



AGENDA
CITY COUNCIL JOINT MEETING WITH THE
ECONOMIC DEVELOPMENT CORPORATION AND
RKG
CELINA POLICE DEPARTMENT HEADQUARTERS
3025 S COIT ROAD, CELINA, TX 75009

Life Connected.

TUESDAY, SEPTEMBER 15, 2026
5:00 PM

I. CALL TO ORDER AND ANNOUNCE A QUORUM PRESENT:

II. OPEN FORUM:

Open Forum is for information only. If you wish to speak, please sign one of the "Speaker Cards" and present to the City Secretary prior to the beginning of the meeting. Speakers are limited to three (3) minutes. The Council can take no action. No charges and/or complaints will be heard against any elected official or employee of the city that are prohibited by law.

Please note Anyone wishing to furnish the City Council with copies/handouts regarding their item of interest must provide nine (9) copies and present them to the City Secretary for distribution to the City Council.

III. WORKSESSION/COMMITTEE REPORTS/STAFF REPORTS:

A. Discussion regarding an Economic Development & Site Readiness Analysis. (Satarino)

IV. EXECUTIVE SESSION:

As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into Closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item listed herein. (Closed to Public as provided in the Texas Government Code.)

Texas Government Code Section 551.071 Consultation with Attorney:

Texas Government Code Section 551.071 Consultation with Attorney and Section 551.087 Deliberation of Economic Development Negotiations:

Texas Government Code Section 551.071 Consultation with Attorney and Section 551.072 Deliberation Regarding Real Property:

A. Discussion regarding potential land acquisitions.

Reconvene into Open Session to consider and take action, if any, on matters discussed during Executive Session, including but not limited to the anticipated action items listed below (if any).

The City Council further reserves the right to adjourn into Executive Session at any time during the course of this meeting to discuss any of the matters listed herein, as authorized by the Texas Government Code, Chapter 551.

V. ADJOURNMENT:

The City Council reserves the right to adjourn into executive session at any time during the course of this meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, Chapter 551.

"I, the undersigned authority, do hereby certify that the Notice of Meeting was posted on the bulletin board at City Hall of the City of Celina, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: _____ at _____:_____ and remained so posted

continuously for at least three (3) business days prior to the scheduled time of said meeting.”

Ashley Owens, City Secretary

Police Department Headquarters is wheelchair accessible. Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services such as interpreters for persons who are deaf, or hearing impaired, or readers of large print, are requested to contact the City Secretary's Office at 972-382-2682, or fax 972-382-3736 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.



Life Connected.

Economic Development
City of Celina, Texas

Memorandum

To: **Honorable Mayor Tubbs and the Celina City Council**
From: Anthony Satarino, Executive Director of Economic Development
CC: Robert Ranc, City Manager
Date: September 15, 2026

Agenda Item:

Discussion regarding an Economic Development & Site Readiness Analysis. (Satarino)

Background Information:

RKG Associates is conducting an economic development strategy and site readiness analysis for the City of Celina. As part of this process, RKG will facilitate a joint work session with the City Council and the CEDC Board.

The work session is intended to accomplish three primary objectives. First, RKG will present a summary of its market conditions and growth projections analysis. This information will establish the market context for the subsequent discussion regarding the Dallas North Tollway Overlay (DNTOL) District.

Second, RKG will review the results of the brief preference survey administered to members of the City Council and CEDC Board. The survey responses will help identify shared priorities and provide context for the discussion of site readiness within the DNTOL District.

Finally, RKG will facilitate a discussion regarding the existing boundaries and development priorities of the DNTOL High-Rise and Suburban Districts. Feedback received during the work session will inform RKG's site scoring, feasibility modeling, and final strategic recommendations related to future policy, regulatory, and investment actions.

Legal Review:

There is no legal review required at this time.

Supporting Documents:

1. Work Session Presentation v2

Financial Consideration:

There are no financial considerations at this time.

Staff Recommendation:

There is no action being requested at this time.

A faint, light-colored map of Celina, Texas, showing a grid of streets and building footprints, serves as the background for the slide.

