

City Staff Working Session Summary:

Below is a summary of the key points that the project team captured during the Staff Working Session.

Describe McKinney in 2040

- Walkable
- Sustainable
 - Can build and maintain
 - Also environmental
- Beautiful
- Green
- Engaged
- Dedicated
- Committed to History
- Desirable
- Safe
- Diversity of Housing Choice
- Leader in suburban/urban development for North Texas (Quality/Diversity/Transit)
 - Internationally recognized
- Proud
- Alive
- Destination for our Residents
- Affordable
- United
- Diverse in Commercial and Entertainment
- Well-planned
- Progressive
- Sustainable
- Parks and Rec
- Destination for Visitors

What is McKinney's Best Kept Secret

- Downtown
- Creative Community
- Downtown – City Events
- Natural Landscape/ Terrain in NW Sector
- Topography/Terrain
- Trails
- Erwin Park
- Creeks/Lakes
- Economic Benefit of Open Space

- Opportunity for Change
- Airport
- Crepe Myrtle World Collection
- People
- Erwin Park

One Important Thing to Continue

- Downtown
- Flow of Traffic
- Infrastructure
- Riparian Corridors
- Staffing Levels
- Investment in Parks, Hike & Bike, and Community Facilities
- Community Events
- Ongoing Public Engagement beyond just plans and comments
- Protection of trees and open space
- Floodplain preservation
- Open space/Parks
- Dedication to McKinney's "unique" assets – like airport
- Shopping in McKinney
- Developing entertainment venues
- Open space/Parkland
- Libraries

Current trend making McKinney less desirable

- Floodplain degradation
- Traffic
- Affordability
- Pedestrian/Bike access
- Residential versus Commercial mix
- Difficulty getting community involvement
- Differing viewpoints for McKinney's future
- Consistency
- Strategy for Public Safety Vision
- Lack of Zoning Predictability
- Decisiveness