

Sub-Area Priorities

To capture the “macro” view of the Sector, the study area has been divided into six smaller Sub-Areas (Figure 54). These areas are largely defined by major features that are found within each area. For example, the US 380 Sub-Area is defined by the highway corridor and existing development context around the corridor. By contrast, the Central East Sub-Area is sparsely developed. Only about half of the area is within current City Limits and the major defining features are environmental. These types of differences exist across the entire Northwest Sector, necessitating more specific study of each Sub-Area in order to develop a nuanced set of priorities that address the sector as a whole.

The six Sub-Areas are:

1. US 75 Sub-Area: Centered on US Highway 75, generally bounded by White Avenue on the south, McKinney ETJ boundary on the northeast, Community Avenue on the west and the edge of evident nonresidential development on the east
2. US 380 Sub-Area: Centered on US Highway 380, generally bounded by White Avenue on the south, Wilmeth Road on the north, Custer Road on the west and Community Avenue on the east
3. Central East Sub-Area: Centered around Erwin Park generally bounded by Wilmeth Road on the south, FM 543 on the north, Lake Forest Drive on the west and Community Avenue on the east
4. Central West Sub-Area: Centered on Highland Lake, generally bounded by Wilmeth Road on the south, a Future Unnamed Arterial on the north, Custer Road on the west and Lake Forest Drive in the east
5. Trinity Falls Sub-Area: Centered on the Trinity Falls Municipal Utility District, generally bounded by FM 543 on the south and McKinney ETJ boundary on the north, west and east
6. Collin County Outer Loop Sub-Area: Centered on the proposed alignment of the Future Collin County Outer Loop multimodal transportation facility, generally bounded by a Future Unnamed Arterial on the south, Custer Road on the west and McKinney ETJ boundary on the north and east

