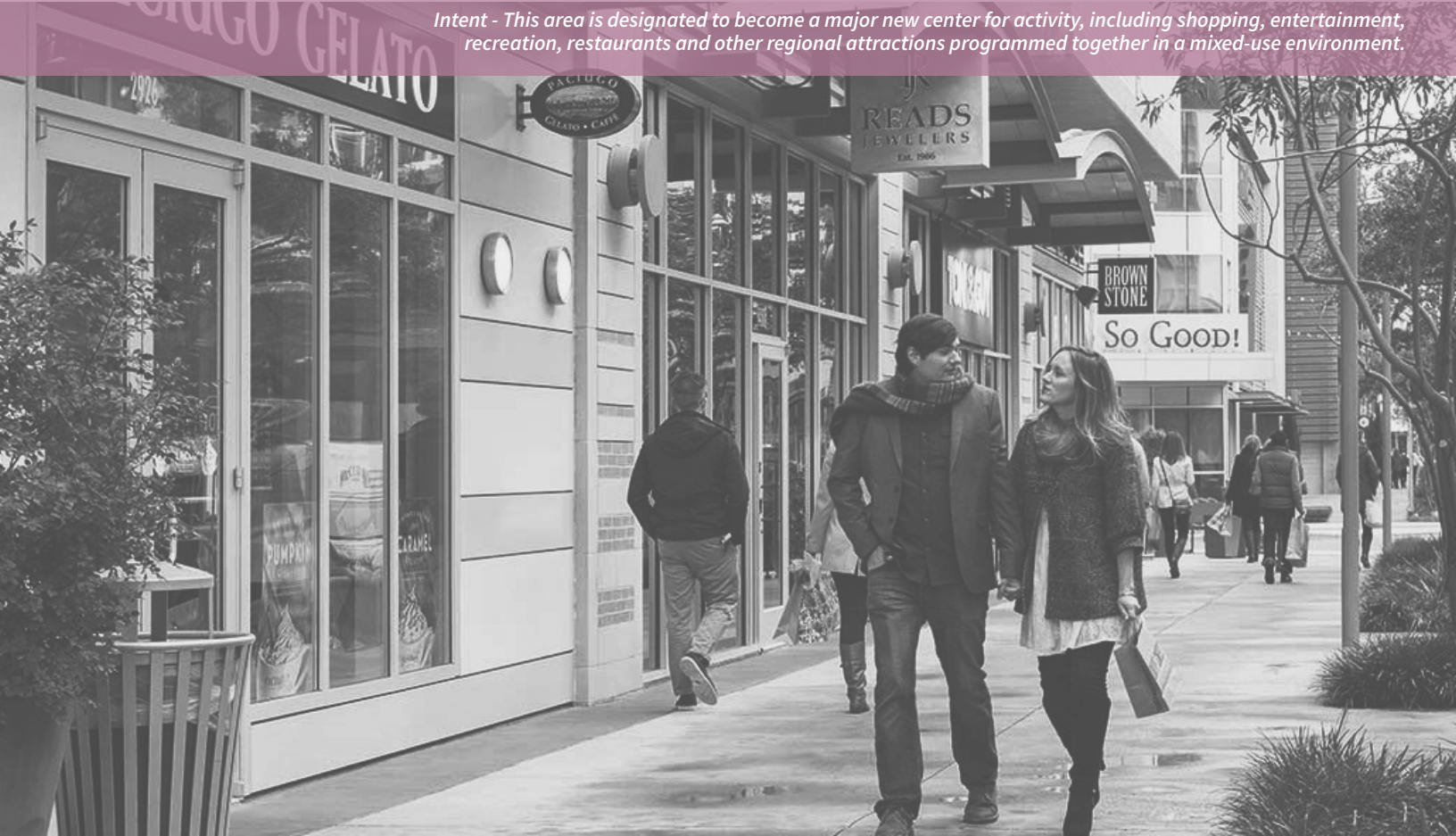




# HONEY CREEK ENTERTAINMENT DISTRICT

*Intent - This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants and other regional attractions programmed together in a mixed-use environment.*



# DESCRIPTION

The Honey Creek Entertainment District will be comprised of two character-defining areas – a mixed-use entertainment center and a professional campus area.

