ONE MCKINNEY 2040
Discuss Policy Direction
(Preferred Scenario & Land Use Diagram)

#1 BEST PLACE TO LIVE
IN AMERICA
McKINNEY
★ TEXAS ★
UNIQUE BY NATURE sm

ONE McKinney 2040: Policy Direction

What is included in the Overall Policy Direction?

1. **Vision Statement** [consensus at June 20 Work Session]

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

2. **Guiding Principles** [consensus at June 20 Work Session]

    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?

- *General support of the <u>Preferred Scenario</u> and its relationship with the <u>Land Use Diagram</u> tool.*

ONE McKinney 2040: Preferred Scenario

How it works

- Focuses on distinctive districts, each with a clear intent and market focus.

- Character-defining placetypes create or reinforce the desired identity of each district.

- Each district has a unique mix of placetypes

- Transition or buffer zones between districts
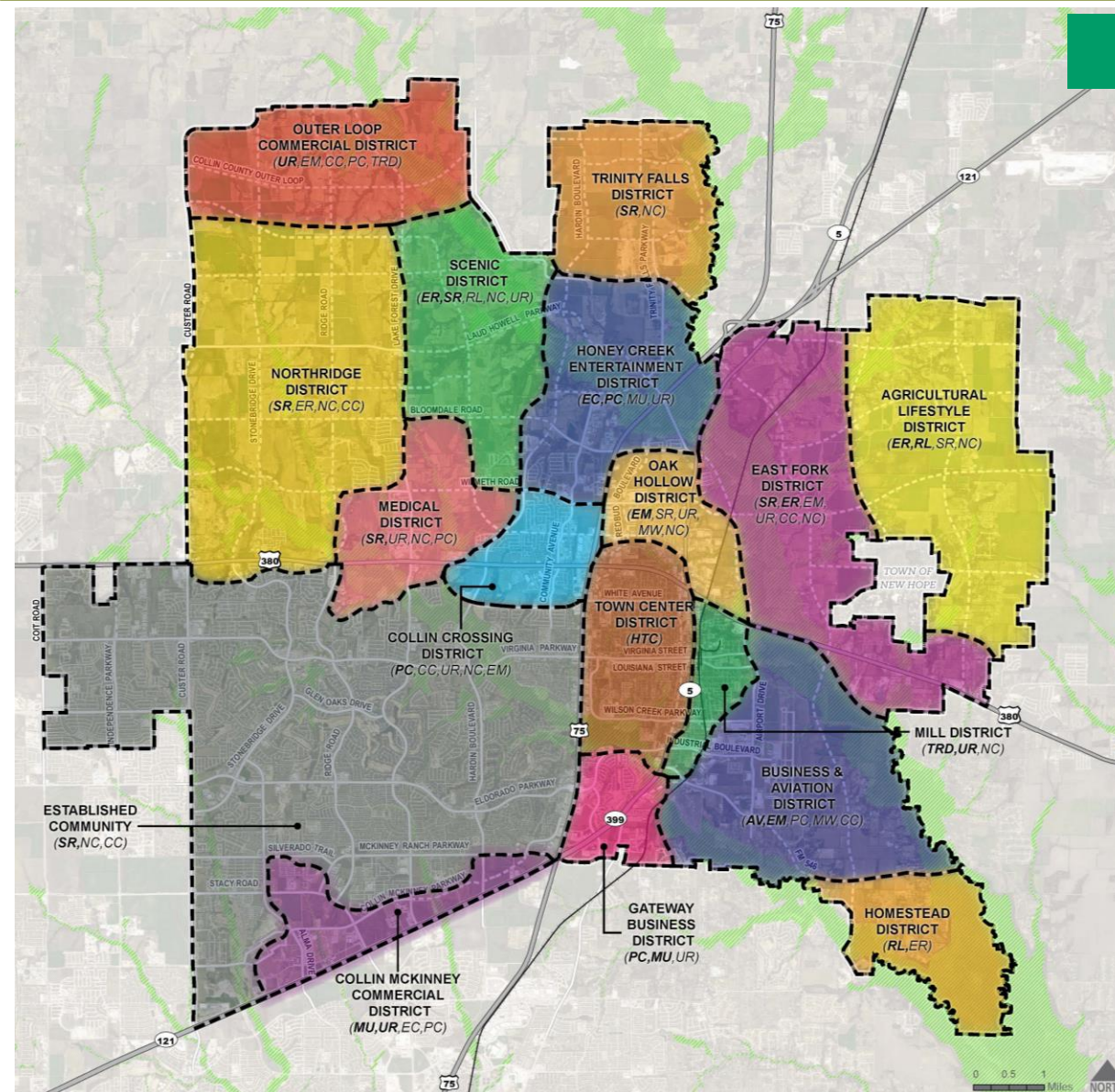
Place Types – the Scenario 'Palette'

