

ONE MCKINNEY 2040

Discuss Land Use Diagrams



ONE McKinney 2040 Comprehensive Plan

1. Overview

2. Overall Policy Direction

- a) *Vision Statement*
- b) *Guiding Principles*
- c) *Preferred Scenario*

3. Citywide Land Use and Development Strategy

- a) *Psychographics*
- b) *Market and Industry Preferences*
- c) *Placetypes for McKinney's Future*
- d) *Development Implications*
- e) *Decision-Making Criteria*
 - 1. *Citywide*
 - 2. *Criteria for Specific Uses*

4. Citywide Mobility Strategy

5. Citywide Economic Development Strategy

6. Citywide Fiscal Health Strategy

7. Citywide Quality of Life Strategy

- a) *Public Investments*
- b) *Public Services*

8. Individual District Strategies

9. Implementation

ONE McKinney 2040: Policy Direction

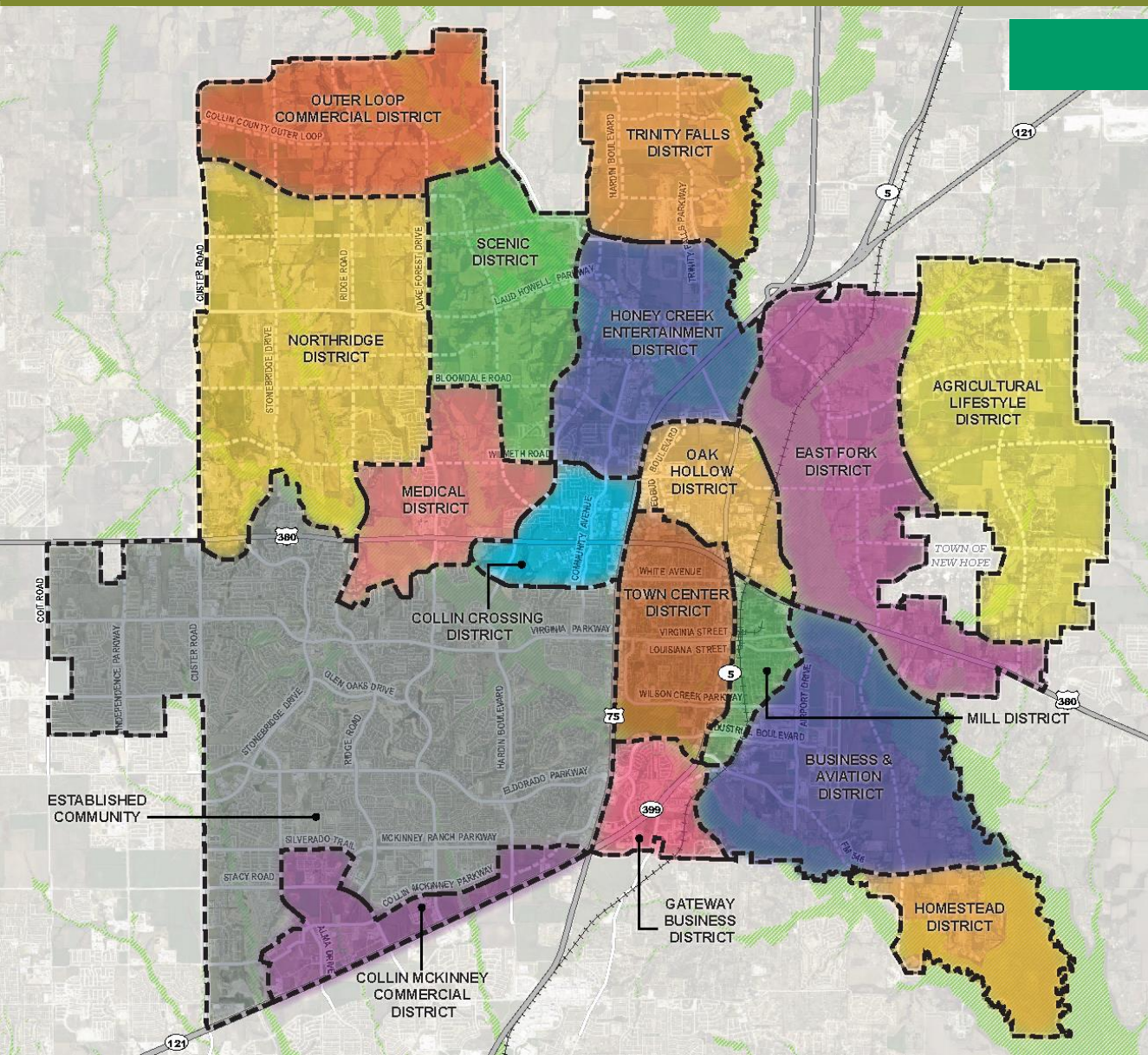
What do we hope to achieve with the Council as part of tonight's discussion?

