

Comprehensive Planning and the Development Process – Pt. 1

November 4, 2025



Summary

Developing the Plan

- Creation
- Components
- Implementation
- Future land use and zoning

Implementing the Plan

- Conformance with comprehensive plan
- Factors to consider in a staff recommendation
- Changing regulatory landscape

What is a Comprehensive Plan?

- Vision of community's growth and development
- Adopted policy that informs staff recommendations
- Included open houses, stakeholder interviews, community summits, a community charrette, and more
- Adopted in October 2018
- Living document

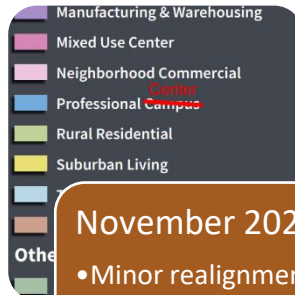


Amendments



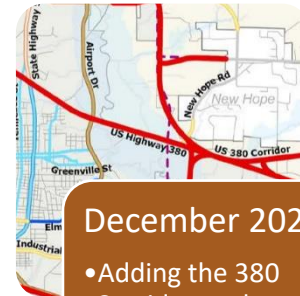
October 2020

- Clarifying Placetype definitions
- Refining land use diagram and decision-making criteria



November 2022

- Minor realignment of thoroughfares
- Minor updates to land use diagram



December 2023

- Adding the 380 Corridor to the Master Thoroughfare Plan



November 2024

- Updating the Land Use Diagram to add the 380 Bypass

Components of the Comprehensive Plan

Process

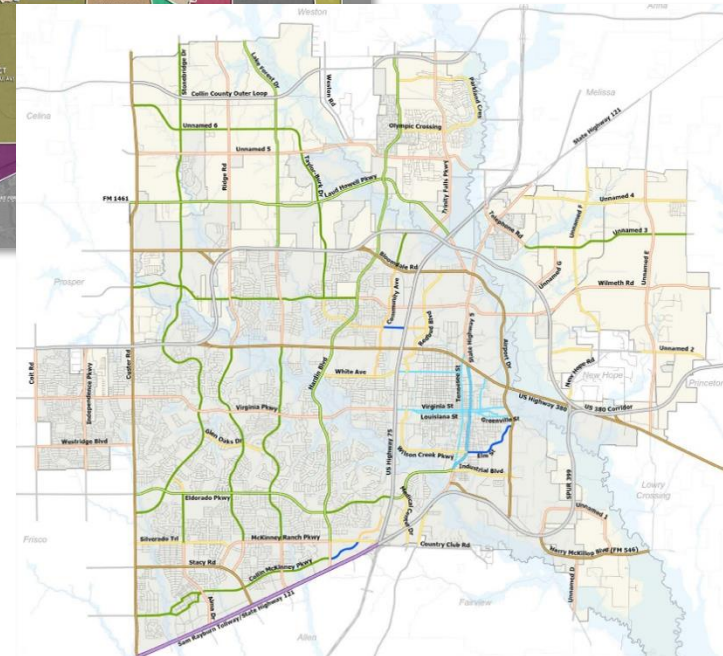
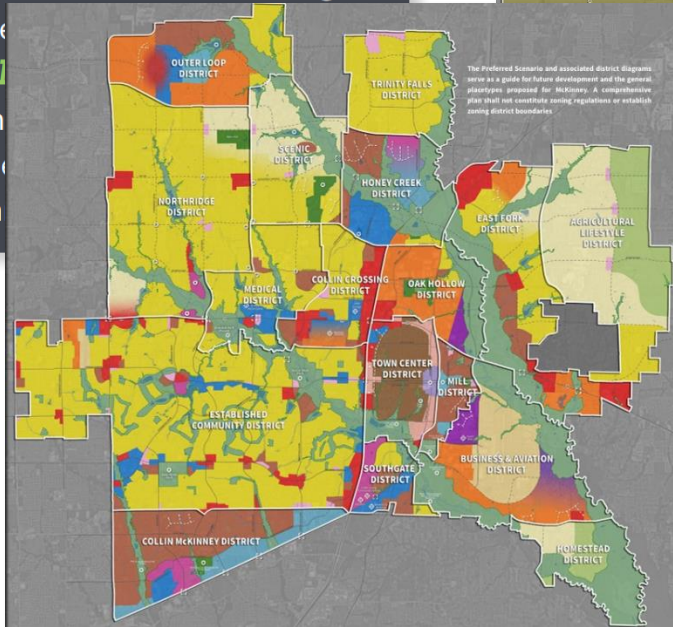
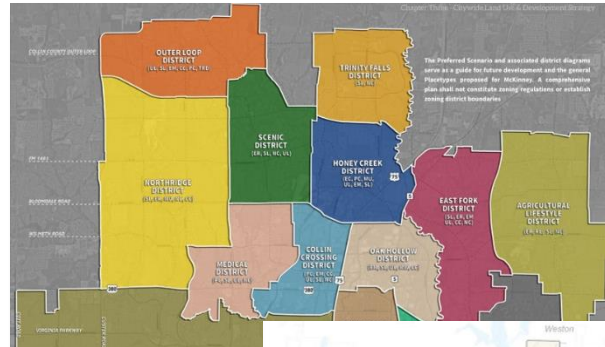
- Citywide, extensive public engagement
- Feedback from public, stakeholders, elected and appointed officials
- Research on existing conditions
- Market study and industry trends
- Transportation demand modeling

