



LAND USE & DEVELOPMENT STRATEGY

Exhibit B

LAND USE & DEVELOPMENT

OVERVIEW

The ONE McKinney 2040 Land Use and Development component is intended to provide direction related to desired development patterns around the City, and to inform decisions related to the timing and phasing of future infrastructure investments in the City. The component is built upon a series of districts, each district focuses on an existing built or natural community asset. The benefit of the district approach is that it creates a series of unique community districts, each with a distinct purpose, focus and market. This approach helps to prevent developments and uses that are redundant, and that ultimately could compete with each other for the same businesses.

Each district consists of a series of placetypes. Placetypes identify a predominate land use, as well as supporting uses allowed within each type. This approach provides flexibility in the zoning process by allowing market forces to drive locations of supporting land uses. Additionally, placetypes are allocated in each district with an additional level of flexibility so that transition zones between the placetypes to shift to better accommodate increasing or decreasing demand in specific product types. These unique approaches to McKinney's Land Use element provide flexibility for the City to take advantage of changing market trends while protecting the community from potential incompatibilities between development types.



INTENDED OUTCOMES

DEVELOPMENT IMPLICATIONS

ESTABLISH A LAND-USE AND DEVELOPMENT PATTERN THAT:

- Creates unique districts that capitalize and enhance existing assets in the community;
- Offers a variety development types and patterns within the individual districts to allow multiple experiences around the community;
- Encourages a balance of land uses to serve the needs of citizens and visitors, and to ensure a diverse economic base;
- Respects the community's unique environmental features and supports innovative design;
- Establishes transitions between land uses to encourage compatibility, while providing flexibility to respond to real estate market trends; and
- Provides new neighborhoods that offer more housing choices to McKinney residents.

ATTRACTION OF MARKET AND INDUSTRY PREFERENCES

LAY THE FOUNDATION FOR A STRONG AND RESILIENT ECONOMY THAT:

- Is well-equipped to weather regional, national, and global market fluctuations;
- Captures a sizable share of the growth currently being directed toward secondary real estate markets;
- Appeals to the preferences of burgeoning Millennials and Generation Z;
- Positions McKinney as a leading voice in the Dallas-Fort Worth Metroplex economic development community; and
- Retains and enhances the City's stock of high-quality jobs in growing industries.

QUALITY OF LIFE

EXPAND UPON THE EXCEPTIONAL QUALITY OF LIFE IN MCKINNEY IN A MANNER THAT:

- Creates distinctive destinations that attract people and encourage social interaction;
- Incorporates natural assets in the open space system, and utilizes that system to connect the individual districts;
- Uses design themes to establish unique identities for new districts;
- Encourages gateways at entrances and identity features to the City and districts to build community character and support wayfinding;
- Enhances McKinney's strong system of parks and recreational facilities for residents of all ages; and
- Expands the trail system so residents, employees and visitors can use it for travel, exercise, and enjoyment.

HISTORIC PRESERVATION

CONTINUE MCKINNEY'S CULTURE OF HISTORIC PRESERVATION IN A MANNER THAT:

- Celebrates McKinney's history by retaining and explaining its historic assets;
- Protects and enhances those assets, which represent distinctive elements of the City's historic, architectural, and cultural heritage;
- Ensures the harmonious, orderly, and efficient growth and development of the City;
- Stabilizes and improves the values of historic properties.
- Continue promoting McKinney's Historic Town Center as a unique place to visit, live, and work;
- Encourage infill development that enhances and is consistent with the historic nature, character, and architecture within the Historic Town Center; and
- Promote and encourage unique development and architecture that incorporates McKinney's historic character in appropriate areas throughout the city.

