



TEXAS HISTORICAL COMMISSION

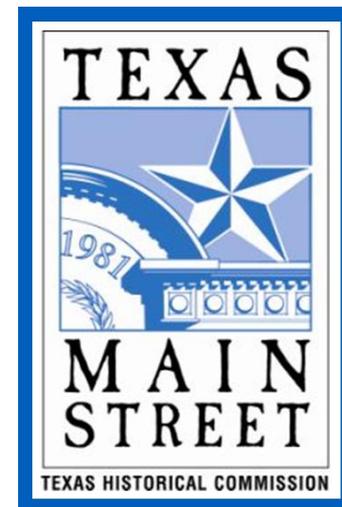
real places telling real stories

Downtown McKinney | 2019

Riley Triggs, AIA
Texas Historical Commission



TEXAS HISTORICAL COMMISSION
real places telling real stories



- 1. Downtown Reputation**
- 2. Main Street Program**
- 3. Value of Downtown**
- 4. Planning challenges**



Downtown Position

Best Places to Live 2014

[SORT RESULTS](#)

[TABLE VIEW](#) ▶

BEST PLACES TO LIVE

1. McKinney, Texas

[turnercowles](#) | Sept. 19, 2014

POPULATION: 140,864

CENSUS REGION: South

MEDIAN FAMILY INCOME: \$96,143

Money Magazine
Best Place to Live 2014

MEDIAN HOME PRICE: \$217,879
AVG. PROPERTY TAXES: 1.4%
PROJECTED JOB GROWTH: 13.1%

When Alex and Kristen Lanio, 52 and 43, decided to relocate their chocolate-making company from Newport, R.I., to the Dallas–Fort Worth area in 2011, they had plenty of business-friendly, affordable towns to choose from. Once they walked through downtown McKinney, with its brick buildings and cobblestone streets, they knew they’d found the place. “Around here, everyone says hello and stops to chat,” says Alex. “It’s a truly hometown feeling.”



Pat Molnar

*“It’s a mix of European, East Coast,
and West Coast here.”*



“We want to be like McKinney”

***“We want a vibrant downtown
and Main Street program”***

McKinney Main Street

Build a diverse economic base | Catalyze smart new investment | Cultivate a strong entrepreneurship ecosystem

Create an inviting, inclusive atmosphere | Celebrate historic character | Foster accessible, people-centered public spaces

**ECONOMIC
VITALITY**

DESIGN

**COMMUNITY
TRANSFORMATION**

ORGANIZATION

PROMOTION

Build leadership and strong organizational capacity | Ensure broad community engagement | Forge partnerships across sectors

Market district's defining assets | Communicate unique features through storytelling | Support buy-local experience

Main Street is...

Sustainable Community Development



Downtown Revitalization





Historic Preservation



**Preservation is the business of
saving special places and the
quality of life they support.**

Signature Lattes

bootlegger	11oz	16oz
Jos's signature	5.00	5.25
day dreamer	4-	4.50
Lumberjack	4.25	4.75
Wanderer	4-	4.50
Queen Bee	4-	4.50

* EXTRA SHOT 1- WHIP-CREAM 50¢ EXTRA SYRUP 35¢ ←

TRY OUR Specialties

AFFOGATO (Espresso with icecream, whip cream, maca syrup) 5.25
FRAPPE 4.50

coffee Menu

Doppio 2oz	Latte 12oz	Latte 16oz
Hot WATER 12oz	MILK 12oz	MILK 16oz
try it Iced		

More

Green or chai latte	12oz	16oz
HOT CHOCOLATE	2.75	3.25
Lavender tea	2.50	
Spicy Tea	2.75	
SODA = 10 OZ	3-	

→ Try our: **Homemade syrups**

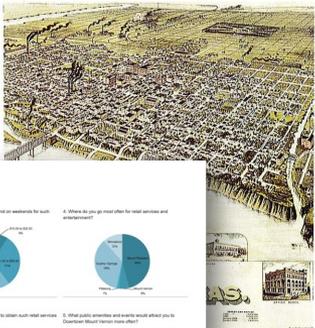
Honey-Cream, Caramel, Mexican, Caramel

Locally Owned and Operated Businesses



A group of five people are gathered outside a two-story brick building. One person is on a balcony above the entrance. On the ground, a man in a green shirt and blue jeans stands near the entrance. A man in a purple shirt and black shorts is talking to a man in a red hoodie and khaki shorts. A woman in a black and white plaid shirt is looking at a tablet. A woman in a black dress is standing in the foreground, looking towards the group. The building has a balcony with a metal railing and a large window with a decorative pattern. The scene is outdoors with trees and a grassy area.

