



20-0008M2

TITLE:

Consider/Discuss Downtown Parking Management Study
Recommendations

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5D: Promote reinvestment activities in McKinney's historic downtown that balance preservation of historic character and current market needs)

MEETING DATE: March 16, 2021

DEPARTMENT: Development Services - Planning Department

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ITEM SUMMARY:

- The purpose of this work session item is to present the recommendations made in the Downtown Parking Action Plan, previously referred to as the "Downtown Parking Management Study."
- The study was prepared by the project consultant team, Dixon Resources Unlimited and Wood Solutions Group, with the goals of identifying operational or policy changes that could improve utilization of existing parking supply and exploring options for parking east of Highway 5 / McDonald Street.
- The recommendations fall into three broad categories: Wayfinding and Parking Guidance, Parking Demand Management, and Operations and Enforcement. This study provides a description of each, as well as an implementation checklist.
- This work session item will introduce the recommendations to the public and the City Council and allow the City Council to provide input.
- After receiving feedback from the City Council, staff will make necessary

amendments to the Parking Action Plan and return with an ordinance adopting the Plan at a future meeting of the City Council.

- Staff will return to the City Council at future meetings with necessary requests to implement the adopted recommendations, such as municipal code amendments, and to provide periodic updates on implementation progress.

BACKGROUND INFORMATION:

- In February of 2020, staff presented the Downtown Parking Study to the City Council. The study, which takes place every five years, concluded that the existing supply of parking is generally sufficient, but that utilization of outlying lots and the recently constructed Chestnut Parking Garage could be improved.
- On August 18, 2020, the City Council approved the contract for this project.
- Outreach to the public began in October 2020 when the consultant team introduced the project to the downtown community and the City Council. During a site visit at the end of October, they conducted stakeholder interviews (in person and virtual) with downtown business owners, employees, and residents, as well as City staff involved in parking.
- In order to gauge perceptions and behaviors of the general public as well as downtown merchants and employees, an online survey was conducted in late October as well. The survey received 1,029 responses. The results of the survey are provided in Appendix A of the Parking Action Plan.
- In early December 2020, the consultant team conducted a second site visit to present draft recommendations to the downtown community. These policy recommendations were generally positively received and additional feedback was incorporated into the final report.

OPPOSITION TO OR SUPPORT OF REQUEST:

Staff has received three comments on the Parking Action Plan. These comments raise questions about the content of the report or express opposition to particular recommendations.

SUPPORTING MATERIALS:

[McKinney Parking Action Plan](#)

Letters in Response to Parking Action Plan