

ONE | COMMUNITY VISION

McKINNEY 2040

Summary of Community Input

Through May 2016

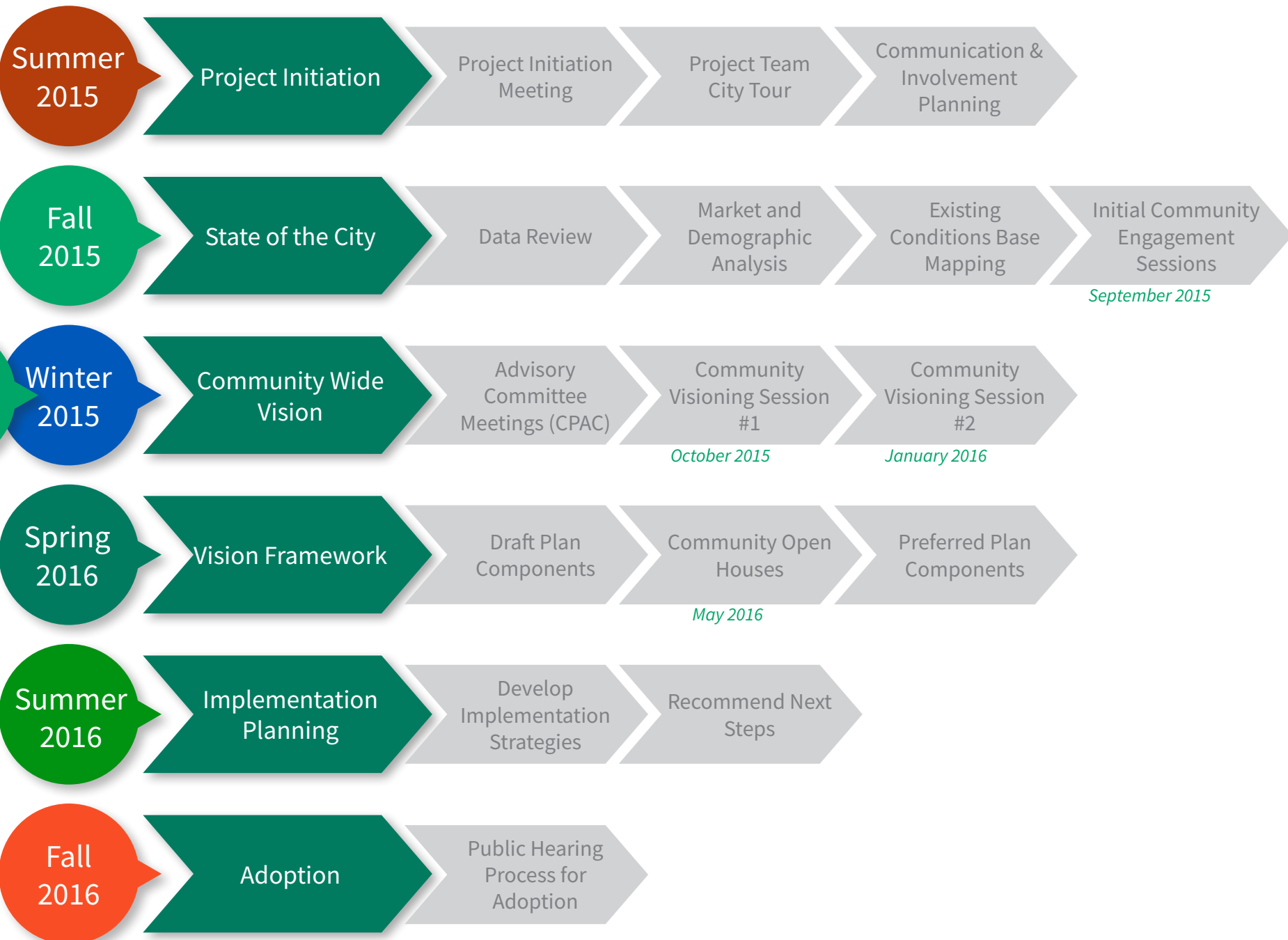




Stakeholder Involvement Process

ONE MCKINNEY 2040

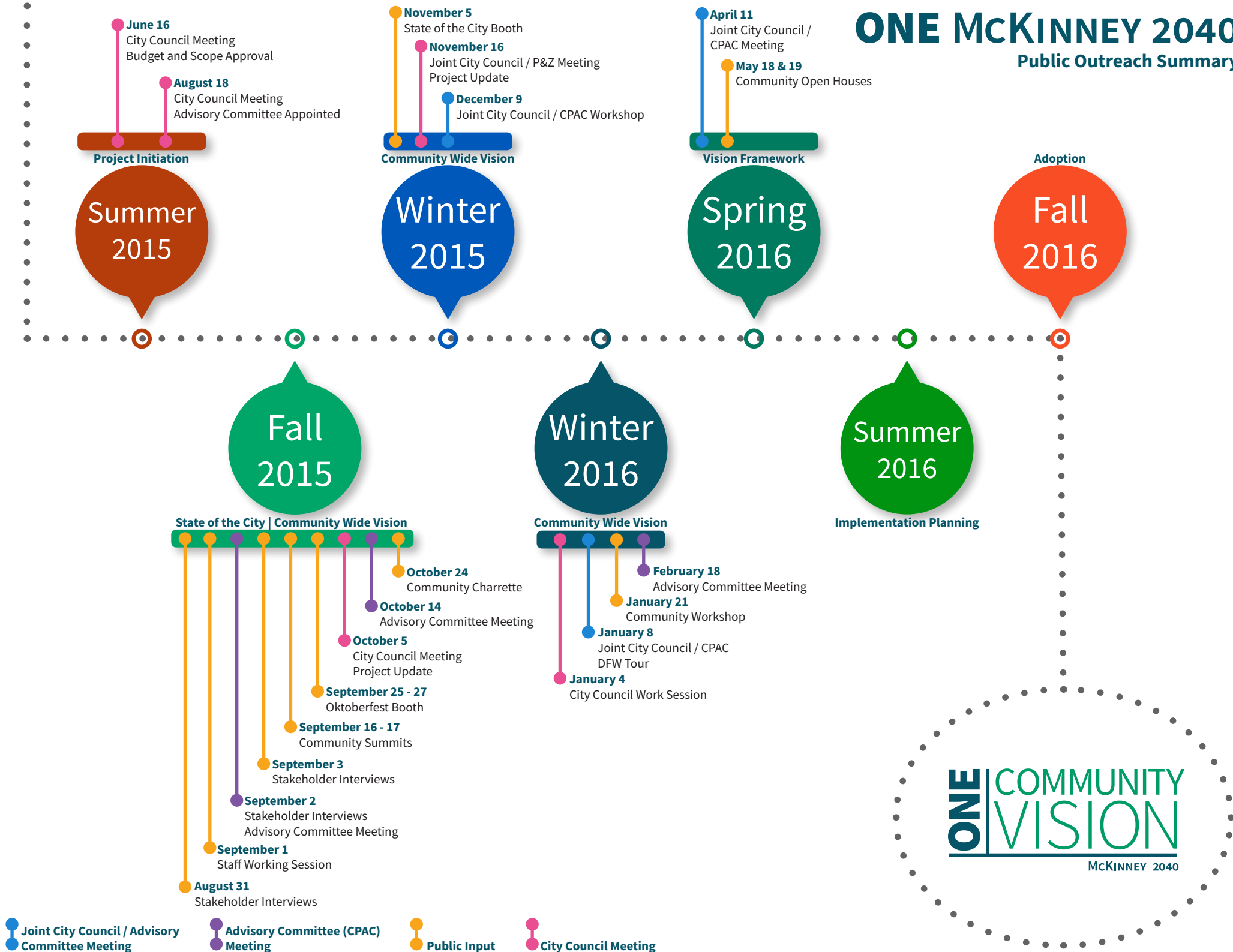
Overall Scope and Process Timeline



ONE COMMUNITY. ONE VISION. ONE MCKINNEY 2040

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Public Outreach Summary





'State of the City' Input Phase

Public Outreach

- Individual and Small Group Interviews (Aug 31 – Sept 3)
- Staff Working Session (September 1)
- Comprehensive Plan Advisory Committee (September 2)
- Community Summits (September 16-17)
- Oktoberfest (September 25-27)
- Online Surveys
- www.onemckinney2040.com




Community Summits

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McKINNEY 2040

Join the City of McKinney for
TWO COMMUNITY
SUMMITS

- INTERACTIVE ACTIVITIES
- LIGHT REFRESHMENTS PROVIDED
- KIDS' STATION WHERE YOUNG RESIDENTS CAN SHARE THEIR IDEAS

WHAT IDEAS DO YOU HAVE FOR McKINNEY'S FUTURE?



2 CHANCES TO ATTEND
THIS GREAT SUMMIT

Doors open at 5PM each night, followed by the summit dialogue at 6PM

McKinney High School
WEDNESDAY, SEPT. 16 | 5 PM-8 PM

Boyd High School
THURSDAY, SEPT. 17 | 5 PM-8 PM

For information about ADA accommodations, contact info@onemckinney2040.com or call 972.547.7403

- 150 participants
- Keypad Polling
- Station Activities
- Summit Dialogue
- Table Discussions



Issues with 'Very Important' Ratings

Q #		Staff	AC	Summit 1	Summit 2	Q #		Staff	AC	Summit 1	Summit 2
1	Keeping existing neighborhoods vital	58.3%	66.7%	79.3%	82.9%	13	Providing public transportation choices, to regional destinations	16.7%	13.3%	38.7%	30.6%
2	Keeping up with growth in population and jobs	91.7%	78.6%	69.0%	81.1%	14	Having a strong and diverse employment base	33.3%	20.0%	67.7%	66.7%
3	Growing the tax base	75.0%	66.7%	72.7%	64.7%	15	Creating walkable places with a mix of uses	18.2%	40.0%	62.5%	43.2%
4	Maintaining City infrastructure (streets, parks, buildings, etc.) over time	91.7%	60.0%	86.7%	89.2%	16	Retaining natural assets	66.7%	40.0%	74.2%	77.1%
5	Providing public transportation choices, to destinations in McKinney	0.0%	0.0%	54.8%	34.3%	17	Having quality schools (Kindergarten to college)	41.7%	93.3%	90.3%	89.2%
6	Using energy, water & other resources efficiently	50.0%	53.3%	93.3%	77.8%	18	Being environmentally sustainable (desirable or resilient) over the long term	27.3%	20.0%	71.0%	58.3%
7	Determining what happens on remaining vacant lands	58.3%	80.0%	81.3%	75.0%	19	Attracting major new companies	41.7%	35.7%	61.3%	64.9%
8	Managing traffic congestion	25.0%	33.3%	80.0%	83.8%	20	Helping McKinney small businesses to stay here as they grow	8.3%	20.0%	78.1%	70.3%
9	Improving quality of life	50.0%	14.3%	79.3%	67.6%	21	Creating connected biking & walking routes	16.7%	6.7%	51.5%	61.1%
10	Having a balance of jobs and housing	41.7%	20.0%	66.7%	69.4%	22	Having lifelong learning opportunities	16.7%	20.0%	66.7%	47.2%
11	Having a strong Downtown	27.3%	26.7%	48.4%	48.6%	23	Having high quality city services & facilities	58.3%	20.0%	76.7%	58.8%
12	Being economically sustainable (desirable or resilient) over the long term	90.9%	53.3%	76.7%	83.3%						

Oktoberfest

- Collected over 75 online survey responses.
- Collected over 100 email addresses.
- Visual preference survey activity.



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Oktoberfest Visual Preference Survey Results

WHAT DO **YOU** WANT FOR MCKINNEY'S *FUTURE*?

● Want to See ● Don't Want to See



● 113 99% | ● 1 1%



● 53 90% | ● 6 10%



● 29 91% | ● 3 9%



● 29 33% | ● 59 67%



● 6 17% | ● 30 83%



● 14 100% | ● 0 0%



● 32 91% | ● 3 9%



● 18 38% | ● 29 62%



● 106 100% | ● 0 0%



● 131 98% | ● 3 2%



● 44 88% | ● 6 12%



● 8 18% | ● 37 82%



● 2 4% | ● 52 96%



● 38 84% | ● 7 16%



● 58 94% | ● 4 6%



● 6 6% | ● 98 94%



● 15 12% | ● 108 88%



● 25 78% | ● 7 22%



● 2 13% | ● 14 88%



● 19 24% | ● 59 76%



● 8 24% | ● 25 76%



● 77 99% | ● 1 1%



● 18 50% | ● 18 50%



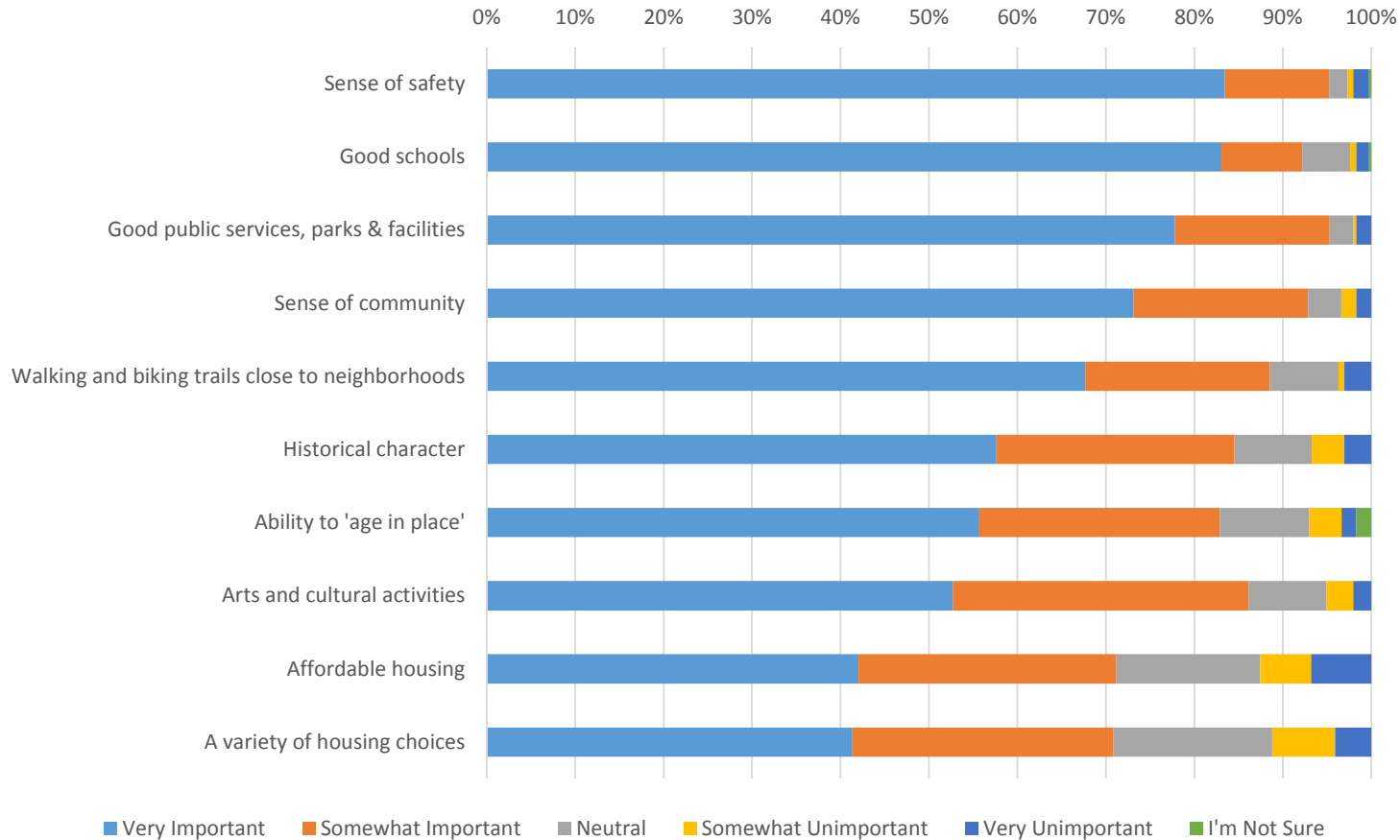
● 72 89% | ● 9 11%



● 16 34% | ● 31 66%

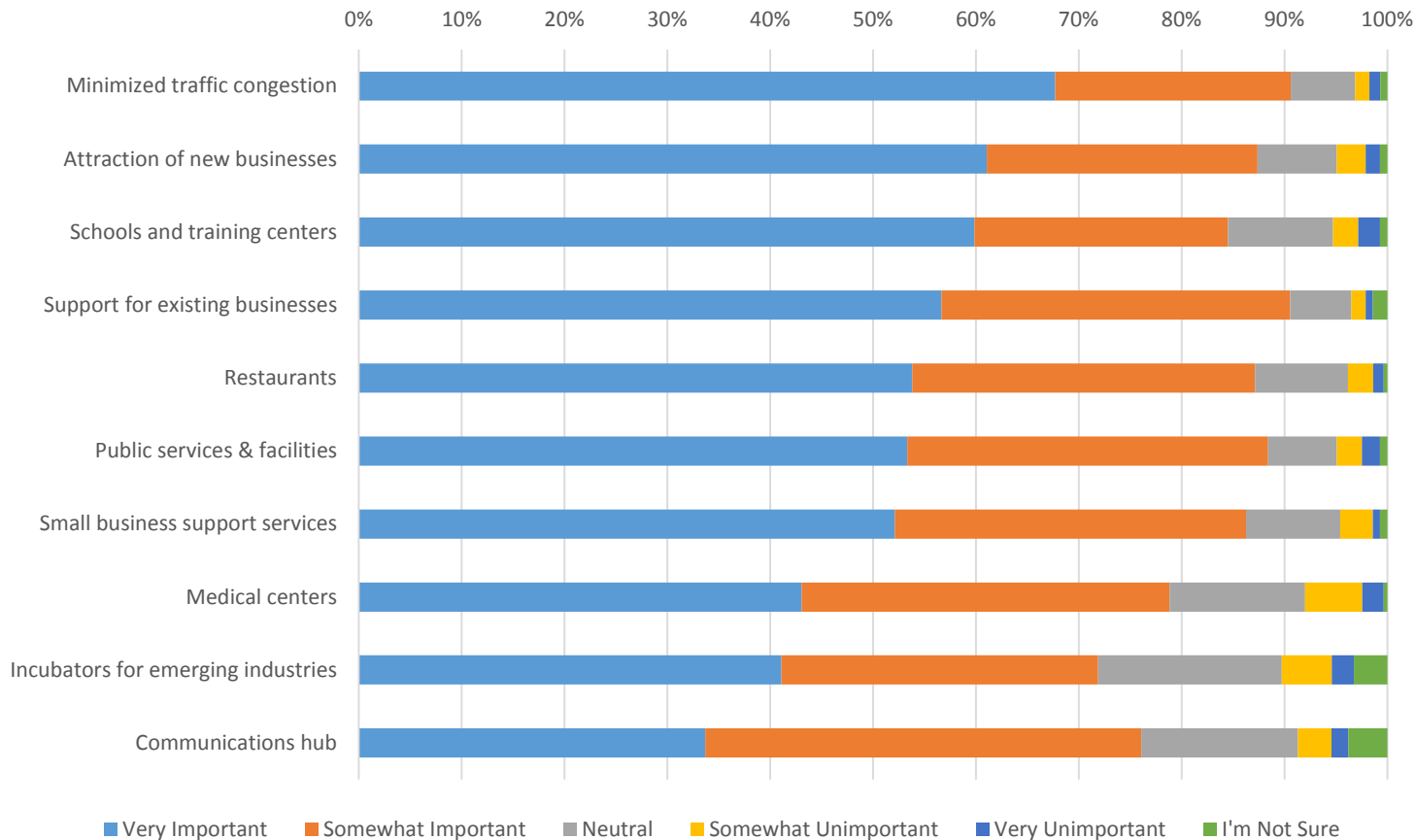
Online Survey Summary Responses

How important are these features so McKinney is a desirable place to live?



