

ONE McKinney 2040: Policy Direction

Final recommended VISION STATEMENT:

*We are **ONE McKinney** – a united community that supports the **diversity** of its economy and people. We celebrate our natural and cultural **assets**, and invite private developments that create **places** of lasting value. Smart public and private **investments** ensure that McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.*

ONE McKinney 2040: Policy Direction

Final recommended GUIDING PRINCIPLES:

DIVERSITY [supporting our economy and people]

1. Diverse economic engines, such as the McKinney National Airport, McKinney Corporate Center, Gateway District, and business/entertainment corridors form the foundation of McKinney's strong economy. As such, the City encourages new businesses and developments that support these economic engines, broaden the tax base, and make the city's economy more adaptable and resilient.
2. Private development, public investments, and community engagement support the people of McKinney by making available housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives.
3. City leaders and decision-makers focus attention and investment in each of the distinctive districts throughout the city, so each one can appeal to its targeted market and achieve the vision described in this plan.

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Final recommended GUIDING PRINCIPLES:

ASSETS [celebrating our culture and landscape]

1. McKinney's cultural and historical heritage is retained and emphasized in the historic Town Center, and is included in the identity of other places in McKinney so it can be shared with future generations.
2. McKinney's natural landscape (its trees, open spaces, topography, streams, and natural areas) continues to enhance the character of the city and the daily experience of residents, employees and visitors throughout McKinney.

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Final recommended GUIDING PRINCIPLES:

PLACES [to live, work, play, and visit]

1. Private sector development and redevelopment meet McKinney's expectations for excellence in design and create places with market support and long-term economic viability.
2. McKinney's public spaces, including its streets, support and enhance the distinctive character of individual neighborhoods and business districts while strengthening the connections throughout the city in order to unify the entire McKinney community.
3. Today's neighborhoods remain vibrant and desirable places that meet the needs of existing residents and appeal to future residents.

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Final recommended GUIDING PRINCIPLES:

INVESTMENTS [creating lasting value]

1. McKinney invests in public facilities, services and infrastructure that are located, timed and sized to meet the expected needs of current and future residents and businesses.
2. Public capital investments are made strategically, using finite funds in order to build the facilities needed to support new development, respond to market opportunities and create the desired community envisioned in this plan.
3. Investments in infrastructure systems, public facilities, economic incentives and community programs are made when the life-cycle benefits to the public outweigh the life-cycle costs, and when the areas that these investments support are expected to remain vital and desirable until 2040 or longer.