

**INDIVIDUAL  
DISTRICT  
STRATEGIES**



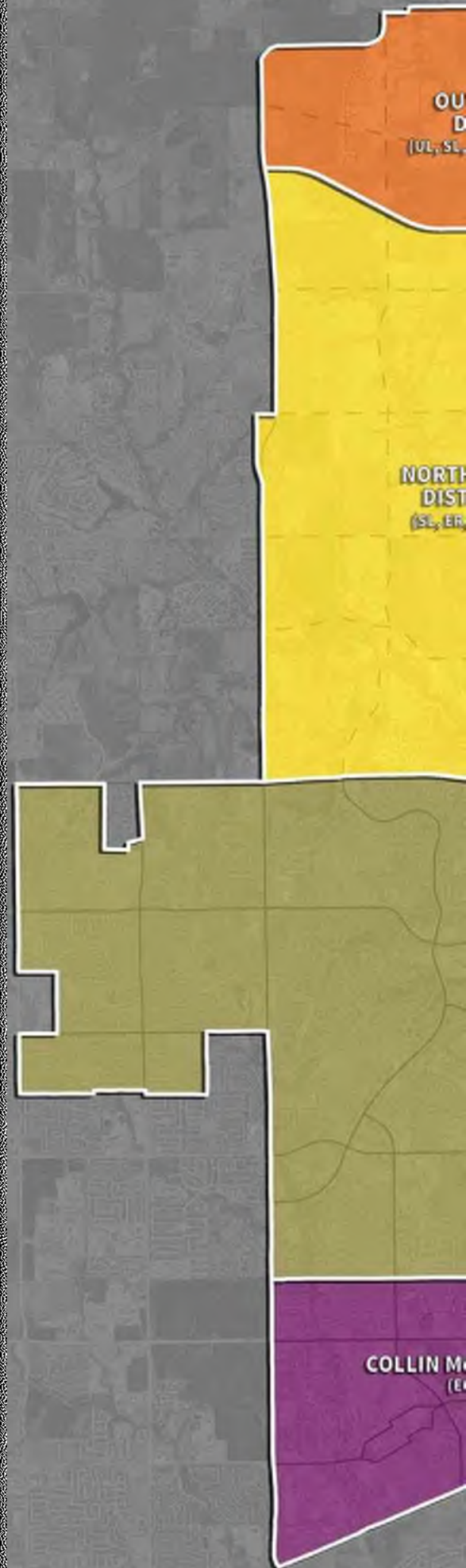
# STRATEGIC DIRECTION

## *PREFERRED SCENARIO*

The ONE McKinney Individual District Strategies component is intended to provide direction related to the desired development patterns for each district, and to inform decisions related to the timing and phasing for future infrastructure investments within the Districts. This component expands upon the Land Use and Development Strategy from chapter 3. It utilizes the information from the market analysis to provide a description and strategy that creates a unique environment that captures the purpose and intent of each district that will continue to attract people to McKinney through 2040 and beyond.

Each District consists of an intent statement, description, market analysis, and strategic direction, which provides the framework for the character and development patterns of the district. The strategic direction provides a land use diagram showing the development pattern of the identified placetypes. The development pattern combined with the intent statement, psychographics, and industry trends help to characterize the types of built environments, amenities, public spaces, and mobility options in each District. Along with the strategic direction, decision making, location, and specific use criteria were established help to provide direction related to development within the District. This approach helps to provide flexibility to changing market demand while still providing clear direction that furthers the purpose and intent of each District.

The following pages detail the individual districts and provides the Intent, description, market analysis, and strategic direction.



TER LOOP  
DISTRICT  
(EM, CC, PC, TRD)

TRINITY FALLS  
DISTRICT  
(SL, NC)

SCENIC  
DISTRICT  
(ER, SL, NC, UL)

HONEY CREEK  
DISTRICT  
(EC, PC, MU,  
UL, EM, SL)

EAST FORK  
DISTRICT  
(SL, ER, EM,  
UL, CC, NC)

AGRICULTURAL  
LIFESTYLE  
DISTRICT  
(ER, RL, SL, NC)

BRIDGE  
DISTRICT  
(NC, CC)

MEDICAL  
DISTRICT  
(PC, SL, UL, RC)

COLLIN CROSSING  
DISTRICT  
(PC, EM, CC,  
UL, SL, NC)

OAK HOLLOW  
DISTRICT  
(EM, SL, UL, MW, CC)

TOWN CENTER  
DISTRICT  
(HTC-D, HTC-S,  
HTC-R, CC, PC)

MILL  
DISTRICT  
(TRD, UL, NC)

ESTABLISHED  
COMMUNITY DISTRICT  
(SL, UL, PC, CC, NC, EM, MW, MU, AV)

SOUTHGATE  
DISTRICT  
(PC, MU, UL, SL)

BUSINESS & AVIATION  
DISTRICT  
(AV, EM, PC, MW, CC)

SKINNEY DISTRICT  
(MU, UL, PC)

HOMESTEAD  
DISTRICT  
(RL, ER)

# FUTURE LAND USE

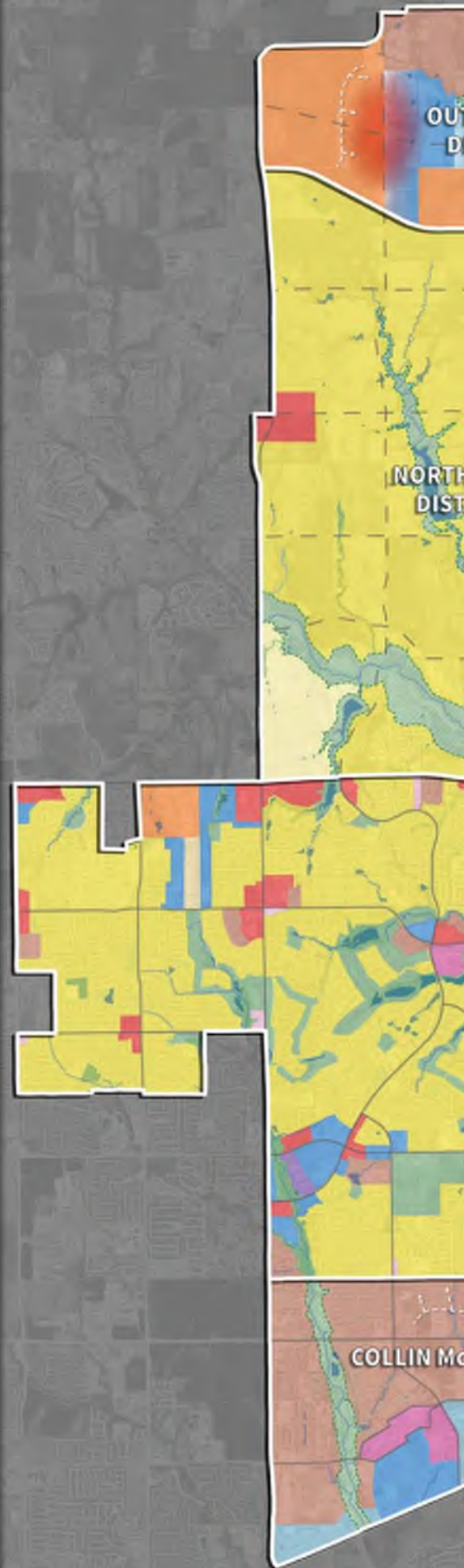
## CITYWIDE DECISION MAKING CRITERIA

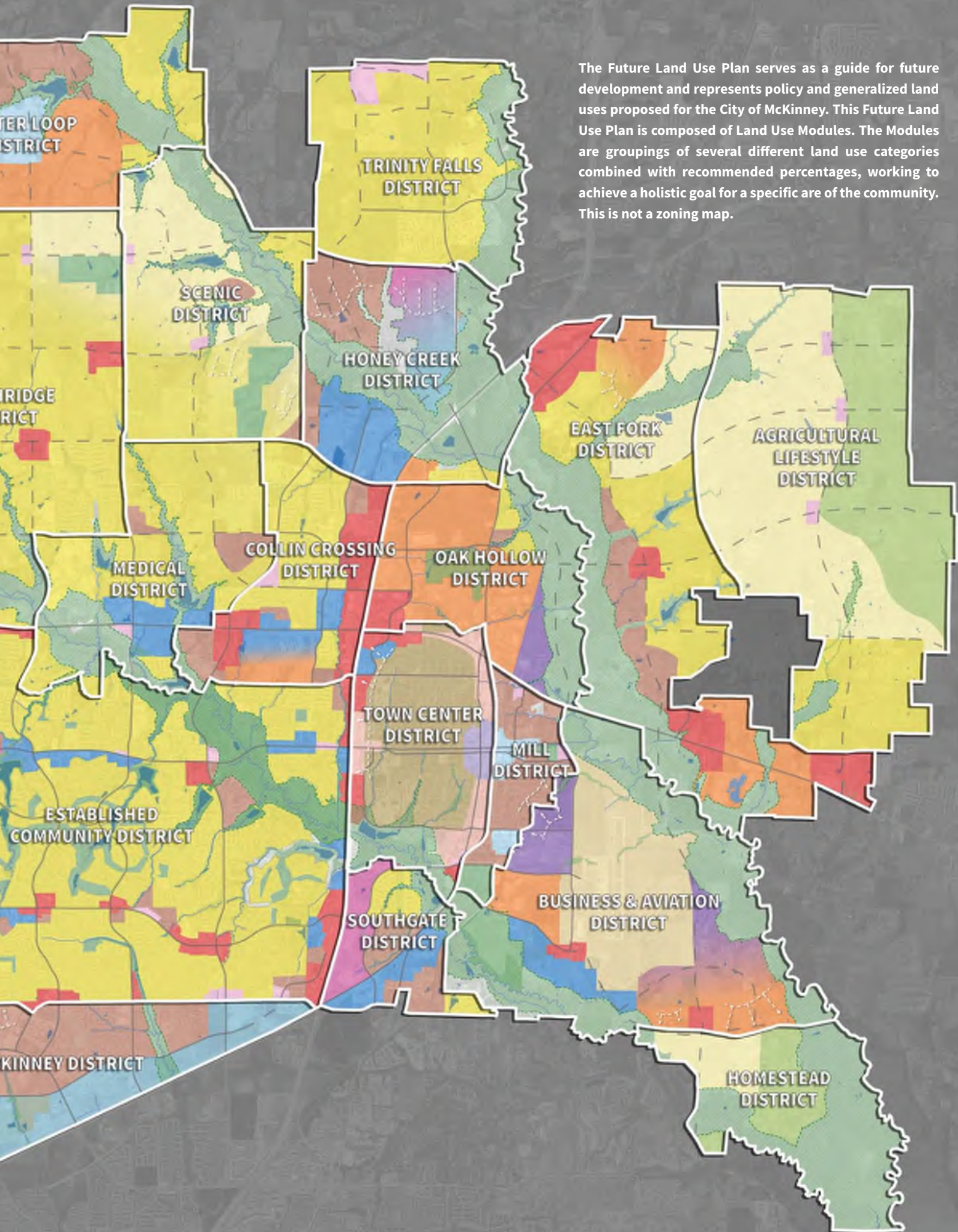
In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets the majority of the following criteria in order for it to be considered compatible with this Land Use Diagram.

The project should:

- 1. Help McKinney achieve the Comprehensive Plan's Vision and Guiding Principles;*
- 2. Advance the District's intent;*
- 3. Demonstrate compatibility with the District's identity and brand;*
- 4. Include uses compatible with the Land Use Diagram;*
- 5. Leverage and protect natural and built amenities and infrastructure;*
- 6. Strengthen or create connections to activity centers within and beyond the District;*
- 7. Create a positive fiscal impact for the City through the timeframe of the Plan (2040);*
- 8. Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;*
- 9. Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities;*
- 10. Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan's fiscal responsibility policies.*

Projects proposing placetypes other than those shown in the Land Use Diagram may be deemed consistent with this plan if they meet a majority of the decision-making criteria identified above.





The Future Land Use Plan serves as a guide for future development and represents policy and generalized land uses proposed for the City of McKinney. This Future Land Use Plan is composed of Land Use Modules. The Modules are groupings of several different land use categories combined with recommended percentages, working to achieve a holistic goal for a specific are of the community. This is not a zoning map.

# CRITERIA FOR SPECIFIC USES AND LOCATIONS

*The criteria below apply in addition to the Citywide Criteria.*

## **1. Neighborhood Commercial Location Criteria**

- a. These criteria apply to proposals for neighborhood commercial developments within areas shown as Suburban Living or Urban Living on the District's Land Use Diagram.
- b. Neighborhood Commercial uses are intended to serve residents and employees within an area of 2.5 mile radius.
- c. Neighborhood Commercial may be considered at intersections of two Principal, Major or Greenway Arterials.
- d. Neighborhood Commercial projects should be designed with vehicular access from adjacent arterials and with non-vehicular access to surrounding residential neighborhoods.
- e. Neighborhood Commercial projects should demonstrate future market support, after considering other existing and previously-approved projects in the service area.
- f. The design of Neighborhood Commercial projects should enhance the identity and brand of the District in which they are located.

## **2. Gateway Location Criteria**

- a. These criteria apply to projects and investments at locations identified as citywide or district gateways.
- b. Project design should include distinctive architecture, signage or public art that communicates the arrival into McKinney or the District's unique identity.
- c. Gateways should include elements that communicate to people arriving on foot or by bicycle as well as in vehicles.
- d. Private investment at gateways should connect to planned networks of trails and public spaces and should include those elements designated for the project area.

## **3. Urban Living Criteria**

- a. The Urban Living placetype includes a range of housing options that offer McKinney's resident's choices that are accessible, attainable and appealing.
- b. The overall residential density of Urban Living projects should be above 12 units per acre.
- c. Urban Living areas shall offer a mix of housing products and densities to avoid the over-concentration of a single housing product.
- d. A development project within an Urban Living area is encouraged to offer a mix of housing products and densities.
- e. Residential units in Urban Living projects should be designed for pedestrian appeal and community connectivity; the design of garages and vehicular access should be secondary to this primary design objective, and should be located at the rear of the buildings.
- f. Urban Living projects are encouraged to include neighborhood-serving non-residential or public uses of a design and scale compatible with the overall project.
- g. Urban Living projects should include plazas, open spaces or other features that create gathering places and community identity.
- h. Urban Living projects should provide connections for pedestrians and cyclist within the project and to destinations in the surrounding community. Where appropriate, locations for future public transportation stops should be included as well.
- i. The design of Urban Living projects should create identifiable places within the project and should reinforce the identity and brand of the District in which they are located.

## **4. Estate Residential and Suburban Living Criteria**

- a. Developments over 100 acres in size and within areas identified with Estate Residential or Suburban Living placetypes may propose a mix of these two residential placetypes within a single project.
- b. The overall project density must be consistent with the placetype shown in the District Land Use Diagram.
- c. The design, character and mobility components of the proposed project should provide a consistent overall community character and connectivity between areas of various development types.











# AGRICULTURAL LIFESTYLE DISTRICT

*Intent* - This District broadens the residential options for McKinney residents by retaining the choice of the rural lifestyle that exists in the area.



*“A range of moderate, traditional, estate and rural neighborhoods”*

## DISTRICT DESCRIPTION

The Agricultural Lifestyle District is intended to offer a choice within McKinney that achieves objectives of residents within the city as well as residents of the rest of the community. The existing development pattern in this District includes working agricultural properties, rural residential parcels, and other residential and business uses that are compatible with these activities. This is the part of McKinney where holdings are large enough to support future agricultural uses, whether traditional ranching or newer uses like local produce production and distributed energy generation. This District makes these options feasible for future McKinney residents and investors.

At the same time, there is also a market for larger lot residential communities. These may be equestrian-oriented neighborhoods or areas of rural ‘ranchettes’. The Agricultural Lifestyle District makes it possible for McKinney to offer these residential and lifestyle choices in the future.

Planning for an agricultural character in this area benefits the residents and taxpayers of the entire McKinney community. By investing in the continued success of agricultural businesses and lifestyles, this District makes a positive contribution to the overall McKinney community without the burden of urban-scale infrastructure investment by McKinney taxpayers. This District establishes a policy that does not over-extend McKinney’s fiscal resources by expanding urban scale infrastructure into this area.

## MARKET ANALYSIS

The Agricultural Lifestyle District represents the planning area’s northeastern edge and is the second largest residential District. A range of moderate, traditional, estate and rural neighborhoods will be located in relatively close proximity of each other. Despite fairly easy access to both US Highways 380 and 75 from select locations within the District, employment offerings will be largely service and retail oriented. As a fringe location within the community, and given the presence of natural open space, existing concentrations of Rural Residential are expected to expand. With the completion of enhanced trail connections along Big Branch Creek, existing and future neighborhoods will be afforded connections to commercial nodes, thereby allowing for alternative modes of transportation. Mitas Hill Vineyard, located in the northernmost portion of the District, will continue to be a destination and illustration of the area’s agricultural roots, yet afford residents with the potential for an “agrihood” demonstration neighborhood for the region.

Similar to those in the Northridge District, residents of the Agricultural Lifestyle District can be described as family-centric with a desire for access to recreational activities, both natural and manmade. Unlike the Northridge District, however, householders in this district fall across a broader spectrum of incomes, from first time home owners to executives. Individuals and families that choose this District over another residentially-dominated District will do so because access to employment centers outside of the local market will be a less important factor, while diversity among its residents and building stock will be a more important factor.