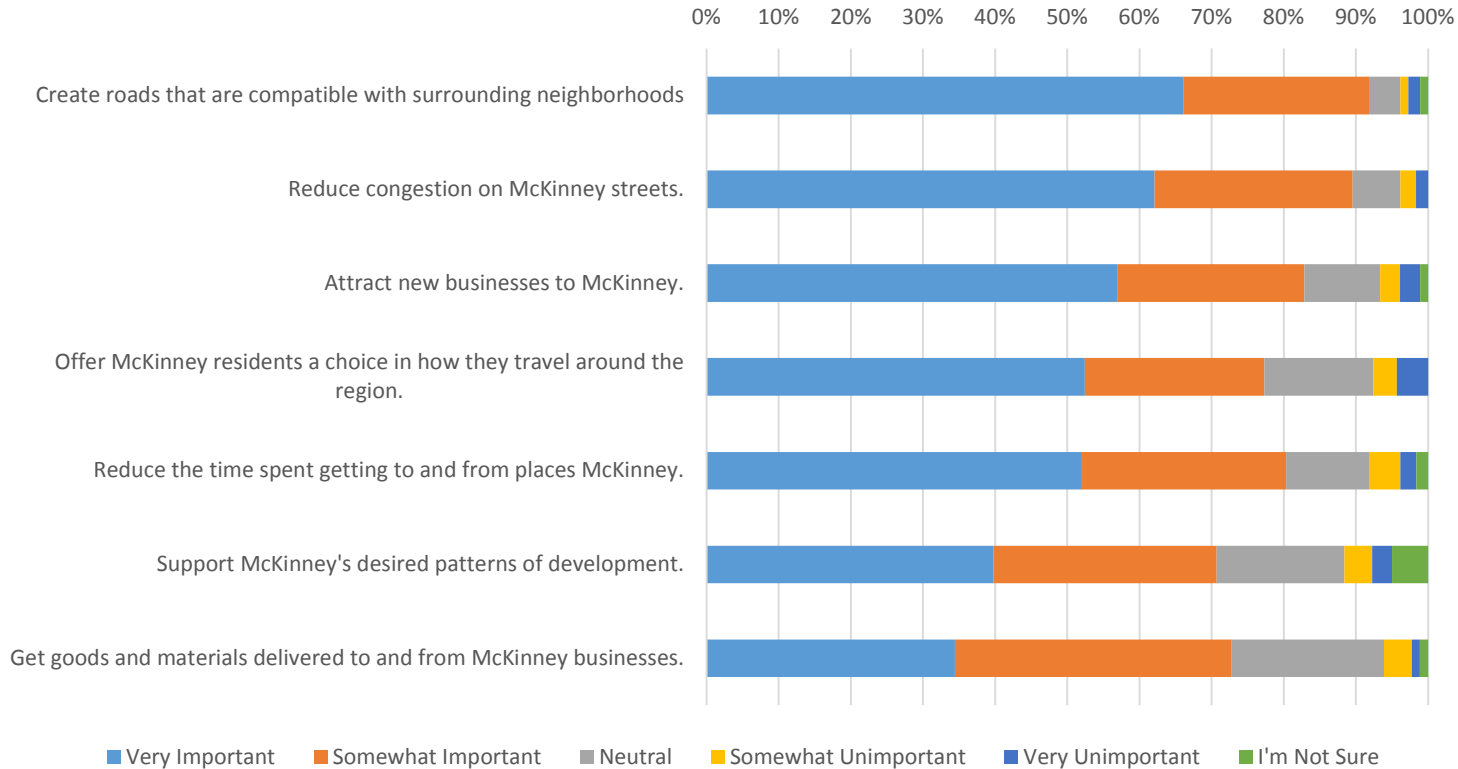
Online Survey Summary Responses

How important are these features to McKinney's future economic success?



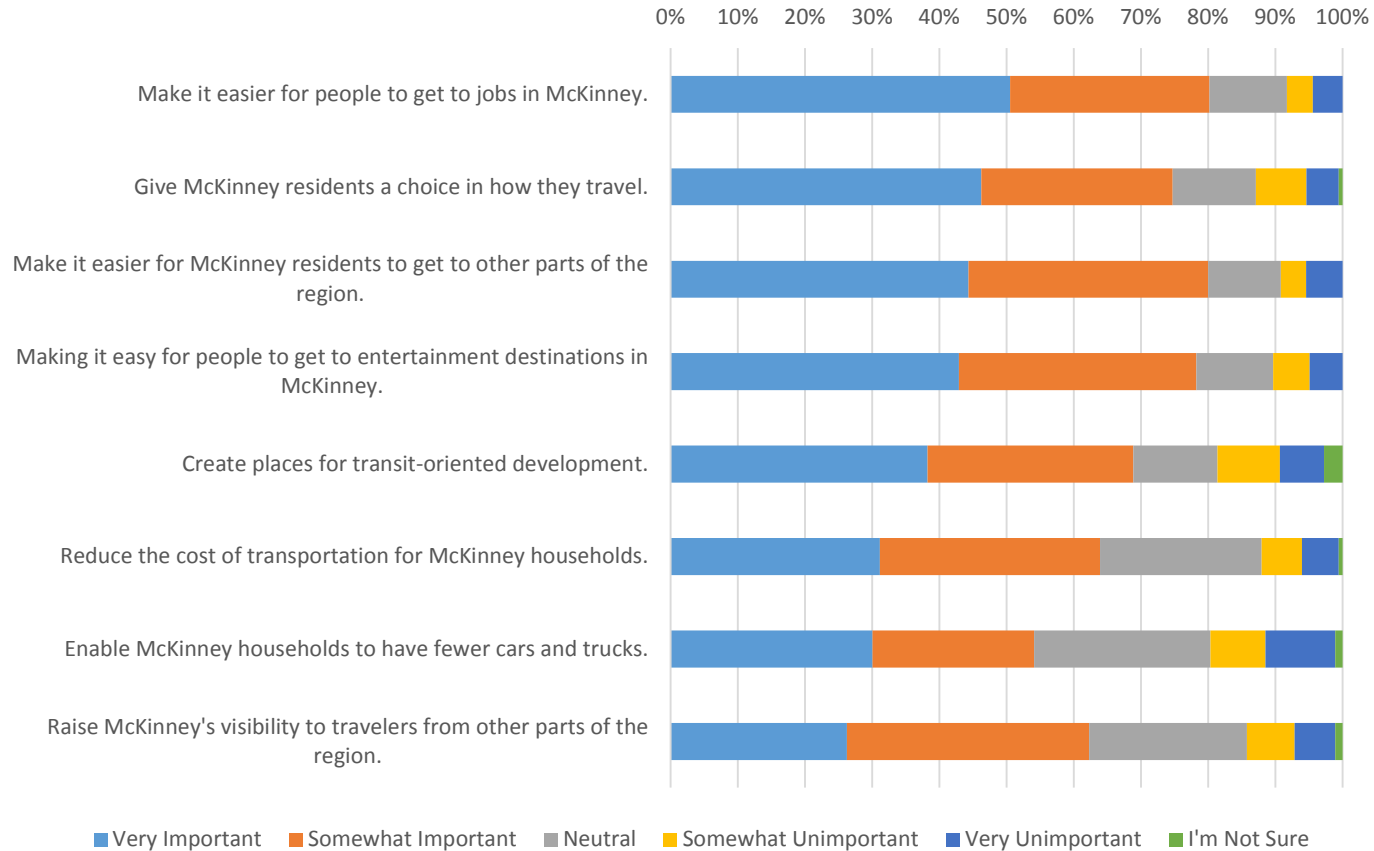
Online Survey Summary Responses

How important are these aspects of mobility to McKinney residents and businesses?



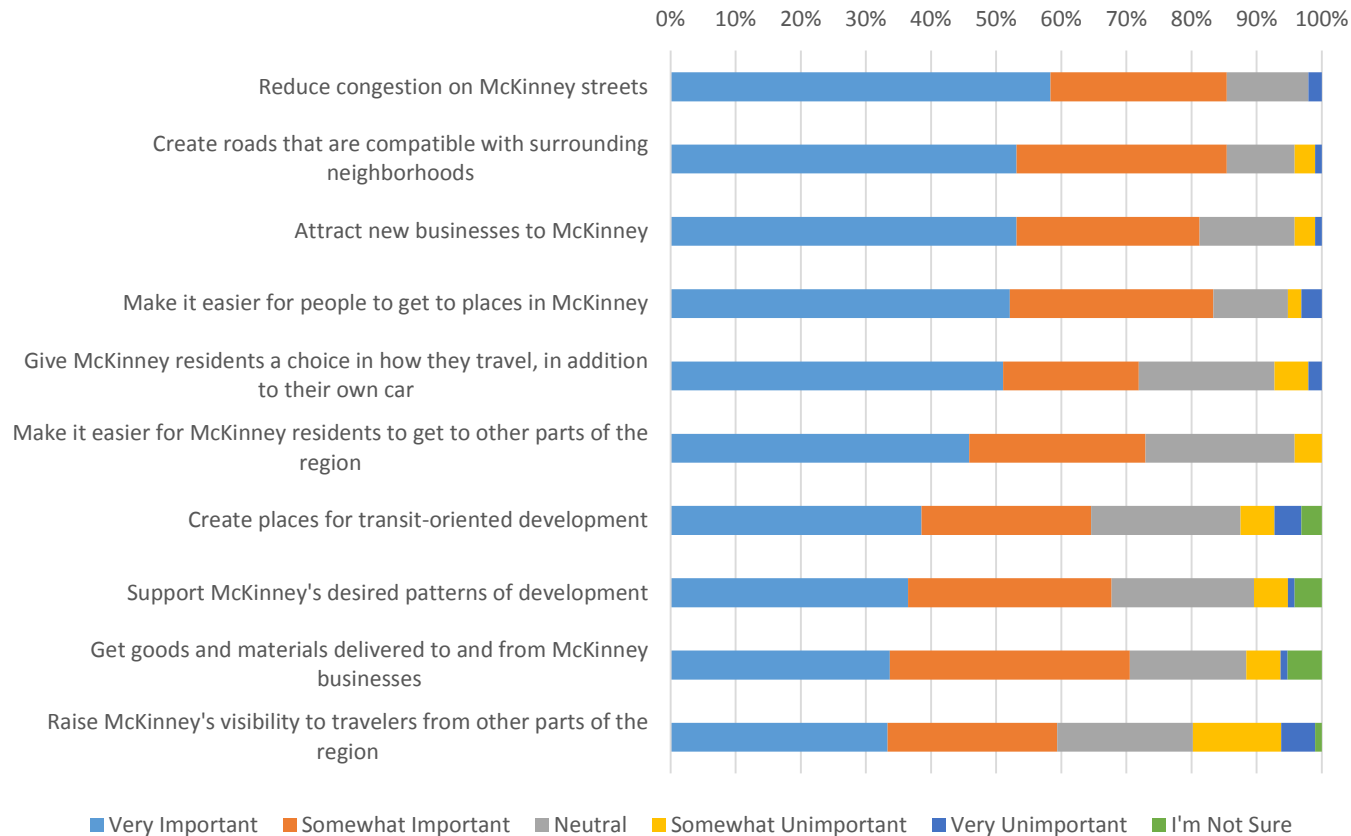
Online Survey Summary Responses

How important are these public transportation benefits to McKinney?



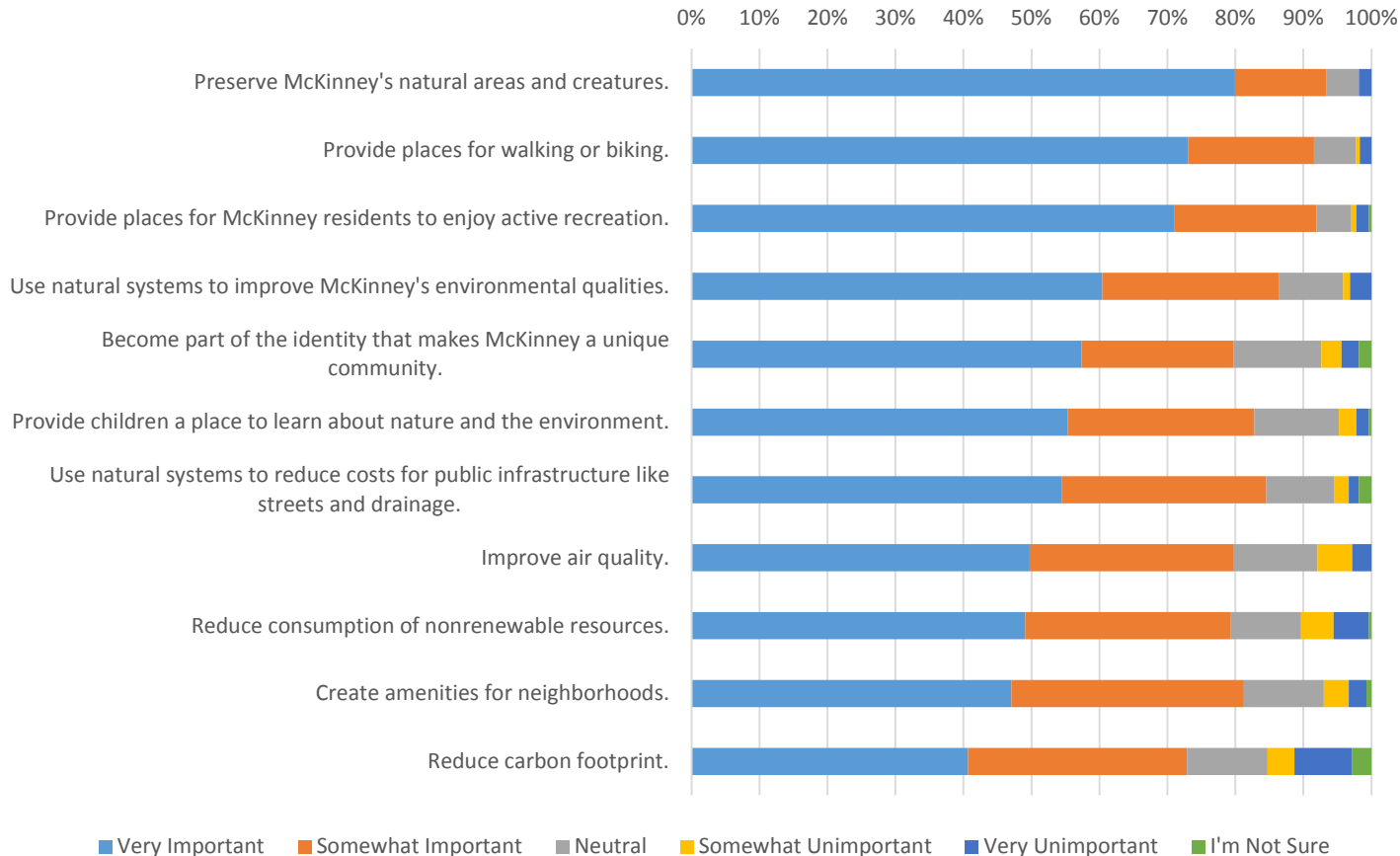
Online Survey Summary Responses

How important are these aspects of mobility to McKinney residents and businesses? (Oktoberfest)



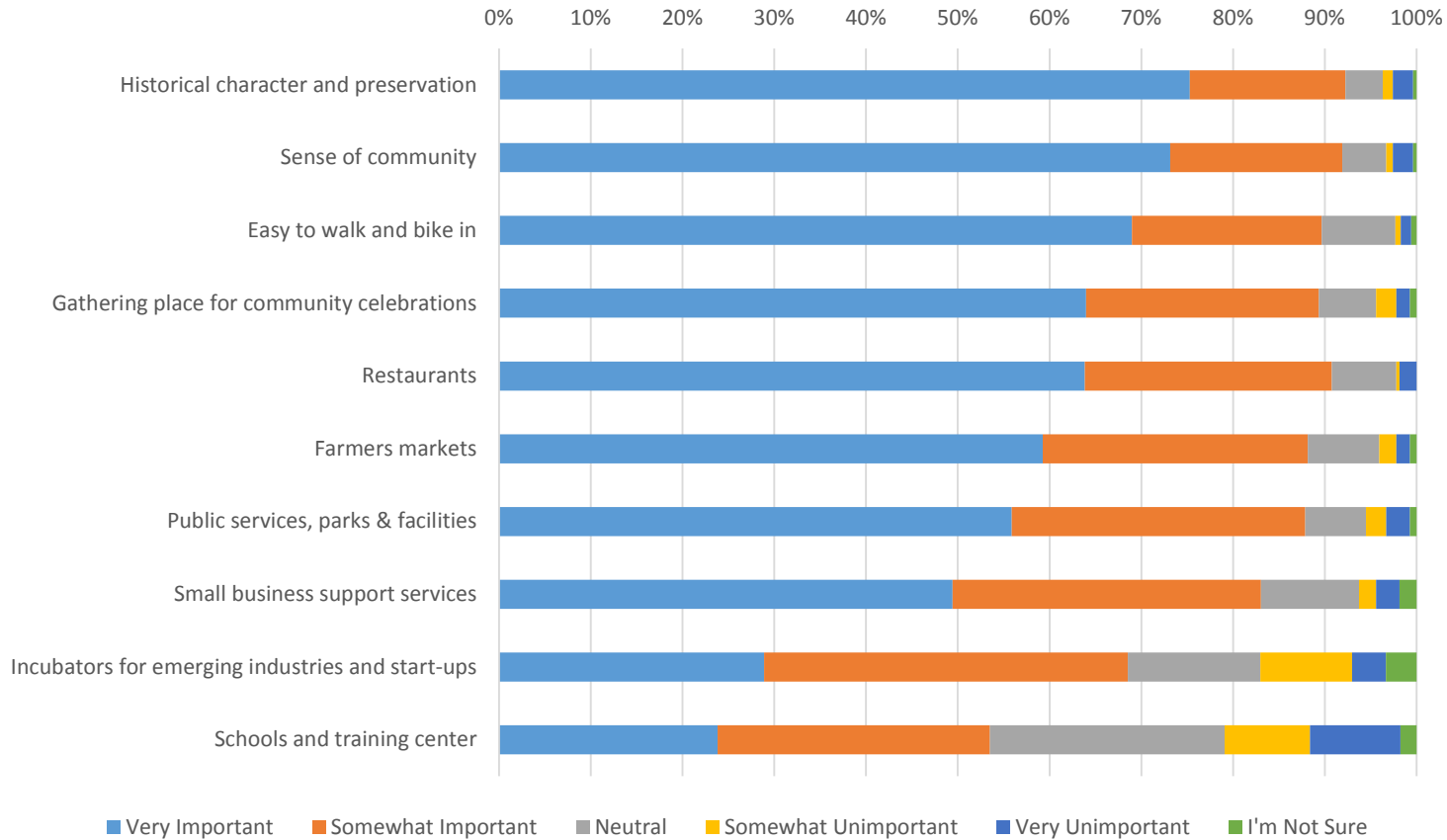
Online Survey Summary Responses

The list below suggests ways the natural environment could benefit the McKinney community. How important are they to McKinney's future?



Online Survey Summary Responses

How important are these features to downtown's success in the future?



Preliminary Results Summary

Early input suggests that the following issues are important amongst a majority of the stakeholders:

- Maintaining City infrastructure (streets, parks, buildings) over time
- Providing comparable city services and amenities city wide
- Growing the City's tax base in order to be economically sustainable and resilient over the long term
- Inventing/Reinventing major corridors
- Using energy, water, and other resources efficiently
- Keeping existing neighborhoods vital
- Continuing to embrace downtown as the historic jewel of McKinney
- Maximizing the opportunity presented by the airport
- Providing quality schools and educational opportunities
- Respecting natural features and topography
- Maintaining a sense of community and quality of life as the city grows
- Determining the development pattern for the future of currently undeveloped areas
- Providing efficient transportation infrastructure

Results Summary

- Issues that require further evaluation include:
 - What role should public transportation play in McKinney, either for trips to McKinney destinations or for regional connection
 - What types of businesses will be best for increasing tax base and job growth
 - What is the best approach to creation and location of walkable, mixed use areas within McKinney
 - What is an appropriate mix of housing variety and densities
 - Is there enough opportunity for different generations and users to remain in McKinney (i.e. corporate to workforce and young generation to older generation)



‘Community Wide Vision’ Input Phase

Public Outreach

- City Council Meetings (October 5, November 16 - with P&Z, January 4)
- Comprehensive Plan Advisory Committee (October 14, February 18)
- Community Charrette (October 24)
- State of the City (November 5)
- Joint Sessions for City Council & CPAC (December 9, January 8 DFW Tour)
- Community Workshop (January 21)
- Online Surveys
- www.onemckinney2040.com

October Community Charrette

- Approximately 105 participants.
- All-day community event.
- Multiple activities for participants.