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)
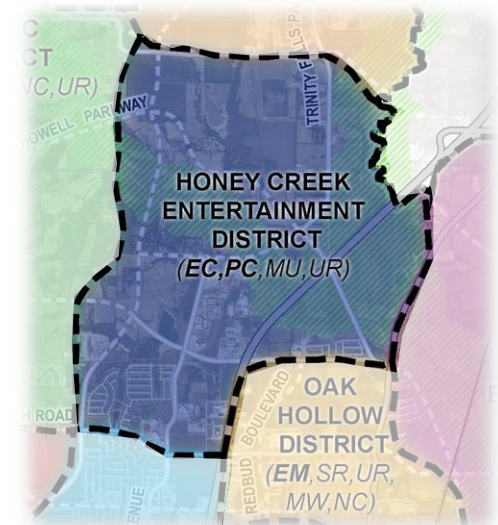
Historic Town Center (HTC)

Employment Mix (EM)

Professional Campus (PC)

Manufacturing & Warehouse (MW)

Aviation (AV)

HONEY CREEK ENTERTAINMENT DISTRICT (*EC,PC*,MU,UR)

OAK HOLLOW DISTRICT (*EM*,SR,UR, MW,NC)

ONE McKinney 2040: Preferred Scenario

Results In...

2040 Population: **284,000**

2040 New Residential Units**: 54,900**

Housing Type	Added Units	% Market Share
Low-Density	30,700	24%
Medium-Density	13,200	25%
High-Density	11,000	25%

