MCKINNEY’S HISTORIC TOWN CENTER
Activating Reinvestment through City-led Initiatives
McKinney, Texas
AT A GLANCE

• Founded 1848

• 161,905 population
  as of January 1, 2016
HISTORIC TOWN CENTER:
# TOWN CENTER STUDY INITIATIVE: THE PUBLIC PROCESS

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Design Workshop 1</td>
<td>August 29, 2006</td>
</tr>
<tr>
<td>(Downtown)</td>
<td></td>
</tr>
<tr>
<td>Public Design Workshop 2</td>
<td>November 9-11, 2006</td>
</tr>
<tr>
<td>(Transit Village)</td>
<td></td>
</tr>
<tr>
<td>(Corridors)</td>
<td></td>
</tr>
<tr>
<td>City Council approval of</td>
<td>June 28-30, 2007</td>
</tr>
<tr>
<td>the Town Center Study Phase 1 Report</td>
<td>March 18, 2008</td>
</tr>
</tbody>
</table>

- Open House Kick-Off
- Public Design Workshop 2 (Transit Village)
TOWN CENTER STUDY INITIATIVE:
PHASE II ACTION PLAN

• **Inventory of existing land uses & quantification of physical buildout of the vision**
  Establishes the numeric values that serve as baseline inputs for all other Phase 2 analyses.

• **Market Feasibility Analysis**
  Tells us if the vision is realistic.

• **Comprehensive Parking Analysis**
  Evaluates the existing parking environment, future parking needs and potential long-term parking management strategies for downtown.

• **Analysis of Anticipated Capital Needs**
  Identifies the anticipated public improvements needed to support the vision.

• **Establishing a Town Center Business Plan**
  Creates a strategy for implementing potential fiscal tools, coordinating policies and leveraging assets to better market the Town Center.

• **Analysis of Existing Development Regulations**
  Identifies specific code provisions that conflict with the vision or could better facilitate implementation of the vision.
• **Inventory of existing land uses & quantification of physical buildout of the vision**
  Establishes the numeric values that serve as baseline inputs for all other Phase 2 analyses.

• **Market Feasibility Analysis**
  Tells us if the vision is realistic.

• **Comprehensive Parking Analysis**
  Evaluates the existing parking environment, future parking needs and potential long-term parking management strategies for downtown.

• **Analysis of Anticipated Capital Needs**
  Identifies the anticipated public improvements needed to support the vision.

• **Establishing a Town Center Business Plan**
  Creates a strategy for implementing potential fiscal tools, coordinating policies and leveraging assets to better market the Town Center.

• **Analysis of Existing Development Regulations**
  Identifies specific code provisions that conflict with the vision or could better facilitate implementation of the vision.
ESTABLISH A TOWN CENTER BUSINESS PLAN

• Analyze potential fiscal tools (tax increment financing; business improvement districts; property tax abatements)

• Create strategy for leveraging City assets and establishing public/private partnerships (City owns a significant portion of downtown area—parking lots; rights-of-way; existing City Hall/Development Services; future municipal mixed use center)

• Create strategy for future transit village or future parking facilities

• Champion emerging catalyst projects (i.e. 2009 Sustainable Development Grant program)
Catalyst Projects
SH5 improvements, parking, development and redevelopment, mixed use projects, transit improvements

Vacant/Underutilized Sites and Buildings
Environmental remediation, land acquisition, restoration, infrastructure and streetscape improvements
TOWN CENTER BUSINESS PLAN: ALIGNING THE REGULATORY ENVIRONMENT

CHARACTER DISTRICTS
- Historic Core
- Downtown Core
- Cotton Mill Core
- Downtown Edge
- Cotton Mill Edge
- Transit Village Core

STREET DESIGNATIONS
- Pedestrian
- Pedestrian Priority 'A'
- Pedestrian Priority 'B'
- Recommended
- Recommended Priority 'A'
- Recommended Priority 'B'
- Recommended Service Street
- Street Vacation

SPECIAL REQUIREMENT
- Required
- Commercial Frontage

OTHER
- Existing Civic Building
- Existing Civic/Open Space
- Civic Building Site
- Civic/Open Space
- Passenger Rail Station & Platform
- Recommended Vista Terminus

APPENDIX G, SECTION G-1
TOWN CENTER BUSINESS PLAN: PUBLIC/PRIVATE PARTNERSHIPS

9-Acre Site
Former Collin County Courthouse
Rendering Perspective Locations
HISTORIC TOWN CENTER: TODAY
Contact Info:

Brian Lockley, AICP
Director of Planning
City of McKinney
blockley@mckinneytexas.org
972.547.7378

Jennifer Arnold
Planning Manager
City of McKinney
jarnold@mckinneytexas.org
972.547.7415