



## 2. Emerging Policy Direction

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## ONE McKinney 2040: Draft Vision Statement

We are ONE McKinney – a community that supports and celebrates all of its people, neighborhoods and districts. We are united by our shared natural assets and heritage, and our community offers neighborhood choices that appeal to people throughout their lives. Smart public and private investments make McKinney resilient and adaptable, so it remains a first choice for business and entertainment through 2040 and beyond.

## ONE McKinney 2040: Draft Guiding Principles

1. Public investments are made strategically, using finite funds to build the facilities needed to support new development, meet long-term needs and create the desired community described in this plan.
2. City leaders and decision-makers focus the appropriate attention and investment on distinctive areas throughout the city so that each can achieve the vision described in this plan.
3. City leaders and decision-makers invest in public facilities, services and infrastructure that meet the expected needs of current and future residents and businesses.
4. McKinney's cultural and historical heritage is retained and emphasized in the historic Town Center, and is included in the identity of other places in McKinney so it is shared with future generations.
5. McKinney's natural landscape of trees, open spaces, topography, streams, and natural areas are nurtured so they continue to contribute to the character of the city and the daily experience of residents, employees and visitors throughout McKinney.
6. Today's neighborhoods remain vital and desirable places that meet the needs of existing residents and appeal to future residents.
7. McKinney's public investments establish a community where private development creates diverse housing choices that are accessible and attainable to people at all stages of their lives.
8. Private sector development and redevelopment meet McKinney's expectations for excellence in design and create places with long-term economic viability.
9. Investments in infrastructure systems, public facilities, economic incentives and community programs are made when the life-cycle benefits to the public outweigh the life-cycle costs, and when the neighborhoods and business areas that these investments support are expected to endure until 2040 or longer.
10. Public and private investment is timed to capture market share and located to support growth in areas where a full range of services and facilities are available and adequate.
11. Key economic engines – such as the McKinney National Airport, McKinney Corporate Center, Gateway District, and key business corridors – form the foundation for future business recruitment and anchor the design and character of new private development.
12. McKinney's streets and other public spaces support and enhance the distinctive character of individual neighborhoods and make strong connections between neighborhoods throughout the community.
13. McKinney's mobility network – its highways, streets, trails and transportation routes – meets the needs of residents and businesses without substantially reducing quality of life or community character.
14. Partnerships between the City, school districts, and private sector and community groups offer coordinated educational and recreational programs to McKinney residents of all ages.