



# East McKinney Projects Update

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# Overview of Studies

The East McKinney projects continue the implementation of the vision set in previous studies for infrastructure improvements, new and enhanced public facilities, and the expansion of business development opportunities in the area east of State Highway 5.

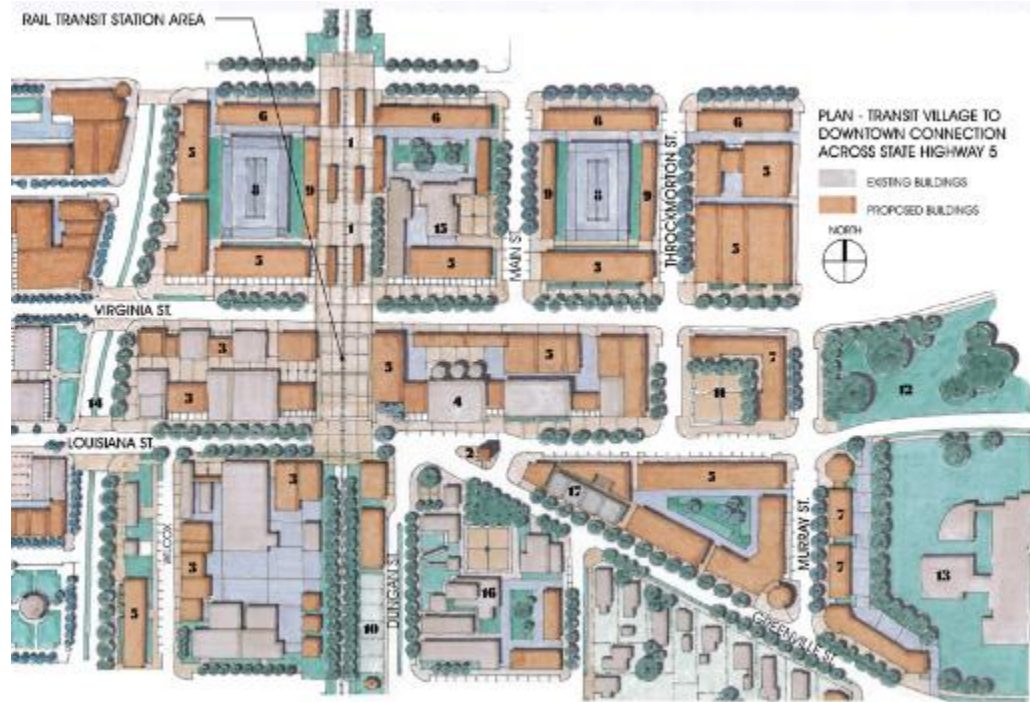
The overall vision for East McKinney draws from plans and public input from:

- 2004 Comprehensive Plan
- Town Center Study (2006-2007)
- One McKinney 2040 Comprehensive Plan (2018-present)

Future projects will include additional public outreach and engagement.

- Mobility and Alignment Study (beginning 2021)
- Municipal City Complex (planning/design beginning 2021)
- Other initiatives/studies as approved by Council (proposed 2021)

# Town Center Study Vision



- Mixed Use Development and neighborhood centers
- Redevelopment of Old Settler's Park balanced with preservation of single-family housing stock of the P.R.I.D.E. communities
- Maintain adequate parking
- Streetscape and pedestrian realm amenities
- Scale and transition of uses





# Goals and Strategies

As a city, we believe:

- Existing neighborhoods are vital to a thriving future for the area.
- Old Settler's Park is a valuable amenity for the area and should be developed to make it more attractive to residents.
- Public infrastructure in this area is among the oldest in McKinney and needs repair or rehabilitation to support residents and businesses.
- Any redevelopment or new construction should be balanced with preserving existing neighborhoods in the area, both in terms of use and scale.