Within the Mixed-Use entertainment center, private and public uses (including cultural and recreational offerings) appeals to a diverse range of residents and visitors. While many of McKinney’s current entertainment, recreational and cultural offerings appeal to families with children, uses in this District will attract young and retiring professionals as well as entrepreneurs. Supporting uses include retail stores, restaurants, office spaces and residences for individuals employed within the Entertainment Center

or Professional Campus areas. Commercial uses include free-standing stores visible from US 75, as well as smaller spaces, vertically and horizontally integrated with office and residential uses.

The professional campus area is centered southwest of the mixed-use entertainment center, near the intersection of US 75 and Bloomdale Road. Low- and moderate-profile buildings (single- and multi-tenant) will be found here along with corporate headquarters, all supported by local- and region-serving natural and built amenities.

## *“Uses in this District will attract young and retiring professionals”*

Retail and service tenants in the Entertainment Center area will draw consumers from markets beyond McKinney, including those in Prosper and Sherman, portions of Frisco and Allen, and points north to the state line. Residential areas will include a variety of products at densities that support Mixed-Use and entertainment centers.

Businesses which locate in the Professional Campus area will be seeking an attractive setting with connections to US 380 and US 75 and proximity to the Collin County Government Center, Raytheon and the Baylor, Scott

& White Medical Center. Retail stores and restaurants will primarily serve the area’s daytime population and supplement commercial developments located within the entertainment center.

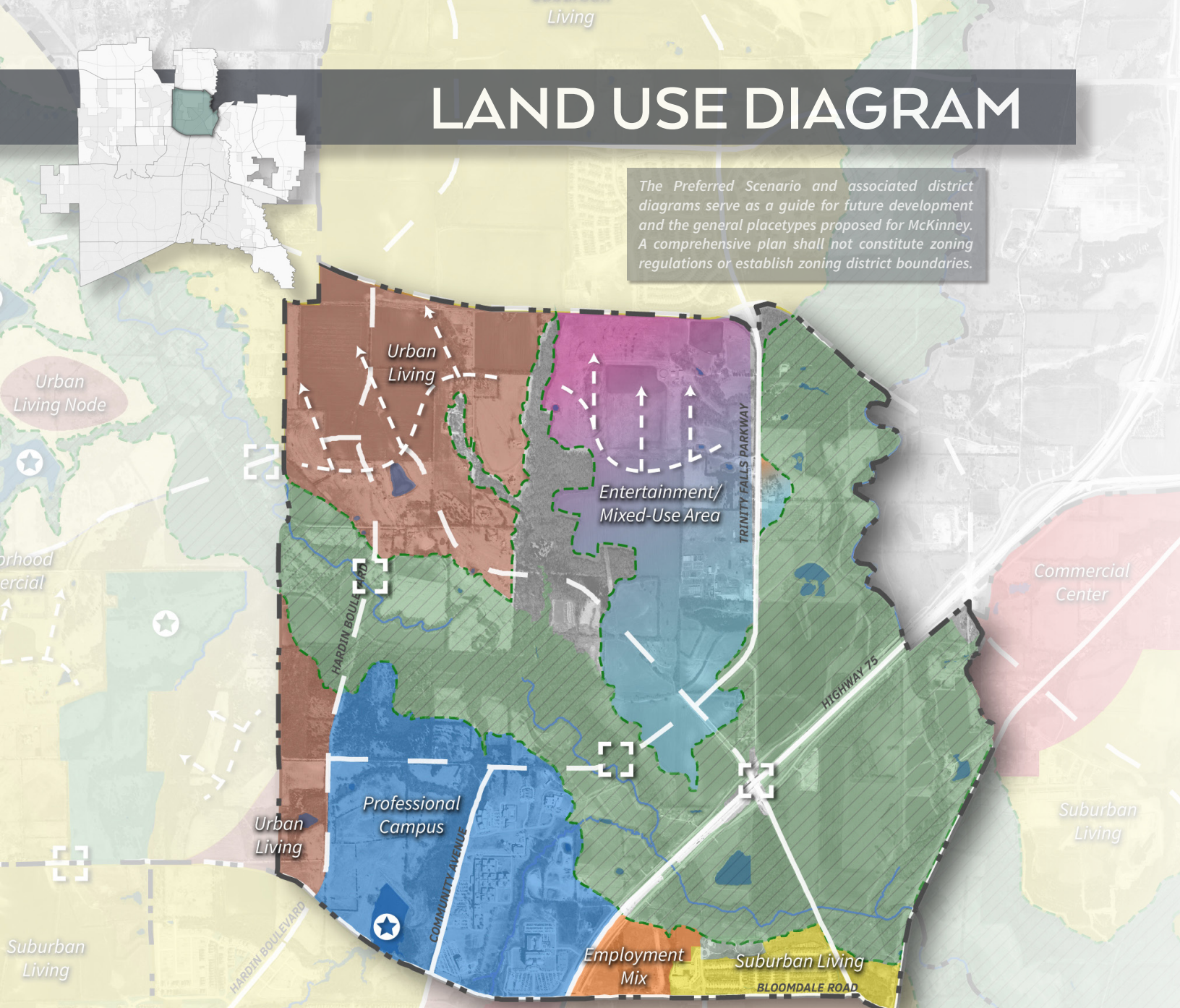
The households that will find this district appealing can generally be described as smaller households of single and married individuals, with jobs requiring professional and semi-professional skills, with incomes above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

