

STRATEGIC DIRECTION

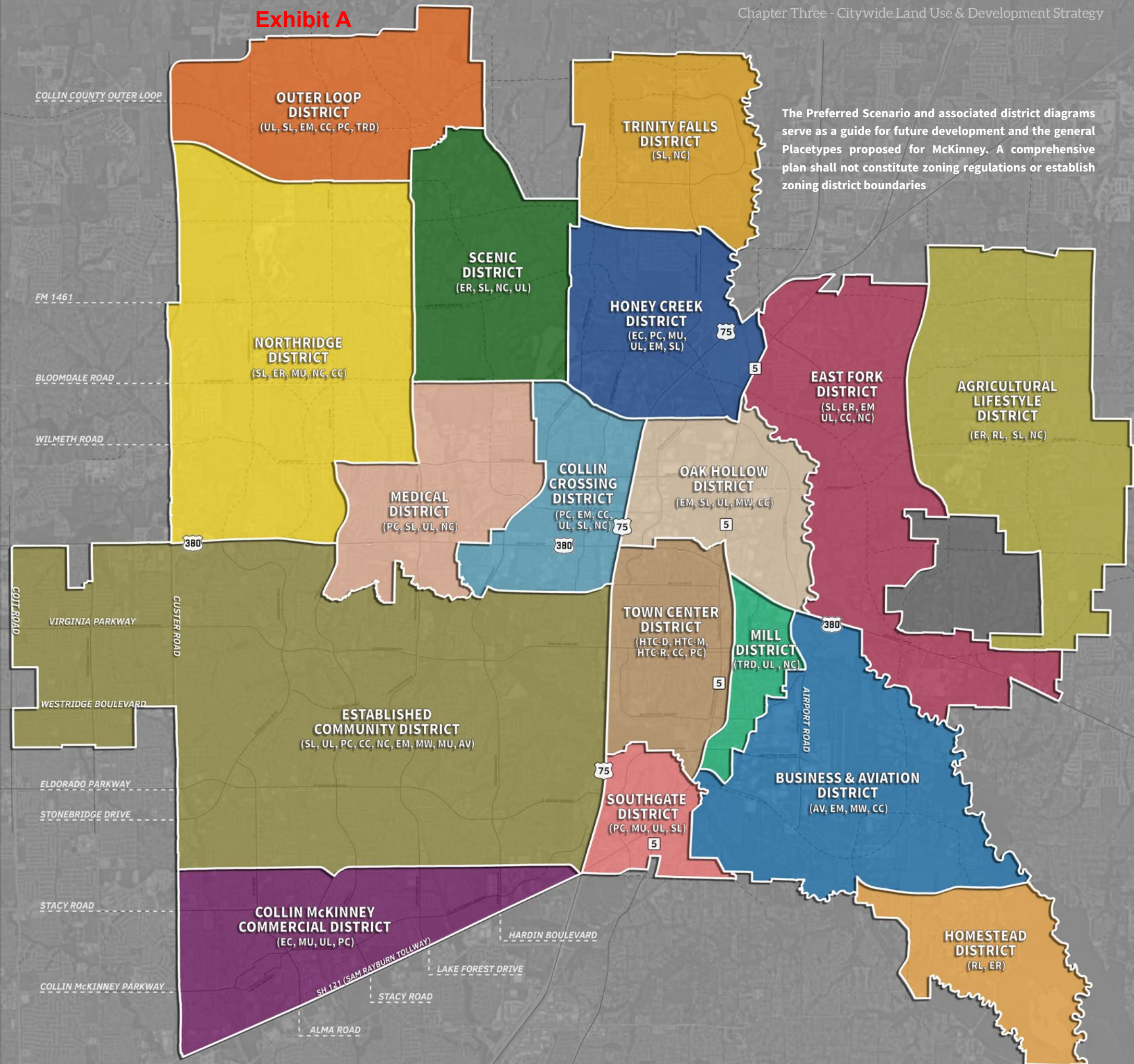
PREFERRED SCENARIO

The Preferred Scenario, has been developed based on numerous interactive work sessions with the community, Advisory Committee, City Council, and City Staff. It is the graphic depiction as it would exist if the vision and guiding principles are realized. As with the vision and guiding principles, the preferred scenario provides additional 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.

The Preferred Scenario graphically depicts 17 unique Districts in McKinney, each with an opportunity to attract the different Psychographic Segments that will be attracted to live and work in McKinney in the future. The Preferred Scenario also identifies the different placetypes that reflect the type of built environment that is expected to locate in each District. The placetypes abbreviated with bold letters indicate the placetypes that will form the basic character envisioned for each District.

The following sections of this report further define the placetypes envisioned to occur in McKinney by 2040, and provide more detail related to the specific market, land use, infrastructure and implementation strategies envisioned for each District. Together, these materials should be used by the City to guide future decisions on proposed zoning, development and redevelopment applications, and development standards. The placetype descriptions, corresponding map colors and representative pictures on the next few pages are provided to clarify the various placetypes identified on the Preferred Scenario for future land use.

