

ONE
MCKINNEY **2040**
comprehensive
plan



INTA

McKinney Office Supply

PRODUCTION



MCKINNEY®

T E X A S

Unique by nature.

ACKNOWLEDGMENTS

Mayor and City Council

George Fuller, *Mayor*
Tracy Rath, *Mayor Pro Tem*
La'Shadion Shemwell, *Council Member*
Rainey Rogers, *Council Member*
Scott Elliott, *Council Member*
Chuck Branch, *Council Member*
Charlie Philips, *Council Member*

Planning & Zoning Commission

Bill Cox, *Chairman*
Brian Mantzey, *Vice-Chairman*
Janet Cobbel, *Commission Member*
Deanna Kuykendall, *Commission Member*
Cameron McCall, *Commission Member*
Mark McReynolds, *Commission Member*
Pamela Smith, *Commission Member*

City Manager's Office

Paul Grimes, *City Manager*
Jose Madrigal, *Deputy City Manager*
Barry Shelton, *Assistant City Manager*
Steve Tilton, *Assistant City Manager*

Comprehensive Plan Advisory Committee

Bill Cox	Cragg Rogers	George Bush	Mark Messer	Rodrick Robinson	Sherry Tucker
Bob Roeder	Daniel Jones	John Mathews	Marta Gore	Roger Harris	Thad Helsley
Brandon Johnson	Deanna Kuykendall	Katina Zepp	Michael Henke	Scott Lewis	
Brian White	Erik Templin	Lance Abbott	Rick Franklin	Scott Morrissey	

City Staff

Development Services

Michael Quint, *Executive Director*

Planning

Jennifer Arnold, *Interim Director*
Aaron Bloxham, *Planner II*
Mitchell Corona, *Planner I*
Mary Smith, *GIS Planner*
Samantha Pickett, *Planning Manager*
Matthew Robinson, *Planning Manager*
Melissa Spriegel, *Planner I*
David Soto, *Planner I*
Rhys Wilson, *Planner I*
Kaitlin Gibbon, *Planner I*
Kathy Wright, *Planning Technician*
Terri Ramey, *Administrative Assistant*
Guy Giersch, *Historic Preservation Officer*
Karen McCutcheon, *Senior Planning Technician*
Pamela Jeffrey, *Senior Planning Technician*

Engineering

Gary Graham, *Director of Engineering*
Michael Hebert, *Assistant City Engineer*

Building Inspections

Rick Herzberger, *Chief Building Official*
Jason Smith, *Assistant Building Official*

Code Services

Lori Dees, *Director of Code Services*

City Secretary

Empress Drane

City Attorney

Mark Houser

Communications & Marketing

CoCo Good, *Director*

Parks & Recreation

Michael Kowski, *Director*

Public Works

David Brown, *Director*

Financial Services

Mark Holloway, *CFO*

Police Services

Greg Conley, *Chief of Police*

Fire Services

Danny Kistner, *Fire Chief*

Library

Spencer Smith, *Director*

McKinney National Airport

Ken Carley, *Director*

Consultant Team

Kimley-Horn and Associates, Inc.

Mark Bowers
Drew Brawner
Chelsey Cooper
Jonelle Hanson
Danny Khalil
Ignacio Mejia
Winston Mitchell
Jeff Whitacre

Strategic Community Solutions

Karen Walz

Ricker-Cunningham, Inc.

Anne Ricker
Bill Cunningham

Citizens of McKinney

This plan was made for the citizens of McKinney, with the help of the citizens of McKinney. The continuous dedication of time and effort displayed by members of the community is endlessly appreciated.

CONTENTS

Chapter One: Introduction	1
<i>Plan Foundation</i>	6
<i>Vision Statement</i>	6
<i>Guiding Principles</i>	7
Chapter Two: Developing the One McKinney Plan	9
<i>State of the City</i>	10
<i>Existing Conditions</i>	13
<i>The Process</i>	16
<i>Market Support</i>	22
<i>Industry Trends</i>	23
<i>Market Supply & Demand</i>	27
<i>McKinney Market Share</i>	34
Chapter Three: Land Use & Development Strategy	37
<i>Land Use & Development</i>	38
<i>Intended Outcomes</i>	39
<i>Strategic Direction</i>	40
<i>Placetypes for McKinney's Future</i>	42
<i>Citywide Decision Making Criteria</i>	51
Chapter Four: Mobility Strategy	53
<i>Mobility Strategy</i>	54
<i>Function & Foundation</i>	56
<i>Strategic Direction</i>	60
<i>Illustrative Cross-Sections</i>	62
<i>Travel Demand Analysis</i>	65
Chapter Five: Economic Development Strategy	67
<i>Economic Development</i>	68
Chapter Six: Fiscal Health Strategy	77
<i>Fiscal Health Strategy</i>	78

Chapter Seven: Public Investment Strategy	83
<i>Public Investments</i>	84
<i>Public Services</i>	86
<i>Water/Wastewater</i>	86
<i>Parks & Trails</i>	87
<i>Public Safety</i>	88
<i>Public Library</i>	92
<i>McKinney Education</i>	94
Chapter Eight: Individual Districts Strategies	99
<i>Preferred Scenario</i>	100
<i>Future Land Use</i>	102
<i>Agricultural Lifestyle District</i>	107
<i>Business & Aviation District</i>	113
<i>Collin Crossing District</i>	121
<i>Collin McKinney District</i>	129
<i>East Fork District</i>	131
<i>Established Community District</i>	145
<i>Homestead District</i>	153
<i>Honey Creek District</i>	159
<i>Medical District</i>	167
<i>Mill District</i>	175
<i>Northridge District</i>	183
<i>Oak Hollow District</i>	191
<i>Outer Loop District</i>	200
<i>Scenic District</i>	207
<i>Southgate District</i>	215
<i>Town Center District</i>	223
<i>Trinity Falls District</i>	231
Chapter Nine: Implementation	239
<i>Implementation Strategy</i>	240
<i>Measurement Framework</i>	241
Appendix:	
A. <i>Alternate Scenario</i>	
B. <i>Public Outreach Process</i>	
C. <i>Transportation Modeling Analysis</i>	
D. <i>Psychographics and Industry Trends</i>	
E. <i>Implementation Matrix</i>	