# MARKET ANALYSIS

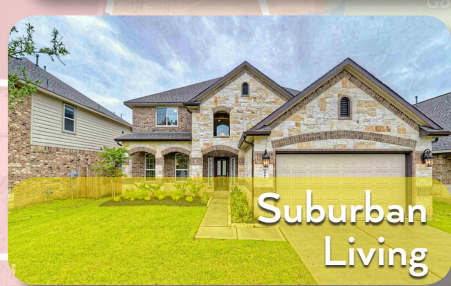


# LAND USE DIAGRAM

The Preferred Scenario and associated district diagrams serve as a guide for future development and the general placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.



## PLACETYPES





# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Entertainment Center** is the first of two character-defining placetypes. Its success is most critical to Honey Creek's desired character. The primary focal point for this placetype should be located along Laud Howell Parkway, between Trinity Falls Parkway and US 75. Depending on market support, the mixed-use placetype would be appropriate to locate in the northernmost areas if they are not supportable as entertainment center. The color gradient in the Entertainment Center and Mixed-Use Area on the diagram indicates that the darker shaded areas should have the highest intensity of uses, with a transition to less intense products in the lighter shaded areas next to adjoining single-family residential Districts.

2. Three sides of the **Entertainment Center** area are bounded by floodplain. Future development at and around the intersection of US 75 and Laud Howell Parkway should integrate these natural areas into project design and development. Any floodplain reclamation or modification in this area should be designed to enhance the Entertainment Center placetype and its natural setting. Due to this desired integration, no other placetypes should be allowed to locate between the Entertainment Center and the amenity zone.

3. **Professional Campus** is the second character-defining placetype in this District. It is intended to attract companies that want proximity to the Entertainment Center as part of their identity or because of their customer base. This is a unique location for businesses interested in sites near natural amenities, for companies desiring close proximity to the Collin County Government Center, and for companies whose employees want nearby choices for urban living. Design standards and technology infrastructure should be enhanced to compete for these employers.

4. Any infill development that occurs within these areas should be consistent and/or compatible with the existing built conditions and/or should demonstrate compatibility with the placetypes and priorities shown in the Land Use Diagram.

