
Acknowledgements

The successful development of the 2004 McKinney Comprehensive Plan was made possible by individuals who contributed their time and expertise for the expressed purpose of making McKinney a better community for future generations. The City of McKinney would like to express its appreciation to those individuals and residents who provided invaluable time, input, and assistance in the development of this plan.

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Executive Summary

Introduction

The 2004 McKinney Comprehensive Plan is a document developed from community input and the leadership of McKinney to guide decision making for McKinney's future growth and development. The document is a guide for decision makers - City staff, the City's elected and appointed leadership, McKinney residents, and investors in the community - regarding City policies and issues related to land use, transportation, urban design, parks and recreation, and infrastructure. The comprehensive plan reflects the vision of what McKinney residents want their community to be and how it should be achieved.

Work on the 2004 McKinney Comprehensive Plan began in January 2003 and culminated in March 2004. The plan is an update of the previous plan, the 1990 McKinney Comprehensive Plan. The Joint Committee (the McKinney City Council and Planning and Zoning Commission) reviewed the progress and deliverables for the 2004 plan and provided insight and direction in the plan's development. The orderly development of the McKinney Comprehensive Plan process was broken down into five distinct phases:

- Phase 1 Community Vision
- Phase 2 Status of McKinney
- Phase 3 Community Needs Assessment and Goal Setting
- Phase 4 Comprehensive Plan Elements
- Phase 5 Implementation

Early in the 2004 plan process, the community's goals and objectives were identified through stakeholder interviews and a review of existing documents. The goals and objectives were further enhanced by the Joint Committee to provide direction in the plan's development.

The report outline and highlights of the 2004 McKinney Comprehensive Plan are noted in the Executive Summary. These highlights include the land area being considered, existing conditions, demographics, community input, goals and objectives, future land use plan, future land use plan modules, economic development and fiscal impact, and work plans.

Report Outline

The McKinney Comprehensive Plan report is broken down into thirteen sections that are listed below:

- Section 1 Introduction
- Section 2 Planning Process
- Section 3 Goals and Objectives
- Section 4 Existing Conditions
- Section 5 Alternative City Form Scenarios
- Section 6 Economic Development and Fiscal Impacts
- Section 7 Land Use Element
- Section 8 Transportation Element
- Section 9 Parks and Recreation Element
- Section 10 Water / Wastewater Element

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Comprehensive Plan
reflects the vision of what
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Section 11	Urban Design Element
Section 12	Educational Facilities and Services Element
Section 13	Implementation

The McKinney Comprehensive Plan concentrates on an area of approximately 115.8 square-miles, with the City of McKinney having 62.8 square-miles and McKinney’s ETJ capturing the remaining 53 square-miles. This combined land area accounts for 13% of Collin County.

The first four sections provide general information about the purpose of the comprehensive plan, the planning process for McKinney, the development of the comprehensive plan’s goals and objectives, and the existing conditions influencing growth and development in McKinney. Section 5 examines the different forms of city development that could shape McKinney’s future built landscape and how a preferred plan - the option selected that includes aspects of most city form alternatives - is used to fashion the future land use plan and future land use plan modules. Section 6 qualifies the fiscal realities of the comprehensive plan by performing a fiscal analysis of the plan in its goal of providing a sustainable and affordable community. Sections 7 through 11 explore the five major elements that will influence McKinney’s future growth and development based on community values and existing conditions. Section 12 is intended to aid in the coordination of each school district’s capital facilities planning with the City of McKinney’s Comprehensive Plan. Section 13, the final section of the comprehensive plan, deals with the responsibilities for adopting, implementing, amending, updating, and monitoring the plan and lists the work plans needed to move the comprehensive plan forward.

