This plan was made for the citizens of McKinney, with the help of the citizens of McKinney. The continuous dedication of time and effort displayed by members of the community is endlessly appreciated.
Chapter One: Introduction.................................................................5
  Plan Foundation..............................................................................6
  Vision Statement...........................................................................6
  Guiding Principles.........................................................................7

Chapter Two: Developing the One McKinney Plan.............................9
  State of the City............................................................................10
  Existing Conditions.........................................................................13
  The Process....................................................................................16
  Market Support................................................................................22
  Industry Trends................................................................................23
  Market Supply & Demand...............................................................27
  McKinney Market Share.................................................................34

Chapter Three: Land Use & Development Strategy............................37
  Land Use & Development...............................................................38
  Intended Outcomes..........................................................................39
  Strategic Direction..........................................................................40
  Placetypes for McKinney’s Future..................................................42
  Citywide Decision Making Criteria................................................51

Chapter Four: Mobility Strategy........................................................53
  Mobility Strategy............................................................................54
  Function & Foundation....................................................................56
  Strategic Direction..........................................................................60
  Illustrative Cross-Sections.............................................................62
  Travel Demand Analysis.................................................................65

Chapter Five: Economic Development Strategy..................................67
  Economic Development..................................................................68

Chapter Six: Fiscal Health Strategy.....................................................77
  Fiscal Health Strategy....................................................................78

Chapter Seven: Public Investment Strategy..........................................83
  Public Investments..........................................................................84
  Public Services...............................................................................86
  Water/Wastewater..........................................................................86
  Parks & Trails..................................................................................87
  Public Safety....................................................................................88
  Public Library..................................................................................92
  McKinney Education.......................................................................94

Chapter Eight: Individual Districts Strategies.....................................99
  Preferred Scenario..........................................................................100
  Future Land Use.............................................................................102
  Agricultural Lifestyle District.........................................................107
  Business & Aviation District...........................................................113
  Collin Crossing District..................................................................121
  Collin McKinney District................................................................129
  East Fork District............................................................................131
  Established Community District....................................................145
  Homestead District..........................................................................153
  Honey Creek District.......................................................................159
  Medical District..............................................................................167
  Mill District.....................................................................................175
  Northridge District..........................................................................183
  Oak Hollow District.........................................................................191
  Outer Loop District.........................................................................200
  Scenic District................................................................................207
  Southgate District...........................................................................215
  Town Center District.......................................................................223
  Trinity Falls District.......................................................................231

Chapter Nine: Implementation............................................................239
  Implementation Strategy.................................................................240
  Measurement Framework...............................................................241

Appendix:
  A. Alternate Scenario
  B. Public Outreach Process
  C. Transportation Modeling Analysis
  D. Psychographics and Industry Trends
  E. Implementation Matrix
INTRODUCTION
PLAN FOUNDATION

The foundation of the overall policy direction for the ONE McKinney 2040 Comprehensive Plan is built upon two important components:

[VISION STATEMENT] [A SET OF GUIDING PRINCIPLES]

The vision statement describes the future that is desired by the McKinney community in terms of its physical, social and economic conditions. It was developed by stakeholders and represents the goals and aspirations envisioned by the community.

The guiding principles provide overall guidance across all plan components and explain the most important general principles that should be followed in order to achieve the vision described in the plan. Guiding principles apply at both the citywide and district level, and also shape more detailed strategies that apply to each element of the plan, such as mobility or community design.

These two components serve as the foundation and provide the framework for the major elements of the plan, which include the preferred scenario, master thoroughfare plan, land use diagrams, and the investment and implementation strategies. The principles and policies found in each of the plan’s elements should help the city achieve the vision and should be consistent with the guiding principles.

VISION STATEMENT

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. Smart public & private INVESTMENTS ensure that McKinney remains a top choice for people to live, work, play & visit through 2040 & beyond.

GUIDING PRINCIPLES

DIVERSITY [SUPPORTING OUR ECONOMY AND PEOPLE]
1) Diverse economic engines, such as the McKinney National Airport, McKinney Corporate Center, Southgate District, and business/entertainment corridors form the foundation of McKinney's strong economy. As such, the city encourages new businesses and developments that support these economic engines, broaden the tax base, and make the city's economy more adaptable and resilient.
2) Private development, public investments, and community engagement support the people of McKinney by making available housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives.
3) City leaders and decision-makers focus attention and investment in each of the distinctive Districts throughout the city, so each one can appeal to its targeted market and achieve the vision described in this plan.

ASSETS [CELEBRATING OUR CULTURE AND LANDSCAPE]
4) McKinney's cultural and historical heritage is retained and emphasized in the historic Town Center, and is included in the identity of other places in McKinney so it can be shared with future generations.
5) McKinney’s natural landscape (its trees, open spaces, topography, streams, and natural areas) continues to enhance the character of the city and the daily experience of residents, employees and visitors throughout McKinney.

PLACES [TO LIVE, WORK, PLAY, AND VISIT]
6) Private sector development and redevelopment meet McKinney’s expectations for excellence in design and create places with market support and long-term economic viability.
7) McKinney’s public spaces, including its streets, support and enhance the distinctive character of individual neighborhoods and business Districts while strengthening the connections throughout the city in order to unify the entire McKinney community.
8) Today’s neighborhoods remain vibrant and desirable places that meet the needs of existing residents and appeal to future residents.

INVESTMENTS [CREATING LASTING VALUE]
9) McKinney invests in public facilities, services and infrastructure that are located, timed and sized to meet the expected needs of current and future residents and businesses within the city.
10) Public capital investments are made strategically, using finite funds in order to build the facilities needed to support new development, respond to market opportunities and create the desired community envisioned in this plan.
11) Investments in infrastructure systems, public facilities, economic incentives and community programs are made when the life-cycle benefits to the public outweigh the life-cycle costs, and when the areas that these investments support are expected to remain vital and desirable until 2040 or longer.