- *General support of the Land Use Diagrams associated with the Preferred Scenario.*

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)

Land Use Diagrams as a Decision Making Tool

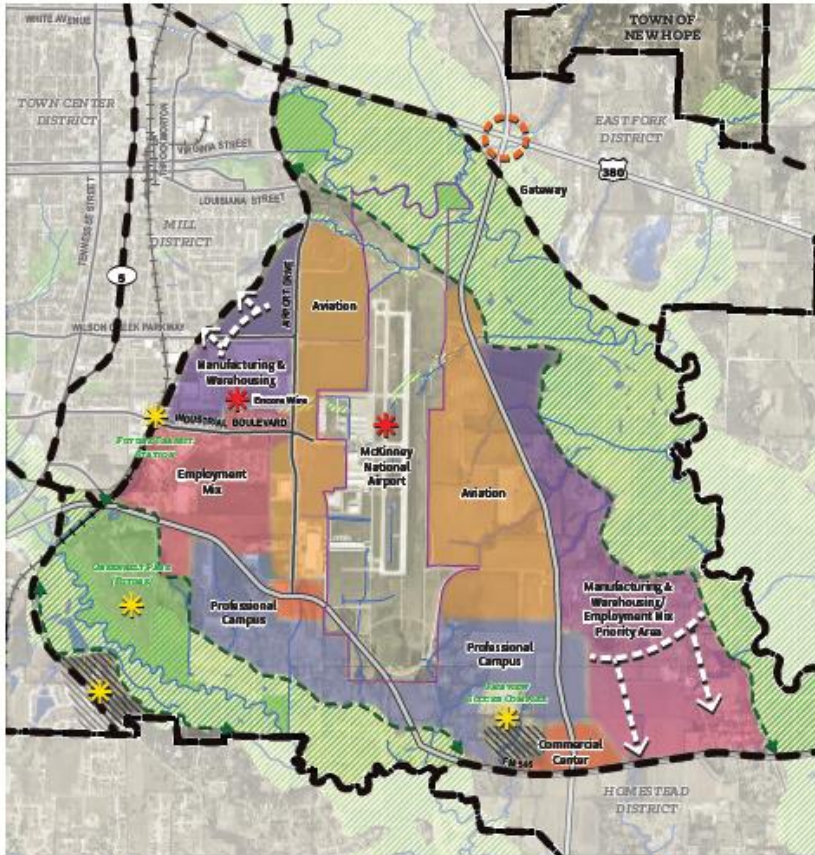
- Intent Statement
- Description
- Identity and Brand
- Economic & Market Support
 - *Psychographics*
 - *Market Analysis*
- Strategic Direction
 - *Development Pattern*
 - *Identity, Amenities and Infrastructure*
 - *Anticipated Public Investments & Initiatives*
 - *Decision Making Criteria*



BUSINESS & AVIATION DISTRICT

INTENT

This area is a major employment center based on the distinctive asset of the McKinney National Airport. It provides business locations and job opportunities related to aviation support and services as well as a range of other businesses.



