

Community Summits - Station Summary:

Below is transcription of the comments collected during the September 16 and September 17 Community Summits.

What Organization/Interest Do You Represent

- SOS – Save Our Square
- Seniors-Students
- Green Extreme Homes CDC
- Habitat
- Pine Ridge Estates HOA
- McKinney HOA Coalition
- 3E
- McKinney Historic Neighborhood Association
- Real Estate
- McKinney Greens HOA
- MISD
- McKinney Affordable Housing Corporation
- MCDC
- Mallard --- HOA
- Trinity Heights HOA
- SkillQUEST, Inc.
- Heritage Guild
- Chestnut Square and Main Street
- McKinney Creative Community
- Bike Friendly McKinney
- Business Owner
- Homeowner
- North Texas Job Corps
- SRCA
- Educator
- Developer
- MHNA
- Realtor
- Sport program
- Private lender/investor
- Minister
- Veterans

How Can Your Organization Be Involved in Promoting the Best Possible Future for McKinney?

- Preserve Unique by Nature
- Improve Community-City Communication
- Support historic preservation
- Provide for our children
- Inspire inclusiveness
- Equality in communities for access to stores and businesses and self-preservation
- Improve City processes
- Housing inclusion
- Community chat session with City officials
- Fight to preserve and protect Downtown/Historic District – this is the only reason McKinney is unique
- Improve public transport and walkable and bike-able city
- SRCA (HOA) can speak for 9000 homes/30K people
- Serve on board
- Be aware and visit NTJC
- Job fairs
- Community Relations Council

Describe McKinney in 2040

- Connected Communities
- Avant Garde
- Best City
- Economically sound
- Active-Energized
- Job destination
- Continue to be unique
- Neighborly
- People-focused
- Creative and Cool
- Best Quality of Life
- Walkability
- People Friendly
- Environmental and Economic Sustainability
- Authentic
- Small Town
- Historic
- Sustainable Growth
- Beautiful – not the same as expensive
- Revival soon
- Thoughtful planning
- Smaller festivals – I like things like Oktoberfest, but I stop going when it's elbow to elbow with no sense of community
- Sam park availability, bikes, trees (New York has a great bike system...you can rent them for a day. If we have one in downtown McKinney, and one in Adriatica, people can bike the city easily)
- Employment opportunities
- A progress plan to utilize the human resources at the North Texas Jobs Corps
- Support for History Museum and Chestnut Square
- Christmas in Downtown McKinney
- Not a bedroom community
- Keep downtown historic

What New Gateways or Icons Should McKinney Create between Now and 2040

- Highway 5
- County Courthouse
- Downtown water tower (existing)
- 543 and 75
- Protect the historic district/residential
- No developments on the residential side
- Icon – Distinct neighborhood entryway, and greenspace separating
- Extensive bike trails
- Keep combination of old (Downtown charm) and new (commercial opportunities)
- Do not build a parking garage on the residential side of the square – bad first impression
- Do something reflective of the history but unique
- Connect parks to downtown
- Put something beautiful and functional off 75 by McKinney Medical Center
- Store Front renovations for downtown
- More hike and bike undercrosses like in Stonebridge, less street interruptions

In 2025, How Do You Want to Experience McKinney?

- Quality restaurants
- More Shopping areas
- Historic Preservation, all aspects
- More cultural heritage/preservation
- Attractions, Museum
- Mixed use Residential
- Better hotels
- Place similar to Shops at Legacy
- Walkable Community
- Accessible community gardens with HOA
- Quality public golf course
- Less west versus east – bring up the far east side
- Affordable housing
- Increase of large business above 380
- More international corporations
- Not over planning/more flexibility
- AmTrack hub
- Olympic Training Center
- Youth amusement park
- Concert/civic auditorium
- More activities for youth (sport, bowling, etc.)
- Less concrete
- More open spaces
- More and larger performing arts facilities
- More business
- Ability to walk from home to grocery
- Significantly more affordable business retail (\$4-10 a square foot vs. \$28 foot)
- Large retailers (Macy's, Dicks Sporting Goods)
- Restaurant – Boston Market
- Better road system other than 75
- More recreational opportunities
- Arts – like Frisco Discovery Center (flexible performing space)
- Higher quality professional artists and performers
- Cultural opportunities (Art museums, history, etc.)
- DART extension
- Better public transportation, more options to get around
- More major employers
- More devoted recreational space
- More maintained hike and bike trails
- Less concrete, more open spaces
- Shopping and dining – keep tax revenue in McKinney
- Concert hall
- More community run recreation and arts
- Local businesses (Mom and Pop)

What Comes to Mind When You Think of McKinney?

