



16-747

TITLE: Discuss Policy Direction for the ONE McKinney 2040 Comprehensive Plan, Specifically Related to the Preferred Scenario and Land Use Diagram Decision-Making Tool

COUNCIL GOAL: Direction for Strategic and Economic Growth

MEETING DATE: July 25, 2016

DEPARTMENT: Development Services - Planning Department

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RECOMMENDED CITY COUNCIL ACTION:

- Discuss and provide feedback on the draft Preferred Scenario and Land Use Diagram elements of the ONE McKinney 2040 Comprehensive Plan.

ITEM SUMMARY:

- The overall policy direction for the ONE McKinney 2040 Comprehensive Plan includes three important components:
 1. A Vision Statement
 2. A set of Guiding Principles
 3. A Preferred Scenario
- The draft Vision Statement and Guiding Principles were discussed and supported by the Council at the June 20th City Council Work Session.
- Staff is now presenting more detailed information about the preferred scenario and land use diagram elements of the overall policy direction.
- The Preferred Scenario is the graphic depiction of the desired future for McKinney as described by its stakeholders. It provides overall guidance for investors and decision-makers related to the geographic development pattern the community hopes to achieve.

- In support of the Preferred Scenario, a series of detailed Land Use Diagrams provide specific direction for the individual areas identified on the Preferred Scenario. This detail serves as the decision making framework when considering land use, development and investment choices.

PREFERRED SCENARIO

- As proposed, the Preferred Scenario is comprised of 17 individual districts, each with its own identity. In most cases, this identity is defined by an existing natural, cultural or economic feature that is distinct to the district.
- Each district is comprised of a unique combination of placetypes that are representative of the type(s) of environments desired for the area. On the Preferred Scenario Diagram (attached to this agenda item), the bolded placetypes within each district reflect the character-defining placetypes for the district.

LAND USE DIAGRAMS

- In concert with the Preferred Scenario, a series of Land Use Diagrams outline the necessary details and priorities for each district as it relates to land use and investments decisions. These details include:
 - District Intent, Identity and Brand
 - District Description
 - Economic and Market Support
 - Industry Trends
 - Placetype Mix
 - Psychographics
 - Market Analysis
 - Strategic Direction
 - Development Pattern
 - Identity, Amenities and Infrastructure
 - Anticipated Public Investments and Initiatives
 - Decision Making Criteria
- Attached to this Agenda Item is an example of the Land Use Diagram for the Honey Creek Entertainment District. Prior to developing the Land Use Diagrams for all districts identified on the Preferred Scenario diagram, Staff is requesting specific feedback and consensus from the Council on this new decision making tool.
- Based on Council direction, Staff will create Land Use Diagrams for each district and anticipates presenting to the Council during the month of September.

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).
- 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)

SUPPORTING MATERIALS:

[Presentation](#)

[Preferred Scenario](#)

[Land Use Diagram: Honey Creek](#)

[Public Outreach Summary](#)

[Psychographics \(Informational Only\)](#)

[PlaceTypes \(Informational Only\)](#)