



Downtown Parking Update


Planning Department - Downtown Development and Preservation

Cassie Bumgarner

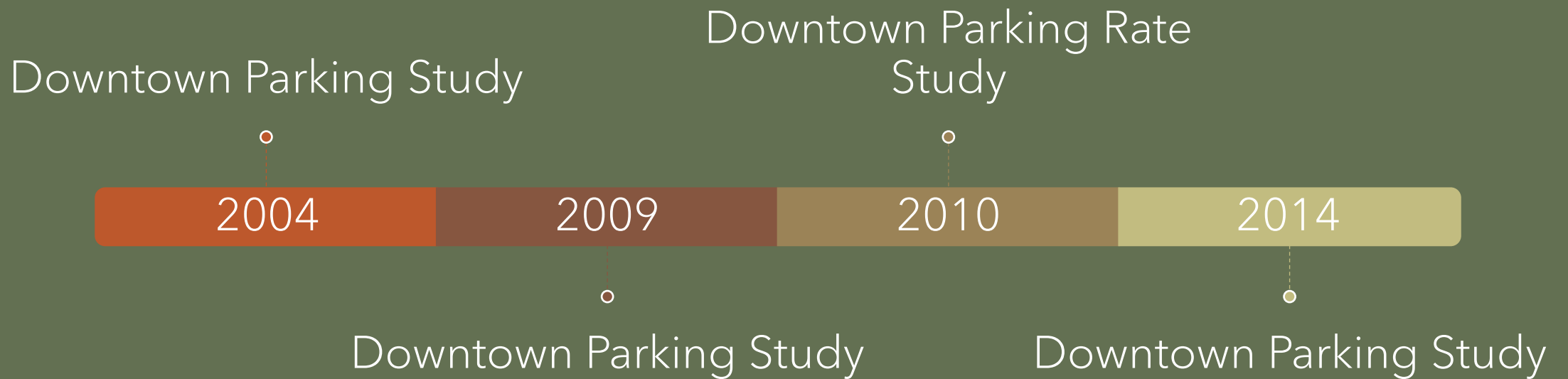




Downtown Parking – Key Partners

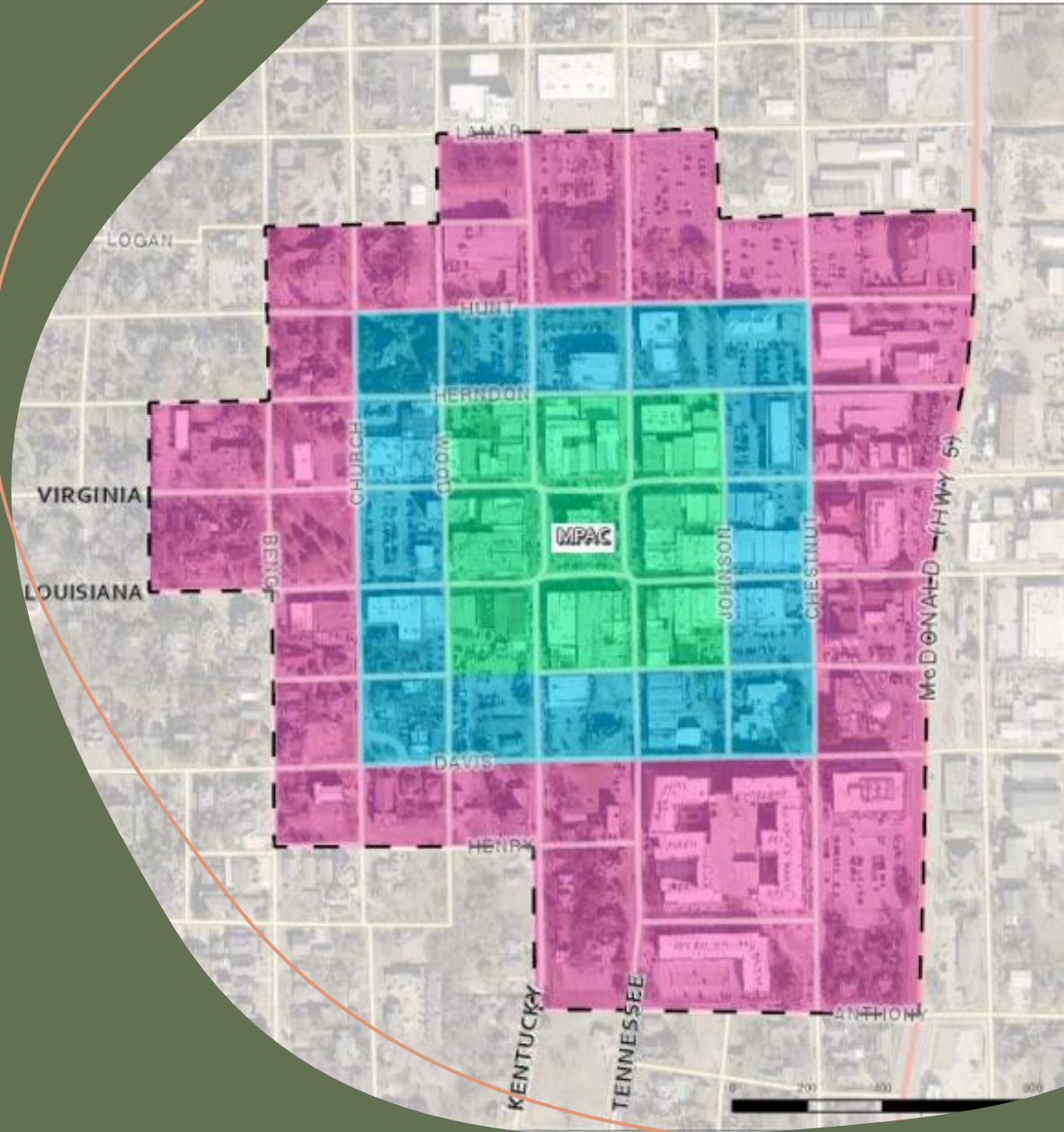
- Engineering
 - Improving downtown circulation
 - Main Streets
 - Trolley
 - Municipal Court
 - Enforcement
- 