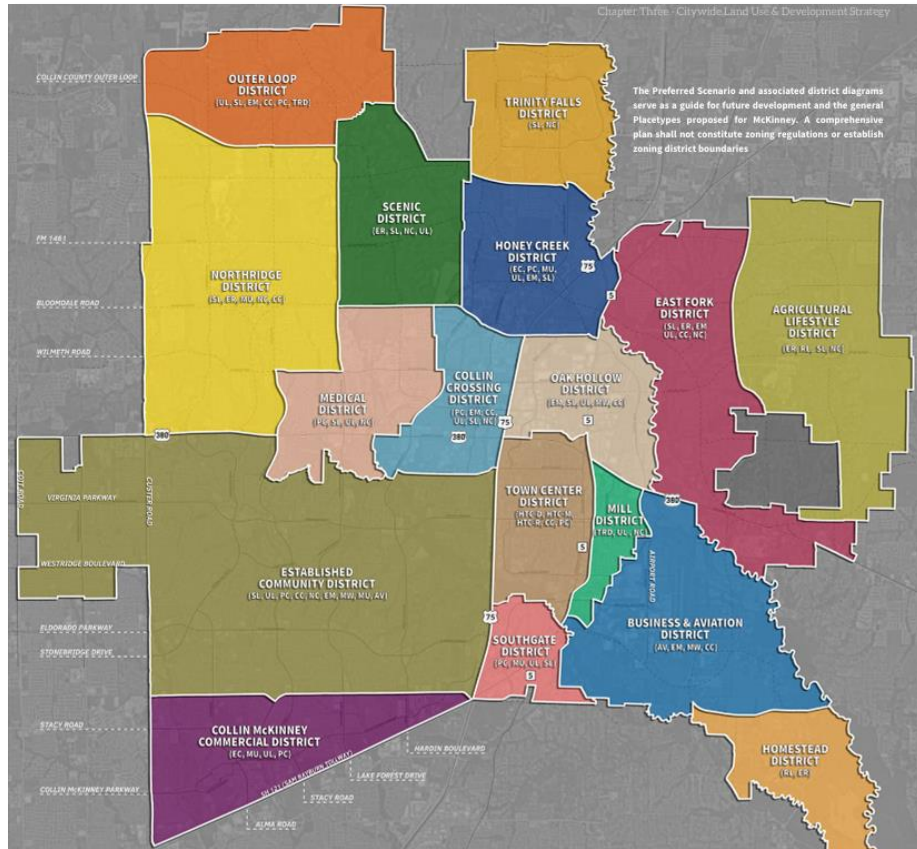
Policies

- Vision & Guiding Principles
- Preferred Scenario
- Land Use Diagram
- Placetypes
- Master Thoroughfare Plan
- Citywide Decision Making Criteria
- Implementation Matrix