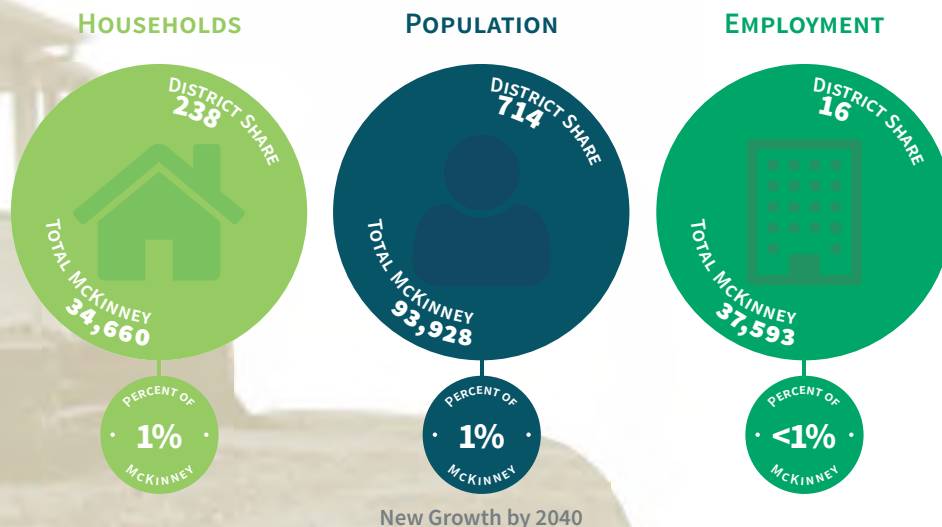
# IDENTITY, AMENITIES, & INFRASTRUCTURE

1. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the lower density residential context of the District.
2. 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.

**The City of McKinney intends to consider the following major public investments to support the success of the Agricultural Lifestyle District.**

1. Update the City’s infrastructure plans to ensure that they support the desired character of this District’s development.
2. Engage residents and property owners of this area to determine whether or how public amenities and initiatives (trails, community gardens, active recreation, business assistance and others) should be provided to support the desired character of this District.
3. Consider economic development incentives and initiatives that support the economic vitality of agricultural and related uses in this District.

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



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Estate Residential** is the first of two character-defining placetypes (CDP) in this District. It is intended to provide housing for residents of McKinney that desire larger lot neighborhoods, and begins the transition between the more traditional suburban residential neighborhoods in McKinney and less intensely developed areas of Collin County. In this District, areas of Estate Residential predominately follow and maximize existing natural amenities such of creeks, floodplains and tree stands.

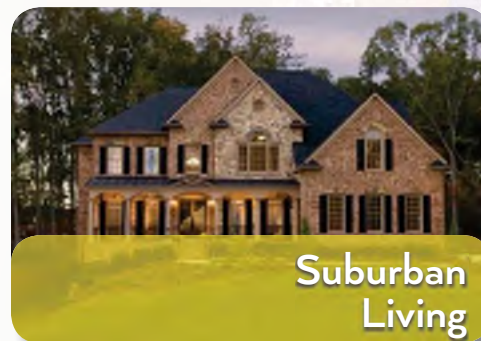
2. **Rural Residential** is the second character-defining placetype (CDP) in this District. It is intended to provide a location for residents of McKinney that want larger parcels of land and a more country atmosphere. This placetype forms a transition between McKinney and adjacent communities with a more rural character.

3. The **Suburban Living** placetype is located on the southern edge of this District and is intended to provide a transition between the low density

placetypes that define the majority of this District and the traditional residential neighborhoods and non-residential areas in the adjacent East Fork District. Non-residential development consistent with the Neighborhood Commercial placetype could be within the Suburban Living areas at appropriate locations to offer small-scale and supporting commercial developments compatible with suburban residential neighborhoods.

4. In addition to appropriate locations within the Suburban Living areas, Neighborhood Commercial should primarily be focused around the key intersections indicated on the Diagram and should provide supporting neighborhood services for residents in the District. However, an over-concentration of these uses could create problems with viability and community character over time. As such, some deference should be shown to the market for determining the appropriate amount and specific location of this placetype around these intersections.

## PLACETYPES



# LAND USE DIAGRAM

## PSYCHOGRAPHICS

- BB Boomburbs**
- MB Middleburg**
- SM Soccer Moms**
- PP Professional Pride**






## INDUSTRY TRENDS

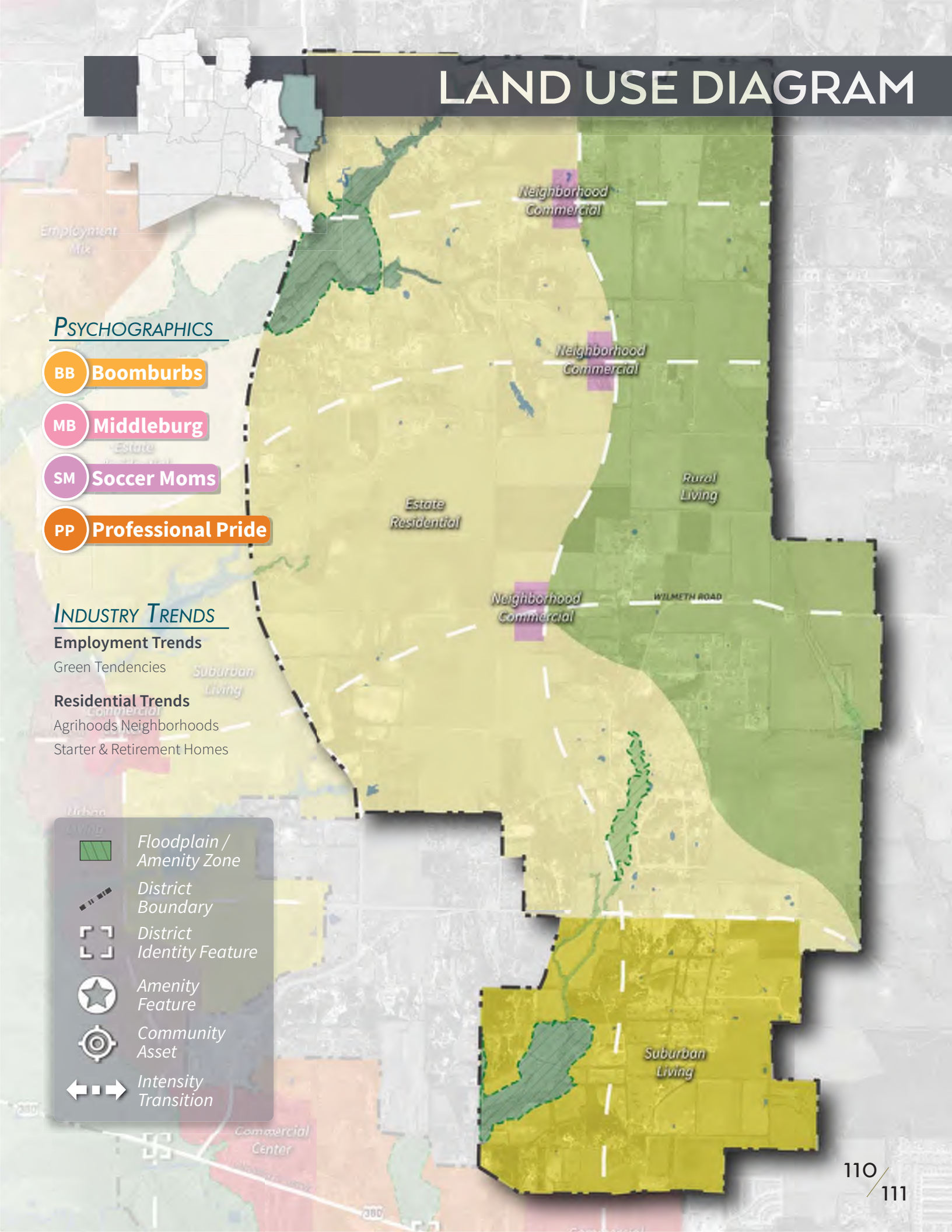
### Employment Trends

Green Tendencies

### Residential Trends

Agrihoods Neighborhoods  
Starter & Retirement Homes

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







# 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 campuses. 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

1. **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.

2. **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.

3. Like the manufacturing and warehouse area, the **Professional Campus** locations are focused on meeting the needs of a particular segment of business and of these

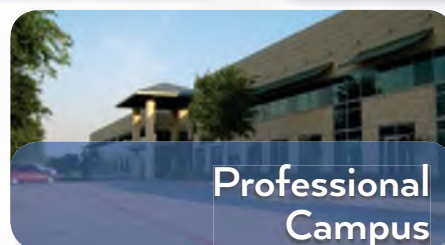
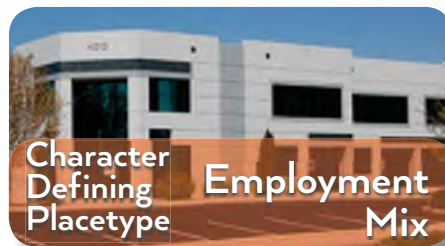
companies' employees. This part of the District should include a mix of supportive activities for the higher employment intensity found in a professional campus setting. These include additional restaurants, gyms and consumer-oriented services, so employees working here find it a convenient and attractive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

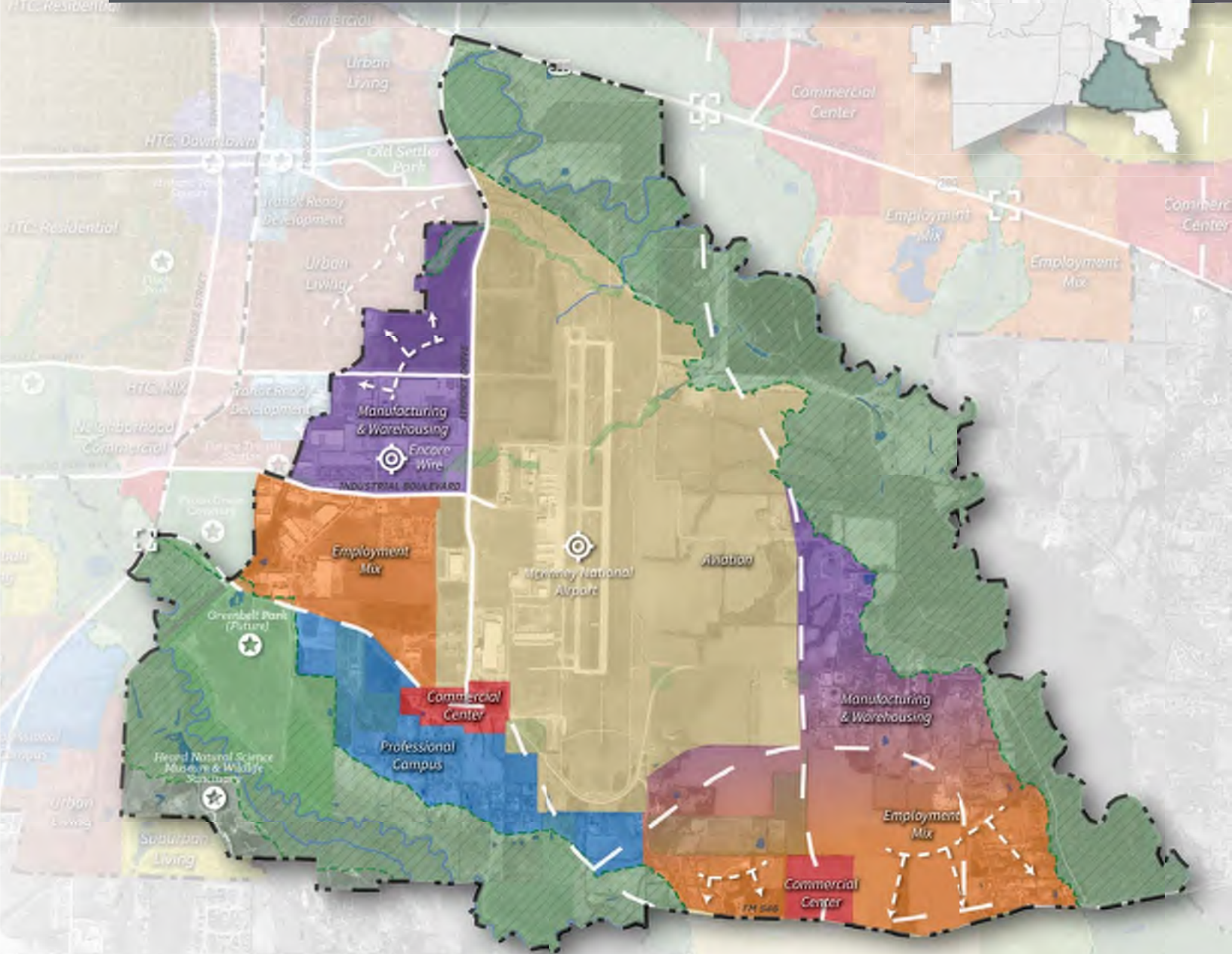
5. **Commercial Centers** should be located at major intersections in the District and are intended to provide supporting retail services and restaurants for the significant employment base that will develop in this District.

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.

## PLACETYPES



# LAND USE DIAGRAM



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

## 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

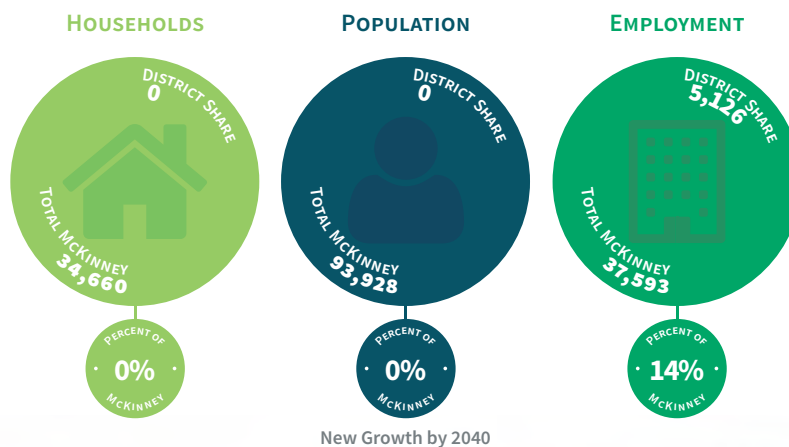
- Logistics Sector Growth
- Texas Economic Growth
- Return to Manufacturing
- Flexible Use Space
- High-Growth High-Tech

# 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.







# COLLIN CROSSING DISTRICT

*Intent - This area capitalizes on the existing business and educational opportunities created by Raytheon and the Collin College Central Park Campus. Residents of existing neighborhoods and the students and faculty of Collin College can also benefit from appropriate and convenient employment, retail and housing choices.*





# DESCRIPTION

The Collin Crossing District builds on two important existing Community Assets – the Collin College Central Park Campus and Raytheon’s business campus. Due to these assets, the character-defining placetype of this District is Professional Campus. In this particular District, this Professional Campus placetype encourages job growth by companies similar to Raytheon – office, technology and knowledge worker employment. Employment Mix provides a location for businesses that combine the employment found in a Professional Campus area with some lighter manufacturing or distribution functions. In this District, businesses can find locations to commercialize new technologies and students from the College can find jobs in their fields. US 75 and US 380 also make these desirable and visible business locations.

A significant part of this District is already developed. Therefore, the businesses that locate in the remaining vacant areas should provide job opportunities close to home for District residents - an advantage that should help

these neighborhoods remain desirable and thriving over time. New areas for Urban Living uses are proposed south of US 380 and the Districts northeast corner in locations that already have momentum for developing as such. Walking and biking connections should make it easy for people who live in these areas to reach the Collin College campus without driving.

While the Collin Crossing District is not envisioned as a major regional commercial center, it does include a location for a Commercial Center at US 380 and Hardin Boulevard. This center should serve residents of this District and areas to its north.

Collin Crossing is envisioned as one of McKinney’s primary destinations for ‘Creative Class’ people and companies. To appeal to this group, the development quality must be high and the District must be a place with a memorable character. High quality public improvements will establish desired quality levels in private investment.

## *“McKinney’s primary destination for ‘Creative Class’ people and companies”*

Among the 17 Districts which comprise the planning area, this District is one of only five with a non-residential use as the character-defining placetype. The emphasis on non-residential product types is supported by the fact that the Collin Crossing District is forecasted for the third fewest number of households and population totals, yet the fourth highest number of employees.

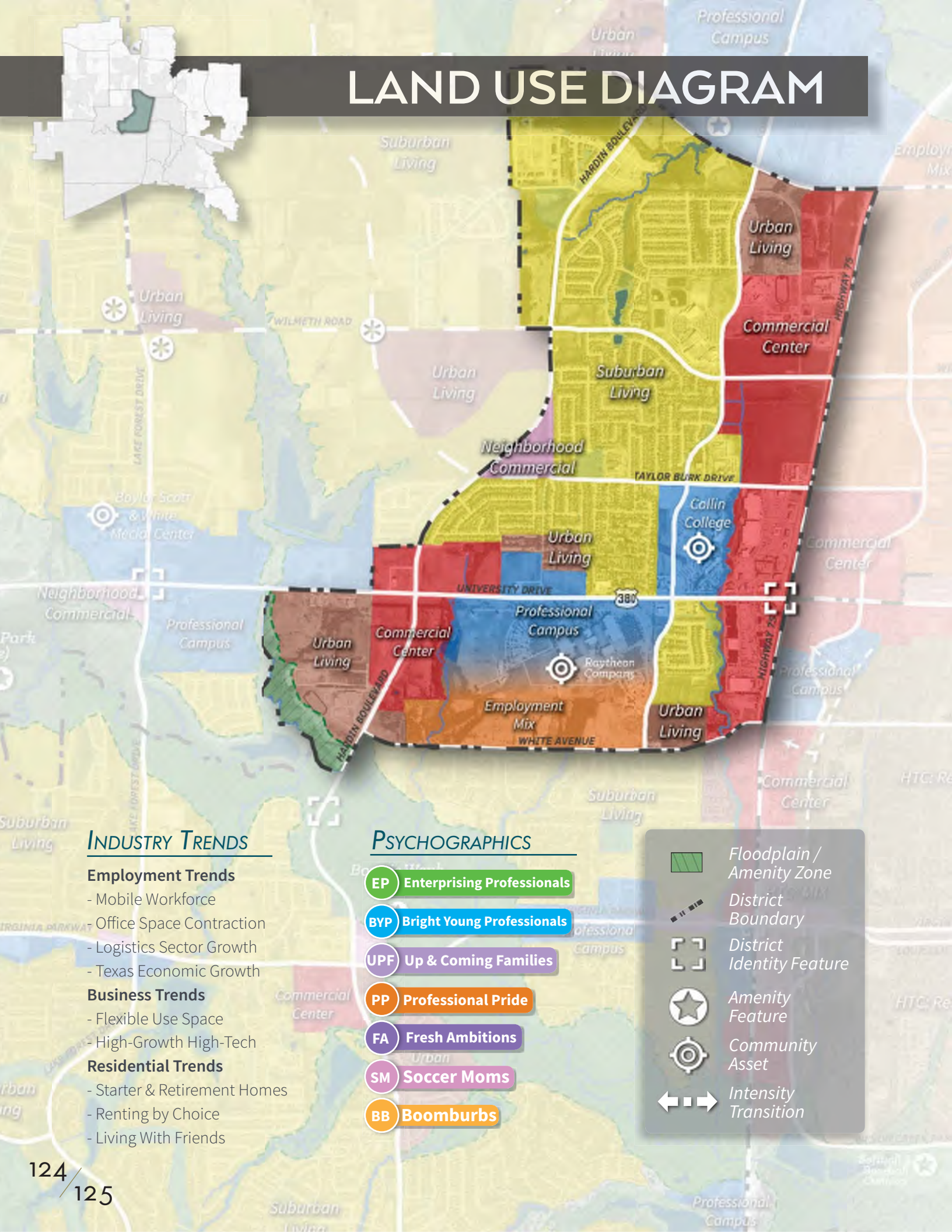
New Housing planned in this District is limited to urban residential product types, consistent with multi-story market rate rental projects, but also potentially including row homes, townhouses, and stacked flats. Employers within the District will be located in a variety of building types ranging from mid-rise office buildings to lower impact industrial buildings, including flex office, light industrial, research and development, and incubator space, the latter

tailored to the cost-sensitive needs of young and retired entrepreneurs. Commercial stores, restaurants and lodging facilities will be among several supportive uses primarily targeting the District’s daytime population.

