APPENDIX A:

ALTERNATE SCENARIOS

OVERVIEW
The Dallas-Fort Worth metropolitan area is one of the fastest growing regions in the United States. Collin County is expected to absorb a large portion of this growth, with some population projections showing the county adding as many as one million new residents by 2030. In response, regional planning efforts have recognized the need for new transportation infrastructure to support this growth, particularly the need for new highway routes to absorb increased vehicular traffic and mitigate current and future congestion.

In the summer of 2017, TxDOT initiated a study to analyze various roadway alternatives for US Highway 380 through Collin County and the City of McKinney. The goal of the study is to identify routes and preserve land and right of way for a new highway before development pressures limit roadway design options and increase potential future impacts to adjacent residential and commercial development. To date, the study includes 5 alignment alternatives, which can be broadly grouped into two categories based upon their impact to the city of McKinney: 3 bypass options (Red, Blue, and Yellow Alignments) and 2 options that use the existing US 380 Right of Way (Pink and Green Alignments). Each of these alignments will have differing impacts on regional traffic patterns and land development, the implications of which must be considered as part of the McKinney 2040 Plan.

A PROACTIVE APPROACH
When TxDOT initiated the US 380 feasibility study, the City of McKinney immediately recognized that regardless of which specific alignment was eventually selected, the new highway would have significant impacts on land use patterns and development pressures within the community. The City wanted to ensure that the McKinney 2040 plan would remain current and responsive to community needs once a final route was determined, necessitating a future land use plan that could respond appropriately to whichever alignment was ultimately selected. To realize this goal, the City took a proactive approach to the planning process by reaching out to the community to gather public input on how the Future Land Use Plan might change under each of the alignment options. The feedback that was received was then used to create alternate future land use maps for each option, which have been included in this appendix. This ensures that no matter which alignment is ultimately selected, the city will have a map and a plan in place that respond appropriately, without the need for a new comprehensive plan or significant plan update.

COMMUNITY FEEDBACK
Public input and community feedback was an essential part of the development process for the Future Land Use Map alternatives for each roadway alignment option. An open house was held on June 14, 2018 to present the various alignments under consideration to the public, as well as provide an opportunity for the public to give input regarding potential highway configuration styles, the effects each alignment might have on neighborhood character, and how they felt the preferred future land use plan should respond to each of the roadway alignment options. The feedback received indicated that the community recognized the potential opportunities for new mixed use or commercial development nodes at interchanges created by the various alignment options and major thoroughfares. However, the broad consensus that was ultimately conveyed to the planning team was a desire by the community to maintain a future land use plan for each of the alignment options as similar as possible to the Preferred Future Land Use Map that had already been developed.

APPENDIX USE
The City Council has adopted this appendix to ensure that the City of McKinney has a land use direction set that corresponds to whichever alignment is ultimately chosen for the roadway expansion. The specifics of each alignment will influence the community’s Master Thoroughfare Plan, district boundaries, and placetype distribution, and the changes that have been made to these elements as part of each Future Land Use Map Alternative reflect the will and vision of the community as it stands today. This does not, however, preclude the community from reevaluating the Land Use Map in the future once a final road alignment has been selected and various other feasibility and environmental studies have been completed; as with all long range planning documents, the map should be reviewed regularly to ensure that it remains in alignment with the community’s needs and vision.

ALIGNMENT OPTIONS
As of the summer of 2018, TxDOT is considering 5 alternative roadway alignments for the future expansion of US Highway 380. The differences between the Preferred Future Land Use Plan and the land use map alternatives, consisting of 3 bypass alignment options and two alignments using the current US 380 route, are outlined below.

RED ALIGNMENT
- The Commercial Center place type at the intersection of Bloomdale Rd and Ridge Rd is shifted to follow the interchange of Ridge Rd and the Red Alignment
- A Mixed-Use Center place type occurs on the southeastern corner of the interchange created by the Red Alignment and Lake Forest Dr in the Medical Center District
- An Urban Living node moves north from the intersection of Wilmeth Rd and Lake Forest Dr so it is adjacent to the Mixed-Use Center next to the Red Alignment
- The boundary of the Medical District expands northwest to include everything south & east of the Red Alignment and Stover Creek
- The southern edge of the boundary between the Scenic District and the Honey Creek District shifts westward to follow the Red Alignment
- The district boundary between Honey Creek and Oak Hollow shifts slightly south to follow the altered alignment of Bloomdale Rd
- Community Commercial along Wilmeth Rd in the East Fork District shifts slightly westward to encompass the interchange between Wilmeth Rd and the Red Alignment
- Portions of the Urban Living place type south of Wilmeth and east of the Red Alignment changes to the suburban living place type
- The southeasternmost node of Commercial Center in the Business & Aviation District moves to the east side of the interchange between FM546 and the Red Alignment
- The westernmost portion of the district boundary between the Business & Aviation District and the Homestead District shifts south to follow the Red Alignment
- The boundaries of the Employment Mix place type in the Business & Aviation District and the Estate Residential place type in the Homestead District shifts to follow the adjusted district boundaries

APPENDIX B:

BYPASS ALIGNMENTS

APPENDIX C:

ALTERATE LANDSCAPES

APPENDIX D:

APPENDIX E:

APPENDIX F:

APPENDIX G:

APPENDIX H:

APPENDIX I:

APPENDIX J:

APPENDIX K:

APPENDIX L:

APPENDIX M:

APPENDIX N:

APPENDIX O:

APPENDIX P:

APPENDIX Q:

APPENDIX R:

APPENDIX S:

APPENDIX T:

APPENDIX U:

APPENDIX V:

APPENDIX W:

APPENDIX X:

APPENDIX Y:

APPENDIX Z:
Blue Alignment
- A Mixed-Use Center place type occurs on the southeastern corner of the interchange created by the Blue Alignment and Lake Forest Dr in the Medical Center District.
- An Urban Living node moves north from the intersection of Wilmeth Rd and Lake Forest Dr to be adjacent to the Mixed-Use Center next to the Blue Alignment.
- The boundary between the Honey Creek District and the Collin Crossing and Oak Hollow districts shifts slightly south to follow the Blue Alignment.
- The boundary between the Professional Campus and Commercial Center place types in the Honey Creek and Collin Crossing Districts shifts to follow the revised district boundaries.
- The boundary between the Suburban Living and Urban Living place types in Honey Creek and Oak Hollow shifts to align with the new district boundary along the Blue Alignment.
- The Urban Living place type on the southwest corner of Bloomsdale Rd and Tennessee St is extended north and east to the interchange of Tennessee St and the Blue Alignment.
- The Commercial Center place type at the intersection of FM546 and Airport Dr shifts northwest along FM546 to the southeastern side of the interchange with the Blue Alignment.

Yellow Alignment
- A Mixed-Use Center place type occurs on the southeastern corner of the interchange created by the Yellow Alignment and Lake Forest Dr in the Medical Center District.
- An Urban Living node moves north from the intersection of Wilmeth Rd and Lake Forest Dr so it is adjacent to the Mixed-Use Center next to the Yellow Alignment.
- The southern edge of the boundary between the Scenic District and the Honey Creek District shifts westward to follow the Yellow Alignment.
- Community Commercial along Wilmeth Rd in the East Fork District shifts westward to encompass the interchange between Wilmeth Rd and the Yellow Alignment.
- The Commercial Center place type at the intersection of FM546 and Airport Dr shifts northwest along FM546 to the southeastern side of the interchange with the Yellow Alignment.

Existing 380 Corridor Alignment
- The Pink and Green corridor alignments are identical along the portions that pass through the McKinney City Limits and ETJ, and are thus shown here as a single future land use map alternative.

Pink/Green Alignment
- The boundary between the Historic Town Center District and the Oak Hollow District shifts south to follow the Pink and Green Alignments.
- The portion of the Historic Town Center place type north of the Pink and Green alignments is replaced with a combination of Suburban Living and Employment Mix place types.
- The Commercial Center place type at the intersection of FM546 and Airport Dr shifts northwest along FM546 to the southeastern side of the interchange with the Pink and Green Alignments.
Alternative Scenario for FM 1461

(Agricultural Lifestyle, East Fork, Oak Hollow)

Craig Ranch

LOUISIANA STREET

LAUDHOWELLPARKWAY

VIRGINIA STREET

CUSTER ROAD

LAKE FOREST DRIVE

HARDIN BOULEVARD

TAYLOR BURK DRIVE

Finch Park

Pecan Grove Cemetery

UNIVERSITY DRIVE

COMMUNITY AVENUE

Greenbelt Park (Future)

Floodplain

August 6, 2018
APPENDIX B:
PUBLIC OUTREACH PROCESS

Appendix: Summary of Community Input
2015 - 2018

Stakeholder Involvement Process
Engagement in Detail

- Individual and Small Group Interviews (Fall 2015)
- Staff Working Session (Fall 2015)
- Comprehensive Plan Advisory Committee (2015-2018)
- CC/CPAC DFW Tour (Winter 2015)
- Community Summits (Fall 2015)
- Community Charrette (Fall 2015)
- Community Workshop (Winter 2015)
- Community Open Houses (Spring 2016 & Summer 2018)
- Oktoberfest (Fall 2015 & Fall 2016)
- Online Surveys (Periodic throughout process)
  - www.onemckinney2040.com

'State of the City' Input Phase
Public Outreach

- Individual and Small Group Interviews (Aug 31 – Sept 3)
- Staff Working Session (September 1)
- Comprehensive Plan Advisory Committee (September 2)
- Community Summits (September 16-17)
- Oktoberfest (September 25-27)
- Online Surveys
  - www.onemckinney2040.com

Community Summits

- 150 participants
- Keypad Polling
- Station Activities
- Summit Dialogue
- Table Discussions

