

Small Group Interview Summary:

City Council and City Manager

Below is a summary of the key points that the project team captured during the small group discussions with City Council and members of the City Manager's Office.

** updated based on October 5 City Council Work Session discussion.*

1. What word or phrase would you use to describe the most desirable future for McKinney by 2040?

- Healthy balance of retail amenities, office, industrial and housing choice.
- Desirable for all generations.
- Hope to see reinvest and redevelopment of underserved areas.
- Corridors should serve as business corridors.
- A city that has moved beyond the perception of being a bedroom community.
- Embraced downtown.
- A "grown up" city that still maintains a hometown charm.
- Positive city-school district relationship.

2. What are the biggest barriers that might prevent the community from reaching that future?

- Water will be a major challenge – not availability but ability to afford to deliver it to our community. Cost increases are not sustainable.
- Not being proactive or aggressive enough in attracting a variety of businesses/sectors.
- Focusing too much on a single industry (multiple sectors are needed in McKinney with higher paying jobs).
- High land costs.
- Not maximizing our partnerships with supporting entities (i.e. school district, college)
- Perception (old, car dealerships, bedroom community)
- Not being able to attract more commercial base to the community.
- Not being able to purchase land to protect the airport.

3. What assets does McKinney have now that are ‘hidden treasures’ – things that people and businesses outside the city or region are unaware of or don’t fully appreciate?
 - Downtown and historic district – appreciated by a lot, but not known by all.
 - McKinney National Airport – great asset, even greater opportunity.
 - Communities within the community - make for distinctive neighborhoods.
 - Awesome trail system – not well known.
 - Home town feel.
 - Unique places such as Adriatica, Craig Ranch.
 - Land, terrain, natural attributes – beauty is unmatched.
 - Title of County Seat.
 - Large potential trade area.

4. If the City of McKinney could invest in just one or two capital investments in the next few years, which ones would provide the greatest catalytic benefit for desirable development?
 - FM 543 (Laud Howell Parkway).
 - FM 546.
 - Targeted decisions to construct key roadway segments at anticipated capacity as opposed to current demand.
 - Focused incentives for desired commercial opportunities.
 - Those capital investment decisions that aim to protect the airport.
 - Those capital investment decisions that allow the city to keep up with providing services.

5. McKinney might want to create more distinctive gateways on the major freeways so everyone knows when they’re entering this community. Where would you locate such a gateway on Highway 380 and what kind of gateway would have the biggest impact? What about on SH-121?
 - Concept of gateways into McKinney could be an appeal for the City.
 - Gateways could focus on a style of development or building as opposed to monuments and/or public art pieces.
 - Gateways should relay the message of McKinney’s amenities and history.

6. What steps should be taken to build on the momentum at McKinney National Airport?
 - Build and/or refine a plan for economic development.
 - Construction of FM 546.
 - McKinney has the workforce that could benefit from the industries that could be attracted to the airport – need to tell this story.
 - Explore the potential for expansion into other services beyond corporate.

7. What steps should the City of McKinney take to build on downtown's success?
 - Build on downtown as entertainment area.
 - Continue to invest in MPAC.
 - Identify best opportunity for old county courthouse site (9 acre site).

8. Can a long-time resident of McKinney continue to live here if he/she can no longer drive or maintain a home and yard?
 - There are several opportunities available for independent living, assisted living, etc.
 - McKinney has a lot of support for elderly in the area of housing, but not necessarily empty nesters.

9. Which areas in McKinney are inviting for people walking or riding bikes? How easy is it to walk to these places from most McKinney neighborhoods?
 - Stonebridge has well-established hike and bike trails.
 - Walking and biking are primarily recreational, not necessarily as a means to commute. This will likely remain constant.

10. How important is it that people have travel choices in addition to driving a car? What role can or should public transportation play in McKinney's future?
 - Appears to be a desire for rail, but cost is major issue.
 - Bus transportation is not widely utilized today across the entire city. However, public transportation is an important service for the community, predominately for the elderly, disabled and underserved.

11. Is there any other advice you can share with McKinney as it plans for its next 20 to 25 years?

- McKinney is eclectic – many communities within community with different development styles. Need common elements city-wide to tie things together.
- Attention should be paid to employment and commercial sectors that should be attracted.
- Pay attention to filling retail and entertainment needs.
- Utilize and build relationships with some of the major employers in the city.
- Process needs to be inclusive so that a community vision is created that leadership can support and stick to.
- Area around airport should be thoughtfully considered in order to protect the airport.
- Identify where the best opportunities for commercial development are, develop a strategy for protecting them, and a plan for infrastructure.
- Be open to talking about density.
- Must preserve areas along major arterials for retail and especially office use. Need to increase daytime population to attract the desired retail. Car sales are nice, but don't think it is the best use for property along 75.
- This plan should set the expectations of the city - keep the bar high, but make it implementable.

12. What should be done related to the east side?

- Must continue to treat east side equally and respond to concerns.
- Capital improvement program is focusing many projects on the east side to bring the older infrastructure up to date – continue this effort.
- Delicate balance must be maintained – to reduce potential pitfall of gentrification.

13. What are Collin College's plans for its own future – campuses, disciplines, student body composition? How can the City and the College partner more successfully?

- It is critical to continue to expand the college and partner with the college in McKinney.
- Need to maintain education levels to have desirable workforce.

14. How common is it that people who grow up in McKinney choose to come back and live here after they go off to college or a first job? What would draw them back?

- More and more college grads are moving back here.