



15-956

TITLE: Consider/Discuss the Progress and Direction of the ONE McKinney 2040 Comprehensive Plan Update

COUNCIL GOAL: Direction for Strategic Growth

MEETING DATE: October 5, 2015

DEPARTMENT: Development Services - Planning Department

CONTACT: Jennifer Arnold, Planning Manager
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RECOMMENDED CITY COUNCIL ACTION:

- Receive presentation regarding the progress of the ONE McKinney 2040 Comprehensive Plan Update and discuss the overall direction of the Initiative moving forward.

ITEM SUMMARY:

- Throughout the month of September, city staff and the consultant team hosted a number of individual interviews, small group meetings, and public forums related to the Comprehensive Plan Update.
- The purpose of this Work Session Item is to provide the Council with a summary of those public interactions in order to generate discussion and consensus related to the foundational direction of the Comprehensive Plan Update.
- The September outreach events included the following:
 - Fourteen individual interviews with neighborhood representatives, representatives from various community boards, former city leaders, the development community, Collin College, and community activists. A summary of the major ideas captured through these interviews is attached to this item and titled "*Interview Summary*."
 - Four small group meetings with members of the City Council as well as

members of the City Manager's Office. A summary of the small group comments received are attached to this item and titled "*Council and Management Summary.*"

- An all-day city staff working session with approximately 25 staff from various different departments including Planning, Engineering, Public Works, Fire, Community Development, Parks, Library, and Finance. A summary of the ideas and discussion generated during the city staff working session are attached to this item and titled "*Staff Session Summary.*"
 - Advisory Committee Meeting #1. A transcription of the ideas generated during the first Advisory Committee meeting are attached to this item and titled: "*Advisory Committee Summary.*"
 - Community Summit Events. A total of 150 people attended the Community Summit events and provided feedback on a number of different topics. A transcription of the ideas generated during the Community Summit events, are attached to this item and titled: "*Community Summit Summary.*"
 - Oktoberfest. City staff hosted a booth at Oktoberfest that included a visual preference survey and online questionnaire. During Oktoberfest, over 75 people completed an online survey and staff collected over 100 names of individuals interested in being involved in the Comprehensive Plan Update.
- Although staff and the consultant team are still reviewing and evaluating the compiled input and survey results, we have begun to see some commonalities amongst all stakeholders (leadership, staff, residents).
 - As it relates to some of the foundational priorities that could influence the direction of the Comprehensive Plan update, it appears that the following issues are important amongst a majority of the stakeholders:
 - Maintaining City infrastructure (streets, parks, buildings) over time;
 - Providing comparable city services and amenities city wide;
 - Growing the City's tax base in order to be economically sustainable and resilient over the long term;
 - Inventing/Reinventing major corridors;
 - Using energy, water, and other resources efficiently;
 - Keeping existing neighborhoods vital;
 - Continuing to embrace downtown as the historic jewel of McKinney;
 - Maximizing the opportunity presented by the airport;
 - Providing quality schools and educational opportunities;

- Respecting natural features and topography;
 - Determining the development pattern for the future of currently undeveloped areas of the City and ETJ;
 - Maintaining a sense of community and quality of life as the city grows; and
 - Providing efficient transportation infrastructure.
- In contrast, there are some issues that have not drawn an early consensus amongst different stakeholders. Input on these issues so far demonstrates a wide range of opinion among the McKinney stakeholders who have provided input. These issues include:
 - What role should public transportation play in McKinney, either for trips to McKinney destinations or for regional connection;
 - What types of businesses will be best for increasing tax base and job growth;
 - What is the best approach to creation and location of walkable, mixed use areas within McKinney;
 - What is an appropriate mix of housing variety and densities; and
 - Is there enough opportunity for different generations and users to remain in McKinney (i.e. corporate to workforce and young generation to older generation).
 - Over the coming weeks, Staff will continue to review the community input and surveys in order to draw conclusions and understand the core values that should drive the Comprehensive Plan. This review will also indicate topics for which additional research or focus is needed.
 - Staff welcomes the Council's discussion and direction as it relates to some of the early results of public input.

NEXT STEPS

- The next Comprehensive Plan Advisory Committee (CPAC) meeting will be held on Wednesday, October 14th at 6pm in the Dulaney Conference room of the Hall Library. At the CPAC meeting, Staff will host a similar discussion with CPAC members regarding the initial public input received as well as any consensus and direction received from the Council tonight. Staff welcomes City Council members to attend the October 14th CPAC meeting, although it is not mandatory.
- The next major outreach event will be the community charrette at the Collin College Higher Education Center on Saturday, October 24th from 9am to 2pm. During the community charrette, the project team will facilitate discussions between residents, business owners and other interested stakeholders in exploring issues and collaborating on ideas for future development patterns. Staff welcomes the Council's participation in this event. Information about the

charrette is attached to this item for reference.

- Input from interested individuals and organizations is still encouraged. The ONE McKinney 2040 website (www.onemckinney2040.com [<http://www.onemckinney2040.com>](http://www.onemckinney2040.com)) provides several options for anyone who wants to provide additional comments on these issues.

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 choices 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>](http://www.onemckinney2040.com).

SUPPORTING MATERIALS:

[Interview Summary](#)
[Council & Management Summary](#)
[Staff Session Summary](#)
[Advisory Committee Summary](#)
[Community Summit Summary](#)
[Keypad Polling Results](#)
[Community Summit Handout](#)
[Informational Handout](#)
[Presentation](#)