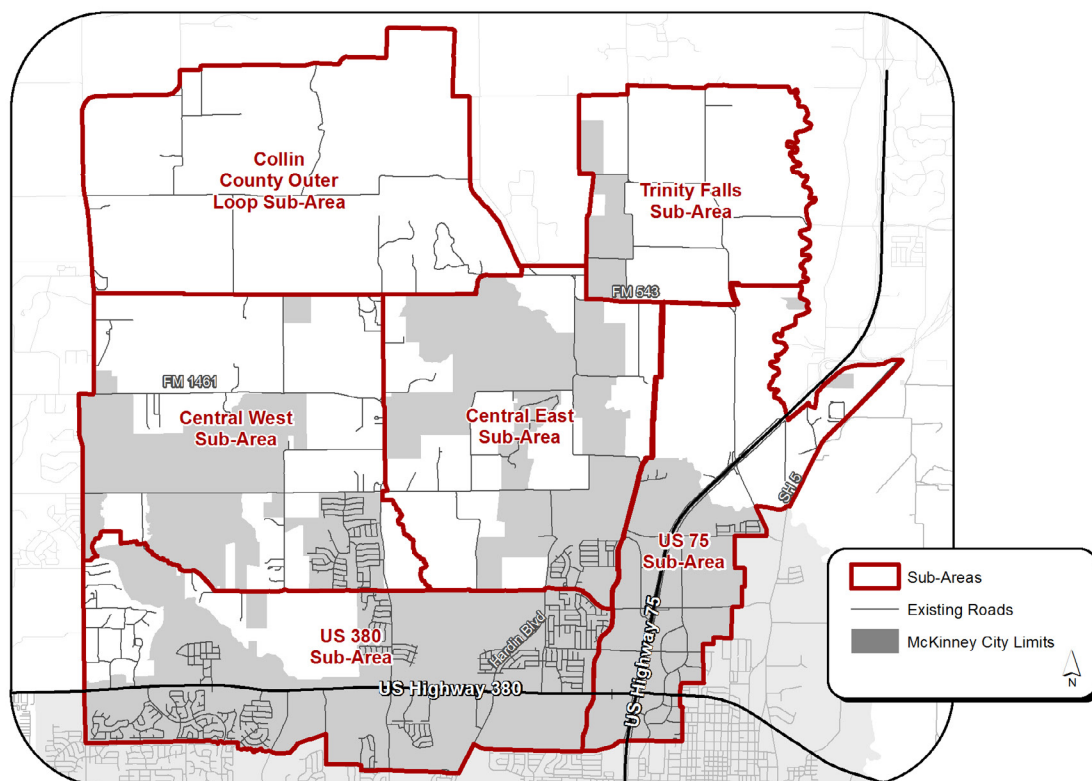
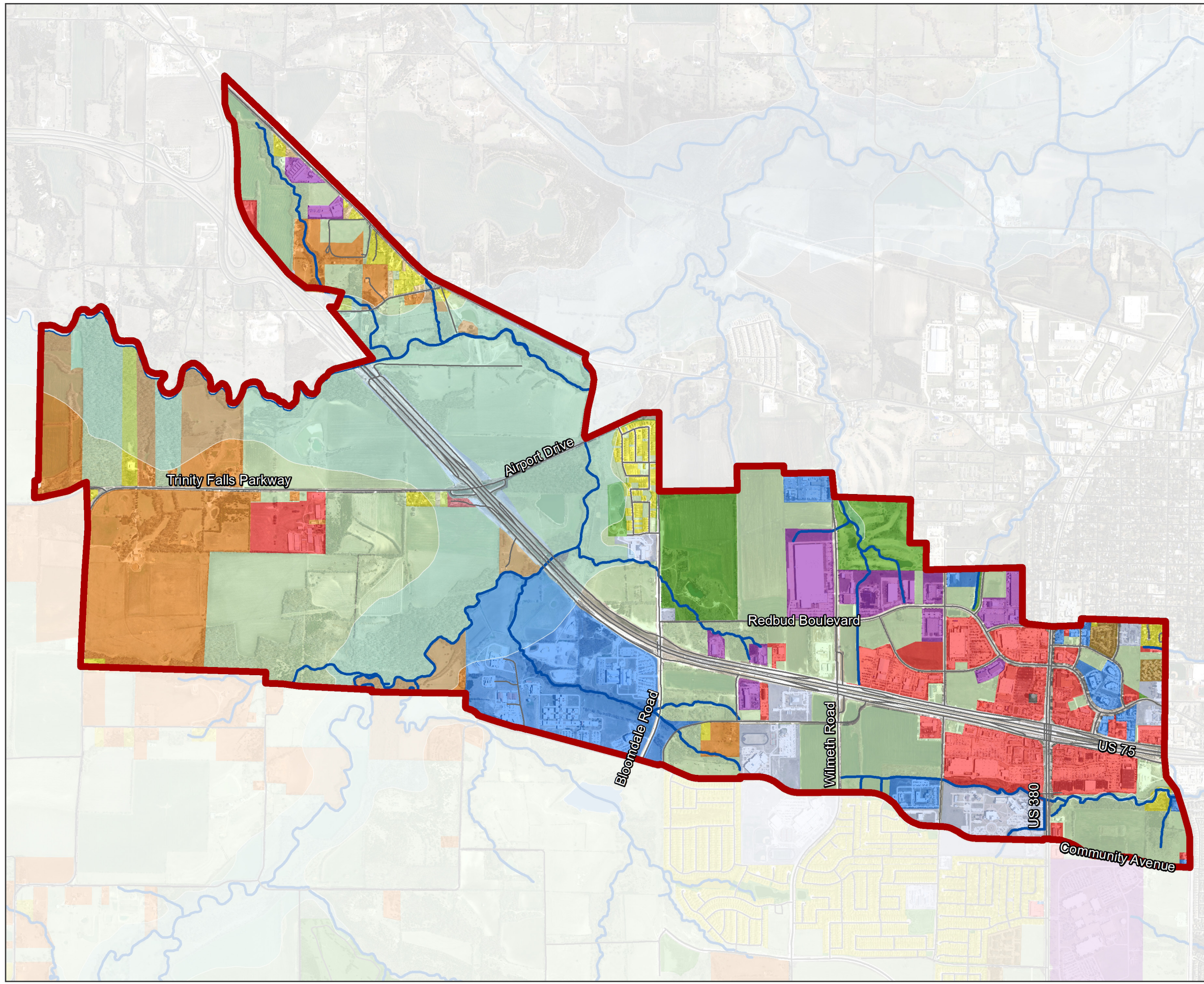


