



19-0011M

TITLE: Update on the Downtown Parking Study

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: February 18, 2020

DEPARTMENT: Development Services Division - Planning Department

CONTACT: Aaron Bloxham, Planning Manager
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RECOMMENDED CITY COUNCIL ACTION:

- Discuss results of the downtown parking study and related direction for future study or policy changes.

ITEM SUMMARY:

- The Planning Department has conducted an update to its downtown parking study in order to assess how parking is being used in the historic downtown.
- The downtown parking study provides an update to the occupancy of the available supply of parking in downtown McKinney. The study also analyzes the turnover of on-street parking spaces on the blocks nearest to the McKinney Performing Arts Center (MPAC).
- Parking occupancy counts took place during both summer and fall of 2019. Summer data collection occurred between June 22nd and 29th with a make-up count on the evening of July 13th. Fall data collection took place between October 19th and 26th with make-up counts on November 1st and 7th. Make-up counts were necessary in both seasons due to rain.
- The attached report includes key findings and recommendations. The primary recommendation is that the City should focus on improving utilization of the existing parking supply by connecting drivers to available parking lots and by

improving wayfinding for drivers and pedestrians.

BACKGROUND INFORMATION:

- In 2004 the City began conducting parking studies to evaluate the supply and occupancy of parking in downtown, which is updated every five (5) years by the Planning Department.
- Each past update has evaluated parking supply and occupancy and has included a third section to analyze another policy question related to parking. Past studies have provided information related to business owners' perceptions of the challenges of parking in the downtown; an evaluation of parking-related wayfinding and signage; and feasibility of construction of a new parking structure.
- The 2019 downtown parking study update analyzes turnover of on-street parking in order to provide an understanding of how on-street parking is being utilized. This section describes how many unique vehicles were observed parking on-street, how long individual vehicles are parked, and the hourly occupancy of each block on these high visibility streets. The concurrent operation of the Main Street/McKinney Performing Arts Center pilot valet program during the summer provided a useful comparison between the turnover observations and offers insight into potential benefits of continued operation or expansion of that program.

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[2019 Downtown Parking Study Presentation](#)