2040 Total Employment: **138,000**
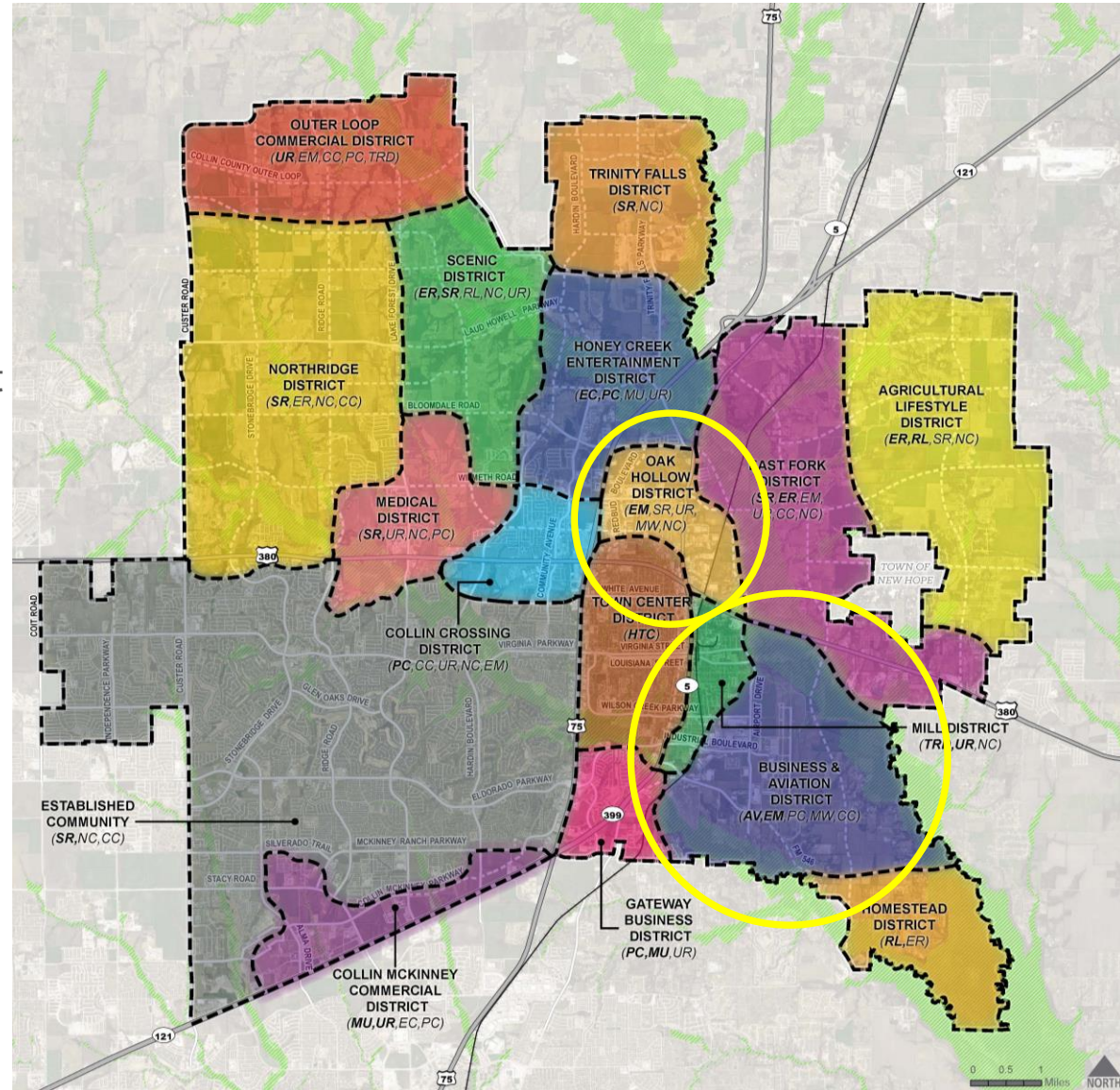
2040 Added Non-Res: **26.8MM sqft**

Employment Type	Added SQFT	% Market Share
Retail	7.7 MM	54%
Office	11 MM	51%
Industrial	8.1 MM	14%
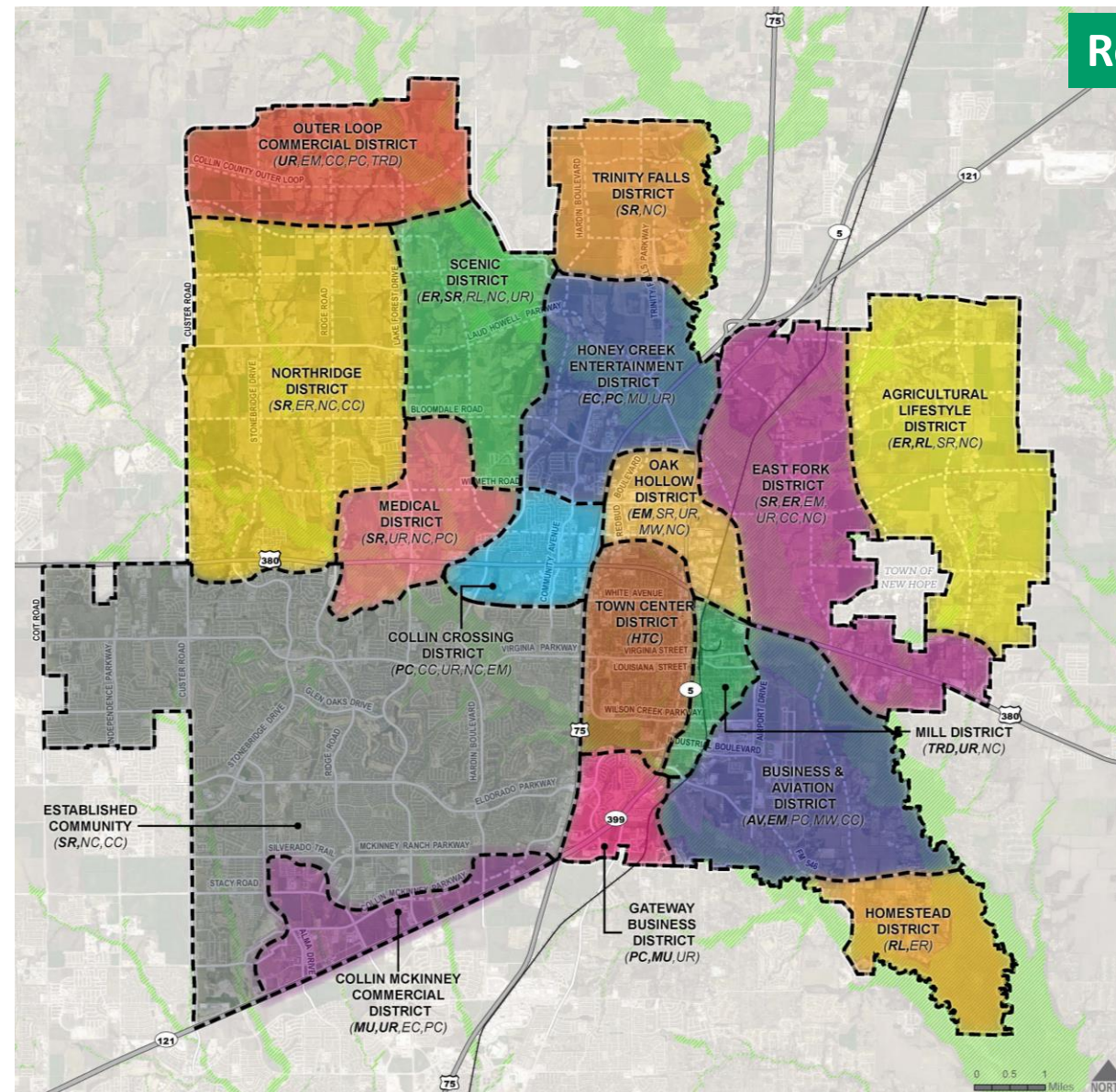
Preferred Scenario Performance

Industrial Trade Area

- 8.1 million square feet
- 14% market share

- Primary Capture Districts
  - Business & Aviation District
  - Oak Hollow District