5. The **Urban Living** placetype offers residential choices for people who work in the Entertainment Center or who choose to live close to its attractions. The design and density of Urban Living development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. While it includes a mix of housing types, lower-density and auto-oriented residential uses do not take full advantage of the area's potential and thus should be a minor part of the development pattern and should only be considered as a means by which to transition to existing residential uses. Accordingly, the color gradient in the Urban Living areas on the diagram indicates that the darker shaded areas should have the highest density of Urban Living uses, with a transition to less dense products in the lighter shaded areas next to adjoining single-family residential neighborhoods.

6. The Entertainment Center and the Urban Living areas should share adjoining open space amenities and should be connected with streets and pathways that encourage walking and biking between the two areas.

- Floodplain / Amenity Zone
- District Boundary
- District Identity Feature
- Amenity Feature
- Community Asset
- Intensity Transition

## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments

### Employment Trends

- Mobile Workforce
- High-Growth High-Tech

### Social Trends

- Expanding Millennial Market

### Residential Trends

- Starter & Retirement Homes
- Renting By Choice

## PSYCHOGRAPHICS

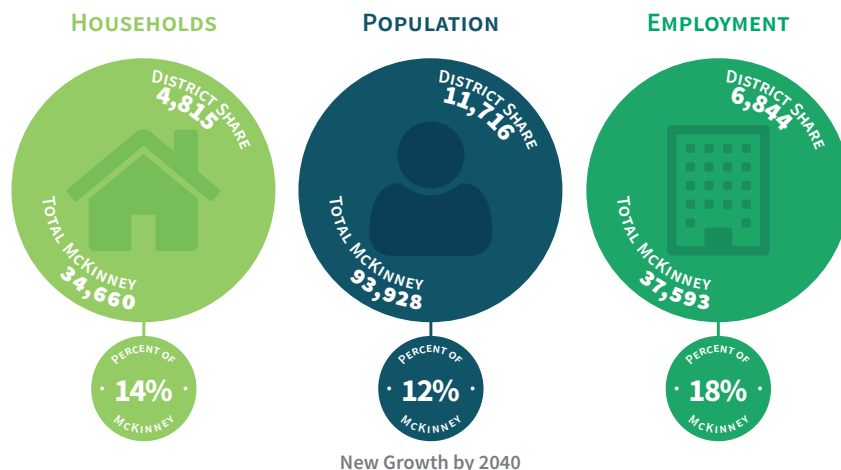
- EP** Enterprising Professionals
- BYP** Bright Young Professionals
- UPF** Up & Coming Families
- FA** Fresh Ambitions

# IDENTITY, AMENITIES, & INFRASTRUCTURE

Key identity and amenity features such as gateways, trails and parks are described in detail in the City of McKinney Parks and Recreation Master Plan. Additionally, the following considerations are key to reinforcing the vision for and intent of this District.

1. District Identify Features (including specially enhanced bridges) should establish an overall character and brand for the Honey Creek District. Specifically, the feature identified at US 75 and Laud Howell Parkway should serve as a major gateway and should focus on creating an overall character and brand for the City and / or the Honey Creek Entertainment District. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
2. The Amenity Feature on the Diagram denotes an existing lake that should be maximized as an amenity feature for future developments in this area.
3. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the mixed-use development context of the District.
4. Mobility networks in this District should balance two different objectives. The major thoroughfares must provide adequate capacity to meet vehicular travel demand to regional destinations. At the same time, a network of streets and paths should provide convenient and inviting choices for non-auto travel between destinations within the District. This balance is particularly critical in this District because its compact, mixed-use character results in a high number of short trips, which will be feasible on foot or by bike if the area's design is appropriate and appealing.
5. The design of roadways in this District should enhance the visibility and community value of the floodplain and open space areas. For example, single-loaded roadways along the District's creeks could provide amenity value to those using the roads and higher property value to the properties facing the road and amenity.

The graphic that follows provides a profile of the Honey Creek Entertainment District if the District develops as outlined above. These graphics relate to new development only.





# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

*The City of McKinney intends to consider the following major public investments to support the success of the Business & Aviation District.*

1. Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.
2. Design and finance of identity features at public locations within the District (i.e., creek crossings), consistent in design and character with those in adjacent private projects.
3. Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.
4. Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.

