



BUSINESS & AVIATION DISTRICT

Intent - This area is a major employment center based on the distinctive asset of the McKinney National Airport. It provides business locations and job opportunities related to aviation support and services as well as a range of other businesses.



DESCRIPTION

The Business & Aviation District is anchored by McKinney National Airport, an asset that makes McKinney unique. The character of this District is defined by large areas for aviation-related uses in the central part of the District. This is the only area in McKinney, and indeed in Collin County, where such economic development can be attracted. For this reason, encroachment by incompatible uses (such as suburban-style residential) is strongly discouraged. The future development pattern takes advantage of the airport's current level of operations, which will be even more important if the City chooses to expand its aviation services.

Given the community's desire to pursue a more diverse economic base and a stronger jobs-housing balance, this District also includes opportunities for businesses that may not need the airport proximity, but will be attracted to it because of the District's business focus and region-

serving roadways including SH 5, SH 121, US 75, and FM 546. For these businesses, the Business & Aviation District offers areas where the infrastructure and character will appeal to targeted business and industry sectors. The area west of the Airport includes some existing businesses, such as Encore Wire, as well as undeveloped areas. The area also benefits from an amenity feature – the location of a future transit stop. This part of the District is expected to be desirable to a wide range of businesses. It should offer locations for companies that include both an office and a manufacturing or distribution component. The buildings here should be designed with flexibility so the mix of these employment types can change over time in response to the market. Since existing neighborhoods are located west of this area, development must provide an appropriate buffer and travel patterns that do not reduce the livability of these neighborhoods.

“Locations for companies that include both an office and a manufacturing or distribution component”

Despite potential development of a transit station near Industrial Boulevard, the Business & Aviation District is the only one within the planning area where additional residential units are neither programmed nor encouraged. Rather, housing associated with future rail is being promoted in adjacent Districts while uses in this District are primarily manufacturing and warehouse facilities, along with light industrial and flex products - many of which will be able to leverage their proximity to McKinney National Airport. At an annual average rate of growth ranging from 3.5% to 4.0%, the Business & Aviation District is anticipated to be host to the city's largest concentration of businesses and industries. By 2040, this District's employment base is expected to grow by 9,700, or approximately 16% of all net new employees in the planning area.

As reflected in the associated Diagram, lower density employment uses are programmed closest to the airport, whereas these are often the least affected by potential adverse impacts, and most likely to capitalize on their proximity. Conversely, higher profile products are envisioned within one of the District's numerous employment centers or Professional Centers. Future commercial centers are planned at the intersection of region-serving roadways, primarily serving the area's employment population; and to a lesser degree, the residents of established neighborhoods.

MARKET ANALYSIS

STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- Aviation** is the first of two character-defining Placetypes and is located immediately to the east and west of McKinney National Airport. The area developed with this Placetype should be at least as large as that shown on the Land Use Diagram. On the east side of the existing airport, the aviation Placetype should extend from the airport boundary to a new roadway that will provide the transition between this Placetype and the Manufacturing & Warehousing Placetype to the east. On the west side of the existing airport, the Aviation Placetype should generally be located between the airport and Airport Drive to the west.
- Employment Mix** is the second character-defining Placetype in this District. It is intended to provide locations for businesses that provide aviation supporting services that desire a location with close proximity to the airport. On the west side of the airport, this Placetype should infill undeveloped parcels west of Airport Drive and to the south of Industrial Boulevard. Employment Mix should also occur in the far southeast corner of the District adjacent to the floodplain associated with the East Fork of the Trinity River. This location of Employment Mix will serve as a much needed transition in scale and intensity from the Manufacturing & Warehousing land uses to the north to the residential uses south in the Homestead District.
- Like the manufacturing and warehouse area, the **Professional Center** location is focused on meeting the needs of a particular segment of business and of these