Issues with ‘Very Important’ Ratings

<table>
<thead>
<tr>
<th>#</th>
<th>What the community wants to see</th>
<th>Type</th>
<th>% Yes</th>
<th>% Neutral</th>
<th>% No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Improve the balance of work &amp; family life</td>
<td>Q 1Q 2</td>
<td>80.0% 50.0%</td>
<td>10.0% 10.0%</td>
<td>10.0% 40.0%</td>
</tr>
<tr>
<td>2</td>
<td>Have a strong Downtown</td>
<td>Q 3Q 4</td>
<td>75.0% 66.7%</td>
<td>16.7% 33.3%</td>
<td>8.3% 0.0%</td>
</tr>
<tr>
<td>3</td>
<td>Improve regional transportation</td>
<td>Q 5Q 6</td>
<td>50.0% 53.3%</td>
<td>93.3% 77.8%</td>
<td>18.3% 22.2%</td>
</tr>
<tr>
<td>4</td>
<td>Create a balanced, walkable neighborhood</td>
<td>Q 7Q 8</td>
<td>91.7% 78.6%</td>
<td>69.0% 81.1%</td>
<td>14.3% 14.3%</td>
</tr>
<tr>
<td>5</td>
<td>Having access to good parks, trails, and open areas</td>
<td>Q 9Q 10</td>
<td>50.0% 14.3%</td>
<td>79.3% 67.6%</td>
<td>21.7% 32.7%</td>
</tr>
<tr>
<td>6</td>
<td>Make public transportation efficient</td>
<td>Q 11Q 12</td>
<td>50.0% 14.3%</td>
<td>79.3% 67.6%</td>
<td>21.7% 32.7%</td>
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<tr>
<td>7</td>
<td>Provide visible benefits of open space</td>
<td>Q 13Q 14</td>
<td>50.0% 14.3%</td>
<td>79.3% 67.6%</td>
<td>21.7% 32.7%</td>
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<tr>
<td>8</td>
<td>Reduce traffic congestion</td>
<td>Q 15Q 16</td>
<td>25.0% 33.3%</td>
<td>80.0% 83.8%</td>
<td>20.0% 6.7%</td>
</tr>
<tr>
<td>9</td>
<td>Create a connected &amp; diverse workforce</td>
<td>Q 17Q 18</td>
<td>33.3% 20.0%</td>
<td>67.7% 66.7%</td>
<td>16.7% 16.7%</td>
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<tr>
<td>10</td>
<td>Improve the economic base</td>
<td>Q 19Q 20</td>
<td>66.7% 40.0%</td>
<td>74.2% 77.1%</td>
<td>33.3% 25.0%</td>
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<tr>
<td>11</td>
<td>Improve the quality of life</td>
<td>Q 21Q 22</td>
<td>41.7% 93.3%</td>
<td>90.3% 89.2%</td>
<td>14.3% 5.7%</td>
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<tr>
<td>12</td>
<td>Protect existing assets</td>
<td>Q 23Q 24</td>
<td>58.3% 20.0%</td>
<td>76.7% 58.8%</td>
<td>41.7% 20.0%</td>
</tr>
<tr>
<td>13</td>
<td>Retain &amp; improve public buildings</td>
<td>Q 25Q 26</td>
<td>41.7% 35.7%</td>
<td>61.3% 64.9%</td>
<td>14.3% 5.7%</td>
</tr>
<tr>
<td>14</td>
<td>Provide access to parks &amp; green space</td>
<td>Q 27Q 28</td>
<td>27.3% 26.7%</td>
<td>48.4% 48.6%</td>
<td>16.7% 16.7%</td>
</tr>
</tbody>
</table>

Oktoberfest

- Collected over 75 online survey responses.
- Collected over 100 email addresses.
- Visual preference survey activity.

Input: 10 Having 11 Having 9 Improving 5 existing 2 new 8 regional

...
Preliminary Results Summary

Early input suggests that the following issues are important amongst a majority of the stakeholders:

- Maintaining City infrastructure (streets, parks, buildings over time)
- Providing comparable city services and amenities city wide
- Growing the City’s tax base in order to be economically sustainable and resilient over the long term
- Inventing/Reinventing major corridors
- Using energy, water, and other resources efficiently
- Keeping existing neighborhoods vital
- Continuing to embrace downtown as the historic jewel of McKinney
- Maximizing the opportunity presented by the airport
- Providing quality schools and educational opportunities
- Respecting natural features and topography
- Maintaining a sense of community and quality of life as the city grows
- Determining the development pattern for the future of currently undeveloped areas
- Providing efficient transportation infrastructure

Results Summary

Issues that require further evaluation include:

- What role should public transportation play in McKinney, either for trips to McKinney destinations or for regional connection
- What types of businesses will be best for increasing tax base and job growth
- What is the best approach to creation and location of walkable, mixed use areas within McKinney
- What is an appropriate mix of housing variety and densities
- Is there enough opportunity for different generations and users to remain in McKinney (i.e. corporate to workforce and young generation to older generation)

Public Outreach

- City Council Meetings (October 5, November 16 - with P&Z, January 4)
- Comprehensive Plan Advisory Committee (October 14, February 18)
- Community Charrette (October 24)
- State of the City (November 5)
- Joint Sessions for City Council & CPAC (December 9, January & DFW Tour)
- Community Workshop (January 21)
- Online Surveys
- www.onemckinney2040.com
October Community Charrette

- Approximately 105 participants.
- All-day community event.
- Multiple activities for participants.

Charrette Strategic Issues Polling Results

<table>
<thead>
<tr>
<th>Issue</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Neutral</th>
<th>Not very Important</th>
<th>Very Unimportant</th>
<th>I'm not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintaining City infrastructure (streets, parks, buildings, etc.) over time</td>
<td>89.6%</td>
<td>13.6%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Having quality schools (Kindergarten to college)</td>
<td>85.1%</td>
<td>11.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Having economically sustainable (affordable orMedian)low cost housing</td>
<td>80.5%</td>
<td>18.1%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Having a strong and diverse employment base</td>
<td>75.3%</td>
<td>23.7%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Growing the tax base</td>
<td>66.9%</td>
<td>20.3%</td>
<td>7.0%</td>
<td>1.3%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Keeping existing neighborhoods vital</td>
<td>55.4%</td>
<td>35.4%</td>
<td>9.0%</td>
<td>0.0%</td>
<td>1.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Creating walkable places with a mix of uses</td>
<td>57.7%</td>
<td>36.0%</td>
<td>8.1%</td>
<td>3.0%</td>
<td>1.0%</td>
<td>0.0%</td>
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<tr>
<td>Providing public transportation choices to regional or suburban destinations</td>
<td>44.7%</td>
<td>38.1%</td>
<td>13.8%</td>
<td>7.0%</td>
<td>1.3%</td>
<td>0.0%</td>
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</tbody>
</table>

Team #1 Scenario Concept

A diverse community that respects community, historic heritage, and embraces balanced growth.

Team #2 Scenario Concept

We envision a city that promotes a high quality of life that balances live, work, play opportunities for an interconnected and economically sustainable community, while respecting the give natural environment.
Team #3 Scenario Concept
A city utilizing our existing attributes by preserving the unique qualities and characteristics and open space, while recognizing growth and development as important factors to future opportunities.

Team #4 Scenario Concept
Respecting the past, while growing the future; Recognizing our unique heritage and culture, while embracing diversity and community, and respecting the sustainability or growth, the City of McKinney will be a vibrant place to live, work, and play.

Team #5 Scenario Concept
- City to attract all ages to remain
- Balance all ages in residing or living McKinney
- City of McKinney work, live, play plan for balance living, working, and playing, education and entertainment for all ages. Keep transportation, living and Healthcare available for all
- Incorporate all parts of McKinney
- Support aging in place

Team #6 Scenario Concept
Build an inclusive, sustainable community by maximizing local resources and creating long term solutions.
Team #7 Scenario Concept

- All people can grow
- Develop residences in North
- Custer into Hwy-commercial/flex office
- More jobs at Airport

Team #8 Scenario Concept

A unified, economically sustainable, well-educated city: meeting the needs of its diverse citizenry

Team #9 Scenario Concept

- Growing the future, Respecting the past
- Growing a diverse community and respecting historic in a sustainable way providing transportation options and housing options.
- Preserve and promote McKinney’s cultural, natural, and human resources while growing sustainably.

Team #10 Scenario Concept

Create/build an environment that engages the youth that will drive the opportunities and protect the historic and natural landscapes while developing and embracing diversity and encouraging business growth.
Team #11 Scenario Concept

Plan for McKinney’s future growth and needs while maintaining current quality of life.

Charrette Preferred Scenario Polling Results

<table>
<thead>
<tr>
<th>How important is it that a Preferred Scenario do the following?</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Neutral</th>
<th>Not very important</th>
<th>Very unimportant</th>
<th>I’m not sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet the needs of people at all stages of their lives?</td>
<td>86.5%</td>
<td>9.5%</td>
<td>1.4%</td>
<td>1.4%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Manage traffic congestion in McKinney?</td>
<td>86.4%</td>
<td>9.6%</td>
<td>0.9%</td>
<td>0.9%</td>
<td>0.9%</td>
<td>1.2%</td>
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<tr>
<td>Provide a mix of housing choices?</td>
<td>86.6%</td>
<td>16.4%</td>
<td>1.3%</td>
<td>2.6%</td>
<td>0.0%</td>
<td>0.0%</td>
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<tr>
<td>Have a positive fiscal balance for the City (benefits are greater than costs)?</td>
<td>79.7%</td>
<td>15.9%</td>
<td>4.3%</td>
<td>0.0%</td>
<td>0.0%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Accommodate McKinney’s expected employment growth?</td>
<td>78.6%</td>
<td>11.4%</td>
<td>7.0%</td>
<td>2.9%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Provide transportation choices?</td>
<td>79.7%</td>
<td>14.1%</td>
<td>9.3%</td>
<td>1.3%</td>
<td>2.6%</td>
<td>0.0%</td>
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<td>Have a positive fiscal balance for other public entities (benefits are greater than costs)?</td>
<td>72.1%</td>
<td>13.3%</td>
<td>9.0%</td>
<td>2.7%</td>
<td>0.0%</td>
<td>0.1%</td>
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<tr>
<td>Accommodate McKinney’s expected population growth?</td>
<td>68.5%</td>
<td>18.1%</td>
<td>9.3%</td>
<td>5.9%</td>
<td>0.0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Support jobs with high wage potential?</td>
<td>74.4%</td>
<td>19.9%</td>
<td>9.3%</td>
<td>1.7%</td>
<td>2.3%</td>
<td>1.3%</td>
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Charrette Scenarios Polling Results

<table>
<thead>
<tr>
<th>Does this team’s scenario reflect a future we should consider for McKinney?</th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Neutral</th>
<th>Not very important</th>
<th>Very unimportant</th>
<th>I’m not sure</th>
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<tbody>
<tr>
<td>Team</td>
<td>Probability</td>
<td>Preference Score</td>
<td>Summary Score</td>
<td>Likelihood Score</td>
<td>Facial Score</td>
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<tr>
<td>1</td>
<td>37.3%</td>
<td>52.8%</td>
<td>21.8%</td>
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<td>0.3%</td>
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<tr>
<td>2</td>
<td>28.9%</td>
<td>34.1%</td>
<td>26.4%</td>
<td>6.9%</td>
<td>5.4%</td>
<td>2.9%</td>
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<tr>
<td>3</td>
<td>34.7%</td>
<td>35.9%</td>
<td>22.8%</td>
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<td>3.9%</td>
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<td>4</td>
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<td>31.2%</td>
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<td>6.2%</td>
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<tr>
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<td>22.2%</td>
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<td>7.6%</td>
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<td>30.0%</td>
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<td>9</td>
<td>49.8%</td>
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<td>0.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td>10</td>
<td>41.8%</td>
<td>24.3%</td>
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<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Visual Preference Feedback, Charrette
**Common Themes**
- Accommodating new development
- High quality of life
- Create new jobs
- Grow the commercial tax base
- Economic / fiscal sustainability
- Historic/cultural preservation
- Preserving / highlighting natural features
- Embracing a multi-generational, diverse community
- Emphasis on transportation and mobility
- Protect school system

