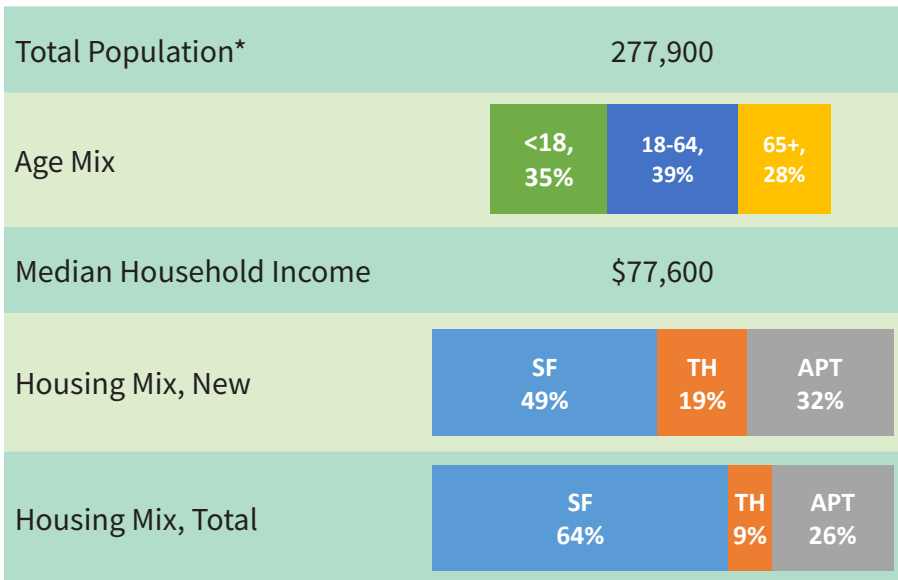


Distinctive Districts

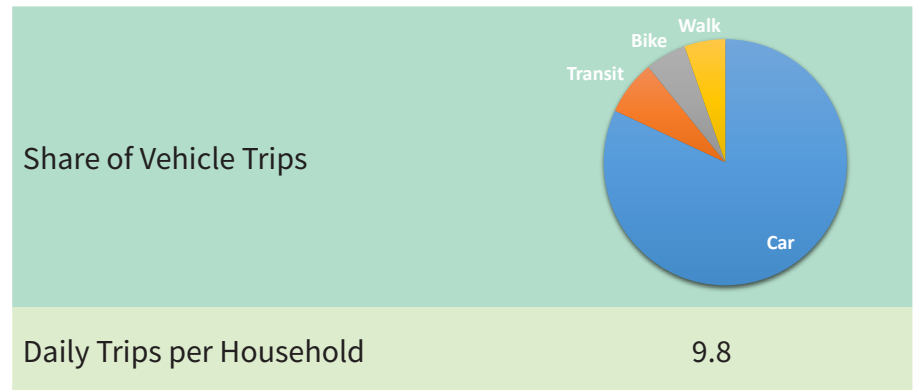
Description:

This scenario will combine the asset-driven and business-focused growth approach. It will illustrate and evaluate a growth pattern that identifies place-specific community assets as defining anchors for different place types and development patterns. As proposed, the places that would be created around each place-specific asset would vary in size, scale and intensity based on the asset. The result would be a variety of community forms occurring in intentional locations that support the central function of the asset. Under this growth scenario, these places will create opportunities for business locations and private investment by businesses that benefit from proximity to the asset.

