



16-924

TITLE: Update on ONE McKinney 2040 Comprehensive Plan Update, Specifically to Discuss the Land Use Diagrams Associated with the Preferred Scenario

COUNCIL GOAL: Direction for Strategic and Economic Growth

MEETING DATE: September 19, 2016

DEPARTMENT: Planning Department - Development Services Division

CONTACT: Jennifer Arnold, Planning Manager
Brian Lockley, AICP, CPM, Planning Director

RECOMMENDED CITY COUNCIL ACTION:

- Discuss and provide feedback on the draft Land Use Diagrams for the ONE McKinney 2040 Comprehensive Plan.

ITEM SUMMARY:

- At the July 25 City Council Work Session, Staff presented the draft Preferred Scenario and associated Land Use Diagram elements of the ONE McKinney 2040 Comprehensive Plan.
- In concert with the Preferred Scenario, these Land Use Diagrams outline the necessary details and priorities for each district as it relates to land use and investment 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

- In association with the Land Use Diagrams, a set of decision-making criteria has also been developed in order to guide land use and investment decisions.
- Staff reviewed the details of these districts and decision-making criteria at an August 31st Comprehensive Plan Advisory Committee meeting. As such, Staff is now presenting detailed information related to the 17 land use diagrams associated with the Preferred Scenario.
- This discussion will primarily focus on those districts perceived as high priority and/or in high growth areas of the community.

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.
- 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.
- 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:

[Preferred Scenario](#)

[Placetypes](#)

[Agricultural Lifestyle District](#)

[Business & Aviation District](#)

[Collin Crossing District](#)

[Collin McKinney Commercial District](#)

[East Fork District](#)

[Established Community](#)

[Gateway Business District](#)

[Homestead District](#)

[Honey Creek Entertainment District](#)

[Medical District](#)

[Mill District](#)

[Northridge District](#)

[Oak Hollow District](#)

[Outer Loop District](#)

[Scenic District](#)

[Town Center District](#)

[Trinity Falls District](#)

[Decision-making Criteria](#)

[Presentation](#)