- Historic Downtown
- Front line vision – Natural leader
- Hometown
- Construction –road and crowded streets
- Trees – having them – preservation
- Great schools and parks
- Historic preservation
- Tree City
- Traffic
- Unique by Nature
- Home-Historic
- Nice square, sad Highway 5 on the way to the nice square
- Green and healthy
- Getting too big
- School districts
- Too many cars
- Public transportation (lacking)
- Light rail missing
- West side>east side
- Segregated
- Open space
- Nature trails
- United entertainment and retail
- Best of old and new
- Fast growth
- Needs mixed commercial development while preserving open space
- Trees
- Community
- Home
- Safe
- Not Dallas
- Old town
- Historical
- Nowhere land
- Farms/Rangeland, raw crops

What Companies Should McKinney Attract?

- Energy – wind/solar
- Small business
- High tech
- Tourism – attractions, Schitterbahn, Great Wolf Lodge
- Music and Art
- 5 Star hotel resort
- Restaurant – diversity of type and location
- Corporate business for hotels
- Light manufacturing
- International – connect with our airport
- What not to do – repetitive strip malls (like on Preston Rd Frisco to Dallas), putting stores that are alike together – zone them to serve different parts of the community (e.g. Home Depot/Lowes across the street instead of on N/S sides of street)
- Big box retail i.e. Costco
- Boston Market
- Tech company of some sort in Blockbuster old building
- Solar/photovoltaic
- Technology center linked to AH, TI and UTD
- Financial
- Whole Foods
- Think tanks/Graduate education
- Market to high-end restaurants/on west side

Ideas That Will Attract Businesses to McKinney

- “Incubator” for small business (more affordable, smaller spaces)
- Close gaps between McKinney rents and comparable communities
- Outdoor recreation (soccer, volleyball, baseball, tennis) – Primarily for kids
- Life cycle costing/ Sharing of infrastructure/Amenities
- Outdoor activities adjoining bike trails throughout the City
- Business friendly (i.e. Cracker Barrel)
- Rail
- Quality of life attracts business and talented people
- Helping/supporting start-ups (e.g. Flourmill and Cottonmill)

What Ideas are Important to Have a Resilient Economy

- 380 as a potential opportunity for commercial employment
- Projects to accommodate more affordable housing choices – eastside
- Industrial along 380 east of 75
- Bigger downtown/keep historic look/character
- Storefront renovation in downtown area
- Multi-activity center for all age groups
- 546 – access to/from A/P intersection, intersection near cemetery too close to Eldorado
- Live/work/play – environment to attract millennials
- Downtown as a destination
- Balanced tax base (residential/commercial)
- Protect and preserve the historic district – no apartments, no density, we are not Dallas, Frisco, Plano, Allen
- Single level housing for retirees
- Bring commercial flights to McKinney airport
- Better public transport/DART walkable, bike-able

What Should the People, Businesses and Government Do to Generate Energy Locally or Reduce the Use of Fossil Fuels?

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| <ul style="list-style-type: none"> • Solar Farms • Stronger energy building codes • Co-Gen • Less government rules for solar panels • Enforce the non-idling law • Reduce or deny all drive thru • Incentive to add solar to homes • Promote electric vehicles or bicycle traffic over automobile • Build sidewalks • Public transport/DART • Better, safer bike lanes • Walkable city/mixed use | <ul style="list-style-type: none"> • Remove HOA restrictions on solar panels • Better timing of traffic signals with sensors so traffic does not sit when no cars are going • Future developments more pedestrian friendly • Workplaces/housing located together • Wild one – hook exercise bicycles at city facilities to generators • Native plantings • Visit Austin and San Antonio for ideas • Incentive to homeowners |
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What Should McKinney Be Sure to Have So It Will Be a Good Place for Kids in the Future? (answers provided by children)

- More Candy Shops
- More sidewalks
- Different house types

What Steps Would You Take to Retain Open Spaces, Tree Canopy, or Natural Ecosystems?

