

## CITY COUNCIL SPECIAL MEETING

DECEMBER 9, 2015

The City Council of the City of McKinney, Texas met in special session in the McKinney Performing Arts Center, 111 N. Tennessee Street on December 9, 2015 at 6:00 p.m.

Council Present: Mayor Pro Tem Travis Ussery, Council members: Chuck Branch, Randy P. Pogue, Rainey Rogers, and Tracy Rath. Absent: Mayor Brian Loughmiller and Council member Don Day.

Staff Present: Assistant City Manager Barry Shelton; City Secretary Sandy Hart; Executive Director of Development Services Michael Quint; Planning Director Brian Lockley; Planning - Jennifer Arnold, Jason Aprill, and Steven Doss; Director of Parks and Recreation Rhoda Savage; and Parks Senior Planner Jenny Baker.

There were four guests present.

Mayor Pro Tem Ussery called the meeting to order at 6:04 p.m. after determining a quorum present.

**15-1195** Mayor Pro Tem Ussery called for the ONE McKinney 2040 Overview and Process Recap. Planning Manager Jennifer Arnold stated that tonight's meeting will focus on the Future Land Use Plan element of the Comprehensive Plan. The Comprehensive Plan is important because it guides the decisions that staff uses to develop ordinance, regulations and policies that help us achieve the goal of the Comprehensive Plan.

**15-1196** Mayor Pro Tem Ussery called for a Presentation/Discussion on the Results of the October Community Charrette, Specifically as it Relates to the Growth Mapping Exercise. Mark Bowers presented the results of the Charrette where there were 105 participants at the all-day event, including a large number of young people. Questions asked at the Charrette included what are McKinney's strengths; what are the challenges facing the community; what things should stay the same; and what things should change. Each team was to create a vision statement specific to McKinney in 2040 and developing a future Land Use Plan. Participants were asked to identify what future development pattern will do the best

job to achieve their desired future for McKinney 2040. Major groupings that came out of the discussion included: a conservative growth approach, an asset-driven growth approach, a business-oriented growth approach, and an option-oriented growth approach. Common themes for these different groupings included: accommodating new development, high quality of life, create new jobs, grow the commercial tax base, economic/fiscal sustainability, historic/cultural preservation reserving / highlighting natural features, embracing a multi-generational, diverse community, emphasis on transportation and mobility, and protect school system.

**15-1197** Mayor Pro Tem Ussery called for a Presentation/Discussion on Strategic Issues and Market Considerations. Ms. Anne Ricker stated that it is important to understanding the growth through a top/down and bottom/up analysis. Ms. Ricker provided information on the projection for 2040 household and employment characteristics. Lifestyle segments discussion included psychographics which is a term used to describe the characteristics of people and neighborhoods which, instead of being purely demographic, speak more to attitudes, interests, opinions and lifestyles. The City of McKinney is dominated by upper class psychographic segments, indicating high incomes, high disposable retail spending and a desire for suburban living. There is significant demand in the McKinney Residential Trade Area for a variety of housing product types across all income ranges/price points, from traditional single family detached units, to single family attached units (e.g., townhomes, condos, row houses, etc.), to rental units (apartments, urban flats/lofts, live/work, etc.). Ms. Ricker showed a comparison of retail strategies between Catalyst Commercial and the Retail Coach.

Council member Rogers left the meeting at 7:20 p.m.

**15-1198** Mayor Pro Tem Ussery called for a Presentation/Discussion on Next Steps of the ONE McKinney 2040 Comprehensive Plan Update Process.

Planning Manager Arnold stated that Staff will begin preparing draft alternative growth scenarios for the asset-driven and business-oriented growth approach, as well as the option-oriented growth approach for discussion at a City Council Work Session on January 4, 2016. Council feedback will be incorporated into those scenarios and they will receive community review and comment at a Community Workshop on January 21, 2016.

Council unanimously approved the motion by Council member Pogue, seconded by Council member Branch, to Adjourn. Mayor Pro Tem Ussey adjourned the meeting at 7:49 p.m.

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TRAVIS USSERY  
Mayor Pro Tem

ATTEST:

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SANDY HART, TRMC, MMC  
City Secretary