**Current Trend**
Scenario Based on Current Future Land Use Plan + Anticipated Land Uses/Zoning:
- Institutional
- Open Space
- Business Campus
- Transit Ready Development
- Flex/Office Industrial
- Neighborhood Commercial
- Neighborhood
- New/Existing Warehouses
- Rural Living
- Regional Entertainment Center
- Suburban Residential
- Urban Residential
- Activity Centers
- Commercial Center
- Suburban Residential
- McKinney ETJ

**Potential Composite Scenarios**
- Conservative/Balanced Growth Group
- Business Plan Growth Group
- Asset Driven Growth Group
- The Option Growth Group

**Current Trend Scenario**
- Based on Current Future Land Use Plan + Anticipated Land Uses/Zoning:
- Institutional
- Open Space
- Business Campus
- Transit Ready Development
- Flex/Office Industrial
- Neighborhood Commercial
- Neighborhood
- New/Existing Warehouses
- Rural Living
- Regional Entertainment Center
- Suburban Residential
- Urban Residential
- Activity Centers
- Commercial Center
- Suburban Residential
- McKinney ETJ
Growth Indicators

### Table 1

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>154,700</td>
<td>18,600</td>
<td></td>
<td>77,800</td>
<td>38%</td>
<td>11,870,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 2

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>141,600</td>
<td>18,000</td>
<td></td>
<td>72,000</td>
<td>39%</td>
<td>10,900,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 3

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>119,500</td>
<td>18,000</td>
<td></td>
<td>64,000</td>
<td>36%</td>
<td>9,200,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 4

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>141,400</td>
<td>18,000</td>
<td></td>
<td>72,000</td>
<td>39%</td>
<td>10,900,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 5

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>119,700</td>
<td>18,000</td>
<td></td>
<td>64,000</td>
<td>36%</td>
<td>9,200,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 6

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>132,900</td>
<td>18,000</td>
<td></td>
<td>72,000</td>
<td>39%</td>
<td>10,900,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 7

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>119,700</td>
<td>18,000</td>
<td></td>
<td>64,000</td>
<td>36%</td>
<td>9,200,000 (LPW)</td>
</tr>
</tbody>
</table>

### Table 8

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Employment</th>
<th>Job Mix</th>
<th>Trips</th>
<th>Water Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>133,200</td>
<td>18,000</td>
<td></td>
<td>72,000</td>
<td>39%</td>
<td>10,900,000 (LPW)</td>
</tr>
</tbody>
</table>
Growth Indicators

Table 5

<table>
<thead>
<tr>
<th>Additional Population</th>
<th>Additional Households</th>
<th>Housing Mix</th>
<th>Additional Employment</th>
<th>Employment Mix</th>
<th>Jobs</th>
<th>Trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 5</td>
<td>65,800</td>
<td>28,000</td>
<td>30% SF</td>
<td>30% OF</td>
<td>30% RE</td>
<td>17% Auto</td>
</tr>
<tr>
<td>Table 9</td>
<td>72,200</td>
<td>29,500</td>
<td>30% SF</td>
<td>30% OF</td>
<td>30% RE</td>
<td>9% Auto</td>
</tr>
</tbody>
</table>

Table 9

<table>
<thead>
<tr>
<th>Conservative/Balanced Growth</th>
<th>Definitely</th>
<th>Probably</th>
<th>Maybe</th>
<th>Probably not</th>
<th>Definitely not</th>
<th>I don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 31.3%</td>
<td>32.8%</td>
<td>21.9%</td>
<td>4.7%</td>
<td>3.1%</td>
<td>6.3%</td>
<td></td>
</tr>
<tr>
<td>2 25.0%</td>
<td>34.7%</td>
<td>26.4%</td>
<td>6.9%</td>
<td>4.2%</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>11 N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

Table 10

<table>
<thead>
<tr>
<th>Asset‐Driven Growth</th>
<th>Definitely</th>
<th>Probably</th>
<th>Maybe</th>
<th>Probably not</th>
<th>Definitely not</th>
<th>I don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 37.7%</td>
<td>32.2%</td>
<td>16.9%</td>
<td>5.1%</td>
<td>2.2%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>3 25.3%</td>
<td>24.8%</td>
<td>27.0%</td>
<td>4.4%</td>
<td>1.5%</td>
<td>0.0%</td>
<td></td>
</tr>
</tbody>
</table>

Table 11

<table>
<thead>
<tr>
<th>The Business Plan</th>
<th>Definitely</th>
<th>Probably</th>
<th>Maybe</th>
<th>Probably not</th>
<th>Definitely not</th>
<th>I don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 24.1%</td>
<td>32.9%</td>
<td>32.9%</td>
<td>5.1%</td>
<td>2.5%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>6 27.5%</td>
<td>20.3%</td>
<td>37.7%</td>
<td>11.6%</td>
<td>1.4%</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>7 45.1%</td>
<td>22.5%</td>
<td>21.1%</td>
<td>2.8%</td>
<td>8.5%</td>
<td>0.0%</td>
<td></td>
</tr>
<tr>
<td>10 41.9%</td>
<td>24.3%</td>
<td>20.3%</td>
<td>5.4%</td>
<td>8.1%</td>
<td>0.0%</td>
<td></td>
</tr>
</tbody>
</table>

OVERALL SUMMARY:
Do these scenarios reflect a future we should consider for McKinney?

Alternative Scenario 1 – Current Trend

January Community Workshop

- About 95 participants
- Worked together in 14 teams
- Review the implications of three alternative scenarios
- Teams’ agreement on their scenario assessments
  - Scenario Performance
  - Scenario Response to Community Issues
  - Scenario Support for Ideas Proposed by Community Members
  - Important Features for a Preferred Scenario
- Share assessments from all teams
- Obtain individual comments and suggestions

Alternative Scenario 1 – Current Trend

- Illustrates and evaluates the anticipated outcome of the existing Future Land Use Plan
- Primary attributes include:
  - Employment opportunities along major transportation corridors
  - Continued single family residential development north of US 380
  - Neighborhood cores and villages that meet nearby residents’ commercial needs
Alternative Scenario 2 – Distinctive Districts

- Identifies place-specific community assets as defining anchors for different place types and development patterns.
- Places created around each asset would vary in size, scale and intensity based on the asset.
- Creates a variety of community forms in intentional locations that support the central function of the asset.
- Creates opportunities for business locations and private investment by businesses that benefit from proximity to particular assets.

Alternative Scenario 3 – Focused Options

- Focuses on providing choices for McKinney residents and businesses; specifically related to:
  - Housing variety
  - Employment options
  - Mobility choices
  - Entertainment and activity options
  - Improved connectivity to neighboring communities.
- Growth and development generally focused around three distinct districts.
- Higher intensity development and business functions located at central points or each district with transitions to less intensity along the peripheries.
- Outside these three districts, this scenario envisions development that provides new single family neighborhoods and neighborhood commercial locations predominately aligned with the current trend.

Scenario Evaluation – Team Feedback

- Scenario 2 was most desirable overall, according to 6 teams
- Scenario 3 was most desirable overall, according to 6 teams
- Scenarios 2 and 3 were equally desirable overall, according to 2 teams
- Scenario 1 was not preferred by any team

Scenario Evaluation – Individuals’ Feedback (ranked by priority order)

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>No Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario 2</td>
<td>26.76%</td>
<td>57.75%</td>
<td>9.86%</td>
<td>4.23%</td>
<td>1.41%</td>
<td></td>
</tr>
<tr>
<td>Scenario 3</td>
<td>29.58%</td>
<td>43.06%</td>
<td>18.06%</td>
<td>4.17%</td>
<td>5.56%</td>
<td></td>
</tr>
<tr>
<td>Scenario 1</td>
<td>22.22%</td>
<td>43.06%</td>
<td>18.06%</td>
<td>4.23%</td>
<td>5.56%</td>
<td></td>
</tr>
</tbody>
</table>

How supportive is this Scenario of the ‘Early Understandings’ of community priorities (1-5)?

- Scenario 2: 37.50% 15.71% 44.29% 28.57% 7.14%
- Scenario 3: 37.50% 44.44% 8.33% 4.17% 5.56%
- Scenario 1: 5.71% 44.29% 30.00% 11.43% 8.57%

How consistent is this Scenario with your own idea of McKinney’s best possible future?

- Scenario 2: 23.94% 50.70% 9.86% 7.04% 8.45%
- Scenario 3: 16.90% 40.85% 29.58% 4.23% 8.45%
- Scenario 1: 29.58% 36.62% 14.08% 9.86% 9.86%

How does this Scenario create a McKinney 2040 that will attract major corporations?

- Scenario 2: 26.76% 57.75% 9.86% 4.23% 1.41%
- Scenario 3: 34.44% 44.44% 8.33% 4.17% 5.56%
- Scenario 1: 4.17% 14.44% 52.86% 11.43% 2.22%

Does this Scenario create a McKinney 2040 that will appeal to McKinney’s kids as they grow up?

