

Restaurant Row Initiative

August 15, 2016



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Background

- **In June of 2016, the City Council expressed an interest in partnering with developers, restaurateurs, or restaurant development groups to expand McKinney's dining options. This initiative has been commonly referred to as "restaurant row."**
- **At the July 18, 2016 work session, the City Council provided more information regarding sites that might be appropriate for a restaurant row and general parameters for a restaurant row definition.**
- **The goal of tonight's discussion is:**
 1. To gain consensus regarding a definition of a restaurant row
 2. Gain direction for target locations
 2. To lay out a clear process forward with tentative timeframes
 3. To consider the creation of a City Council subcommittee

Restaurant Row Definition

- **Based on feedback received to date, Staff's working definition of a restaurant row is:**

“A collection of three or more fine dining, casual dining, and/or fast casual restaurants within a larger coordinated development. Fast food, drive-in, or drive-through restaurants would not be included in this meaning. Examples of a “restaurant row” could include a collection of restaurants that are developed in coordination with one another which are comparable in scale, character and quality to restaurants including, but not limited to The Cheesecake Factory, P.F. Chang’s, Brio, Outback Steakhouse, Uncle Julio’s, Houston’s, Carrabba’s Italian Grill, Kona Grill, Eatzi’s, Sambuca, Mi Cocina, and Taco Diner. A “restaurant row” could include a lifestyle center destination similar to Addison Circle in Addison, TX; Legacy Town Center in Plano, TX; or Waters Creek in Allen, TX.”

- **Feedback?**

Targeted Restaurant Row Locations

- **Vacant undeveloped or underdeveloped properties with roadway frontage on:**
 1. **State Highway 121 (Sam Rayburn Tollway)**
 2. **U.S. Highway 75 (Sam Johnson Highway / Central Expressway)**
 3. **U.S. Highway 380 (University Drive)**
- **Existing or Proposed Employment Centers:**
 1. **Business Parks or Corporate Centers**
 2. **Gateway Development (NEC U.S. 75 and S.H. 121 / Spur 399)**
- **Other suggested locations or developments?**

Process Forward*

1. Present an item to the City Council seeking to gain consensus regarding the proposed definition of “restaurant row,” lay out the project schedule/process, and discuss the formation of a Council subcommittee. (August 15)
2. Discuss letter with Council subcommittee, if formed. (week of August 22)
3. Mail restaurant row intro letter. (week of August 29)
4. Deadline for intro letter responses. (week of September 26)
5. Discuss RFP with Council subcommittee, if formed. (week of October 3)
6. Work session presentation regarding feedback received and possible executive session discussion. (October 17)
7. Issue RFP. (week of October 24)
8. Pre-submittal RFP conference. (week of November 7)
9. Interpretation request deadline. (week of November 14)
10. Issue addendum. (week of Week of November 21)
11. RFP deadline. (week of December 12)
12. Summarize responses and debrief with Council in closed session. (week of January 16)
13. Interviews with staff and Council subcommittee (if formed), if necessary. (week of January 30)
14. Discussions re: interviews (make recommendations for partner(s)) with Council in executive session. (week of February 6)
15. Begin partnership negotiations.

**Timelines are tentative and subject to change.*

City Council Subcommittee

Should a City Council subcommittee be established? If so, who should be included?

- **Anticipated charge of the City Council committee could include, but not be limited to:**
 - 1. Act as a member of interview panel for RFP respondents**
 - 2. Act as a sounding board for drafted materials (RFP, Intro Letter, etc.)**

**Additional Discussion or
Questions?**



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