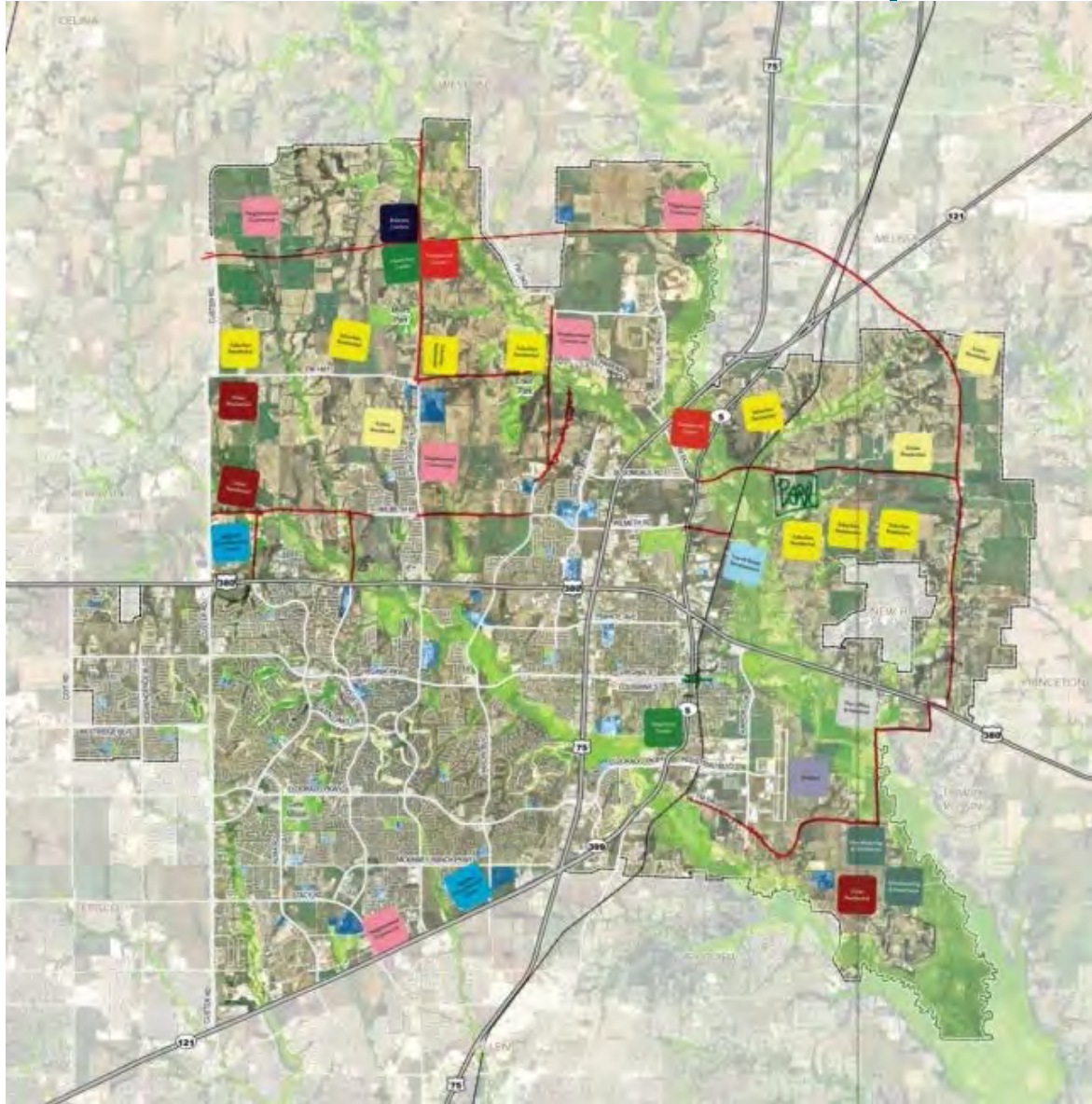


Charrette Strategic Issues Polling Results

How important is this issue or approach to the best possible future for the McKinney community?

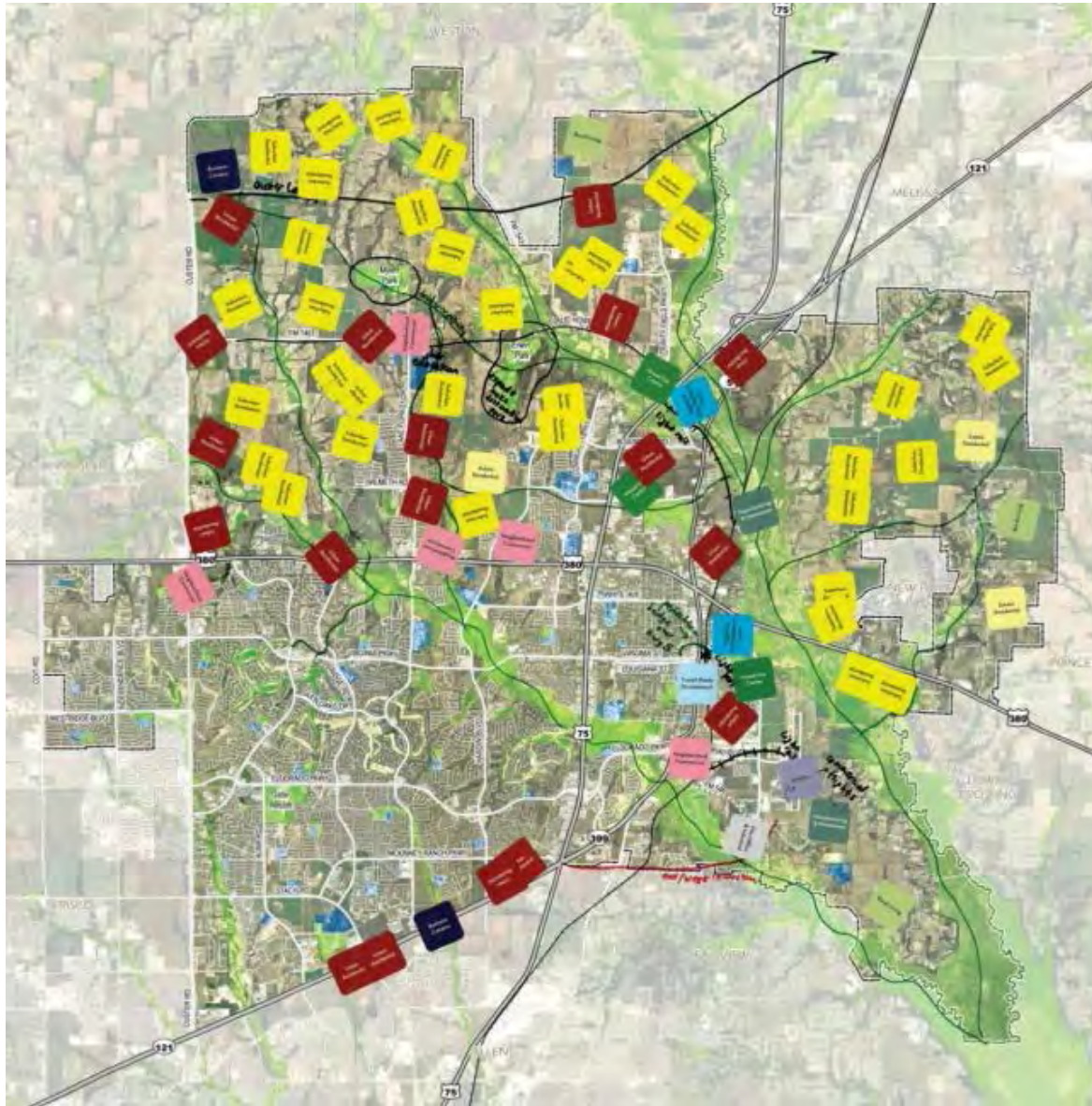
	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Maintaining City infrastructure (streets, parks, buildings, etc.) over time	89.4%	10.6%	0.0%	0.0%	0.0%	0.0%
Having quality schools (Kindergarten to college)	85.2%	9.1%	1.1%	1.1%	1.1%	2.3%
Being economically sustainable (desirable or resilient) over the long term	80.5%	10.3%	2.3%	2.3%	1.1%	3.4%
Having a strong and diverse employment base	70.1%	20.7%	5.7%	3.4%	0.0%	0.0%
Growing the tax base	66.3%	22.1%	7.0%	1.2%	0.0%	3.5%
Keeping existing neighborhoods vital	51.8%	31.8%	9.4%	3.5%	1.2%	2.4%
Creating walkable places with a mix of uses	47.7%	36.0%	8.1%	5.8%	2.3%	0.0%
Providing public transportation choices, to regional or McKinney destinations	40.7%	38.4%	12.8%	7.0%	1.2%	0.0%

Team #1 Scenario Concept



A diverse community that respects community, historic heritage, and embraces balanced growth.

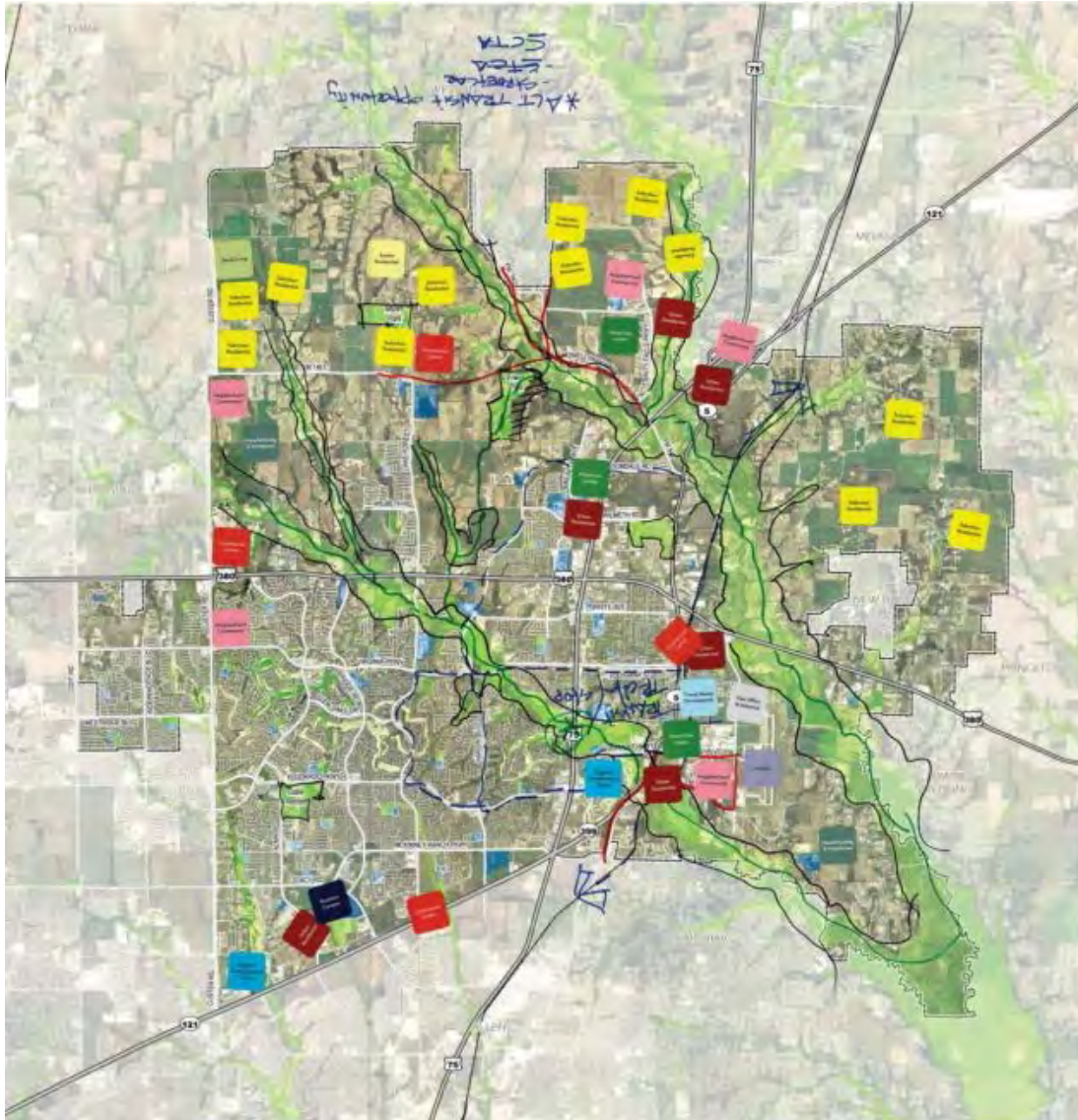
Team #2 Scenario Concept



We envision a city that promotes a high quality of life that balances live, work, play opportunities for an interconnected and economically sustainable community, while respecting the give natural environment.

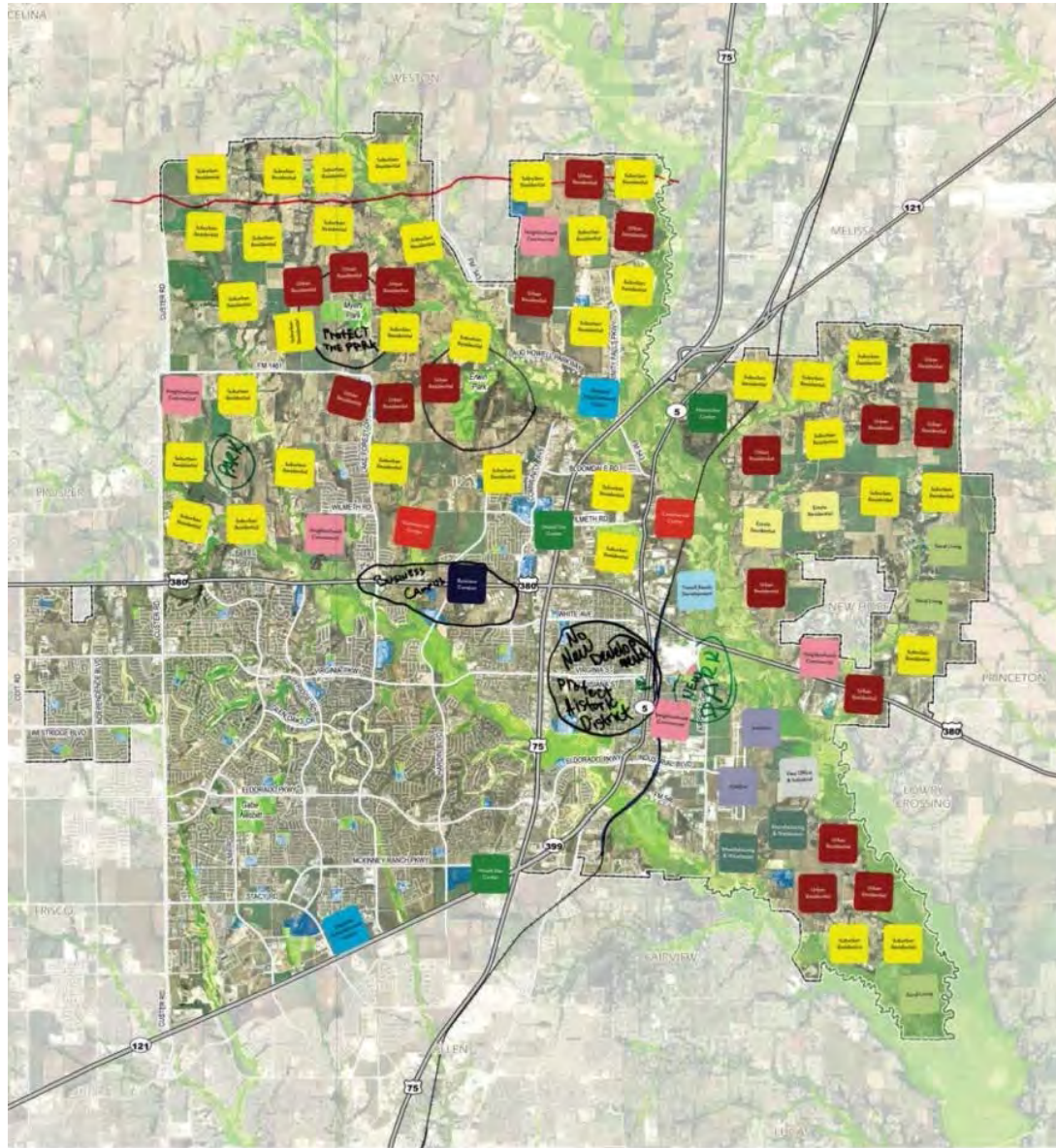
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Team #3 Scenario Concept



A city utilizing our existing attributes by preserving the unique qualities and characteristics and open space, while recognizing growth and development as important factors to future opportunities.

Team #4 Scenario Concept



Respecting the past, while growing the future; Recognizing our unique heritage and culture, while embracing diversity and community, and respecting the sustainability or growth, the City of McKinney will be a vibrant place to live, work, and play.