- Scenario 2: 29.58% 14.44% 13.86% 7.04% 2.86%
- Scenario 3: 21.90% 10.75% 9.86% 7.04% 8.63%
- Scenario 1: 4.17% 13.75% 16.29% 9.86% 7.04%
Online Input on Alternative Scenarios

- Same information and questions as at the Community Workshop
- 55 respondents
- Most had not participated in the Community Workshop

Scenario Performance

<table>
<thead>
<tr>
<th>Topic</th>
<th>Place to live</th>
<th>Place to work</th>
<th>Place to play</th>
<th>Place for nature</th>
<th>Place for mobility</th>
<th>Place for fiscal responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario 1</td>
<td>2.53</td>
<td>2.57</td>
<td>2.22</td>
<td>2.09</td>
<td>2.24</td>
<td>2.58</td>
</tr>
<tr>
<td>Scenario 2</td>
<td>3.37</td>
<td>3.36</td>
<td>3.42</td>
<td>3.06</td>
<td>3.06</td>
<td>3.62</td>
</tr>
<tr>
<td>Scenario 3</td>
<td>3.29</td>
<td>3.31</td>
<td>3.69</td>
<td>3.55</td>
<td>3.55</td>
<td>3.70</td>
</tr>
</tbody>
</table>

Which Scenario performs best?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Place to live</th>
<th>Place to work</th>
<th>Place to play</th>
<th>Place for nature</th>
<th>Place for mobility</th>
<th>Place for fiscal responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scenario 1</td>
<td>21.1%</td>
<td>22.2%</td>
<td>8.3%</td>
<td>5.7%</td>
<td>6.3%</td>
<td>16.7%</td>
</tr>
<tr>
<td>Scenario 2</td>
<td>39.5%</td>
<td>38.9%</td>
<td>36.1%</td>
<td>17.1%</td>
<td>18.8%</td>
<td>35.9%</td>
</tr>
<tr>
<td>Scenario 3</td>
<td>39.5%</td>
<td>38.9%</td>
<td>36.1%</td>
<td>50.0%</td>
<td>56.3%</td>
<td>27.9%</td>
</tr>
</tbody>
</table>

Support for Community Priorities

<table>
<thead>
<tr>
<th>How supportive are the Scenarios of McKinney’s “early understandings” of community priorities?</th>
<th>Scenario 1</th>
<th>Scenario 2</th>
<th>Scenario 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping up with growth in population and jobs</td>
<td>30.4%</td>
<td>72.2%</td>
<td>88.9%</td>
</tr>
<tr>
<td>Growing the City’s tax base</td>
<td>45.0%</td>
<td>76.5%</td>
<td>70.6%</td>
</tr>
<tr>
<td>Being economically sustainable and resilient over time</td>
<td>33.3%</td>
<td>83.4%</td>
<td>83.3%</td>
</tr>
<tr>
<td>Using energy, water, and other resources efficiently</td>
<td>28.6%</td>
<td>66.7%</td>
<td>77.8%</td>
</tr>
<tr>
<td>Keeping existing neighborhoods vital</td>
<td>38.1%</td>
<td>72.2%</td>
<td>66.7%</td>
</tr>
<tr>
<td>Continuing to embrace downtown as the historic jewel of McKinney</td>
<td>76.2%</td>
<td>77.8%</td>
<td>83.3%</td>
</tr>
<tr>
<td>Respecting natural features and topography</td>
<td>38.1%</td>
<td>64.7%</td>
<td>88.2%</td>
</tr>
<tr>
<td>Maintaining a sense of community and quality of life as the city grows</td>
<td>38.1%</td>
<td>77.8%</td>
<td>94.1%</td>
</tr>
<tr>
<td>Determining what happens on remaining vacant lands</td>
<td>33.3%</td>
<td>83.3%</td>
<td>88.9%</td>
</tr>
</tbody>
</table>

Support of Ideas from Community Members

<table>
<thead>
<tr>
<th>How supportive are the Scenarios of these ideas suggested by McKinney community members for 2040?</th>
<th>Scenario A</th>
<th>Scenario B</th>
<th>Scenario C</th>
</tr>
</thead>
<tbody>
<tr>
<td>A destination small town that retains its historic Texas charm.</td>
<td>59.1%</td>
<td>65.0%</td>
<td>63.2%</td>
</tr>
<tr>
<td>Families in neighborhoods throughout McKinney have access to well maintained parks, sports fields, and trails.</td>
<td>59.1%</td>
<td>75.0%</td>
<td>89.5%</td>
</tr>
<tr>
<td>A place with great people enjoying small businesses, farmers markets and other unique, non-corporate finds.</td>
<td>59.1%</td>
<td>75.0%</td>
<td>89.5%</td>
</tr>
<tr>
<td>A balance between community, development and nature</td>
<td>36.4%</td>
<td>65.0%</td>
<td>78.9%</td>
</tr>
<tr>
<td>The economic center of Collin County, with headquarters of major companies as well as support for local business.</td>
<td>31.8%</td>
<td>80.0%</td>
<td>73.7%</td>
</tr>
<tr>
<td>A city that has retained its natural feel, with lots of mature trees and native plants</td>
<td>63.6%</td>
<td>70.0%</td>
<td>68.4%</td>
</tr>
</tbody>
</table>
May Community Open Houses

- Over 90 participants.
- May 18 at Senior Recreation Center.
- May 19 at Christ Fellowship Church.
- Presentation followed by discussion at stations.

Participants’ Involvement in ONE McKinney 2040

- 46.7% City Council or P&Z member
- 17.8% CPAC member
- 25.6% Participated in earlier workshops
- 6.7% Participated online
- 0.0% 3.3% More than one of these
- 0.0% This is my first involvement

Public Outreach

- Joint Session for City Council & CPAC (April 11)
- Community Open Houses (May 18 & 19)
- www.onemckinney2040.com
ONE McKinney 2040: Draft Vision Statement

We are **ONE McKinney** – a community that supports and celebrates all of its people, neighborhoods and districts. We are united by our shared natural assets and heritage, and our community offers neighborhood choices that appeal to people throughout their lives. Smart public and private investments make McKinney resilient and adaptable, so it remains a first choice for business and entertainment through 2040 and beyond.

Preferred Scenario - Summary

Focuses on distinctive districts, each with a clear vision and market focus; allows for more strategic growth and identities within the community.

Results in:
- 54,900 new residential units
- 7,700,000 SF new retail
- 11,000,000 SF new office
- 8,100,000 SF new industrial

2040 Population: 284,000
2040 Employment: 138,000

Place Types – the Scenario ‘Palette’

District Stations

- Cultural and Entertainment Centers
  - Town Center
  - Mill
  - Honey Creek Entertainment
- Economic Assets
  - Business & Aviation
  - Medical
  - Collin Crossing
- Housing and Neighborhood-Oriented
  - Northridge
  - Trinity Falls
  - Homestead

- Natural Assets
  - Agricultural Lifestyle
  - East Fork
  - Scenic
- Transportation-Focused
  - Collin McKinney Commercial
  - Gateway Business
  - Oak Hollow
  - Outer Loop
Feedback on Preferred Scenario

<table>
<thead>
<tr>
<th>How consistent is this aspect of ONE McKinney2040 with McKinney’s best possible future?</th>
<th>Very Consistent (VC)</th>
<th>Somewhat Consistent (SC)</th>
<th>Somewhat Inconsistent (SI)</th>
<th>Very Inconsistent (VI)</th>
<th>I’m Not Sure (NS)</th>
<th>VC + SC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision Statement - your own idea of McKinney’s best possible future</td>
<td>46.5%</td>
<td>34.9%</td>
<td>9.3%</td>
<td>7.0%</td>
<td>2.3%</td>
<td>81.4%</td>
</tr>
<tr>
<td>Preferred Scenario -- your own idea of McKinney’s best possible future</td>
<td>31.3%</td>
<td>44.6%</td>
<td>8.4%</td>
<td>4.8%</td>
<td>10.8%</td>
<td>75.9%</td>
</tr>
<tr>
<td>Preferred Scenario -- your sense of the community’s preferences</td>
<td>16.5%</td>
<td>47.1%</td>
<td>7.1%</td>
<td>3.5%</td>
<td>25.9%</td>
<td>63.5%</td>
</tr>
</tbody>
</table>

June 2018 Community Open House Highlights

- Open House held June 14, 2018 at Collin College Conference Center
- Approximately 50 participants
- Objectives:
  - Update community on status of process
  - Share approach to TXDOT’s 380 alternatives
  - Receive input about policy direction & implications of 380 alternatives for the preferred development pattern
- Group input using electronic keypad polling
- Discussion and input at 10 stations
Stations – Development with 380 Options

- Where We’re At
- Commercial & Mixed Use Centers
- Existing Community Districts
- Western Developing Districts
- Revitalizing Districts

Employment Districts
- Eastern Developing Districts
- Limited Access Roadway Design Options
- Investment Priorities
- Other Topics

How consistent is this Vision Statement with your own idea of McKinney's best possible future?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure

Participants’ Roles in Process

I have been involved in ONE McKinney 2040 as:

- City Council or P&Z member
- Comprehensive Plan Advisory Committee member
- Participated in earlier workshops
- Participated online
- More than one of these
- This is my first involvement

How consistent is the general concept of this Preferred Scenario with your own idea of McKinney's best possible future?

- Very consistent
- Somewhat consistent
- Somewhat inconsistent
- Very inconsistent
- I'm not sure
## Development Pattern and Future US 380

<table>
<thead>
<tr>
<th>How should the ONE McKinney 2040 preferred development pattern relate to the character of future US 380?</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>I'm not sure</th>
<th>Agree (Somewhat)</th>
<th>Disagree (Strongly)</th>
<th>Somewhat (Somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>The character of US 380 improvements should include the 'district identity' features envisioned by ONE McKinney 2040.</td>
<td>63.8%</td>
<td>29.2%</td>
<td>10.4%</td>
<td>12.5%</td>
<td>4.2%</td>
<td>11.0%</td>
<td>72.9%</td>
<td>22.9%</td>
</tr>
<tr>
<td>The character of US 380 improvements should change as it travels through places in McKinney that have different character.</td>
<td>40.8%</td>
<td>28.6%</td>
<td>9.2%</td>
<td>20.4%</td>
<td>4.0%</td>
<td>69.4%</td>
<td>38.6%</td>
<td></td>
</tr>
</tbody>
</table>

## LARS Along a Different Alignment

<table>
<thead>
<tr>
<th>What if another alternative for US 380 (that is not currently the LARS alternative) should stay the same (the alternative is identified)?</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>I'm not sure</th>
<th>Agree (Somewhat)</th>
<th>Disagree (Strongly)</th>
<th>Somewhat (Somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>If a different US 380 alignment is identified, the Peripheral business should be considered along the new route.</td>
<td>43.5%</td>
<td>25.5%</td>
<td>15.2%</td>
<td>6.5%</td>
<td>10.0%</td>
<td>20.1%</td>
<td>19.2%</td>
<td>19.2%</td>
</tr>
<tr>
<td>If a different US 380 alignment is identified, the new employment centers should be considered along the new route.</td>
<td>60.6%</td>
<td>22.7%</td>
<td>7.3%</td>
<td>6.9%</td>
<td>4.9%</td>
<td>40.3%</td>
<td>19.0%</td>
<td></td>
</tr>
<tr>
<td>If a different US 380 alignment is identified, then the route is new.</td>
<td>47.2%</td>
<td>27.3%</td>
<td>6.3%</td>
<td>35.4%</td>
<td>5.0%</td>
<td>40.8%</td>
<td>40.8%</td>
<td></td>
</tr>
<tr>
<td>If a different US 380 alignment is identified, then the new route will be considered along the new route.</td>
<td>56.3%</td>
<td>31.3%</td>
<td>6.3%</td>
<td>15.3%</td>
<td>2.3%</td>
<td>41.7%</td>
<td>41.7%</td>
<td></td>
</tr>
</tbody>
</table>