STRATEGIC DIRECTION

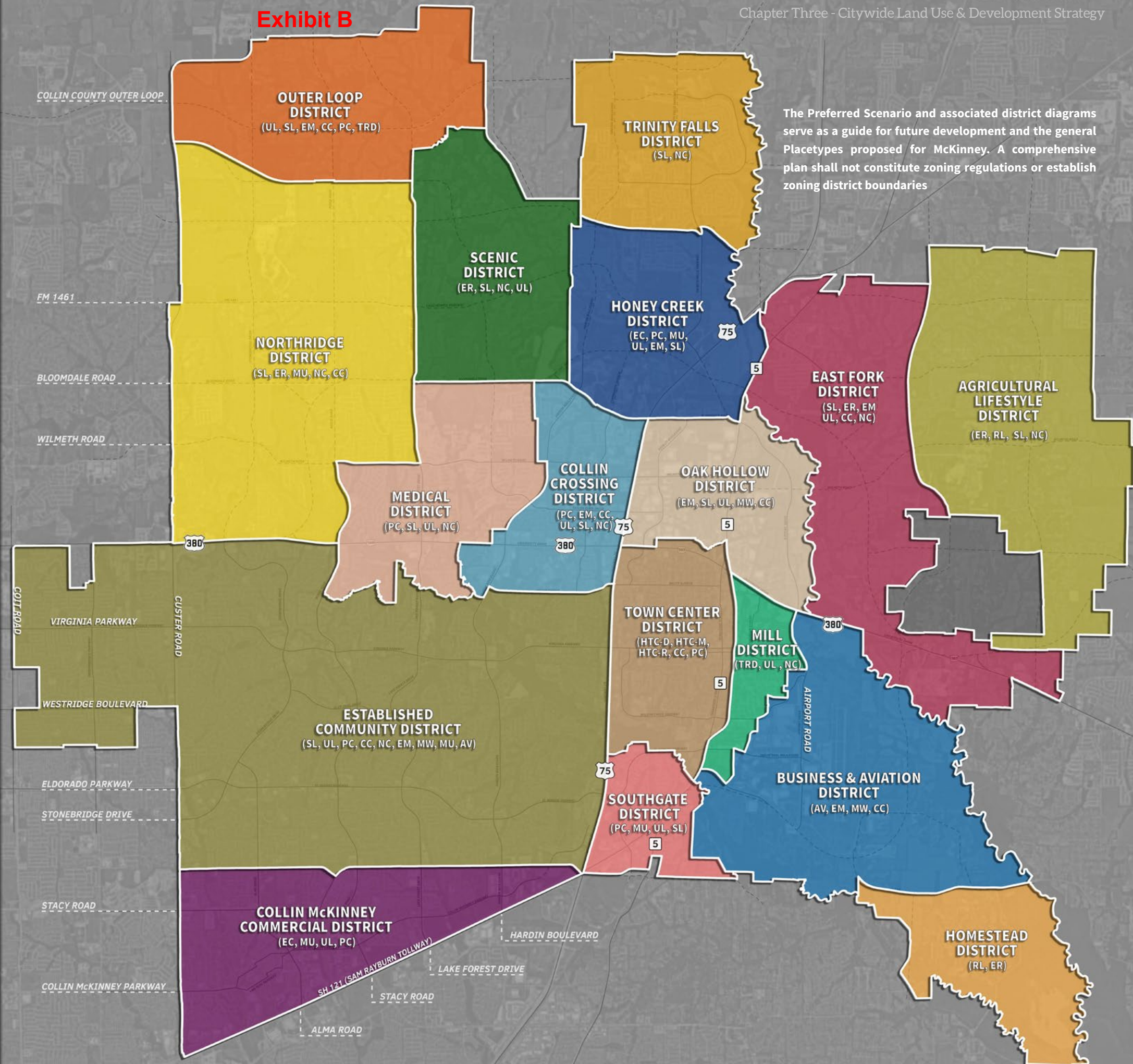
PREFERRED SCENARIO

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.

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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

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PLACETYPES FOR McKINNEY'S FUTURE

Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.



RURAL LIVING

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high-degree of separation between buildings. The lots are typically larger than 2 acres and residential home sites are located randomly throughout the countryside. This type of development helps to maintain the rural character, scale, and scenic values of the surrounding area. This Placetype is intended to be the home of McKinney's farmland and pastureland.

IDENTIFYING FEATURES

1. Single-family Large Lots
2. Country Atmosphere
3. Agricultural Uses



SUBURBAN LIVING

This Placetype is found in close proximity to neighborhood commercial and commercial centers. Suburban Living provides the population necessary to support the nearby commercial and professional office uses within the surrounding corridors. These neighborhoods generally feature a subdivision layout. Residential uses are typically self-contained with a buffer from non-residential developments through transitional uses and landscaped areas. Lot sizes in Suburban Living areas are consistently less than ½ acre.

IDENTIFYING FEATURES

1. Single-family Mid-Size Lots
2. Parks & Amenities
3. Complements Neighborhood Commercial
4. Subdivision Orientation



ESTATE RESIDENTIAL

Predominately large lot single-family housing development on the urban-rural fringe. Unlike the Rural Living Placetype, home sites are typically located in a subdivision layout with access to some utility services. Residential uses are oriented interior to the site and may not have farm and livestock restrictions in more rural locations of the Placetype. Lot sizes in the Estate Residential Placetype range from ½ acre to 2 acre lots.