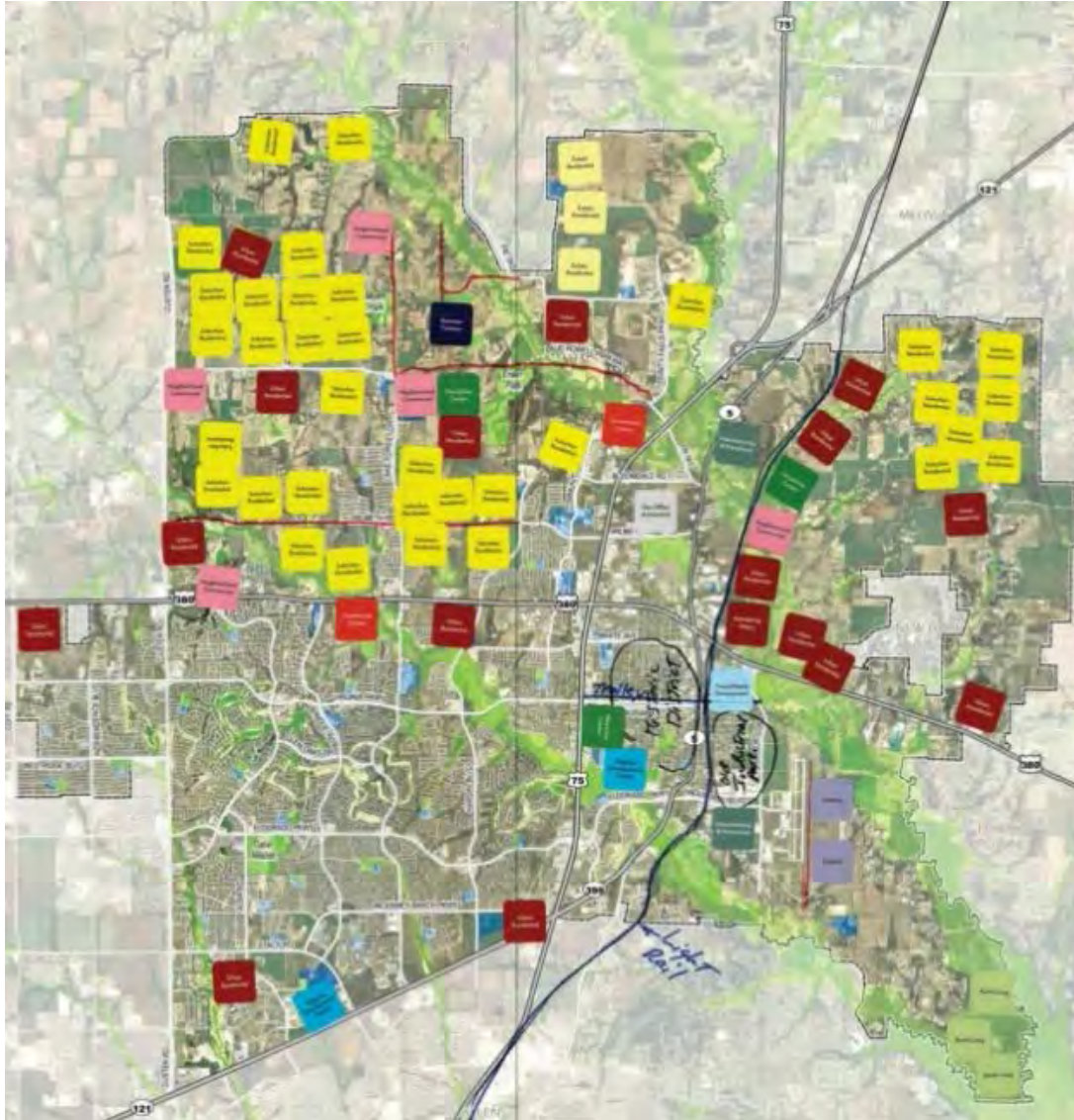
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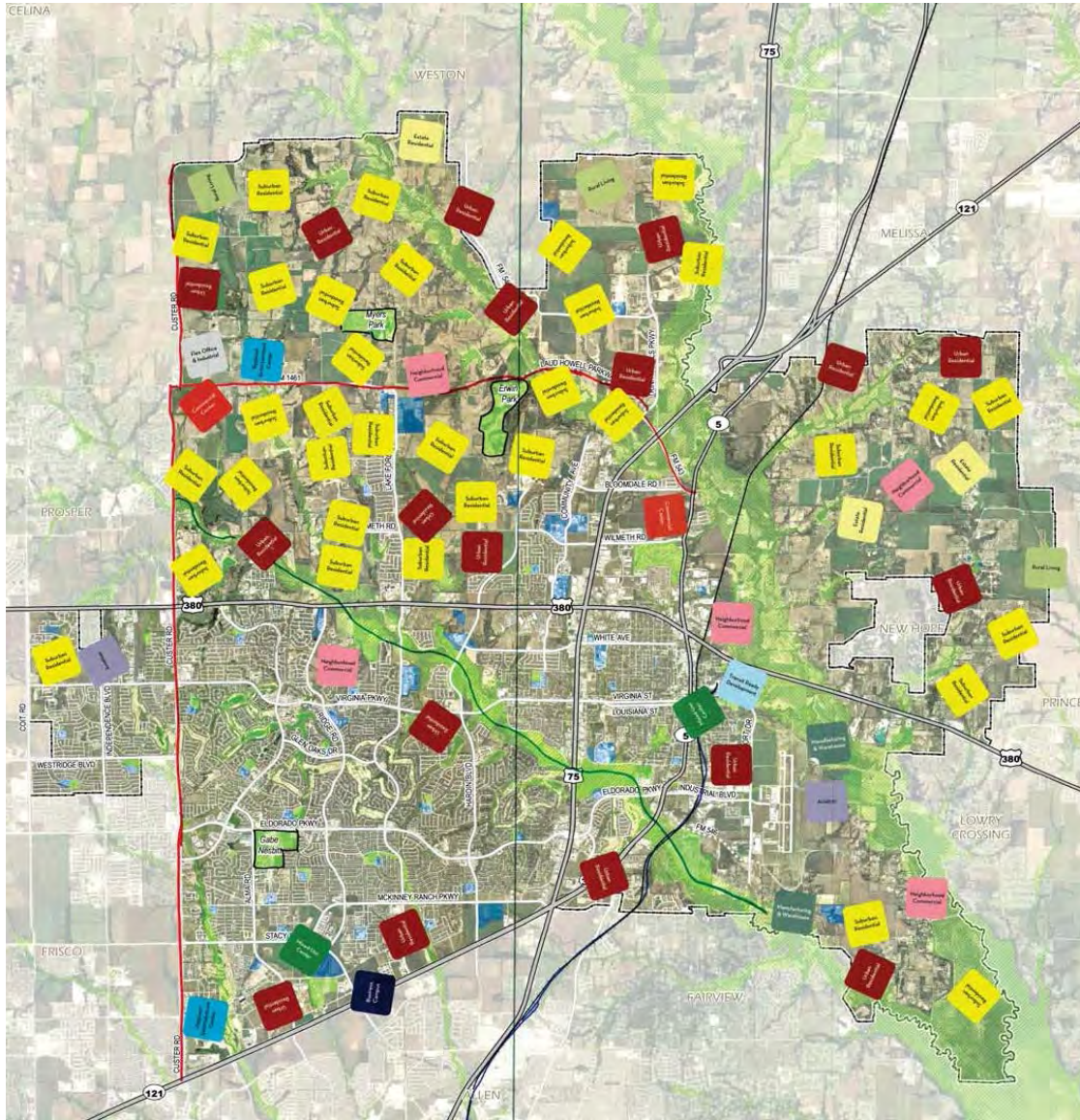
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Team #6 Scenario Concept



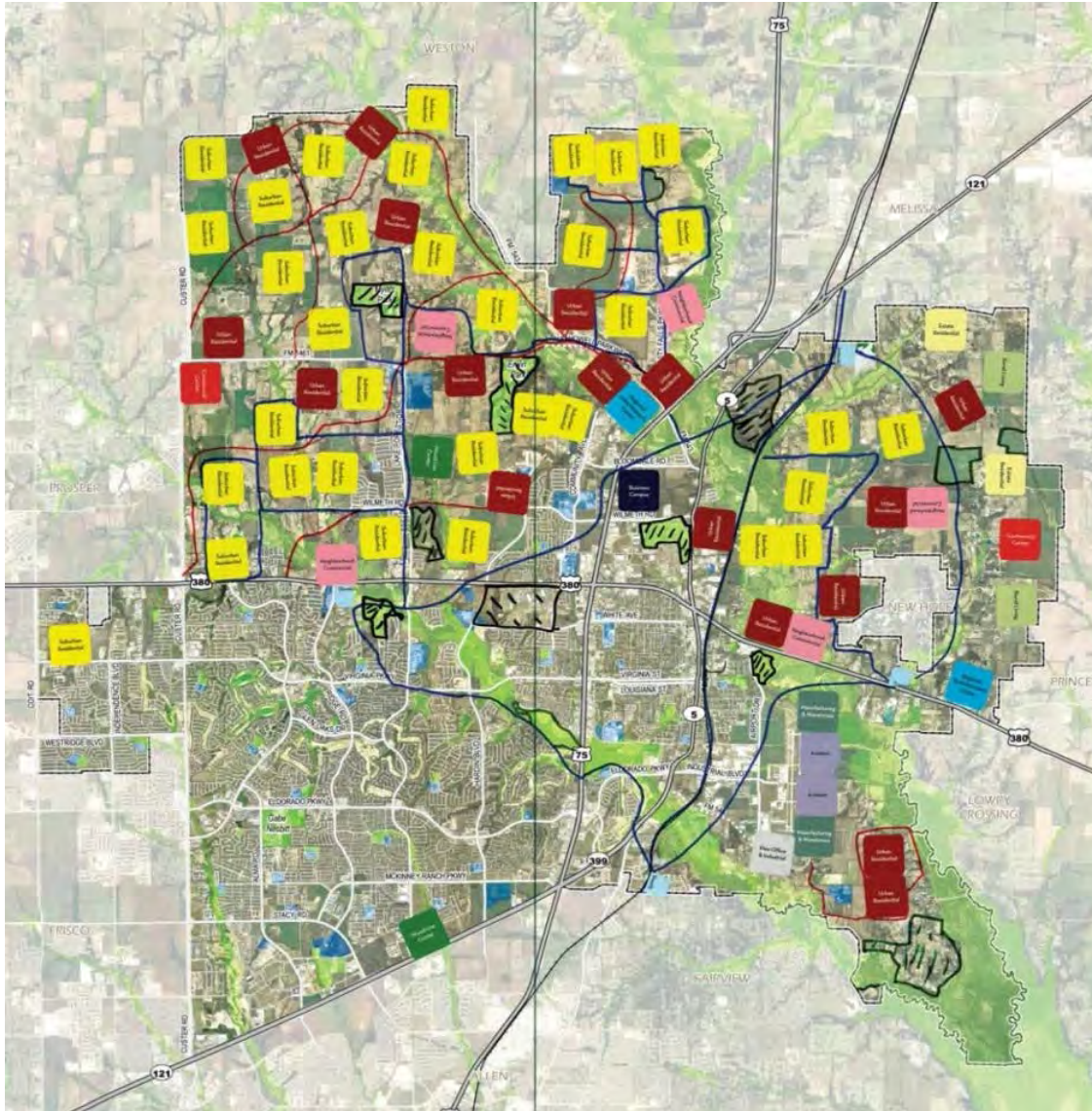
Build an inclusive, sustainable community by maximizing local resources and creating long term solutions.

Team #7 Scenario Concept



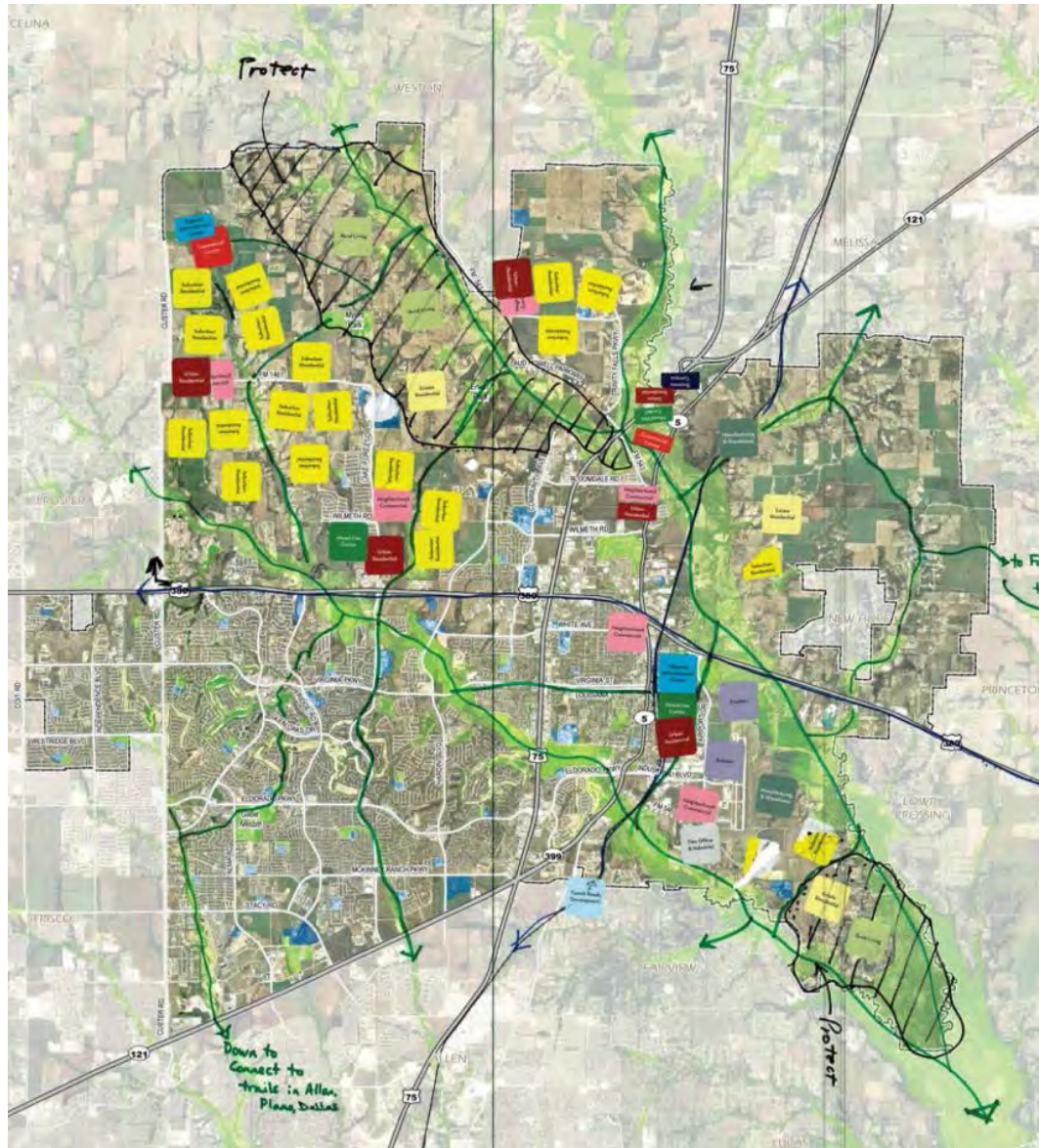
- All people can grow
- Develop residences in North
- Cluster into Hwy-commercial/flex office
- More jobs at Airport

Team #8 Scenario Concept



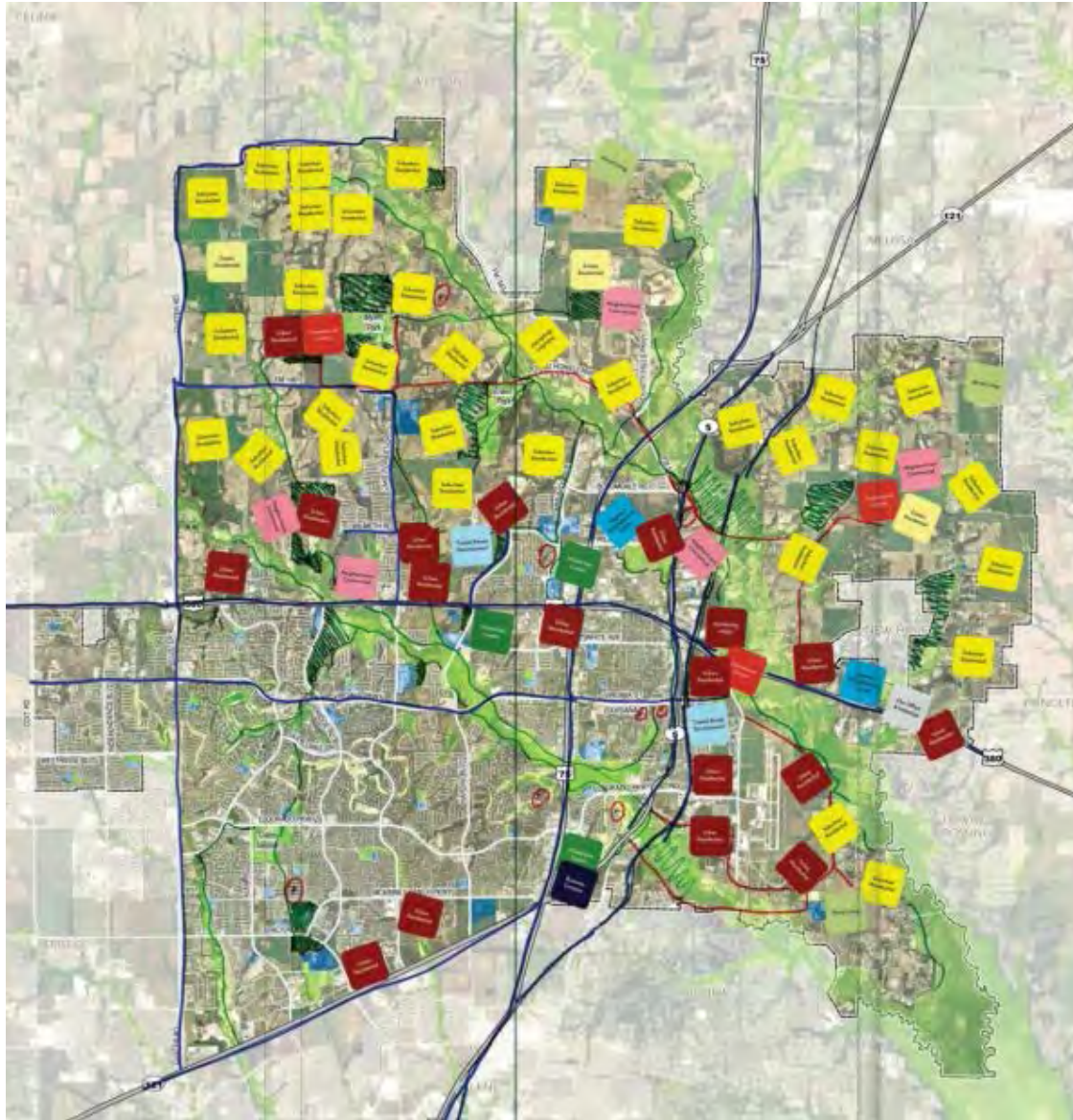
A unified,
economically
sustainable, well-
educated city:
meeting the needs
of its diverse
citizenry

Team #9 Scenario Concept



- Growing the future, Respecting the past
- Growing a diverse community and respecting historic in a sustainable way providing transportation options and housing options.
- Preserve and promote McKinney's cultural, natural, and human resources while growing sustainably.

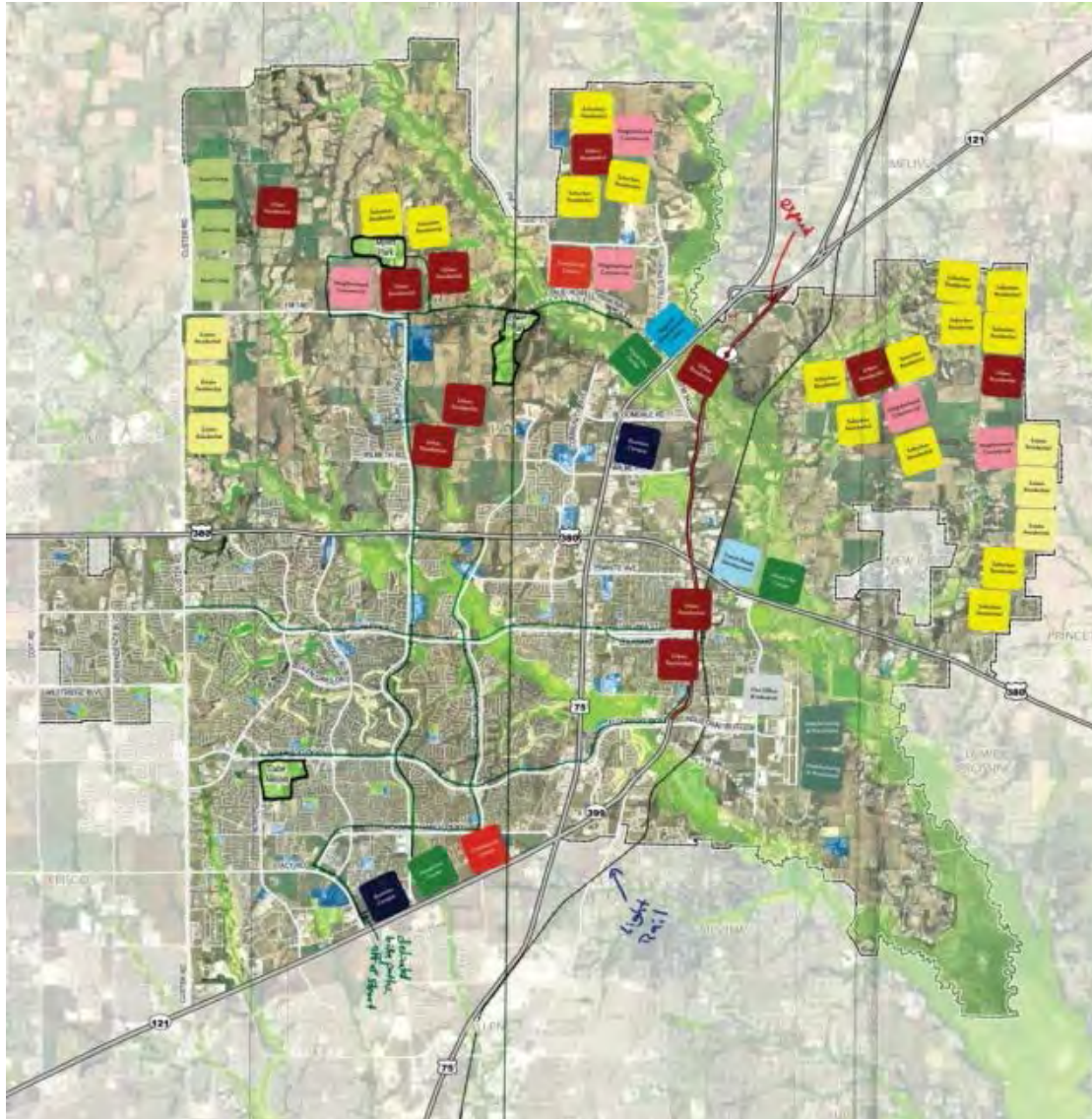
Team #10 Scenario Concept



Create/build an environment that engages the youth that will drive the opportunities and protect the historic and natural landscapes while developing and embracing diversity and encouraging business growth.