Land Area Considered

The McKinney Comprehensive Plan is focused on the growth and development of McKinney and the community’s role in the greater North Texas region. The comprehensive plan is focused on those areas inside the McKinney city limits and the City’s extra-territorial jurisdiction (ETJ). The McKinney Comprehensive Plan concentrates on an area of approximately 115.8 square-miles, with the City of McKinney having 52.8 square-miles and McKinney’s ETJ capturing the remaining 53 square-miles. This combined land area accounts for 13% of Collin County.

Existing Conditions

Located in the center of Collin County, Texas - one of the fastest growing counties in Texas and the nation - the McKinney area is crisscrossed by three major regional highways (SH 121, US 75, and US 380), one railroad line (owned by Dallas Area Rapid Transit), and contains the only major general aviation airport in Collin County. In the Dallas-Fort Worth area, McKinney is located in the northeastern quadrant approximately 30-miles north of downtown Dallas on US 75 and roughly 35-miles northeast of Dallas-Fort Worth International Airport on SH 121. These two regional highways form a ‘growth triangle’ that has defined regional growth patterns in recent decades with McKinney at the northern apex of the triangle. Communities along each corridor have experienced strong population and employment growth during the last three decades. The first waves of this growth reached the McKinney area twenty years ago.

Changing Demographics

According to the Census, McKinney’s population jumped from 21,283 people to 54,369 between 1990 and 2000, an increase of 33,086 people. During this same period, McKinney’s annual average population growth rate was 15.5%, far exceeding the 2.9% for the Dallas-Fort Worth area. McKinney’s share of population in Collin County climbed to 11.1% in year 2000, up from its 8.1% share in 1990.

The latest population estimates from the City of McKinney indicate McKinney has 122,083 people as of January 1, 2009, an increase of 67,714 residents from the 2000 Census. The 2009 population estimate is just under six times the City's population in 1990.

Based on the latest information from the 2000 Census, the population of McKinney is dominated by adults from 25 to 44 years of age with a large percentage of the population in professional and management occupations. Educational attainment and median household income for McKinney were well above the averages for the nation and the Dallas-Fort Worth, but just slightly below the Collin County averages. Just less than half of McKinney's adult population had received some form of college degree. Between 1990 and 2000, McKinney's median household income more than doubled and was close to matching the average in Collin County.

Community Input

Soliciting public input and incorporating the public's values into the comprehensive plan provided the basis for developing the plan further. To generate greater community involvement in the comprehensive plan, several communication tools were used. These included the following:

- Joint Committee meetings
- Public input sessions following monthly Joint Committee meetings
- Stakeholder interviews
- Telephone survey
- Citizen survey questionnaire
- Three community meetings at different locations in the City from April 7th through April 11th
- Stakeholder group meetings in September and October
 - Industrial
 - Commercial
 - McKinney Independent School District
 - Developers and property owners in the ETJ
 - East McKinney residents
 - Eldorado / Stonebridge Ranch residents
- McKinney Project Office staff by professional planners and urban designers with HNTB
- Write-ups for the City of McKinney's *McKinney City Times*
- McKinney Comprehensive Plan web page

Other means of getting the word out about McKinney's Comprehensive Plan process included presentations before community organizations (McKinney Community Development Corporation and McKinney Economic Development Corporation) and conducting interviews with reporters from the local newspapers.

Goals and Objectives

In the first months of the comprehensive plan process, the Joint Committee agreed to an initial set of draft goals and objectives. The development of the initial set of draft goals and objectives came about through a combination of stakeholder interviews and a review of existing documents, such as: the City Core Values - S.P.I.R.I.T., Core Businesses (Mission), McKinney Vision 2012: Guiding Principles, McKinney Vision 2020; Guiding Principles, Strategic Goals 2007 and 2008, and previous long

range plans. Many of the ideas expressed in these existing documents were incorporated as appropriate into the initial draft goals and objectives. These initial draft goals and objectives provided direction as the comprehensive plan process moved forward and were utilized in developing the alternative city form scenarios that resulted in the draft future land use plan and draft future land use plan modules. The draft goals and objectives were adjusted by the Joint Committee again in September 2003 based on additional community input.