LEGEND

- ETJ Boundary
- District Identity Feature
- Floodplain
- Amenity Zone
- Intensity Transition
- Amenity Feature
- Community Asset

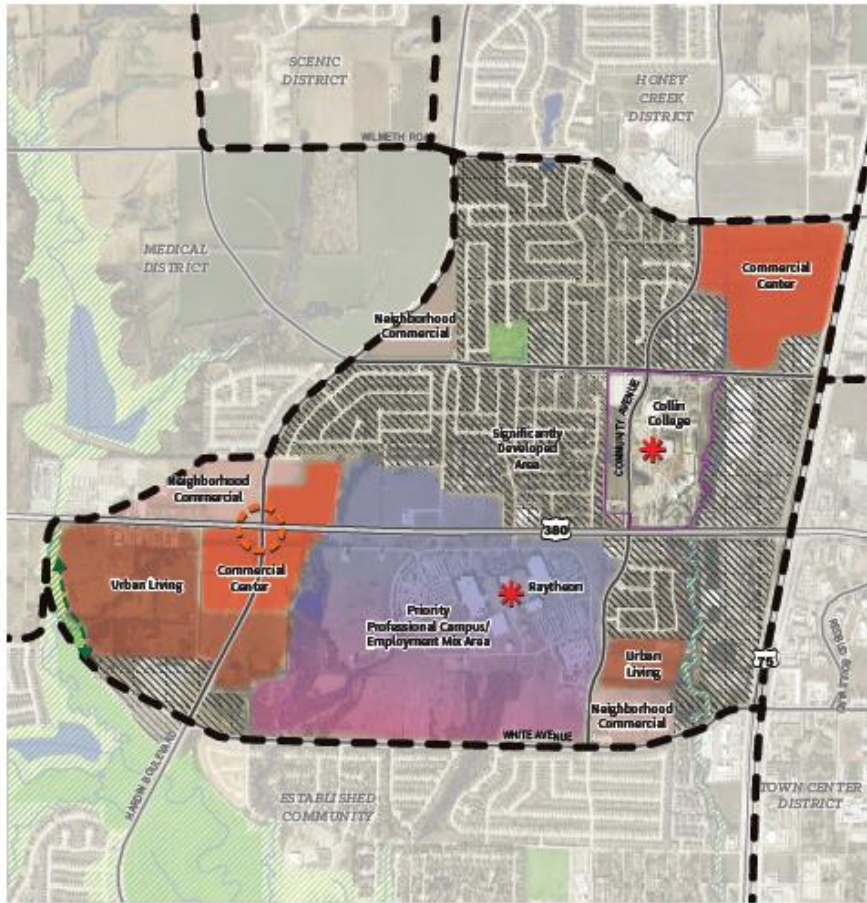


ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Business & Aviation District.

- 1] Maintenance and enhancement of McKinney National Airport infrastructure to meet current and future customer demand.
- 2] Targeted economic development incentives for aviation-related businesses and those that benefit from Airport proximity.
- 3] Active participation in regional dialogues about funding and location of transit service in Collin County.
- 4] Active participation in regional dialogues about funding and location of limited access roadways along the FM 546 alignment and major north-south alignment as shown on the Master Thoroughfare Plan.
- 5] Focused planning, design and economic development incentives for transit-ready development in the area surrounding the future transit station.
- 6] Zoning, design guidelines, infrastructure planning and economic development programs geared to the distinct needs of aviation, manufacturing, warehouse, and professional businesses in their respective parts of this District.
- 7] Design and alignment studies for the regional roadway connecting FM 546 and SH 5.
- 8] Trail connections from business areas to the open spaces bordering this District.
- 9] Partnerships with MISD, Collin College and others to ensure that McKinney residents have the skills and expertise to offer the District's businesses a trained labor force.