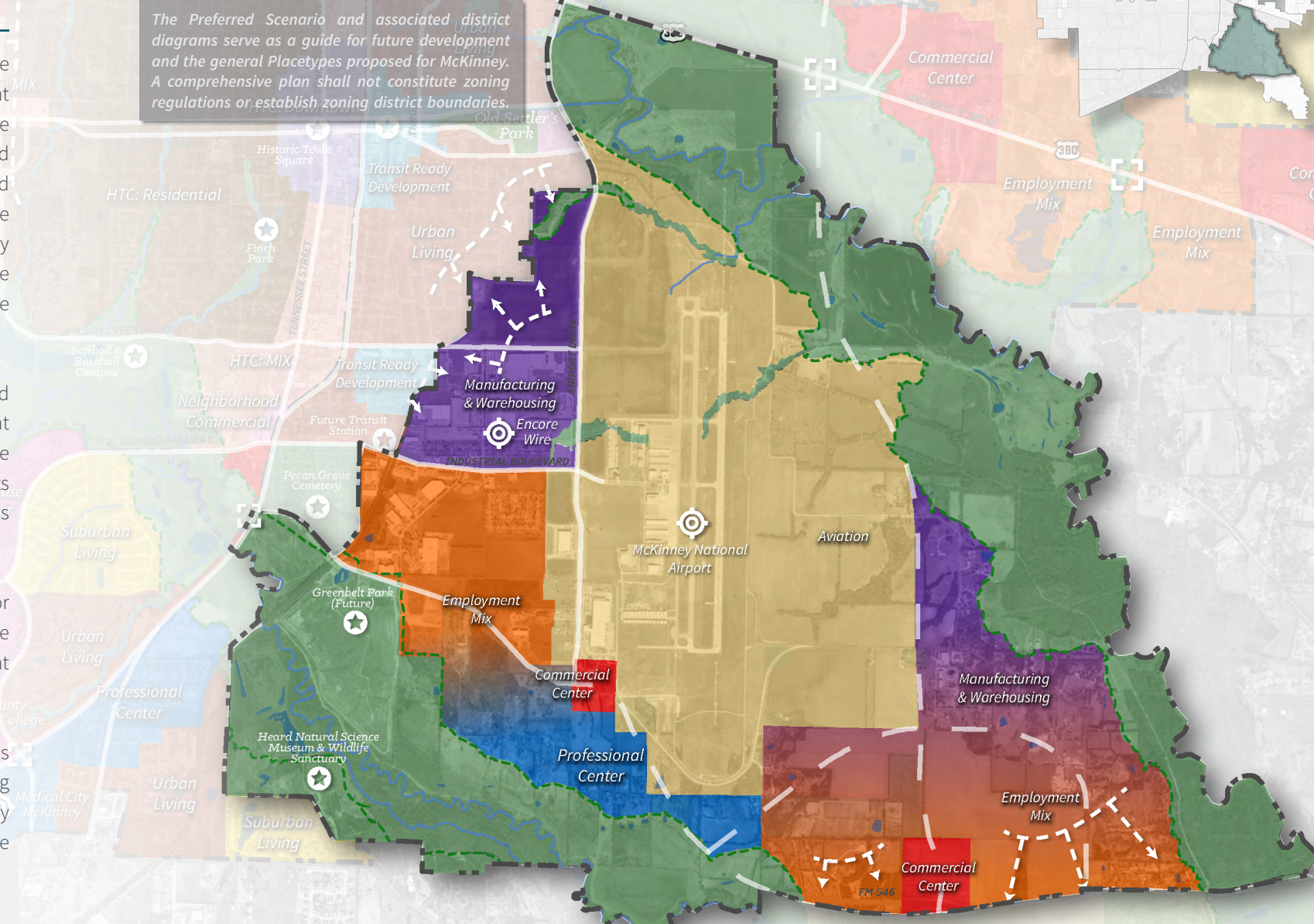
companies' employees. This part of the District should include a mix of supportive activities for the higher employment intensity found in a Professional Center setting. These include additional restaurants, gyms and consumer-oriented services, so employees working here find it a convenient and attractive location. Visibility along FM 546 should help these areas become very desirable for new and existing McKinney companies. The Professional Center Placetype should be located and oriented towards Wilson Creek to take advantage of the viewshed amenity that this resource offers.

