



Policy Direction



ONE McKinney 2040: Draft Vision Statement

*We are **ONE McKinney** – a **united** community rooted in our shared natural assets and heritage; a **single** community that appeals to people throughout their lives; and a **unified** community that celebrates and supports all its people, neighborhoods and districts. Smart public investments make McKinney resilient and adaptable, so it remains a highly-desirable business location and a top entertainment destination through 2040 and beyond.*

DRAFT Guiding Principles

1. Public investments are made strategically, using limited funds to build the facilities needed to meet long-term needs and create the desired community described in this plan.
2. City leaders and decision-makers invest in public facilities, services and infrastructure that are adequate to meet the expected needs of current and future residents and businesses.
3. McKinney's investments in public infrastructure are timed to capture market share and located to support growth in areas where a full range of services and facilities are available and adequate.
4. Investments in infrastructure systems, public facilities, economic incentives and community programs are made when they are fiscally responsible (the life-cycle benefits to the public outweigh the life-cycle costs to the public) and economically sustainable (the investments, and the neighborhoods and business areas they support, are expected to endure and thrive until 2040 or longer).
5. McKinney's cultural and historical heritage is retained and emphasized in the historic Town Center, included in the identity of other neighborhoods and districts, and shared with future generations.

DRAFT Guiding Principles

6. McKinney's natural landscape of trees, open spaces, topography, riparian zones and natural areas are nurtured so they contribute to the character of the city and the daily experience of residents, employees and visitors throughout McKinney.
7. Today's neighborhoods remain vital and desirable places that meet the needs of existing residents and also appeal to future residents.
8. City leaders and decision-makers focus sufficient attention and investment on distinctive areas throughout the city so that each can achieve the vision described in this plan.
9. Development and redevelopment meet McKinney's expectations for excellence in design and the creation of places consistent with long-term economic viability.
10. Key economic engines – such as the McKinney National Airport, McKinney Corporate Center, Gateway District, and key business corridors – form the foundation for future business recruitment and anchor the design and character of new development.
11. Housing choices available in McKinney are accessible and affordable to people at all stages of their lives.

DRAFT Guiding Principles

12. The design of streets and other public spaces supports and enhances the distinctive character of individual neighborhoods and the connections between neighborhoods throughout the community.
13. McKinney's mobility network – its highways, streets, trails and transportation routes – meets the needs of residents and businesses without substantially reducing quality of life or detracting from the character of the districts and neighborhoods they serve.
14. Public-private partnerships are the foundation for successful educational programs for children and adults in McKinney.