COLLIN CROSSING DISTRICT



LEGEND

- ETJ Boundary
- District Identity Feature
- Floodplain
- Amenity Zone
- Community Asset



INTENT

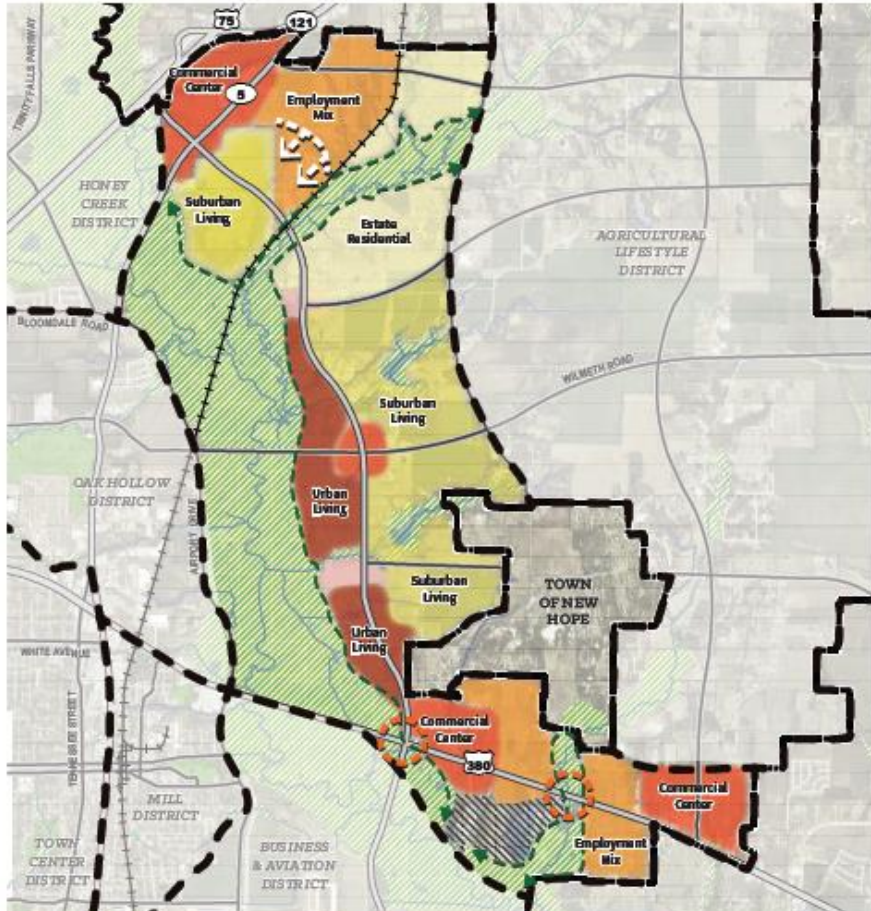
This area capitalizes on the existing business and educational opportunities created by Raytheon and the Collin College Central Park Campus. Residents of existing neighborhoods and the students and faculty of Collin College Central Park Campus can also benefit from appropriate and convenient employment, retail and housing choices.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Collin Crossing District.

- 1| Creation of a Major Gateway for McKinney at US 75 and US 380.
- 2| Extension and expansion of Hardin Boulevard and Wilmeth Road.
- 3| Way-finding, streetscape design and other investments that encourage non-automobile travel between Collin College, employment centers and neighborhoods within the District.
- 4| Partnerships between the College, MISD, the City and area employers to offer job training and placement, mentoring and similar opportunities for District residents and College students to find jobs with companies in the District.
- 5| Partnerships between the College and area employers to offer support technology transfer based on Collin College research and development.

