FOUNDING

McKinney was founded in 1848 as the County seat of Collin County, and is one of the most historically significant communities in North Texas, with a rich agricultural and industrial history unlike many other cities in the region. The prosperity and heritage of McKinney can be attributed to the city’s rich crop-based agricultural industry that included the production and processing of corn, wheat, oats, and – most importantly – cotton. Largely due to the acres upon acres of excellent agricultural land in and around McKinney, this area became a significant hub for cotton growing and production and eventually became home to many independent grain mills and elevators. McKinney grew to become a center of gravity for commerce in North Texas because of the traffic of farmers bringing goods to market and the arrival of the railroad in 1872.

POST WAR

McKinney retained its agriculture-based economy well into the early part of the 20th century up until World War II. After the war, the population of McKinney began to grow rapidly with returning GIs and the focus of commerce broadening to include new industries in addition to agriculture. Around this time, commercial development began to spread from downtown McKinney to State Highway 5 and Highway 24 (now known as US Highway 380). It was the development of US Highway 75 in the 1960s that began McKinney’s westward growth.

Image 2.0 - Collin County Courthouse in McKinney, TX.
RECENT HISTORY

In the following decades, suburban-style residential development was the cause of much of the city’s growth. In the 1980s and 1990s especially, McKinney experienced a residential development boom, more than doubling the size of the city from 1990 to 2000 (both in terms of population and developed area). Today, over half of McKinney’s developed area is west of US 75 with development continuing at a rapid rate, making McKinney one of the fastest growing cities in the United States.

Image 2.1 - View of the City of McKinney Square in the 1920s. The image is provided by the Collin County Historical Society, McKinney, TX.
Character of the City

McKinney is a city whose natural and man-made features span across a wide spectrum, offering a very diverse set of experiences for residents and visitors.

A | Downtown
Historic Downtown is what many think of when referring to McKinney. The iconic old courthouse, brick lined sidewalks and narrow storefronts harken back to a time when the City was really its own entity separate from the rest of what is now the DFW Metroplex.

B | Hwy 75 Corridor
Portions of this freeway have been re-built in recent years, and primarily commercial developments exist on each side – from areas likely to be re-purposed in the relatively near-term future to newer traditional commercial zones.

C | Lavon Lake
The upper reaches of the lake touch McKinney’s southeastern boundary with a large forest subject to periodic inundation, but teeming with wildlife and natural beauty.

D | East of Downtown
This area of McKinney transitions from the airport to a pastoral setting with farmland, dense fencerow trees and houses scattered among the narrow 2-lane asphalt roads.

E | Rural Zone East of Town
Mostly within the ETJ of the City, this zone contains a large percentage of farmland with relatively flat terrain and large lot type housing.
F | Neighborhoods
Development of the large neighborhood component of McKinney really took off in the early 1990’s. Today, the area is full of established homes, schools and small commercial pockets.

G | Northwest Sector
Largely undeveloped, this area of McKinney is considered an ideal location for future destination commercial centers, estate residential and is home to the planned Honey Creek Entertainment District. The Northwest Sector is unique in that the landscape is reminiscent of The Texas Hill Country in many areas, and is dotted with large, majestic trees and woodlands.

H | Commercial Zone at Hwy 121
At the intersection of Highway 75 and the Sam Rayburn Tollway, commercial, office and medical developments have sprung up, with a large portion of undeveloped land remaining today.

FIGURE 2.2: CONTEXT MAP - This map shows McKinney's location in relation to the greater Dallas Fort Worth metroplex.
The following is a review of past and present demographic data, including population, housing, and employment growth forecasts for the City of McKinney. Understanding who lives in McKinney informs direction for future decisions and actions. (2010 Census)

**POPULATION GROWTH**

![Population Growth Chart]

**POPULATION BY AGE AND GENDER:**

![Population by Age and Gender Chart]

**EDUCATIONAL ATTAINMENT BY GENDER:**

<table>
<thead>
<tr>
<th>Level</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than High School Graduate</td>
<td>15.8%</td>
<td>17.8%</td>
<td>16.8%</td>
</tr>
<tr>
<td>High School Graduate (Includes GED)</td>
<td>42.8%</td>
<td>32.8%</td>
<td>37.9%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>6.8%</td>
<td>5.6%</td>
<td>6.2%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>26.5%</td>
<td>31.1%</td>
<td>28.8%</td>
</tr>
<tr>
<td>Graduate Degree</td>
<td>8.0%</td>
<td>9.6%</td>
<td>8.8%</td>
</tr>
</tbody>
</table>
HOUSEHOLD INCOME, HOUSING VALUE, & HOME-OWNERSHIP

