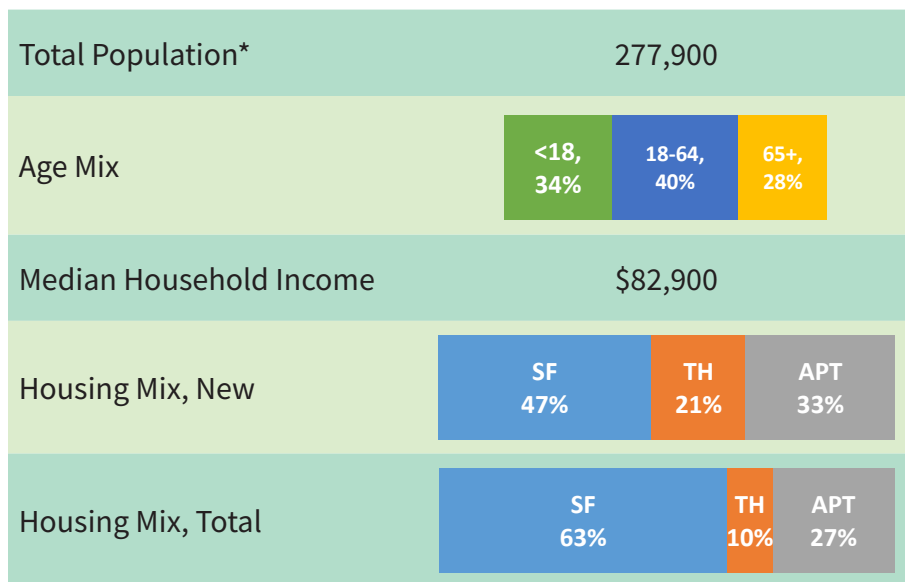


Focused Options

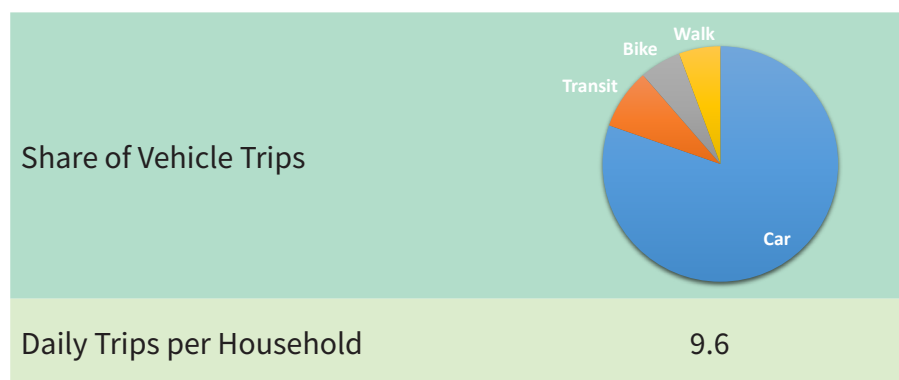
Description:

The Option-Focused scenario will illustrate and evaluate a growth and development pattern that focuses on providing choices for McKinney residents and businesses; specifically related to housing variety, employment options, mobility choices, entertainment and activity options, and improved connectivity to neighboring communities. As proposed, growth and development would generally be focused around three distinct districts. Higher intensity development and business functions would be located at the central point of each district and then would transition to less intensity along the peripheries of the districts. Outside these three districts, this scenario envisions development that provides new single-family neighborhoods and neighborhood commercial locations predominately aligned with the current trend.