IDENTIFYING FEATURES

1. Single-family Large Lots
2. Open Spaces & Amenities
3. Subdivision Orientation
4. Suburban-Rural Transition



URBAN LIVING

Urban Living areas support a mix of housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike, or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serves the smaller and low intensity neighborhoods.

IDENTIFYING FEATURES

1. Compact Development
2. Mix of Residential Uses
3. Neighborhood Supporting Retail
4. Multi-modal Connectivity



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TRANSIT READY DEVELOPMENT

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets. TRD areas should feature a higher density development to utilize the limited space surrounding transit centers.

IDENTIFYING FEATURES

1. Transit-Oriented Developments (TODs)
2. Mix of Land Uses
3. High Density
4. Walkable Streets



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

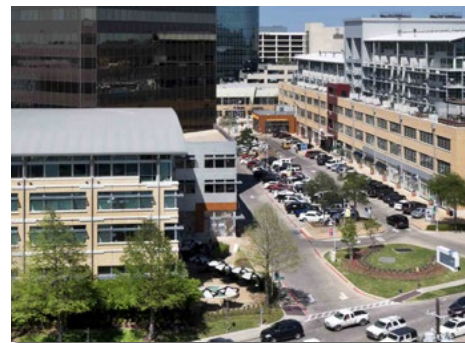


ENTERTAINMENT CENTER

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



MIXED-USE CENTER

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. While this Placetype typically includes a higher intensity of uses developed in an urban style that are supported by nodes of activity, the intensity of a development should fit the context of the district and surrounding area. The design and scale of development in a mixed-use center emphasizes interactions, prioritizes green spaces, and encourages active living, with a comprehensive network of walkable streets enhanced by a vertical style of development.

IDENTIFYING FEATURES

1. High Density Development
2. Community & Amenity Spaces
3. Walkable Streets
4. Interdependent Land Uses



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PLACETYPES FOR McKINNEY'S FUTURE

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PROFESSIONAL CENTER

The Professional Center Placetype generally provides for office uses and jobs that keep people in the city during normal working hours. A Professional Center is typically well landscaped and provides opportunities for small general offices, as well as larger employment uses such as corporate headquarters, institutional facilities and medical campuses. More intense professional uses are typically seen near major transportation corridors, while smaller developments are typically within residential areas and are supportive in nature.

IDENTIFYING FEATURES

1. General Office Facilities
2. Corporate, Institutional & Medical Uses
3. Amenity Spaces
4. Employment Centers



MANUFACTURING & WAREHOUSE

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They are well distanced from any nearby residential and are typically located near major transportation corridors like highways and railways.

IDENTIFYING FEATURES

1. Employment Centers
2. Large Warehouse Structures
3. Non-Residential Adjacent
4. Major Thoroughfare Adjacent



AVIATION PLACETYPE

The Aviation Placetype emphasizes employment types and uses that are related to aviation. Proximity to airports is essential for the purpose of transportation needs and logistics. Aviation uses can range in scale and intensity and provide a variety of employment types. Large low-profile buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.

IDENTIFYING FEATURES

1. Local Airport Adjacent
2. Airport Supporting Uses
3. Employment Driven Developments
4. Large Low-Profile Structures



EMPLOYMENT MIX

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than a traditional business campus. This type of development may support a variety of occupations including general office, research and development facilities, medical clinics, light industrial, and business incubators. These uses are typically located with nearby access to arterial thoroughfares. These businesses have appealing street frontages with an increased level of aesthetics and landscaping.

IDENTIFYING FEATURES

1. Non-Residential Mix of Uses
2. Employment Driven Developments
3. Medium to Lower Intensity Uses
4. Large Low-Profile Structures



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NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial development is typically characterized as small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional commercial sites these primarily provide services for the surrounding neighborhoods. These developments may be accessed by a variety of transportation means. Business types may include restaurants, local retail, medical offices, banks, general offices, and other services.

IDENTIFYING FEATURES

1. Neighborhood Adjacent
2. Small Commercial Sites
3. Complementary Transitional Uses
4. Multi-Modal Accessibility



HISTORIC TOWN CENTER PLACETYPES

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment core and shopping destination for surrounding mixed-use or urban neighborhoods. The design and scale of the development in a town center encourages active living, with a comprehensive and interconnected network of walkable streets.