Annual Household Income: $82,988
Value for Owner Occupied Housing Unit: $192,900
Gross Monthly Rent: $697
Number of Households: 47,490
Homeownership Rate: 67.8%

PERCENT DEVELOPED AREA

<table>
<thead>
<tr>
<th>City</th>
<th>Undeveloped</th>
<th>Residential</th>
<th>Non-Residential</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLANO</td>
<td>6%</td>
<td>94%</td>
<td>39%</td>
</tr>
<tr>
<td>ALLEN</td>
<td>19%</td>
<td>81%</td>
<td>44%</td>
</tr>
<tr>
<td>FRISCO</td>
<td>25%</td>
<td>55%</td>
<td>38%</td>
</tr>
<tr>
<td>PROSPER</td>
<td>40%</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>MCKINNEY</td>
<td>40%</td>
<td>60%</td>
<td>31%</td>
</tr>
</tbody>
</table>

RACIAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Non-Hispanic</td>
<td>78.7%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>6.9%</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>0.5%</td>
</tr>
<tr>
<td>Asian American</td>
<td>1.4%</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
<td>0.1%</td>
</tr>
<tr>
<td>Some Other Race</td>
<td>10.1%</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>2.2%</td>
</tr>
<tr>
<td>Hispanic or Latin</td>
<td>23.2%</td>
</tr>
</tbody>
</table>
The 2009 Parks, Recreation and Open Space Master Plan embraced the City’s Vision of a community that is “Unique by Nature.” Meetings with Staff, focus group participants, the public, and various surveys were conducted to develop a plan that synthesizes the national, regional, state and local best practices and trends in parks and recreation. The 2009 Parks, Recreation and Open Space Master Plan Goals were the following:

1. Expand the park system to maintain and enhance the physical form and image of the City of McKinney.
2. Preserve and protect open space, cultural landscapes and natural resources throughout the city.
3. Provide a system of green infrastructure that links parks, schools, neighborhoods, businesses/retail areas, greenbelts, and open space through physical connections.
4. Create and provide a variety of opportunities accessible to every citizen meeting the needs of a diverse citizenry and supporting the individual, family, and community health and well-being of all.
5. Optimize the utilization of existing resources across other public, private, nonprofit, and commercial entities through shared resources, partnerships, etc.
6. Maintain the character and community feel of the City as it grows and ages.

The plan was used as a guide for the next five years positioning McKinney to further its process toward realizing the Vision of being “Unique by Nature.” The proposed 2017 Parks, Recreation, Trails and Open Space Visioning Master Plan expands on and updates many of the goals of the previous Master Plan yet remains consistent with overall intent.

PREVIOUS PLANS

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ACCOMPLISHMENTS
SINCE 2009 PLAN

CONSTRUCTION

- APEX Aquatics and Fitness Centre
- Ash Woods Pedestrian Bridge
- Bonnie Wenk Park Phase 1
- Community Center Patio
- Finch Park Improvements
- Dr. Mack Hill Neighborhood Park
- Gabe Nesbitt Master Plan
- Median landscaping projects
- Horizon Park Amphitheater
- Al Ruschhaupt Soccer Tournament Pavilion; Play structure and Trail Improvements
- Shade Structures as Gabe Nesbitt Park, Mouzon Ballfields and Craig Ranch Soccer Complex
- Crape Myrtle World Collection
- Veterans Memorial
- Tennis Complex
- Skatepark
- Various Hike and Bike Trails
- Gray Branch Master Plan
- Finch Park Master Plan
- Carey Cox Park and Building
LAND ACQUISITION
- 300 Acre Douglas Tract
- 50 Acre Gray Branch Tract
- 60 acre Pelton tract
- 15 acre neighborhood park (Robinson Ridge)
- 11 acre Neighborhood Park (Scott tract)

CURRENTLY UNDER DESIGN
- 1 Trail Project
- Scott Neighborhood Park
- Gray Branch Park Master Plan

CURRENTLY UNDER CONSTRUCTION
- 3 Trail Projects
- Tennis Center expansion
- Gold Star Memorial
- Bonnie Wenk Park Phase 2
COMMUNITY OUTREACH
MEETINGS, VISIONING AND PUBLIC INPUT