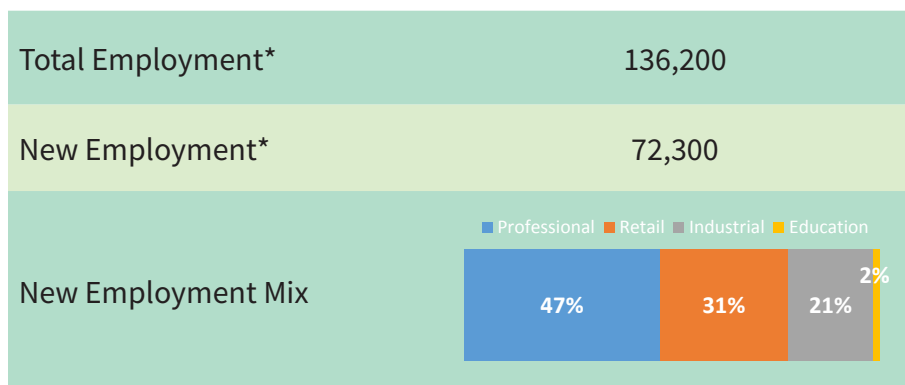
McKinney 2040 as a Place to Live



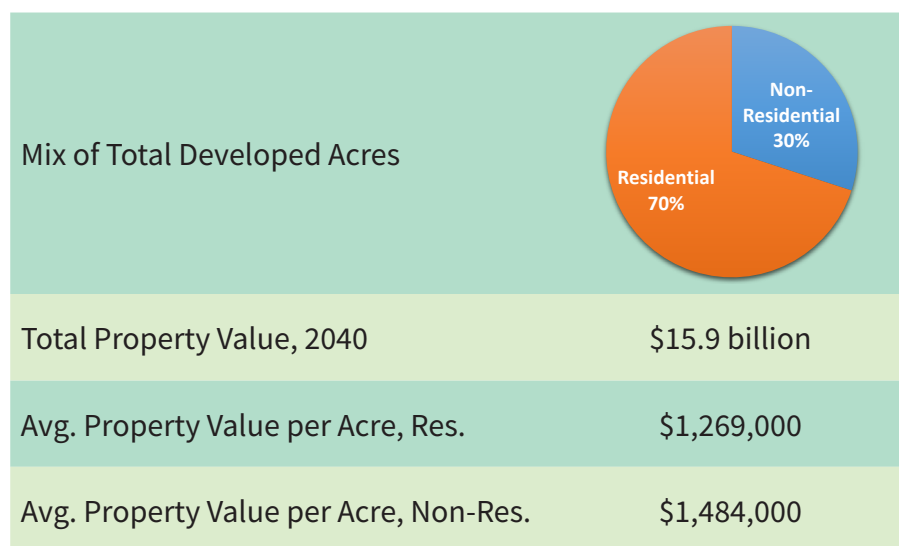
McKinney 2040 as a Place for Mobility



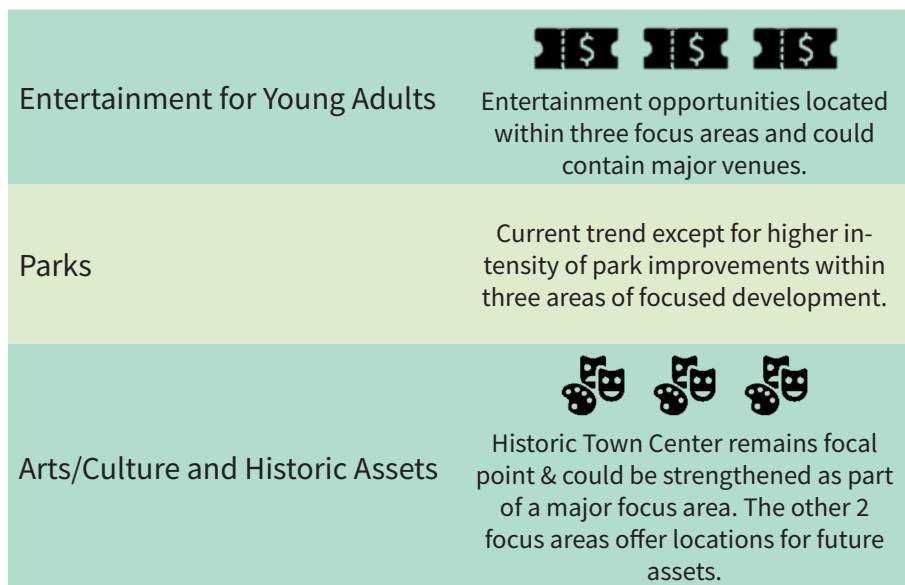
McKinney 2040 as a Place to Work



McKinney 2040 as a Place for Fiscal Responsibility



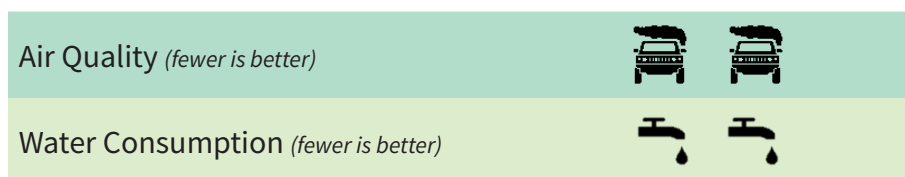
McKinney 2040 as a Place to Play



Share of 20-Year Market Demand

Land Use - Net New Development	Percent of Trade Area Total
Residential	23%
Single-Family	19%
Townhome	25%
Apartment	32%
Non-Residential	45%
Retail	63%
Office	35%
Industrial	42%

McKinney 2040 as a Place for Nature



*These values held constant across all scenarios