Stakeholder Driven and Volunteer Supported



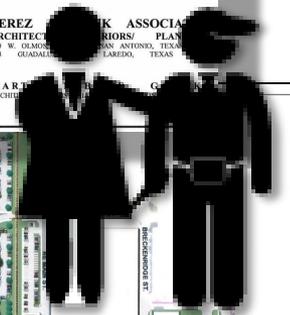
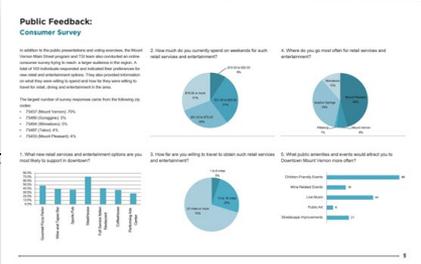
CITY OF LAREDO, TEXAS

HISTORIC URBAN DESIGN GUIDELINES

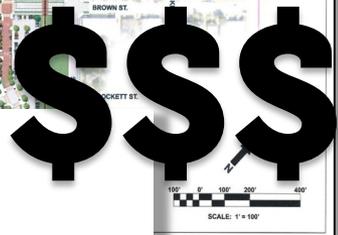
Adopted by Laredo City Council,
March 3, 1997

PEREZ ARCHITECTS ASSOCIATES ARCHITECTS
ARCHITECTS ASSOCIATES ARCHITECTS
100 W. OLAMENDI, SUITE 100, SAN ANTONIO, TEXAS 78205
501 GUADALUPE, SUITE 100, LAREDO, TEXAS 78040

MARSHALL ARCHITECTS ARCHITECTS
ARCHITECTS ASSOCIATES ARCHITECTS



DOWNTOWN MASTER PLAN



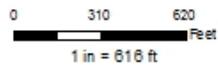
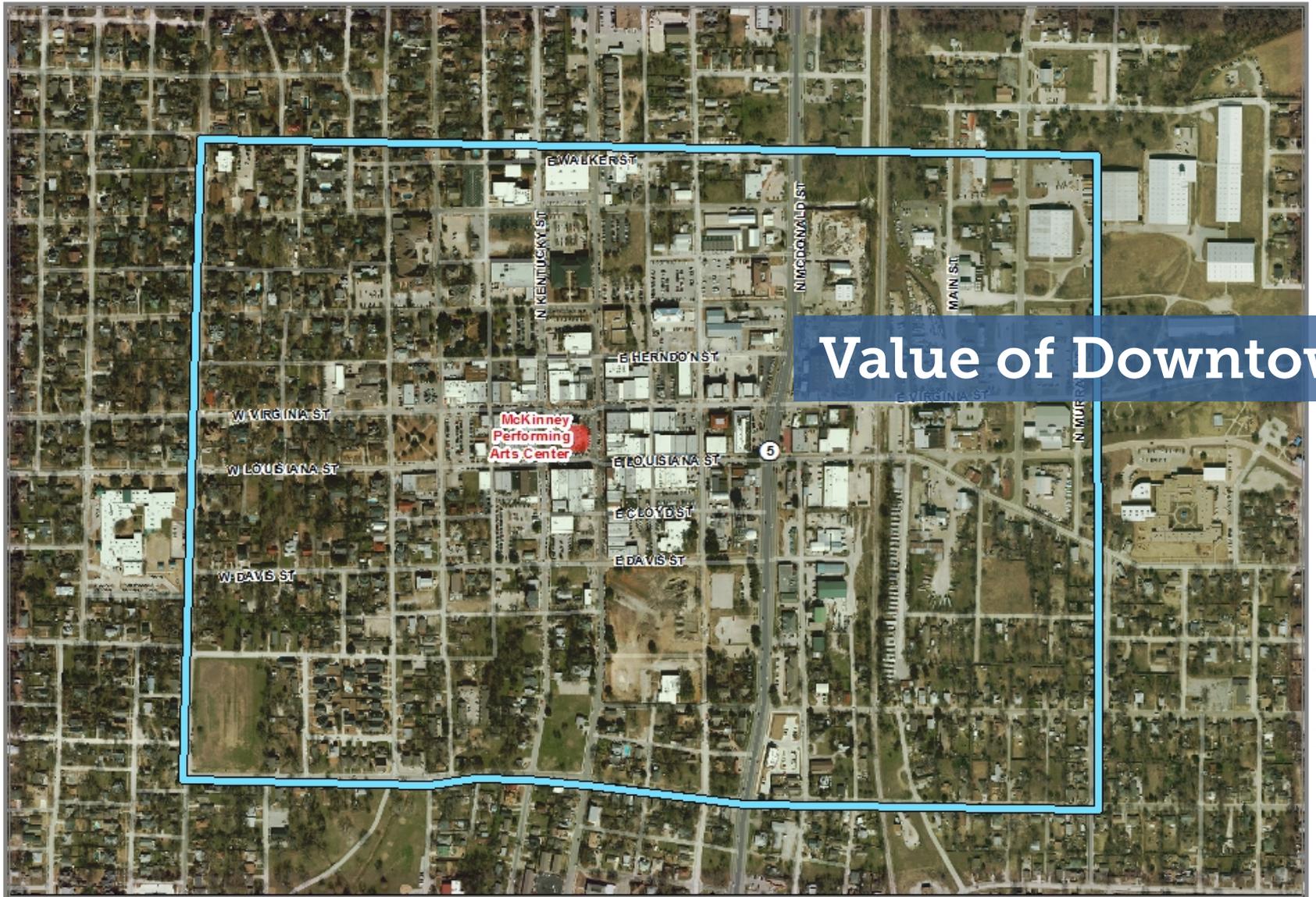
CITY OF PILOT POINT, TEXAS