Preferred Scenario Performance

Office Trade Area

- 11 million square feet
- 51% market share

- Primary Capture Districts
  - Business & Aviation District
  - Collin McKinney Commercial District
  - Honey Creek Entertainment District
  - Collin Crossing District
  - Gateway Business District
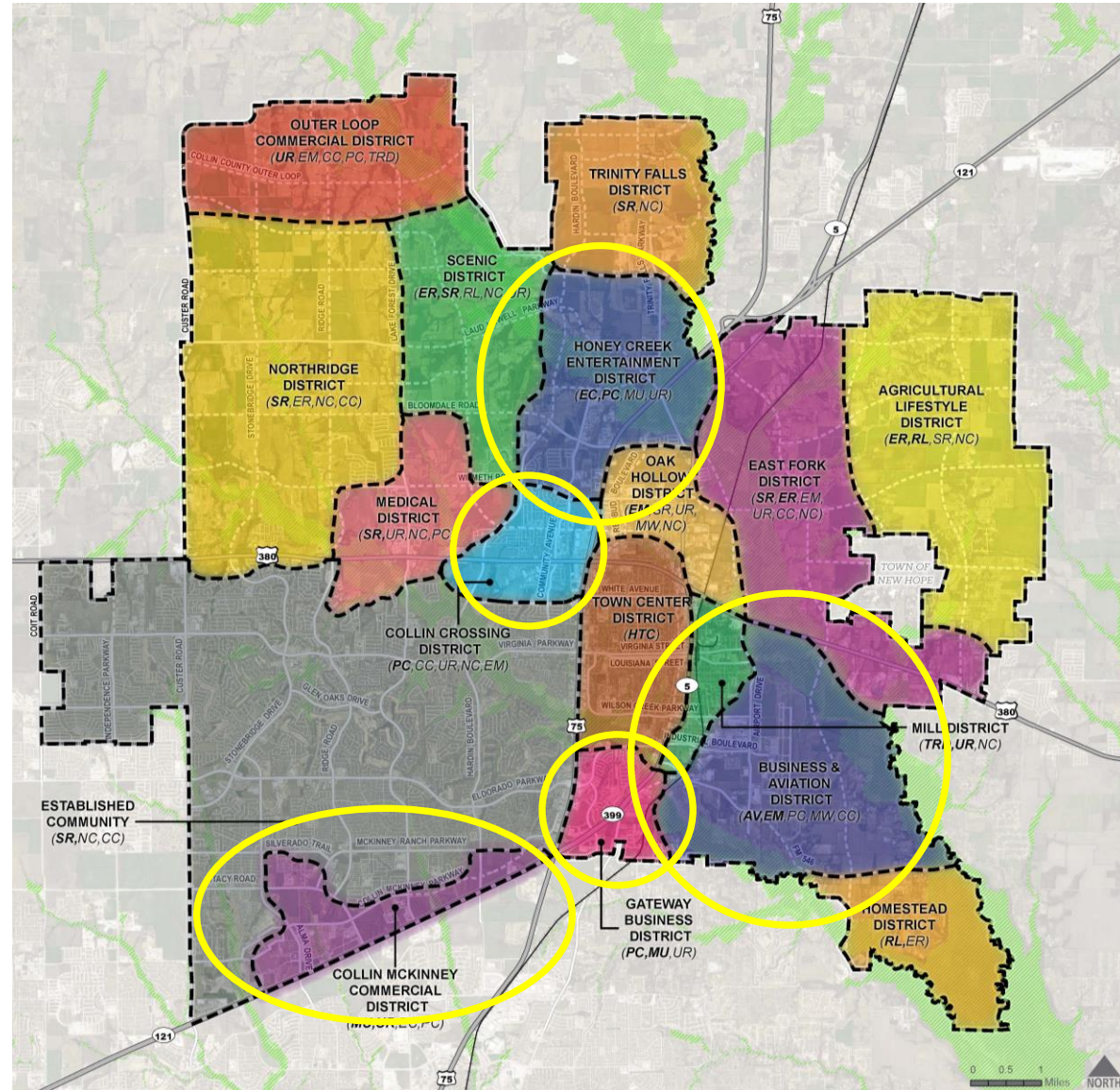
Preferred Scenario Performance