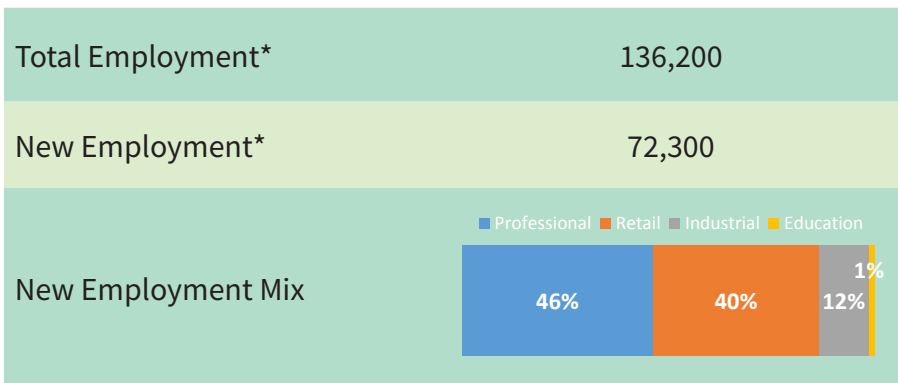
McKinney 2040 as a Place to Live



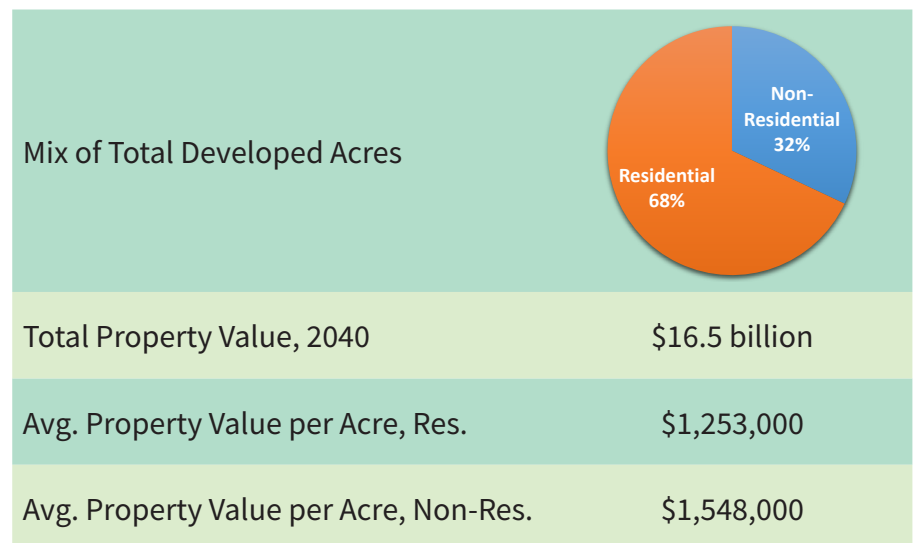
McKinney 2040 as a Place for Mobility



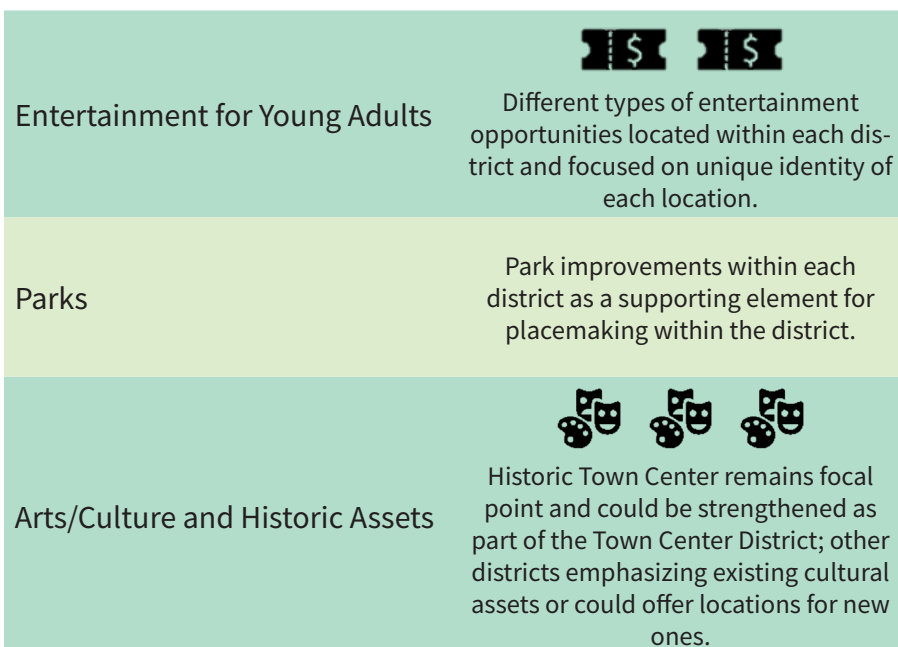
McKinney 2040 as a Place to Work



McKinney 2040 as a Place for Fiscal Responsibility



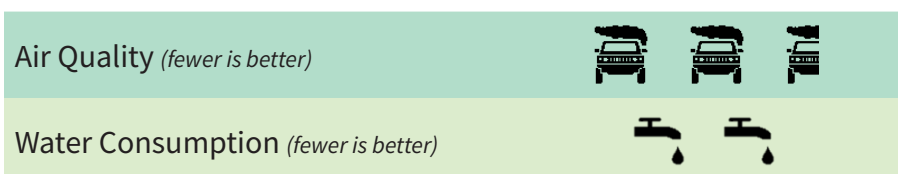
McKinney 2040 as a Place to Play



Share of 20-Year Market Demand

Land Use - Net New Development	Percent of Trade Area Total
Residential	24%
Single-Family	20%
Townhome	24%
Apartment	32%
Non-Residential	43%
Retail	82%
Office	35%
Industrial	25%

McKinney 2040 as a Place for Nature



*These values held constant across all scenarios