ORDINANCE NO. 438-05

Historic Preservation Ordinance

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF PILOT POINT, TEXAS, AMENDING TITLE 10, "ZONING REGULATIONS," OF THE CITY CODE OF PILOT POINT, TEXAS, BY ADDING A NEW CHAPTER 3D THERETO, ENTITLED "HISTORIC DISTRICT"; PROVIDING FOR A DOWNTOWN HISTORIC DISTRICT AND FOR THE FUTURE DESIGNATION OF HISTORIC DISTRICTS AND HISTORIC LANDMARKS; PROVIDING FOR THE CREATION, APPOINTMENT, AND DUTIES OF AN HISTORIC REVIEW BOARD AND HISTORIC REVIEW OFFICER; REQUIRING AN APPLICATION FOR IMPROVEMENTS TO OR CHANGES IN DESIGNATED LANDMARKS AND FOR IMPROVEMENTS TO OR CHANGES IN BUILDINGS OR IMPROVEMENTS WITHIN AN HISTORIC DISTRICT; PROVIDING FOR THE ADOPTION OF GENERAL AND SPECIFIC PENALTY PROVISIONS OF THE CODE; PROVIDING FOR DUTIES OF BOARD AND BUILDING OFFICIAL IN THE REVIEW PROCESS, FOR CRITERIA TO BE USED, AND FOR APPEAL TO THE CITY COUNCIL; PROVIDING FOR THE REPEAL OF CONFLICTING ORDINANCES; PROVIDING A PENALTY CLAUSE; PROVIDING A SEVERABILITY CLAUSE; PROVIDING FOR AN EFFECTIVE DATE HEREOF.

Value of Downtown



Historic Downtown McKinney Cultural District

DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of McKinney. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of McKinney, its officials or employees for any discrepancies, errors, or variances which may exist.