CITY OF CELINA, TX

**ECONOMIC DEVELOPMENT & SITE
READINESS ANALYSIS**

PRESENTATION #2

SEPTEMBER 2026

**PREPARED BY RKG
ASSOCIATES**

A G E N D A

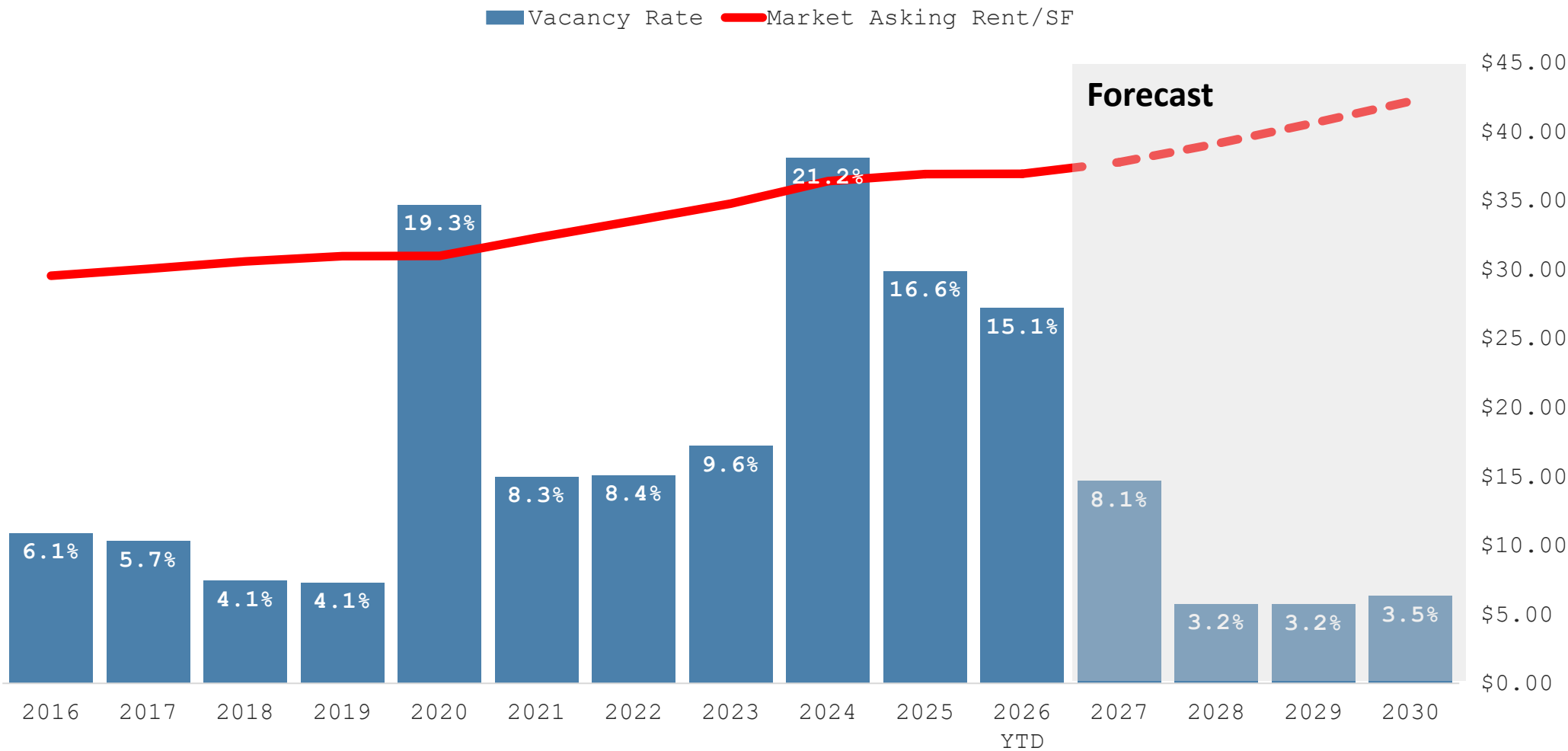
Market Summary

Land Comparison

Parcel Scoring

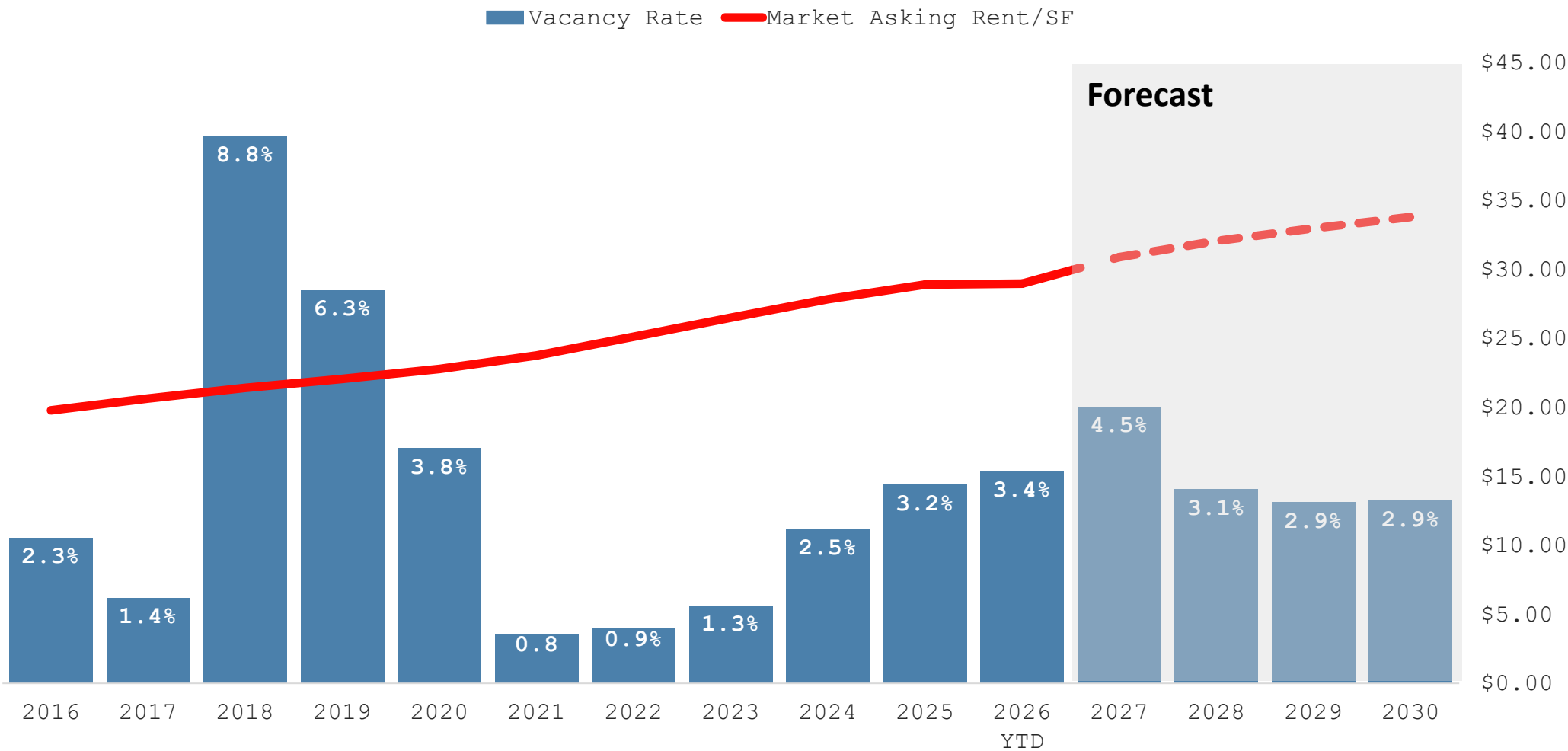