Components of the Comprehensive Plan

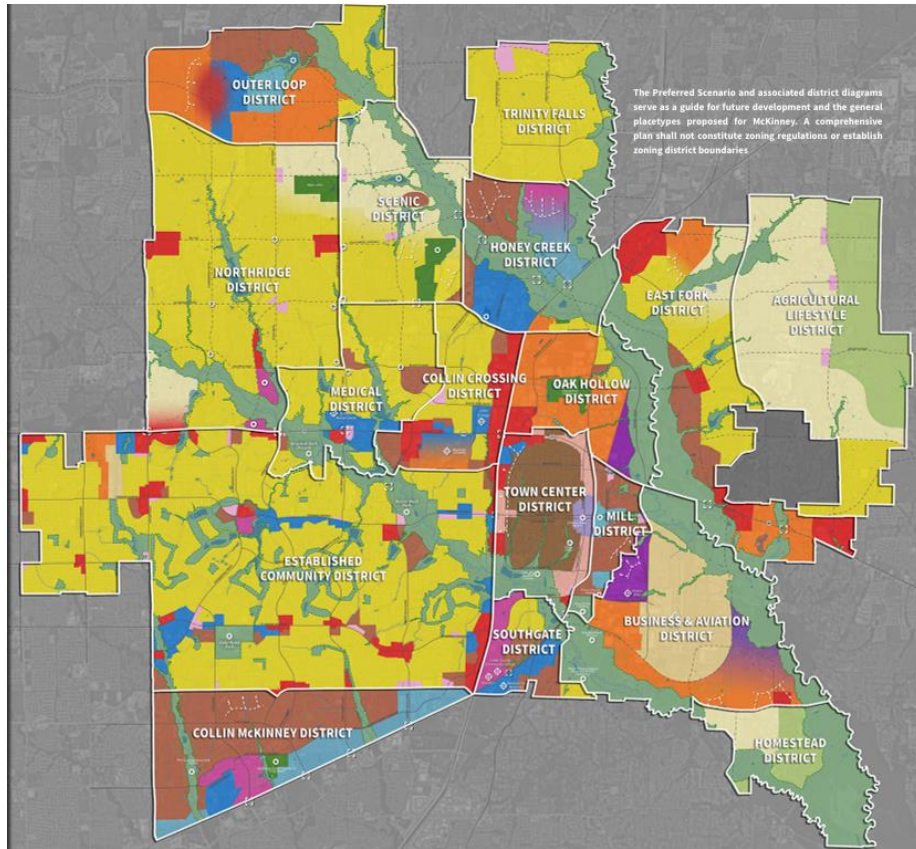
We are **ONE MCKINNEY** -
a united community that supports
the **DIVERSITY** of its economy
and people. We celebrate our
natural & cultural **ASSETS**
& invite private developments
that create **PLACES** of lasting
value.
INVEST
McKinney
people
the





Preferred Scenario

- Depicts 17 Districts across the City
- Has distinct strategic direction, identity, and infrastructure needs for each district
- Forms the basis for the Land Use Diagram



Land Use Diagram

- Outlines districts and placetypes to help guide development decisions
- Includes citywide decision-making criteria to evaluate requests that do not strictly align with a designated placetype

ENTERTAINMENT CENTER

Entertainment Centers are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. Residential uses support these destination developments and offer a variety of urban housing products. The master plan for a regional entertainment center reinforces the interdependence of uses to create an experience for visitors in the development. The Entertainment Center may have a shopping center, lifestyle area, or something similar as a prominent feature.

IDENTIFYING FEATURES

1. *Interdependent Land Uses*
2. *Master Planned Areas*
3. *Regional Destinations*
4. *Cultural & Community Amenities*



Placetype Designations

- More flexible than traditional land use designations
- Describes uses, amenities, intensity of development, and identifying features
- Provides examples of places that align with that placetype

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.