The Historic Town Center is a group of sub-placetypes that are located solely within the Town Center District. There are three in total: Town Center - Downtown, Town Center - Mix, and Town Center - Residential. These sub-placetypes were created in order to better describe the nuances of the Historic Town Center—from bustling McKinney Square to the quiet residential streets that surround it—and plan and preserve the area's assets appropriately.

Historic Town Center (HTC) - Downtown

Historic Town Center - Downtown is the sub-placetype that represents downtown: the city's historic seat of government, commerce, and community activity. The size of downtown also makes it a major destination for shopping and entertainment for the surrounding neighborhoods, city, and region. The design and scale of development encourages active living and a mix of uses within a comprehensive and interconnected network of walkable streets. In addition to its role as the community's traditional center of business and social life, downtown is also home to a burgeoning residential population. Residences are often intermingled within larger structures, and buildings typically stand two or more stories tall with condominiums or apartments over storefronts.

IDENTIFYING FEATURES

1. Walkable Streets
2. Shared Community Spaces
3. Historic Buildings
4. Cultural Destination



HISTORIC TOWN CENTER PLACETYPES

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment core and shopping destination for surrounding mixed-use or urban neighborhoods. The design and scale of the development in a town center encourages active living, with a comprehensive and interconnected network of walkable streets.

Historic Town Center (HTC) - Mix

Historic Town Center - Mix represents a transitional area between the relatively intense use of land downtown and along the highway corridors and the surrounding, urban neighborhoods. These areas display an intermediate density in both residential and commercial offerings that transition from an urban to suburban development pattern as development approaches the HTC – Residential sub-placetype. Commercial buildings tend to be multi-tenant. Residential structures are typically compact. While less dense than HTC - Downtown, streets and sidewalks are still navigable on foot and scaled to the pedestrian experience.

IDENTIFYING FEATURES

1. Transition to Surrounding Residential
2. Mix of Land Uses
3. Walkable Development Style
4. Intermediate Density



Historic Town Center (HTC) - Residential

The Historic Town Center - Residential sub-placetype describes the established urban neighborhoods surrounding downtown. Medium-lot, single-family detached homes are the predominant use of land in this placetype. Attached residential structures, including townhomes, patio-homes, and duplexes, are less common but still a presence. Many of the community's oldest and most historic homes are found here, requiring a layer of municipal protection so as to maintain their integrity and historic character.

IDENTIFYING FEATURES

1. Single-family Small/Medium Lot
2. Historic Character
3. Residential Housing Type
4. Grid Street Pattern



CITYWIDE DECISION MAKING CRITERIA

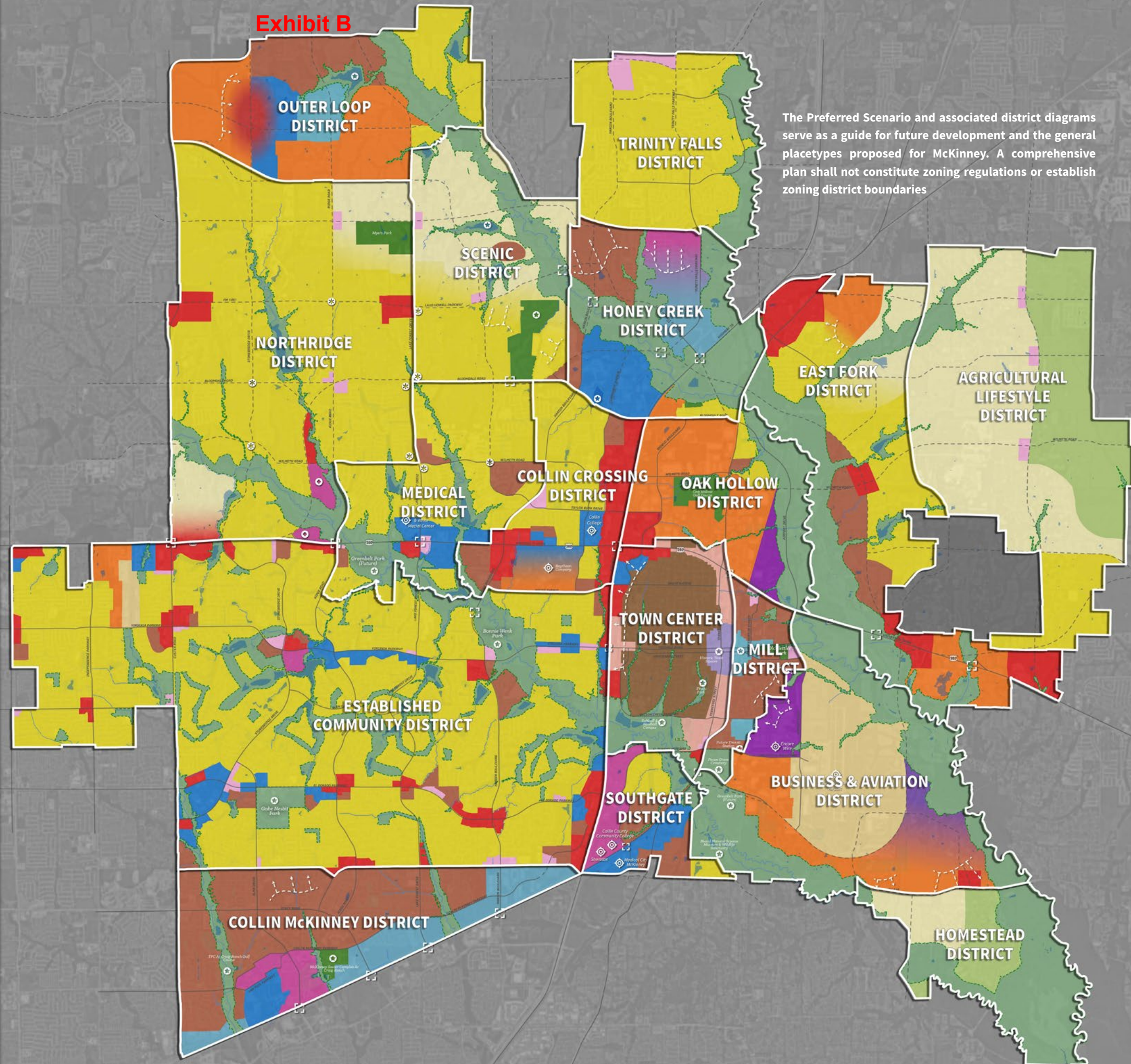
In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets the majority of the following criteria in order for it to be considered compatible with this Land Use Diagram.