Google

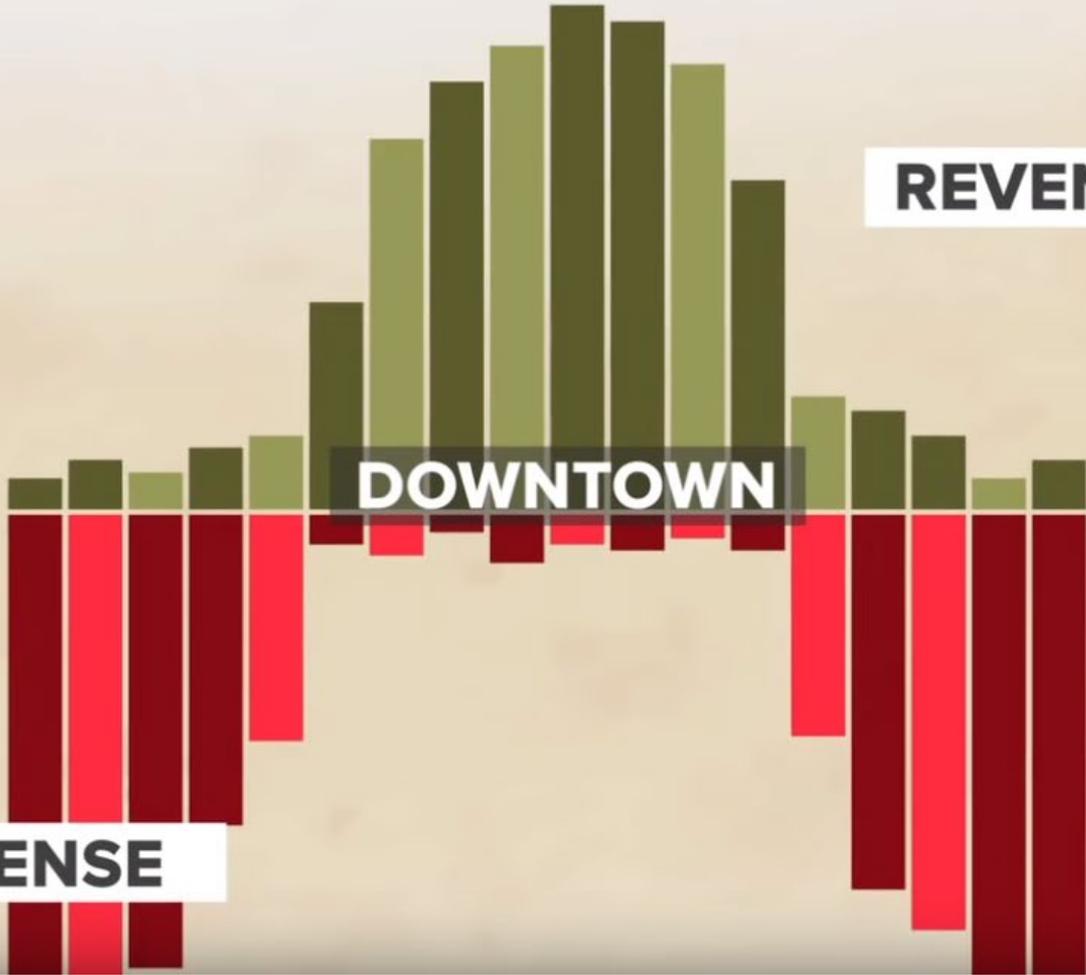
Image capture: Jul 2017

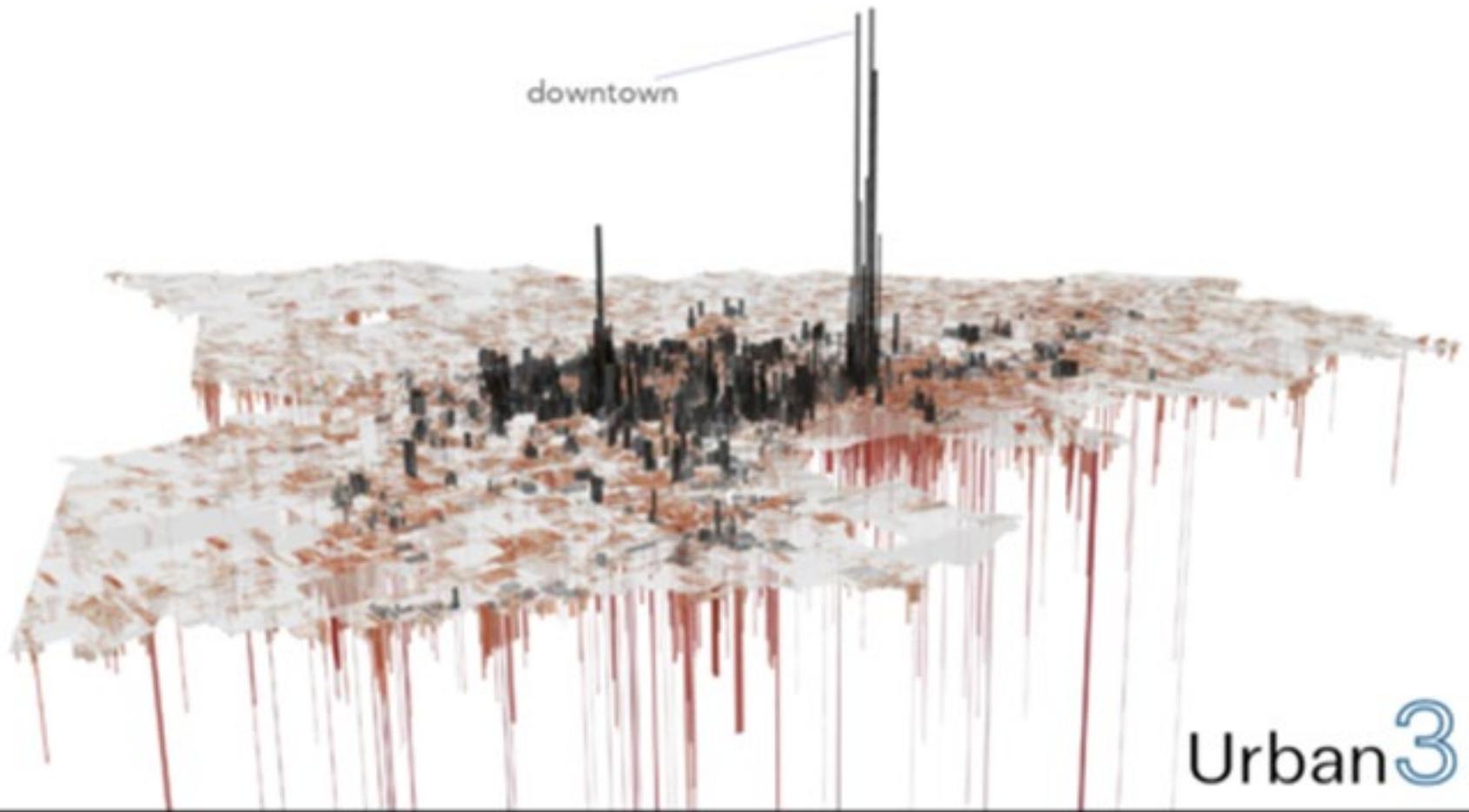


EXPENSE

DOWNTOWN

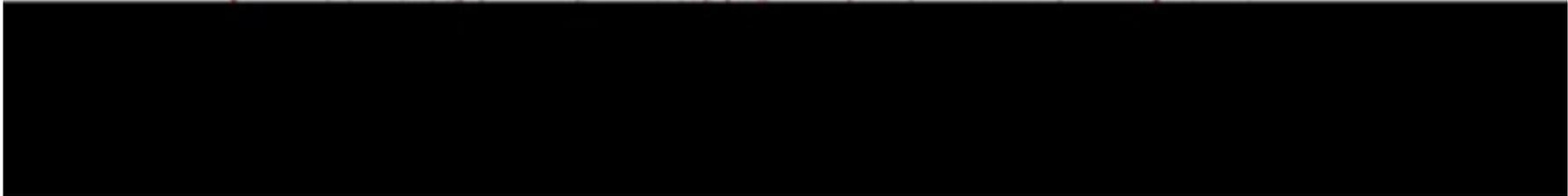
REVENUE



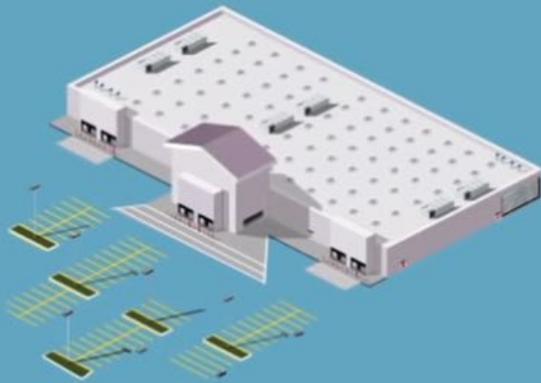


downtown

Urban³



JOBS



6

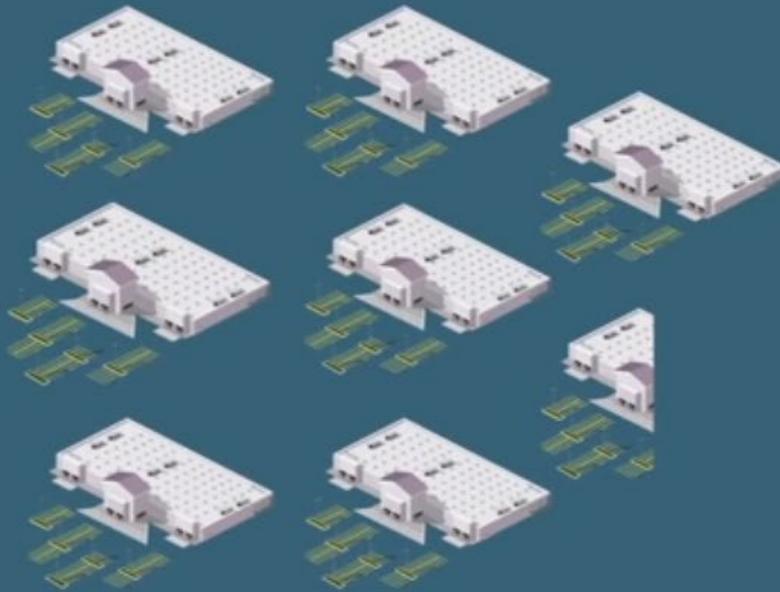
JOBS PER ACRE



74

JOBS PER ACRE

PRODUCTIVITY



238 ACRES



1 ACRE

Walmart



34.0 Acres
220,000 sf Building
\$20,000,000 Tax Value

Property Taxes/Acre
