

Northwest Sector Study
City Council Work Session
City of McKinney
Development Services – Planning



What is the Northwest Sector Study?

Purpose:

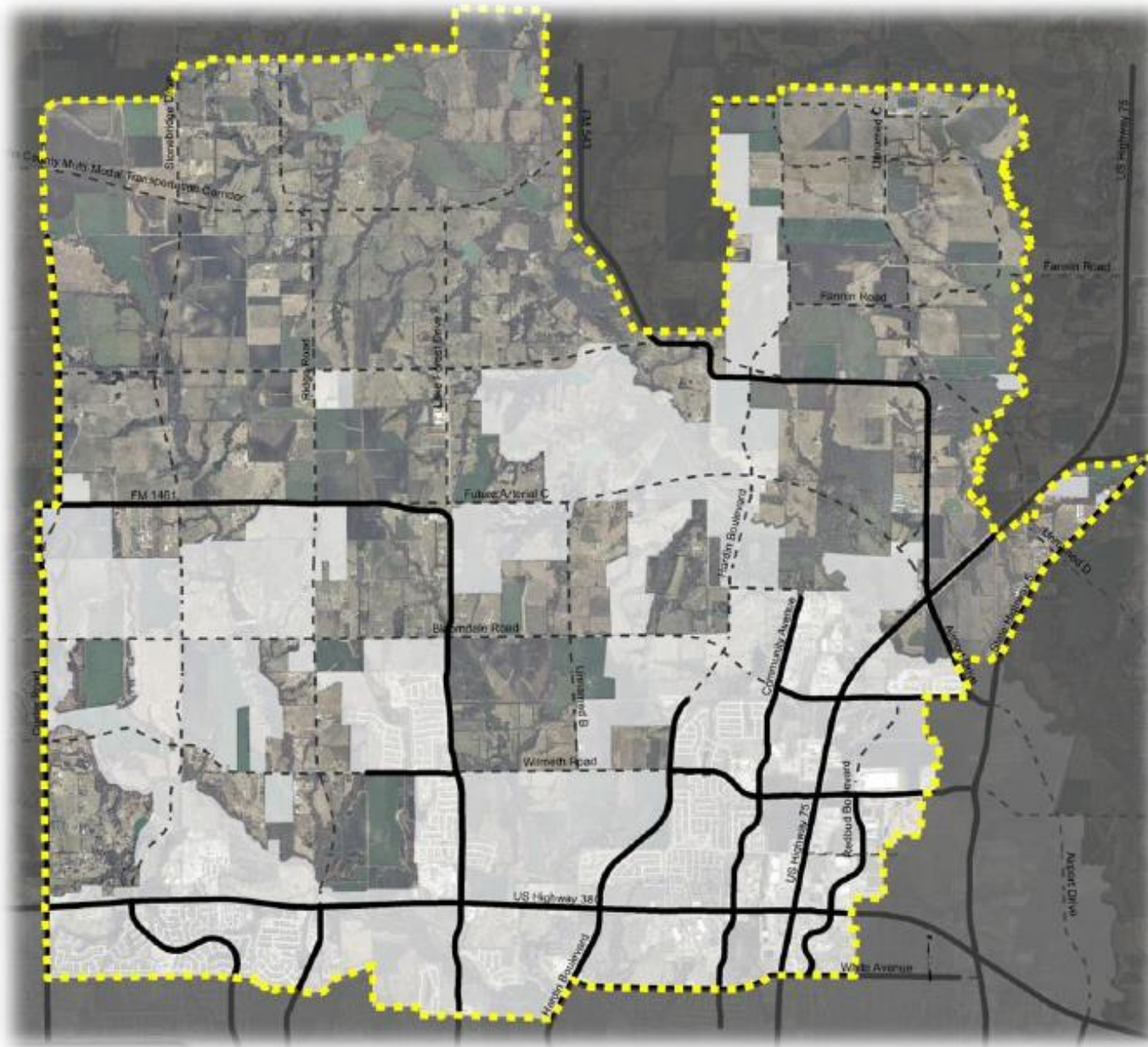
Develop detailed plans to address the issues, opportunities, and priorities for the northwest sector. This includes annexation strategies, infrastructure investment strategies, land use patterns, transportation systems, and economic development opportunities.

Major Study Components:

- Project initiation (Summer 2013)
- Initial Public Outreach Effort (Fall/Winter 2013)
- Develop Alternatives and Strategies (Spring/Summer 2014)
- Continued Public Outreach (Spring/Summer 2014)
- Creation/Adoption of Northwest Sector Report (Summer/Fall 2014)
- Activation of Targeted Implementation Tasks (as directed)



Study Area



- Approximately 30,000 acres
- North of US 380 and west of US 75.

Steps Already Taken...

Thus far, staff and the consultant team have...

- ✓ Conducted preliminary analyses of the study area (30,000 +/- acres) including but not limited to market analysis, land use analysis, an inventory of natural features, and a review of existing infrastructure.
- ✓ Hosted four small-group discussions with nearly 20 prominent property owners, representatives, and developers within the study area
- ✓ Met with members of the City Council in individual or small-group settings
- ✓ Hosted a public open house to kick-off the Northwest Sector Study for local residents, community leaders, and interested stakeholders (~200 attendees)



Preferences for Future Growth

Outreach efforts revealed preferences/desires of citizens, public officials, and developers. A desire exists to...