- Give big incentives to the original McKinney Estates (e.g. house on corner of Hardin and Virginia) to remain the way they are today
- Visit “tree source” in Prosper for a tree deal
- More paved bike trails
- No trees over 12” removed for development east of 75 in neighborhoods
- Should be considered in any development process (e.g. Wal-Mart at Hardin and Virginia)
- Community Gardens
- Off-road bike trails
- Stop letting Oncor butcher our trees
- Educate citizens on conservation, recycling properly, mindfulness of resources
- Stop building on it – concrete does not = better
- Plan in open green spaces
- Preserving trees during development or replanting
- More parks
- Zoning enforced even when school district involved (e.g. bulldozing of trees at McNeil Elementary after planning/zoning said to preserve them)
- More retention ponds, less detention ditches

What Should the People, Businesses and Government Do to Make the Most of Natural Resources?

- Identify what is important to each one and then collaborate
- Need to inventory existing and potential Natural Resources
- Make these resources known to people
- Spoon feed public (photo galleries of resources)
- Photo contest of resources
- Include classroom projects to locate and identify resources and make them known
- Preserve black land
- Recycle, recycle, recycle
- We need builders to create green and sustainable housing
- Stop building on it
- Educate citizens about the risks of building/buying homes in floodplains, and about the benefits of “natural” areas of McKinney (pollution control, esthetics, recreation, flood mitigation downstream, etc.)
- We are in the Blackland Prairie, save it
- Maximize cost reduction by having buildings bear more of the cost

- Examine ways people, businesses, and government use available water resources
- RRR
- Local materials/procurement
- Graywater systems
- Geothermal
- Photovoltaic

What Did McKinney Have in the Past That It Doesn't Have Now?

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| <ul style="list-style-type: none"> • Farmland • Antique shops • Green Space • Greater sense of community “knowability” • Rail • Recreation (skating, rodeo, etc.) • Negative views toward other cultures, now we embrace instead of chase them away • Business turnover – support and promote what is here, use technology to spread the word | <ul style="list-style-type: none"> • Doty HS (Now Holy Family School) should have been preserved or historic significance acknowledged • Farmers • Native plants/Blackland Prairie • Professional offices downtown • Cotton Compress • Oil Mill, Flour Mill, Lumber yard • Interurban • Less concrete • Antiques • More open land • Bowling, putt-putt golf, arcade |
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What Are Your Best Memories of McKinney's Past Character?

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| <ul style="list-style-type: none"> • Steffy's • Knew everyone downtown • Going downtown to Ritz Theater • July 4th where Adriatica is now • Open Space • Christmas lights downtown • Dickens • Small town atmosphere • Downtown square and historic district • Banana Splits at Northside Drug for \$.35 • Clydes on the Square • No traffic lights on Eldorado • Knowing people by name in the downtown square | <ul style="list-style-type: none"> • Cotton Hearts – I think it's one of the few stores still around from 20 years ago • When the Fire Station on Eldorado was built in a field • Walking around the square • Saving the McKinney Performing Arts Center building • Prayer with Dr. Puckett at FBC • Beautiful drive up old Bois D'Arc Rd • Election night on the Square • Night sky in my front yard • Herbie's Soda Fountain • The rolling hills and the verdant greens (trees) • Antiques downtown |
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Something Else the Comprehensive Plan Should Address? Comments that Don't Fit Other Stations?