Retail Trade Area

- 7.7 million square feet
- 54% market share

- Primary Capture Districts
  - Honey Creek Entertainment District
  - Collin McKinney Commercial District
  - Collin Crossing District
  - Northridge District
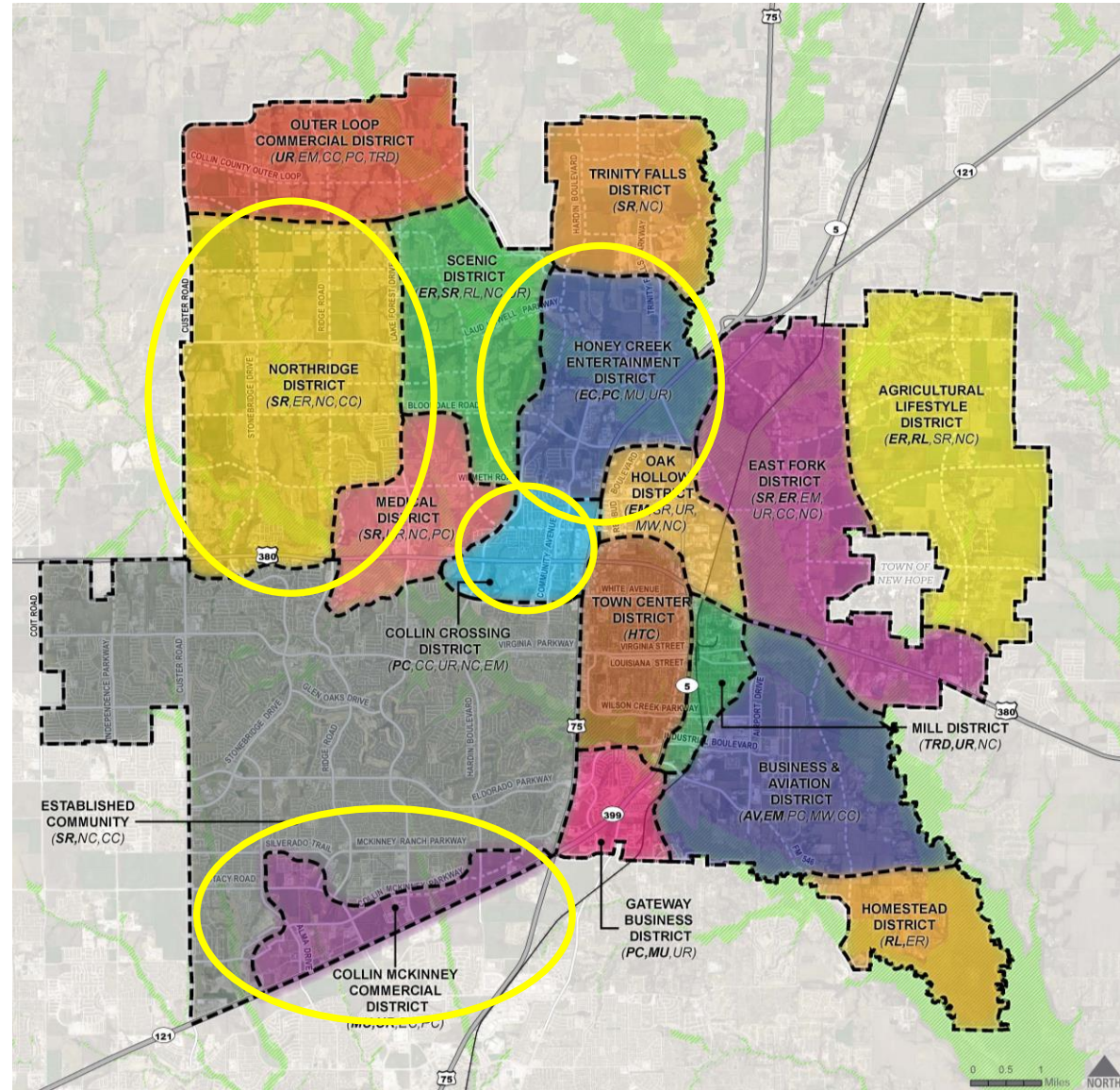
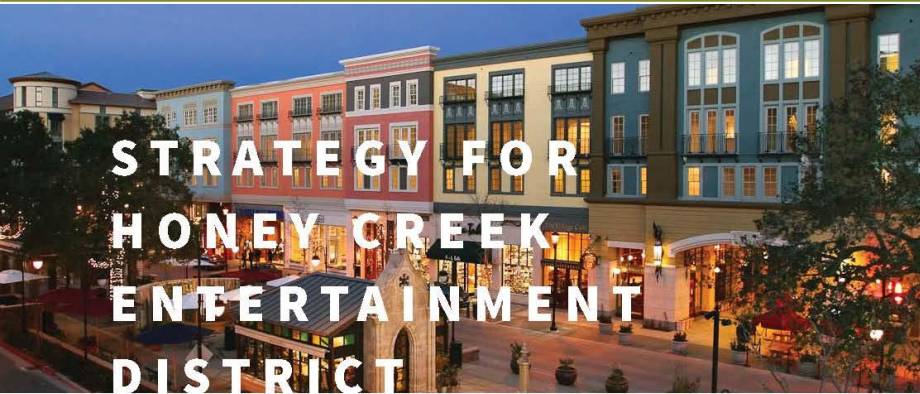# Preferred Scenario: Performance

How does the Preferred Scenario compare to NCTCOG projections?

	NCTCOG Projection	Preferred Scenario Results	Percent Difference
Population	278,000	284,000	4%
Employment	136,000	138,000	2%

Land Use Diagrams as a Decision Making Tool

STRATEGY FOR HONEY CREEK ENTERTAINMENT DISTRICT

INTENT

This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants, and other regional attractions that are programmed together in a mixed-use environment.

STRATEGY COMPONENTS:

- Intent Statement

This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants, and other regional attractions that are programmed together in a mixed-use environment.

