



Town Center Study

What is the Town Center Study?

The Town Center Study is an extension of the City of McKinney's 2004 Comprehensive Plan. The Comprehensive Plan is a document that was developed from community input and the leadership of McKinney to guide decision making for the City's future growth and development. Because it considered approximately 114 square miles of McKinney's city limits and extraterritorial jurisdiction (ETJ), the Comprehensive Plan required a generalized approach. The Town Center Study builds on the work of the Comprehensive Plan by focusing on a single sector of town to develop detailed plans that address the issues and priorities of that sector.



The Town Center Study is a planning and design process intended to promote and encourage the revitalization of the older sections of McKinney. The study area, generally bounded by US Highway 75, US Highway 380, Eldorado Parkway and Airport Drive, contains great neighborhoods and commercial districts that form the core of the City. The Town Center Study process will incorporate the design ideas of citizens, property owners and business owners to develop a unified vision for that core. The Town Center Study will proceed in two phases:

Phase 1: Creating a Common Vision

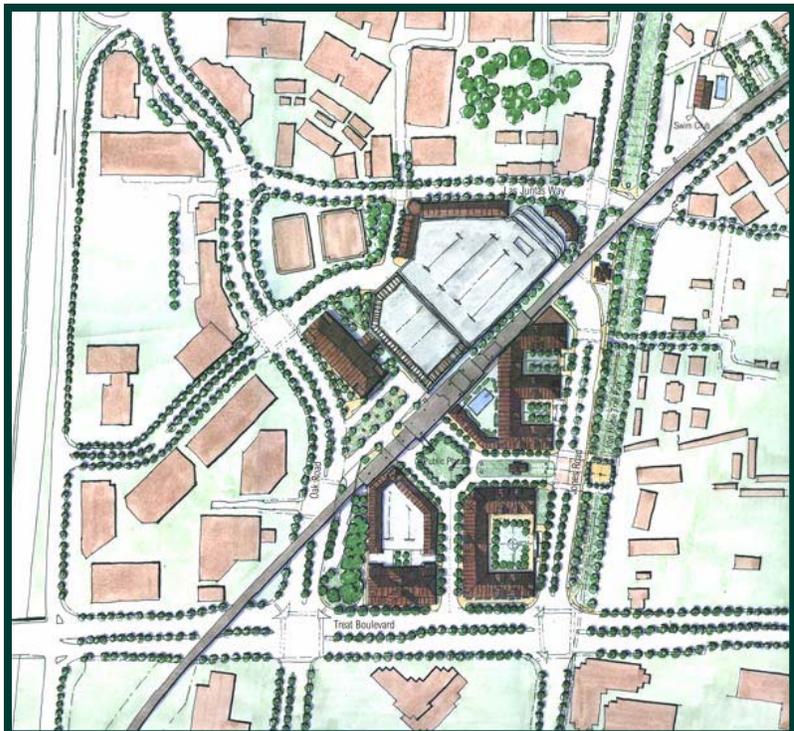
Phase 1 of the Town Center Study will consist of a series of urban design workshops, each focusing on an area of concern within the study area such as compatibility of land uses, enhancement of the downtown area, revitalization of the State Highway 5 (McDonald Street) corridor, and the potential for transit-oriented development just east

of S.H. 5. The design workshops have been developed to maximize public input and will allow the participants to actively contribute to the plans. Planning consultants have contracted with the City to facilitate the workshops and build consensus into a common vision. Phase 1 is scheduled to be completed by September 2007.

At that time, it is anticipated that the City Council will adopt the Phase 1 Report. In doing so, the City Council will be demonstrating the City's commitment to implementing the preferred options created during Phase 1. However, every action item listed in the report will require separate and specific steps. Phase 2 will develop those specific steps for implementation.

Phase 2: Making the Common Vision a Reality

Phase 2 of the Town Center Study will focus on implementation of the common vision. With the help of planning consultants, City Planning Staff may consider appropriate zoning ordinance changes, fiscal impact analyses, and other detailed implementation strategies such as public/private partnerships, economic incentives, or capital improvements plans. The timeline for these items may vary considerably. Some items such as zoning changes may begin to be implemented immediately; whereas, other more expensive action items such as infrastructure improvements may need to be incorporated into the City's long-term capital improvement program. The long-term impacts of the Town Center Study will depend on the degree to which each of the plan elements are implemented.



Although issues such as crime, health and human services are important for residents in the Town Center Study area, these types of concerns will fall outside the scope of the Town Center Study planning process. Many of these types of issues are, however, influenced by the revitalization of the study area, either directly or indirectly.

For more information:
City of McKinney
Planning Department
972-547-7432
kspath@mckinneytexas.org
August 2006