\$6,500

Downtown



0.19 Acres
54,000 sf. Bld
\$11,000,000 Tax Value

Property Taxes/Acre
\$634,000

RESIDENCE



1/10TH ACRE LOT

**PROPERTY TAXES
\$1,100/YEAR**

\$11,000 AN ACRE

DOWNTOWN

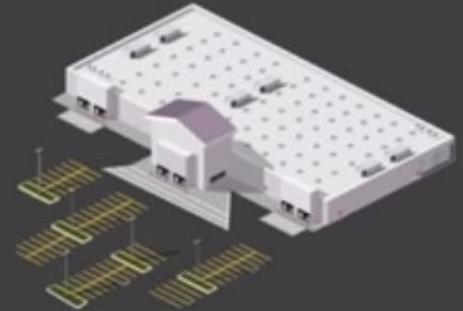


**RETAIL, OFFICE, &
RESIDENTIAL SPACE**

**PROPERTY TAXES
\$330,000 PER ACRE**

\$413,000 AN ACRE

BIG BOX STORE



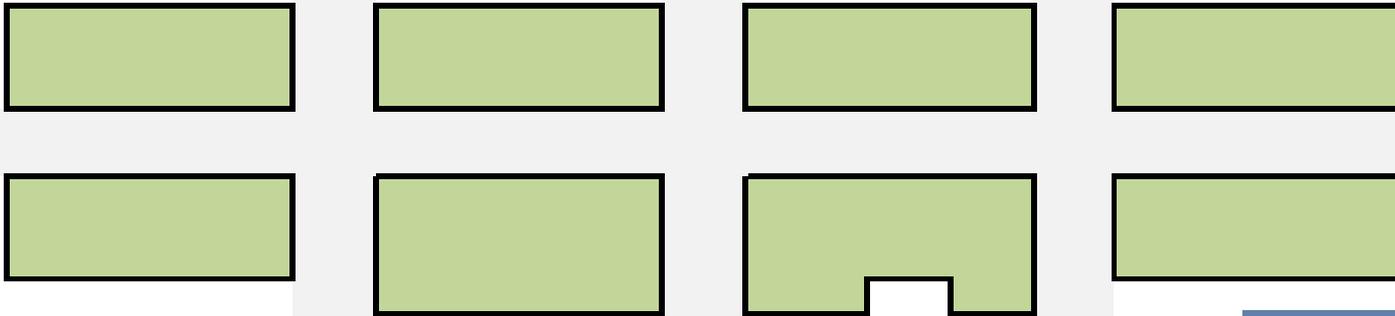
34 ACRE LOT

**PROPERTY TAXES
\$221,000/YEAR**

\$54,000 AN ACRE