Whereas new housing in this District is largely limited to urban product types at densities higher than those found in most of the other Districts with any sizable concentration of housing, the development emphasis is on growing the community’s primary job base. Among its limited number of residents, they primarily fall within the Millennial and Generation Y age cohorts. They are diverse in their ethnic profile, primarily single, living in one- and two-person households, and the latter are generally unrelated individuals.

# MARKET ANALYSIS

# LAND USE DIAGRAM



## INDUSTRY TRENDS

### Employment Trends

- Mobile Workforce
- Office Space Contraction
- Logistics Sector Growth
- Texas Economic Growth

### Business Trends

- Flexible Use Space
- High-Growth High-Tech

### Residential Trends

- Starter & Retirement Homes
- Renting by Choice
- Living With Friends

## PSYCHOGRAPHICS

**EP** Enterprising Professionals

**BYP** Bright Young Professionals

**UPF** Up & Coming Families

**PP** Professional Pride


**FA** Fresh Ambitions

**SM** Soccer Moms

**BB** Boomburbs

 Floodplain /  
Amenity Zone

 District  
Boundary

 District  
Identity Feature

 Amenity  
Feature

 Community  
Asset

 Intensity  
Transition

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Professional Campus** is the character-defining placetype in this District and is predominately characterized by the Raytheon campus and Collin College Central Park Campus. In this particular District, the Professional Campus placetype is intended to attract companies desiring close proximity to the Collin County Government Center, Collin College or Raytheon. Design standards and technology infrastructure should be high to attract these employers.

2. Although not a character-defining placetype, **Employment Mix** in this District should include businesses that provide supporting services to Raytheon and other new corporations that will locate in the District that desire a location with close proximity to those corporations.

3. The **Commercial Center** placetype is shown at the intersection of US 380 and Hardin Boulevard and along US 75 from Bloomdale Road to White Avenue. Given the District's central location in McKinney along two of the community's major regional arteries (US 75 and US 380), developments in these locations should provide major retail services and restaurants for the significant residential and employment base in this area.

4. **Neighborhood Commercial** in this District should be located along White Avenue and Hardin Road, and should

provide smaller, neighborhood supporting businesses for the existing residential areas in this District, as well as the adjacent Medical District and Established Community to the west and south.

5. The **Urban Living** and **Suburban Living** placetype shown in this District is intended to provide housing choices for employees of Raytheon and for the nearby Collin County Government Center just north of the District. 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. This placetype should be located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to existing suburban neighborhood development. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

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.

## PLACETYPES

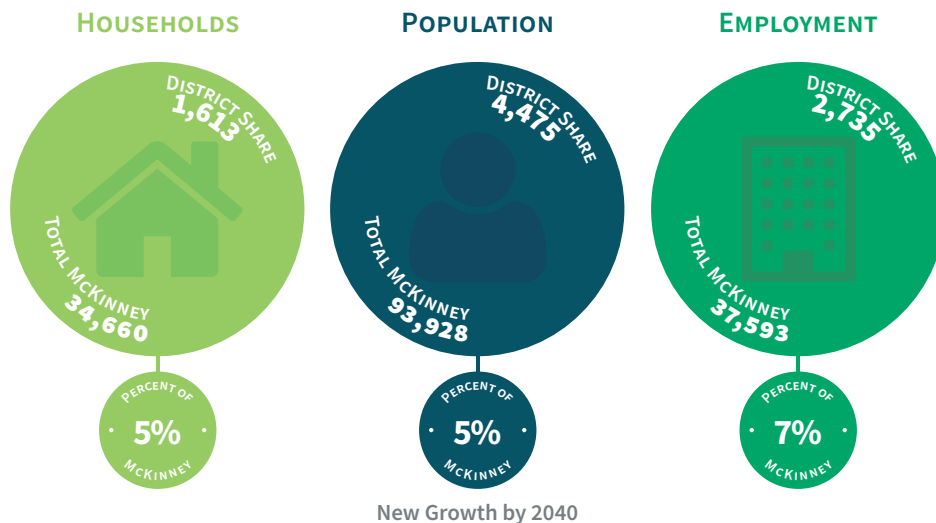


# IDENTITY, AMENITIES, & INFRASTRUCTURE

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. The Community Assets on the Diagram denote the Collin College Central Park Campus and the Raytheon campus. New development in this District should be focused on the synergies created by having these assets in the District.
2. A District Identity Feature should be located at the intersection of US 380 and US 75. This feature should serve as a key gateway and should establish an overall character and brand for the district. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
3. A multi-purpose trail should be located along the floodplain area adjacent to the Urban Living placetype. This trail will provide additional amenity to the future development in the area, and should provide connectivity to the regional system.
4. Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Collin Crossing District.

The graphic that follows provides a profile of the Collin Crossing 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. Creation of a Major Gateway for McKinney at US 75 and US 380.
2. Extension and expansion of Hardin Boulevard and Wilmeth Road.
3. Way-finding, streetscape design and other investments that encourage non-automobile travel between Collin College, employment centers and neighborhoods within the District.
4. Partnerships between the College, MISD, the City and area employers to offer job training and placement, mentoring and similar opportunities for District residents and College students to find jobs with companies in the District.
5. Partnerships between the College and area employers to offer support technology transfer based on Collin College research and development.







# COLLIN MCKINNEY COMMERCIAL DISTRICT

*Intent - This District provides a highly desirable location for major corporations, regional retail centers and other businesses that prefer a location along a major regional highway and offers McKinney residents substantial job opportunities and many choices for shopping, dining and entertainment.*





# DESCRIPTION

The Collin McKinney Commercial District will accommodate the majority of new and expanding regional and national retail and commercial service operators. This District is expected to have the highest number of new jobs by 2040. Customers for these businesses will include employees in the McKinney Corporate Center, residents of the Craig Ranch master-planned community, and commuters using the Sam Rayburn Tollway for daily trips between home and work. The character-defining placetypes of this District are


Mixed-Use Center and Entertainment Center. The Mixed-Use Center and other placetypes along SH 121 continue the current development pattern with significant regional commercial, office, and vertical mixed-use opportunities. Professional Campus areas could accommodate major corporate headquarters as well. The Urban Living placetype provides convenient housing for people working in this District, commuting to other parts of the North Texas region, or who are looking for a more urbane residential footprint.

# MARKET ANALYSIS

Building on the success and momentum of the McKinney Corporate Center at Craig Ranch, the growing resident base within the existing Craig Ranch master-planned community, and its frontage along SH 121, this District will be McKinney's primary target for region-serving commercial retail and office space. It should include supporting lodging and entertainment uses, surrounded by concentrations of residential uses at densities highest near the highway corridor and lowest adjacent to existing neighborhoods.

Given the District's extensive frontage and visibility along SH 121, businesses and office tenants will include those able to support higher than market average rents and those seeking a high-profile regional location in a mixed-use environment. While maintaining a mix of uses similar to those found in the Honey Creek District, overall development levels in this District (despite a higher employee population) will be more modest than those found in Honey Creek, if for no other reason than its fewer developable acres.

*“Given the District’s extensive frontage and visibility along SH 121, businesses and office tenants will include those... seeking a high-profile regional location in a mixed-use environment”*



In addition to access and visibility from SH 121, the future extension of Collin McKinney Parkway will further define this District’s identity as a regional activity center. Urban scale residential developments will provide greater diversity to the community’s residential inventory, while raising the District’s physical profile. The Ballfields at Craig Ranch, McKinney Soccer Complex at Craig Ranch, and TPC Golf Course will serve as amenities for both employers and residents of the District, as well as visitors to the region-serving commercial operators.

The households that will find the Collin McKinney Commercial District can generally be described as smaller households of single and married individuals, some with and others without children; the latter two-earner households employed in jobs requiring professional or semi-professional skills, and incomes, either earned or investment, at or above the regional median; and, a preference for renting higher-end products within urban centers, or owning either attached or detached housing product types, either in new urban centers or modest neighborhoods located on the fringe of the community, but in the path of development.

# LAND USE DIAGRAM

## PLACETYPES



Character  
Defining  
Placetype

Entertainment  
Center



Character  
Defining  
Placetype

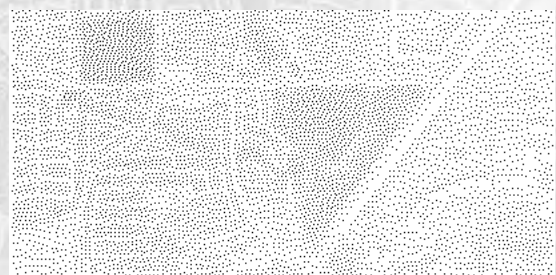
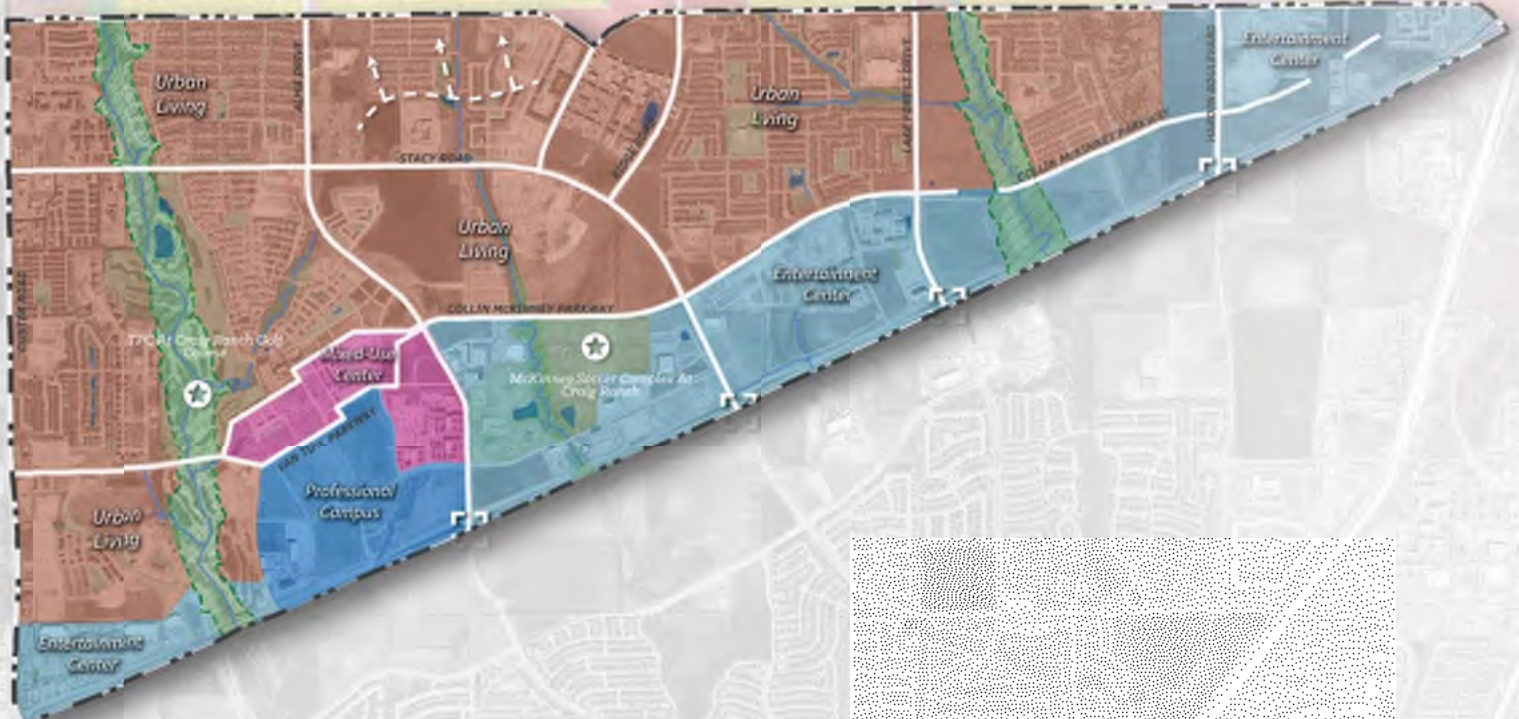
Mixed-Use  
Center



Urban  
Living



Professional  
Campus



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. The **Entertainment Center** placetype is the first of two character-defining placetypes in this District. It is intended to provide a variety of regional entertainment venues that support the needs of residents in southwest McKinney and beyond.

2. The **Mixed-Use Center** placetype is the second character-defining placetype in this District. As denoted on the diagram, Mixed-Use should be located to provide supporting retail, office and residential uses in a mixed-use environment and in synergy with the professional campus development that the Corporate Center provides. The design and density of the Mixed-Use Center development should create a walkable, pedestrian-friendly environment that has strong connections to the key amenities in the District.

3. The **Professional Campus** placetype is generally in the location of McKinney Corporate Center at Craig Ranch, and

is intended to attract a variety of corporations desiring to take advantage of the site's prominent location along SH 121. Design standards and technology infrastructure should be enhanced to support the needs of corporation and supporting businesses locating in this area.

4. The **Urban Living** placetype is intended to provide housing choices for employees of the Professional Campus and Entertainment Center placetypes. 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. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

## INDUSTRY TRENDS

### Development Trends

- 18-Hour Environments
- Suburban Centers
- Mixed-Use Environments

### Employment Trends

- Mobile Workforce

### Social Trends

- Traditional Neighborhood Design
- Aging Baby Boomers

### Residential Trends

- Starter & Retirement Homes
- Renting by Choice
- Living With Friends

## PSYCHOGRAPHICS

EP **Enterprising Professionals**

BYP **Bright Young Professionals**

RC **Retirement Communities**

UPF **Up & Coming Families**

FA **Fresh Ambitions**

MB **Middleburg**



Floodplain /  
Amenity Zone



District  
Boundary



District  
Identity Feature



Amenity  
Feature



Community  
Asset



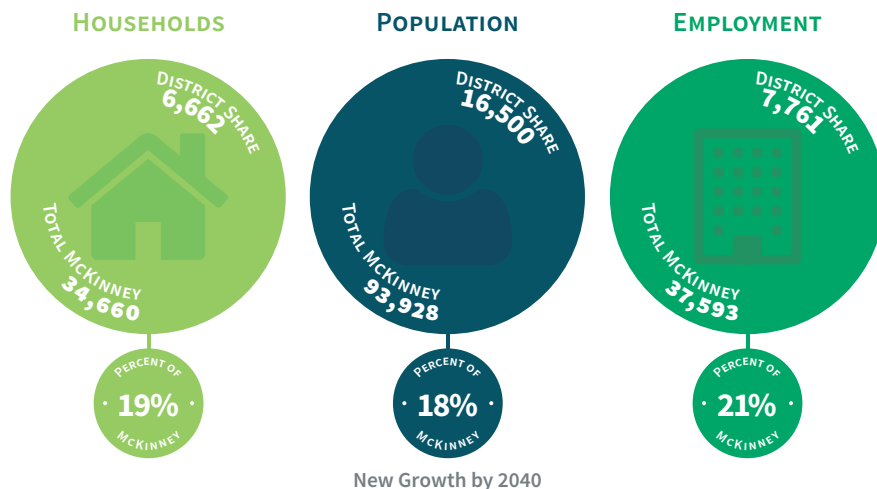
Intensity  
Transition

# 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 Identity Features should be located where the District’s major roadways intersect with the regional frontage of SH 121. These identity features signify locations for gateways/monuments into the City of McKinney with a focus on creating an overall character and brand for the Collin McKinney Commercial District. More information about these and other gateway features can be found in the Parks and Recreation Master Plan
2. Multi-purpose trails should be located along the floodplain areas of Watters Creek, Rowlett Creek, and Cottonwood Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should also have additional trails connecting the various placetypes to the regional systems.
3. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, but should also specifically support the critical mass created by the Professional Campus / Mixed-Use development context of the District.
4. Key Amenity Features in this district include the McKinney Soccer Complex at Craig Ranch , TPC Ranch Golf Course, and the Ballfields at Craig Ranch. Future development in this District should take advantage of the unique opportunities created by these amenity features.

The graphic that follows provides a profile of the Collin McKinney Commercial 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.







# EAST FORK DISTRICT

*Intent - One of the most distinctive, nature-oriented Districts, East Fork provides opportunities for people to live close to natural areas yet have a choice of housing and neighborhood types. Commercial and employment uses continue current patterns, with designs that provide compatibility and transition to the residential and natural areas of the District.*





# DESCRIPTION

The East Fork District (so named because the East Fork of the Trinity River creates its spine from south to north) seeks to make the river and related natural areas an important and distinctive amenity for the area's neighborhoods and business areas. Immediately east of the East Fork floodplain, Urban Living placetypes offer choices for people who prefer an active outdoor lifestyle or the freedom of a low-maintenance home. To the east, residential densities are reduced so they transition to the lower densities found in adjacent Districts. In the central part of the District, these areas provide for Suburban Living neighborhoods and local-serving

commercial. Areas in the northeastern part of the District offer neighborhoods with larger lot Estate Residential.