Exhibit A



The Preferred Scenario and associated district diagrams serve as a guide for future development and the general Placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries

CITYWIDE DECISION MAKING CRITERIA

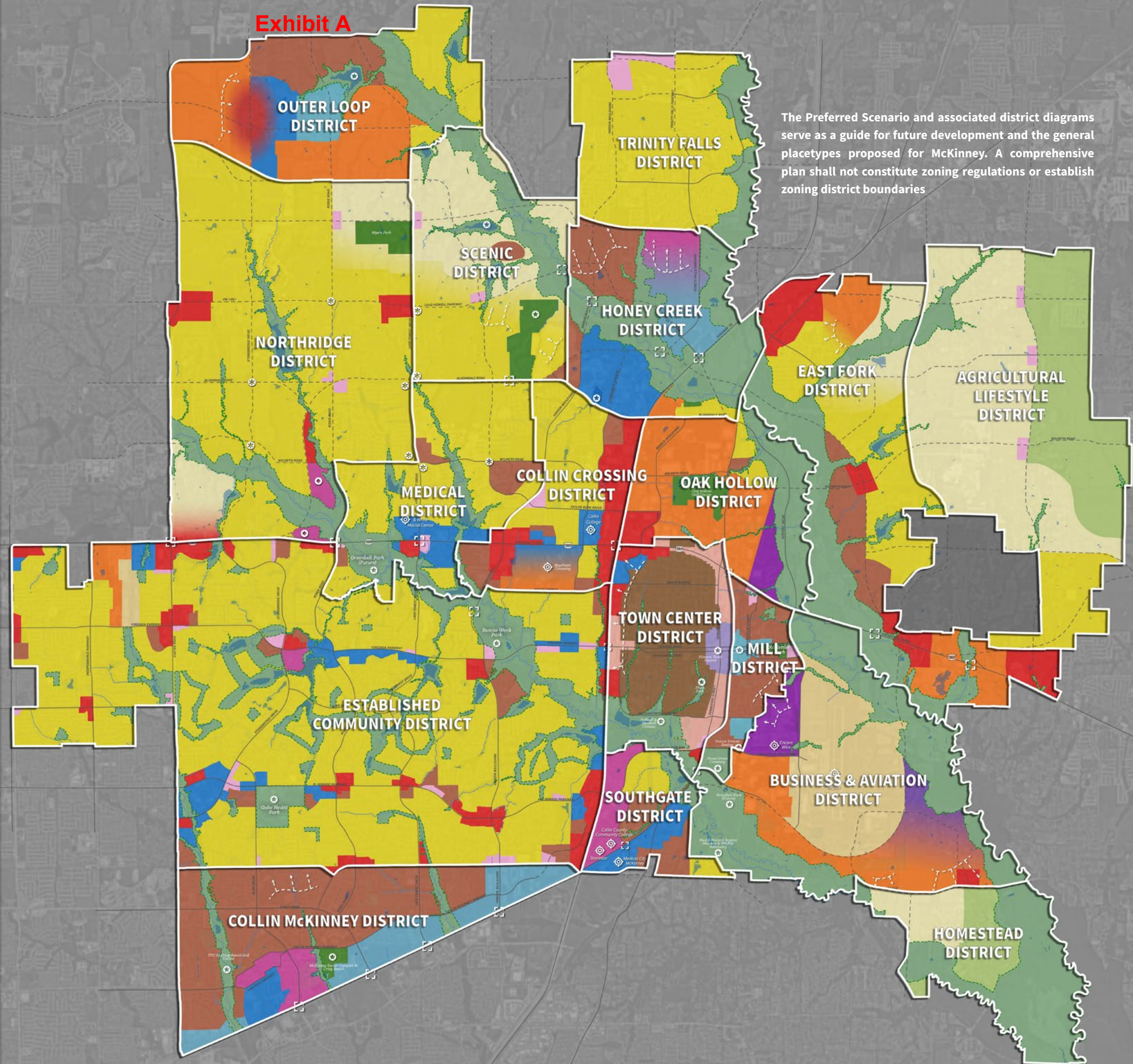
In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets the majority of the following criteria in order for it to be considered compatible with this Land Use Diagram.

The project should:

1. Help McKinney achieve the Comprehensive Plan's Vision and Guiding Principles;
2. Advance the District's intent;
3. Demonstrate compatibility with the District's identity and brand;
4. Include uses compatible with the Land Use Diagram;
5. Leverage and protect natural and built amenities and infrastructure;
6. Strengthen or create connections to activity centers within and beyond the District;
7. Create a positive fiscal impact for the City through the timeframe of the Plan (2040);
8. Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;
9. Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities; and
10. Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan's fiscal responsibility policies.

Projects proposing placetypes other than those shown in the Land Use Diagram may be deemed consistent with this plan if they meet a majority of the decision-making criteria identified above.

Exhibit A



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