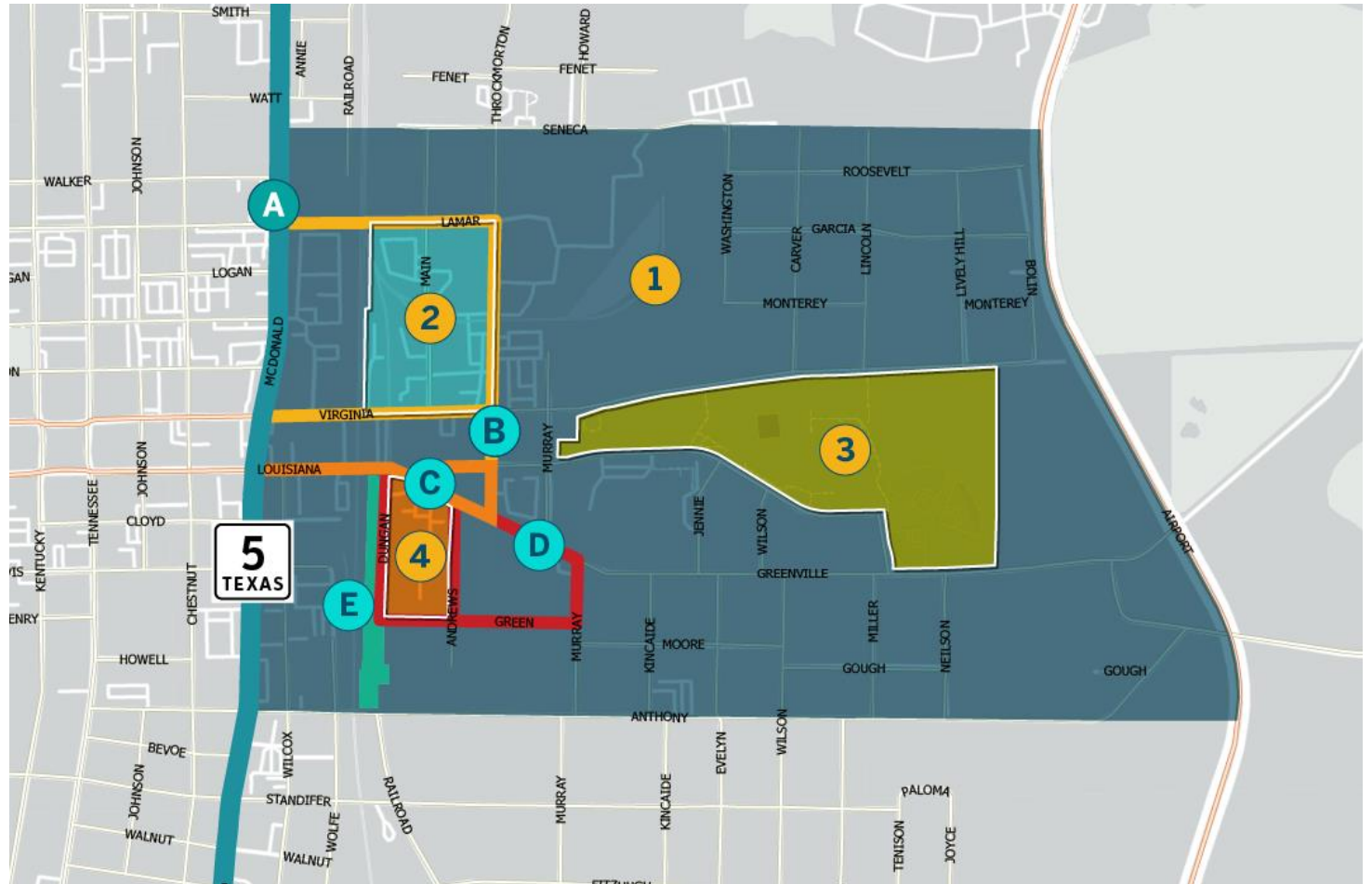


# Projects

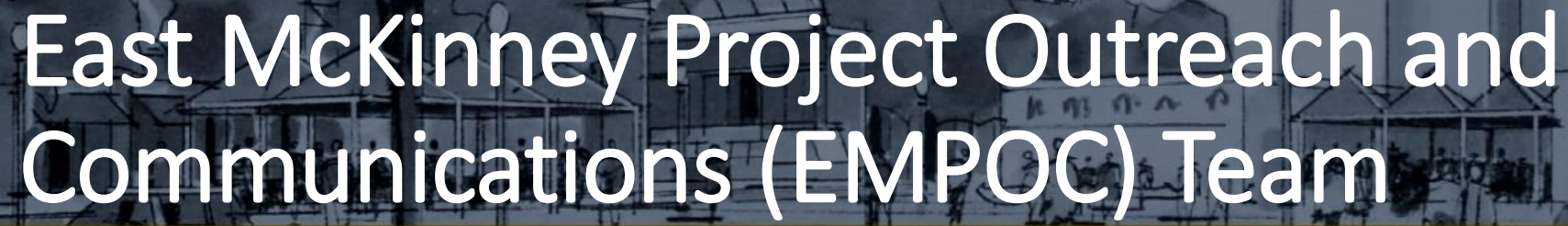


- 2 Municipal City Complex
- 3 Old Settler's Master Plan
- 4 TUPPS Brewery

- A** S.H. 5 | TxDOT Project
- B** Virginia & Lamar Streets
- C** East Louisiana Street
- D** Green & Andrews Streets
- E** East Louisiana Public Parking Lot



Neighborhood Preservation Study (proposed 2021)  
Arts & Culture Initiatives (proposed 2021)



# East McKinney Project Outreach and Communications (EMPOC) Team

Our Purpose:

*Develop a **unified communication plan** and **public engagement process** to **inform** and **solicit feedback** from the citizens of East McKinney regarding upcoming redevelopment projects and planning initiatives for the area east of State Highway 5. Communications will be made available to all citizens of McKinney.*



# City of McKinney Vision & Guidance

EMPOC team

## Infrastructure

- East Louisiana Public Parking Lot
- Virginia & Lamar Streets
- S.H. 5 | TxDOT Project
- East Louisiana Street
- Green & Andrews Streets
- Mobility & Alignment Study

## Parks

- Old Settler's Master Plan Study

## Main Street/ Business

- Business Relations
- Cultural District
- Programming & Events

## Development

- TUPPS Brewery

## Public Facilities

- Municipal Complex

## Neighborhood

- Neighborhood Preservation Study



# Public Engagement Principles

These principles are the foundation for the city's engagement initiatives and strategies and are the most effective way to build trust and demonstrate our commitment to the community.



## **Inclusion and mutual respect**

Ensure public notice and engagement is based on building trust and seeking to involve all stakeholders and range of perspectives, with-out predetermined outcomes.



## **Early involvement and timely communication**

Communicate as early as possible in the engagement process, provide regular updates, and ensure timely information that supports stakeholder participation.



## **Fiscally sustainable**

Ensure methods and resources for public notice and engagement reflect the magnitude, complexity, and costs to the extent possible for each initiative.



## **Transparent and accountable**

Share information and provide feedback about how community input was considered and/or integrated.



## **Clear and accessible communication**

Use plain language and a wide range of tools and techniques for communicating and engaging with stakeholders.



## **Open, two-way communication**

Work with stakeholders in a cooperative and collaborative way to share information and provide opportunities for constructive dialogue.



## **Continuous improvement**

Review process and seek better ways of engaging the community and provide efficient and effective public notice and engagement processes.





# What's Happening

- Create internal Public Engagement Guide
- Develop a dedicated website for all East McKinney projects
- Notify Me
- Targeted communications sent to those impacted by Green and Andrews Streets project
- Media briefings
- Monthly EMPOC team meetings
- Quarterly updates to Council