Listed below are the fourteen goals agreed to by the Joint Committee that guided the development of the McKinney Comprehensive Plan:

The rapid pace of growth in McKinney requires a plan that provides flexibility to changing market conditions, while maintaining a clear direction for the community's desired growth.

- Goal A Economic development vitality for a sustainable and affordable community
- Goal B Preservation of Historic McKinney
- Goal C Attractive hometown that promotes McKinney's Character
- Goal D Leisure and recreational opportunities
- Goal E Financially sound city government
- Goal F Utility and infrastructure systems (water supply, wastewater treatment, storm drainage, etc) adequately serving existing and future residents, businesses, and visitors
- Goal G A multi-modal transportation network that is clean, safe, and efficient
- Goal H Attractive urban design elements (gateways, corridor treatments, edges, and view sheds)
- Goal I Public safety services consistent with community values
- Goal J A managed traffic flow and thoroughfare system
- Goal K Land use compatibility and mix
- Goal L Protection of environmental resources of McKinney
- Goal M Affordable city services that enhance the quality of life
- Goal N Well planned future

Future Land Use Plan, Future Land Use Plan Module Diagrams, Supporting Text

The rapid pace of growth in McKinney requires a plan that provides flexibility to changing market conditions, while maintaining a clear direction for the community's desired growth. McKinney's future land use system is a solution to the problems faced in trying to plan for all areas of a community that is experiencing rapid growth. Components of the plan include the future land use plan, the future land use plan modules, and supporting text indicating the desired use of the land. This three tier system for guiding McKinney's growth and development requires that each part be used in conjunction with the other two parts.

The future land use plan is a graphic illustration of the general land use mix desired for McKinney and its ETJ. This map includes bold and pastel colors, with the bold noting areas with limited or no development while pastel colors characterize areas with significant development or zoning. The future land use plan modules diagram presents the same geographical area, but breaks this area down into 64 planning areas, or modules. Module types are denoted by one of eleven dominant land use types containing a variety of secondary land uses allowed. The percentage land use mix in each module is allowed based on locational criteria noted in the supporting text. In addition to providing locational criteria for the future land use plan modules, the supporting text includes an overview, land use table, land use description, and community form for each module section.

Economic Development and Fiscal Impact

A unique aspect of the McKinney Comprehensive Plan is the development of the Development Simulation Model (DSM). The DSM used as part of City of McKinney's Comprehensive Plan provides three separate analyses to be used in the development of the Future Land Use Plan and in making land use decisions in the future - Build Out Scenario Comparison, Ten-year Cash Flow, and Cost/Benefit Potential Comparison. This model provides a clear, comparative link between future land use and its resulting impact on public finances allowing staff, as well as elected and appointed officials, to make informed decisions that benefit the City of McKinney.

Implementation

To ensure that the goals of the comprehensive plan are realized requires a program for implementation. Nine (9) work plans were identified that will institute compliance to the goals and objectives expressed in McKinney's Comprehensive Plan. Listed below are the identified work plans:

1. Display side-by-side for public review and reference in the McKinney City Hall Council Chamber and the Development Services lobby the future land use plan and the future land use plan modules diagram
2. Review and modify City's codes and ordinances for compliance to the McKinney Comprehensive Plan document
3. Refine module / land use implementation process
4. Refine and tweak fiscal impact / economic development system
5. Prioritize the top three items in the Urban Design Element that need implementation and provide schedule
6. Initiate Parks & Recreation Gateway plan
7. Initiate sector plans
8. Develop intergovernmental support for promoting the Collin County Multimodal Transportation Corridor
9. Update the library master plan

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Section 1: Introduction

This section summarizes the organization of the plan, establishes the purpose of the McKinney Comprehensive Plan, defines the planning area, and provides a brief overview of the unique history of McKinney, Texas. The Introduction sets the stage for the information included in the plan such as goals and objectives, physical data, fiscal analysis, and the plan elements that define future growth directions and opportunities.