Figure 54
Sub-Areas

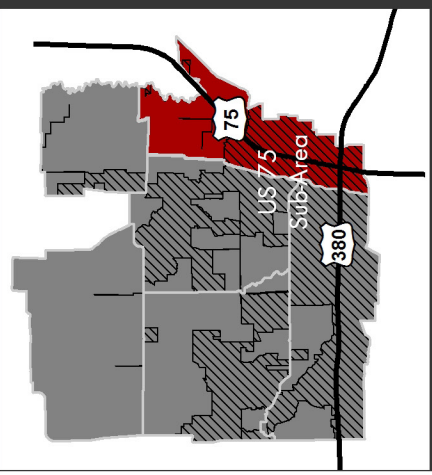
The US 75 Sub-Area

The US 75 Sub-Area is located along the US 75 corridor on the eastern edge of the Northwest Sector. It represents its most diverse mix of land uses and economic development activity in the sector. As McKinney's major north-south highway, US 75 provides a direct route to downtown Dallas. At the southern edge of the city, US 75 intersects with State Highway 121, which continues west to through Frisco, The Colony, Lewisville all the way to Dallas / Fort Worth International Airport. This connectivity makes US 75 an extremely important highway not only for the City of McKinney, but for the entire region. The US 75 corridor is home to a diverse mix of non-residential uses including office, retail and industrial. Given its intensely commercial characteristics, the Sub-Area has seen limited residential development. Major reconstruction efforts of US 75 are currently underway and will expand the capacity of the highway, creating more regional appeal and visibility for economic development opportunities.

The following maps show the existing land use and major features within the Sub-Area.