SEGMENT ANALYSIS | OFFICE MARKET

Historic and Projected Office Vacancy Rate and Rent
Celina Market 2016 - 2030



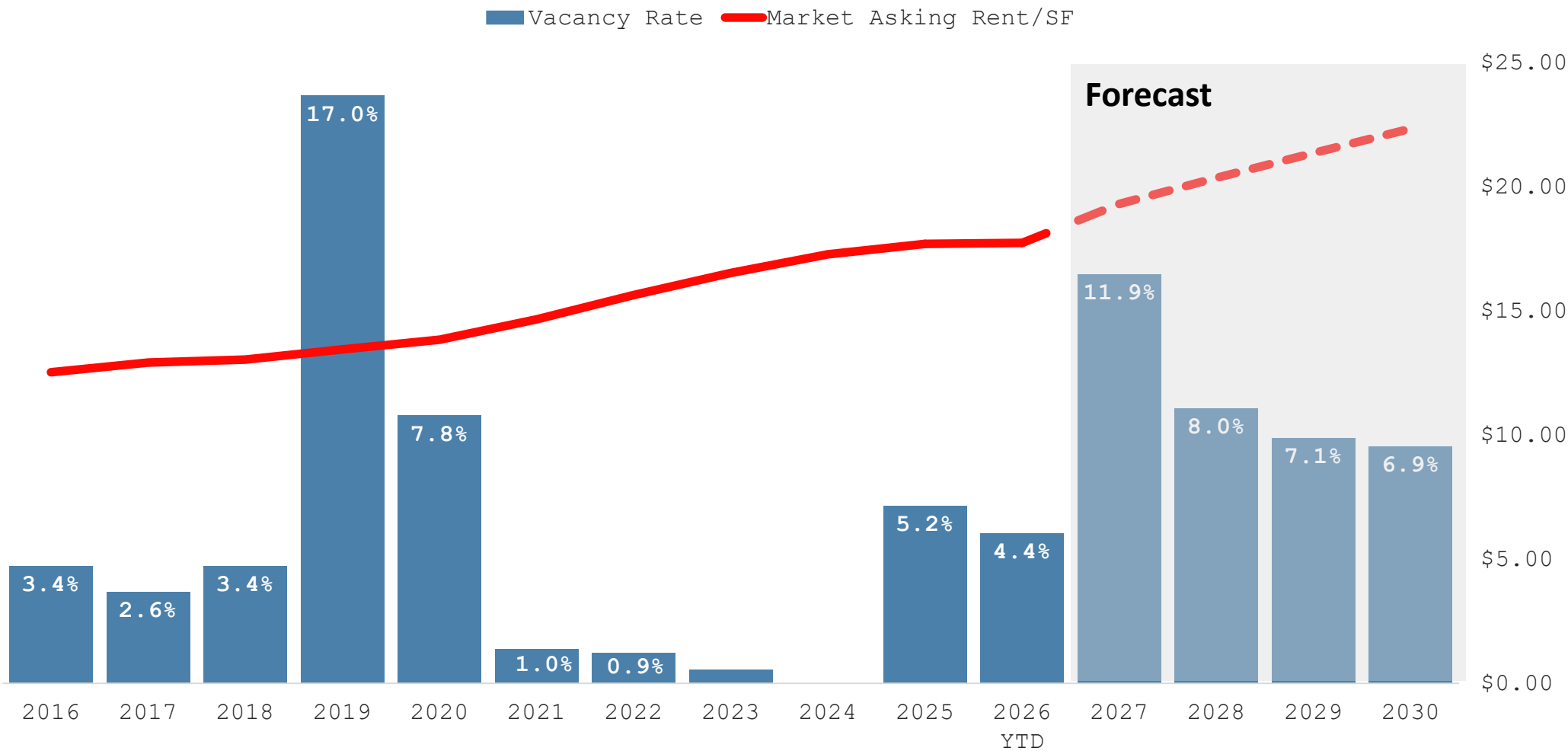
SEGMENT ANALYSIS | RETAIL MARKET

Historic and Projected Retail Vacancy Rate and Rent
Celina Market 2016 - 2030



SEGMENT ANALYSIS | INDUSTRIAL MARKET

Historic and Projected Industrial Vacancy Rate and Rent
Celina Market 2016 - 2030



SEGMENT ANALYSIS | SUMMARY

How Celina's office, retail, and industrial space is performing, as of early 2026:

