



NEWS RELEASE

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Collin County Realtors Support Balanced Housing in McKinney

PLANO, Texas — The Collin County Association of Realtors (CCAR) supports planning and zoning ordinances that encourage the private sector to offer innovative solutions and products to satisfy housing demands. CCAR supports the McKinney Chamber of Commerce’s Balanced Housing initiative because it helps promote private market solutions, encourages innovative planning and zoning, and seeks to address the housing demands and potential options offered within the city.

While businesses are integral to a community, the market cannot flourish without a diverse and adequate housing supply. The City of McKinney’s Planning and Zoning Committee has a unique responsibility to ensure that housing is available that matches demand.

“Balanced housing means being inclusive to everyone at all stages of life and income levels,” says CCAR President Ron Leach. “A lack of housing at various price points affects other issues, such as school funding. A shortage of single-family homes across the city can mean declining school attendance and populations, which would result in less funding.”

While the need for city standards is a necessity, the use of over burdening standards affects a city’s growth, due to increased housing costs and lack of diversified options to meet demand. Allocating land for more single-family communities, repurposing existing buildings, prevention programs for eviction and foreclosure, and innovative zoning changes and replating are all great steps to offer diversified housing options and meet the market demand in and around Collin County.

There is no better time than the present to make the necessary changes that will positively impact the future of McKinney and the County. CCAR believes that McKinney is setting the way for other cities to soon follow.

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The Collin County Association of Realtors is the fifth largest real estate association in the State of Texas, with a membership base of more than 10,000. A source for professional and reliable real estate information in North Texas, CCAR is affiliated with Texas Realtors and the National Association of Realtors. The Collin County Association of Realtors provides its members with the tools and programs they need to remain successful, while also working in the community to promote the importance of home ownership and private property rights. For more information about CCAR, visit www.ccar.net or call 972-618-3800.