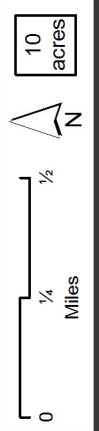


Locator Map



Existing Land Use
US 75 Sub-Area

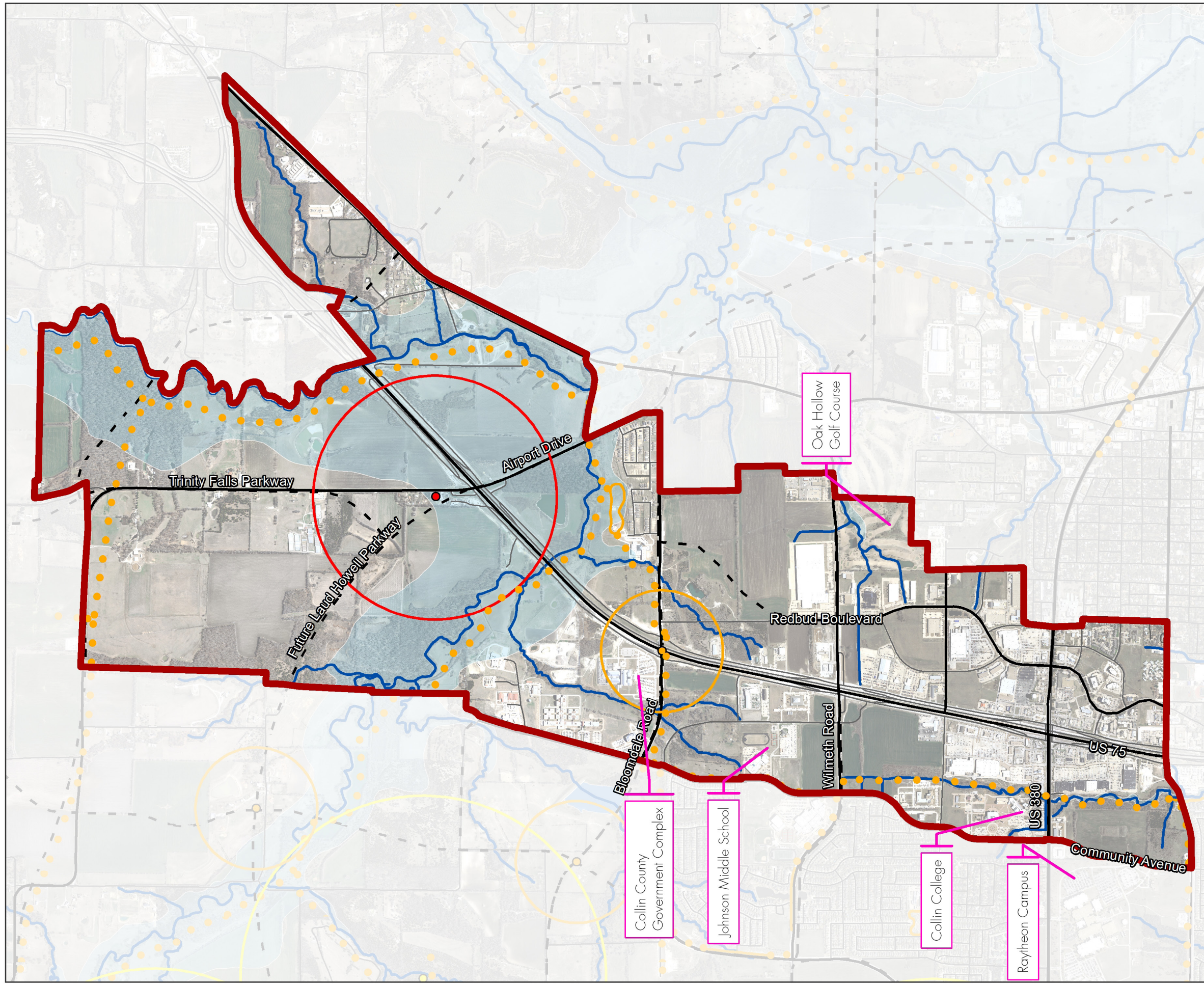
Scale & Map Information



Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.

Legend

- | | |
|-------------------------------------|-------------------|
| Single Family Residential | Sub-Area Boundary |
| Farm & Ranch Single Family | City Limits |
| Single Family Manufactured Home | Road |
| Multi-Family Residential | Stream |
| Retail/Service | Lake |
| Office | Floodplain |
| Industrial | |
| Institutional | |
| Parks & Open Space | |
| Utilities | |
| Agricultural, Undeveloped or Vacant | |



Legend

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area

Scale & Map Information

0 1/4 1/2 Miles

10 acres

N

Locator Map

Major Features
US 75 Sub-Area

Three growth and development priorities have been identified for the US 75 Sub-Area and they are:

(a) Leverage US 75/Laud Howell Parkway Intersection and Collin County Government Complex as Anchors for Regional Commercial Development

With over 1,600 employees as of 2014, the Collin County Government Complex is one of the largest employers in McKinney and brings visitors from around the county on a daily basis. The entire campus sits on just over 270 acres and includes over 1 million square feet of administration, court, service, and office uses for the county. At present, the Collin County complex serves as the northernmost limit of evident commercial activity along US 75 in McKinney. However, a mile north of the County complex is the US 75/Laud Howell Parkway intersection, which is marked as a prime regional commercial opportunity

for McKinney. Ensuring that the regional commercial opportunity is realized could transform this highway node into a regional hotspot, with the Collin County complex serving as the doorway into a true regional office, service and retail campus.

At the highway intersection of US 75 and Laud Howell Parkway, development should be programmed in such a way that at least a half-mile radius around the intersection is done comprehensively and creates a regional campus that is reflective of the Northwest Sector Place Type Planning Principles for regional commercial developments.