Non-residential areas in the northern and southern portions of the East Fork District are designed to take advantage of regional transportation routes and continue existing development patterns. US 75 and State Highway 5 in the north offer easy access for major commercial development, while the rail line offers transportation options for Employment Mix uses. US 380 provides the same benefits in the south.

# *“Placetypes offer choices for people who prefer an active outdoor lifestyle”*

The East Fork District is located in the northeastern portion of the planning area, largely surrounded by non-residential-dominant Districts to the west and the Agricultural Lifestyle District to the east. Despite its internal location within the community, its dominant placetypes are residential. With the East Fork of the Trinity River running along the western edge of the District, residences benefit from this unifying amenity and its associated open space. Additional attributes in the area include its access to, and frontage along US 380 and SH 5, which favors development of retail centers supporting nighttime populations in this District as well as the Oak Hollow and Agricultural Lifestyle Districts.

Residential densities within the District are programmed at levels supporting estate and suburban product types, with price points concentrated in the middle and higher

end of market averages. In the near- to mid-term, this District’s more urban residential products will develop near commercial centers.

Most households that will find this District appealing can generally be described as family-centric, with moderate to high household incomes over the regional median, possessing jobs in the technology sector or other fields requiring professional skills, and a preference for locating near family-oriented recreational activities. A much smaller group includes individuals in the Millennial age cohort, most of which are single and without children, and have varying levels of educational attainment, yet incomes insufficient to live alone.

# MARKET ANALYSIS

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Estate Residential** is the first of two character-defining placetypes in this District. It is intended to provide housing for residents of McKinney that desire larger lot neighborhoods. It begins the transition between the more traditional suburban residential neighborhoods in McKinney and less intensely developed areas of Collin County. As shown on the Diagram, Estate Residential uses should focus on the areas surrounding Fitzhugh Branch and other natural features.

2. The **Suburban Living** placetype is the second character-defining placetype in this District. It is located on the eastern edge of the District and is a transitional placetype between the denser urban residential placetype located along the East Fork of the Trinity River and the lower density residential placetypes in the Agricultural Lifestyle District. Non-residential development consistent with the Neighborhood Commercial placetype could be distributed at appropriate locations within the Suburban Living placetype.

3. The **Urban Living** placetype is located along the East Fork of the Trinity River and is intended to provide an additional housing option for employees working in this District, the Oak Hollow District, and the Business & Aviation District. 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. Non-residential development consistent with the Neighborhood Commercial placetype could

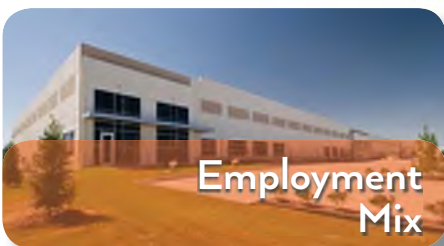
also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

4. The **Employment Mix** placetype is located along the highly accessible US 380 corridor and is intended to provide opportunities for businesses to locate along this major east/west corridor through Collin County. There is also space reserved for Employment Mix in the northern portion of the District along State Highway 5 and the rail line.

5. The US 380 Corridor is also an attractive location for Commercial Centers that will provide regional retail and services to residents and employees in this District, as well as those in eastern Collin County. US 75 and SH 5 also provide access and visibility for Commercial Centers. Special care should be taken to balance highway frontage development with the residential development south of SH 5. The intersection of Wilmeth Road and the future North-South regional highway is also a key location for this type of development to serve population of the surrounding residential placetypes as well as those in the Agricultural Lifestyle District to the east.

6. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should be located where indicated on the Diagram and is intended to provide supporting neighborhood services for residents in this District.

## PLACETYPES



# LAND USE DIAGRAM

## INDUSTRY TRENDS

### Employment Trends

- Mobile Workforce

### Business Trends

- Broad Retail Market

### Social Trends

- Expanding Millennial Market
- Aging Baby Boomers

### Residential Trends

- Starter & Retirement Homes
- Renting by Choice
- Living With Friends

## PSYCHOGRAPHICS

**BYP** Bright Young Professionals

**EP** Enterprising Professionals

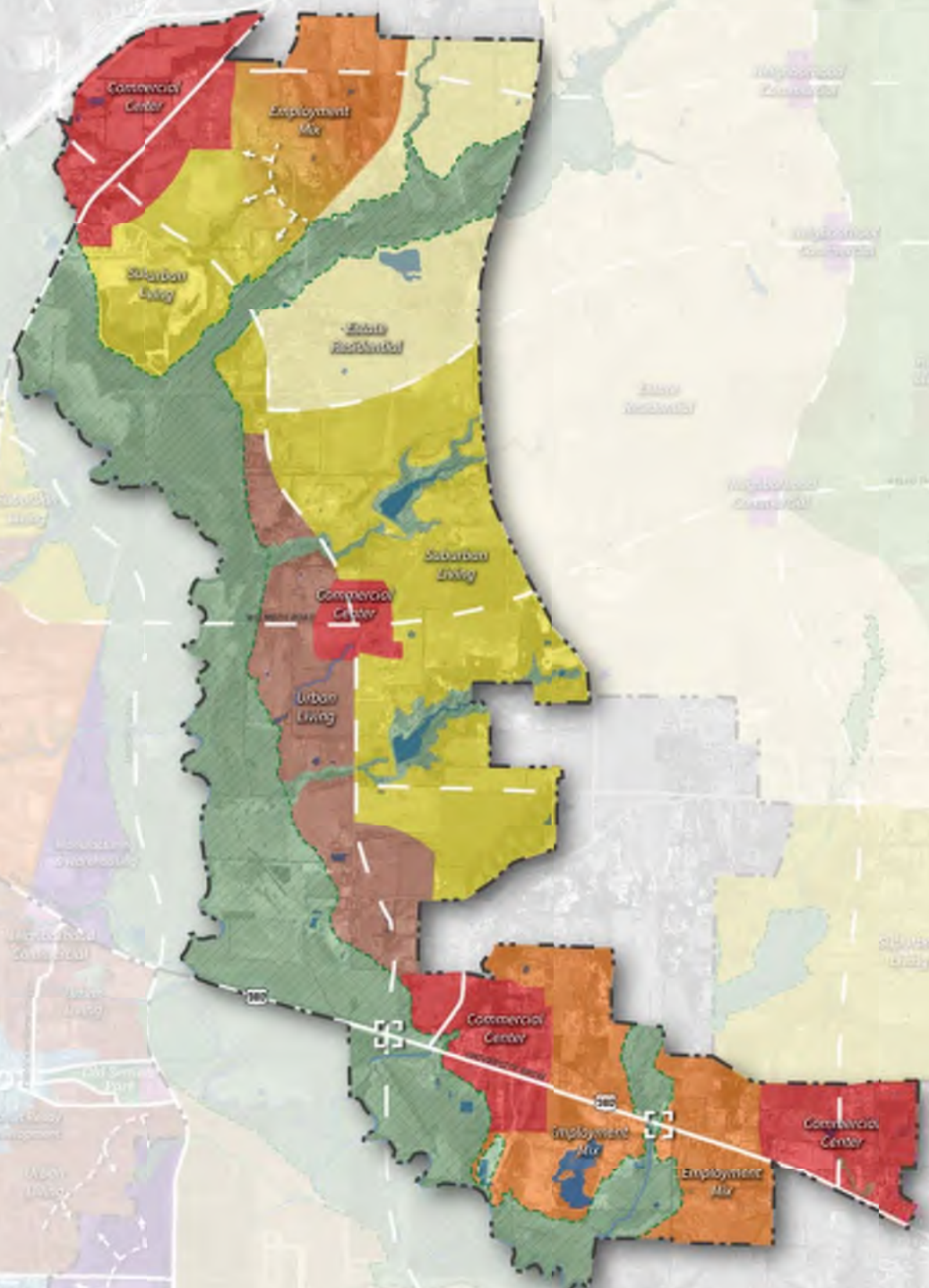
**RC** Retirement Communities

**BU** Barrios Urbanos

**FA** Fresh Ambitions

**MB** Middleburg

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

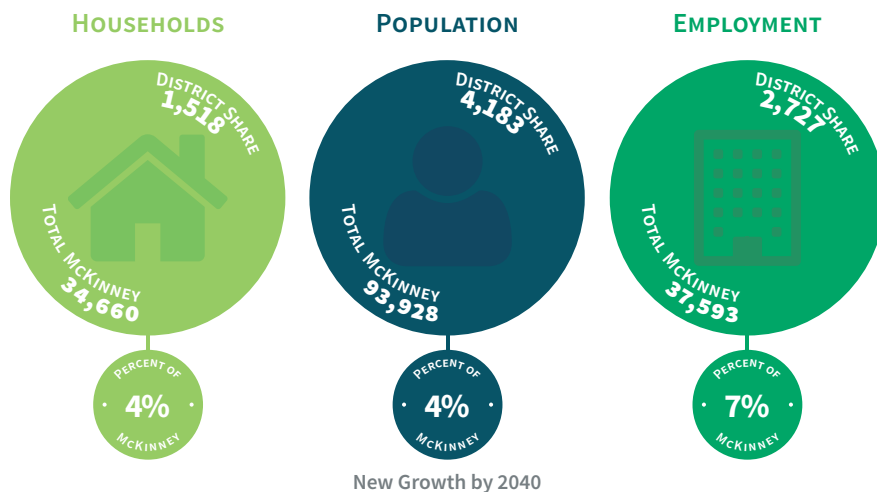


# IDENTITY, AMENITIES, & INFRASTRUCTURE

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 Identity Features should be located along US 380. These identity features should focus on creating an overall character and brand for the East Fork District. Specifically, US 380 is the main route to and through McKinney from eastern Collin County and a major gateway should signify the entrance to McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
2. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, and should respond to the multiple residential densities in the District.
3. Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River and its tributaries to provide non-motorized connectivity to the rest of McKinney and to the region.

The graphic that follows provides a profile of the Collin McKinney Commercial 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.







# ESTABLISHED COMMUNITY DISTRICT

*Intent - McKinney is a highly-desirable place to live, work and visit because of the strengths of the community that exists today. The continued success and vitality of these areas must make an important contribution to the McKinney community.*





# DESCRIPTION

The Established Community represents the area of McKinney that is predominately built-out. While this Comprehensive Plan offers strategies and a Preferred Scenario for Districts within ‘significantly undeveloped areas’, it also supports the continued vitality of McKinney’s existing neighborhoods. City leaders understand that the community’s appeal to residents, consumers, and businesses will depend on a sustained commitment to quality development and a diverse product mix in all of McKinney, not just the new growth areas.

The Established Community sets the standard of quality development and level of service that residents, consumers, and businesses have come to expect in McKinney. The development pattern for the district is primarily composed of existing residential neighborhoods which is supported by the existing retail, office, and light industrial uses. The character-defining placetype for the Established Community District is Suburban Living. Any undeveloped land that remains will continue to develop in a manner that supports, promotes and enhances the existing neighborhoods.

## *“Support the continued vitality of McKinney’s existing neighborhoods”*

Opportunities within the McKinney market are limited and largely concentrated along the major arterials that traverse the District including, Eldorado Parkway, McKinney Ranch Parkway, Virginia Parkway, and Custer Road. There are no single parcels or assemblages that would allow for a new development project of any significant size; but rather single parcels, primarily in locations that would support a further densification of existing commercial retail centers and possibly low profile primary employment products. Leveraging the Districts location near the confluence of SH 121 and US 75, users that cannot afford a site with frontage along one of these highly sought after roadways might consider an infill site with limited visibility, but easy access.

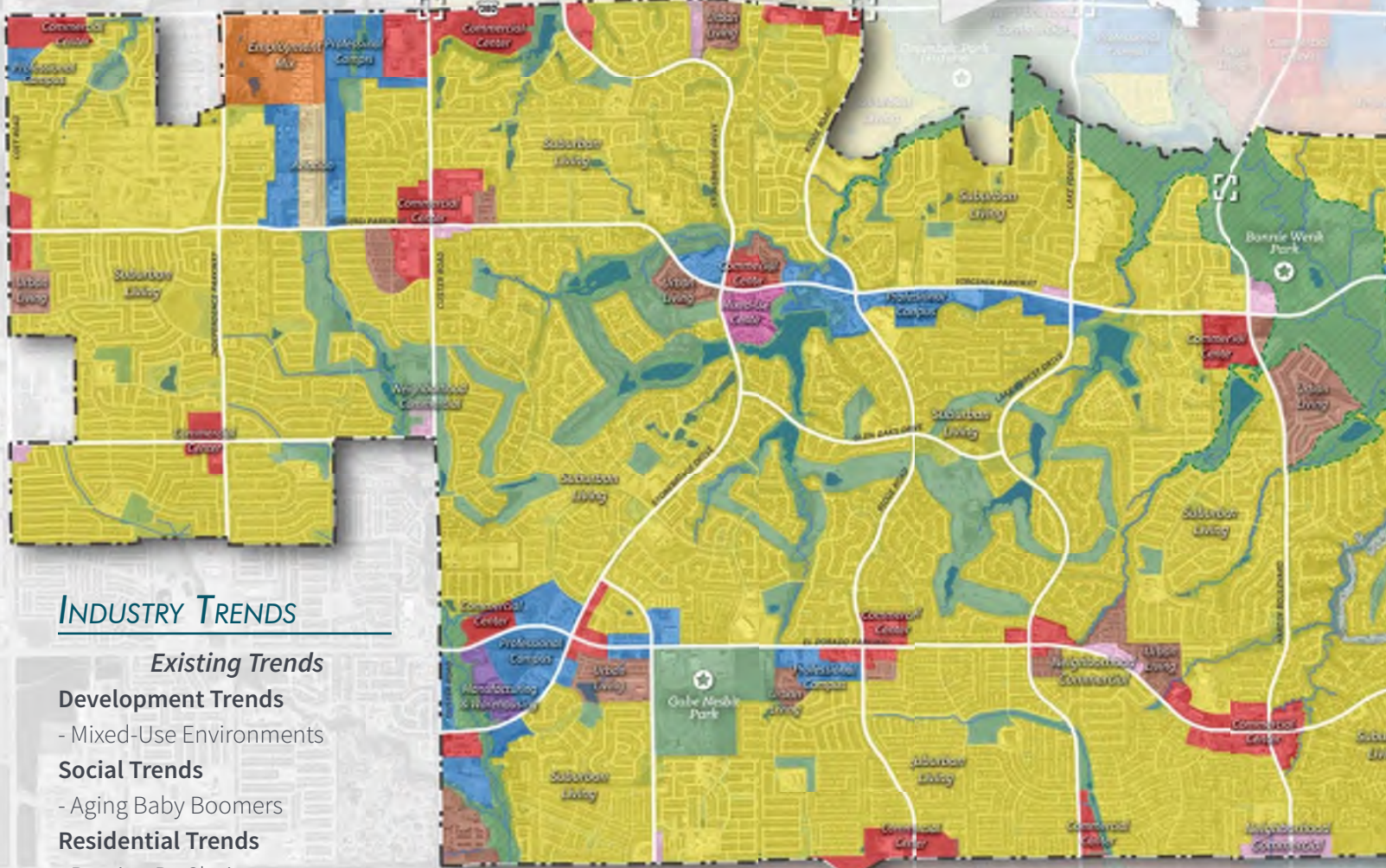
Any additional residential development in the District should complement, rather than compete with, the existing single family detached inventory. Possible

products that could effectively diversify and strengthen the area mix include attached products such as townhomes, rowhomes, and stacked flats, the latter if an appropriate urban environment is developed to support this format; and, market rate multi-family rental or other urban residential uses.

Potential threats to the high quality environment that has been established include significant stretches of commercial retail development that effectively “strip” out the commercial corridors. While small scale commercial enclaves located within residential neighborhoods and along smaller arterials rarely experience sustained success; in appropriate locations, they can serve to “break-up” the visual clutter and monotony often associated with commercial thoroughfares.

# MARKET ANALYSIS

# LAND USE DIAGRAM



## INDUSTRY TRENDS

### Existing Trends

#### Development Trends

- Mixed-Use Environments

#### Social Trends

- Aging Baby Boomers

#### Residential Trends

- Renting By Choice

### Untapped Trends

#### Development Trends

- 18-Hour Environments
- Suburban Centers

#### Employment Trends

- Encore Careers
- Office Space Contraction

#### Social Trends

- Traditional Neighborhood Design
- Demand for "Third Places"

#### Business Trends

- Broad Retail Market
- Boutique Hotel Growth

#### Residential Trends

- Starter & Retirement Homes

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

## PSYCHOGRAPHICS

-  UPF Up & Coming Families
-  PP Professional Pride
-  SM Soccer Moms
-  BB Boomburbs

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

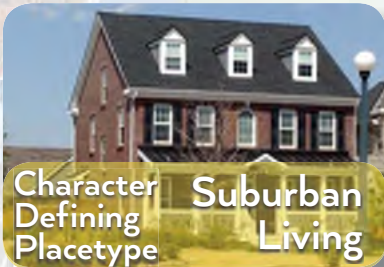
1. **Suburban Living** is the character-defining placetype in this District. It provides significant areas for single family development that set the standard for McKinney's reputation of high quality residential neighborhoods. The residential character and branding established by the existing neighborhoods should be continued and promoted throughout the District. Any infill development that occurs within this District 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.

2. The other non-residential placetypes: Commercial Center, Professional Campus, Neighborhood Commercial, Mixed-Use, Employment Mix, Manufacturing and Warehousing, and Aviation, should be located where indicated by the Diagram. These non-residential placetypes are intended to provide retail amenities and employment opportunities for residents in this District and neighboring communities.

Any infill development that occurs within this District 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

3. The Urban Living Placetype is predominantly built out within the district and provides additional housing choice for residents, professionals, and employees living and working in this District. Any infill development that occurs within this District 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.

## PLACETYPES



# 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. A District Identify Feature should be located at the intersection of US 75 and Virginia Parkway. This feature should serve as a key gateway and should establish an overall character and brand for the City of McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
2. Key Amenity Features in this District include the Gabe Nesbitt Park and Bonnie Wenk Park along with a future greenbelt park south of US 380 and west of Lake Forest Drive. Future development and infill development should take full advantage of the unique opportunities created by these amenity features.