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Team #11 Scenario Concept



Plan for McKinney's future growth and needs while maintaining current quality of life.

Charrette Scenarios Polling Results

Does this team's scenario reflect a future we should consider for McKinney?

Team	Definitely	Probably	Maybe	Probably Not	Definitely Not	I'm not sure
1	31.3%	32.8%	21.9%	4.7%	3.1%	6.3%
2	25.0%	34.7%	26.4%	6.9%	4.2%	2.8%
3	24.1%	32.9%	32.9%	5.1%	2.5%	2.5%
4	37.7%	31.2%	16.9%	9.1%	5.2%	0.0%
5	22.2%	34.7%	25.0%	9.7%	8.3%	0.0%
6	27.5%	20.3%	37.7%	11.6%	1.4%	1.4%
7	45.1%	22.5%	21.1%	2.8%	8.5%	0.0%
8	23.5%	42.6%	27.9%	4.4%	1.5%	0.0%
9	46.5%	21.1%	21.1%	4.2%	5.6%	1.4%
10	41.9%	24.3%	20.3%	5.4%	8.1%	0.0%
11	N/A	N/A	N/A	N/A	N/A	N/A

Charrette Preferred Scenario Polling Results

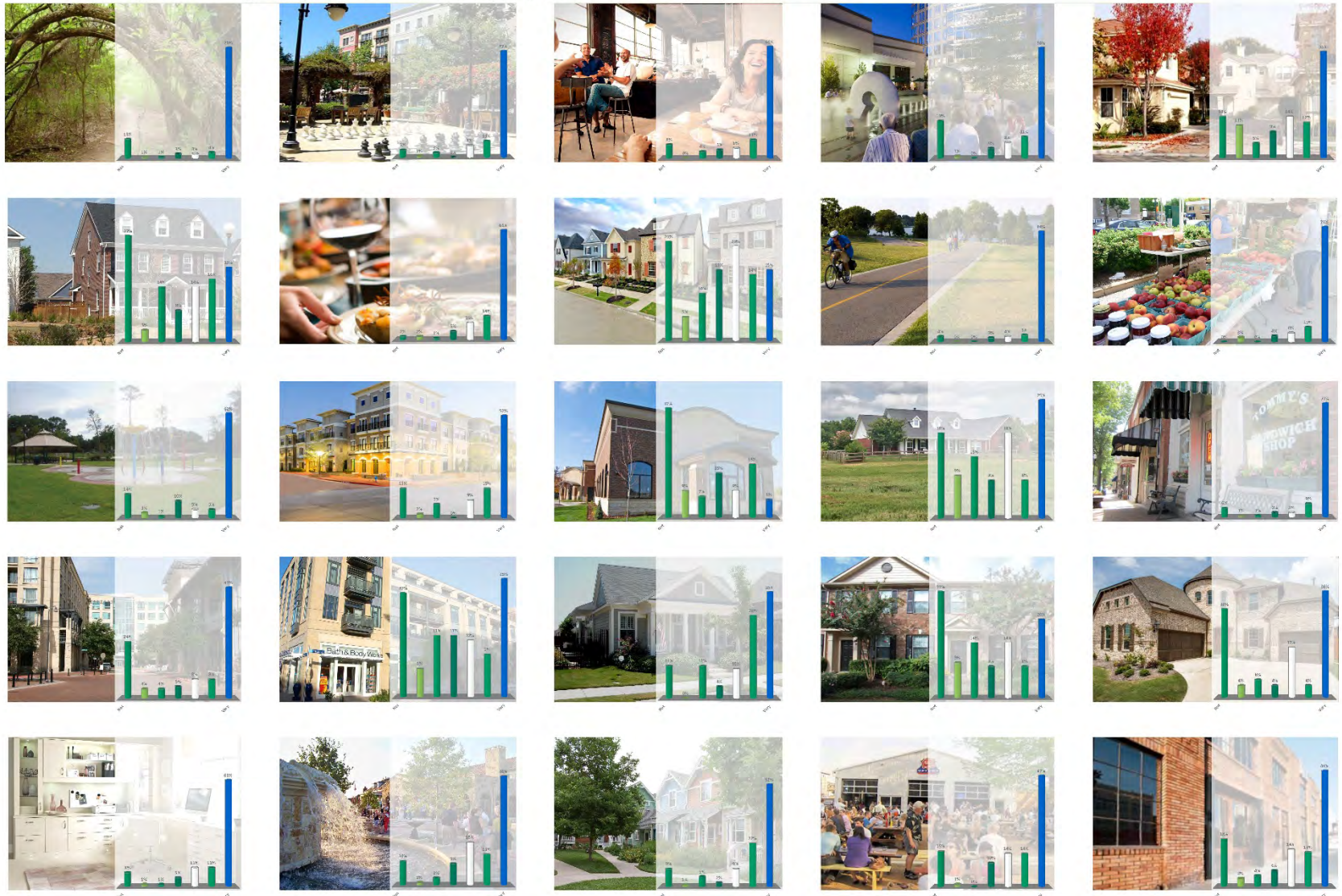
How important is it that a Preferred Scenario do the following?

	Very important	Somewhat important	Neutral	Not very important	Very unimportant	I'm not sure
Meet the needs of people at all stages of their lives?	86.5%	9.5%	1.4%	1.4%	1.4%	0.0%
Manage traffic congestion in McKinney?	86.4%	8.6%	1.2%	0.0%	2.5%	1.2%
Provide a mix of housing choices?	80.8%	15.4%	1.3%	2.6%	0.0%	0.0%
Have a positive fiscal balance for the City (benefits are greater than costs)?	79.2%	15.3%	4.2%	0.0%	0.0%	1.4%
Accommodate McKinney's expected employment growth?	78.5%	11.4%	7.6%	2.5%	0.0%	0.0%
Provide transportation choices?	76.3%	14.5%	5.3%	1.3%	2.6%	0.0%
Have a positive fiscal balance for other public entities such as Collin County and the school districts (benefits are greater than costs)?	74.3%	13.5%	5.4%	2.7%	0.0%	4.1%
Accommodate McKinney's expected population growth?	65.3%	16.7%	4.2%	8.3%	5.6%	0.0%
Reduce vehicle trips per capita in McKinney?	62.5%	23.8%	3.8%	3.8%	5.0%	1.3%
Support jobs with high wage potential?	61.5%	19.2%	9.0%	7.7%	1.3%	1.3%

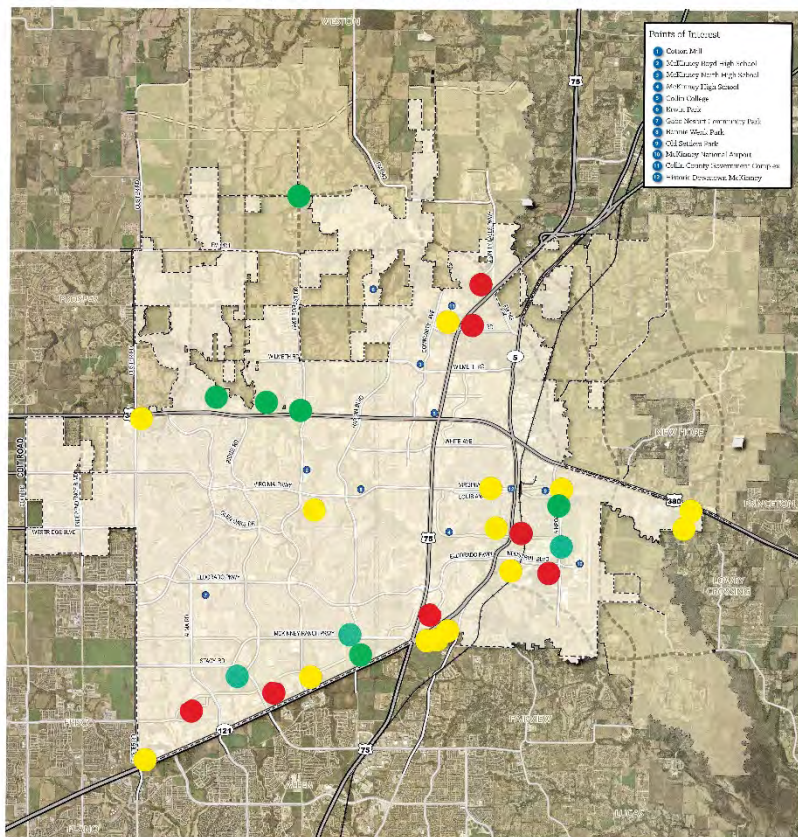
Visual Preference Feedback, Charrette

WHAT DO **YOU** WANT FOR MCKINNEY'S *FUTURE*?

Results of Keypad Polling taken at the Community Charrette (October 24, 2015)



Identify locations for future Gateways and Landmarks



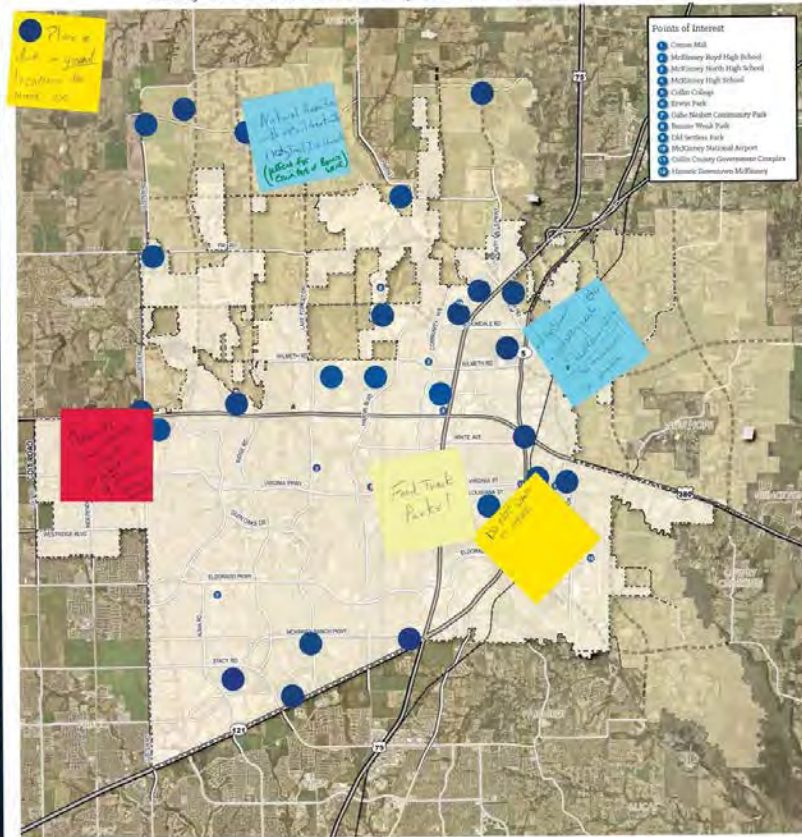
Legend

- Highway — Future Major Regional Highway
- Major Road — Future Principal/Major Arterial (6 lanes)
- County Road — Future Minor Arterial (4 lanes)
- Railroad

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Identify ideal locations for Community-Scale Mixed Use Areas



Legend

- Highway — Future Major Regional Highway
- Major Road — Future Principal/Major Arterial (6 lanes)
- County Road — Future Minor Arterial (4 lanes)
- Railroad

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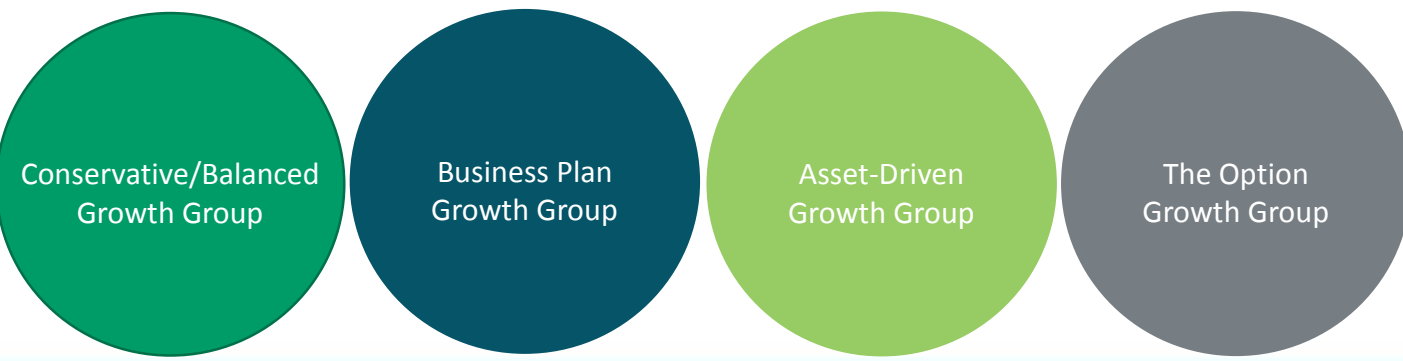
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Potential Composite Scenarios



Common Themes

- Accommodating new development
- High quality of life
- Create new jobs
- Grow the commercial tax base
- Economic / fiscal sustainability
- Historic/cultural preservation
- Preserving / highlighting natural features
- Embracing a multi-generational, diverse community
- Emphasis on transportation and mobility
- Protect school system



Conservative/Balanced
Growth Group

Business Plan
Growth Group

Asset-Driven
Growth Group

The Option
Growth Group

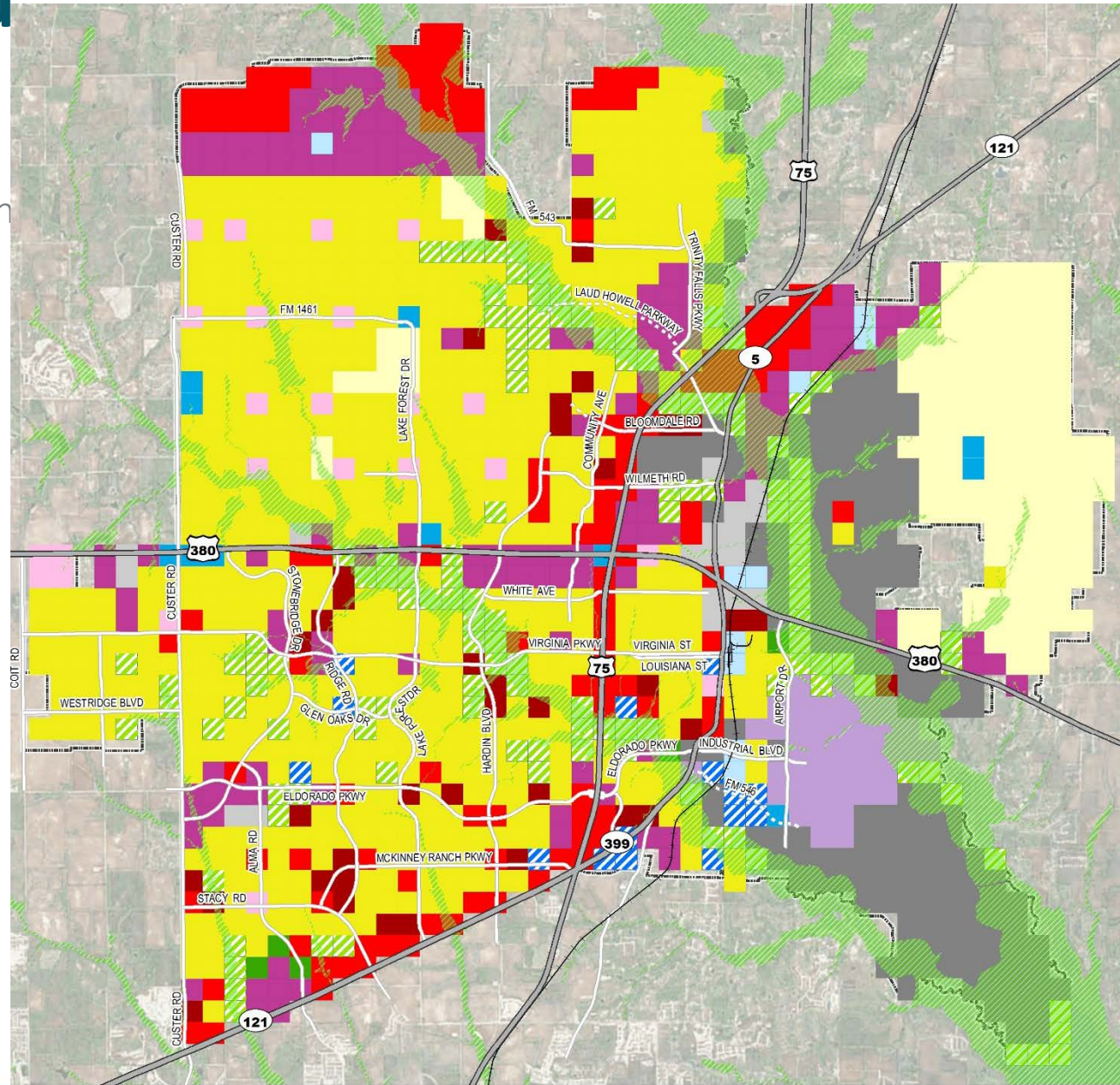
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Current Trend

Scenario Based on Current
Future Land Use Plan +
Anticipated Land Uses/Zonin

-  *Institutional
 -  *Open Space
 -  Business Campus
 -  Transit Ready Development
 -  Flex Office/Industrial
 -  Neighborhood Commercial
 -  Mixed Use Center
 -  Manufacturing/Warehouse
 -  Rural Living
 -  Regional Entertainment Center
 -  Estate Residential
 -  Urban Residential
 -  Aviation
 -  Commercial Center
 -  Suburban Residential
-  McKinney ETJ

Current Trend



Growth Indicators

Conservative/Balanced
Growth Group

Table 1

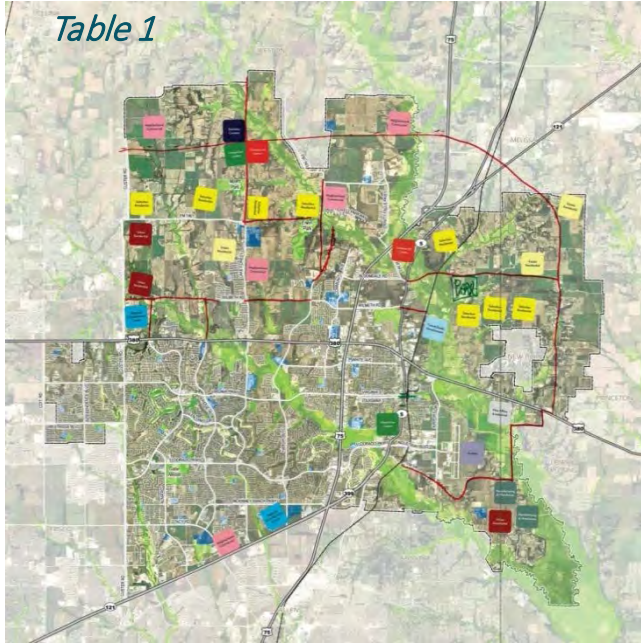


Table 2

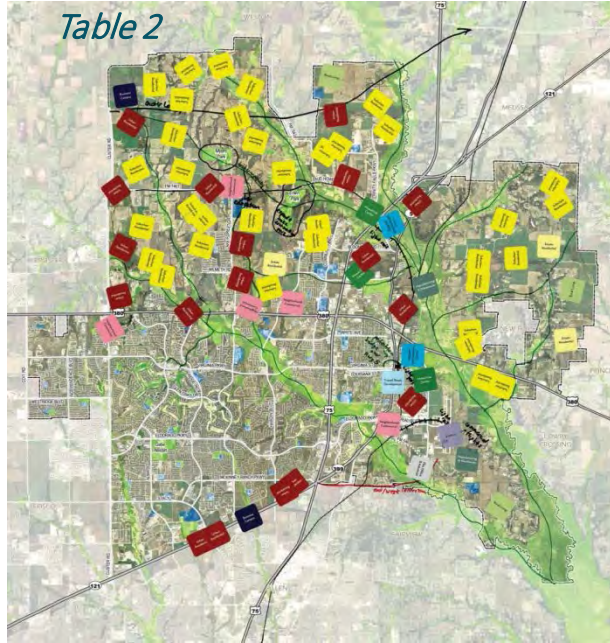
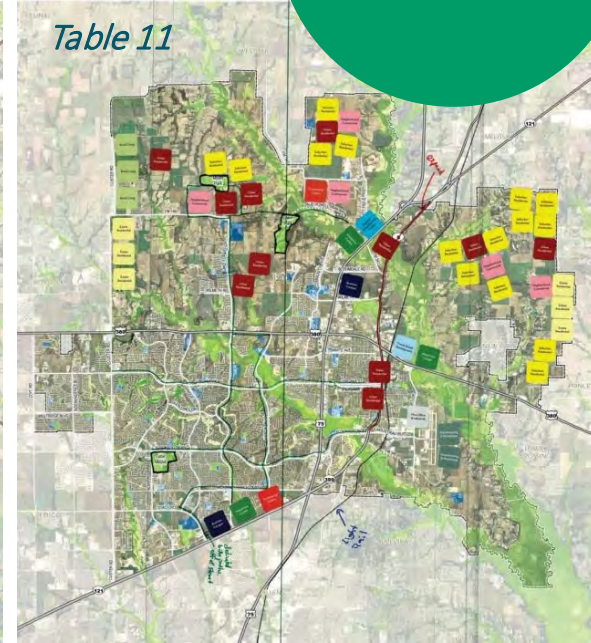