- Move the location of Parking Garage
- Develop a plan for Adriatica that fits the historic uniqueness
- No Prop 5
- Bring small town feel to West McKinney
- Best practices mixed income communities – no 100% affordable communities
- We want a quality golf course
- Live music venues
- Consistent quality of streets and sidewalks
- More public prayer
- Demolish the Merritt Homes and Newsomes
- Job opportunities
- Single family subdivisions (homes) east side of McKinney
- How to make the whole city of McKinney better not just the West side
- Do not need a high school football stadium like Allen on Hardin or anywhere
- Add a natatorium
- No eminent domain on elderly and older homes east of Highway 5, but refurbish, restore to increase value and keep residents
- Keep hometown feel
- Voluntary annexation only
- Protect and preserve downtown and historic district – no urbanization
- Height limits downtown

Community Summits – Table/Topic Dialogue Summary:

Below is transcription of the comments collected during the table dialogues at the September 16 and September 17 Community Summits.

COMMUNITY IDENTITY

What features will distinguish the McKinney of the future from all the other communities in the area?

Question 1: What phrases do you use when you describe what’s unique about McKinney today?

Historic	Food
Naturally appealing – Rural – open space - parks	Vibrant downtown square
Creative/Artistic/Performing Arts MPAC	Small town fee
Location – centrally located	Very, Very friendly (7 year old)
County Seat	Active-Involved Community members
Farmers Market	Unique
Compassionate (Hugs, Samaritan Inn, Empty Bowls)	Historical, old town, small town feel
“Paris” of Collin County	Modern amenities
Airport	Parks and outdoor activities (cycling, fishing)

Question 2: As the City keeps growing, what new places will keep McKinney distinctive?

Sports Auditorium/Natatorium	Activities (festivals; recreation)
Industrial Parks	Local jobs (new businesses)
Civic Auditorium	Attractions for families
Convention Center	Teen activity locations
Art Gallery	Connection of all hike and bike trails
Museums	As well as with other cities’ trails
Light Rail	Expand on the community centers, keep updating
University	Incorporate bike “route signs”
Public Art	Aquatic Center
Open Spaces	

Question 3: In 2040, what phrases should describe McKinney’s character compared to other communities?

Historic by nature	Nice and friendly
Compassionate Character	Looks like a postcard
Culturally Significant	Keep city vibrant for all ages
Educationally Rich	Stay community oriented
Commuter Friendly	Innovative local businesses
Authentic Small Town	It has the best...festivals (4 th of July, Oktoberfest, concerts), celebrations, parks, open spaces, schools and teachers
Transportation Hub	
Beautiful facilities	
Trendy	

Question 4: What other ideas do you have for McKinney's community identity?

Protect and Preserve our History

Large Community green space – Central Park

City facilities are easy to access and friendly staff

Creative

Helpful and strong

Fun and enjoyable for others and you

Develop the soil conservation lakes (as parks with benches and trails and connecting to sidewalks (neighborhoods))

QUALITY OF LIFE

What patterns of development & revitalization will do the most to maintain or enhance quality of life for McKinney's future residents?

Question 1: How does your group define McKinney's current 'quality of life'?

Hometown feeling	Services available
Parks with access for all (Better Access)	Open spaces
Park Inequality	Feeling safe
Transportation	Traffic control
Tree Preservation could be better	Public transport
Good senior quality of life (Private Development)	Schools' quality
Affordable housing shortage	Family friendly events
Too much affordable/subsidized housing	Affordable housing
❖ Consensus – OK, but much opportunity for improvement	Improve senior center Infrastructure/housing
Maintain property	Code enforcement
Freedom personal property	Parks (Maintenance and bike trails)
	Libraries
	Transportation (--- route on Eastside)

Question 2: How should new development strengthen McKinney's quality of life?

Benefit all sectors and demographics
 Variety of eating establishments
 More entertainment venues
 Diversified tax base and balance (commercial, retail, etc.), recruitment of big companies
 Better retail opportunities
 Comprehensive transportation
 Development of Parks and Recreation facilities and services
 Public Art
 ❖ Consensus
 Need diversified tax base and balance
 Need balanced (all ages, demographics, geographically) development of Parks and Recreation facilities and services
 Eliminate private parks
 Improve sidewalks throughout city
 ADA plan
 Generate non-residential taxes
 Provide local parks and rec
 Preserve nature
 Work with land
 We want another Dairy Queen
 Public transportation
 More dog parks
 More block parties or community-building activities
 More affordable things at MPAC
 Reasonably priced venues for activities

Parking downtown
Global affordable housing
Eliminate private parks
Improve sidewalks
ADA Plan
Transportation

Question 3: What improvements or changes to McKinney's existing community will enhance future quality of life?