# 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. Investment to ensure that the infrastructure in the established parts of McKinney is able to provide the same quality of service to their residents and businesses as are available in newly-development areas.
2. Engage the residents, property owners and businesses in the implementation of this Comprehensive Plan, so they choose to make their own household and business investments here.
3. Develop and fund the implementation of a Community Housing Plan to address the housing needs of McKinney's residents.
4. Retrofit the Established Community with routes for walking and biking that connect residents to businesses, shopping and other destinations where those connections do not yet exist.
5. Invest to meet transportation needs and reduce congestion in the Established Community with design that is compatible with the character of the adjacent neighborhoods and business areas.
6. Where possible, create natural areas, community gardens, public gathering places and other amenities within the Established Community.







# HOMESTEAD DISTRICT

*Intent - This District provides a continued focus on the rural character and lifestyle that currently exists in the area today.*





# DESCRIPTION

This District contains agricultural uses and single family detached homes on large lots. Residents choose this area because of its estate and rural lot sizes and pastoral character. They travel to other parts of McKinney or the region for jobs and shopping. As such, the character-defining placetype of this District is Rural Residential. Much of the area is expected to remain rural through 2040.

# MARKET ANALYSIS

The Homestead District represents the planning area's southeastern edge and pastoral lifestyle. As a fringe location within the community, and given the presence of natural open space and significant topographical features, the number of rural residential properties is expected to grow. New estate and rural homes will be located in low-intensity environments, concentrations and neighborhoods, with commercial service and employment centers aggregated in adjacent Districts to the north and west (including along the future expansion of FM 546). Complementing rural preferences among the District's residents, is the presence of the East Fork of the Trinity River which represents an opportunity to both leverage its visual

appeal and provide for enhanced trail connections within a natural amenity. Yet significantly untested in the Dallas-Fort Worth Metroplex, the Homestead and Agricultural Lifestyle Districts afford the community and region with an ideal setting for a demonstration conservation subdivision and/or "agrihood" development.

Residents of the Homestead District can be described as family-centric with a desire for access to recreational activities, both natural and manmade. The rural lifestyle afforded within the District will be the primary motivator for the individuals and families that choose to live here.

# 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.

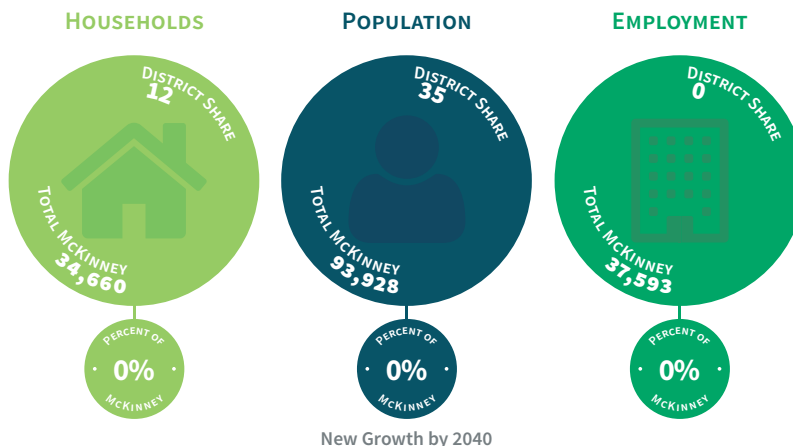
1. Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the adjacent neighborhoods to the regional systems.
2. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the East Fork of the Trinity River and related open space amenities.
3. Mobility networks in this District should focus on providing capacity to support the residential neighborhoods desired in the area while also focusing on creating character that brands the overall Homestead District as a rural area.

# 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. Adoption of development and design standards that retain the pastoral character of this District’s rural and estate neighborhoods.
2. Investment in infrastructure appropriate to support and continue rural and estate development patterns.
3. Explore the opportunities for equestrian, hiking and similar outdoor recreational activities in the East Fork floodplain at the southerly end of the District; including partnerships with other organizations such as MISD.

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



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Rural Living** is the character-defining placetype in this District. It is intended to continue the trend of very low intensity residential or agricultural uses that currently exists in the area.

2. The **Estate Residential** placetype is located adjacent to FM 546, and is intended to provide an appropriate transition in density from the non-residential uses located in the Business & Aviation District to the north. Adequate buffering from the future regional highways shown on the Master Thoroughfare Plan should be provided.

## PLACETYPES



## INDUSTRY TRENDS

### Employment Trends

- Green Tendencies

### Residential Trends

- Starter & Retirement Homes

- Agrihoods Neighborhoods

## PSYCHOGRAPHICS

RC Retirement Communities

MB Middleburg



Floodplain /  
Amenity Zone



District  
Boundary



District  
Identity Feature



Amenity  
Feature

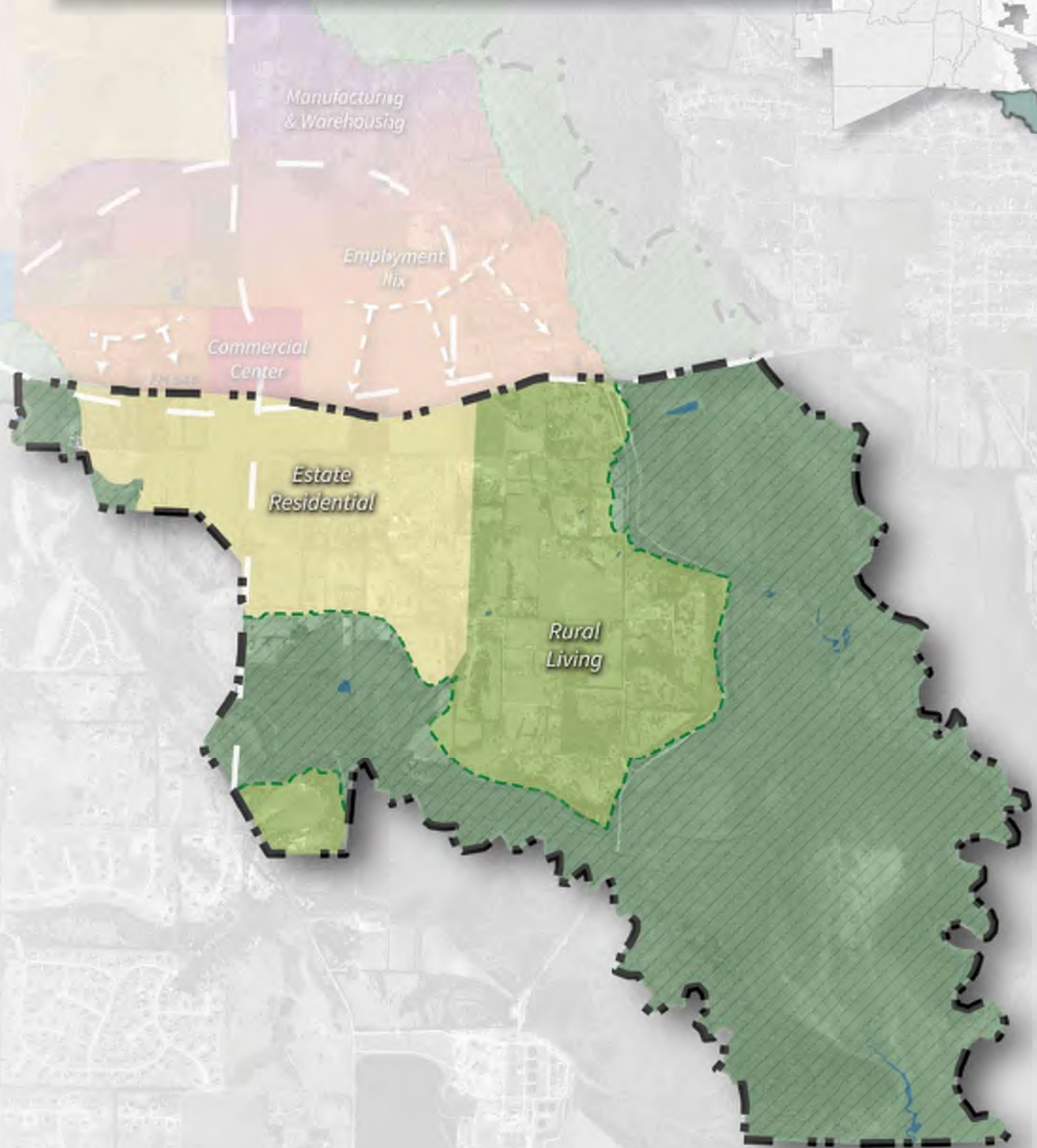
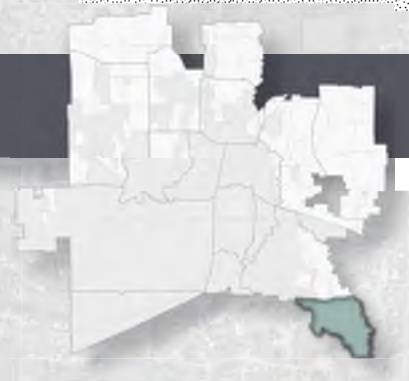


Community  
Asset



Intensity  
Transition

# LAND USE DIAGRAM







# 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

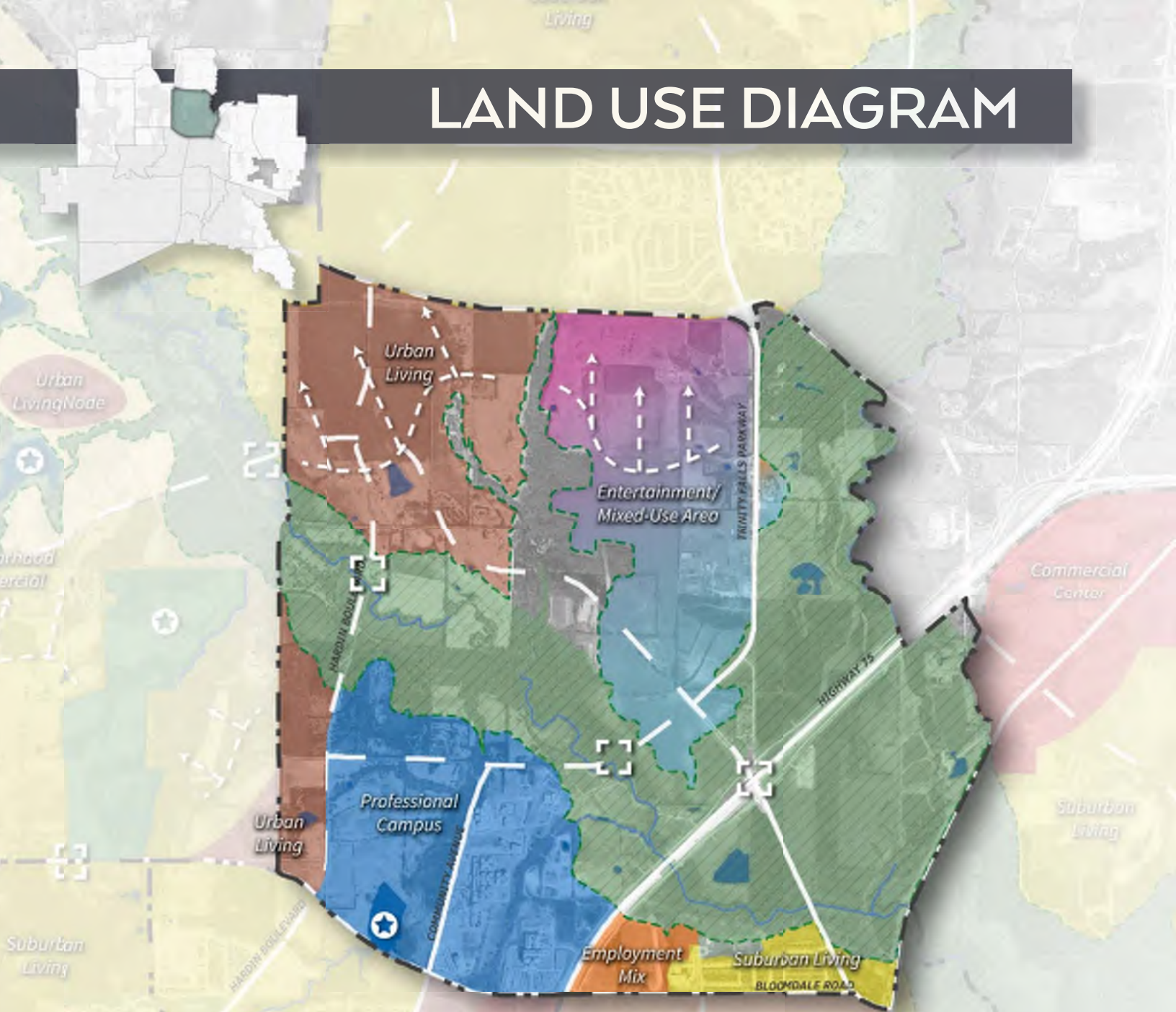
& White Medical Center. Retail stores and restaurants will primarily serve the area’s daytime population and supplement commercial developments located within the entertainment center.

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.

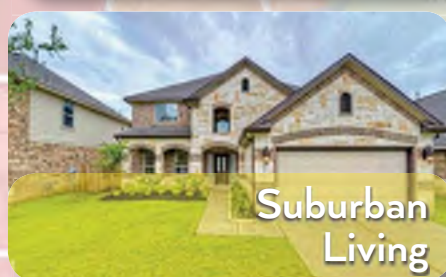
# MARKET ANALYSIS



# LAND USE DIAGRAM



## 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

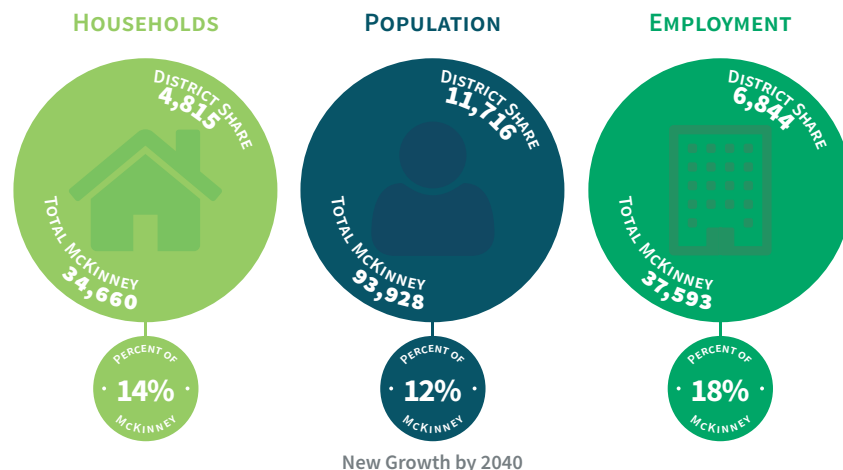
**FA** Fresh Ambitions

# 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.







# MEDICAL DISTRICT

*Intent - With Baylor, Scott & White Medical Center as an anchor, the Medical District provides jobs in the fast-growing health care industry, locations for medical facilities and their support services and housing options for the people who work in these facilities.*



# DESCRIPTION

The Medical District will evolve as a multi-use health District with a mix of medical, commercial, business, institutional and residential uses in a supportive built environment. At its center is the Baylor, Scott & White Medical Center. Close to the Medical Center are areas for Professional Campus development. While this placetype is used in many Districts, it is intended to have a specific medical focus here. These areas should provide locations for smaller medical offices, specialty clinics, labs, health and wellness facilities and similar businesses that provide conveniently-located services to the Medical Center's patients and practitioners.

A number of neighborhoods already exist in this District. These existing housing choices will be supplemented by new housing in areas that are currently undeveloped. The character-defining placetype of this District is Suburban

Living. New Suburban Living neighborhoods should add to McKinney's supply of housing and should provide the opportunity for people who work at the Medical Center or nearby businesses to live close to their jobs. Urban Living uses are also envisioned in this District. These should appeal to the health care professionals in the early stages of their career.

Several large floodplain areas cross this District. These areas will provide an amenity to residents and employees. They should include trails and facilities that support wellness and exercise initiatives. Similarly, the District should be well-connected with mobility choices in addition to automobile travel. Medical Center employees who live in the District should be able to get to work without adding vehicle trips to the major roadways that cross this District.

# *“Suburban Living neighborhoods should add to McKinney’s supply of housing”*

Capitalizing on a growing trend among medical facility developers and operators, the Baylor, Scott & White Medical Center will serve as an anchor to an environment of related and supporting operators and facilities, surrounded by enclaves of housing designed and priced to meet the needs of employees within multiple income groups and consumers of medical services who will benefit from their proximity. Developments within the District will reflect the overall theme of “healthy living” with ample public improvements that promote non-vehicular mobility and outdoor recreation. A significant portion of the District’s residential base will be comprised of empty nesters and older individuals who have left their single family detached homes for a maintenance free, yet highly-amenitized, housing alternative. Another significant portion will include medical employees, both professional and service workers, the former either in the early years of their profession or still in school. Commercial stores, restaurants and lodging facilities will serve the District’s day- and nighttime populations, including residents, visitors and as medical service consumers and providers.