EAST FORK DISTRICT



LEGEND

- ETJ Boundary
- District Identity Feature
- Floodplain
- Amenity Zone
- Intensity Transition



INTENT

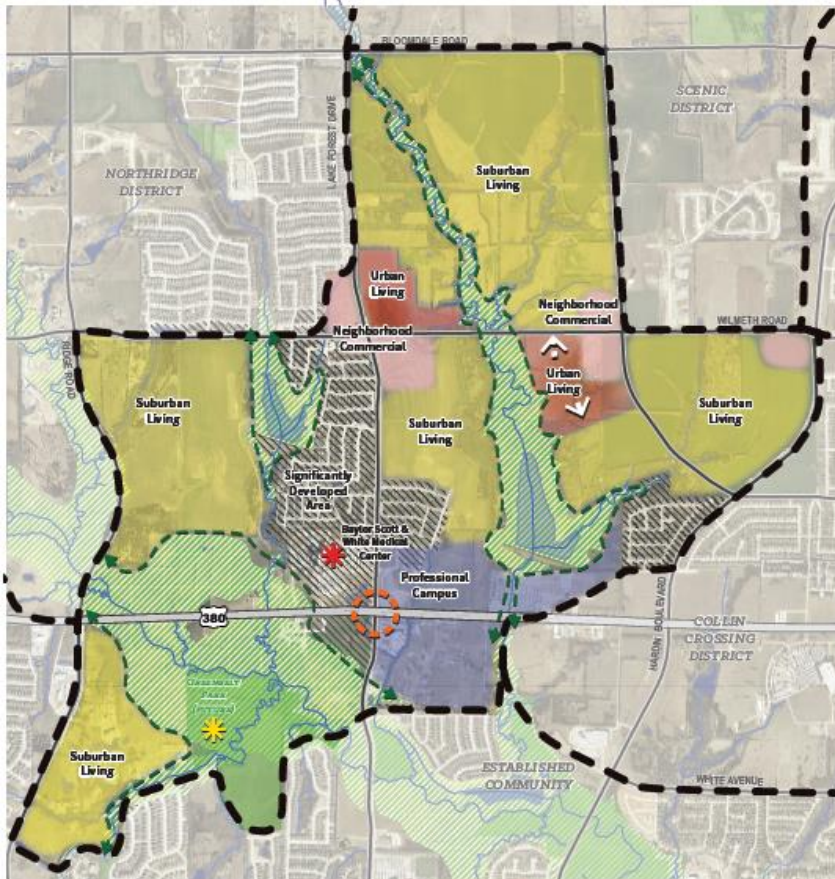
As its name suggests, the neighborhoods and business areas in this District are designed to benefit from the amenities of the East Fork of the Trinity River. One of the most distinctive, nature-oriented Districts, East Fork provides opportunities for people to live close to natural areas yet have a choice of housing and neighborhood types. Commercial and employment uses continue current patterns, with designs that provide compatibility and transition to the residential and natural areas of the District.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the East Fork District.

- 1| Design and construction of new roadways east of SH 5.
- 2| Active participation in regional dialogues about funding and location of a limited access roadway along the major north-south alignment as shown on the Master Thoroughfare Plan.
- 3| Creation of Major Gateways to McKinney where US 75, SH 5 and SH 121 converge, and at the entrance to McKinney on US 380.
- 4| Investment in major park and recreational amenities and preservation of natural areas along the East Fork of the Trinity River.
- 5| Adoption of design standards for environmentally-compatible Urban Living development adjacent to the East Fork open spaces.

MEDICAL DISTRICT



LEGEND

- ETJ Boundary
- District Identity Feature
- Floodplain
- Amenity Zone
- Intensity Transition
- Amenity Feature
- Community Asset