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.

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SPECIFIC USES & LOCATIONS CRITERIA

The criteria below apply in addition to the Citywide Criteria.

1. Neighborhood Commercial Location Criteria

- These criteria apply to proposals for neighborhood commercial developments within areas shown as Suburban Living or Urban Living on the District's Land Use Diagram.
- Neighborhood Commercial uses are intended to serve residents and employees within an area of 2.5 mile radius.
- Neighborhood Commercial may be considered at intersections of two Principal, Major or Greenway Arterials.
- Neighborhood Commercial projects should be designed with vehicular access from adjacent arterials and with non-vehicular access to surrounding residential neighborhoods.
- Neighborhood Commercial projects should demonstrate future market support, after considering other existing and previously-approved projects in the service area.
- The design of Neighborhood Commercial projects should enhance the identity and brand of the District in which they are located.

2. Gateway Location Criteria

- These criteria apply to projects and investments at locations identified as citywide or district gateways.
- Project design should include distinctive architecture, signage or public art that communicates the arrival into McKinney or the District's unique identity.
- Gateways should include elements that communicate to people arriving on foot or by bicycle as well as in vehicles.
- Private investment at gateways should connect to planned networks of trails and public spaces and should include those elements designated for the project area.

3. Urban Living Criteria

- The Urban Living placetype includes a range of housing options that offer McKinney's resident's choices that are accessible, attainable and appealing.
- Contiguous Urban Living areas shall offer a mix of housing products and densities to avoid the over-concentration of a single housing product.
- A large development project within an Urban Living area is encouraged to offer a mix of housing products and densities.
- Residential developments in Urban Living areas should be designed for pedestrian appeal and community connectivity; the design of garages and vehicular access should be secondary to this primary design objective, and should be located at the rear of the buildings.
- Urban Living areas should provide connections for pedestrians and cyclist within the project and to destinations in the surrounding community. Where appropriate, locations for future public transportation stops should be included as well.
- Development projects are encouraged to include neighborhood-serving non-residential or public uses of a design and scale compatible with the overall project.
- Development projects should include plazas, open spaces or other features that create gathering places and community identity.
- The design of development projects should create identifiable places within the project and should reinforce the identity and brand of the District in which they are located.

4. Estate Residential and Suburban Living Criteria

- Developments over 100 acres in size and within areas identified with Estate Residential or Suburban Living placetypes may propose a mix of these two residential placetypes within a single project.
- The overall project density must be consistent with the placetype shown in the District Land Use Diagram.
- The design, character and mobility components of the proposed project should provide a consistent overall community character and connectivity between areas of various development types.