Transportation
Better maintenance and upkeep of parks
Water quality and available resources
Cross 75 Events
Protect Historic District
Parks
Streets
Better quality restaurants
City programs/increase info flow

Question 4: What other ideas do you have for McKinney's quality of life?

Good to see mitigation of air pollution
Reduce light pollution with downward lights
Tax relief
Information flow
Transparency

ECONOMIC VITALITY

How should McKinney focus its economic development priorities so the economy is successful over time?

Question 1: What business or industry sectors will do the most to create desirable jobs in McKinney?

Develop medical base of employment

Consulting professional services

Corporate offices to tie in with Airport

Business categories that are needing airport access and surround airport

Technical manufacturing

Computer/hi-tech

Manufacturing

Company headquarters/offices (airport, hotels)

Mall – indoor, outdoor

Small/sole-proprietor businesses

Retail Highway 121 corridor or near Arts Center, take Allen and Fairview with their retail, like to be Frisco and Allen infrastructure

Hi-Tech

Boeing/Tesla Plant Type to support airport and Raytheon

Expand “Unique by Nature” theme with those type businesses with those type businesses which foster children and their growth

Question 2: What commercial uses (shops, restaurants, etc.) are most desirable to grow McKinney’s tax base?

Hotels

Restaurants

Boutique/luxury retail Men/women

Airport growth and adding corporate commuter flights

Retail (in general)

Mall – indoor, outdoor

Destination retail/entertainment/food

No more car dealers

Revitalize businesses of Highway 75 between Eldorado and 380 Highway

Refurbish retail off Highway 5 by City Golf Course

Question 3: What steps will help McKinney attract and support entrepreneurs and start-up companies?

Business suites for start up companies

Incubator space – venture between city and developer

Network groups

Bring a big Kahuna company to town to attract all the suppliers with them and hotels and restaurants, etc.

Sell airport availability (Blue Angels, FedEx/UPS/DHL business, warehouse/storage facilities/businesses, rail service in conjunction with airport)

Higher education

Use Collin College – get higher degrees/Masters

Use the incubator program through MEDC

Question 4: What other ideas do you have for McKinney's economic vitality?

General marketing booth

Diff magazine

Outer (loop) site selection magazines and website market

Cross marketing other cities

Establish Industrial, Corporate Park, Headquarters

Elevated rail

More transit

Concert hall/venue

New football stadium to keep up with the other competitive cities. It would improve attractiveness of the community and bring in --- for point of destination. At the least there needs to be an upgrade.

PUBLIC INVESTMENTS

What public sector actions and investments are most important for a community that is fiscally sound over the long term?

Question 1: City infrastructure – water and sewer lines, roads and sidewalks, parks, libraries and other facilities – requires funding for construction and maintenance over its lifetime. What steps are most important to keep existing infrastructure in good shape?

Reserve/Set aside funds every year to cover rising infrastructure costs

Mandate that 100% of CDC funds go only to community development endeavors, like affordable housing

Need constant maintenance, don't get behind and have to catch up

Development community needs to drive infrastructure both for new growth and incentive to upgrade existing

Appropriate Preventative Maintenance

Equipment/systems

Tasking

History

Community gardens/composting

Storm/wastewater treatment plants

Self generation-conventional/renewable

Aggregating demand (kw) (commercial) (Ind) (Res)

Solar/photovoltaic/wind farms – canopies/carports/surface parking

Rainwater collection for high-volume structures

Sustainable energy management program and process (recurring)

Geothermal

Condensate collection systems

Rebates/incentives

Open space natural lands

Parks

Smart buildings

LEED buildings – N.C./E.B.

Cost avoidance

Coops/partnerships

Parking structures/lots – charging stations

Shared savings

Question 2: How should the City partner with developers to be sure new infrastructure is in place as growth occurs?

