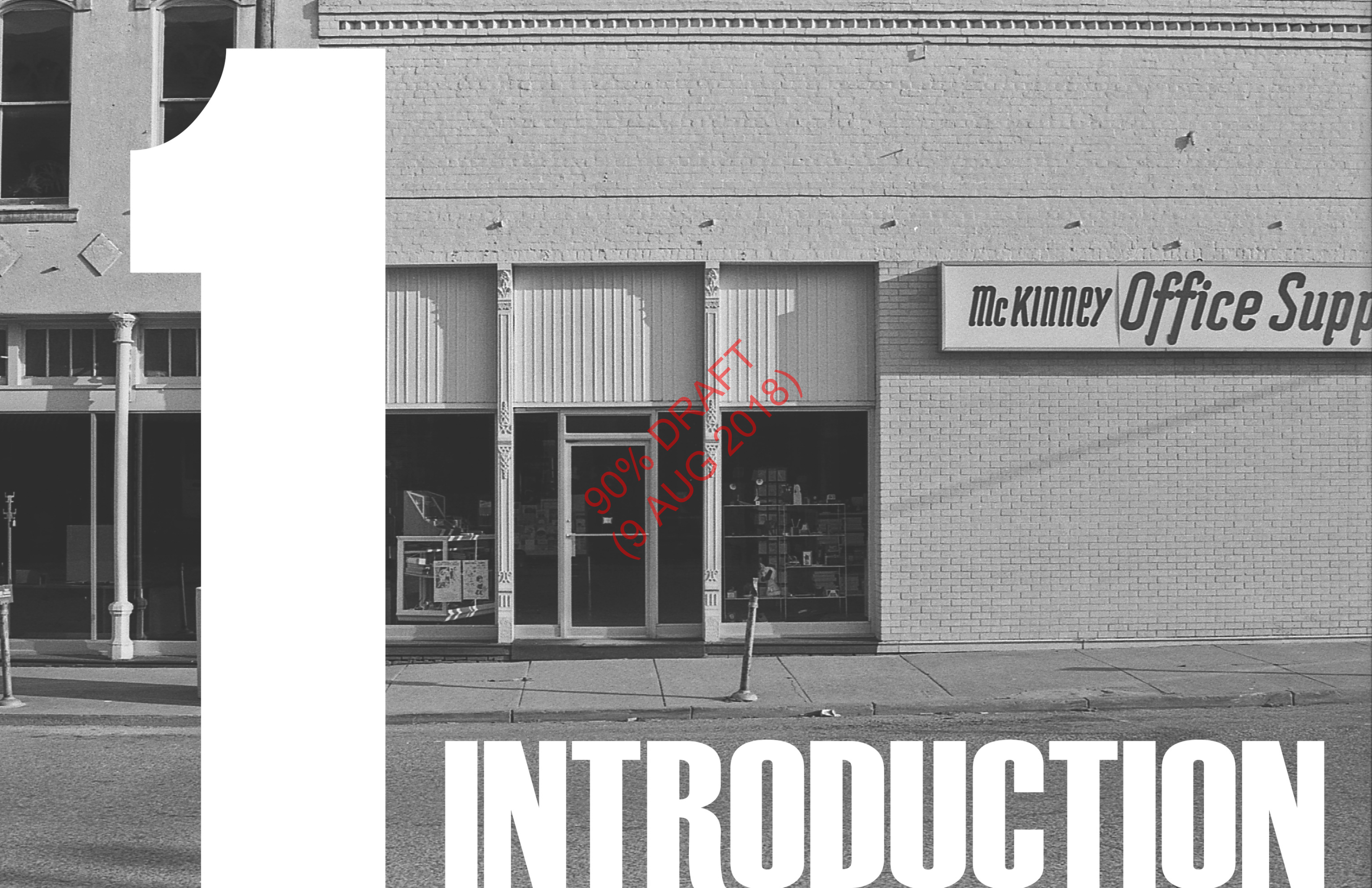


90% DRAFT
(9 AUG 2018)

NEW | COMMUNITY VISION

MCKINNEY 2040



McKinney Office Supply

90% DRAFT
(9 AUG 2018)

INTRODUCTION

Acknowledgements
Authors, Etc.