## LARS Along Current US 380 Alignment

<table>
<thead>
<tr>
<th>What if US 380 stays in place?</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
<th>I'm not sure</th>
<th>Agree (Somewhat)</th>
<th>Disagree (Strongly)</th>
<th>Somewhat (Somewhat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>If US 380 stays in place, the Preferred Scenario's Place Types along the route should stay the same.</td>
<td>26.1%</td>
<td>37.0%</td>
<td>8.7%</td>
<td>26.1%</td>
<td>2.2%</td>
<td>63.0%</td>
<td>34.8%</td>
<td></td>
</tr>
<tr>
<td>If US 380 stays in place, new commercial centers should be considered along the route.</td>
<td>24.5%</td>
<td>30.6%</td>
<td>14.3%</td>
<td>24.5%</td>
<td>6.3%</td>
<td>55.1%</td>
<td>38.8%</td>
<td></td>
</tr>
<tr>
<td>If US 380 stays in place, new employment centers should be considered along the route.</td>
<td>31.6%</td>
<td>18.2%</td>
<td>15.3%</td>
<td>50.0%</td>
<td>4.5%</td>
<td>29.5%</td>
<td>61.0%</td>
<td></td>
</tr>
</tbody>
</table>
August 2018 Community Open House Highlights

- Open House held August 9, 2018 at McKinney Performing Arts Center
- 37 participants
- Objectives:
  - Share key concepts of draft ONE McKinney 2040 Plan
  - Receive input about recommendations
- Discussion and input at 7 stations
  - Overall Policy Direction
  - Land Use & Development
  - Mobility
  - Economic Development & Fiscal Health
  - Public Investments
  - Implementation
  - Other Topics

Action Items: Ranking of Priority

<table>
<thead>
<tr>
<th>Action Items Ranked in the Top 5 Twice</th>
<th>June Open House</th>
<th>Online</th>
<th>August Open House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide regular and engaging updates on ONE McKinney 2040 progress to the community</td>
<td>1</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Identify places with greatest biking and walking potential and invest in bike and pedestrian networks for these places</td>
<td>2</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Make transportation improvements to reduce congestion in the established community</td>
<td>12</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Partner with MISD, Collin College and others on educational programs so McKinney residents have the skills future McKinney employers need</td>
<td>3</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Seek grant opportunities to support plan implementation</td>
<td>5</td>
<td>5</td>
<td>16</td>
</tr>
</tbody>
</table>

Input on Implementation Priorities

Overview

- Implementation recommendations relate to:
  - City-wide strategy elements
  - District strategies
  - Monitoring and reporting on progress in carrying out the plan
- Initial input on selected action items was obtained in three ways:
  - Via an iPad survey at the June 14th Open House
  - Via an online survey available from June 28th through July 24th
  - Via a “dot exercise” station at the August 9th Open House
- Each input opportunity included a different segment of the McKinney community so they reflect differing perspectives on the future
- Plan will establish priorities among action items

Action Items: Ranking of Priority

<table>
<thead>
<tr>
<th>Action Items Ranked in the Top 5 Once</th>
<th>June Open House</th>
<th>Online</th>
<th>August Open House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investments in public infrastructure such as roads, water, and sewer in existing neighborhoods so their level of service is the same as in newly developed areas</td>
<td>11</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Invest in parks and recreational improvements along the East Fork of the Trinity River</td>
<td>13</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td>Develop design guidelines or standards for areas that retain rural character in the future</td>
<td>10</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Develop design guidelines or standards for new mixed-use and urban development areas</td>
<td>4</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>City collaboration with private developers/owners via Public/Private Partnerships</td>
<td>16</td>
<td>13</td>
<td>4</td>
</tr>
</tbody>
</table>
### Action Items: Ranking of Priority

<table>
<thead>
<tr>
<th>Action Items Never Ranked in the Top 5</th>
<th>June Open House</th>
<th>Online</th>
<th>August Open House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish economic development incentives to support the development described by the ONE McKinney 2040 Plan</td>
<td>9</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Update development regulations (e.g. zoning ordinance, subdivision ordinance) to reflect the vision described in the ONE McKinney 2040 Plan</td>
<td>6</td>
<td>10</td>
<td>18</td>
</tr>
<tr>
<td>Foster better relationships across jurisdictions and agencies for coordinated regional planning</td>
<td>8</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Establish Greenway Trail design standards for use in and around the Greenway and similar greenways</td>
<td>7</td>
<td>16</td>
<td>9</td>
</tr>
<tr>
<td>Create a Major Gateway into McKinney at US 75 and US 171</td>
<td>19</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Add new regional cultural and indoor entertainment venues</td>
<td>17</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>Create design guidelines and economic incentives for transit-ready development</td>
<td>14</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Conduct small area studies in key parts of McKinney</td>
<td>18</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Investigate use of Increment Financing Districts and Public Improvement Districts</td>
<td>15</td>
<td>18</td>
<td>19</td>
</tr>
</tbody>
</table>

### Community Online Feedback

**Background**

- An online survey was available to any interested person during August and September.
- The survey was structured to gain feedback on the overall direction of the plan, the major concepts in the citywide strategies and the key ideas for each of the Districts.
- Respondents could choose how much input to provide.
- Participants were asked about their involvement in the ONE McKinney 2040 process and about their background.

**Results**

- 383 people participated in the online survey.
- Results show strong overall support for the Plan.
- Many individual suggestions and comments provided.

### Survey Results

**How involved have you been in the ONE McKinney 2040 project? Please check all that apply.**

- [ ] 10% I have not participated
- [ ] 20% I’ve participated in various District events and meetings
- [ ] 30% I’ve participated in the ONE McKinney 2040 project
- [ ] 40% I’ve participated in the Comprehensive Plan Advisory Committee
- [ ] 50% I’ve participated in the Comprehensive Plan Task Force
- [ ] 60% I’ve participated in the Comprehensive Plan Steering Committee
- [ ] 70% I’ve participated in the Comprehensive Plan Executive Committee
- [ ] 80% I’ve participated in the Comprehensive Plan Public Hearings
- [ ] 90% I’ve participated in the Comprehensive Plan Public Meetings

**Which category below includes your age?**

- [ ] Under 18
- [ ] 18-20
- [ ] 21-24
- [ ] 25-29
- [ ] 30-34
- [ ] 35-39
- [ ] 40-44
- [ ] 45-49
- [ ] 50-54
- [ ] 55-59
- [ ] 60-64
- [ ] 65 or older
How long have you lived in McKinney?

- Less than 5 years: 20%
- 5 to 10 years: 30%
- 11 to 20 years: 15%
- More than 20 years: 10%
- I don't live in McKinney: 30%

How consistent is the Vision Statement with your own idea of McKinney's best possible future?

- Very consistent: 74.5%
- Somewhat consistent: 25.4%
- Somewhat inconsistent: 0%
- Very inconsistent: 0%
- I'm not sure: 0%

Do you work in McKinney? If so, how long have you worked in McKinney?

- Less than 5 years: 20%
- 5 to 10 years: 30%
- 11 to 20 years: 15%
- More than 20 years: 10%
- I don't work in McKinney: 25%

How consistent is this Preferred Scenario with your own idea of McKinney's best possible future?

- Very consistent: 64.4%
- Somewhat consistent: 35.6%
- Somewhat inconsistent: 0%
- Very inconsistent: 0%
- I'm not sure: 0%
How consistent are these Decision-Making Criteria with the factors you think the City should use in making these decisions?

73.6% said 'very' or 'somewhat consistent'

How consistent are these outcomes with the City you hope to see by 2040?

<table>
<thead>
<tr>
<th></th>
<th>Very consistent</th>
<th>Some-what consistent</th>
<th>Some-what inconsistent</th>
<th>Very inconsistent</th>
<th>I'm not sure</th>
<th>Consistent</th>
<th>Inconsistent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citywide Mobility Strategy</td>
<td>34.0%</td>
<td>34.6%</td>
<td>14.2%</td>
<td>14.8%</td>
<td>2.5%</td>
<td>68.5%</td>
<td>29.0%</td>
</tr>
<tr>
<td>Citywide Economic Development Strategy</td>
<td>26.9%</td>
<td>41.9%</td>
<td>12.5%</td>
<td>10.6%</td>
<td>8.1%</td>
<td>68.8%</td>
<td>23.1%</td>
</tr>
<tr>
<td>Citywide Fiscal Health Strategy</td>
<td>30.4%</td>
<td>48.1%</td>
<td>5.1%</td>
<td>9.5%</td>
<td>7.0%</td>
<td>78.5%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Citywide Public Investment Strategy</td>
<td>34.4%</td>
<td>41.9%</td>
<td>13.1%</td>
<td>8.8%</td>
<td>1.9%</td>
<td>76.3%</td>
<td>21.9%</td>
</tr>
</tbody>
</table>

How consistent are these Guiding Principles with your own ideas of McKinney's best possible future?

<table>
<thead>
<tr>
<th></th>
<th>Very consistent</th>
<th>Some-what consistent</th>
<th>Some-what inconsistent</th>
<th>Very inconsistent</th>
<th>I'm not sure</th>
<th>Consistent</th>
<th>Inconsistent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>35.5%</td>
<td>38.7%</td>
<td>19.4%</td>
<td>6.5%</td>
<td>0.0%</td>
<td>74.2%</td>
<td>25.8%</td>
</tr>
<tr>
<td>Assets</td>
<td>56.3%</td>
<td>21.9%</td>
<td>6.3%</td>
<td>15.6%</td>
<td>0.0%</td>
<td>78.1%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Places</td>
<td>50.0%</td>
<td>26.7%</td>
<td>16.7%</td>
<td>3.3%</td>
<td>3.3%</td>
<td>76.7%</td>
<td>20.0%</td>
</tr>
<tr>
<td>Investments</td>
<td>37.9%</td>
<td>44.8%</td>
<td>6.9%</td>
<td>10.3%</td>
<td>0.0%</td>
<td>82.8%</td>
<td>17.2%</td>
</tr>
</tbody>
</table>
APPENDIX C:

TRANSPORTATION MODELING ANALYSIS

OVERVIEW
Travel demand modeling involves the forecasting of traffic volumes on a transportation network based on land use, population, and network characteristics. Forecasting future traffic demand on a roadway network is an essential element in mobility planning. The model used for analysis of the OneMcKinney2040 preferred scenario was adapted from the Dallas-Fort Worth Regional Travel Model (DFWRTM) created by the NCTCOG. The updated model incorporated demographic estimates based on the OneMcKinney2040 recommended land uses and analyzed potential alternatives to future US 380 limited-access roadway alignments, as well as alternatives to the City’s thoroughfare network.

This Appendix section presents the travel demand model output for each modeled network alternative to be used as a basis for making additional updates to the Master Thoroughfare Plan upon completion of the US 380 Feasibility Study. Roadways are designated as Level of Service (LOS) A, B, C, D, E, or F based on the volume-to-capacity ratio, which compares the estimate daily volume expected on a roadway to its intended maximum amount of traffic a roadway can handle. LOS A roadways have low traffic volumes with free-flowing conditions while LOS F roadways are extremely congested with stop-and-go traffic conditions. LOS A/B/C/D is considered acceptable under the current Comprehensive Plan.