1.1 Introduction of McKinney Comprehensive Plan

The McKinney Comprehensive Plan is intended to direct the long-term physical development and growth of the city for the next five to ten years. At that point the plan will need to be updated after evaluating the changes that have occurred in the planning area under the plan. The plan communicates McKinney’s vision for the community as defined by the stakeholders and is also a long-range statement of public policy guiding that vision. The plan allows McKinney the ability to:

- Balance the level of service with the community’s values and desires,
- Coordinate public and private investment,
- Respond to growth and development pressures by an approved method for evaluating impacts on the City’s fiscal structure,
- Minimize the impacts associated between residential and commercial uses, and
- Provide a rational and reasonable basis for making decisions about community development

McKinney’s Comprehensive Plan establishes a basis for continued planning activities designed to produce the best possible decisions about a community’s future. The framework for other planning activities, ranging from urban design plans to public health and safety regulations are developed from the ideas expressed in the comprehensive plan document for McKinney.

McKinney’s Comprehensive Plan is divided into thirteen sections. Each section is designed to accomplish specific objectives of the planning process, and each section deals with the specifics of the topic. The planning process will be described in detail in the following section. The sections are listed below:

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Definitions	

*The McKinney
Comprehensive Plan
is a statement of com-
munity values, ideals,
and vision defining
McKinney’s future
development and
growth.*

1.2 Purpose

The McKinney Comprehensive Plan is a multi-purpose document developed to serve the citizens of McKinney, its elected and appointed officials, and the City staff on a daily basis. The purpose of the comprehensive plan is to serve as:

1. A community statement about the direction and form of McKinney's future development and growth,
2. A guide for decision makers within the City of McKinney,
3. An educational resource, and
4. A tool for managing McKinney's economic, social and physical development to achieve the quality of life desired by its citizens

Community Statement

The plan is a statement of community values and ideals leading to a singular vision. It organizes a wide variety of elements that make-up the comprehensive picture of McKinney. The comprehensive plan document allows this picture or vision to be viewed by all.

The Comprehensive

Plan is a statement of

community values and

ideals leading to a

singular vision.

Guide for Decision Makers

For McKinney's elected and appointed officials, as well as City staff, the comprehensive plan provides guidance. The window of opportunity for making informed decisions is limited, and the plan provides information while that opportunity is present. The comprehensive plan provides direction for decision making on matters such as community values, fiscal opportunities or cost, and assists in their day-to-day administrative roles.

As a guide for decision makers the comprehensive plan should be consulted on a frequent basis. The comprehensive plan can assist City Council and staff in planning for new facilities, reviewing staffing levels, and evaluating the levels of city services. Development of the annual City budget should also include a review of the goals and objectives of the comprehensive plan. Ordinance updates, policies and special studies should reference the comprehensive plan to ensure that the vision of the plan is being considered. It should be noted that in many cases these activities will be done to implement the plan in order to achieve that vision. The comprehensive plan should also serve as the basis of the capital improvements program.

All development related applications should be reviewed in the context of the comprehensive plan. Annexations, zoning cases, and development agreements in particular should work to further the ideas espoused by the plan. Cases which are not discretionary such as site plans and plats should also be evaluated to their conformance to the plan. Recommendations for ordinance changes which are necessary so that these development projects are more in line with the plan should be considered.

Education Resource

Given that the plan can be viewed by everyone in the community, the plan is also able to serve as an educational tool. Education occurs as the citizens and community leaders plan for the organized development of achieving McKinney's goals. The plan uses text, diagrams, charts, photographs, and graphic maps to address the many issues facing the future of McKinney.

