

Council & Management Action Agendas

ACTION OUTLINES 2011 – 2012

City of McKinney Policy Agenda 2011 – 2012

TOP PRIORITY

**City Economic Development Structure and
Processes: Implementation**

Gateway Project: Direction, Funding

Airport: Development, Analysis and Working Document

Corporate Business Park Development: Direction on Agreement

HIGH PRIORITY

Quality Development Standards Policy and Strategy

Aquatic Center: Options, Direction, Funding

Historic District Ordinances: Review, Funding

Annexation Policy: Evaluation, Direction

City of McKinney

Policy Actions 2011 – 2012

TARGET CITY ECONOMIC DEVELOPMENT
STRUCTURE AND PROCESSES

PRIORITY

Policy –Top

Actions

Time

1. Structure and Process Proposal
2. Structure and Process Implementation

5/11

8/11

Responsibility: CMO

TARGET GATEWAY PROJECT

PRIORITY

Policy –Top

Actions

Time

1. Prepare RFQ
2. Council Decision
3. Public Discussion on Incentives

4/11

7/11

8/11

Responsibility: CMO

TARGET AIRPORT DEVELOPMENT

PRIORITY

Policy –Top

Actions

Time

1. Funds for Airport
2. Determine Priority
3. Direction on Negotiations

7/11

7/11

8/11

Responsibility: CMO
(with Finance)

TARGET CORPORATE BUSINESS PARK DEVELOPMENT

PRIORITY

Policy –Top

Actions

1. Negotiation: Craig Ranch (RFQ)

Time

12/11

Responsibility: CMO

TARGET QUALITY DEVELOPMENT STANDARDS POLICY AND STRATEGY

PRIORITY

Policy –High

Key Issues

- Density
- Lot Size
- Home Prices

Actions

1. Research/draft improvements to Zoning and Subdivision Ordinances
2. Staff presentation of possible ordinance revisions at Council work session for direction
3. Process ordinance revisions through the Planning and Zoning Commission and City Council

Time

7/11

8/11

10/11

Responsibility: Planning

TARGET AQUATIC CENTER

PRIORITY

Policy –High

Key Issues

- Purpose
- Size
- Funding

Actions

1. Definition: Scope, Timing
2. Council Decision: Budget, Funding Mechanism

Time

12/11

12/11

Responsibility: PROS

TARGET HISTORIC DISTRICT ORDINANCES

PRIORITY

Policy –High

Actions

1. Research/draft improvements to historic district ordinances (including change to appeal process)
2. Present recommended ordinance improvements to Council

Time

7/11

8/11

Responsibility: Planning

TARGET **ANNEXATION POLICY**

PRIORITY

Policy –High

Actions

Time

- 1. Council Direction – May be discussed with NW
 Quadrant Study

10/11

Responsibility: Planning

City of McKinney Management Agenda 2011 – 2012

TOP PRIORITY

9 Acres: Direction

NW Quadrant Area Plan: Development

Balanced Budget (No Tax Increase and No Use of Reserves):

Council Guidelines, Budget Alternatives

Total Compensation: Evaluation, Policy Direction

**Master Transportation Plan (NW): Review, Development,
Direction**

HIGH PRIORITY

Services and Service Level: Definition of Excellence/Priority

Town Center Study Initiative: Phase 2 and Phase 3

Entertainment District: Direction

**Code Enforcement: Evaluation, Problem Analysis, Management
of Compliance**

Bike Route Master Plan: Development

FM 546 Airport/Hwy 5 Relocation Design

City of McKinney Management Actions 2011 – 2012

TARGET BALANCED BUDGET

PRIORITY

Mgmt – High

<u>Actions</u>	<u>Time</u>
A. Budget	
1. Council: Policy Direction, Guidelines	Done
2. Development Recommendations	7/11
3. Council Budget Decision	9/11
B. Financial Plan and Forecast	
1. Develop Department Forecast – 5 year	6/11
2. Develop Citywide Multi Year Financial Plan and Forecast	8/11

Responsibility: CMO & Finance

TARGET 9 ACRES DIRECTION

PRIORITY

Mgmt – Top

<u>Actions</u>	<u>Time</u>
1. Evaluation of Options	12/11
2. Develop Report	12/11
3. Council Direction	1/12