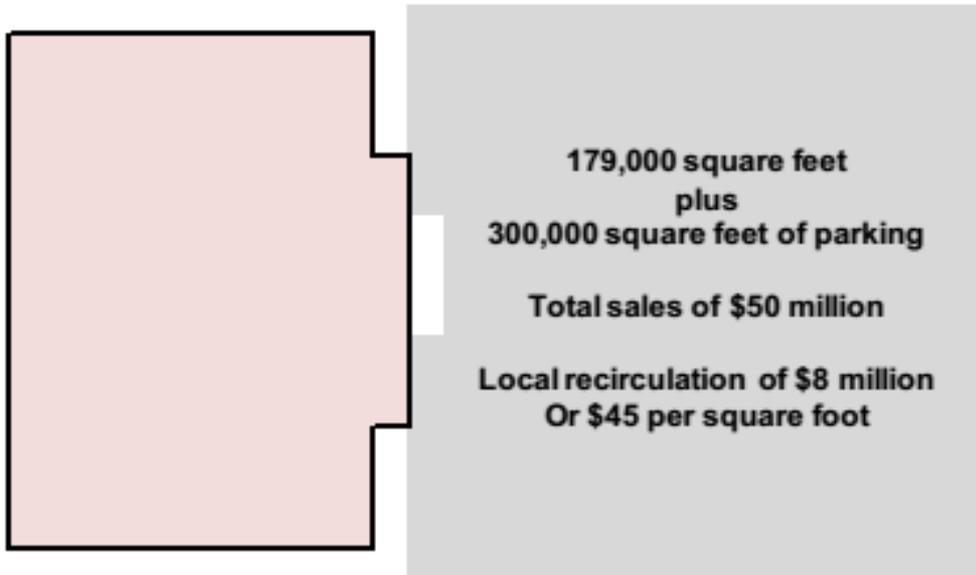
FOUR FULLY-OCCUPIED CITY BLOCKS OF LOCALLY-OWNED MERCHANTS

As many as 100 individual businesses



179,000 square feet - Total sales of \$105 million
Local recirculation of \$33.6 million or \$188 per square foot

ONE SUPER TARGET STORE

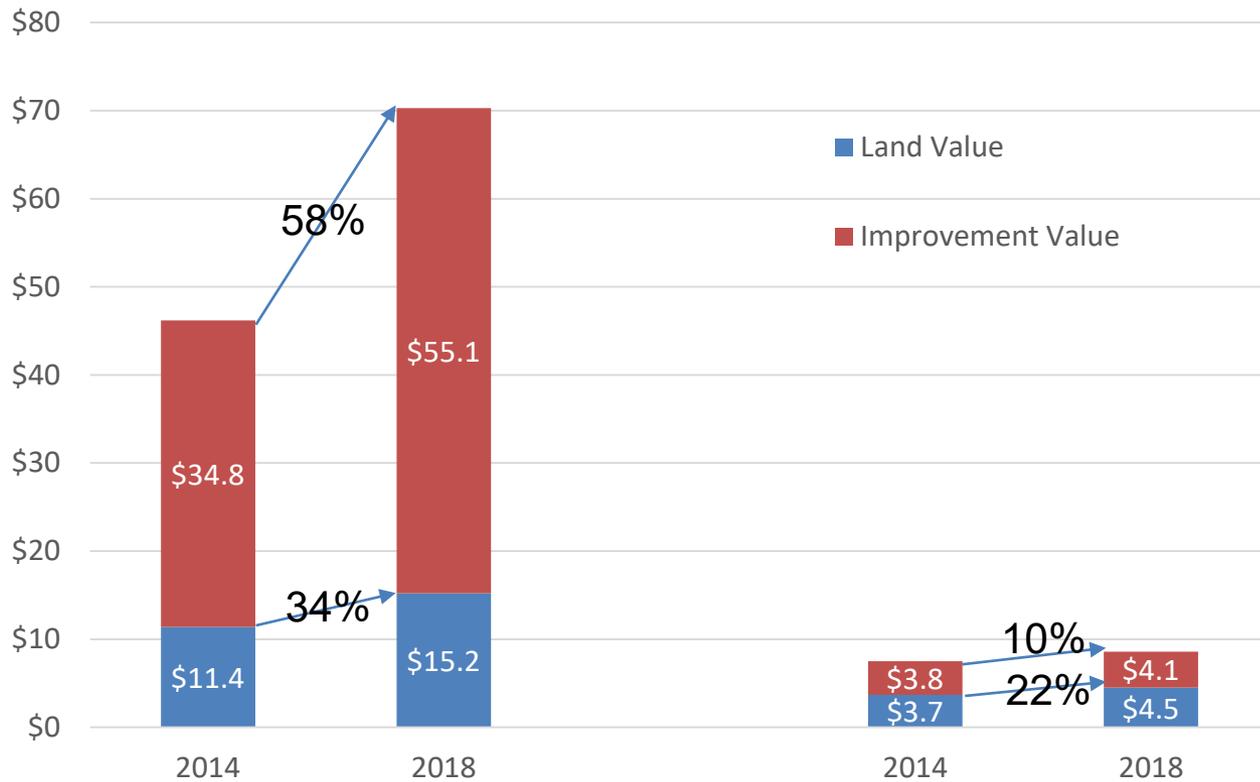


179,000 square feet
plus
300,000 square feet of parking

Total sales of \$50 million

Local recirculation of \$8 million
Or \$45 per square foot

Impact of
Independent
Businesses



Downtown Square
7.6 acres
\$2.0M per acre
\$122.44 per sf

A Local Shopping Center
9.2 acres
\$489K per acre
\$44.65 per sf

\$337,543,216

District Property Values 2016

\$90,323,400

District Reported Sales 2016

\$1,806,468

McKinney Sales Tax Collected in District 2016

\$427,866,616

TOTAL ROI

\$1.00 → **\$6.50**
Public Private

Public	\$4.7
Public/Private	\$7.9
Private	\$81.5
TOTAL	\$94.1
(in millions)	