ALIGNMENT OPTIONS
As of the summer of 2019, TxDOT is considering 5 alternative roadway alignments for the future expansion of US Highway 380, consisting of 3 bypass alignment options and two alignments using the current US 380 route. To measure the impact of the various US 380 alternatives on the McKinney thoroughfare network, the following 3 network alternatives were analyzed using the DFWRTM:

Revised Master Thoroughfare Plan (MTP)
- The Revised MTP maintains the existing US 380 alignment as a Major Regional Highway with an additional north-south limited-access roadway east of US 75 and the McKinney Airport.

Blue/Red US 380 Bypass Alignment
- For the purpose of the travel demand model, the US 380 Blue and Red alignments provide similar highway connectivity and was modeled as a combined alternative, with a limited-access roadway bypass alignment following much of existing Bloomdale Road and Airport Drive, with an east-west connection at existing US 380 east of US 75.

Yellow Alignment
- The US 380 Yellow alignment is a limited-access roadway bypass that follows much of existing Bloomdale Road and Airport Drive, with an east-west connection north of US 380.

Legend
- Level of Service
- Not Acceptable Under Current Comprehensive Plan
- Acceptable Under Current Comprehensive Plan
- McKinney City Limits
- McKinney ETJ
- Other Cities
- McKinney Ranch Parkway
- Collin County Multimodal Transportation Corridor
- Collin Community
- College Station
- Pilot Butte
- Voter

Travel Demand Model US 380 Alternatives
Comprehensive Plan Revised MTP
August 2018
### Industry Trends

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting Services</td>
<td>Commercial rent structures that support replacing retail operators with development and real estate offices, along with medical service facilities.</td>
</tr>
<tr>
<td>Broad Retail Operations</td>
<td>Retail that caters to consumers at either end of the spectrum – price conscious to luxury.</td>
</tr>
<tr>
<td>Tourism and Hospitality</td>
<td>Growth in boutique hotels supported by technology that has replaced advanced booking systems once exclusively maintained by the larger hotel flags or chains.</td>
</tr>
<tr>
<td>High-Growth Warehousing</td>
<td>Growth among technology companies that has surpassed financial institutions, and exceeded its demand for office space.</td>
</tr>
<tr>
<td>Business Trends</td>
<td>Growth in logistics space associated with the enhanced relationship between industrial and retail operations, specifically increase in online sales and transfer of commercial inventories to offsite locations.</td>
</tr>
<tr>
<td>Favorable Business Environments</td>
<td>Favorable business environment including competitive labor costs and land prices that has Texas leading the nation in job growth and creation.</td>
</tr>
<tr>
<td>National Return to U.S.</td>
<td>National return to manufacturing in the United States following the Great Recession.</td>
</tr>
<tr>
<td>Industrial Real Estate</td>
<td>Industrial real estate, particularly warehouses, that can house retail inventories and expedite distribution channels.</td>
</tr>
</tbody>
</table>

### Social Trends

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aging Baby Boomers requiring access to services and mobility alternatives, and/or proximity to adult children and grandchildren.</td>
</tr>
<tr>
<td>Growing number of Millennials waiting to get married and have children.</td>
</tr>
<tr>
<td>Necessity for &quot;third places&quot; that are neither home or work, that allow for socialization and exchange of ideas absent in home offices</td>
</tr>
<tr>
<td>Inventor and consumer preference for urban living and proximity to work, supported by a comprehensive transit network, driven by lifestyle preferences and deepened sense of nostalgia.</td>
</tr>
</tbody>
</table>

### Employment Trends

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heightened environmental conscience among young employees that translates into a desire for work and living spaces that are low-impact, with green features, smaller, and preferably on adaptive retrofit.</td>
</tr>
<tr>
<td>Employment choices that support the highly mobile, entrepreneurial and growing Millennial market with an emphasis on cost sensitivity and adaptability.</td>
</tr>
</tbody>
</table>

### Residential Trends

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited number of employment opportunities for educated and trained individuals with salaries sufficient to cover debt load and allow for living alone.</td>
</tr>
<tr>
<td>Introduction of the &quot;agrihood&quot; neighborhoods built around a working farm.</td>
</tr>
<tr>
<td>Housing for individuals at either end of their earning years who desire a home that supports their lifestyle preferences and needs.</td>
</tr>
<tr>
<td>Renting by choice, rather than need, particularly among individuals and small households seeking a low maintenance housing alternative.</td>
</tr>
</tbody>
</table>

### Development Trends

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of 18-hour environments, offering the ability to live, work, dine and be entertained within the same neighborhood.</td>
</tr>
<tr>
<td>Development of urban centers in suburban locations with similar efficiencies and attributes.</td>
</tr>
<tr>
<td>Emphasis on walkable, mixed-use environments with access to multiple modes of vehicular and non-vehicular transportation.</td>
</tr>
</tbody>
</table>

### Green Trends

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
</table>

### Technology Trends

| Description                                                                                   |

### Financial Trends

| Description                                                                                   |

### Economic Trends

| Description                                                                                   |

### Labor Trends

| Description                                                                                   |
**WHO ARE WE?**

This is the new growth market, with a profile similar to the original young professionals with families that have opted to trade up to the newest housing in the suburb. The original Boomburbs neighborhood began growing in the 1950s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of renters. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is now a decadal view rather than a 10 years ago. As is the housing market. Residents are well-educated professionals with a running start on prosperity.

**OUR NEIGHBORHOOD**

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 221); average household size is 2.22.
- Home ownership is 91% (Index 142) with the highest rates of mortgages, 79%
- Primarily single-family homes, in new neighborhoods, 12% built since 2000 (Index 121).
- Median home value is $293,000 (Index 165).
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a deployment back number (34.5%) commuting across county lines (Index 196).

**SOCIOECONOMIC TRAITS**

- Well-educated young professionals, 52% are college graduates (Index 185).
- Unemployment is low at 5.2% (Index 60), high labor force participation at 72% (Index 173), most householders have more than two workers (Index 153).
- Longer commute times from the suburban growth corridors (Index 121) have created more home workers (Index 156).
- They are well-connected: own the latest devices and understand how to use them efficiently.
- Largest complains—too many intrusions on personal time.
- Financial planning is well under way for these professionals.

**POPULATION CHARACTERISTICS**

- Total population (Index 199), the median population change of 2010 and 2019, must be offset by change among Tapestry markets.
- Data and rates by Esri.

**ESRI INDEXES**

- Rent are from the Census Bureau’s American Community Survey. Tenure and home value are estimated by Esri. Housing type and average rent is shown for renter-occupied markets.
- Median home value is displayed for markets that are primarily owner-occupied; average rent is shown for rental-occupied "states.
- These and other rates are relatively small for Housing market and average rent are from the Census Bureau’s American Community Survey.
WHO ARE WE?
Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three households is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-thirds of the households live in single-family homes, over a third in 1-4 unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD
- Approximately 56% of the households rent, 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-person (Index 122) and single-person (Index 110) households.
- Mid-high buildings or row housing make up 59% of the housing stock (low housing Index 192), buildings with 5-19 units Index 277, 44% built 1980-99.
- Average rent is slightly higher than the US (Index 102).
- Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS
- Education completed: 36% with some college or an associate degree, 30% with a bachelor’s degree or higher. Education in progress is 10% (Index 127).
- Unemployment rate is lower at 7.1%, and labor force participation rate at 77% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment, impacts their purchasing decisions.

MARKET PROFILE
- Annual preferences are estimated from 2019 American Community Survey.
- Household Income is $51,000, Median Age is 32.2, Average Household Size is 2.40.

ICE INDEXES
- Total population, average annual population change since Census 2010, and average net worth are estimated by Esri.
- Typical Home, Single-Family, Multifamily, Average Rent is $1,000, US Average: $1,193.

HOME OWNERSHIP
- 2010 Census:

SEGMENT DENSITY
- This map illustrates the density and distribution of the Bright Young Professionals Tapestry Segment by households.
- Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
- Median home value is displayed for markets that are primarily owner-occupied. Average rent is shown for rental occupied units. Tenure and house value are relationship-specific: i.e., for a housing unit, average rent and number of rooms.
The index compares the average amount spent by this market’s household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 means the average household in this market spends the same as the average household in the US. An index of 150 means this market’s average household budget is 50% higher than the US average household budget. Indexes greater than 100 indicate generally higher costs, and indexes less than 100 indicate generally lower costs.

WHO ARE WE?
LifeMode Professional residents are well educated and climbing the ladder (STEM (science, technology, engineering, and mathematics) or similar) occupations. They change jobs often and therefore choose to live in condos, townhomes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. LifeMode Professional residents are diverse, with Asians making up over one fifth of the population. The young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premium channels and services.

OUR NEIGHBORHOOD
Almost half of households are married couples, and 29% are single-person households. Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures. Close to three quarters of the homes were built after 1990, 2% are newer than that. Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS
Median household income one and a half times that of the US. Over half hold a bachelor’s degree or higher. Early adopters of new technology in terms of improving peers with new gadgets. Enjoy talking about and giving advice on technology. Half have smartphones and use them for news, accessing search engines, and maps. Work long hours in front of a computer. Like to stay youthful and healthy, eat organic and natural foods, run and do yoga. Buy name brands and trendy clothes online.

OCCUPATION BY EARNINGS
The five occupations that make up the highest number of workers in the market are employed by extreme earnings. Data from the Census Bureau’s American Community Survey.

SEGMENTATION: TAPESTRY
LifeMode Group: Upscale Avenues

MARTK PROFILE
Buy digital books for tablet reading, along with magazines and newspapers. Frequent the dry cleaner. Travel to foreign and domestic destinations common. Watch movies and TV with video-on-demand and HDTV over high-speed connection. Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy. Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee. Leisure activities include gambling, trips to museums and the beach. Have health insurance and a 401(k) through work.

HOUSING
Median home value is displayed for markets that are primarily owner-occupied. Average rents are shown for rental-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.

INCOME AND NET WORTH
Net worth is measured total household wealth (homes, vehicles, stocks, bonds, etc); minus any debts, secured (e.g., mortgages) or unsecured (credit cards, student loans, etc.), and any liquid assets. Household income and net worth are estimated by Esri.

INCOME AND NET WORTH
Median household income in the market is $108,000, or 1.5xMedian household income in the US. Median net worth in the market is $93,300, or 1.8xmedian net worth in the US.