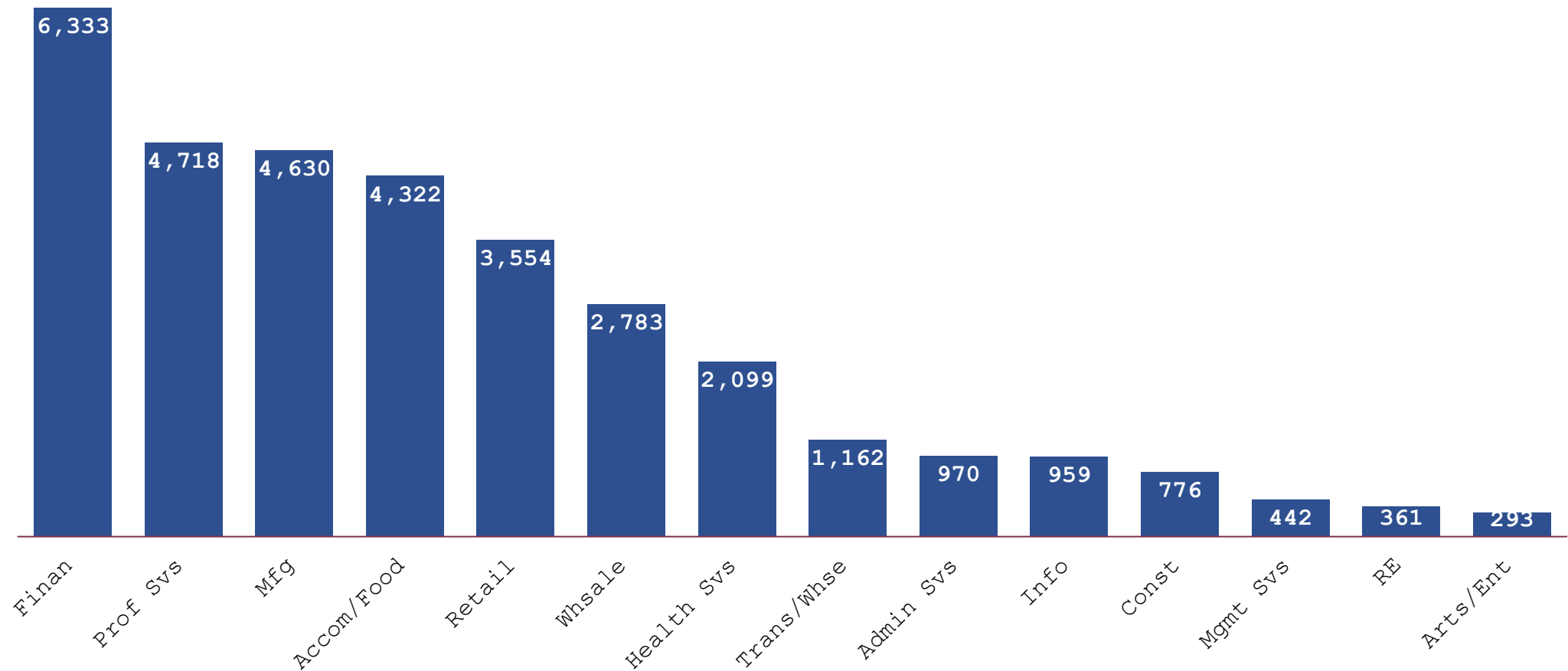
- **Office** — Celina's current office market is naissant.
- **Retail** — Retail space in the city has grown by half since 2023.
- **Industrial** — There is real demand, but existing industrial is not well located and susceptible acquisition and redevelopment. Strategically located industrial approach would be successful.
- **Bottom line** — In all three categories, far more space is coming than today's low vacancy suggests.

COMMERCIAL DEMAND ANALYSIS | COLLIN COUNTY

Collin County Estimated SF Demand (2025-2035) - Growth Sectors

SF Demand (1,000's)

Estimated Total Demand = 33.4 million SF



COMMERCIAL DEMAND ANALYSIS | CELINA MARKET

The DNT corridor has substantial land resources to accommodate future growth

- Frontage parcels account for:
- 1,700 acres in the high-rise area
- 450 acres in the suburban area

The projected demand for commercial space (approx. 6.6M square feet) would consume less than 300 acres in a planned development

- Opportunities to fit additional uses
- Resources sufficient for future (post 2035) demand

Next phase is to understand how other opportunities can be accommodated along the DNT