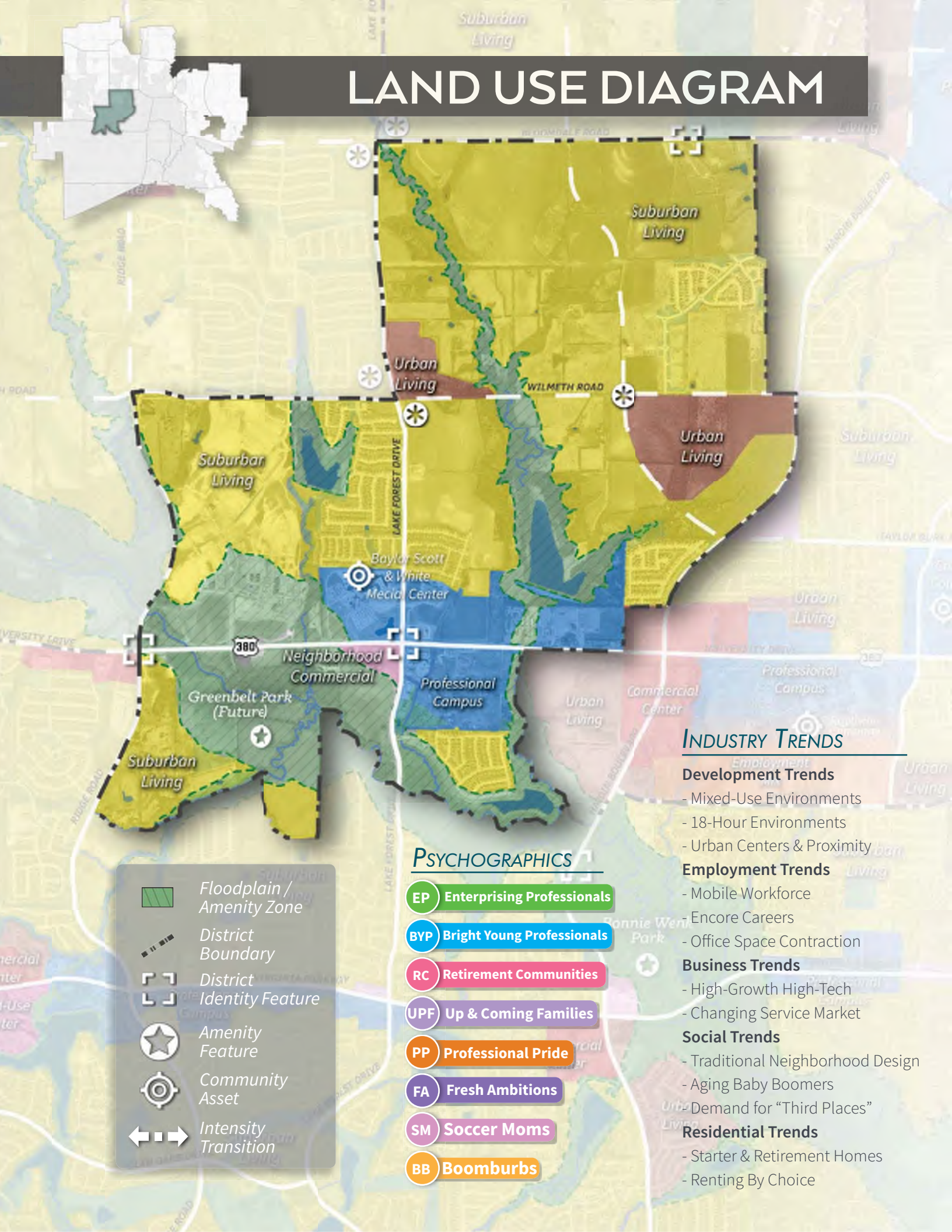
Residential product types include urban apartments and independent living facilities within a compact, urbane setting and both attached and detached single family products at densities most typical of those found in similar suburban locations. Although the Medical District is located fairly close to the community’s central core, it will eventually become an infill location once development on the fringe of the community accelerates. By 2040, housing development within this District will be neither among the highest or lowest, but rather average; while non-residential development activity will be among the highest, compared to similar activity in other Districts.

The households that will find the Medical District appealing can generally be described as a mix of younger and older households, diverse in their ethnic profile and mostly one- or two-person. Regardless of age, residents in these groups are active, with advanced degrees and currently or once employed in professional position, and they prefer physical connections between residential and non-residential land uses.

## MARKET ANALYSIS



# LAND USE DIAGRAM



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

## PSYCHOGRAPHICS

-  **EP** Enterprising Professionals
-  **BYP** Bright Young Professionals
-  **RC** Retirement Communities
-  **UPF** Up & Coming Families
-  **PP** Professional Pride
-  **FA** Fresh Ambitions
-  **SM** Soccer Moms
-  **BB** Boomburbs

## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments
- Urban Centers & Proximity

### Employment Trends

- Mobile Workforce
- Encore Careers
- Office Space Contraction

### Business Trends

- High-Growth High-Tech
- Changing Service Market

### Social Trends

- Traditional Neighborhood Design
- Aging Baby Boomers
- Demand for "Third Places"

### Residential Trends

- Starter & Retirement Homes
- Renting By Choice

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Suburban Living** is the character-defining placetype in this District. It is intended to provide for a variety of single-family housing products to support the needs of the employees at Baylor, Scott & White Medical Center and supporting medical facilities. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale and supporting commercial developments compatible with suburban residential neighborhoods.

2. The **Professional Campus** placetype is located along US 380 in close proximity to the Baylor, Scott & White Medical Center, the major employer in this District. It is intended to attract medical oriented businesses that would typically support major hospitals. Design standards and technology infrastructure should be enhanced to support the needs of the medical center and supporting businesses.

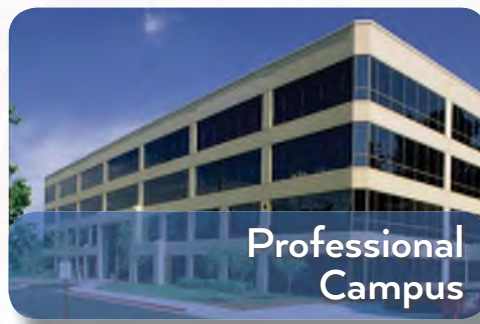
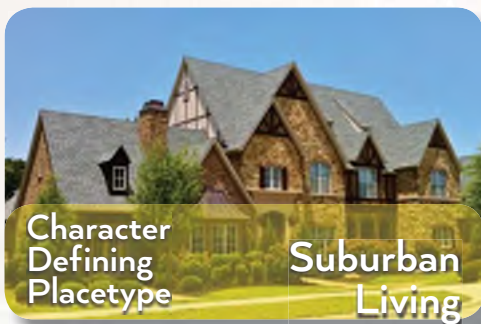
3. The **Urban Living** placetype is located along Wilmeth Road adjacent to Franklin Branch, and is intended to provide an additional housing choice for healthcare professionals working in this District. The design and density of Urban Living development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. 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 Suburban Living development. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

4. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should primarily be focused around the key intersections indicated on the Diagram and should provide supporting neighborhood services for residents in this District. However, an over-concentration of these uses could create problems with viability and community character over time. As such, some deference should be shown to the market for determining the appropriate amount and specific location of this placetype around these intersections.

5. 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.

## PLACETYPES

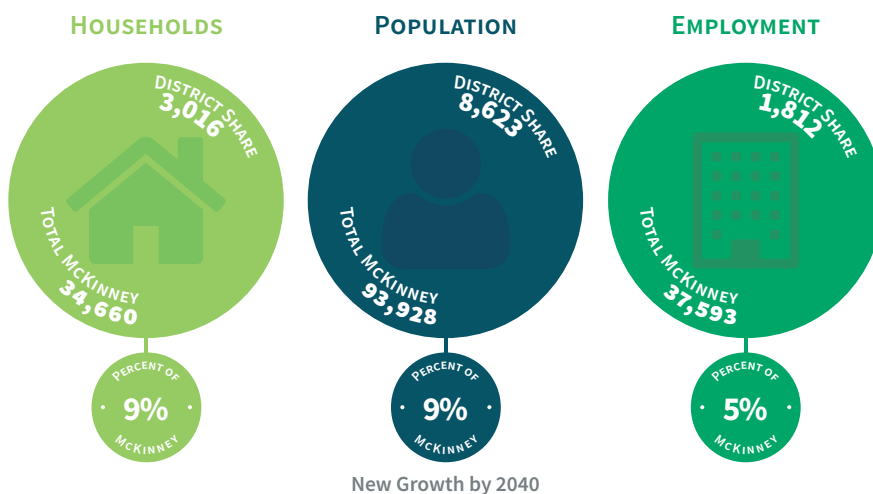


# IDENTITY, AMENITIES, & INFRASTRUCTURE

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. The Community Asset on the Diagram denotes Baylor, Scott & White Medical Center which is the primary employment driver in the District.
2. A District Identify Feature should be located at the intersection of US 380 and Lake Forest Drive. This feature should serve as a key gateway and should establish an overall character and brand for the district. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
3. Transportation, water, wastewater, stormwater, and other infrastructure in this District should maximize compatibility with Wilson Creek and Franklin Branch and related open space amenities. Infrastructure should also support new development similar to that of Baylor, Scott & White Medical Center.
4. Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Medical District.

The graphic that follows provides a profile of the Collin McKinney Commercial 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. Creation of a gateway at US 380 and Lake Forest Drive.
2. Construction of streetscape improvements on Wilmeth Road.
3. Construction of connected trails, bikeways paths and other facilities to encourage residents and employees of this District to use these travel modes.
4. Partnerships between Baylor, Scott & White Medical Center, MISD, Collin College, the City of McKinney, and other organizations and the City to offer job training and placement, mentoring and similar opportunities so District residents can benefit from job opportunities in the health and wellness industry.







# MILL DISTRICT

*Intent - The vision for a transit village and urbanized State Highway 5 corridor is anchored by the respected heritage and vitality of the surrounding neighborhoods.*



# DESCRIPTION

Most of this District is already developed; its existing neighborhoods are vital to the District's thriving future. Public infrastructure in these neighborhoods, among the oldest in McKinney, may need repair or rehabilitation so it can continue to support the neighborhood's residents and businesses. Old Settlers Park is a valuable amenity for this District and provides an excellent opportunity for loft living, townhomes and live/work uses that provide density in an urbane and comfortable way. The District's existing neighborhoods are complemented and strengthened by Transit Ready Development (TRD) around the future transit stop between Virginia and Louisiana streets. Along with other priorities stated in the Town Center Study Phase I Report, new construction and redevelopment in the Mill District should be balanced with preservation of existing neighborhoods in the area, both in terms of uses and scale.

The City's Town Center Study Phase I Report and associated Illustrative Vision (collectively known as the Town Center Master Plan) largely establishes the design criteria, development approach and implementation program for this area. The character-defining placetypes

for the Mill District's new development are Transit Ready Development and Urban Living. The historic Flour Mill site provides a distinctive anchor for a potential transit village, and the immediate surrounding area is ideally situated for Transit Ready Development that will create a new and distinctive choices within the District. This area around the potential transit stop provides an expanded "downtown development pattern" east of Highway 5. The other potential transit stop sits on the border of the neighboring Business & Aviation District. This stop is better suited for a park-and-ride facility due to its close proximity to the TRD area to the north. As such, development near this transit stop should cater to commuters and others utilizing the transit.

Adaptive reuse of historic buildings should be encouraged in the Mill District and several structures have been noted as having potential for reuse. Revitalization must be done in a way that is compatible with the existing neighborhoods and that makes them even better places to live. Densities of redevelopment should be reduced from west to east to ensure compatibility with existing neighborhoods.

# *“Transit Ready Development that will create a new and distinctive choices within the District”*

With anchors such as Old Settlers Park, the historic Flour Mill, the historic Cotton Mill, and the future potential rail stop - the Mill District is a prime target for redevelopment initiatives that both densify existing neighborhoods and introduce new housing product types. The walkable street pattern that runs through the Historic Town Center District is replicated here, and public transit services should be available throughout the District. The Mill District is often described as the most distinctive and representative of what makes McKinney unique in the region. Among the 17 Districts that comprise the larger planning area, it is the only one slated for any significant level of redevelopment.

Given the limited number of opportunities for any sizable new development, residential and non-residential future investment and reinvestment activity will likely replicate what is already in place - perhaps with greater intensity in the vicinity of public transportation or transit improvements. Whereas a community's urban core is frequently the ideal

setting within which to introduce otherwise untested residential product types, the mix of formats envisioned here include row houses, townhomes, stacked flats, zero lot line and potentially transitional housing for seniors.

Households in this District are a healthy mix of young and old, single and married individuals, with and without children, from various ethnic groups, that find diversity an essential neighborhood quality. Household incomes are comparatively modest, as are home prices. However, what housing products may lack in profile and value, is made up for in public amenities. As a District largely comprised of established neighborhoods, schools, churches, shopping opportunities and service providers are largely accessible via non-vehicular mobility options. The households that have children tend to be family-centric. Households with individuals that are either empty nesters or retirees prefer to spend their time on leisure activities including golf and dining out, rather than home maintenance.

## MARKET ANALYSIS



# LAND USE DIAGRAM



## PLACETYPES



Character  
Defining  
Placetype

Transit Ready  
Development



Character  
Defining  
Placetype

Urban  
Living



Neighborhood  
Commercial

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Transit Ready Development** is the first of two character-defining placetypes and is located east of SH 5 between Virginia and Louisiana Streets along the rail corridor and a potential future transit station. This TRD designation is as envisioned by the Town Center Master Plan. The area developed with this placetype would occur through redevelopment and adaptive reuse of existing buildings in the area and new construction. The limits of this placetype should mirror that of the Transit Village Core Character District of the McKinney Town Center Zoning District and should create a strong connection to Old Settlers Park.

2. A second location for **Transit Ready Development** placetype is along the rail corridor just north of the future potential transit station located between Wilson Creek Parkway and Industrial Boulevard. While this station is currently envisioned to be a park-and-ride facility, opportunities for a higher intensity of Transit Ready Development in this area should be maximized in accordance with the Cotton Mill Core Character District of the McKinney Town Center Zoning District.

3. **Urban Living** is the second character-defining placetype in this District and is located immediately north of the Transit Ready Development and Old Settlers Park. This placetype is intended to provide a transition in intensity between the Transit Ready Development (which includes retail and office uses in a mixed-use environment) and the existing residential uses in the District. 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.

4. **Neighborhood Commercial** should be located at the intersection of US 380 and Throckmorton, and at Greenville Street and Airport Boulevard. These sites are intended to provide supporting retail services and restaurants for the significant employment base that will develop in this District, as well as the current and future residents.

5. Any infill development or adaptive reuse 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.

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

## PSYCHOGRAPHICS

-  Retirement Communities
-  Bright Young Professionals
-  Up & Coming Families
-  Fresh Ambitions
-  Barrios Urbanos
-  Middleburg

## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments
- Suburban Centers

### Employment Trends

- Mobile Workforce
- Green Tendencies

### Social Trends

- Traditional Neighborhood Design
- Aging Baby Boomers
- Expanding Millennial Market

### Residential Trends

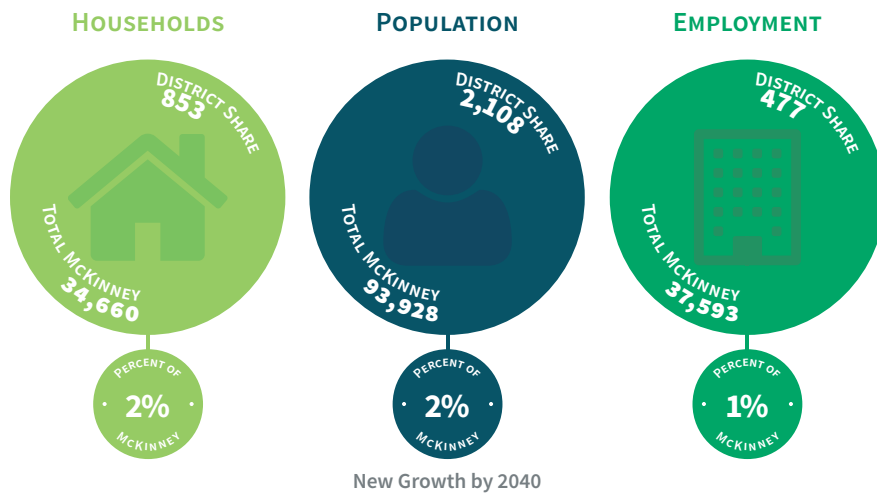
- Starter & Retirement Homes
- Renting By Choice

# 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 two potential transit stations and two historic cemeteries. Future development in the District should take full advantage of the unique opportunities created by these amenities. The cemeteries should be properly protected from nearby development.
2. As transportation, water, wastewater and stormwater infrastructure in this District is upgraded to support the existing neighborhoods and future development envisioned in the area, a focus should be placed on the appearance of these improvements in order to create a high-quality public realm in the area that is attractive to new investment.
3. Multi-purpose trails and enhanced pedestrian amenities should be among the priorities in this areas in order to encourage and promote an active, truly urbane environment at and around the Transit Ready Development.

The graphic that follows provides a profile of the Collin McKinney Commercial 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. Investment in needed repair and rehabilitation of infrastructure in the Mill District's existing neighborhoods.
2. Initiatives to record and celebrate the history of the neighborhoods and buildings in the Mill District.
3. Active participation in regional dialogue about funding and location of transit service in Collin County.
4. Focused planning, design and economic development incentives for Transit Ready Development in the area surrounding the future transit station.
5. Continued refinement of the TIRZ program to encourage rehabilitation of aging structures, adaptive reuse, and other private improvements.
6. Consider the creation of a specific development code or other mechanism to ensure that the desired development patterns along the State Highway 5 Corridor are achieved throughout this District.
7. Redesign State Highway 5 through the Mill District as consistent with the State Highway 5 Corridor Master Plan and Town Center Master Plan in order to improve connectivity to the Town Center District, as well as safety for all users of the roadway.







# NORTHRIDGE DISTRICT

*Intent - Anchored by an NRCS lake, new neighborhood developments in the Northridge District continue McKinney's high quality of life and housing choices.*



# DESCRIPTION

One of McKinney's strengths is its quality neighborhoods that are great places to raise families. By including neighborhoods developed over many decades, McKinney can offer families a choice of housing styles, neighborhood designs, public spaces and community character. These choices help the appeal to diverse families and households as times and needs change, and they enhance McKinney's long-term desirability and tax base stability of the City. The Northridge District builds on this strength and will play an important role in the future retaining this vitality since it will be the home of new family-oriented neighborhoods.

The character-defining placetype of the Northridge District is Suburban Living. This is the District that continues the successful and popular pattern of single family neighborhoods found today in Stonebridge Ranch and Tucker Hill. With the largest amount of undeveloped land of any District, Northridge has the ability to accommodate new neighborhoods for many years to come. Most of the District is expected to reflect the character of the Suburban Living placetype, with single family homes sited on individual lots. In addition to this neighborhood style, the Northridge District also includes some areas intended for Estate Residential development. Like Suburban Living, this placetype features single family detached homes. It offers a larger lot size to appeal to households that may want more space for gardens, horses, outdoor entertaining or other pursuits; this placetype also supports preservation of natural features and woodlands within new neighborhoods.