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1. Introduction
 2. Developing the One McKinney Plan
 3. Citywide Land Use & Development Strategy
 4. Mobility
 5. Citywide Economic Development Strategy
 6. Fiscal Impact Analysis
 7. Citywide Public Investment Strategy
 8. Individual Districts
 9. Implementation
- Appendix

FROM THE CITY MANAGER

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Signature



PLAN FOUNDATION

The foundation of the overall policy direction for the ONE McKinney 2040 Comprehensive Plan is built upon two important components:

[VISION STATEMENT]
[A SET OF GUIDING PRINCIPLES]

The vision statement describes the future that is desired by the McKinney community in terms of its physical, social and economic conditions. It was developed by stakeholders and represents the goals and aspirations envisioned by the community.

The guiding principles provide overall guidance across all plan components and explain the most important general principles that should be followed in order to achieve the vision described in the plan. Guiding principles apply at both the citywide and area level, and also shape more detailed strategies that apply to each element of the plan, such as mobility or community design.

These two components serve as the foundation and provide the framework for the major elements of the plan, which include the preferred scenario, master thoroughfare plan, land use diagrams, and the investment and implementation strategies. 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.

VISION STATEMENT

We are **ONE McKinney** – a united community that supports the **DIVERSITY** of its economy and people. We celebrate our natural & cultural **ASSETS** & invite private developments that create **PLACES** of lasting value. Smart public & private **INVESTMENTS** ensure that McKinney remains a top choice for people to live, work, play & visit through 2040 & beyond.



GUIDING PRINCIPLES

DIVERSITY [SUPPORTING OUR ECONOMY AND PEOPLE]

- 1| Diverse economic engines, such as the McKinney National Airport, McKinney Corporate Center, Southgate District, and business/entertainment corridors form the foundation of McKinney's strong economy. As such, the City encourages new businesses and developments that support these economic engines, broaden the tax base, and make the city's economy more adaptable and resilient.
- 2| Private development, public investments, and community engagement support the people of McKinney by making available housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives.
- 3| City leaders and decision-makers focus attention and investment in each of the distinctive Districts throughout the city, so each one can appeal to its targeted market and achieve the vision described in this plan.

ASSETS [CELEBRATING OUR CULTURE AND LANDSCAPE]

- 4| McKinney's cultural and historical heritage is retained and emphasized in the historic Town Center, and is included in the identity of other places in McKinney so it can be shared with future generations.
- 5| McKinney's natural landscape (its trees, open spaces, topography, streams, and natural areas) continues to enhance the character of the city and the daily experience of residents, employees and visitors throughout McKinney.

PLACES [TO LIVE, WORK, PLAY, AND VISIT]

- 6| Private sector development and redevelopment meet McKinney's expectations for excellence in design and create places with market support and long-term economic viability.
- 7| McKinney's public spaces, including its streets, support and enhance the distinctive character of individual neighborhoods and business Districts while strengthening the connections throughout the city in order to unify the entire McKinney community.
- 8| Today's neighborhoods remain vibrant and desirable places that meet the needs of existing residents and appeal to future residents.

INVESTMENTS [CREATING LASTING VALUE]

- 9| McKinney invests in public facilities, services and infrastructure that are located, timed and sized to meet the expected needs of current and future residents and businesses within the city.
- 10| Public capital investments are made strategically, using finite funds in order to build the facilities needed to support new development, respond to market opportunities and create the desired community envisioned in this plan.
- 11| Investments in infrastructure systems, public facilities, economic incentives and community programs are made when the life-cycle benefits to the public outweigh the life-cycle costs, and when the areas that these investments support are expected to remain vital and desirable until 2040 or longer.