City should partner with developers who are ready to build, and agree to split the cost (not loading for city to bankroll)

Incremental tax district

Allow developers to install infrastructure

Leverage federal/state grants

Consistent with current design

Start with the end in mind

Shared savings

Solar Singles - Developments

Question 3: How should the City consider 'life-cycle costs' – the total investment over the life of infrastructure – in designing new projects?

Calculate ROI for each project, Investment should pay

City should include life cycle costs (pay downs if revenue can be captured) in infrastructure investments and new project design

L.L.C. all aspects and impacts

Interest rates

Rebates/Incentives available

Tax incentives

Question 4: What other ideas do you have for McKinney's public investments?

Miracle league – like PSA, sports park specifically designed for special needs kids

Robust, green, public transportation, multimode transportation

Connect with a major research university, UNT, train down 380 to Denton

Invest in robust network infrastructure to attract technology firms

Share savings for participants

Residents, vendors, contractors

IMPACT OF TRENDS

How can McKinney position itself to make the most of external trends and opportunities?

Question 1: An increasing share of American households have only one person, and seniors are one of the fastest-growing segments of the population. How should McKinney respond to these changing demographics?

Variety of housing choice

Greater choice in retail that includes walkability

Transportation – accessibility access to cross Highway 5

Add more zoning for senior independent living facilities and for apartments for persons living with mental health diagnoses. Need respite apartments for persons living with mental health diagnoses

Question 2: What should McKinney do to take advantage of changes in communications and technology?

Free Wi-Fi, fiber-optics for all

Life skills Training (to compensate for disabilities) offer more technology classes at library and at Collin College, work with teens

Establish a 3 Step process

1. Identify “trend-watchers” to give advanced awareness of trends in technology and communication
2. Report to respective groups
3. Groups formulate and bring recommendations to McKinney City Council

Question 3: How might changes in weather patterns, such as droughts or more frequent heavy flooding, affect McKinney and its residents?

Greater need for public education in emergency preparation, knowledge as a community where everyone needs to go for safety

Reduce Temporary school buildings (trailers)

Better design and avoid flood plains

Question 4: What other ideas do you have for McKinney’s response to changing trends?

Establish a suicide prevention group to educate the community on prevention (66 suicides last year, 22 suicides this year)

Promote schools teaching NAMI’s (National Alliance on Mental Illness) “Ending the Silence” Class on basic mental health so all students in McKinney receive this training

Encourage more schools to adopt “Rachel’s Challenge” (Random Acts of Kindness) programs and to end bullying

Continuing improvements in Public Transportation Access

Continue East McKinney development, like a Walmart they have requested

ATTRACTING VISITORS

What kinds of activities, entertainment venues and other destinations will be most appealing to McKinney residents and visitors?

Question 1: What do you tell international visitors to persuade them to visit McKinney?

No good answer – do not have until visitors go to Dallas
We need to change our thinking to an international focus
Historical Aspects of Square
#1 place to live – convenient – good people
Downtown Historical and Adriatica
One of our weaknesses - no interest here
October Festival/Beer factories
Historic square, promote square
Food
Antique shopping
Local Food
Farmers market
Farm to table
Develop Mercado (small shops), east side open market
Trade days
Parks/hiking trails
Cycling – Erwin Park

Question 2: What desirable activities or destinations do you visit in other communities because they're not in McKinney yet?

Quality Retail (Shops of legacy, Watters Crossing – quality of stores and atmosphere)
Quality Public golf course
Quality museum
Central Station – 1 stop shopping
Shopping malls/retails
Professional sports – soccer stadium
Concerts – big venue
Family entertainment/recreation (movie theater, Main Event, bowling, skating)
Art Museums/Galleries
Limited biking trails (disjointed)
Commercial air travel (from McKinney)
High end restaurants
Commuter rail (DART)
Food Truck park/Cultural Park (Klyde Warren Park)

Question 3: What future McKinney attractions do you want to visit with your children or grandchildren ten years from now?