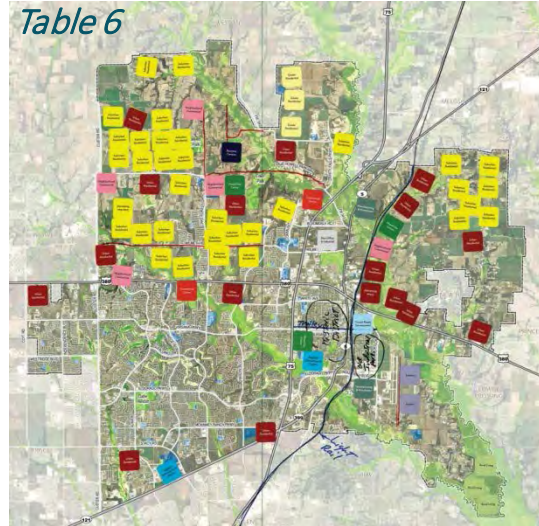
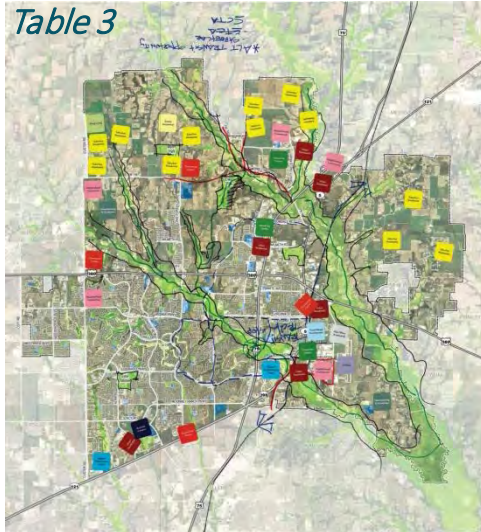
Table 11



	Additional Population	Additional Households	Housing Mix	Employment	Job Mix	Add. Trips	Water Consumption
TABLE 1	44,700	18,600	41% SF 21% TH 38% URB	77,400	60% OF 28% RE 12% IND	77% Auto	11,870,000 (GPD)
TABLE 2	141,600	59,000	40% SF 25% TH 35% URB	94,300	68% OF 22% RE 10% IND	79% Auto	32,000,000 (GPD)
TABLE 11	83,300	36,000	34% SF 27% TH 39% URB	89,400	67% OF 25% RE 8% IND	77% Auto	20,100,000 (GPD)

Growth Indicators

Business Plan
Growth Group



	Additional Population	Additional Households	Housing Mix	Employment	Job Mix	Trips	Water Consumption
TABLE 3	63,700	27,100	37% SF 24% TH 39% URB	92,500	58% OF 32% RE 10% IND	77% Auto	16,325,000 (GPD)
TABLE 6	137,100	57,000	41% SF 24% TH 35% URB	95,000	61% OF 27% RE 12% IND	79% Auto	31,307,000 (GPD)
TABLE 7	135,800	56,400	41% SF 24% TH 35% URB	90,200	60% OF 27% RE 13% IND	77% Auto	30,887,000 (GPD)
TABLE 10	136,100	56,900	40% SF 24% TH 36% URB	117,400	72% OF 27% RE 1% IND	78% Auto	31,108,000 (GPD)

Growth Indicators

Business Plan
Growth Group

Table 7

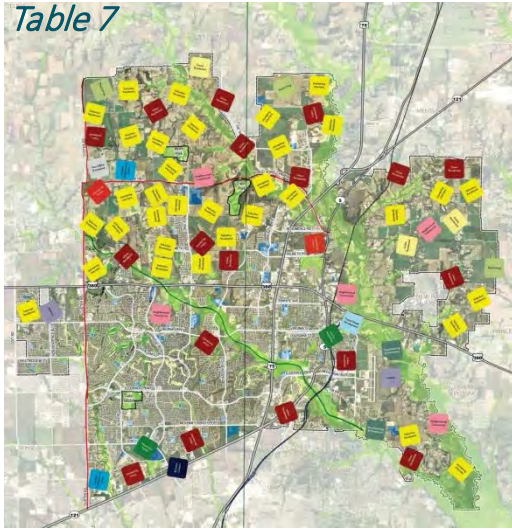
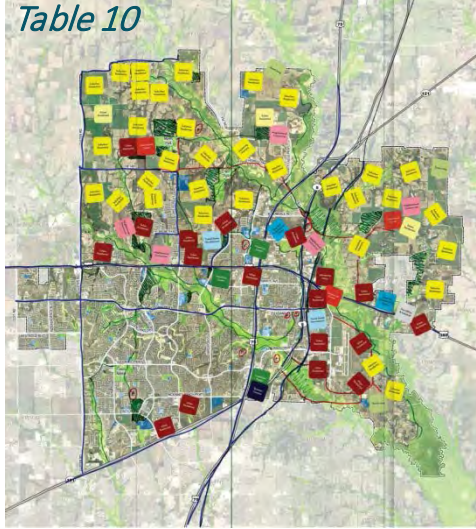


Table 10



	Additional Population	Additional Households	Housing Mix	Employment	Job Mix	Trips	Water Consumption
TABLE 3	63,700	27,100	37% SF 24% TH 39% URB	92,500	58% OF 32% RE 10% IND	77% Auto	16,325,000 (GPD)
TABLE 6	137,100	57,000	41% SF 24% TH 35% URB	95,000	61% OF 27% RE 12% IND	79% Auto	31,307,000 (GPD)
TABLE 7	135,800	56,400	41% SF 24% TH 35% URB	90,200	60% OF 27% RE 13% IND	77% Auto	30,887,000 (GPD)
TABLE 10	136,100	56,900	40% SF 24% TH 36% URB	117,400	72% OF 27% RE 1% IND	78% Auto	31,108,000 (GPD)

Growth Indicators

Table 4

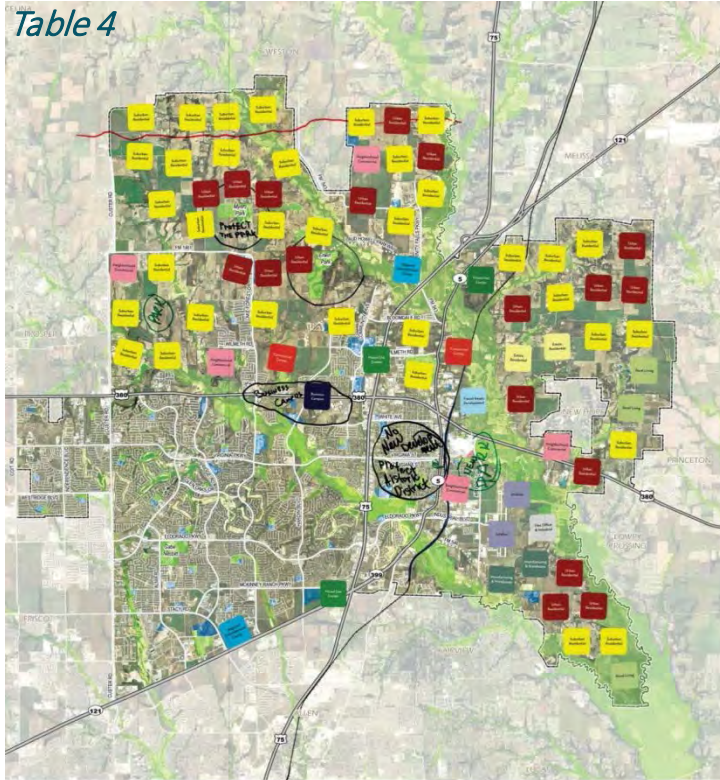
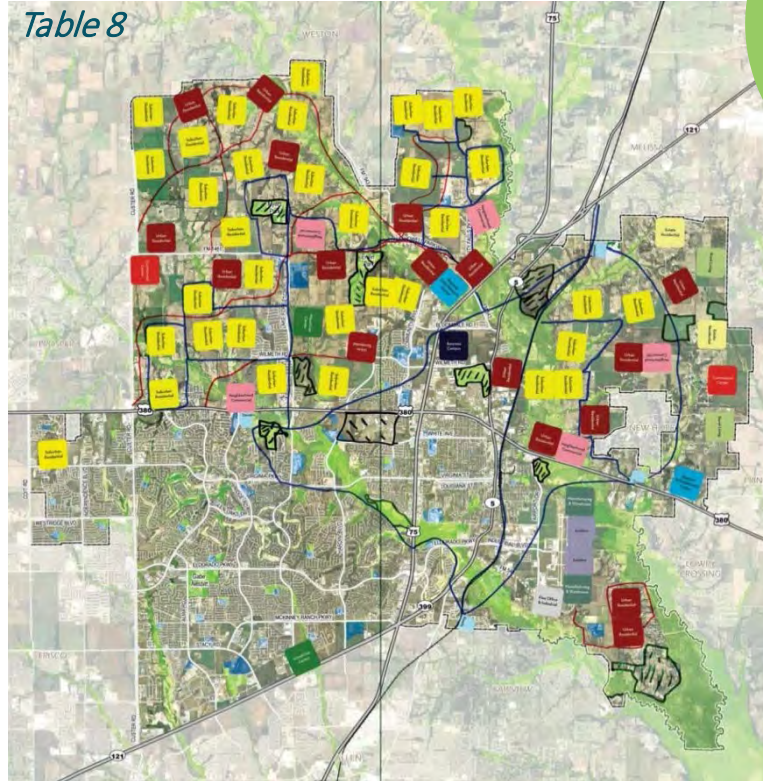


Table 8



Asset-Driven
Growth Group

	Additional Population	Additional Households	Housing Mix	Additional Employment	Job Mix	Trips	Water Consumption
TABLE 4	141,400	59,000	40% SF 25% TH 35% URB	119,700	68% OF 22% RE 10% IND	79% Auto	32,852,000 (GPD)
TABLE 8	132,900	55,000	42% SF 24% TH 34% URB	89,700	60% OF 27% RE 13% IND	79% Auto	30,262,000 (GPD)

Growth Indicators

Table 5

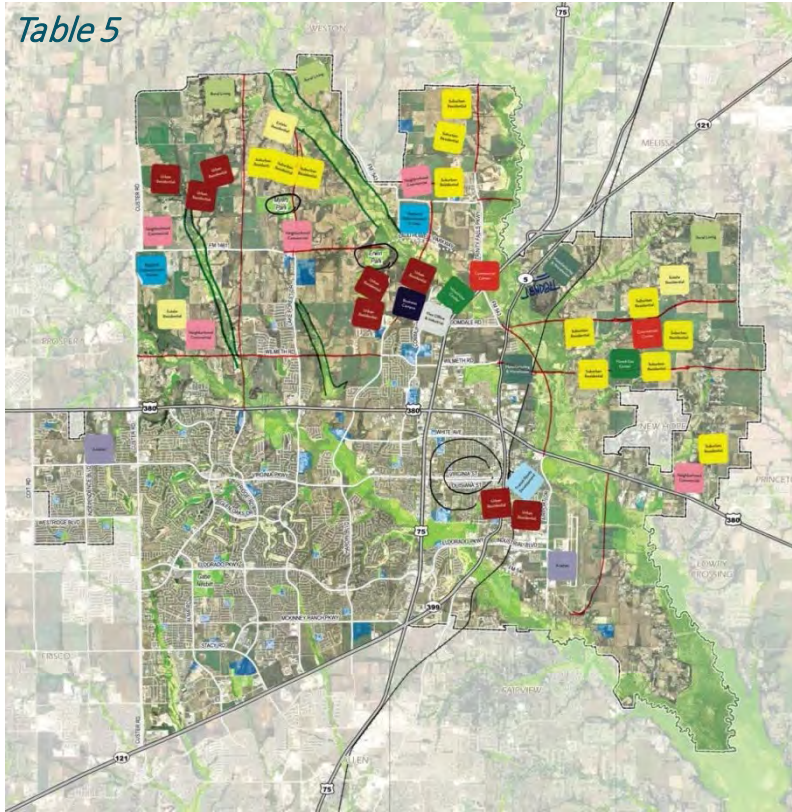
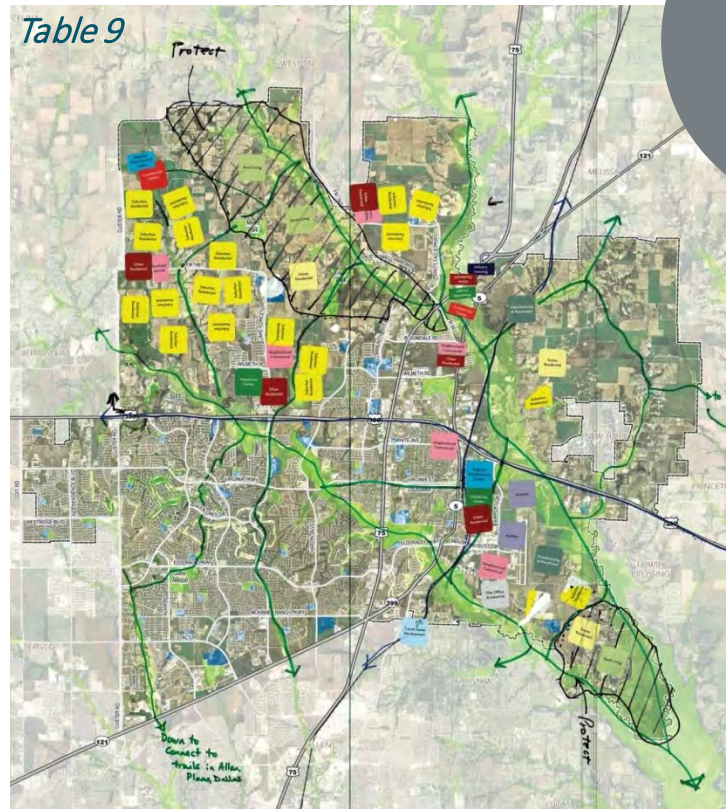


Table 9



The Option
Growth Group

	Additional Population	Additional Households	Housing Mix	Additional Employment	Job Mix	Trips	Water Consumption
TABLE 5	65,800	28,000	36% SF 26% TH 38% URB	82,100	63% OF 27% RE 10% IND	77% Auto	16,291,000 (GPD)
TABLE 9	73,200	29,500	47% SF 19% TH 34% URB	75,300	59% OF 26% RE 15% IND	80% Auto	17662,000 (GPD)

OVERALL SUMMARY:

Do these scenarios reflect a future we should consider for McKinney?

Conservative/Balanced Growth						
Group #	Definitely	Probably	Maybe	Probably not	Definitely not	I don't know
1	31.3%	32.8%	21.9%	4.7%	3.1%	6.3%
2	25.0%	34.7%	26.4%	6.9%	4.2%	2.8%
11	N/A	N/A	N/A	N/A	N/A	N/A

The Business Plan						
Group #	Definitely	Probably	Maybe	Probably not	Definitely not	I don't know
3	24.1%	32.9%	32.9%	5.1%	2.5%	2.5%
6	27.5%	20.3%	37.7%	11.6%	1.4%	1.4%
7	45.1%	22.5%	21.1%	2.8%	8.5%	0.0%
10	41.9%	24.3%	20.3%	5.4%	8.1%	0.0%

Asset-Driven Growth						
Group #	Definitely	Probably	Maybe	Probably not	Definitely not	I don't know
4	37.7%	31.2%	16.9%	9.1%	5.2%	0.0%
8	23.5%	42.6%	27.9%	4.4%	1.5%	0.0%

The Option						
Group #	Definitely	Probably	Maybe	Probably not	Definitely not	I don't know
5	22.2%	34.7%	25.0%	9.7%	8.3%	0.0%
9	46.5%	21.1%	21.1%	4.2%	5.6%	1.4%

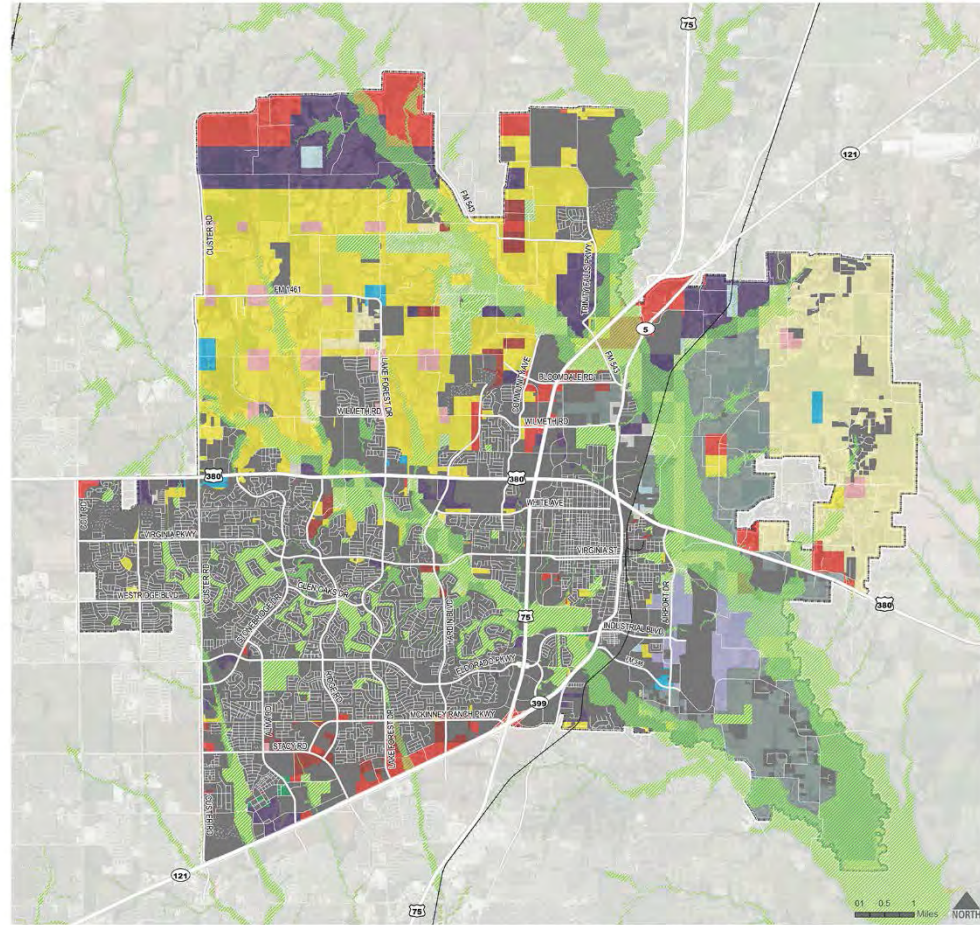
January Community Workshop

- About 95 participants
- Worked together in 14 teams
- Review the implications of three alternative scenarios
- Teams' agreement on their scenario assessments
 - Scenario Performance
 - Scenario Response to Community Issues
 - Scenario Support for Ideas Proposed by Community Members
 - Important Features for a Preferred Scenario
- Share assessments from all teams
- Obtain individual comments and suggestions