4. The area east of the Airport offers locations geared toward **Manufacturing & Warehousing** businesses. It has excellent transportation access (both to regional roadways and to the airport) and includes a development pattern that supports companies' manufacturing, distribution and logistics activities.

5. **Commercial Centers** should be located at major intersections in the District and are intended to provide supporting retail services and restaurants for the significant employment base that will develop in this District.

6. 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.

LAND USE DIAGRAM



PLACETYPES



PSYCHOGRAPHICS

Since the focus of the district is exclusively non-residential and the discussion of psychographic groups is largely related to residential product preferences, no groups have been identified.

INDUSTRY TRENDS

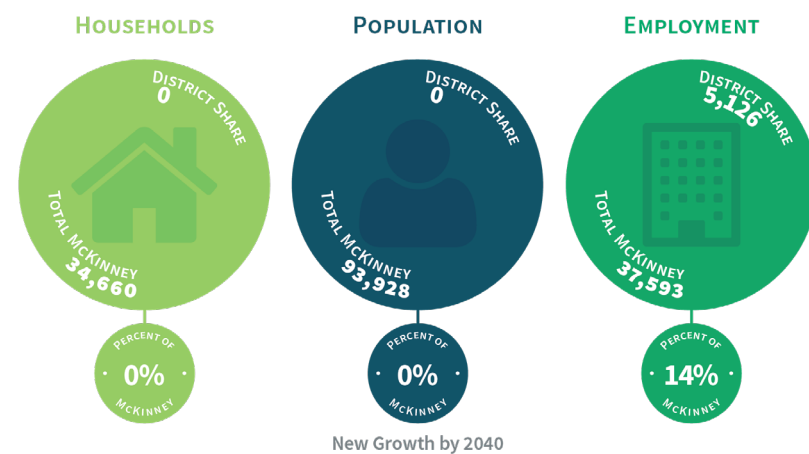
- Employment Trends**
- Mobile Workforce
 - Office Space Contraction
 - Encore Careers
- Business Trends**
- Logistics Sector Growth
 - Texas Economic Growth
 - Return to Manufacturing
 - Flexible Use Space
 - High-Growth High-Tech

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. Key Amenity Features in this District include a future greenbelt park on the southwestern edge of the District. Future development in the District should take full advantage of the unique opportunities created by this and other amenities.
2. Key Community Assets in this District include McKinney National Airport and the Encore Wire campus. Future development in the District should take full advantage of these unique economic engines by creating a compatible business and employment environment that provides support and ancillary services for aviation and related uses and industries.
3. The District is bounded on the east and southwest by future open space areas along the East Fork of the Trinity River and Wilson Creek. These natural areas should buffer the District's employment uses from less intense uses to the east and south. They also create amenities for the employees of businesses located in the District.

The graphic that follows provides a profile of the Business & Aviation 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. Maintenance and enhancement of McKinney National Airport infrastructure to meet current and future customer demand.
2. Targeted economic development incentives for aviation-related businesses and those that benefit from Airport proximity.
3. Active participation in regional dialogue about funding and location of transit service in Collin County.
4. Active participation in regional dialogue about funding and location of limited access roadways along the FM 546 alignment and major north-south alignment as shown on the Master Thoroughfare Plan.
5. Zoning, design guidelines, infrastructure planning and economic development programs geared to the distinct needs of aviation, manufacturing, warehouse, and professional businesses in their respective parts of this District.
6. Design and alignment studies for the regional roadway connecting FM 546 and SH 5
7. Trail connections from business areas to the open spaces bordering this District.
8. Partnerships with MISD, Collin College and others to ensure that McKinney residents have the skills and expertise to offer the District's businesses a trained labor force.