By making public our plans for physical development, the plan satisfies a basic but key educational requirement. By laying out a physical plan for the City, its residential and commercial areas, its roads and bridges, its water and sewer system, its parks and schools, the plan sets the course for future decisions and actions. Residents can make informed choices about where to establish their homes, owners of land understand the potential future uses for their property as well as property in the surrounding area. It also assists local government in where services and facilities are needed. This resource is provided through:

- A. An informed group of citizens is important in providing for effective public participation and discussion on these issues. The plan serves as an information resource in order to allow every citizen to participate fully.
- B. The public participation process served to crystallize the views and vision of the citizens/stakeholders in graphic form that depicts relationships in the planning area. The phone survey, individual meetings, and public meetings led to the development of the goals and objectives which serve as the vision for the community.

Tool for Managing McKinney and Achieving High Quality of Life

Consequently, the McKinney Comprehensive Plan becomes a tool for managing the growth and maturity of the City to achieve the quality of life desired by its residents. Since the adoption of McKinney's last comprehensive plan (May 1990) the City has experienced rapid growth, compelling McKinney to complete a new comprehensive plan. This plan revises and updates all elements toward future growth projections. This comprehensive plan provides future services needs to support planned growth, and supporting new roads, water lines, sewer lines, parks, and public facilities.

To function as an active working document, the comprehensive plan is designed to be flexible and provide latitude for more detailed analyses; however, decisions should be consistent with the goals, objectives, and policies established in the McKinney Comprehensive Plan. The plan is a dynamic guide to help citizens and community leaders plan for McKinney's future.

Unique to this plan is the degree to which the fiscal impact of development has been incorporated into the plan. As a result of discussion occurring in the community as the update was being planned, City Council directed staff that one component of the plan was to develop a fiscal modeling component to the plan. To this end, the City hired Insight Research Corporation to develop this component.

Insight Research Corporation created a Development Simulation Model (DSM) that could measure fiscal impacts of each land use decision. The input provided by this model helps to ensure that each change to the future land use plan allowed for a balanced tax base. The comprehensive plan's emphasis on financial responsibility provides the City with additional information that can be a basis for making future land use decisions.

1.3 Texas Municipalities

In the McKinney Comprehensive Plan, as in all comprehensive plans created in the State of Texas, the desire is to assist communities to plan for quality and orderly development. The authority regarding the development of the McKinney Comprehensive Plan is given to Texas municipalities through Chapter 213 of the

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Texas Local Government Code. Chapter 213 states the purpose of a municipal comprehensive plan as follows:

“The powers granted under this chapter are for the purpose of promoting sound development of municipalities and promoting public health, safety, and welfare.”

Legislation suggests that the parts covered in a comprehensive plan provide for the long-term development of the community. This comprehensive plan for McKinney uses this legislation to define plans for future land use, future land use modules, transportation, parks & recreation, urban design, water, wastewater and educational facilities and services. The McKinney Comprehensive Plan titles these coordinated sets of plans “elements,” with each element being specific to its name and content.

The McKinney Comprehensive Plan will have the support of city development regulations and ordinances. These items and others will be developed and adopted to provide an additional level of detail toward the implementation of this plan. This comprehensive plan provides the foundation for making changes and gives direction to the establishment of new regulations that implement the vision, goals, plans, and policies of the McKinney Comprehensive Plan.

1.4 Planning Area

The City of McKinney is the county seat for Collin County. Collin County is one of the fastest growing counties in Texas and the nation. In the last two decades