SEGMENTATION: TAPESTRY
LifeMode Group: Upscale Avenues

MARKET PROFILE
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Median household income in the market is $108,000, or 1.5xMedian household income in the US. Median net worth in the market is $93,300, or 1.8xmedian net worth in the US.
**LifeMode Group: Next Wave**

**Fresh Ambitions**

**WHO ARE WE?**
These young families, many of whom are recent immigrants, focus their life and work around their children. Fresh Ambitions residents are not highly educated, but many have overcome the language barrier and earned a high school diploma. They work overtime in service, skilled and unskilled occupations, and spend what little they can save on their children. Multigenerational families and close ties to their culture support many families living in poverty; residents are not highly educated, but many have overcome the language barrier and earned a high school diploma.

**OUR NEIGHBORHOOD**
- Reside in mostly row houses or 2-4 unit buildings, many were built before 1950, located in major urban cites.
- They predominantly rent, average gross rent is a little below the US average.
- More households have at least one vehicle, and commuters drive alone to work.
- Half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

**Socioeconomic Traits**
- One in four are foreign-born, supporting a large family on little income. Fresh Ambitions residents live on the edge of poverty but are an ambitious community. They will take on overtime work when they can.
- Unemployment is high for these recent immigrants.
- One in three has overcome the language barrier and earned a high school diploma.
- Price-conscious consumers, they budget for fashion, not branding. However, parents are happy to spoil their brand Ambitions children.
- These residents maintain close ties to their culture; they save money to visit family, but seek out discount fares over convenience.

**Population Characteristics**
- Half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.
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**Income and Net Worth**
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages or nursing home charges) or unsecured (credit cards). Household income and net worth are estimated by Esri.

**Occupation by Earnings**
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.

**SEGMENT DENSITY**
This map shows the density of new Tapestry, Segments by households.

**WHO ARE WE?**
Residents are happy to spoil their brand Ambitions children.

**OUR NEIGHBORHOOD**
Half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

**Socioeconomic Traits**
- One in four are foreign-born, supporting a large family on little income. Fresh Ambitions residents live on the edge of poverty but are an ambitious community. They will take on overtime work when they can.
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The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau’s American Community Survey.

**SEGMENT DENSITY**
This map shows the density of new Tapestry, Segments by households.
Middleburg

LifeMode Group: Family Landscapes

WHO ARE WE?
Middleburg neighborhoods transformed from the way-pale of county living to semi-urban subdivisions in the last decade, when the housing boom took off. Residents are conservation, family-oriented consumers. Still more country than risk and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. The market is younger but growing in size.

OUR NEIGHBORHOOD
- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).

SOCIOECONOMIC TRAITS
- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 90).
- Labor force participation typical of a younger population at 66% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.

INCOME AND NET WORTH
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and investments, etc. less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and investments, etc. less any debts, secured (e.g., mortgages) or unsecured (credit cards).

AVERAGE HOUSEHOLD BUDGET INDEX
The index compares the average annual spent in this market's households for housing, food, apparel, etc., to the average amount spent by all US households. An index of 1.00 averages the amount spent by the typical American household. An index greater than 1.00 means that households in this market spent more for each of the items listed than did US households as a whole.

HAUSING
- Median home value is displayed for markets that are primarily owner-occupied, average rent is shown for rental-occupied areas.
- House and home values are relationships. The housing sign and average are from the Census Bureau's American Community Survey.

MARKET PROFILE
- Residents are partial to trucks, SUVs, and occasionally, motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children’s toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and movies provide entertainment and information.
- Media preferences include country and Christian channels.

RACE AND ETHNICITY
- Diversity Index measures racial and ethnic diversity. The index ranges from 0 (no diversity) to 100 (complete diversity). The Diversity Index summarizes racial and ethnic diversity. The index ranges from 0 (no diversity) to 100 (complete diversity).

SEGMENTATION
- Market segmentation is displayed for this market. TAPESTRY offers households. TAPESTRY measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and investments, etc. less any debts, secured (e.g., mortgages) or unsecured (credit cards).

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SEGMENT DENSITY
This map characterizes the density and distribution of Tapestry segments by households.

SEGMENTATION
- Market segmentation is displayed for this market. TAPESTRY offers households. TAPESTRY measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and investments, etc. less any debts, secured (e.g., mortgages) or unsecured (credit cards).

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WHO ARE WE?
Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyle, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.5 million dollars in net worth, and their annual household incomes run at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and home-theaters.

OUR NEIGHBORHOOD
• Typically owner occupied: 91% of the housing units are owner-occupied. 
• Neighborhoods are primarily located in the suburban periphery of large metropolitan areas. 
• Most households own two or three vehicles; long commutes are the norm. 
• Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off. 
• Families are mostly married couples (almost 85% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

SOCIOECONOMIC TRAITS
• Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they’ve worked hard to build their professional reputation or their start-up businesses. 
• These consumers are willing to risk their accumulated wealth in the stock market. 
• They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions. 
• These residents are goal oriented and strive for lifelong earning and learning. 
• Life here is well organized; routine is a key ingredient to daily life.

RACE AND ETHNICITY
The Diversity Index measures racial and ethnic diversity. The index ranges from 0 (no diversity) to 100 (complete diversity).

INCOME AND NET WORTH
Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages or secured credits). Household income and net worth are validated by ESRI.

AVG. HOUSEHOLD BUDGET INDEX
The index compares the average market household budgets for housing, food, health, etc., to the average amount spent by all US households. A value of 100 indicates that the market index is equal to the US index, and a value below or above 100 reflects a market’s economic conditions as compared to the US.

Average Household Size: 3.11
Med. Age: 40.5
Median Household Income: $127,000
Households: 1,878,000

SEGMENT DENSITY
This trisected map shows the density and distribution of the TAPESTRY segmentation by households.

MARKET PROFILE
• These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet. 
• Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
• To keep up with their busy households, they hire housekeepers or professional cleaners.
• Residents are prepared for the ups and downs in life; they maintain life insurance, homeowners and auto insurance, as well as medical, vision, dental, and prescription insurance through work. They are actively meeting for the future; they hold IRA and 401(k) retirement plans, plus secures.
• Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping, Amazon.com is a favorite website. 
• Consumers find time in their busy schedules for themselves. They work out in their home gyms, credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website. 
• Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

HOUSING
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Life Mode Group
Affluent Estates
Professional Pride

Tapestry Segmentation
TM

For more information info@esri.com

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
**WHO ARE WE?**

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the hustle of the city but close enough to connect to professional job centers. Life in this suburban wilderness offers the best of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

**OUR NEIGHBORHOOD**

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single-family, homes are in newer neighborhoods. 36% built in the 1990s (Index 253), 37% built since 2000.
- Owner-occupied homes have high rates of mortgages at 74% (Index 154), and low rate vacancy at 3%.
- Median home value is $226,000.
- Most households are married couples with children, average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 133).

**SOCIOECONOMIC TRAITS**

- Education: 37.7% college graduates, more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%. 2 out of 3 households include 2+ workers (Index 124).
- Contrasted, with school of services devices from iPads to tablets—anything that enables convenience, like banking, shopping online.
- Well insured and invested a range of funds, from savings accounts or bonds to stocks.
- Carry higher level of debt, including first (Index 159) and second mortgages (Index 154) and auto loans (Index 151).

**OUR POPULATION**

- Population: 37,682.
- Population Density: 489 persons per sq. mile.
- Median Age: 36.6.
- Average Household Size: 2.96.
- Households: 13,178.
- Median Household Income: $84,000.
- Median Net Worth: $282,000.

**INCOME AND NET WORTH**

Net worth measures total household assets (homes, vehicles, financial products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners).

**SEGMENT DENSITY**

This map overlays the density and percentage of Soccer Moms, Tapestry, Segments by households.

**ESRI INDEXES**

For developers these indexes display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
**WHO ARE WE?**
Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new, their families are young. And this is one of the fastest-growing markets in the country.

**OUR NEIGHBORHOOD**
- New subdivision: New families in new housing subdivisions.
- Building boom: The housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes: A median value of $174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 116).

**SOCIOECONOMIC TRAITS**
- Education: 66% have some college education or degree.
- Hard-working labor force: with a participation rate of 71% (Index 119) and low unemployment at 7% (Index 81).
- Most households (70%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others’ opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest.
- Seek the latest and best in technology.
- Young families still feathering the nest.

**MARKET PROFILE**
- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family, use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

**HOUSING**
- Median home value is displayed for markets that are primarily owner-occupied and averages are shown for median occupied deres. Tenure and tenure price are estimated by Esri. Housing tenure and average are from the Census Bureau’s American Community Survey.

**ESRI INDEXES**
- Home ownership
- 75% (30% Rent)
- Best 20.8

**SEGMENT DENSITY**
- This map indicates the density and distribution of Tapestry Segments by household.
The index compares the average annual spend in the market's household budgets for housing, food, fuel, etc. to the average annual spend by all US households. An index of 100 is equivalent to the US average spend. The average spend by Tapestry Segments are based on the median to show the amount spent by the typical household in each market.
## APPENDIX E: IMPLEMENTATION MATRIX

### Land Use and Development Strategy

<table>
<thead>
<tr>
<th>Action Item #</th>
<th>Action Item</th>
<th>Implementation Category</th>
<th>Plan Strategy</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.01</td>
<td>Update development regulations (e.g. zoning ordinance, subdivision ordinance) to: a) ensure consistency with the McKinney 2040 Comprehensive Plan; b) remove provisions or restrictions that create barriers to the development patterns and character envisioned by the McKinney 2040 Comprehensive Plan; and c) provide tools and techniques to give developers and staff flexibility in designing and reviewing projects that meet the intent of the McKinney 2040 Comprehensive Plan.</td>
<td>R</td>
<td>LU</td>
<td>Short-term</td>
</tr>
<tr>
<td>3.02</td>
<td>Develop design guidelines or standards for new mixed use and urban development areas.</td>
<td>G</td>
<td>LU</td>
<td>Short-term</td>
</tr>
<tr>
<td>3.03</td>
<td>Develop design guidelines or standards for areas that retain rural character in the future.</td>
<td>G</td>
<td>LU</td>
<td>Short-term</td>
</tr>
<tr>
<td>3.04</td>
<td>Establish a partnership with neighborhood leaders to develop programs, infrastructure priorities, regulatory changes and code compliance strategies to keep existing neighborhoods desirable.</td>
<td>P</td>
<td>LU</td>
<td>Short-term</td>
</tr>
<tr>
<td>3.05</td>
<td>Communicate with the North Texas development community, property owners, realtors, brokers and other stakeholders about the new opportunities resulting from this Plan’s development policies.</td>
<td>E</td>
<td>LU</td>
<td>Short-term</td>
</tr>
<tr>
<td>3.06</td>
<td>Create design guidelines and economic incentives for ‘transit-ready’ development.</td>
<td>G</td>
<td>LU</td>
<td>Medium-term</td>
</tr>
<tr>
<td>3.07</td>
<td>Conduct small area studies in key parts of McKinney.</td>
<td>S</td>
<td>LU</td>
<td>Medium-term</td>
</tr>
<tr>
<td>3.08</td>
<td>Create City Neighborhood Preservation Program to use code enforcement, redevelopment, infill and infrastructure investment to retain the vitality of established neighborhoods.</td>
<td>P</td>
<td>LU</td>
<td>Medium-term</td>
</tr>
<tr>
<td>3.09</td>
<td>Create incentives for development of vacant properties in existing neighborhoods with a variety of quality housing types appropriate to each neighborhood/place type.</td>
<td>F</td>
<td>LU</td>
<td>Medium-term</td>
</tr>
<tr>
<td>3.10</td>
<td>Review construction standards and update to take advantage of modern ‘green infrastructure’ designs.</td>
<td>S</td>
<td>LU</td>
<td>Medium-term</td>
</tr>
</tbody>
</table>

