

achieve the vision described in the plan. Guiding principles apply at both the citywide and area level, and shape more detailed principles that apply to each element of the plan, such as mobility or community design.

- The preferred scenario is the graphic depiction of the future McKinney community as it would exist if the guiding principles and vision is realized. As with the guiding principles, the preferred scenario provides overall guidance for investors and decision-makers. By illustrating the general geographic development pattern the community hopes to achieve, the preferred scenario establishes the basic framework that is detailed in the strategies for individual areas.
- This level of overall policy direction forms the foundation upon which topical and geographic policies and recommendations are based. It sets the overall framework for the plan's more specific policy direction and informs stakeholders of what the plan seeks to achieve. The principles and policies found in each of the plan's elements should help the city achieve the vision and should be consistent with the guiding principles.
- Following discussions with the Council and Comprehensive Plan Advisory Committee (CPAC) during the Joint Meeting on June 6th, Staff has made refinements to the vision statement and guiding principles of the overall policy direction for Council's consideration. Details related to the preferred scenario will be presented and discussed at the July 25th work session in conjunction with the land use element of the plan.
- Specific changes to the vision statement following the June 6th Joint Meeting include creating a more succinct and clear statement that reinforces a desire to welcome business and entertainment opportunities and create lasting value for the community.
- Specific changes to the guiding principles following the June 6th Joint Meeting include rephrasing of several principles to be more clear and succinct, grouping related principles based on commonalities that relate back to the vision statement, and eliminating principles that had a lack of overall consensus and/or support.

BACKGROUND INFORMATION:

- A Comprehensive Plan is a statement of the community's vision for today and tomorrow. It represents the desires of the citizens and their goals for the community.
- A Comprehensive Plan focuses on outlining a physical plan and business plan for the City. It is typically comprised of a number of interrelated elements such as land use, transportation, utilities, public services, socio-economic, and open space elements.
- Upon adoption, a Comprehensive Plan provides the basis for zoning and subdivision regulations. The plan should also be referred to in capital improvement planning, zoning changes, annexation actions, and other decisions made by the City.
- The current McKinney Comprehensive Plan was adopted in 2004 after a lengthy public input process and planning effort. When the 2004 Comprehensive Plan was adopted, the McKinney population was roughly 86,000. Today, the City is home to over 155,000 people. With this significant growth comes a change to the physical environment around us and the needs and

desires of the community.

- On June 16, 2015, City Council approved a project scope and contract with Kimley-Horn and Associates for professional services in support of an update to the Comprehensive Plan.
- An important element to the Comprehensive Plan Update was the creation of a consistent theme and message for the goal of the Initiative. As such, the project has been promoted as **One Community. One Vision. ONE McKinney 2040**. More information about the ONE McKinney 2040 Comprehensive Plan Update can be found on the project's website www.onemckinney2040.com <<http://www.onemckinney2040.com>>.
- As part of the ONE McKinney 2040 Comprehensive Plan Update, the project team has hosted a number of community-wide outreach events, including:
 - Community Summits (September 2015)
 - Community Charrette (October 2015)
 - Community Workshop (January 2016)
 - Community Open Houses (May 2016)
- The overall policy direction for the ONE McKinney 2040 Comprehensive Plan has previously been discussed with the Council, Comprehensive Plan Advisory Committee (CPAC), and general public over the last several months:
 - April 11: Joint City Council/CPAC Workshop
 - April 25 - May 5: Online Survey for City Council/CPAC
 - May 18/19: Public Open House events
 - June 6: Joint City Council/CPAC Work Session