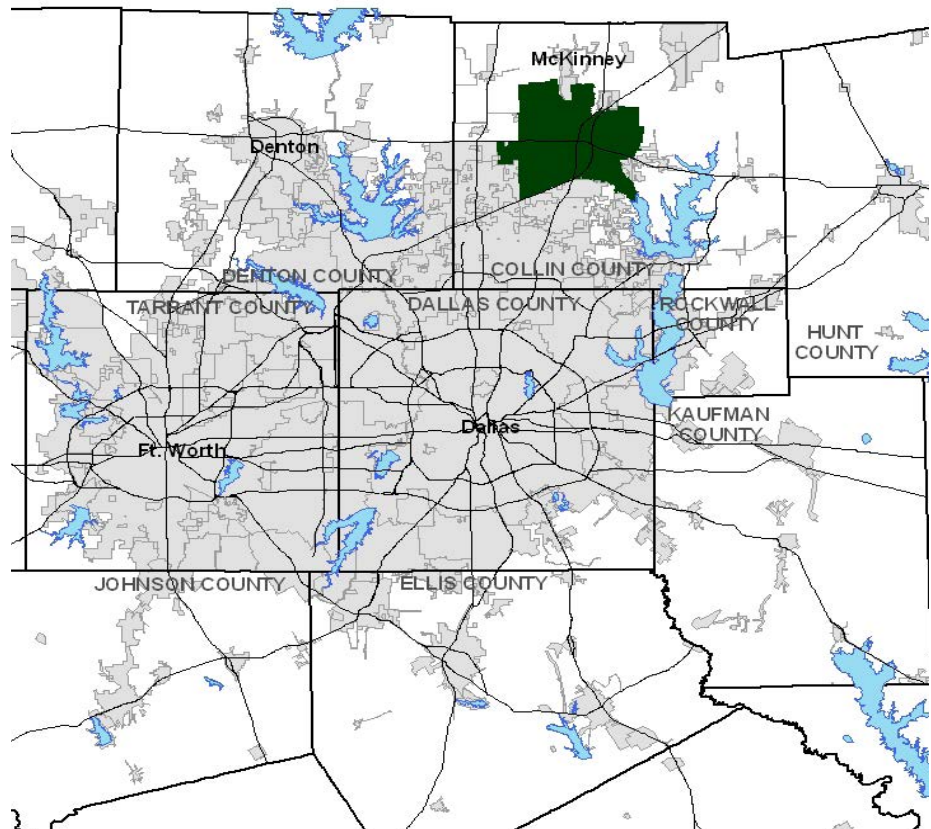


Figure 1.1 - McKinney's location within the Dallas-Fort Worth area.

McKinney has shared in this rapid growth. McKinney, located on the northeastern quadrant of the Dallas Fort Worth Metroplex, is approximately 30 miles north of downtown Dallas on Central Expressway (US 75) and approximately 35 miles northeast of DFW International Airport on SH 121. Figure 1.1 shows McKinney's location in the Dallas-Fort Worth area. McKinney is located at the northern apex of a triangular regional growth pattern defined historically by these two roadways. In the last three decades communities along each roadway have experienced strong population and economic growth.

McKinney is surrounded by many other cities: Frisco and Prosper to the west; Celina, Weston, and Melissa to the north; Princeton and Lowery Crossing to the east; with Fairview and Allen to the immediate south. In addition, the City of New Hope is surrounded by the City of McKinney's extraterritorial jurisdiction (ETJ). Figure 1.2 shows the general vicinity map for the City in relationship to surrounding communities.

The planning area for this comprehensive plan includes both the City of McKinney's current incorporated area and land within McKinney's ETJ. As of January 2009, McKinney's incorporated area includes 62.8 square miles or 40,192 acres. McKinney's ETJ includes 53 square miles or 33,920 acres. Together the total area that is being included in the Comprehensive Plan covers roughly 115.8 square miles or 74,112 acres. This area covers 13.07% of Collin County's 886 square miles. Figure 1.2 defines the land currently in the City's incorporated boundary and ETJ.