INTENT

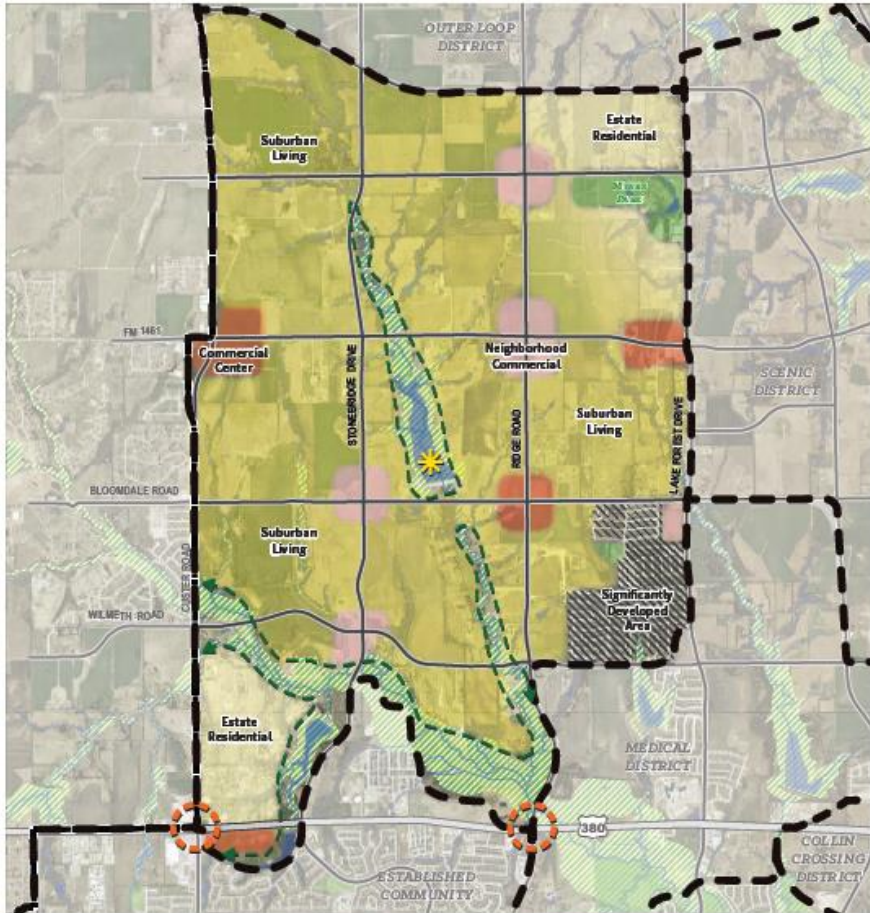
With Baylor, Scott, & White Medical Center as an anchor, the Medical District provides jobs in the fast-growing health care industry, locations for medical facilities and their support services, and housing options for the people who work in these facilities.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Medical District.

- 1| Creation of a Secondary Gateway at US 380 and Lake Forest Drive.
- 2| Construction of Streetscape improvements on Wilmeth Road.
- 3| Construction of connected trails, bikeways paths and other facilities to encourage residents and employees of this District to use these travel modes.
- 4| Partnerships between Baylor, Scott, & White Medical Center, MISD, Collin College, the City of McKinney, and other organizations and the City to offer job training and placement, mentoring and similar opportunities so District residents can benefit from job opportunities in the health and wellness industry.

NORTHRIDGE DISTRICT



LEGEND

- ETJ Boundary
- Floodplain
- Amenity Zone
- Amenity Feature
- District Identity Feature