The Neighborhood Commercial placetype includes the ability to develop small retail, service and office centers to serve adjacent neighborhoods, but the scale of this District supports larger centers as well. In addition, Custer Road, Stonebridge Drive, Ridge Road and Lake Forest Drive are important commuter routes for McKinney and the cities to its north. The Northridge District includes Commercial Center and Neighborhood Commercial nodes at key intersections to capture the demands of the District's residents and those who drive through the District to and from work.

Since the Northridge District is located in the city's Northwest Sector, it has been considered as McKinney plans its expansions of water, sewer and other infrastructure systems. Timing and phasing of these systems will be an important aspect of assuring a steady, fiscally-sustainable level of growth over time.

The Wilson Creek and Stover Creek floodplains give the District some opportunities to incorporate natural open space as an amenity for residents. Trail connections along these creeks help link these newer neighborhoods to the jobs in the Medical District and the people and amenities in Stonebridge Ranch and other existing neighborhoods.

## *“Larger lot size to appeal to households that may want more space”*

The Northridge District is located in the planning area’s northwest sector, benefiting from natural amenities including Wilson and Stover Creeks, and related open space. Planned improvements that will complement these ecological features include a system of trail amenities designed to connect neighborhoods and commercial centers. As the area’s largest residential district, Northridge should provide a location for families and executives seeking access to urban services in a suburban setting.

Housing products should be primarily developed at estate and suburban residential densities. Residents will benefit from access to US Highways 380 and 75, which offer direct connections to local employment centers, as well as those in Frisco, Plano and Richardson. As its residential

population grows, the Northridge District will inevitably be a target for commercial center developments, particularly at key intersections such as Custer Road and FM 1461 and Lake Forest Drive and FM 1461.

The households that will find the Northridge District appealing can generally be described as family-centric, with moderate to high household incomes over the regional median, with professional jobs in the technology sector or other fields, and a preference for locating near family-oriented recreational activities. Northridge will be home to the area’s “move up” market, with highly-amenitized neighborhoods and access to higher-end retail development enclaves.

# MARKET ANALYSIS



# LAND USE DIAGRAM

## PSYCHOGRAPHICS

PP Professional Pride

SM Soccer Moms

BB Boomburbs

MB Middleburg

## INDUSTRY TRENDS

### Social Trends

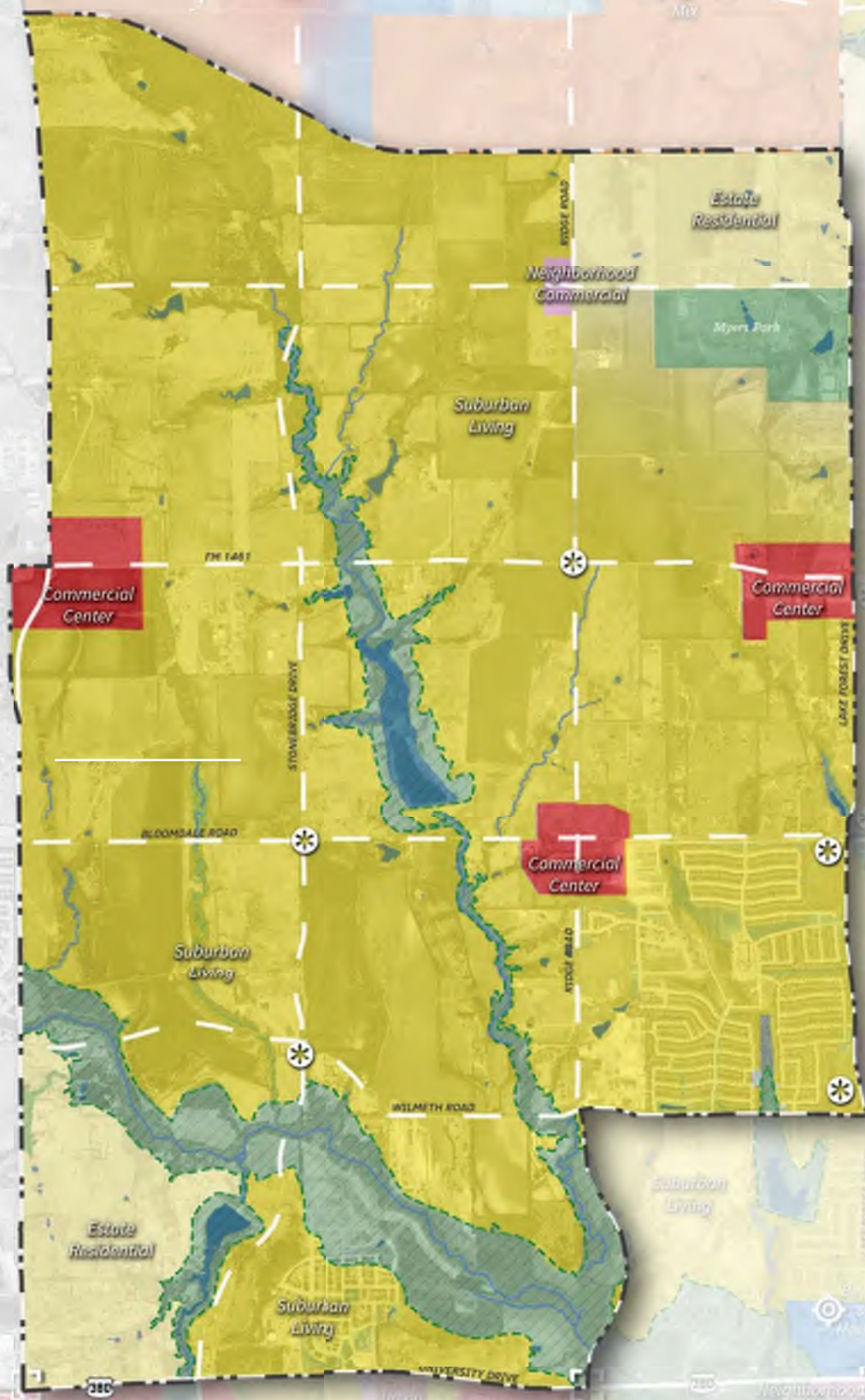
- Expanding Millennial Market

### Business Trends

- Broad Retail Market

### Residential Trends

- Starter & Retirement Homes



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

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Suburban Living** is the character-defining placetype in this District. It is intended to provide significant areas for single family development that continue McKinney's reputation for high quality residential neighborhoods. The continuation of Stonebridge Drive and Ridge Road in this District will assist in branding the area as a predominantly residential District. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale and supporting commercial developments compatible with suburban residential neighborhoods.

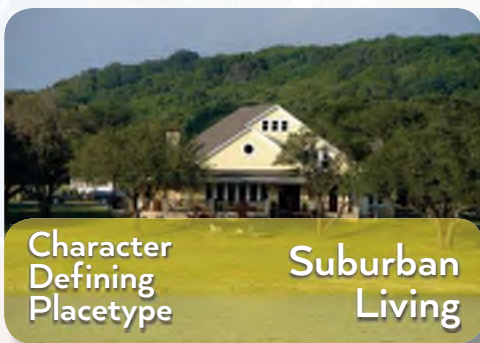
2. The **Estate Residential** placetype located in the northeastern portion of the District is intended to form a transition from Suburban Living to lower density residential placetypes in the adjacent Scenic District. The southwest corner of the Northridge District should continue to develop in this manner, as consistent with the existing neighborhoods in this area. Pockets of Estate Residential could also be appropriate within Suburban Living areas, especially around significant natural amenities (i.e. lakes, creeks, areas with major tree stands).

3. The **Commercial Center** placetype should be located where indicated by the Diagram, particularly at major intersections: FM 1461 at Custer Road, FM 1461 at Lake Forest Drive, Bloomdale Road at Ridge Road, and US 380 at Custer Road. These Commercial Centers are intended to provide retail amenities for residents in this District and neighboring communities.

4. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should primarily be focused around the key intersections indicated on the Diagram and should provide supporting neighborhood services for residents in the District. However, an over-concentration of these uses could create problems with viability and community character over time. As such, some deference should be shown to the market for determining the appropriate amount and specific location of this placetype around these intersections.

5. 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.

## PLACETYPES

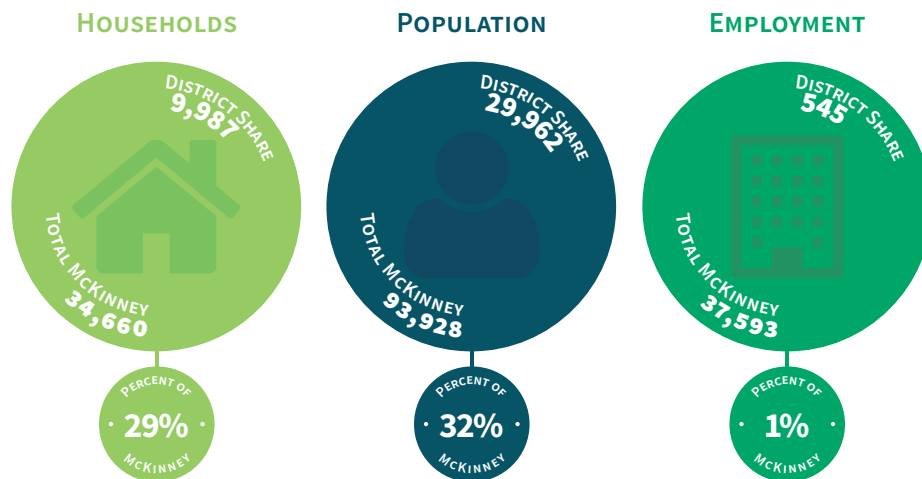


# IDENTITY, AMENITIES, & INFRASTRUCTURE

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. The Amenity Feature on the Diagram denotes an existing NRCS Lake (Natural Resource Conservation Service lake) that should be the focus of surrounding residential development in order to create neighborhoods that take advantage of this major amenity feature.
2. District Identify Features should be located along US 380 to serve as key gateways for the City of McKinney. These district identify features should establish an overall character and brand for the district. More information about these and other gateway features can be found in the Parks and Recreation Master Plan.
3. Multi-purpose trails should be located along the floodplain areas of Wilson Creek and Stover Creek to provide non-motorized connectivity to the rest of McKinney and to the region. These trails should serve the extensive residential development that is expected in this District.
4. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Wilson Creek and Stover Creek, and related open space amenities.
5. Mobility networks in this District should focus on providing capacity to support the residential neighborhoods desired in the area while also focusing on creating character that brands the overall Northridge District. FM 1461, Bloomdale Road, and Custer Road will be major commuter routes through the District.
6. The aesthetic style and appeal of existing Stonebridge Drive (i.e. enhanced landscaping, curvilinear alignment) should be continued as the road is extended north of US 380.

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



New Growth by 2040

# 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. Creation of Gateways at US 380 and Custer Road and US 380 and Ridge Road.
2. Expansion of infrastructure that is phased, sized and timed to be adequate as development occurs.
3. Greenway Arterial design and streetscape improvements on FM 1461, Stonebridge Drive and Wilmeth Road and Lake Forest Drive.
4. Trails and open space amenities along Wilson Creek and Stover Creek.







# OAK HOLLOW DISTRICT

*Intent - Situated just north of the center of McKinney and along the US 75 corridor, non-residential and employment heavy uses will likely continue to dominate the landscape of the Oak Hollow District.*



# DESCRIPTION

The character-defining placetype of this District is Employment Mix, offering locations for new non-residential uses including office, distribution and other businesses. Office suites and business incubators could locate here. In addition, supporting commercial uses such as retail, restaurant, hotel and meeting facilities could be a part of the new development in this District. These types of businesses can benefit from proximity to major regional highways (US 75 and SH 5) as well as the rail line.

The Oak Hollow Golf Course is an important amenity for the District, and will help differentiate this District from the other employment locations in McKinney.

This District includes a substantial amount of existing development, including a major UPS training facility. These retail, office and industrial businesses contribute to the City's tax base and provide jobs and services needed by McKinney residents. These existing business areas should be supported so they maintain or increase their investment value.

The area east of State Highway 5 and north of Wilmeth Road is planned for Suburban Living neighborhoods, while the area between US 75 and Redbud Boulevard is planned for Urban Living. Since it is close to the mixed-use and entertainment destinations of the Honey Creek Entertainment District, this is an appropriate location for compact, walkable urban neighborhoods.

## *“The Oak Hollow Golf Course is an important amenity for the District”*

Building on its central location within McKinney and existing concentrations of office and industrial product types, the Oak Hollow District should continue to attract businesses seeking a highly visible location along US 75, as well as those looking for a secondary location along SH 5, US 380, and possibly a future transit line. Surrounded by region-serving roadways, this District will attract a diverse mix of users desiring manufacturing, warehousing, office, and flex space supported by public amenities and accessible by its resident-employees. Retail, restaurant and lodging uses within the District should support businesses and their employees, while neighborhood shopping centers should target the needs of area residents, particularly along its northern boundary. Concentrations of Suburban and Urban Residential product types should be located independent of each other. Price points will be broad, recognizing the diversity of incomes in the area.

Oak Hollow Golf Course should continue to serve as a recreational amenity for both employees and residents of the area. Additional amenities, both natural and man-made, include planned physical connections and supporting facilities between residential and employment concentrations of a caliber sufficient to draw visitors from the region.

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

# MARKET ANALYSIS



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Employment Mix** is the character-defining placetype of this District, and is intended to build upon the employment base that already exists in much of the District. The remaining placetypes in this District are intended to support the primary intent of creating an employment base with supporting housing for employees and supporting commercial uses. The area developed with the Employment Mix placetype should be at least as large as that shown on the Land Use Diagram, and should generally infill the undeveloped areas shown.

2. The **Suburban Living** placetype is located northeast of the intersection of Wilmeth Road and State Highway 5. It is acceptable for development in this District to transition towards higher density Suburban Living uses immediately adjacent to the Employment Mix placetype. In this District, non-residential development consistent with the Neighborhood Commercial placetype could be included within the Suburban Living areas to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods; however, should be limited.

3. The **Urban Living** placetype is located at the intersection of US 75 and Bloomdale Road, and is intended to provide an additional housing choice for employees working in this District. 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. In this particular District, non-residential development should be discouraged within Urban Living due to its relatively small footprint here.

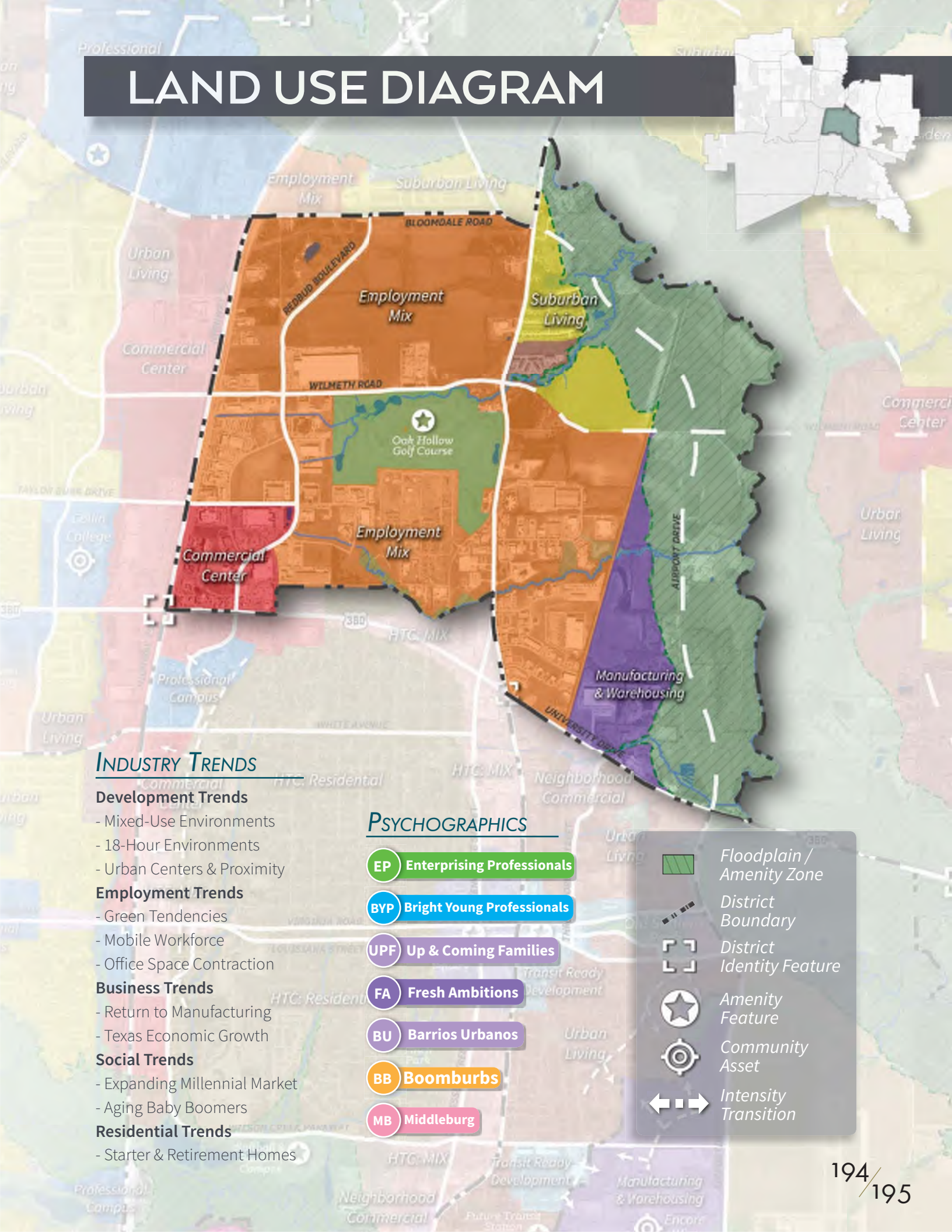
4. **Neighborhood Commercial** uses should be located where indicated by the Diagram. This placetype is intended to provide supporting retail services and restaurants for both the employees and residents in this District.

5. **Manufacturing & Warehousing** uses with higher intensities should be limited to the area between Airport Drive and the rail line. Access points should be located to provide access to US 75 via routes along Airport Drive and Wilmeth Road as to not overwhelm US 380.