- Overcome infrastructure investment hurdles
- Improve the development process
- Encourage high-quality development
- Maintain a diverse tax base
- Promote destinations and activity centers
- Embrace the natural setting of the Northwest Sector



Images from Montgomery Farm and Watter's Creek in Allen

Developing an Approach for Moving Forward

- BROAD RECOMMENDATIONS BY SUB-AREA
 - Identify six smaller sub-areas of the study area; and
 - Establish 3 to 5 broad-based recommendations for each to establish nuanced considerations that accurately capture opportunities, issues and guiding principles for growth.
- IDENTIFY 3 CATALYST SITES
 - Identify three key catalyst sites that will be demonstrative of the development patterns and quality sought over the long-term; and
 - Utilize these key sites as an opportunity to activate desired development in the Northwest Sector.



Potential Catalyst Sites

- Original criteria for potential catalyst sites...

Residential

- Proximity to natural features

Mixed-Use

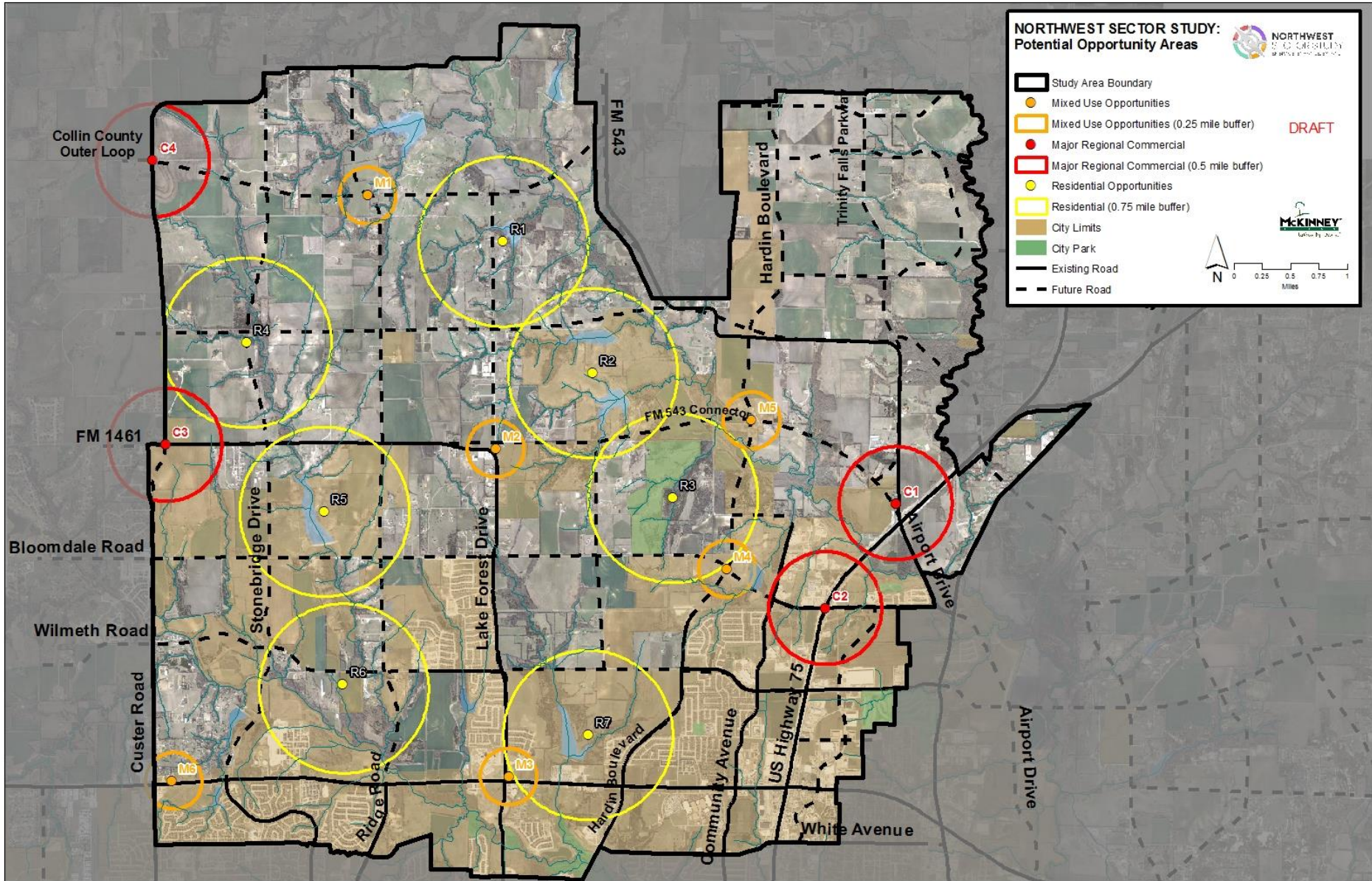
- Identified in Future Land Use Plan

Major
Regional
Commercial

- Intersection of existing or future major regional corridor



Potential Opportunity Areas



Evaluation of Opportunity Areas

Staff and the consultant team will utilize an assessment matrix to evaluate which of the opportunity areas are most suitable for serving as catalyst sites.

Evaluation Criteria



3 Catalyst Sites

- ✓ Proximity to existing arterial roads
- ✓ Proximity to existing municipal infrastructure
- ✓ Proximity to natural features and amenities
- ✓ Potential Development Interest
- ✓ Market Potential
- ✓ Activation Potential
- ✓ Existing Zoning
- ✓ Challenges to development

Residential
Catalyst

Mixed-Use
Catalyst

Major
Commercial
Catalyst



What's Next?

February 2014

- Refinement of opportunity area locations and evaluation criteria
- Assessment of opportunity sites

March 2014

- Presentation of recommended catalyst sites to City Council

Spring/Summer 2014

- Create conceptual development alternatives for each catalyst site
- Evaluate alternatives for market demand, public vs. private investment, return on investment, etc.
- Frame broad-based recommendations for each sub-area