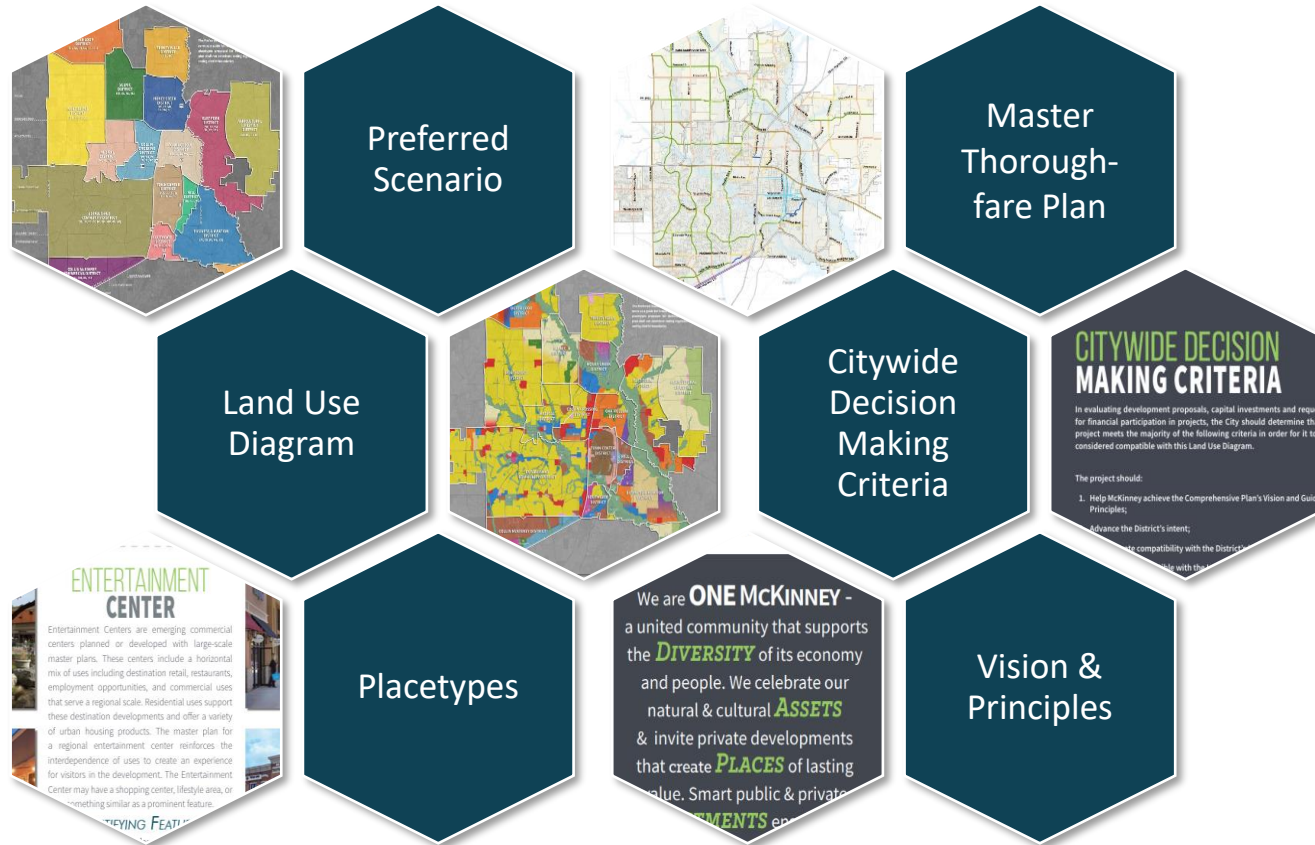
The project should:

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 (2020).

