

# 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.

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