Responsibility:
Engineering

TARGET NW QUADRANT AREA PLAN

PRIORITY

Mgmt – Top

Key issues

- Plan for future development of the northwest quadrant

Actions

1. Definition - purpose, cost, funding mechanism
2. Council decision - timing, scope which may include:
 - Annexation strategy
 - Sustainable land use patterns
 - Economic development opportunities
 - Infrastructure planning
 - Development design standards

Time

10/11

10/11

Responsibility: Planning

TARGET TOTAL COMPENSATION POLICY

PRIORITY

Mgmt – Top

Actions

1. Report: Market Analysis Comparison
2. Compensation Decision

Time

5/11

6/11

Responsibility: Human Resources

TARGET MASTER TRANSPORTATION PLAN (NW)

PRIORITY

Mgmt – Top

Actions

1. Review of Roadway Classifications
2. Travel Demand model Update
3. Update to Master Thoroughfare Plan

Time

Responsibility:

TARGET SERVICES AND SERVICE LEVEL

PRIORITY

Mgmt – High

Actions

1. Develop Process
2. Select Pilot Departments
3. Complete First Draft

Time

3/12

4/12

5/12

Responsibility: CMO

TARGET TOWN CENTER STUDY INITIATIVE

PRIORITY

Mgmt – High

Actions

Time

Phase 2: Form Based Development Standards: present to P&Z and Council for approval

8/11

Phase 2: SH 5 Corridor Planning Study: launch by September 2011 and complete by September 2012

9/11-9/12

Phase 2: Town Center-specific Business Plan: prepare an Incentives Program for redevelopment in the Town Center coordinated with MCDC/MEDC as well as the anticipated new City economic development structure

12/11

Phase 2: Town Center-specific Business Plan: prepare a comprehensive Marketing Package for the Town Center coordinated with MCDC/MEDC/MCVB/Main Street

12/11

Phase 2: Leveraging City Assets in the Town Center: assist in the development of a strategy for 9 acres, future municipal facility, RFQ for surplus City property

12/11

Phase 3: Transitioning the Town Center “Initiative” to an ongoing annual “Program:” establish performance metrics/measures/targets; monitor performance; update the vision as necessary; adjust the implementation tools as necessary; manage parking; manage brownfields program; conduct marketing; conduct outreach)

2012--

Phase 3: Ensuring that targeted public infrastructure improvement projects scheduled to be made by the City over the next few years are consistent with the preferred urban design concepts of the Town Center vision to maximize support for private reinvestment, redevelopment, and revitalization

2012

Responsibility: Planning

TARGET ENTERTAINMENT DISTRICT

PRIORITY

Mgmt – High

Actions

Time

- Marketing
- Development/

1. See Town Center Study Initiative above for marketing and development/redevelopment efforts
2. Council direction regarding parking study results for

1/12

2/12

Redevelopment
Parking

next steps

Responsibility: Planning

TARGET	<u>CODE ENFORCEMENT</u>	PRIORITY
		<i>Mgmt – High</i>
<i>Key Issues</i>	<i>Actions</i>	<i>Time</i>
Substandard Structures: Increase time for compliance prior to hearing of the Building and Standards Commission	<ol style="list-style-type: none"> 1. Review of all factors and circumstances for each property 2. Identify/address/accommodate unique property issues 3. Provide clear communication to property owner from staff 4. Generally, allow 60 days for compliance with an Administrative Order prior to the Building and Standards Commission 5. Allow more than 60 days for compliance with an Administrative Order to accommodate various owner and / or property issues 	5/11
		Responsibility: Code

TARGET	<u>BIKE ROUTE MASTER PLAN</u>	PRIORITY
		<i>Mgmt – High</i>
	<i>Actions</i>	<i>Time</i>
	Street Network Analysis	Complete
	Public Input	
	<ul style="list-style-type: none"> • Steering Committee 	Ongoing
	<ul style="list-style-type: none"> • Public Input (Collected at Sustainability Plan Meetings) 	Ongoing
	<ul style="list-style-type: none"> • Install 22 Bike Racks 	Complete
	<ul style="list-style-type: none"> • Plan Presented to Council 	12/11
	<ul style="list-style-type: none"> • Install Lanes and Signage 	3/12
	<ul style="list-style-type: none"> • Public Launch (incl. Bike Safety Ed. Program) 	6/12
		Responsibility: OES & Engineering

TARGET **FM 546 AIRPORT/HWY 5 RELOCATION**
DESIGN

PRIORITY

Mgmt – High

Actions

1. Complete Schematic
2. Identify Funds for Design/Construction

Time

Responsibility:
Engineering