

MEMORANDUM



To: Planning and Zoning Commission

Through: Brian Lockley, AICP, CPM, Director of Planning

From: Steven Doss, Planner I

Date: August 23, 2016

Subject: ONE McKinney 2040 Comprehensive Plan Update

ITEM SUMMARY

- The purpose of this work session item is to discuss the three key elements of the ONE McKinney Comprehensive Plan.
- These three key elements are:
 1. Vision Statement & Guiding Principles
 2. Preferred Scenario & Land Use Diagrams
 3. Mobility & Transportation

VISION STATEMENT & 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 is an aspirational statement.
- The Guiding Principles should provide overall guidance across all plan components. They should 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 shape more detailed principles that apply to each element of the plan, such as mobility or community design.
- The draft Vision Statement and Guiding Principles were generally supported by City Council following discussion at the June 20th City Council Work Session.

PREFERRED SCENARIO & LAND USE DIAGRAMS

- 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.
- 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 that are desired for the area. On the Preferred Scenario Diagram (attached to this memorandum), the bolded placetypes within each district reflect the character-defining placetypes for the district.
- 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 memorandum is an example of the Land Use Diagram for the Honey Creek Entertainment District.
- The draft Preferred Scenario and Land Use Diagram decision-making tool were generally supported by City Council following discussion at the July 25th Work Session.

MOBILITY & TRANSPORTATION

- An important element of the ONE McKinney 2040 Comprehensive Plan is mobility and transportation. This citywide component identifies the transportation system that is consistent with, and can functionally support, the community's long range vision for growth and development (i.e. the Preferred Scenario).

- The major benefits of providing this information within the Comprehensive Plan includes:
 - Identifying right-of-way (ROW) needs in advance of development;
 - Identifying the roadways planned to accommodate anticipated traffic based on the preferred growth scenario; and
 - Providing policy-level guidance for the desired design and context of arterial roadways.
- The Master Thoroughfare Plan identifies the network of arterial roadways needed to accommodate the future growth plans of the community (i.e. the Preferred Scenario).
- As proposed, updates to the Master Thoroughfare Plan generally include two new arterial connections, new recognized connections along existing roadways, functional classification changes, and the creation of a new functional classification known as the Greenway 6-Lane Arterial (G6D).
- In concert with the Thoroughfare Plan, Staff and the consultant team have been utilizing a Travel Demand Model (TDM) to evaluate the performance of the preliminary plan to ensure that it can adequately support the Preferred Scenario through the year 2040, as well as at full buildout.
- In addition to the TDM, the project team also considered other important factors such as regional mobility issues, alignment with the Parks Department master planning process and anticipated streetscape plan, and consistency with neighboring community and county master plans.
- Illustrative cross-sections outline the general design elements that should be included for each functional classification that is identified on the Master Thoroughfare Plan. These illustrations are needed to provide continuity throughout development of the thoroughfare system.
- The Draft MTP was generally supported by City Council after discussion at the August 15th Work Session.