- Description
- Identity and Brand
- Economic & Market Support
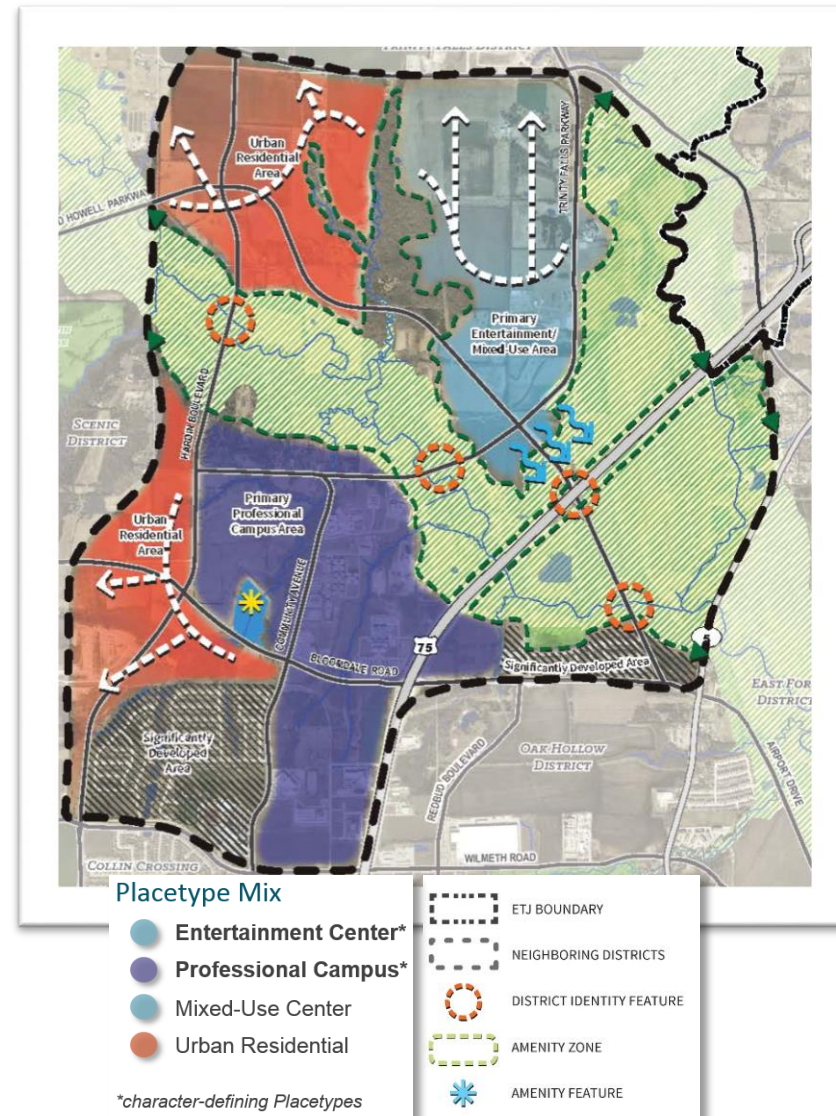 – *Psychographics*
  – *Market Analysis*

- Strategic Direction
  – *Development Pattern*
  – *Identity, Amenities and Infrastructure*
  – *Anticipated Public Investments & Initiatives*
  – *Decision Making Criteria*
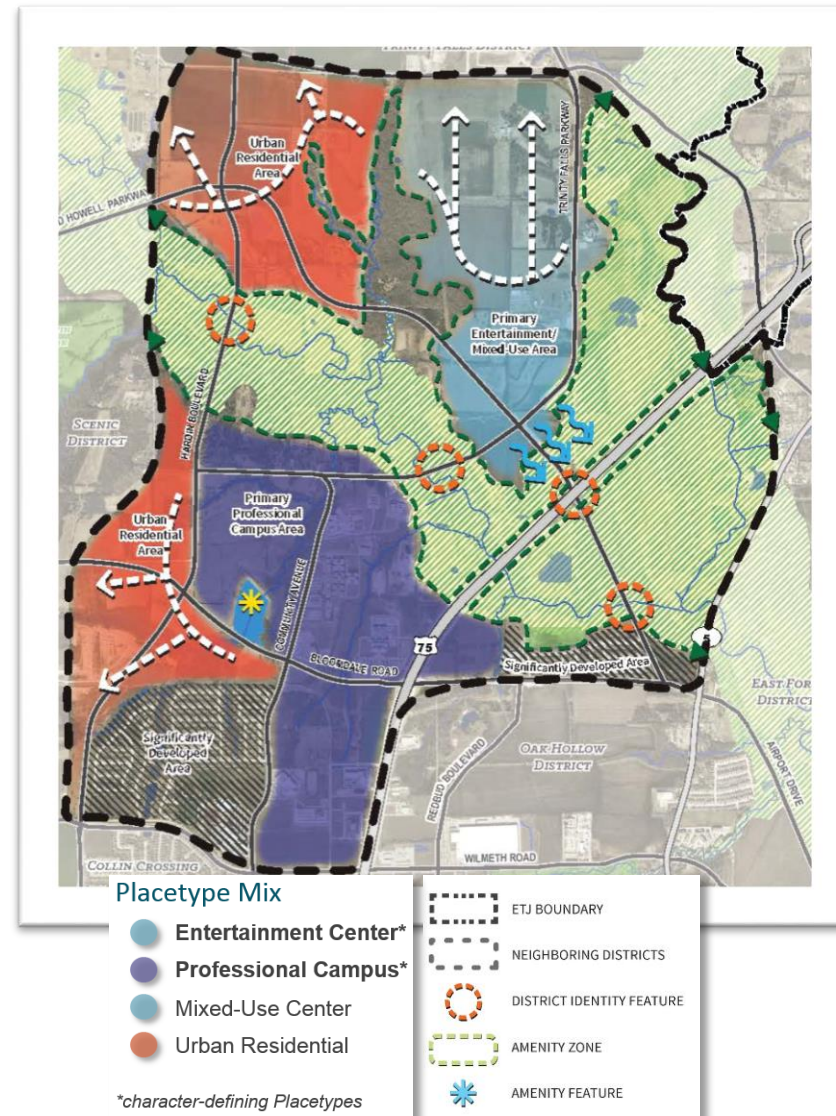
Development Pattern

