

ONE MCKINNEY 2040

Discuss Policy Direction



- MONEY MAGAZINE 2014 -

ONE McKinney 2040: Policy Direction

What is included in the Overall Policy Direction?

1. Vision Statement

describes future that is desired by community in terms of physical, social and economic conditions

2. Guiding Principles

provides overall guidance across all plan components; explain the most important general principles that should be followed; shape the more detailed principles that apply to each topical area of the plan

3. Preferred Scenario

graphic depiction of the general geographic development pattern the community hopes to achieve; establishes the basic framework that is detailed in strategies for individual areas

ONE McKinney 2040: Policy Direction

What do we hope to achieve with the Council as part of tonight's discussion?

- *Consensus on and support of the vision statement*
- *Consensus on the defining elements of the guiding principles*

ONE McKinney 2040: Policy Direction

Developing the VISION STATEMENT

As presented during April 11th Joint CC/CPAC Workshop:

We are ONE McKinney – a united community rooted in our shared natural assets and heritage; a single community that appeals to people throughout their lives; and a unified community that celebrates and supports all its people, neighborhoods and districts. Smart public investments make McKinney resilient and adaptable, so it remains a highly-desirable business location and a top entertainment destination through 2040 and beyond.

As presented during May 18/19 Open House Events:

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.

As presented during June 6th Joint CC/CPAC Workshop:

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, so it remains a first choice for business and entertainment through 2040 and beyond.

SUGGESTED MODIFICATIONS FROM INDIVIDUAL STAKEHOLDER:

We are McKinney, TEXAS - a community with values that supports all of our citizens, neighborhoods and districts. Our natural assets, unique heritage, and creative diversity produces vibrant neighborhoods that appeal to people throughout their lives. Our visionary public and private investments make our city a rewarding home for business, education, arts and culture. Since our founding in 1948, we have been committed to creating a happy and prosperous future for all.

SUGGESTED MODIFICATIONS FROM COUNCILWOMAN RATH DURING JUNE 6TH WORKSHOP:

We are ONE McKinney – a united community that celebrates its people, natural assets and heritage. Strategic investments for developing business and entertainment opportunities will ensure McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.

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Final recommended VISION STATEMENT:

*We are **ONE McKinney** – a united community that supports the **diversity** of its economy and people. We celebrate our natural and cultural **assets**, and invite private developments that create **places** of lasting value. Smart public and private **investments** ensure that McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.*

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Defining Elements of the GUIDING PRINCIPLES:

DIVERSITY [supporting our economy and people]

ASSETS [celebrating our culture and landscape]

PLACES [to live, work, play, and visit]

INVESTMENTS [creating lasting value]

specifically tie back to critical components of the vision statement...

*We are **ONE McKinney** – a united community that supports the **diversity** of its economy and people. We celebrate our natural and cultural **assets**, and invite private developments that create **places** of lasting value. Smart public and private **investments** ensure that McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.*

Next Steps

- ☒ Overall Policy Direction (Vision and Guiding Principles)
- ☐ Land Use Approach (Preferred Scenario and Land Use Diagram tool)
- ☐ Mobility and Transportation
- ☐ Land Use Diagram in Detail
- ☐ Draft Plan Components in Detail

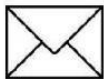
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