2025-2035 Demand Projections

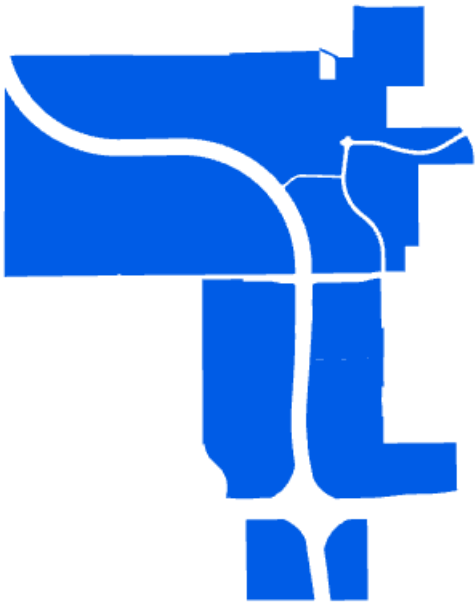
Development Type	Net Density (SF)
 General Office	2,697,000
 Industrial/Flex	1,830,000
 Retail/Service	1,599,000
 Medical Office	411,000

COMMERCIAL DEMAND ANALYSIS | CELINA MARKET

Capturable Acreage – Product-Appropriate FAR
(2025-2035 Demand Projections)

Development Type	Demand (SF)	Low FAR	Net Acres	Mid FAR	Net Acres	High FAR	Net Acres
General Office	2,697,000	0.40	155	1.50	41	3.00	21
Industrial/Flex	1,830,000	0.25	168	0.35	120	0.50	84
Retail/Service	1,599,000	0.15	245	0.40	92	1.00	37
Medical Office	411,000	0.20	47	0.50	19	1.50	6
Total Net Buildable Acres	6,537,000	—	615	—	272	—	148

DNTO AREA COMPARED TO OTHERS



DNTO (High Rise)
1,724 Acres



Downtown Dallas
1,043 Acres



Downtown Fort Worth
982 Acres



Legacy West
400 Acres



The Star
89 Acres

PARCEL SCORING | METHODOLOGY

Site suitability scores were developed using a four-step, grid-based methodology:

1. Grid Creation

Parcels within Celina's ETJ were overlaid with a uniform 0.5-acre grid, creating one consistent unit of analysis across parcels of varying size and shape.

2. Proportional Allocation

Where a grid cell overlapped one or more parcels, and where parcels often span multiple grid cells, each parcel's acreage, land value, and total value were allocated to the cell proportionally, based on area of overlap.

3. Scoring

With physical and value characteristics established at the grid level, each cell was then scored against the full set of suitability criteria – land use, proximity to roads and utilities, broadband access, topography, flood risk, and wetland coverage – and these individual metric scores were combined into a single composite suitability score per cell.

4. Mapping

Composite grid-level scores were mapped across the ETJ to visualize where conditions are most favorable for future development and where physical or infrastructure constraints limit near-term suitability.

PARCEL SCORING | SUMMARY

Parcels were assessed based on 12 metrics:

