

# Acknowledgements

The successful development of the 2004 McKinney Comprehensive Plan was made possible by individuals who contributed their time and expertise for the expressed purpose of making McKinney a better community for future generations. The City of McKinney would like to express its appreciation to those individuals and residents who provided invaluable time, input, and assistance in the development of this plan.

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# Executive Summary

## Introduction

The 2004 McKinney Comprehensive Plan is a document developed from community input and the leadership of McKinney to guide decision making for McKinney's future growth and development. The document is a guide for decision makers — City Staff, the City's elected and appointed leadership, McKinney residents, and investors in the community — regarding City policies and issues related to land use, transportation, urban design, parks and recreation, and infrastructure. The Comprehensive Plan reflects the vision of what McKinney residents want their community to be and how it should be achieved.

Work on the 2004 McKinney Comprehensive Plan began in January 2003 and culminated in March 2004. The Plan is an update of the previous plan, the 1990 McKinney Comprehensive Plan. A Joint Committee (the McKinney City Council and Planning and Zoning Commission) reviewed the progress and deliverables for the 2004 Plan and provided insight and direction during the Plan's development. The orderly development of the McKinney Comprehensive Plan process was broken down into five distinct phases:

- Phase 1 Community Vision
- Phase 2 Status of McKinney
- Phase 3 Community Needs Assessment and Goal Setting
- Phase 4 Comprehensive Plan Elements
- Phase 5 Implementation

Early in the 2004 Plan process, the community's goals and objectives were identified through stakeholder interviews and a review of existing documents. The goals and objectives were further enhanced by the Joint Committee to provide direction during the Plan's development.

The report outline and highlights of the 2004 McKinney Comprehensive Plan are noted in the Executive Summary. These highlights include the land area being considered, existing conditions, demographics, community input, goals and objectives, future land use plan, future land use plan modules, economic development and fiscal impact, and work plans.

## Report Outline

The McKinney Comprehensive Plan report is broken down into thirteen sections that are listed below:

- Section 1 Introduction
- Section 2 Planning Process
- Section 3 Goals and Objectives
- Section 4 Existing Conditions
- Section 5 Alternative City Form Scenarios
- Section 6 Economic Development and Fiscal Impacts
- Section 7 Land Use Element
- Section 8 Transportation Element
- Section 9 Parks, Recreation and Open Space Element
- Section 10 Water / Wastewater Element

*The McKinney  
Comprehensive Plan  
reflects the vision of what  
McKinney residents want  
their community to be and  
how it should be achieved.*

Section 11	Urban Design Element
Section 12	Educational Facilities and Services Element
Section 13	Implementation

***The McKinney Comprehensive***

***Plan concentrates on an area***

***of approximately 115.8 square***

***miles, with the City of***

***McKinney having 65.8 square***

***miles and McKinney’s ETJ cap-***

***turing the remaining 50 square***

***miles. This combined land area***

***accounts for 13.1% of Collin***

***County.***

The first four sections provide general information about the purpose of the Comprehensive Plan, the planning process for McKinney, the development of the Comprehensive Plan’s goals and objectives, and the existing conditions influencing growth and development in McKinney. Section 5 examines the different forms of city development that could shape McKinney’s future built landscape and how a preferred plan — the option selected that includes aspects of most city form alternatives — is used to fashion the Future Land Use Plan and Future Land Use Plan Module Diagram. Section 6 qualifies the fiscal realities of the Comprehensive Plan by performing a fiscal analysis of the Plan in its goal of providing a sustainable and affordable community. Sections 7 through 11 explore the five major elements that will influence McKinney’s future growth and development based on community values and existing conditions. Section 12 is intended to aid in the coordination of each school district’s capital facilities planning with the City of McKinney’s Comprehensive Plan. Section 13, the final section of the Comprehensive Plan, deals with the responsibilities for adopting, implementing, amending, updating, and monitoring the Plan and lists the work plans needed to move the Comprehensive Plan forward.