Downtown Parking - Planning



Recap – Most Recent Studies

- 2019 – Historic Town Center Parking Study
 - Most recent parking study
- 2021 – McKinney Parking Action Plan
 - Recommendations based on previous parking studies



2021 McKinney Parking Action Plan


Wayfinding
and Parking
Guidance

Parking
Demand
Management

Operations
and
Enforcement



Wayfinding and Parking Guidance

- ✓ Increase public awareness of parking options
 - ✓ Design a public parking brand and wayfinding plan
 - ✓ Update the pedestrian wayfinding signage
- 

Wayfinding in the Downtown





Parking Demand Management

- ✓ Promote and expand transportation mode alternatives
- ✓ Promote and enhance walkability
- ✓ Adapt or increase parking supply as needed
- ✓ Evaluate the Parklet Program

Downtown McKinney Parking & Trolley Map

Getting around Downtown McKinney just got easier!

Meet the new Downtown Trolley! This 14-passenger coach, modeled after the historic Interurban Trolley cars, cruises through Downtown McKinney, taking shoppers, diners, and visitors where they need to go. With a defined route and various stops along the way, it's easy and convenient to ride. **Best of all, riding the trolley is FREE!** For more information, including operating schedules, visit DowntownMcKinney.com/Trolley.



Operations and Enforcement

- ✓ Align parking enforcement coverage with proposed policies
- ✓ Procure license plate recognition technology

Operations and Enforcement

Offense	2021	2022	2023	2024	2025
Parked - 3 Hr Parking Zone	Warnings = 655 Citations = 59	Warnings = 353 Citations = 15	Warnings = 22 Citations = 369	Warnings = 160 Citations = 150	Warnings = 450 Citations = 119
Parked - 3 Hr Parking Zone (Subsequent)	Warnings = 0 Citations = 6	Warnings = 0 Citations = 0	Warnings = 0 Citations = 73	Warnings = 0 Citations = 72	Warnings = 0 Citations = 18
Parked - 3 Hr Parking Zone (Subsequent +4)	Warnings = 0 Citations = 0	Warnings = 0 Citations = 0	Warnings = 0 Citations = 1	Warnings = 0 Citations = 12	Warnings = 0 Citations = 1

2021 Plan Recommendations

Wayfinding in the Downtown

- ✓ A-1. Increase public awareness of public parking options
- ✓ A-2. Design a public parking brand and wayfinding plan
- ✓ A-3. Update the pedestrian wayfinding signage
- A-4. Procure a digital parking guidance system
- A-5. Integrate real-time availability data with other applications

Parking Demand Management

- B-1. Adopt a data-driven policy framework
- B-2. Determine a parking program management approach
- B-3. Develop an Employee Parking Permit Program (Phase 1)
- B-4. Establish a no re-parking rule
- B-5. Implement time limits in high-demand surface lots
- B-6. Adjust operating hours to address peak demand periods.
- B-7. Pursue shared parking agreements
- B-8. Prioritize core curb space for active uses
- ✓ B-9. Evaluate the parklet program
- B-10. Consider implementing tiered time limits or a Pay-to-Stay model

- B-11. Implement Employee Parking Permit Program Phase 2.
- ✓ B-12. Promote and expand transportation mode alternatives.
- ✓ B-13. Promote and enhance walkability
- B-14. Modernize parking development requirements.
- B-15. Establish a Residential Parking Permit Program.
- B-16. Offer valet parking during special events.
- ✓ B-17. Adapt or increase parking supply as needed.

Operations and Enforcement

- ✓ C-1. Align parking enforcement coverage with proposed policies.
- ✓ C-2. Procure license plate recognition technology.
- C-3. Utilize a customer-service model for complinace.
- C-4. Streamline citation management and convert to civil process.
- C-5. Adopt vehicle immobiliation and towing procedures.
- C-6. Establish a maintenance and collections plan for parking equipment.
- C-7. Update the Temporary Parking Space Use Permit Program.
- C-8. Establish a facility mainenance and upkeep plan.
- C-9. Ongoing operational adjustments based on data.

Revisiting Implementation Goals

Facilitate

Facilitate community stakeholder meetings to provide updates on ongoing parking data and discuss potential next steps

Evaluate

Evaluate options for expanding transportation mode alternatives and determine next steps

Consider

Consider implementation of Employee Parking Permit Program
Consider implementation of paid parking areas

Next Steps

- Preparing for a new parking study - Summer 2026
 - Using new technology for parking counts
 - Re-evaluating previous implementation goals in light of new downtown conditions
- Feasibility study for parking garage near Central Park – Spring 2026
 - Anticipating increased capacity needed for downtown redevelopment