued)

- **Implement Phase 2 of the Employee Parking Permit Program**
 - Lower price than paid parking (if applicable)
 - Low-income and carpool discounts
 - Consider relocation of City staff
- **Promote and expand transportation mode alternatives**
 - Consider DASH expansion or introduce a circulator
 - Secure bike parking
- **Promote and enhance walkability**
 - String lights, public art, etc.



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Parking Demand Management

Mid-term (continued)

- **Modernize parking development requirements**
 - Expand 200' rule to 500' to enable use of parking not perfectly contiguous towards parking requirements
- **Establish a Residential Parking Permit Program**
 - Establish the framework in preparation for potential spillover
- **Offer valet parking during special events**



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Parking Demand Management

Long-term

- **Adapt or increase parking supply as needed**
 - P3 development
 - Remote parking (e.g. First McKinney Church)
 - Consider area east of Highway 5

Parking management challenge vs. parking supply challenge

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Operations and Enforcement

Near-term

- **Align parking enforcement coverage with proposed policies.**
 - Goal = compliance
 - Additional staffing (evenings and Saturdays)
- **Procure license plate recognition technology**
 - Handheld or mobile
 - Digital permit enforcement
 - ***Ongoing data collection***
- **Utilize a customer-service model for compliance**
 - Parking Ambassador model



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Operations and Enforcement

Near-term (continued)

- **Streamline parking citation management and convert to a civil process**
 - Replace current Brazos system
- **Adopt vehicle immobilization and towing procedures**
 - Self-release boots or windshield devices



Operations and Enforcement

Mid-term

- **Establish a maintenance and collections plan for paid parking equipment**
- **Update the Temporary Parking Space Use Permit Program**
 - Update City Marshal's Office existing program
 - Accommodate reservations of paid parking spaces, use of LPR
- **Establish a facility maintenance and upkeep plan**
 - Deferred maintenance budget



Long-term

- **Ongoing operational adjustments based on data**

Next Steps

- **Municipal code updates**
- Staff brings back **implementation packages** for adoption
 - Initial priorities include:
 - Wayfinding
 - Management & oversight
 - Convenience & availability
 - Ongoing data collection
- **Incremental adjustments** - future phases may not be needed
- Continue to solicit stakeholder feedback and provide regular Council updates

Contact



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Work Session Appendix B – 20-0008M2 Response Letter Received after Agenda Posting

From: [Marty & Jeff Garner](#)
To: [Alek Miller](#)
Subject: Re: McKinney Downtown Parking Action Plan
Date: Sunday, March 14, 2021 2:31:32 PM

WARNING: This email is from an external source. DO NOT click links or open attachments without verifying the sender. Never enter USERNAME, PASSWORD or SENSITIVE INFORMATION on linked pages from this email.

Hello Alek,

Thanks for sending out all this information, I really appreciate it.
I did not read it all in detail so if this is already listed my apologies.

I was just wondering if it is possible to speak to some of the downtown businesses - that are closed in the evenings and on the weekends - that have no parking anytime signs/towing signs posted to maybe update those signs to say no parking during their hours of operation so those empty lots can be used in the evenings and weekends.
I have several customers in Dallas that have signs like that to allow neighboring businesses customers to use their parking when they are closed.

Warm regards,
Marty

On Mar 8, 2021, at 12:43 PM, Alek Miller <amiller@mckinneytexas.org> wrote:

Good afternoon,

In fall of 2020, you responded to a survey related to parking in Downtown McKinney, which informed the work of the City's parking consultant team. Now the City is eager to share the results of that study: The recommendations ("Parking Action Plan") are now available and will be presented to the City Council on March 16. The recommendations will be presented to the City Council at their Work Session meeting at 3:00 on March 16th. If you'd like to review the document, it is available here: [Downtown Parking Studies | McKinney, TX - Official Website \(mckinneytexas.org\)](#) To view, click on the button that says "Parking Action Plan."

If you'd like to submit a comment for consideration by City Council or if you have any questions, please respond to this email or contact me at the phone number or email address below.

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