INTENT

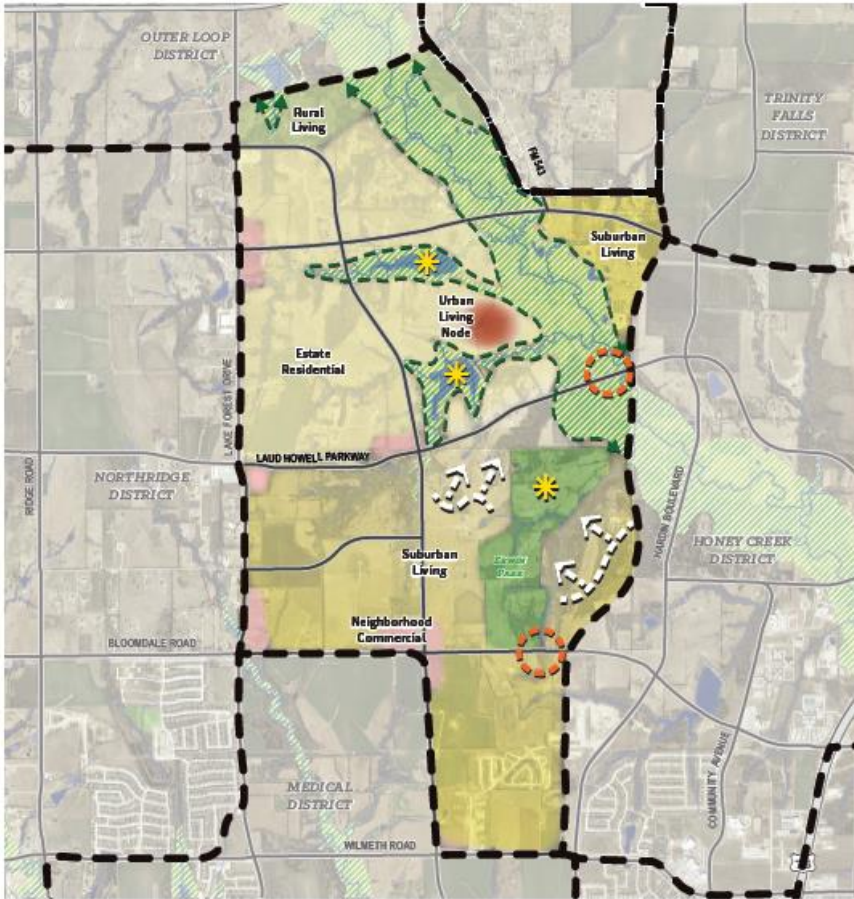
Anchored by an NRCS lake, new neighborhood developments in the Northridge District continue McKinney's high quality of life and housing choices.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Northridge District.

- 1| Creation of a Major Gateway to McKinney at US 380 and Custer Road.
- 2| Expansion of infrastructure that is phased, sized and timed to be adequate as development occurs and fiscally positive.
- 3| Greenway Arterial design and streetscape improvements on FM 1461, Stonebridge Drive and Wilmeth Road.
- 4| Trails and open space amenities along Wilson Creek and Stover Creek.

SCENIC DISTRICT



LEGEND

- ETJ Boundary
- District Identity Feature
- Floodplain
- Amenity Zone
- Intensity Transition
- Amenity Feature



With distinctive topography and Erwin Park and Honey Creek visible from several higher elevation vantage points, the Scenic District offers suburban and Estate Residential choices with scenic character that benefit from close proximity to the City's largest park.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Scenic District.

- 1| Greenway Arterial design and streetscape improvements on Laud Howell Parkway and other designated greenways.
- 2| Continue to maintain and enhance Erwin Park as a major asset for this District.
- 3| Creation of trails and other amenities in the Honey Creek natural areas.

ONE McKinney 2040: Decision Making Criteria

- 1| Help McKinney achieve the Comprehensive Plan's Vision and Guiding Principles;
- 2| Advance the District's intent;
- 3| Demonstrate compatibility with the District's identity and brand;
- 4| Include uses compatible with the Land Use Diagram;
- 5| Leverage and protect natural and built amenities and infrastructure;
- 6| Strengthen or create connections to activity centers within and beyond the District;
- 7| Create a positive fiscal impact for the City through the timeframe of the Plan (2040);
- 8| Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;
- 9| Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities;
- 10| 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.

Projects proposing placetypes other than those shown in the Land Use Diagram may be deemed consistent with this plan if they meet a majority of the decision-making criteria identified above.

In Review

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

Next Steps

- Refine Land Use Diagrams based on feedback from the Advisory Committee and City Council
- Public Outreach at Oktoberfest
- Begin Drafting detailed sections of the Comprehensive Plan
- Publish Draft document for public review and comment
- Begin formal adoption process