Need world class museum
Golf course of quality (like Allen, Plano, Frisco), private only
Quality retail (Austin- Frisco), Vegas has quality places to shop, Neiman Marcus, Shops of Legacy, Watters Crossing, Fairview
World Class Zoo

Amusement Parks – Disney Texas
Olympic training center
Outdoor activities – enjoy surroundings
Better transportation (taxi), air international, world class hotels
Sports teams (Baseball – Frisco), women’s athletics, basketball, wrestling, hockey
Outside entertainment venue
More retail
Recreational lake/river
More attractive “Town Lake”
More amenities for young adults
Rocket range/kite (Maker Park)
Rodeo
Theater (Play/Symphony)
Water Park
Zoo

Question 4: What other ideas do you have for McKinney’s ability to attract visitors and appeal to residents?

Female sports teams (baseball)
World class hotels
National speakers
University
Trade School – future technologies (electric cars, solar panels)
Historical museum of Collin County – historical landmarks
Unique entertainment venues
Develop sister city – mutual promotion
Top Golf/Chuck E. Cheese
More restaurants (high end)
Expanded farmers market
Hotels
Renovate old buildings
Fiber data networks

FISCAL STABILITY

What type of actions do you think your city leaders should be taking to ensure a fiscally sound city in the long-term?

Question 1: What features describe a city that is fiscally sound over ten to twenty-five years?

Infrastructure (communication, transportation)

Job creation (manufacturing, finance, high tech, warehouse/distribution)

“No commute” mentality – work where you live, live where you work

Question 2: What City funding and investments are most important to retain the value of McKinney’s existing neighborhoods and business areas?

More retail to increase tax base

Broaden MISD Boundary lines instead of borrowing from nearby cities

Airport expansion – business attraction, headquarters

Public transportation (DART in McKinney)

Conference center and office space

Question 3: What new developments will do the most to ensure McKinney’s long-term fiscal stability?

Public works (library, parks/rec, police/fire)

Housing with larger lot homes

Job creation (industry, besides oil and gas, financial headquarters, manufacturer, warehouse/distribution)

Retail, entertainment

Attract more upscale retail (fewer strip malls, etc.)

Question 4: What other ideas do you have for McKinney’s fiscal stability?

Funding

- Tax base, more retail
- Broaden school district, stop borrowing from Prosper, Allen, Melissa, Allen, Anna, Frisco

Investments

- Airport expansion
- Attract CEO’s
- Business attraction (roads, public transportation (move North from Dallas to McKinney)
- Conference Center/Event Center

Downtown shouldn’t be the only focus of economic development

McKinney shouldn’t overplan/micromanage (allow for more flexible zoning so the city isn’t too rigid and unable to go with organic changes as they come)

McKinney shouldn’t overextend itself and its citizens (too many bonds to pay back and property taxes too high)

CHOOSING MCKINNEY

Why did you move to McKinney? What made you decide to make McKinney your home?

Question 1: What are the main reasons your group members had for moving to McKinney?

Schools	Affordable
Parks/Greenspaces	Family atmosphere (family vibe)
Downtown Square	Location – easily accessible
Neighborliness	Rural – trees, hills, native, open spaces
Live in Country (North)	Schools

Question 2: As McKinney grows, what features will keep it attractive to people moving in?

Affordable housing
 Quality of schools
 Activities (Riding arena, outdoor activities for kids, things for high schoolers, STEM/Robotics activities),
 “built the schools, forgot the activities”
 Walkable communities (Can the kids walk to a park?)
 Dementia Village Model/Plan for Stages, elderly care
 Diverse retail development
 Continue the Unique theme – keep open land while growing business
 Keep the home feel
 Cultural growth
 Grow the college
 Save the trees and open spaces
 Tighter planning and zoning – stricter for the builders, leave the original trees and build around it

Question 3: What features will keep McKinney attractive to current residents throughout all stages of their lives?

Parks/Green space
 Senior Center
 Community Center – all ages
 Sustainable infrastructure that addresses our growth
 Sense of community
 Keep McKinney feeling like home
 Accessible transportation – service plan
 Help (offer incentives) to small business owners now so they want to stay
 Include older generations to stay involved
 Use city money for the upkeep of the community areas instead of the growth

Question 4: What other ideas do you suggest so McKinney is the community people choose?

Upgrade the Community Center
 Affordable housing
 Walkability
 A focus on green/sustainable
 Increase our higher/college education atmosphere
 More academic
 Younger people like this atmosphere