**Land Area Considered**

The McKinney Comprehensive Plan is focused on the growth and development of McKinney and the community’s role in the greater North Texas region. The Comprehensive Plan is focused on those areas within the McKinney city limits as well as within the City’s extra-territorial jurisdiction (ETJ). The McKinney Comprehensive Plan concentrates on an area of approximately 115.8 square miles, with the City of McKinney having 65.8 square miles and McKinney’s ETJ capturing the remaining 50 square miles. This combined land area accounts for 13.1% of Collin County.

**Existing Conditions**

Located in the center of Collin County, Texas — one of the fastest growing counties in Texas and the nation — the McKinney area is crisscrossed by three major regional highways (SH 121, US 75, and US 380), one railroad line (owned by Dallas Area Rapid Transit), and contains the only major general aviation airport in Collin County — McKinney National Airport. In the Dallas-Fort Worth area, McKinney is located in the northeastern quadrant approximately 30 miles north of downtown Dallas on US 75 and roughly 35 miles northeast of Dallas-Fort Worth International Airport on SH 121. These two regional highways form a ‘growth triangle’ that has defined regional growth patterns in recent decades with McKinney at the northern apex of the triangle. Communities along each corridor have experienced strong population and employment growth during the last three decades. The first waves of this growth reached the McKinney area twenty-five years ago.

**Changing Demographics**

According to the 2010 Census, McKinney’s population jumped from 54,369 people to 131,117 between 2000 and 2010, an increase of 76,748 people. During this same period, McKinney’s annual average population growth rate was 14.1%, far exceeding the 2.3% for the Dallas-Fort Worth area. McKinney’s share of population in Collin County climbed to 16.8% in 2010, up from its 11.1% share in 2000.



The latest population estimates from the City of McKinney indicate that McKinney has 155,142 people as of January 1, 2015.

Based on information from the 2008-2010 American Community Survey (ACS), the population of McKinney is dominated by adults from 25 to 44 years of age with a large percentage of the population in professional and management occupations. Educational attainment and median household income for McKinney were well above the averages for the nation and the Dallas-Fort Worth area, but just slightly below Collin County averages. Just less than half of McKinney's adult population had received some form of college degree. Between 2000 and 2010, McKinney's median household income increased nearly 23% and was close to matching the average in Collin County.

## Community Input

Soliciting public input and incorporating the public's values into the Comprehensive Plan provided the basis for developing the plan further. To generate greater community involvement in the Comprehensive Plan, several communication tools were used. These included the following:

- Joint Committee meetings
- Public input sessions following monthly Joint Committee meetings
- Stakeholder interviews
- Telephone survey
- Citizen survey questionnaire
- Three community meetings at different locations in the City from April 7th through April 11th
- Stakeholder group meetings in September and October
  - Industrial
  - Commercial
  - McKinney Independent School District
  - Developers and property owners in the ETJ
  - East McKinney residents
  - Eldorado / Stonebridge Ranch residents
- McKinney Project Office staff by professional planners and urban designers with HNTB
- Write-ups for the City of McKinney's *McKinney City Times*
- McKinney Comprehensive Plan web page

Other means of getting the word out about McKinney's Comprehensive Plan process included presentations before community organizations (McKinney Community Development Corporation and McKinney Economic Development Corporation) and conducting interviews with reporters from the local newspapers.

## Goals and Objectives

In the first months of the Comprehensive Plan process, the Joint Committee agreed to an initial set of draft goals and objectives. The development of the initial set of draft goals and objectives came about through a combination of stakeholder interviews and a review of existing documents, such as: the City Core Values - S.P.I.R.I.T., Core Businesses (Mission), McKinney Vision 2012: Guiding Principles, McKinney Vision 2020; Guiding Principles, Strategic Goals 2007 and 2008, and previous long range plans. Many of the ideas expressed in these existing documents were

incorporated as appropriate into the initial draft goals and objectives. These initial draft goals and objectives provided direction as the Comprehensive Plan process moved forward and were utilized in developing the alternative city form scenarios that resulted in the draft Future Land Use Plan and draft Future Land Use Plan Module Diagram. The draft goals and objectives were adjusted by the Joint Committee again in September 2003 based on additional community input.