### Mobility Strategy

<table>
<thead>
<tr>
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<th>Implementation Category</th>
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</tr>
</thead>
<tbody>
<tr>
<td>4.01</td>
<td>Coordinate with TxDOT and NCTCOG on a regular basis to maintain support for transportation-related priorities that balance accessibility and connectivity within the region.</td>
<td>P</td>
<td>M</td>
<td>On-going</td>
</tr>
<tr>
<td>4.02</td>
<td>Establish a City Staff position to implement neighborhood transportation management to achieve goals such as achieving speed targets and increasing walkability.</td>
<td>P</td>
<td>M</td>
<td>Short-term</td>
</tr>
<tr>
<td>4.03</td>
<td>Monitor research and make investments to implement smart technologies for the transportation system.</td>
<td>S</td>
<td>M</td>
<td>Short-term</td>
</tr>
<tr>
<td>4.04</td>
<td>Conduct periodic detailed transportation studies to identify potential investments to improve overall traffic operations and vehicular flow.</td>
<td>S</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.05</td>
<td>Develop and implement a Capital Improvements Program and maintenance plan for the existing and proposed road network that reflects both mobility metrics and community values.</td>
<td>C</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.06</td>
<td>Implement a Complete Streets policy with guidance on implementation procedures, department roles and responsibilities, and public outreach.</td>
<td>R</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.07</td>
<td>Develop a multi-modal component of the Master Thoroughfare Plan that identifies preferred multi-modal roadway design and connections necessary to accommodate alternative modes of travel.</td>
<td>S</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.08</td>
<td>Identify places with greatest biking and walking potential and invest in bike and pedestrian networks for these places.</td>
<td>S</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.09</td>
<td>Design new network connections to accommodate multiple modes of travel including vehicles, pedestrians, transit, and bicyclists.</td>
<td>G</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.10</td>
<td>Design and implement a new system of pedestrian and bicycle wayfinding signs for hike and bike trails.</td>
<td>C</td>
<td>M</td>
<td>Medium-term</td>
</tr>
<tr>
<td>4.11</td>
<td>Conduct a feasibility study of a shuttle, circulator, or small fixed route/fixed schedule bus system, either independently or by partnering with an existing regional transit provider such as DART or DCTA.</td>
<td>S</td>
<td>M</td>
<td>Long-term</td>
</tr>
<tr>
<td>4.12</td>
<td>Conduct a feasibility study of extending rail transit service into McKinney.</td>
<td>S</td>
<td>M</td>
<td>Long-term</td>
</tr>
<tr>
<td>Action Item #</td>
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<tr>
<td>5.01</td>
<td>P ED</td>
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### Fiscal Health Strategy

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### Public Investment Strategy

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### Land Use and Development Strategy

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### Education

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### Individual District Strategies

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<td>8.02.03</td>
<td>F D</td>
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</tbody>
</table>
### Land Use and Development Strategy

**Collin McKinney Commercial District**

**8.02.04** Zoning, design guidelines, infrastructure planning and economic development programs geared to the district needs of aviation, manufacturing, warehouse, and professional businesses in their respective parts of this District.

8.02.05 Design and alignment studies for the regional roadway connecting FM 546 and SH 5.

8.02.06 Trail connections from business areas to the open spaces bordering this District.

8.02.07 Partnerships with MISO, Collin College and others to ensure that McKinney residents have the skills and expertise to offer to the District’s businesses a trained labor force.

8.02.08 Active participation in regional dialogues about funding and location of transit service in Collin County.

**Collin Crossing District**

8.03.01 Creation of a Major Gateway for McKinney at US 75 and US 380.

8.03.02 Extension and expansion of Hamlin Boulevard and Wilmeth Road.

8.03.03 Way-finding, streetscape design and other investments that encourage non-automobile travel between Collin College, employment centers and neighborhoods within the District.

8.03.04 Partnerships between the College, MISO, the City and area employers to offer job training and placement, mentoring and similar opportunities for District residents and College students to find jobs with companies located in the District.

8.03.05 Partnerships between the College and area employers to offer support technology transfer based on Collin College research and development.

**East Fork District**

8.05.01 Design and construction of new roadways east of SH 5.

8.05.02 Active participation in regional dialogues about funding and location of a limited access roadway along the major north-south alignment as shown on the Master Thoroughfare Plan.

8.05.03 Creation of Major Gateways to McKinney where US 75, SH 5 and SH 121 converge, and at the entrance to McKinney on US 380.

8.05.04 Investment in major park and recreational amenities and preservation of natural areas along the East Fork of the Trinity River.

8.05.05 Adoption of design standards for environmentally-compatible Urban Living development adjacent to the East Fork open spaces.

**Established Community**

8.06.01 Investment to ensure that the infrastructure in the established parts of McKinney is able to provide the same quality of service to their residents and businesses as are available in newly-developed areas.

8.06.02 Engage the residents, property owners and businesses in the implementation of this Comprehensive Plan, so they can make their own household and business investments here.

8.06.03 Develop and fund the implementation of a Community Housing Plan to address the housing needs of McKinney’s residents.

8.06.04 Retrofit the Established Community with routes for walking and biking that connect residents to businesses, shopping and other destinations where those connections do not yet exist.

8.06.05 Invest to meet transportation needs and reduce congestion in the Established Community with design that is compatible with the character of the adjacent neighborhoods and business areas.

8.06.06 Where possible, create natural areas, community gardens, public gathering places and other amenities within the Established Community.

**Honey Creek Entertainment District**

8.08.01 Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.

8.08.02 Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.

8.08.03 Design and finance of identity features at public locations within the District (i.e., creek crossings), consistent in design and character with those in adjacent private projects.

8.08.04 Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.

**Medical District**

8.09.01 Creation of a gateway at US 380 and Lake Forest Drive.

8.09.02 Construction of streetscape improvements on Wilmeth Road.

8.09.03 Construction of connected trails, bikeways paths and other facilities to encourage residents and employees of this District to use these travel modes.

8.09.04 Partnerships between Baylor, Scott & White Medical Center, MISO, Collin College, the City of McKinney, and other organizations and the City to offer job training and placement, mentoring and similar opportunities as District residents can benefit from job opportunities in the health and wellness industry.

8.09.05 Redeign State Highway 5 through the Mill District as consistent with the State Highway 5 Corridor Master Plan and Town Center Master Plan in order to improve connectivity to the Town Center District, as well as safety for all users of the roadway.

8.09.06 Initiatives to record and celebrate the history of the neighborhoods and buildings in the Mill District.

8.09.07 Focused planning, design and economic development incentives for Transit Ready Development in the area surrounding the future transit station.

8.09.08 Continued refinement of the TRZ program to encourage regrading of aging structures, adaptive reuse, and other private improvements.

8.09.09 Consider the creation of a specific development code or other mechanism to ensure that the desired development patterns along the State Highway 5 Corridor are achieved throughout this District.

8.09.10 Active participation in regional dialogues about funding and location of transit service in Collin County.

**Northridge District**

8.11.01 Creation of Gateways at US 380 and Custer Road and US 380 and Ridge Road.

8.11.02 Expansion of infrastructure that is phased, sized and timed to be adequate as development occurs.

8.11.03 Greenway Arterial design and streetscape improvements on FM 1461, Stonebridge Drive and Wilmeth Road and Lake Forest Drive.

8.11.04 Trails and open space amenities along Wilson Creek and Stover Creek.

**Oak Hollow District**

8.12.01 Conduct outreach to the businesses located in the Oak Hollow District to determine if there are opportunities for the City, the Chamber of Commerce, the McKinney Economic Development Corporation, or other entities to support business growth and attraction in this District.

8.12.02 Creation of a Secondary Gateway at US 380 and SH 5.

### Land Use and Development Strategy

8.07.01 Adoption of development and design standards that retain the pastoral character of this District’s rural and estate neighborhoods.

8.07.02 Investment in infrastructure appropriate to support and continue rural and estate development patterns.

8.07.03 Explore the opportunities for equestrian, hiking and similar outdoor recreational activities in the East Fork floodplain at the southerly end of the District; including partnerships with other organizations such as MISO.

8.08.01 Implementation of development standards and design guidelines that are compatible with the character of the adjacent neighborhoods and business areas.

8.08.02 Invest to meet transportation needs and reduce congestion in the Established Community with design that is compatible with the character of the adjacent neighborhoods and business areas.

8.06.06 Where possible, create natural areas, community gardens, public gathering places and other amenities within the Established Community.

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8.06.06 Where possible, create natural areas, community gardens, public gathering places and other amenities within the Established Community.
Connectivity between the neighborhoods and commercial areas within the District for people walking or biking.

**Implementation**

<table>
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<tr>
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<tbody>
<tr>
<td>9.01</td>
<td>Conduct an annual review of progress in implementing the McKinney 2040 Plan, reporting on progress and comparing results to targets. Include opportunities for public input.</td>
<td>T I</td>
<td>On-going</td>
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<tr>
<td>9.02</td>
<td>Provide regular and engaging updates on ONE McKinney 2040 progress to the community (residents, business and property owners, and other stakeholders).</td>
<td>E I</td>
<td>On-going</td>
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<tr>
<td>9.03</td>
<td>Seek grant opportunities to support plan implementation.</td>
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<tr>
<td>9.04</td>
<td>Foster better relationships across jurisdictions and agencies for coordinated regional planning.</td>
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<tr>
<td>9.05</td>
<td>Increase staffing levels to support plan implementation projects.</td>
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<tr>
<td>9.06</td>
<td>Educate staff about the policy direction and use of the McKinney 2040 Plan, particularly those on the 'front line' working with customers.</td>
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<tr>
<td>9.07</td>
<td>Develop a McKinney 2040 Plan checklist for use in evaluating development proposals, zoning applications and infrastructure projects for consistency with the Plan's principles and direction.</td>
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<tr>
<td>9.08</td>
<td>Conduct a major McKinney 2040 review periodically (approximately every five years) to consider Plan amendments or refinements based on experience implementing the plan and external changes in the economy, demographics, technology or other factors.</td>
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