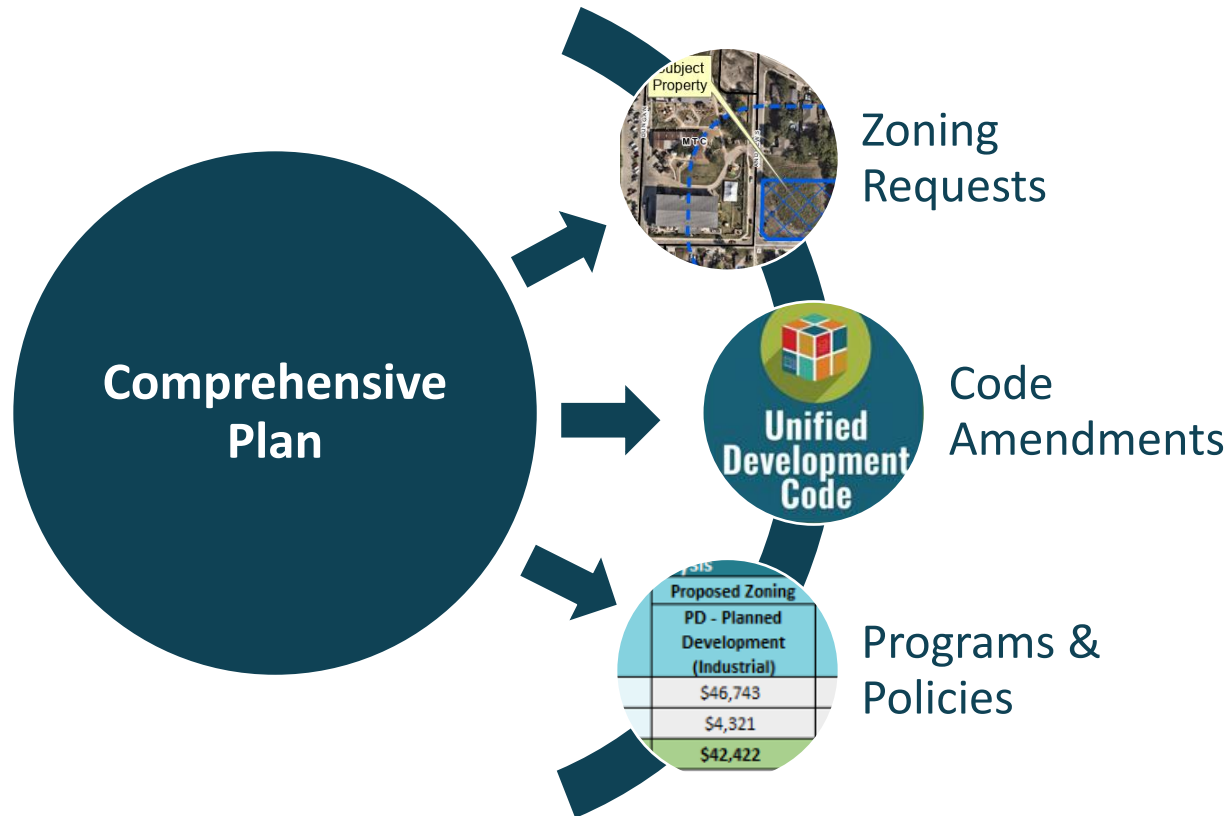
Decision Making Criteria

- Seen in zoning requests
- Allows flexibility in the Land Use Diagram
- Emphasizes the citywide vision and the District's characteristics

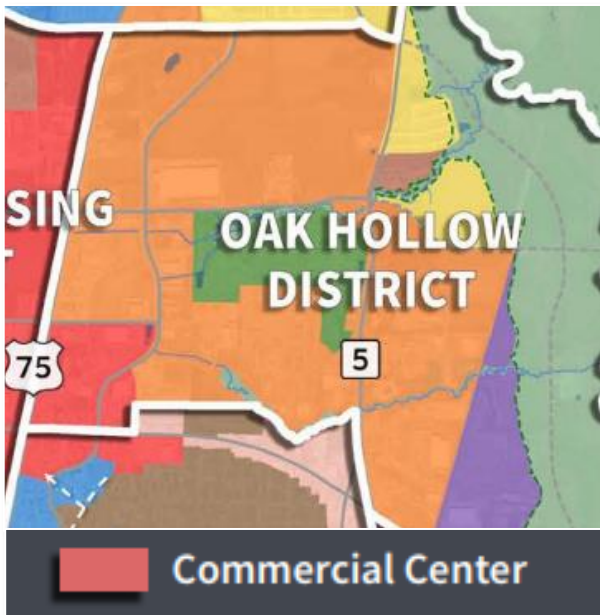
Using the Comprehensive Plan



Using the Comprehensive Plan



Using the Comprehensive Plan – Zoning Requests



Land Use Diagram



Individual District Strategy

COMMERCIAL CENTER

The Commercial Center Placetype is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile; though walkable pedestrian access should be encouraged wherever possible. Buildings are typically set back from the road behind large surface parking lots that may be prime locations for infill development.

IDENTIFYING FEATURES

1. Near Major Thoroughfares
2. Large Clusters of Commercial
3. Big Box Anchor, Small Outlots Around
4. Infill Potential



Placetypes for McKinney's Future

Using the Comprehensive Plan – Zoning Requests

O C2 – Local Commercial

O. C2 – Local Commercial

1. Purpose

The purpose of the C2 zoning district is to allow for mid-sized, medium-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses. Local Commercial areas are characterized by frequent visits of customers and clients and require access to good vehicular circulation, so are typically located where arterial roads intersect other arterial roads. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Neighborhood Commercial, Commercial Center, Professional Center, and Historic Town Center – Mix.

P C3 – Regional Commercial

P. C3 – Regional Commercial

1. Purpose

The purpose of the C3 zoning district is to allow for large-scale, high-intensity commercial, retail, office, service-oriented, and professional uses, and accompanying accessory uses. Regional Commercial uses serve the broader region, often require large land area, and are typically located along major regional highways, and where arterial roads intersect with major regional highways. This district is generally appropriate within the following placetype(s) in the ONE McKinney 2040 Comprehensive Plan: Commercial Center, Professional Center, and Entertainment Center.

Questions?