1. Entertainment Center is character-defining placetype. Should be focused along Laud Howell Parkway between Trinity Falls Parkway and US 75. The gradient on the Diagram reflects the relative density of development (higher density at darker colors).

2. Floodplain should be integrated into future project design and development. Due to this desired integration, no other placetypes should be allowed to locate between the Entertainment Center and the creeks.

3. Professional Campus is character-defining placetype, intended to attract companies that desire proximity to the Entertainment Center.
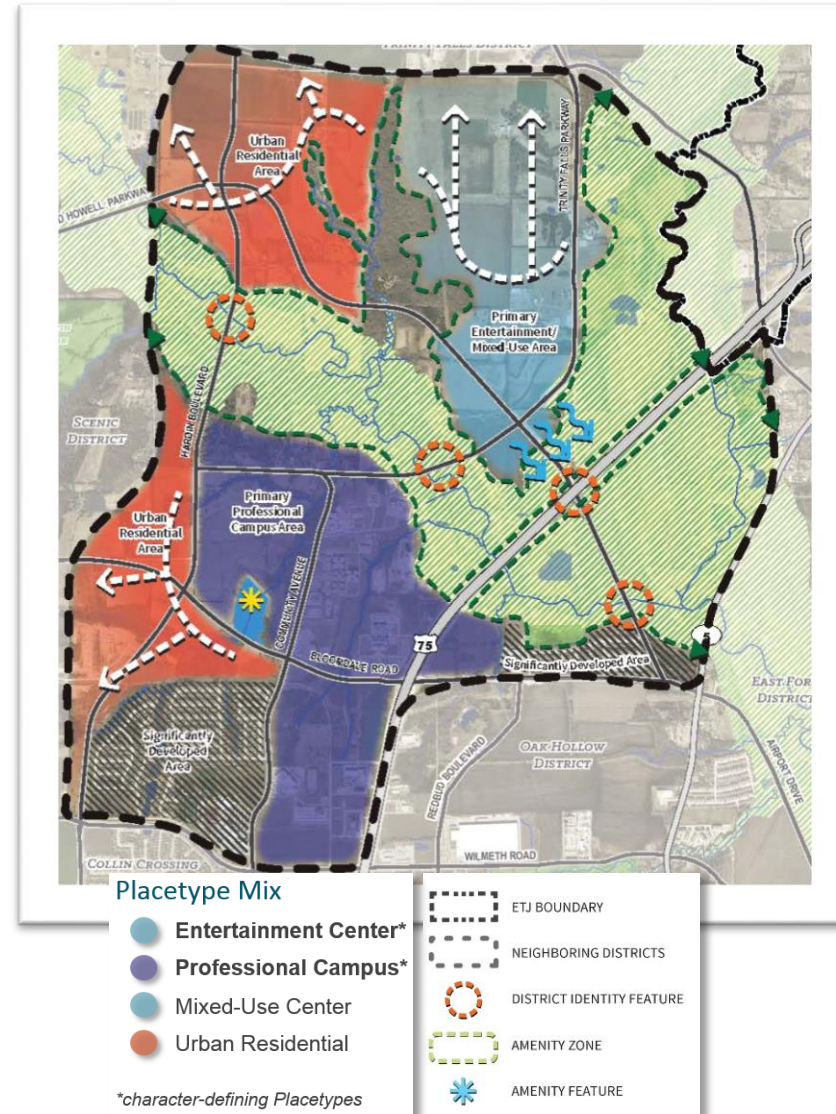
Development Pattern (cont'd)

4. Gray areas indicate significantly developed locations. Any infill development should be consistent and/or compatible with the existing built conditions and/or should demonstrate compatibility with the placetypes and priorities in the Land Use Diagram.

5. Urban Residential offers residential choices for those who work in the Entertainment Center or choose to live close to its attractions. The gradient on the Diagram reflects the relative density of Urban Residential areas (higher density at darker colors).

6. The Entertainment Center and Urban Residential areas should share adjoining open space amenities and should be connected to encourage walking and biking between the two areas.

