# PLACETYPES FOR McKINNEY'S FUTURE

*Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.*

## Estate Residential

Predominately single-family housing on the urban fringe in large lot development. Unlike rural living, home sites are located in platted subdivision that has water service, but may have septic wastewater treatment. Residential uses oriented interior to the site and may or may not have farm and livestock restrictions. Lot sizes in the Estate Residential Place Type range from ½ acre to 2 acre lots.

## Urban Living

Urban Living areas support a mix housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serves the smaller and low intensity neighborhood.

## Suburban Living

Suburban Living areas are found in close proximity to neighborhood commercial and commercial centers, and provide rooftops necessary to support the commercial and professional office uses within the corridors. These neighborhoods are generally formed as subdivisions. Residential uses oriented interior to the site are typically buffered from surrounding development by transitional uses or landscaped areas. Lot sizes in a Suburban Living areas typically less than ½ acre.

## Rural Living

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high-degree of separation between buildings. The lots are typically larger than 2 acres and residential home sites are located randomly throughout the countryside, which helps to maintain the rural character, scale, and scenic values of the surrounding area. This Place Type is associated with either farmland or pastureland.

## Transit Ready Development

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets.

## Entertainment Center

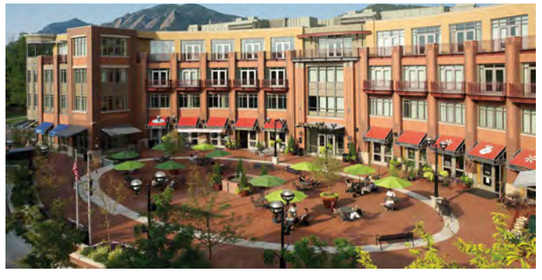
Entertainment centers are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. These centers typically include a variety of housing types, though not always. The master plan for a regional entertainment center reinforces the interdependence of uses in the development, even though the uses are typically designed as separate pods or neighborhoods. The regional entertainment center may have a traditional shopping mall, event center or lifestyle area as an anchor of the Place Type.

## Commercial Center

A Commercial Center is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile. Buildings are typically set back from the road behind large surface parking lots, with little or no connectivity between adjacent businesses.

## Mixed-Use Center

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. This Place Type typically includes a higher intensity of uses developed in an urbane style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.



## Professional Campus

The Professional Campus Place Type generally provides office jobs and keeps people in the city during normal work hours. A Professional Campus is typically well-landscaped and provides opportunities for a number of employment uses such a corporate headquarters, institutional facilities and medical campuses.  They typically locate near major transportation corridors and may include office parks or technology centers.

## Aviation

The Aviation Place Type emphasizes employment types and uses that are related aviation. Proximity to airports is essential for the purpose of transportation needs and logistics. Aviation uses can range in scale and intensity and can vary in employment types. Large buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.

## Manufacturing & Warehouse

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics.  They typically locate near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistic hubs.

## Employment Mix

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than business campuses. This type of development may support a variety of occupations including offices, research and development facilities, medical clinics, and business incubators. These uses are typically located with access to arterial thoroughfares, and street frontage of the businesses are appealing and have an increased level of aesthetics and landscaping.

## Neighborhood Commercial

Neighborhood Commercial development is typically characterized as small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional commercial sites primarily provide services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other services.

## Historic Town Center (HTC)

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment center and shopping destination for surrounding mixed-use or urban neighborhoods. The design and scale of the development in a town center encourages active living, with a comprehensive and interconnected network of walkable streets.

The Historic Town Center is a group of sub-placetypes that are located solely within the Town Center District. There are three in total: Town Center - Downtown, Town Center - Mix, and Town Center - Residential. These sub-placetypes were created in order to better describe the nuances of the Historic Town Center—from bustling McKinney Square to the quiet residential streets that surround it—and plan and preserve the area's assets appropriately.

### *Historic Town Center (HTC) - Downtown*

Historic Town Center - Downtown is the sub-placetype that represents downtown: the city's historic seat of government, commerce, and community activity. The size of downtown also makes it a major destination for shopping and entertainment for the surrounding neighborhoods, city, and region. The design and scale of development encourages active living and a mix of uses within a comprehensive and interconnected network of walkable streets. In addition to its role as the community's traditional center of business and social life, downtown is also home to a burgeoning residential population. Residences are often intermingled within larger structures, and buildings typically stand two or more stories tall with condominiums or apartments over storefronts.

### *Historic Town Center (HTC) - Mix*

Historic Town Center - Mix represents a transitional area between the relatively intense use of land downtown and along the highway corridors and the surrounding, urban neighborhoods. These areas display an intermediate density in both residential and commercial offerings that transition from an urban to suburban development pattern as development approaches the HTC – Residential sub-placetype. Commercial buildings tend to be multi-tenant. Residential structures are typically compact. While less dense than HTC - Downtown, streets and sidewalks are still navigable on foot and scaled to the pedestrian experience.

### *Historic Town Center (HTC) - Residential*

The Historic Town Center - Residential sub-placetype describes the established urban neighborhoods surrounding downtown. Medium-lot, single-family detached homes are the predominant use of land in this placetype. Attached residential structures, including townhomes, patio-homes, and duplexes, are less common but still a presence. Many of the community's oldest and most historic homes are found here, requiring a layer of municipal protection so as to maintain their integrity and historic character.