300

Housing units

700

Jobs

400

Residents

Direct Impact

Future Planning


Progressive
Waste Solutions
469-452-8000



ECONOMIC DEVELOPMENT

20TH CENTURY MODEL

Public sector leadership

Shotgun recruitment strategy

Low cost positioning

Cheap Labor

Focus on what you DO NOT have

Quality of life unimportant

Driven by transactions

Key infrastructure = Roads

21ST CENTURY MODEL

Public/Private Partnerships

Laser recruitment strategy

High value positioning

Highly trained talent

Focus on what you DO have

Quality of life critical

Driven by an overall vision

Key infrastructure = Education

Combined Ratings*

CORPORATE SURVEY 2017

Site Selection Factors	2017	2016
Ranking		
1. Highway accessibility	91.3	94.4 (1)**
2. Labor costs	91.1	89.6 (3)
3. Availability of skilled labor	88.8	89.8 (2)
4. Quality of life	87.2	76.4 (10)
5. Tax exemptions	85.9	79.7 (7)
5T. Occupancy or construction costs	85.9	86.0 (4)
7. Proximity to major markets	84.6	78.1 (9)
8. Corporate tax rate	83.2	82.3 (6)
9. State and local incentives	81.3	84.0 (5)
10. Available land	76.9	75.3 (12)
11. Expedited or "fast-track" permitting	76.7	71.7 (13)
12. Proximity to suppliers	76.4	66.0 (20)
13. Energy availability and costs	76.0	78.5 (8)
14. Available buildings	75.9	75.5 (11)
15. Right-to-work state	74.7	70.1 (16)
16. Training programs/technical colleges	72.8	66.7 (18)
17. Inbound/outbound shipping costs	71.8	69.1 (17)
18. Low union profile	71.4	70.8 (14T)
19. Environmental regulations	70.2	70.8 (14)
20. Availability of long-term financing	64.6	66.7 (18T)
21. Accessibility to major airport	56.4	52.4 (22)
22. Raw materials availability	56.0	53.7 (21)
23. Water availability	55.3	46.3 (24)
24. Availability of unskilled labor	52.0	51.9 (23)
25. Proximity to innovation/commercialization R&D centers	44.7	39.2 (26)
26. Availability of advanced ICT services	42.7	40.9 (25)
27. Waterway or oceanport accessibility	31.2	18.1 (28)
28. Railroad service	29.9	33.7 (27)

*All figures are percentages and are the total of the "very important" and "important" ratings of the Area Development Corporate Survey and are rounded to the nearest tenth of a percent.

** 2016 ranking

Site Selection Factors

Ranking

1. Highway accessibility
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4. Quality of life
5. Tax exemptions
- 5T. Occupancy or construction costs
7. Proximity to major markets
8. Corporate tax rate
9. State and local incentives
10. Available land
11. Expedited or "fast-track" permitting

WHAT MAKES MORE SENSE?

SUBSIDIES FOR BIG BUSINESS

Pits one community against another

Moves economic activity around

Businesses leave or threaten to leave after subsidies run out

Puts all the eggs in one or two baskets

Taxpayers subsidize big business

INVESTING IN A GREAT PLACE

Creates lasting assets that will pay dividends long after initial investment

Helps existing businesses

Creates diverse, durable local economies

Communities invest in themselves

A more realistic strategy for smaller cities and towns

*“We moved here because
of downtown.”*

**Finisar (Apple iPhone supplier) moved 500
manufacturing jobs to Sherman, Tx**

Challenges

**Retaining major employers
in downtown**

**Keep thinking strategically by
creating new strategic plan
(last one 10 years ago)**

**Quality of Life
public space downtown
& cultural arts district
economic farming at small scale**

Takeaways

Great!

1. Downtown Reputation

Great!

2. Main Street Program

Great!

3. Value of Downtown

Great?

4. Planning challenges

Thank you



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