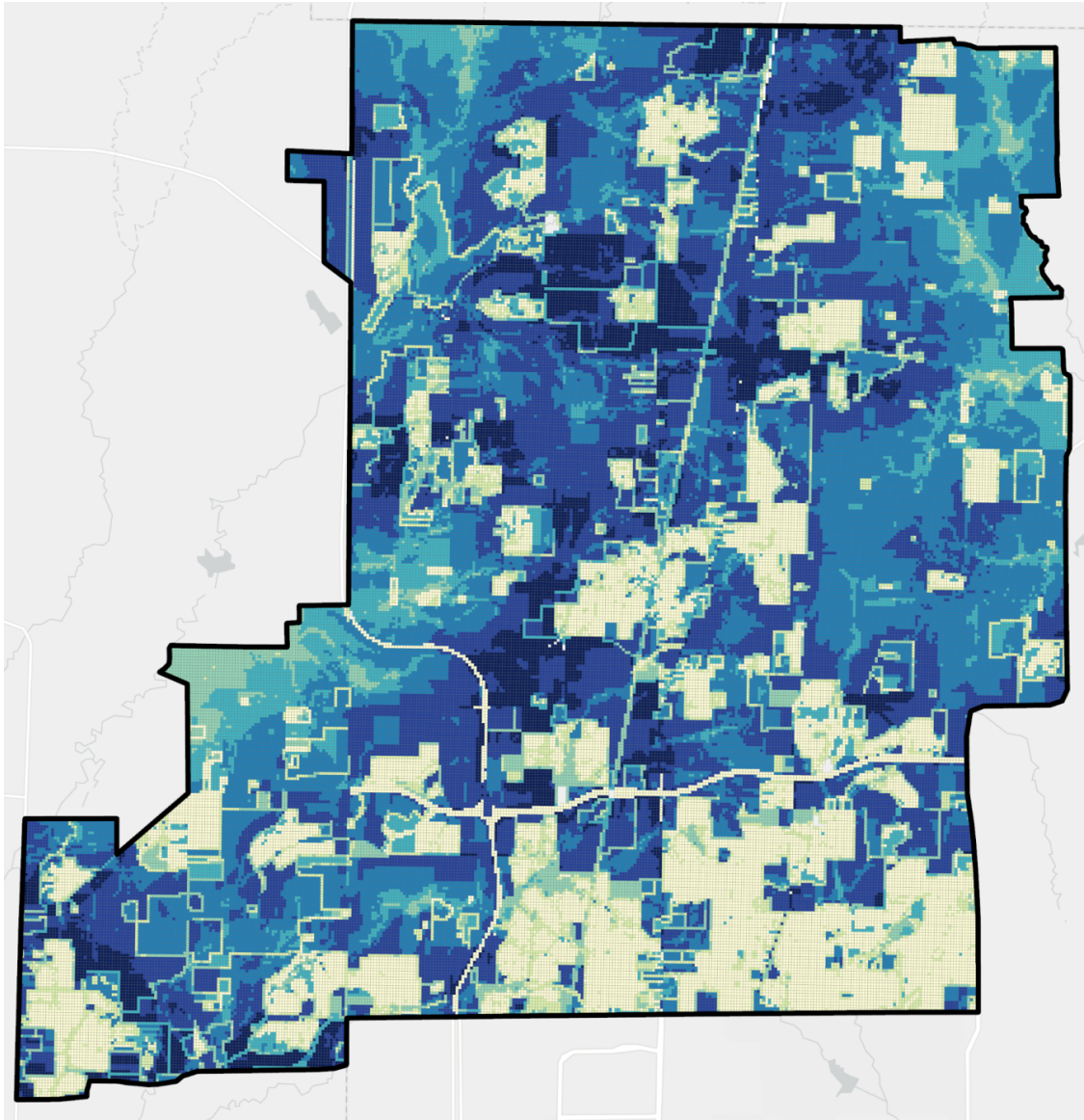
- | | | |
|-----------------------|---------------------------|----------------|
| • Allocated acres | • Land use classification | • Topography |
| • Assessed land value | • Natural gas pipelines | • Trail access |
| • Broadband | • Road access | • Water access |
| • Flood risk | • Sewer access | • Wetlands |

- Each metric was weighted based on its perceived importance. For example, highest possible score for land use classification is +5 for vacant or agricultural and open space land, while existing residential scores -10 for incompatible uses (single-family or multi-family).
- Scores for each metric were summed into a composite score, with a higher score indicating more suitability for development.
- 40% of the City has a high development score (>80th percentile), and 57% of the DNT0 area has a high development score.
- This translates to 46,272 acres for the City, in which 19,211 acres have a high development score, and 2,849 acres for the DNT0 study area, in which 1,571 acres have a high development areas.

PARCEL SCORING

Parcel Scoring – Celina ETJ

Percentile	Score Bin	Acreage	% of Total
90%	51 - 56	3,331	7%
80%	45 - 50	15,880	33%
70%	39 - 44	12,282	25%
60%	33 - 38	4,340	9%
50%	28 - 32	3,067	7%
<50%	Below 28	7,373	19%
TOTAL	-	46,272	100%



PARCEL SCORING

Parcel Scoring – DNT0 (High Rise & Suburban)

Percentile	Score Bin	Acreage	% of Total
90%	51 - 56	385	15%
80%	45 - 50	1,186	42%
70%	39 - 44	719	25%
60%	33 - 38	429	15%
50%	28 - 32	86	3%
<50%	Below 28	45	2%
TOTAL	-	2,849	100%