- The plan must be sustainable over time
- Importance of park maintenance
- Ensure the best utilization of staff time
- Appeal to businesses and its role in making McKinney a desirable place for employees to live
- Families: create great places for kids to play
- Take advantage of partnerships with civic organizations.
- Provide more usable hike and bike trails
- Acquire park land

- Provide consistent theming throughout the park system
- Parks must meet the needs of all residents
- Provide active and social experiences for older adults
- Provide quality facilities
- Diversify parks typologies
- Hold unique community events
- Focus on aesthetics and beautification
- Must generate revenue
- Importance of preserving natural features and open space
As a part of the public meeting process, the planning team met with small ‘breakout groups’ to discuss elements of the plan in more detail. The results are listed below.

**PARKS**

- Value clean and well-maintained parks
- Accommodate balance (old and new, active and natural)
- Large signature park
- Reflect natural assets
- Need for use-specific or designated use trails
- Trails need to be connected and include longer trails and loop trails
- Safety related to road crossings, lighting and signage

**ATHLETICS**

- Adding amenities such as bathrooms and benches
- Be competitive with other city markets
- Expand tennis, soccer, indoor tennis, pickle ball and splash pads
- Update older athletic amenities and lighting for soccer

**INDOOR/AQUATIC RECREATION**

- Strong desire for combination indoor/outdoor aquatic facilities
- Top rated indoor aquatic elements: leisure pool, slides and water play elements
- Top rated outdoor aquatic elements: slides, lazy river, kids play features and zero beach
- Top rated indoor recreation elements: exercise equipment, aerobics rooms, gymnasium, walking track and family locker rooms

**BEAUTIFICATION**

- Strong agreement on the need to preserve the areas and amenities that make McKinney special
- More trees in developing areas and organic design style
- Balance between development and aesthetics

**OPEN SPACE**

- Preserve native areas, wildlife, natural surfaces, woods, grassland, and historic sites
- Camping, fishing, urban gardens and botanical garden
- Strategies: continuous green linkages, unprogrammed use of floodplains and minimize the use of concrete
THE FUTURE OF McKinney

CITY COUNCIL GOALS & STRATEGIES

This plan comes at a time when the City is positioning itself to stand out among other mid-size cities in the Metroplex as more and more people make their home here in the coming years. Recognizing the importance of establishing a clear vision for the future from a management perspective, the City Council has adopted 6 overarching goals and strategies that will help guide decision making at all levels. It is the intent of this Master Plan to align with these goals and ensure that parks and recreation are actively contributing to the continued improvement of the City.

The McKinney Goals (as adopted by Council in 2016) include:

GOAL 1 | DIRECTION FOR STRATEGIC & ECONOMIC GROWTH

- Establish regional and infrastructure incentives to increase economic growth
- Develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options
- Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space

GOAL 2 | OPERATIONAL EXCELLENCE

- Establish a time-line for a Municipal Facility/Downtown Parking
- Implement performance management practices that include developing and training staff and Board and Commission members
- Balance available resources to accommodate the growth and maintenance needs of the city
- Identify opportunities for internal efficiencies through recurring analyses and continuous improvement

GOAL 3 | MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE McKinney NATIONAL AIRPORT

- Implement initiatives and strategies to attract and expand corporate and commercial aviation
- Identify and implement land use regulations and policies which preserve and expand long-term operational success;
• Improve communication and marketing the value of the McKinney National Airport to the City and Region
• Continually maintain national recognition for excellence in Fixed Base Operations

GOAL 4 | FINANCIALLY SOUND GOVERNMENT
• Provide funding and organizational frameworks to ensure continual economic improvements
• Balance resources generated by property taxes, sales taxes, and fees
• Pursue and maintain an AAA Bond Rating with S&P and Moody’s
• Create financial plans for future growth as well as future maintenance

GOAL 5 | ENHANCE THE QUALITY OF LIFE IN McKinney
• Create affordable and accessible cultural arts activities and quality of life resources for all ages throughout the City
• Maximize public/private partnerships
• Develop Parks strategy to preserve green space for future park land
• Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike

GOAL 6 | SAFE & SECURE COMMUNITY
• Maintain performance measures that set McKinney apart from other cities
• Pursue and maintain the highest Insurance Service Office (ISO) fire protection classification
• Pursue and maintain low crime rates in comparison to other communities
• Continually increase operational efficiency in public safety departments
“Reflection is looking in so you can look out with a broader, bigger, and more accurate perspective.”

— Mick Ukleja and Robert Lorber