

Comprehensive Plan Advisory Committee Meeting #1 Summary:

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

Describe McKinney in 2040

- Welcoming and Family Friendly
- Quality of life
- Small town feel
- Complete city balance with small town feel
- #1 City in America
- 1st in jobs and education
- Relaxed, family friendly, great values
- Attractive for development growth
- Opportunity
- Active/Energy
- Family values
- Faith-based community
- Safe, active
- Values, small town feel

What is McKinney's Best Kept Secret

- Sports program for kids
- The square
- Friendly citizens
- Schools
- Downtown McKinney
- Topography
- Hills and trees
- MISD – programs and opportunities
- Parks and open spaces
- Lots of energy
- Adriatica Village
- Opportunities of undeveloped areas

What should be Continued or Retained for 2040?

- Revitalization of Downtown/East Side
- Expansion of airport for commercial service
- Fiscally responsible planned growth
- Revitalize Downtown McKinney to grow into true urban area with Highway 5 Redevelopment
- Continue to expand our corporate base
- Commercial Historic District
- Promotion of quality neighborhoods

- Growth residential and commercial North 380

What Trend Will Make McKinney Less Desirable for 2040?

- Section 8 Housing
- Lack of retail storefronts and dining venues
- To have lack of structure for our future development balancing residential/commercial with schools
- Excellent, fiscally responsible tax/government
- To segregate development on a financial/fiscal basis
- Oversized schools
- Neighborhoods that are not well planned
- High density housing regions
- Lack of housing for elderly
- No urban development
- No millennials

Words or Phrases that describe McKinney

- Family Friendly/Small town feel
- Active to attract Millennials/
- Active Places
- Small Town Feel/Characteristics
 - Safety
 - Knowing neighbors
 - Integration of business
 - Trees on major streets – seem smaller
 - Replicate feeling in new development and west side of town
 - Social
- Millennials may want different things in the future

Most Important to Continue

- Airport puts McKinney in unique position for jobs – future gold mine – expansion of corporate base dependent on airport
- Leverage assets – Airport could be McKinney's version of \$1Mil Mile
- Downtown asset – needs parking and residential

Things That Could Hinder Desired Future

- Already have share of Section 8
- Need to be careful in gateway – this is the future vision of the city
- Need more master planned communities
- North of 380 to maintain quality
- Need range of housing choices
- Adriatica is unclear as to direction