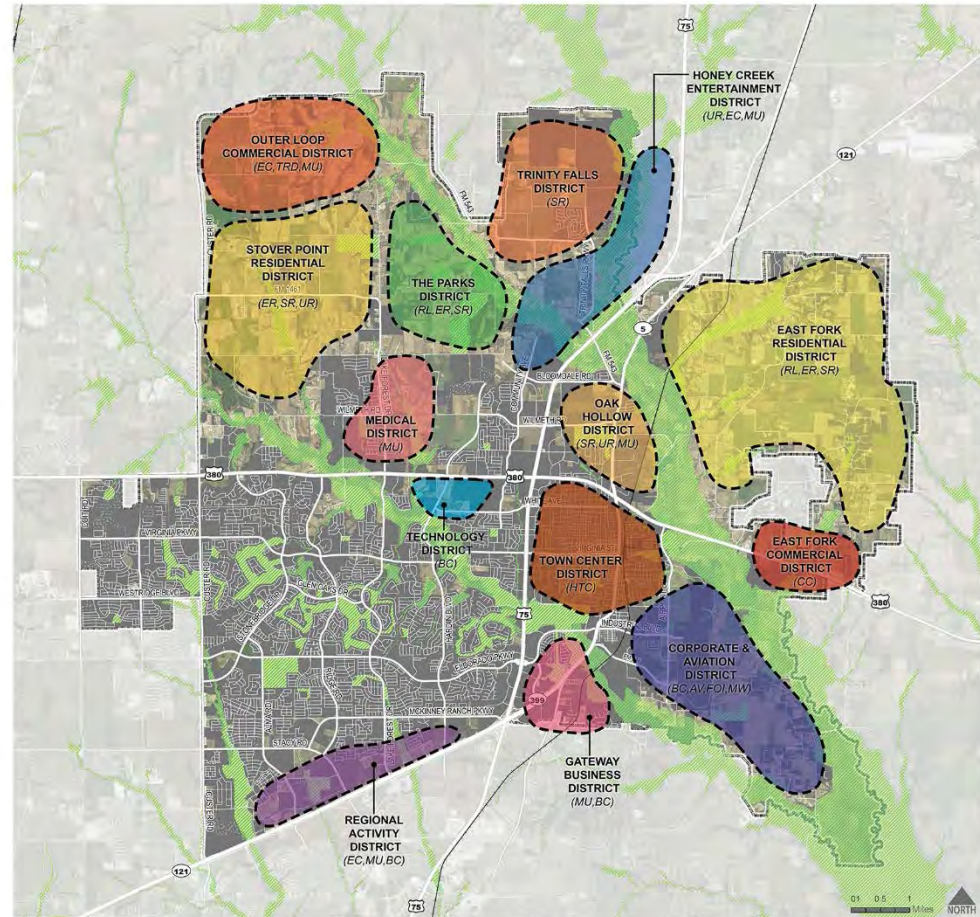
Alternative Scenario 1 – Current Trend

- Illustrates and evaluates the anticipated outcome of the existing Future Land Use Plan
- Primary attributes include:
 - Employment opportunities along major transportation corridors
 - Continued single family residential development north of US 380
 - Neighborhood cores and villages that meet nearby residents' commercial needs



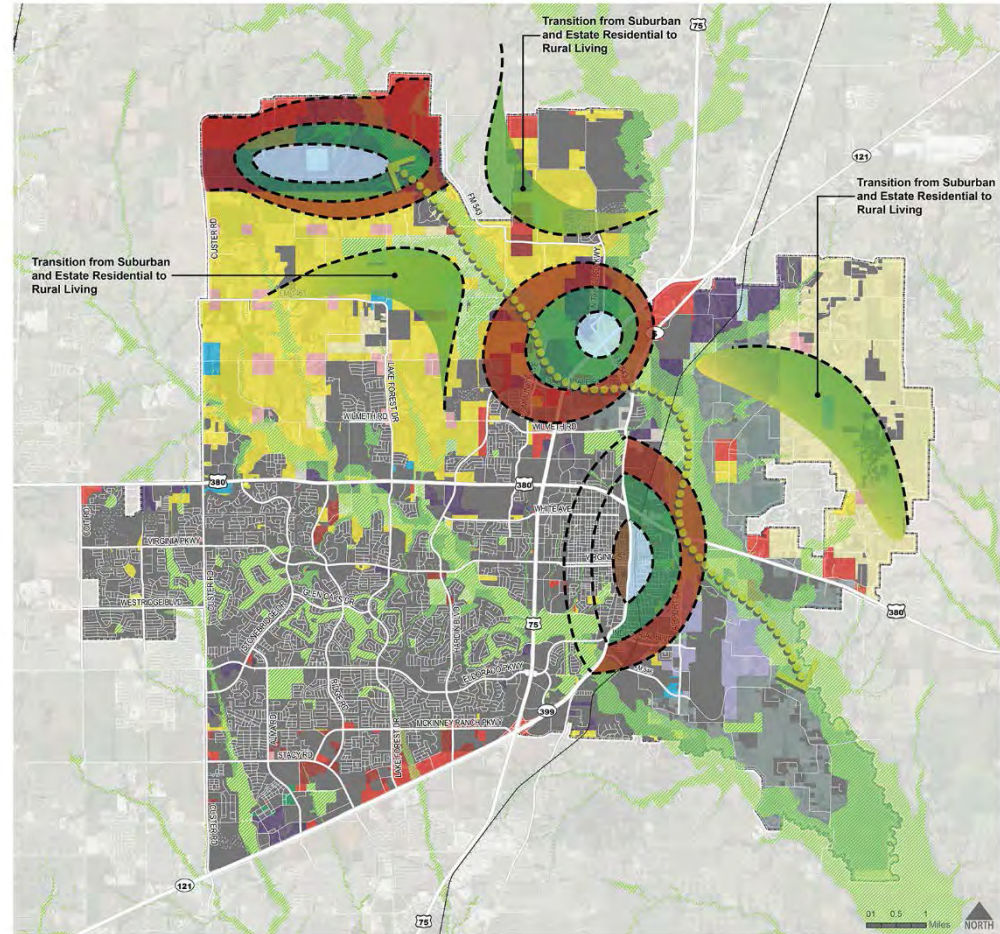
Alternative Scenario 2 – Distinctive Districts

- Identifies place-specific community assets as defining anchors for different place types and development patterns.
- Places created around each asset would vary in size, scale and intensity based on the asset.
- Creates a variety of community forms in intentional locations that support the central function of the asset.
- Creates opportunities for business locations and private investment by businesses that benefit from proximity to particular assets.



Alternative Scenario 3 – Focused Options

- Focuses on providing choices for McKinney residents and businesses; specifically related to:
 - Housing variety
 - Employment options
 - Mobility choices
 - Entertainment and activity options
 - Improved connectivity to neighboring communities
- Growth and development generally focused around three distinct districts.
- Higher intensity development and business functions located at central point of each district with transitions to less intensity along the peripheries.
- Outside these three districts, this scenario envisions development that provides new single family neighborhoods and neighborhood commercial locations predominately aligned with the current trend.



Scenario Evaluation – Team Feedback

- Scenario 2 was most desirable overall, according to 6 teams
- Scenario 3 was most desirable overall, according to 6 teams
- Scenarios 2 and 3 were equally desirable overall, according to 2 teams
- Scenario 1 was not preferred by any team



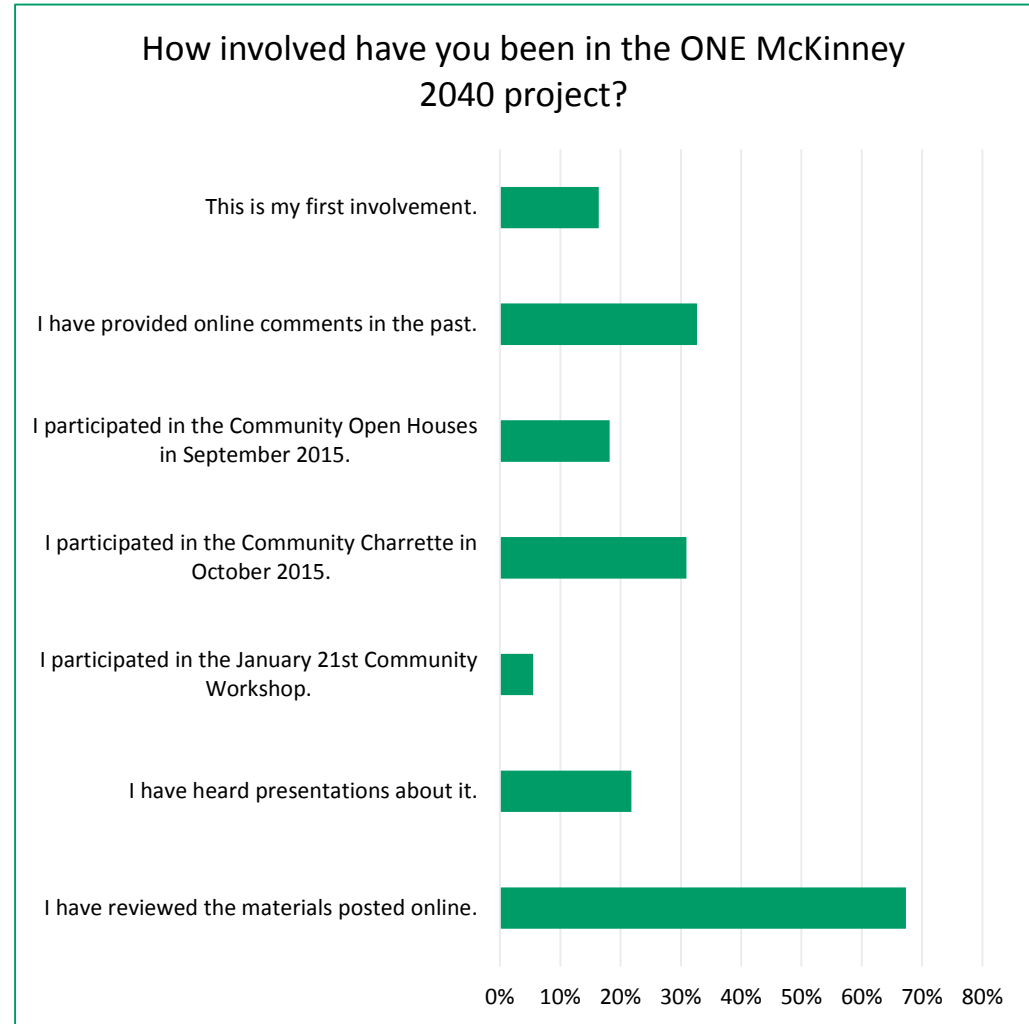
Scenario Evaluation – Individuals’ Feedback

(ranked by priority order)

	Very important	Somewhat important	Not very important	Very unimportant	I’m not sure
How supportive is this Scenario of the ‘Early Understandings’ of community priorities?					
Scenario 2	37.50%	44.44%	8.33%	4.17%	5.56%
Scenario 3	29.58%	36.62%	14.08%	9.86%	9.86%
Scenario 1	5.71%	44.29%	30.00%	11.43%	8.57%
How consistent is this Scenario with your own idea of McKinney’s best possible future?					
Scenario 2	35.71%	48.57%	8.57%	4.29%	2.86%
Scenario 3	22.22%	43.06%	18.06%	11.11%	5.56%
Scenario 1	4.29%	31.43%	24.29%	37.14%	2.86%
Does this Scenario create a McKinney 2040 that will attract major corporations?					
Scenario 2	26.76%	57.75%	9.86%	4.23%	1.41%
Scenario 3	16.90%	40.85%	29.58%	4.23%	8.45%
Scenario 1	4.17%	18.06%	43.06%	31.94%	2.78%
Does this Scenario create a McKinney 2040 that will appeal to McKinney’s kids as they grow up?					
Scenario 2	29.58%	54.93%	12.68%	0.00%	2.82%
Scenario 3	23.94%	50.70%	9.86%	7.04%	8.45%
Scenario 1	4.29%	15.71%	44.29%	28.57%	7.14%

Online Input on Alternative Scenarios

- Same information and questions as at the Community Workshop
- 55 respondents
- Most had not participated in the Community Workshop



Scenario Performance

Please rate each scenario's performance -- how well does it do in making the McKinney of 2040 desirable? Use '5' for best performance and '0' for worst.

Topic	Place to live	Place to work	Place to play	Place for nature	Place for mobility	Place for fiscal responsibility
Scenario 1	2.53	2.57	2.22	2.09	2.24	2.58
Scenario 2	3.37	3.36	3.42	3.06	3.06	3.62
Scenario 3	3.29	3.31	3.69	3.91	3.55	3.70

Which Scenario performs best?

Topic	Place to live	Place to work	Place to play	Place for nature	Place for mobility	Place for fiscal responsibility
Scenario 1	21.1%	22.2%	8.3%	5.7%	6.3%	16.7%
Scenario 2	39.5%	38.9%	36.1%	17.1%	18.8%	33.3%
Scenario 3	39.5%	30.6%	50.0%	71.4%	56.3%	27.8%
All are equal	0.0%	8.3%	5.6%	5.7%	18.8%	22.2%

Support for Community Priorities

How supportive are the Scenarios of McKinney's 'early understandings' of community priorities?

Issue	Scenario 1	Scenario 2	Scenario 3
Keeping up with growth in population and jobs	30.4%	72.2%	88.9%
Growing the City's tax base	45.0%	76.5%	70.6%
Being economically sustainable and resilient over time	33.3%	82.4%	83.3%
Using energy, water, and other resources efficiently	28.6%	66.7%	77.8%
Keeping existing neighborhoods vital	38.1%	72.2%	66.7%
Continuing to embrace downtown as the historic jewel of McKinney	76.2%	77.8%	83.3%
Respecting natural features and topography	38.1%	64.7%	88.2%
Maintaining a sense of community and quality of life as the city grows	38.1%	77.8%	94.1%
Determining what happens on remaining vacant lands	33.3%	83.3%	88.9%

Support of Ideas from Community Members

How supportive are the Scenarios of these ideas suggested by McKinney community members for 2040?

Community Member Idea	Scenario 1	Scenario 2	Scenario 3
A destination small town that retains its historic Texas charm.	59.1%	65.0%	63.2%
Families in neighborhoods throughout McKinney have access to well-maintained parks, sports fields, and trails.	59.1%	75.0%	89.5%
A place with great people enjoying small businesses, farmers markets and other unique, non-corporate finds.	68.2%	70.0%	78.9%
A balance between community, development and nature.	36.4%	65.0%	78.9%
The economic center of Collin County, with headquarters of major companies as well as support for local business.	31.8%	80.0%	73.7%
A city that has retained its natural feel, with lots of mature trees and native plants	63.6%	70.0%	68.4%



‘Vision Framework’ Input Phase

Public Outreach

- Joint Session for City Council & CPAC (April 11)
- Community Open Houses (May 18 & 19)
- www.onemckinney2040.com



Keypad Polling Results, 4/11 Joint Workshop

I am a:	
City Council member	31.3%
Comprehensive Plan Advisory Committee member	68.8%
Totals	100.0%

Feedback on Vision Statement	
This is essential to our overall Vision	43.8%
Our Guiding Principles should reflect this direction	37.5%
A Guiding Principle should address this issue but it should reflect a different direction	0.0%
A Guiding Principle is not needed related to this issue	0.0%
We need further discussion on this	18.8%
Totals	100.0%

How consistent is the general concept of CPAC's Preferred Scenario with your own idea of McKinney's best possible future?	
Very consistent	64.3%
Somewhat consistent	35.7%
Somewhat inconsistent	0.0%
Very inconsistent	0.0%
I'm not sure	0.0%
Totals	100.0%

How consistent is the general concept of CPAC's Preferred Scenario with your own sense of the community's preferences?	
Very consistent	20.0%
Somewhat consistent	73.3%
Somewhat inconsistent	0.0%
Very inconsistent	0.0%
I'm not sure	6.7%
Totals	100.0%

How consistent is the CPAC's Preferred Scenario performance on mobility with McKinney's best future?	
Very consistent	33.3%
Somewhat consistent	46.7%
Somewhat inconsistent	6.7%
Very inconsistent	0.0%
I'm not sure	13.3%
Totals	100.0%

How consistent is the CPAC's Preferred Scenario performance on fiscal responsibility and economic sustainability with McKinney's best future?	
	Percent
Very consistent	28.6%
Somewhat consistent	57.1%
Somewhat inconsistent	7.1%
Very inconsistent	7.1%
I'm not sure	0.0%
Totals	100.0%

Keypad Polling Results, 4/11 Joint Workshop

Guiding Principles - Sorted by Principle #						
#	This is essential to our overall Vision (A)	Our Guiding Principles should reflect this direction (B)	A Guiding Principle should address this issue but it should reflect a different direction (C)	A Guiding Principle is not needed related to this issue (D)	We need further discussion on this (E)	A + B
1	68.75%	25.00%	6.25%	0.00%	0.00%	93.75%
2	68.75%	25.00%	0.00%	6.25%	0.00%	93.75%
3	50.00%	25.00%	6.25%	6.25%	12.50%	75.00%
4	62.50%	18.75%	18.75%	0.00%	0.00%	81.25%
5	62.50%	25.00%	12.50%	0.00%	0.00%	87.50%
6	66.67%	13.33%	6.67%	6.67%	6.67%	80.00%
7	50.00%	31.25%	0.00%	12.50%	6.25%	81.25%
8	25.00%	37.50%	18.75%	6.25%	12.50%	62.50%
9	50.00%	12.50%	6.25%	12.50%	18.75%	62.50%
10	50.00%	31.25%	6.25%	0.00%	12.50%	81.25%
11	37.50%	25.00%	6.25%	18.75%	12.50%	62.50%
12	25.00%	56.25%	0.00%	12.50%	6.25%	81.25%
13	50.00%	37.50%	6.25%	0.00%	6.25%	87.50%
14	31.25%	25.00%	18.75%	18.75%	6.25%	56.25%

Keypad Polling Results, 4/11 Joint Workshop

Guiding Principles - Sorted by % Responses of 'Essential to our Vision' (A)						
#	This is essential to our overall Vision (A)	Our Guiding Principles should reflect this direction (B)	A Guiding Principle should address this issue but it should reflect a different direction (C)	A Guiding Principle is not needed related to this issue (D)	We need further discussion on this (E)	A + B
1	68.75%	25.00%	6.25%	0.00%	0.00%	93.75%
2	68.75%	25.00%	0.00%	6.25%	0.00%	93.75%
6	66.67%	13.33%	6.67%	6.67%	6.67%	80.00%
5	62.50%	25.00%	12.50%	0.00%	0.00%	87.50%
4	62.50%	18.75%	18.75%	0.00%	0.00%	81.25%
13	50.00%	37.50%	6.25%	0.00%	6.25%	87.50%
7	50.00%	31.25%	0.00%	12.50%	6.25%	81.25%
10	50.00%	31.25%	6.25%	0.00%	12.50%	81.25%
3	50.00%	25.00%	6.25%	6.25%	12.50%	75.00%
9	50.00%	12.50%	6.25%	12.50%	18.75%	62.50%
11	37.50%	25.00%	6.25%	18.75%	12.50%	62.50%
14	31.25%	25.00%	18.75%	18.75%	6.25%	56.25%
12	25.00%	56.25%	0.00%	12.50%	6.25%	81.25%
8	25.00%	37.50%	18.75%	6.25%	12.50%	62.50%
	Highest % on these items		% on 'A' < 50%			

Keypad Polling Results, 4/11 Joint Workshop

Guiding Principles, Sorted by % Responses of A+B						
#	This is essential to our overall Vision (A)	Our Guiding Principles should reflect this direction (B)	A Guiding Principle should address this issue but it should reflect a different direction (C)	A Guiding Principle is not needed related to this issue (D)	We need further discussion on this (E)	A + B
1	68.75%	25.00%	6.25%	0.00%	0.00%	93.75%
2	68.75%	25.00%	0.00%	6.25%	0.00%	93.75%
5	62.50%	25.00%	12.50%	0.00%	0.00%	87.50%
13	50.00%	37.50%	6.25%	0.00%	6.25%	87.50%
4	62.50%	18.75%	18.75%	0.00%	0.00%	81.25%
7	50.00%	31.25%	0.00%	12.50%	6.25%	81.25%
10	50.00%	31.25%	6.25%	0.00%	12.50%	81.25%
12	25.00%	56.25%	0.00%	12.50%	6.25%	81.25%
6	66.67%	13.33%	6.67%	6.67%	6.67%	80.00%
3	50.00%	25.00%	6.25%	6.25%	12.50%	75.00%
9	50.00%	12.50%	6.25%	12.50%	18.75%	62.50%
11	37.50%	25.00%	6.25%	18.75%	12.50%	62.50%
8	25.00%	37.50%	18.75%	6.25%	12.50%	62.50%
14	31.25%	25.00%	18.75%	18.75%	6.25%	56.25%
	A+B < 80%					