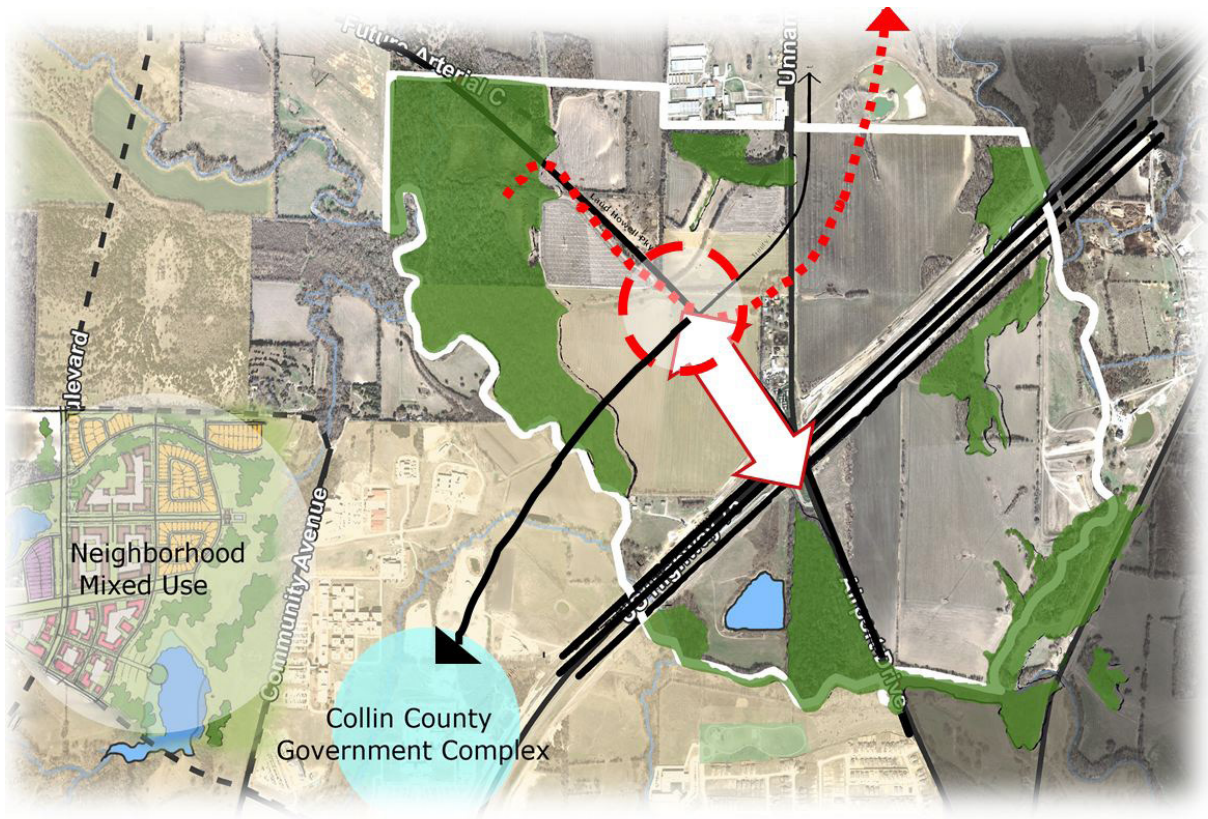


Figure 55
Close proximity of major regional opportunities near US 75 and Laud Howell Parkway

(b) Establish Area East of US 75 as ‘Business Park District’

The area east of US 75 and south of Bloomdale Road already exhibits a clear non-residential development pattern. Redbud Boulevard serves as the north-south spine of this area and helps to support several mid-to large- scale industrial developments, including the former Blockbuster facility (an approximately 800,000 square foot building that is now partially leased by the United Parcel Service (UPS). Because of the existing development patterns and the propensity for existing and future thoroughfares (Airport Drive, US 75, Redbud Boulevard) to provide direct access to/from major commercial hubs, this area is ripe for future office and warehouse office development potential. Figures 56 and 57 illustrate the concept of a business park ‘district’ that includes appropriate non-residential uses for the location. The eastern portion of the US 75 Sub-Area has ample transportation options and access to a major regional highway, making it a good location for this type of development.

(c) Identify Community Avenue as Western Edge of Intense Commercial Development

As intensive commercial development is expected to grow along the US 75 Corridor, consideration must be given to protect surrounding neighborhoods so there is a logical progression from residential to commercial. A starting point for this could be to define Community Avenue as the clear periphery for intense commercial development patterns that will occur west of US 75. Currently defined as a minor four-lane arterial in the City’s Master Thoroughfare Plan, the functional cross-section of Community Avenue could be reexamined to address local (residential) and regional (commercial) needs. Improvements such as enhanced landscape zones, a multi-purpose trail, or a landscaped median could provide a much needed buffer from commercial properties to adjacent residential subdivisions.



Figure 56
PetrolValves , Powers Brown Architecture



Figure 57
Sentry Gateway , Powers Brown Architecture