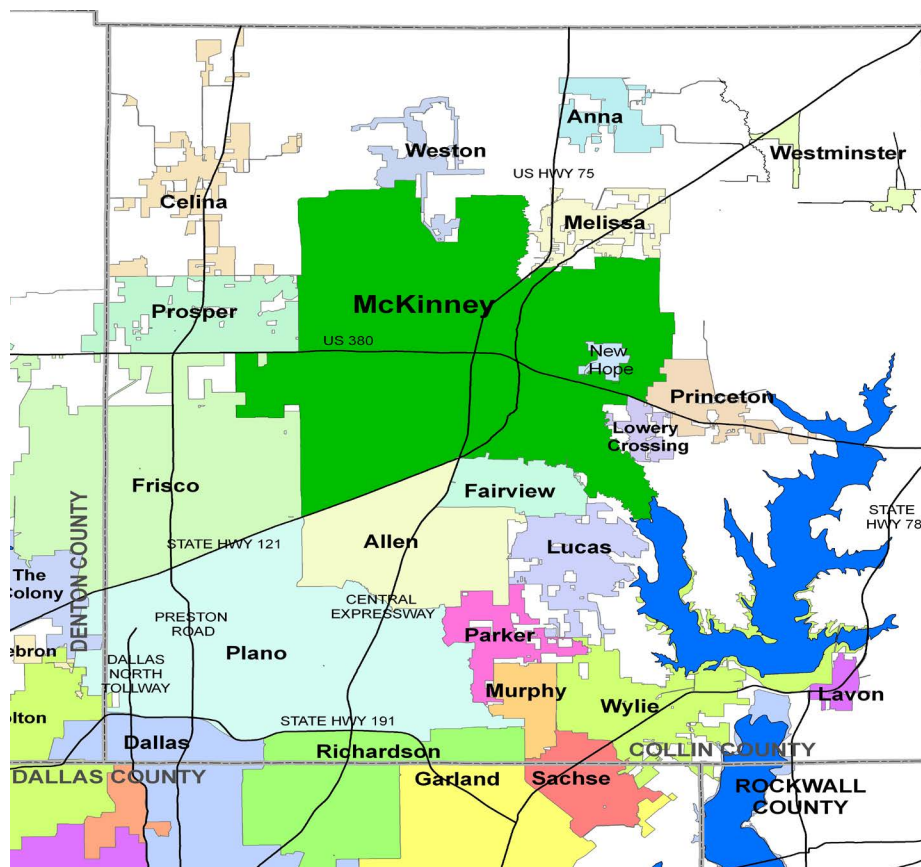
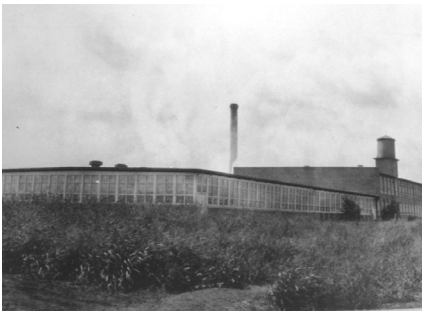


Figure 1.2 - McKinney and surrounding communities in Collin County.

1.5 Historical Overview



Cotton market, 1896. Farmers bring cotton to town, where buyers sit in second floor windows to bid.



Texas Textile Mills, est. 1910. Largest manufacturer of denim west of the Mississippi. Closed operations in 1969.

McKinney has been blessed with a rich and wonderful past. This past provides the symbols for a community that is much more than a suburb of Dallas. Today, McKinney is a city of two-halves - one centered about a historic town square with all key roads leading to the square, and the other half a growing high-quality planned community with all the current amenities. The choices and opportunities are abundant.

Agricultural Roots

As noted earlier, McKinney serves as the county seat of Collin County. Collin County was established in 1846 and McKinney in 1848. Both City and County were named for Mr. Collin McKinney, a patriot, land surveyor, legislator, and one of the 56 signers of the Texas Declaration of Independence.

The cultivation and processing of locally grown crops fueled much of McKinney's late nineteenth- and early twentieth-century growth and prosperity. During this period, Collin County emerged as one of the leading agricultural centers in Texas. Cotton prevailed as the county's largest and most significant farm product; however, corn, wheat, and oats were also grown in large quantities. Although crop production in the McKinney area continues today, its role in the local economy diminished after World War II.