Listed below are the fourteen goals agreed to by the Joint Committee that guided the development of the McKinney Comprehensive Plan:

*The rapid pace of growth in McKinney requires a plan that provides flexibility to changing market conditions, while maintaining a clear direction for the community's desired growth.*

- Goal A Economic development vitality for a sustainable and affordable community
- Goal B Preservation of Historic McKinney
- Goal C Attractive hometown that promotes McKinney's Character
- Goal D Leisure and recreational opportunities
- Goal E Financially sound city government
- Goal F Utility and infrastructure systems (water supply, wastewater treatment, storm drainage, etc) adequately serving existing and future residents, businesses, and visitors
- Goal G A multi-modal transportation network that is clean, safe, and efficient
- Goal H Attractive urban design elements (gateways, corridor treatments, edges, and view sheds)
- Goal I Public safety services consistent with community values
- Goal J A managed traffic flow and thoroughfare system
- Goal K Land use compatibility and mix
- Goal L Protection of environmental resources of McKinney
- Goal M Affordable city services that enhance the quality of life
- Goal N Well planned future

### **Future Land Use Plan, Future Land Use Plan Module Diagram, Supporting Text**

The rapid pace of growth in McKinney requires a plan that provides flexibility to changing market conditions, while maintaining a clear direction for the community's desired growth. McKinney's future land use system is a solution to the problems faced in trying to plan for all areas of a community that is experiencing rapid growth. Components of the Plan include the Future Land Use Plan, the Future Land Use Plan Module Diagram, and supporting text indicating the desired use of the land. This three tier system for guiding McKinney's growth and development requires that each part be used in conjunction with the other two parts.

The Future Land Use Plan is a graphic illustration of the general land use mix desired for McKinney and its ETJ. This map includes bold and pastel colors, with the bold noting areas with limited or no development while pastel colors characterize areas with significant development or zoning. The Future Land Use Plan Module Diagram presents the same geographical area, but breaks this area down into sixty-one (61) planning areas, or modules. Module types are denoted by one of twelve (12) dominant land use types containing a variety of acceptable secondary land uses. The percentage land use mix in each module is acceptable based on locational criteria noted in the supporting text. In addition to providing locational criteria for the future land use plan modules, the supporting text includes an overview, land use table, land use description, and community form for each module section.

## Economic Development and Fiscal Impact

A unique aspect of the McKinney Comprehensive Plan is the development of the Development Simulation Model (DSM). The DSM used as part of the City of McKinney Comprehensive Plan provides three separate analyses to be used in the development of the Future Land Use Plan and in making land use decisions in the future — Build-Out Scenario Comparison, Ten-year Cash Flow, and Cost/Benefit Potential Comparison. This model provides a clear, comparative link between future land use and its resulting impact on public finances allowing Staff, as well as elected and appointed officials, to make informed decisions that benefit the City of McKinney.

## Implementation

To ensure that the goals of the Comprehensive Plan are realized requires a program for implementation. Nine (9) work plans were identified to achieve compliance with the goals and objectives expressed in McKinney's Comprehensive Plan. Listed below are the identified work plans:

1. Display side-by-side for public review and reference in the McKinney City Hall Council Chamber and the Development Services lobby the Future Land Use Plan and the Future Land Use Plan Module Diagram
2. Review and modify City's codes and ordinances for compliance with the McKinney Comprehensive Plan document
3. Refine module / land use implementation process
4. Refine and tweak fiscal impact / economic development system
5. Prioritize the top three items in the Urban Design Element that need implementation and provide schedule
6. Initiate Parks and Recreation gateway plan
7. Initiate sector plans
8. Develop intergovernmental support for promoting the Collin County Multimodal Transportation Corridor
9. Update the library master plan

As a living document, the Comprehensive Plan has seen many amendments since 2004, including:

- October 2005
- April 2006
- March 2008
- June 2008
- January 2010
- December 2012
- July 2013
- May 2015
- June 2015

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