Placetype Mix
- Entertainment Center*
- Professional Campus*
- Mixed-Use Center
- Urban Residential

character-defining Placetypes

- ETJ BOUNDARY
- NEIGHBORING DISTRICTS
- DISTRICT IDENTITY FEATURE
- AMENITY ZONE
- AMENITY FEATURE
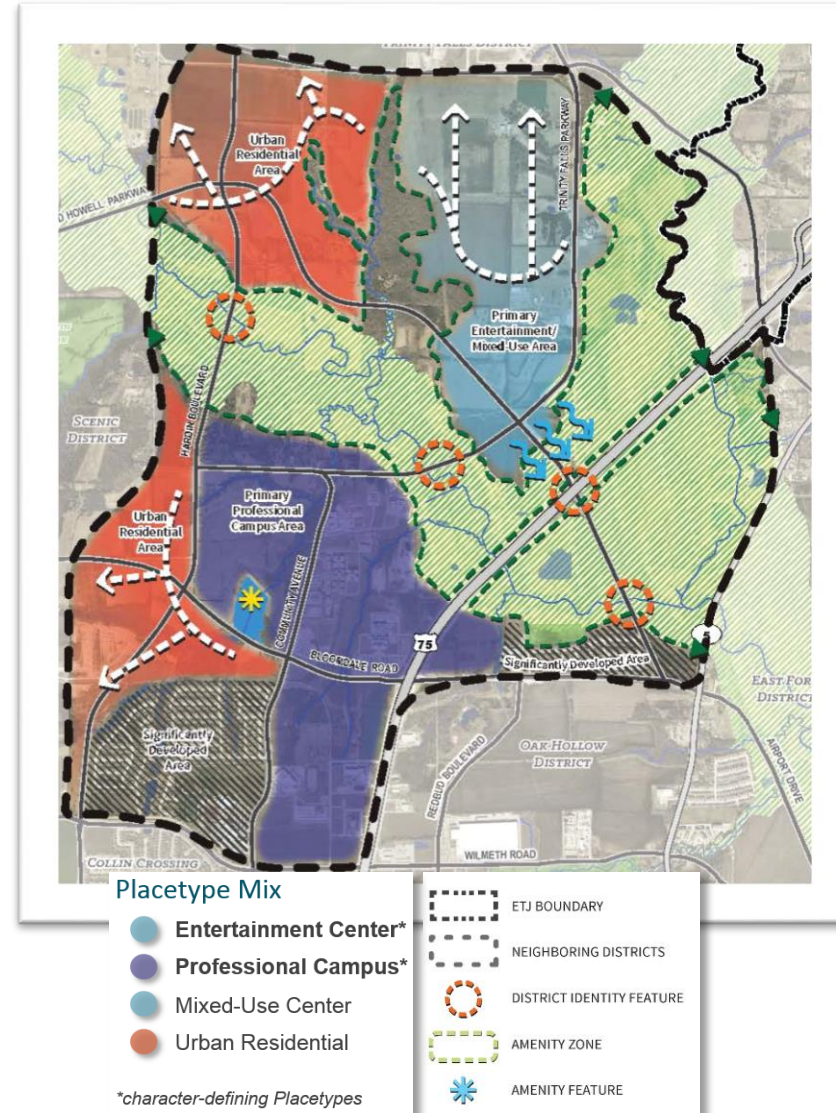
Identity, Amenities, & Infrastructure

1. Significant identity features located where District's major roadways and important creeks intersect.

2. Amenity Feature on Diagram denotes existing lake that should be maximized as an amenity feature.

3. Infrastructure should maximize compatibility with creeks and related open space amenities, as well as mixed-use development context.

4. Mobility networks in this District should balance regional vehicular traffic demand and intra-zonal trips between destinations within the District.

5. Design of roadways in this District should enhance the visibility and community value of the floodplain and open space areas.

Placetype Mix
- Entertainment Center*
- Professional Campus*
- Mixed-Use Center
- Urban Residential

*character-defining Placetypes

- ETJ BOUNDARY
- NEIGHBORING DISTRICTS
- DISTRICT IDENTITY FEATURE
- AMENITY ZONE
- AMENITY FEATURE

Anticipated Public Investments and Initiatives

1. Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.

2. Design and finance of identity features at public location within the District consistent in design and character with those in adjacent private development.

3. Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.

4. Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.

Placetype Mix
- Entertainment Center*
- Professional Campus*
- Mixed-Use Center
- Urban Residential

character-defining Placetypes

- ETJ BOUNDARY
- NEIGHBORING DISTRICTS
- DISTRICT IDENTITY FEATURE
- AMENITY ZONE
- AMENITY FEATURE

Decision Making Criteria

In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that projects:

1. Advance the District's intent;

2. Demonstrate compatibility with the District's identity and brand;

3. Include uses compatible with the Land Use Diagram;

4. Leverage and protect natural and built amenities;

5. Strengthen or create connections to activity centers within and beyond the District;

6. Create a positive fiscal impact for the City through the timeframe of the Plan (2040);

7. Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;

8. Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities;

9. Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan's fiscal responsibility policies.

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
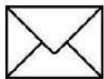
☐ Draft Plan Components in Detail

Stay in the Know

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