McKinney's cotton-processing structures played a significant role in the town's history and development during the late nineteenth and early twentieth centuries. Much of the area's vast agricultural potential was realized through the construction and operation of these facilities. Their establishment aided the town's commercial development because area farmers came to McKinney to sell their crops and then purchased goods at downtown stores. These property types also laid the foundation for the town's industrial development and supported the establishment of a textile mill.

Town Square

The town square is one of the symbols that people throughout North Texas recognize as being McKinney. The original town site presented a cardinal-point grid plan with a courthouse square near the city's center, a popular town plan throughout Texas. The majority of the state's county seats, especially those of the same vintage as McKinney, are arranged similarly. The square was the sole public space set aside in the original town plan. Anticipating that property near the town's center would be in great demand for business purposes, the city's surveyors made lots facing onto the courthouse square long and narrow, measuring 25 by 100 feet. Such a layout enabled merchants to erect buildings with storefronts for displaying

The town square was laid out on a cardinal grid with the courthouse in its center. The square was the sole public space set aside in the original town plan.



McKinney town square, late 1880s.

their goods to passerby and room within to conduct business and stock their merchandise. George White and Eithelred Whitley, who surveyed the new town site, divided the remainder of the City's blocks into equally sized lots that were reserved for residential use.

Arrival of the Railroad

The arrival of the railroad in 1872 greatly stimulated economic growth and brought new wealth to McKinney. The railroad enticed several industrial enterprises, such as a textile mill, grain elevators and a flour mill, to locate in the community. It also influenced much of the town's physical growth, as well as settlement patterns within the City. In addition, the railroad linked the once physically and socially isolated community with the rest of the nation, thus allowing new ideas, people, and goods to arrive in McKinney.

Post World War II

The McKinney Comprehensive Plan of 1964 was the first to propose the loop road around downtown (US 75). This event, along with post WW II population growth and a desire for a decentralized growth pattern away from urban centers, changed the image of McKinney. Prior to US 75, commercial growth was focused in downtown and along SH 5 and Highway 24 (current US 380). With the arrival of US 75, growth began to look further west.

McKinney transitioned into a growing suburban community. This happened at first with residential neighborhoods developing between the historic district and US 75. Then development began to occur west of US 75.

With the establishment of the Eldorado and Stonebridge Ranch planned communities, the focus on suburban development became greater. Eldorado is a 1,105-acre community established in 1980. Stonebridge, originally zoned in 1986, is even larger with 4,750 acres. Both of these developments have been tremendously successful due to the overall quality and response to working with the natural environment. Some of the most visually attractive land in McKinney is within these two premier communities. The infrastructure which was constructed by both of these developments allowed smaller neighborhoods to develop around them. In the 1990s, growth had continued and tremendous growth is occurring in the areas north of US 380 and east of US 75, primarily along Wilmeth Road and Lake Forest Drive.

The new century has brought many new opportunities for the community. McKinney is now one of the largest municipalities in Collin County with almost 116 square miles in their jurisdiction and ETJ. The strong commercial and residential growth north of Dallas is influencing development decisions. Plano is almost completely developed and will be experiencing redevelopment. The communities currently experiencing rapid growth are Frisco, McKinney, and Allen.

Craig Ranch, a new planned community in McKinney sited near the intersection of Frisco, Allen, and McKinney on SH 121, is one of the latest large developments. This development is targeting a new and emerging segment in the development marketplace - new urbanism. New urbanism style developments create buildings that draw from historic precedents. These precedents for Craig Ranch include a focus on public space, pedestrian scaled streets, mixed use development (residential above commercial), and architectural standards that are influenced by historic Texas models. Mr. Andres Duany with his company was the master planner for this development in 2001. This development and many others show the range of live



Kenyon Grocery, ca. 1930s. later Bergvall & Son, located at 119 S. Tennessee. First grocery to have air conditioning in McKinney.

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