Keypad Polling Results, 4/11 Joint Workshop

How consistent is this District's Preferred Scenario with your own idea of McKinney's best possible future?						
Sorted in order of the Districts' discussion						
	Very consistent (VC)	Somewhat consistent (SC)	Somewhat inconsistent (SI)	Very inconsistent (VI)	I'm not sure (NS)	VC + SC
The Parks District	46.67%	46.67%	6.67%	0.00%	0.00%	93.33%
Business & Aviation District	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%
East Fork District	69.23%	30.77%	0.00%	0.00%	0.00%	100.00%
Medical District	71.43%	14.29%	7.14%	0.00%	7.14%	85.71%
Northridge District	71.43%	28.57%	0.00%	0.00%	0.00%	100.00%
Collin McKinney Commercial District	76.92%	23.08%	0.00%	0.00%	0.00%	100.00%
Honey Creek Entertainment District	46.67%	40.00%	6.67%	0.00%	6.67%	86.67%
Outer Loop District	38.46%	46.15%	0.00%	15.38%	0.00%	84.62%
Trinity Falls District	83.33%	16.67%	0.00%	0.00%	0.00%	100.00%
Technology District	84.62%	15.38%	0.00%	0.00%	0.00%	100.00%
Oak Hollow District	61.54%	38.46%	0.00%	0.00%	0.00%	100.00%
Town Center District	85.71%	14.29%	0.00%	0.00%	0.00%	100.00%
Mill District	57.14%	28.57%	0.00%	7.14%	7.14%	85.71%
Gateway Business District	50.00%	28.57%	7.14%	14.29%	0.00%	78.57%
Agricultural Lifestyle District	58.33%	33.33%	8.33%	0.00%	0.00%	91.67%

Keypad Polling Results, 4/11 Joint Workshop

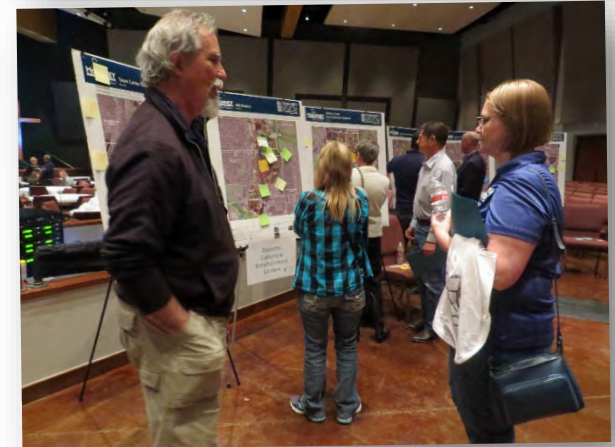
How consistent is this District's Preferred Scenario with your own idea of McKinney's best possible future?						
Sorted by % Responses of 'VC+SC', then 'VC', then 'SC'						
	Very consistent (VC)	Somewhat consistent (SC)	Somewhat inconsistent (SI)	Very inconsistent (VI)	I'm not sure (NS)	VC + SC
Business & Aviation District	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Town Center District	85.71%	14.29%	0.00%	0.00%	0.00%	100.00%
Technology District	84.62%	15.38%	0.00%	0.00%	0.00%	100.00%
Trinity Falls District	83.33%	16.67%	0.00%	0.00%	0.00%	100.00%
Collin McKinney Commercial District	76.92%	23.08%	0.00%	0.00%	0.00%	100.00%
Northridge District	71.43%	28.57%	0.00%	0.00%	0.00%	100.00%
East Fork District	69.23%	30.77%	0.00%	0.00%	0.00%	100.00%
Oak Hollow District	61.54%	38.46%	0.00%	0.00%	0.00%	100.00%
The Parks District	46.67%	46.67%	6.67%	0.00%	0.00%	93.33%
Agricultural Lifestyle District	58.33%	33.33%	8.33%	0.00%	0.00%	91.67%
Honey Creek Entertainment District	46.67%	40.00%	6.67%	0.00%	6.67%	86.67%
Medical District	71.43%	14.29%	7.14%	0.00%	7.14%	85.71%
Mill District	57.14%	28.57%	0.00%	7.14%	7.14%	85.71%
Outer Loop District	38.46%	46.15%	0.00%	15.38%	0.00%	84.62%
Gateway Business District	50.00%	28.57%	7.14%	14.29%	0.00%	78.57%
VC + SC' < 80%						

Keypad Polling Results, 4/11 Joint Workshop

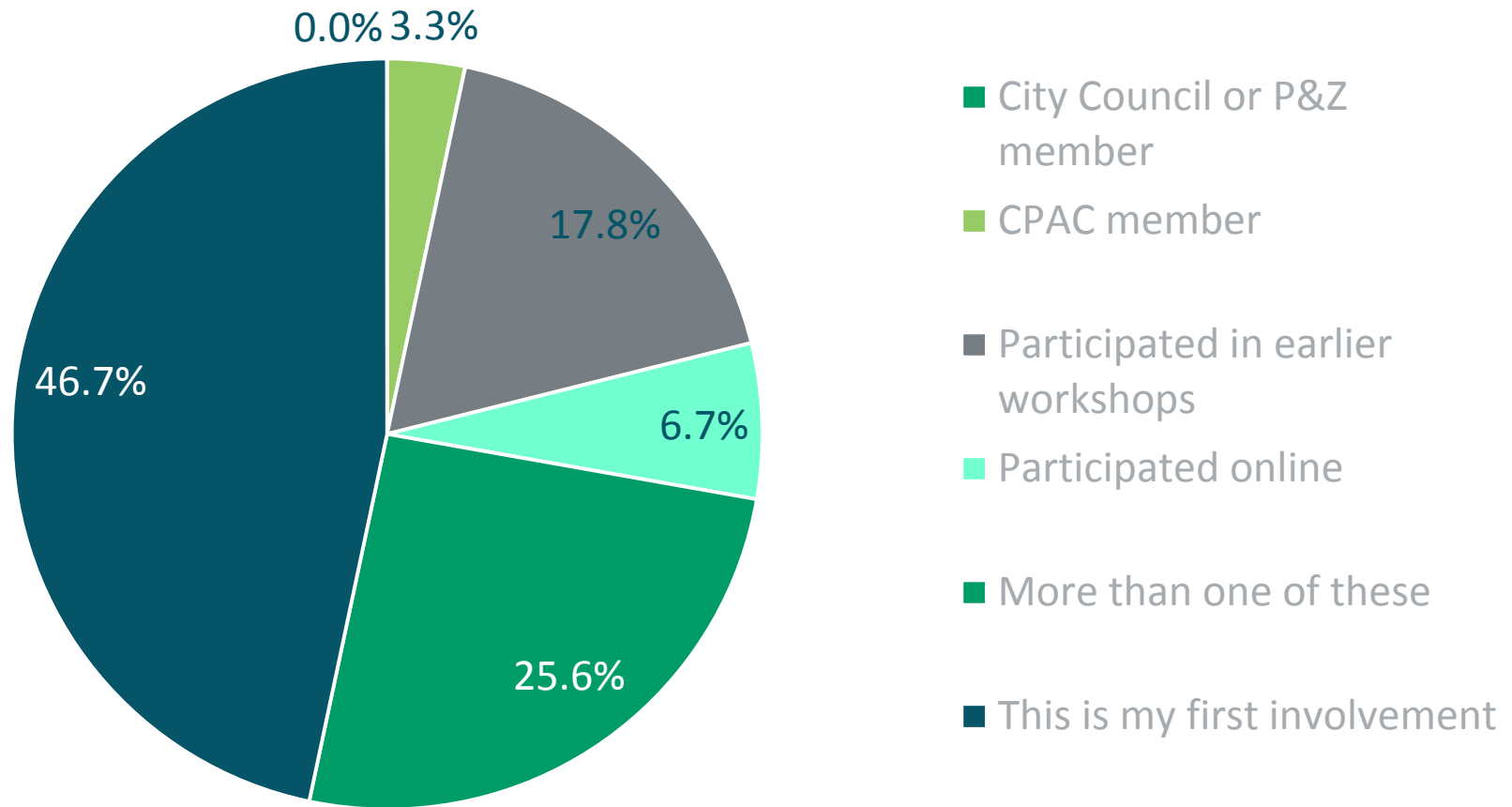
How consistent is this District's Preferred Scenario with your own idea of McKinney's best possible future?						
Sorted by % Responses of 'VC', then 'SC'						
	Very consistent (VC)	Somewhat consistent (SC)	Somewhat inconsistent (SI)	Very inconsistent (VI)	I'm not sure (NS)	VC + SC
Business & Aviation District	100.00%	0.00%	0.00%	0.00%	0.00%	100.00%
Town Center District	85.71%	14.29%	0.00%	0.00%	0.00%	100.00%
Technology District	84.62%	15.38%	0.00%	0.00%	0.00%	100.00%
Trinity Falls District	83.33%	16.67%	0.00%	0.00%	0.00%	100.00%
Collin McKinney Commercial District	76.92%	23.08%	0.00%	0.00%	0.00%	100.00%
Northridge District	71.43%	28.57%	0.00%	0.00%	0.00%	100.00%
Medical District	71.43%	14.29%	7.14%	0.00%	7.14%	85.71%
East Fork District	69.23%	30.77%	0.00%	0.00%	0.00%	100.00%
Oak Hollow District	61.54%	38.46%	0.00%	0.00%	0.00%	100.00%
Agricultural Lifestyle District	58.33%	33.33%	8.33%	0.00%	0.00%	91.67%
Mill District	57.14%	28.57%	0.00%	7.14%	7.14%	85.71%
Gateway Business District	50.00%	28.57%	7.14%	14.29%	0.00%	78.57%
The Parks District	46.67%	46.67%	6.67%	0.00%	0.00%	93.33%
Honey Creek Entertainment District	46.67%	40.00%	6.67%	0.00%	6.67%	86.67%
Outer Loop District	38.46%	46.15%	0.00%	15.38%	0.00%	84.62%
Highest % on these items		% on 'VC' < 50%				

May Community Open Houses

- Over 90 participants.
- May 18 at Senior Recreation Center.
- May 19 at Christ Fellowship Church.
- Presentation followed by discussion at stations.



Participants' Involvement in ONE McKinney 2040



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.*

Preferred Scenario - Summary

Focuses on distinctive districts, each with a clear vision and market focus; allows for more strategic growth and identities within the community

Results in:

54,900 new residential units

7,700,000 SF new retail

11,000,000 SF new office

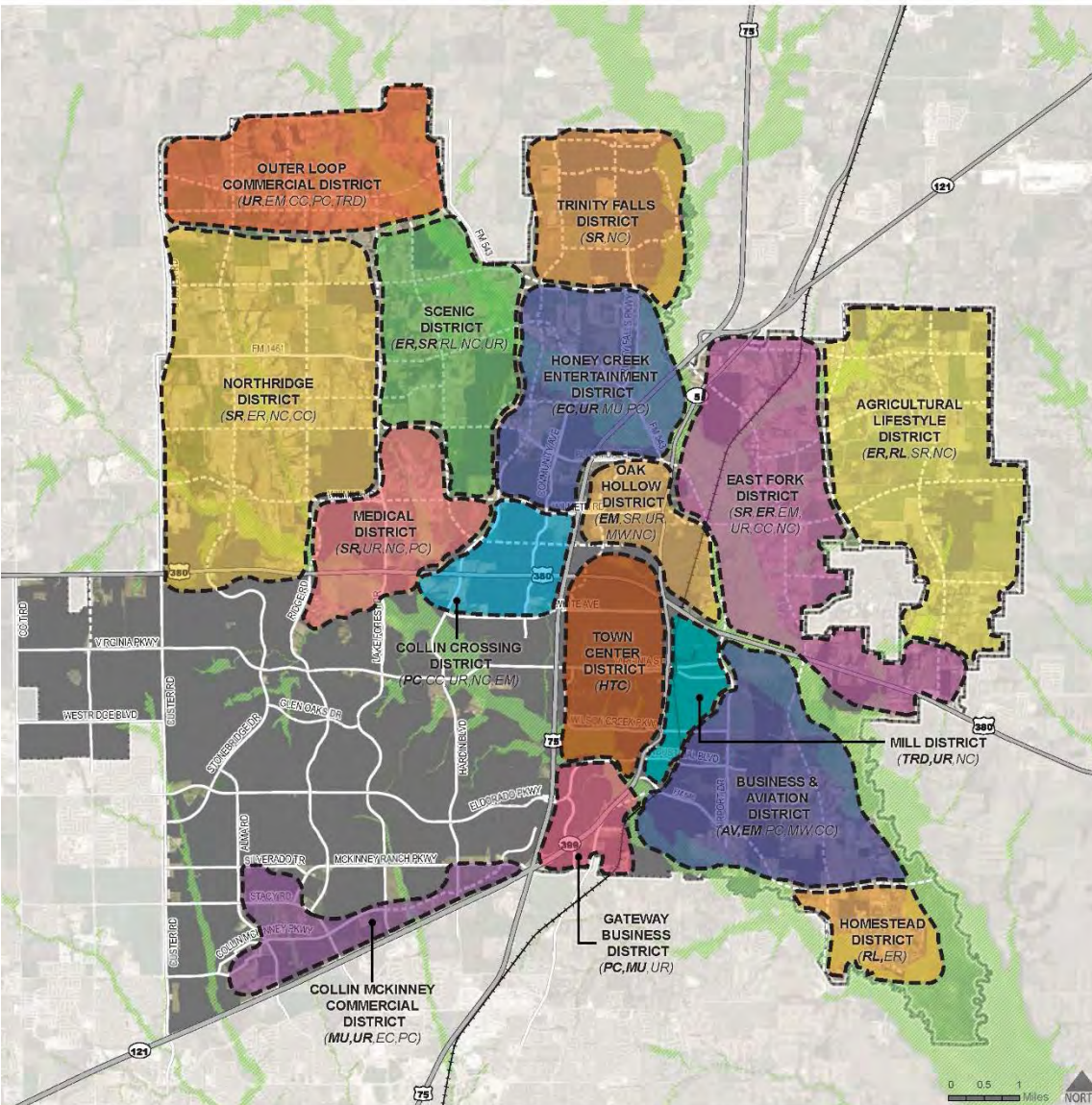
8,100,000 SF new industrial

2040 Population: 284,000

2040 Employment: 138,000

ONE COMMUNITY
VISION

MCKINNEY 2040



Place Types – the Scenario ‘Palette’



Rural Living
(RL)



Urban Residential
(UR)



Neighborhood
Commercial
(NC)



Estate Residential
(ER)



Entertainment
Center
(EC)



Commercial Center
(CC)



Suburban
Residential
(SR)



Transit Ready
Development
(TRD)



Mixed-Use Center
(MU)



Historic Town Center
(HTC)



Employment Mix
(EM)



Professional
Campus
(PC)



Manufacturing &
Warehouse
(MW)

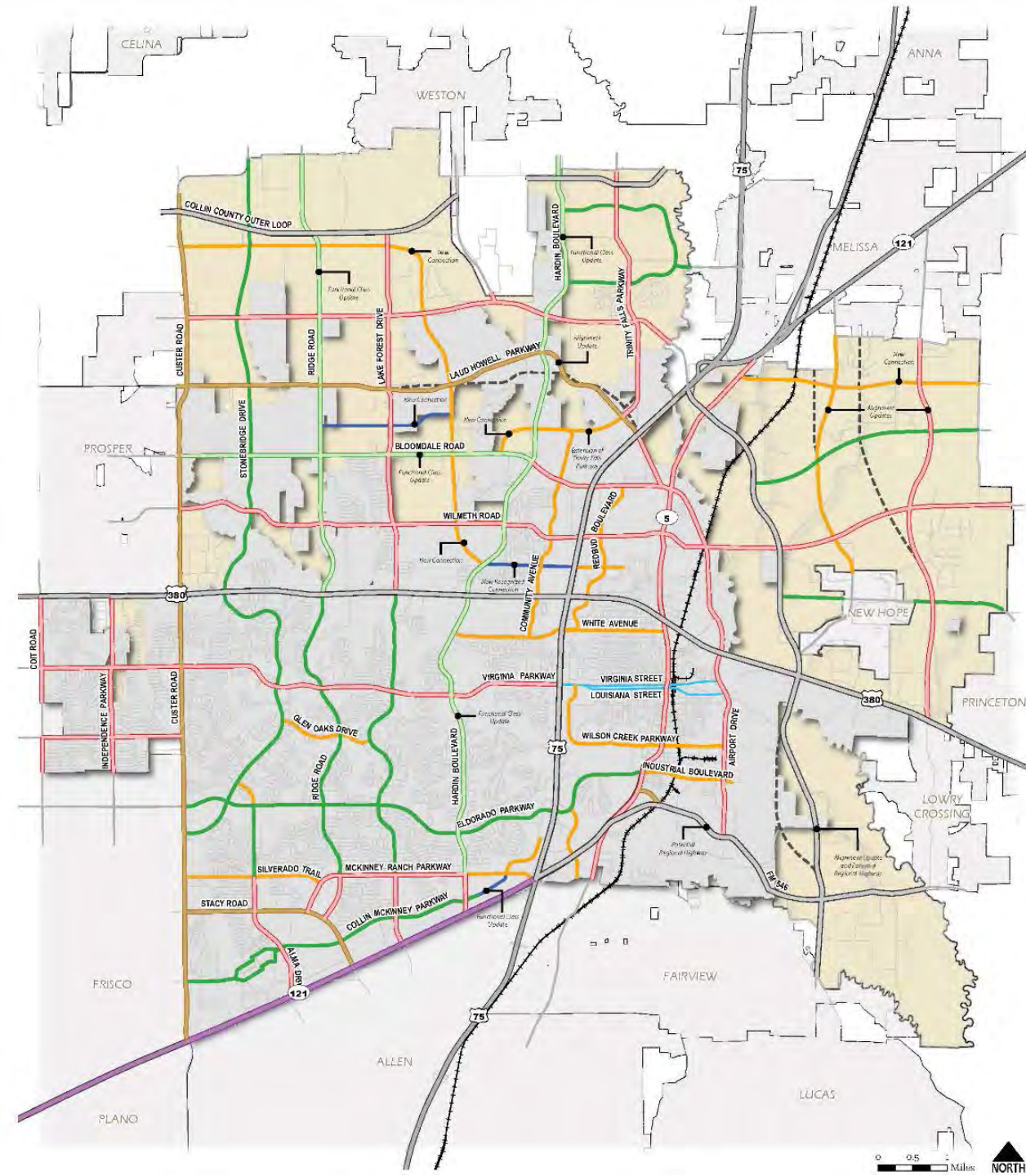


Aviation
(AV)

District Stations

- Cultural and Entertainment Centers
 - Town Center
 - Mill
 - Honey Creek Entertainment
- Economic Assets
 - Business & Aviation
 - Medical
 - Collin Crossing
- Housing and Neighborhood-Oriented
 - Northridge
 - Trinity Falls
 - Homestead
- Natural Assets
 - Agricultural Lifestyle
 - East Fork
 - Scenic
- Transportation-Focused
 - Collin McKinney Commercial
 - Gateway Business
 - Oak Hollow
 - Outer Loop

Preliminary Thoroughfare Plan



ONE | COMMUNITY
VISION

McKINNEY 2040

Feedback on Preferred Scenario

How consistent is this aspect of ONE McKinney2040 with McKinney's best possible future?						
	Very Consistent (VC)	Somewhat Consistent (SC)	Somewhat Inconsistent (SI)	Very Inconsistent (VI)	I'm Not Sure (NS)	VC + SC
Vision Statement -- your own idea of McKinney's best possible future	46.5%	34.9%	9.3%	7.0%	2.3%	81.4%
Preferred Scenario -- your own idea of McKinney's best possible future	31.3%	44.6%	8.4%	4.8%	10.8%	75.9%
Preferred Scenario -- your sense of the community's preferences	16.5%	47.1%	7.1%	3.5%	25.9%	63.5%