## PLACETYPES



# LAND USE DIAGRAM



## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments
- Urban Centers & Proximity

### Employment Trends

- Green Tendencies
- Mobile Workforce
- Office Space Contraction

### Business Trends

- Return to Manufacturing
- Texas Economic Growth

### Social Trends

- Expanding Millennial Market
- Aging Baby Boomers

### Residential Trends

- Starter & Retirement Homes

## PSYCHOGRAPHICS

**EP** Enterprising Professionals

**BYP** Bright Young Professionals

**UPF** Up & Coming Families

**FA** Fresh Ambitions

**BU** Barrios Urbanos

**BB** Boomburbs

**MB** Middleburg

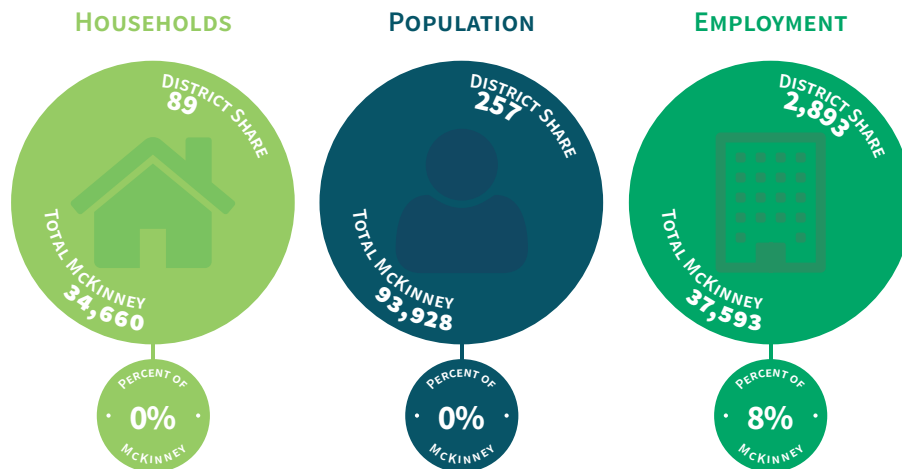
- Floodplain / Amenity Zone
- District Boundary
- District Identity Feature
- Amenity Feature
- Community Asset
- Intensity Transition

# 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. The Amenity Feature on the Diagram denotes the Oak Hollow Golf Course which will offer a unique amenity for both businesses and residents that choose to locate in this District.
2. Transportation, water, wastewater and stormwater infrastructure in this District should be planned to adequately support and maximize the desired non-residential uses that are planned here.
3. Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Oak Hollow District.
4. The design of Wilmeth Road, SH 5 and Airport Drive in this District should enhance the visibility and community value of the floodplain and open space areas.
5. A district identify feature should be located at the intersection of US 380 and State Highway 5. This feature should serve as a key gateway and should establish an overall character and brand for the City of McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.

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



New Growth by 2040

# 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. Creation of a Secondary Gateway at US 380 and SH 5.
2. Extend Wilmeth Road east of SH 5 and Airport Drive north of US 380 to provide new connections to US 75 and to the Business & Aviation District.
3. Conduct outreach to the businesses located in the Oak Hollow District to determine if there are opportunities for the City, the Chamber of Commerce, the McKinney Economic Development Corporation, or other entities to support business growth and attraction in this District.
4. Continue to invest in capital improvements, programming and maintenance to ensure that the Oak Hollow Golf Course retains its desirability among golfers.







# OUTER LOOP COMMERCIAL DISTRICT

*Intent - Largely shaped by the future Collin County Outer Loop, this District is envisioned as a place for high intensities of regional commercial, employment, and urban living opportunities.*



# DESCRIPTION

As currently envisioned, the Collin County Outer Loop will include major routes for cars, trucks and transit. The facility is not expected to be constructed until late in the timeframe of this plan. The development patterns envisioned in this plan maximize the benefits from such a major public transportation investment. The character-defining placetype in this District is Urban Living, while Employment Mix and Professional Campus placetypes

create new locations for business office parks and for distribution or logistics companies. Transit Ready Development patterns at the likely location of a transit stop – the intersection of the Outer Loop and a future extension of Ridge Road – reserve these areas to take advantage of anticipated transit proximity. The eastern part of this District offers a natural amenity and recreational opportunities along Honey Creek.

# *“These areas to take advantage of anticipated transit proximity”*

The future Collin County Outer Loop and related extension of Custer Road, will not only provide additional mobility options to residents, but will inform the type and scale of new development within the District. Representing one of McKinney’s longest-term, yet highest value economic development opportunities, it will be critical for the City to allow for a certain level of flexibility in terms of the timing and location of public improvements, so that it doesn’t compromise its long-term potential. Although existing homes are largely Rural Residential or Estate Residential in character, it is somewhat inevitable that as urban level improvements are introduced, land prices will necessitate the development of higher value residential and non-residential product types at appropriate densities. Businesses that locate in the District will likely be concentrated along regional transportation routes with frontage along the Collin County Outer Loop and in highly-visible locations. Potential future development of a transit village will drive the introduction of residential products at densities supporting transit improvements and price points serving a wide range of income levels along with employment, shopping and entertainment offerings. Despite being among the fourth largest District in the planning area (as measured in acres and anticipated density) employment levels in the District by 2040 are

expected to be among the lowest, of which approximately 60% will be service workers employed in office space. This is because the planning and development potential in this particular district is not expected to peak until late in the planning horizon of this plan (2040).

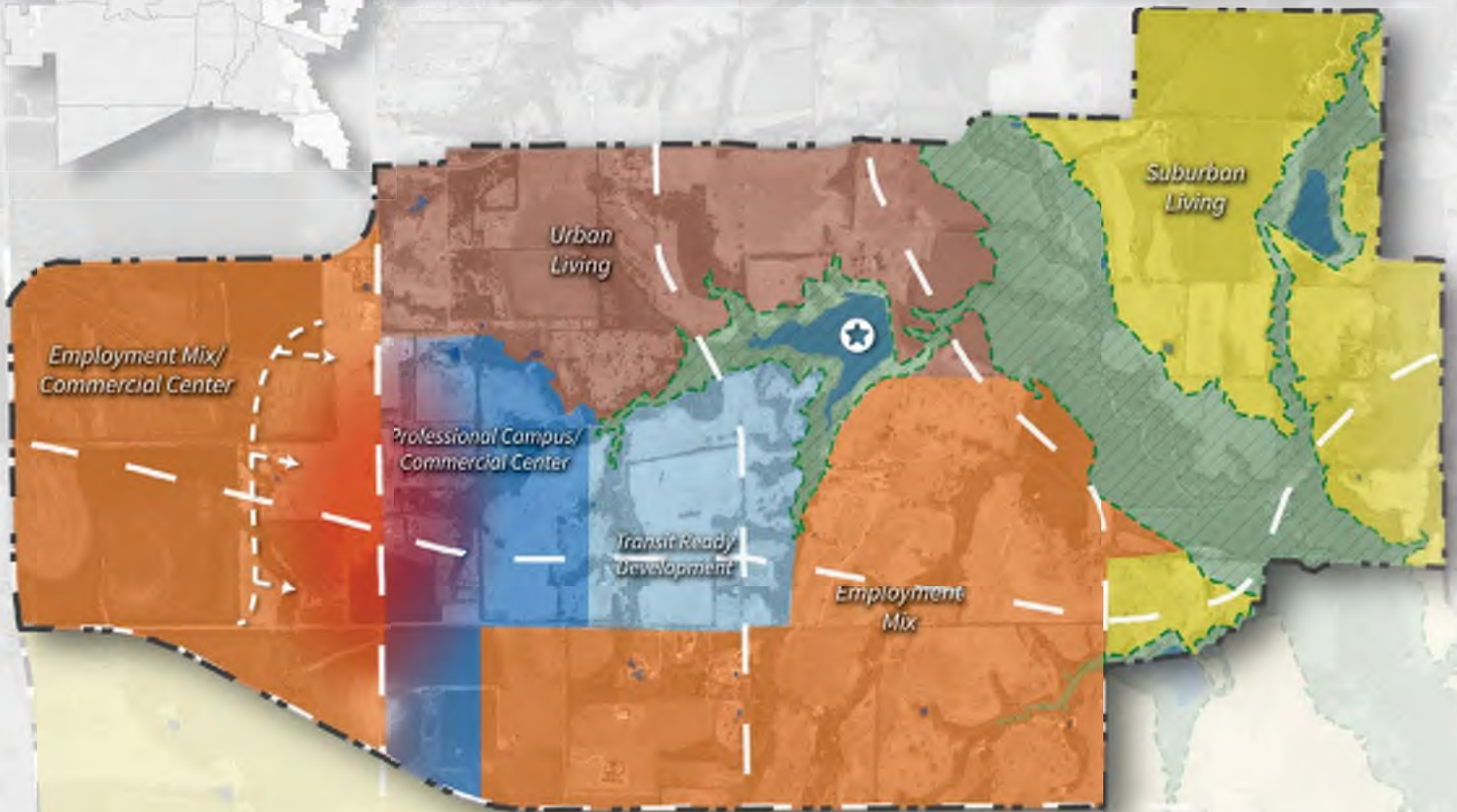
Supporting product types that could be found during the District’s mid- to long-term phases of development will include retail, restaurant, service, and lodging facilities supporting both day- and nighttime employment, resident and visitor populations. Despite land prices reflective of expected densities, product values in the area will be enhanced by access to existing natural open spaces, thereby necessitating thoughtful planning and preservation of these desirable amenities.




The households that will find the Outer Loop Commercial District appealing can generally be described as smaller households of single and married individuals, many either pursuing or employed in positions requiring professional or semi-professional skills. The ethnic profile of individuals in these groups are among the most diverse, and their preference is largely to own rather than rent, in either established urban centers or in locations with accessibility to transit improvements.

# MARKET ANALYSIS



# LAND USE DIAGRAM



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

## PSYCHOGRAPHICS

-  **EP** Enterprising Professionals
-  **BYP** Bright Young Professionals
-  **FA** Fresh Ambitions
-  **BB** Boomburbs
-  **MB** Middleburg

## INDUSTRY TRENDS

- Development Trends**
  - Mixed-Use Environments
  - 18-Hour Environments
  - Urban Centers & Proximity
- Employment Trends**
  - Mobile Workforce
  - Business Office Contraction
- Business Trends**
  - High-Growth High-Tech
- Social Trends**
  - Traditional Neighborhood Design
- Residential Trends**
  - Starter & Retirement Homes
  - Renting By Choice
  - Living With Friends

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Urban Living** is located along the southern edge of the District and is intended to provide a residential base for this highly employment-oriented District. 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. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

2. More intense development, including higher densities of residential associated with **Transit Ready Development**, large-scale offices or **Professional Campuses**, and the regional retail of **Commercial Center**, should be located along the frontage of the Outer Loop in order to maximize economic development opportunities in the area while minimizing its impact on the natural environment.

3. The **Transit Ready Development** placetype is located at the intersection of the Outer Loop and Ridge Road, in the heart of the District. It is intended to provide employment and residential uses that will take advantage of the future

rail component of the proposed Outer Loop corridor. Given its location near an existing Natural Resource Conservation Service lake, any Transit Ready Development that occurs in this area should take full advantage of the close proximity to this amenity feature.

4. The **Professional Campus** placetype in this District provides additional employment-oriented opportunities along the new Outer Loop corridor. The location along a major regional highway and potential transit corridor, along with proximity to a mixed-use environment of Transit Ready Development make the areas shown on the diagram ideal for future corporate headquarters and multi-tenant high-rise offices.

5. **Commercial Center** developments should provide supporting retail services and restaurants for the significant employment base and urban residential uses that will develop in this District.

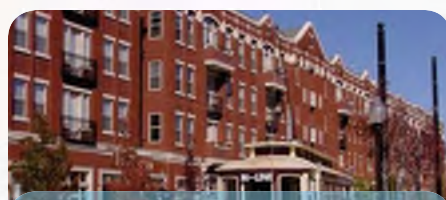
6. **Employment Mix** should be located throughout the District and will house businesses that need access to, but not necessarily a high level of visibility from the Outer Loop.

## PLACETYPES



Character  
Defining  
Placetype

Urban  
Living



Transit Ready  
Development



Commercial  
Center



Suburban  
Living



Employment  
Mix



Professional  
Campus

# 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.

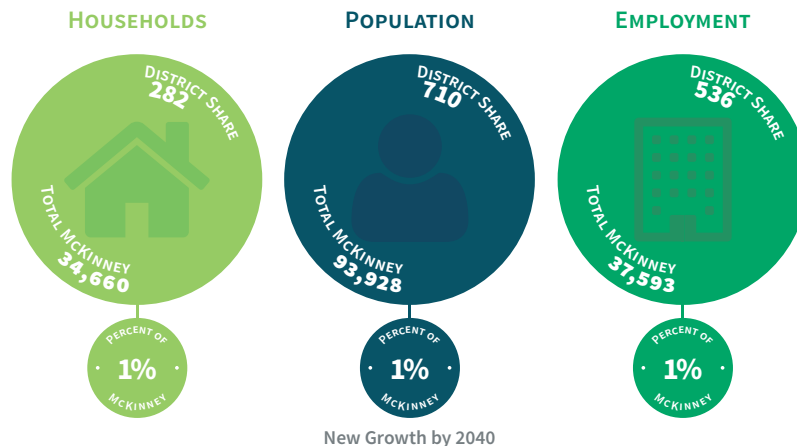
1. The Amenity Feature on the Diagram denotes an existing Natural Resource Conservation Service lake, which should be the focus of surrounding Transit Ready Development and Urban Living area in order to create places that take advantage of this unique feature.
2. Multi-purpose trails should be located along the floodplain areas of Honey Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the various placetypes to the regional systems. Trails should also provide connections into areas of Transit Ready Development, Professional Campus, and Commercial Center.

## 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. This District's development pattern assumes a major public investment in transportation infrastructure. More specific area plans and design standards should be adopted when the timing and design of the Outer Loop are determined.
2. Extension of urban or suburban-scale public infrastructure timed in accordance with the construction of the Outer Loop.
3. If the region's plans for the Outer Loop change, a revised District planning process will be needed to provide appropriate land use and development direction.

The graphic that follows provides a profile of the Outer Loop Commercial District if the District develops as outlined above. These graphics relate to new development only.









# SCENIC DISTRICT

*Intent - With distinctive topography, the city's largest park, and a significant creek corridor, the Scenic District offers a unique neighborhood character with convenient connections to destination activities and amenities.*



# DESCRIPTION

The Scenic District, anchored by Erwin Park and including an extensive natural area along Honey Creek, will host an expanded system of trails and other outdoor amenities. The natural beauty of this area and the range of recreational activities it offers make it a desirable location for unique neighborhoods. The character-defining placetypes of this District are Suburban Living and Estate Residential. South of Laud Howell Parkway, most new development will be of suburban residential character, with neighborhoods of single family homes connected to Erwin Park through trails

and open space corridors and supported by local-service commercial uses. Neighborhoods north of Laud Howell Parkway will feature larger estate lots or development clustered to retain substantial areas of open space linked to the Honey Creek natural areas. In addition to the single family neighborhoods that will characterize much of the Scenic District, there is also the potential for small pockets or nodes of higher density Urban Living within the District located to capitalize on existing natural features.

## *“Retain substantial areas of open space linked to the Honey Creek natural areas”*

The Scenic District is located in the north-central portion of the planning area and is recognized for its abundance of natural features, open spaces, rolling terrain, ponds and floodplains. Improvements planned to complement these ecological features should include enhancements where major roadways cross Honey Creek and at the entrance to Erwin Park; along with a multi-purpose system of trails located along the floodplain areas of Honey Creek, connecting neighborhoods within the District, as well as activity centers in the larger community.

While supporting a mix of uses and product types similar to those programmed in the Northridge District, the design of neighborhoods in the Scenic District should be consistent

with the natural setting. Emphasis should be placed on the quality, rather than quantity, of residential and non-residential development. Non-residential development should be limited to neighborhood-supporting services.

The households that will find the Scenic District appealing can generally be described as family-centric, with household incomes over the regional median and possessing professional jobs in the technology sector or other fields. Given its highly-amenitized neighborhoods and proximity to higher-end retail development enclaves, the Scenic District will host products considered desirable by the area’s “move-up” market.

# MARKET ANALYSIS



# STRATEGIC DIRECTION

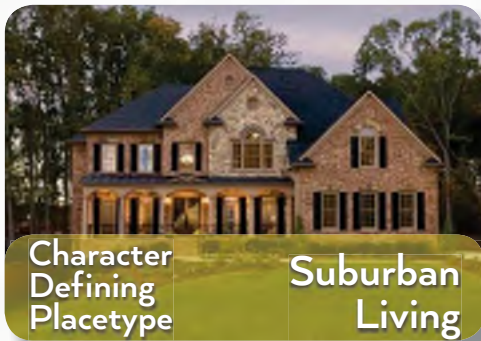
## DEVELOPMENT PATTERN

1. **Suburban Living** is the first of two character-defining placetypes in this District. It is intended to provide significant areas for single family development and support the housing needs of employees in the Medical District and Honey Creek District. The primary areas for the Suburban Living placetype in this District are located south of Laud Howell Parkway and in the areas adjacent to the Honey Creek District. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods.

2. The second character-defining placetype in this District is **Estate Residential**. This placetype is located primarily north of Laud Howell Parkway and is intended to take advantage of the significant scenic character presented in this area by rolling topography and existing ponds and floodplain areas. Like the Suburban Living placetype, Estate Residential is intended to provide significant areas for single family development and support the housing needs of employees in the Medical District and Honey Creek District.

3. A pocket or node of **Urban Living** is identified on the diagram in between the two lakes north of Laud Howell Parkway. Though not a predominate placetype in this District, Urban Living in this location could provide a unique opportunity for active lifestyle housing choices of individuals who desire close proximity to the amenities of Erwin Park or the adjacent Honey Creek Entertainment District. 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. This placetype is located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to less intense development patterns. If market demand does not support walkable, pedestrian-friendly, active lifestyle urban living choices, this location should develop as Estate Residential.

## PLACETYPES



# LAND USE DIAGRAM

## PSYCHOGRAPHICS

**UPF** Up & Coming Families

**PP** Professional Pride

**BB** Boomburbs




## INDUSTRY TRENDS

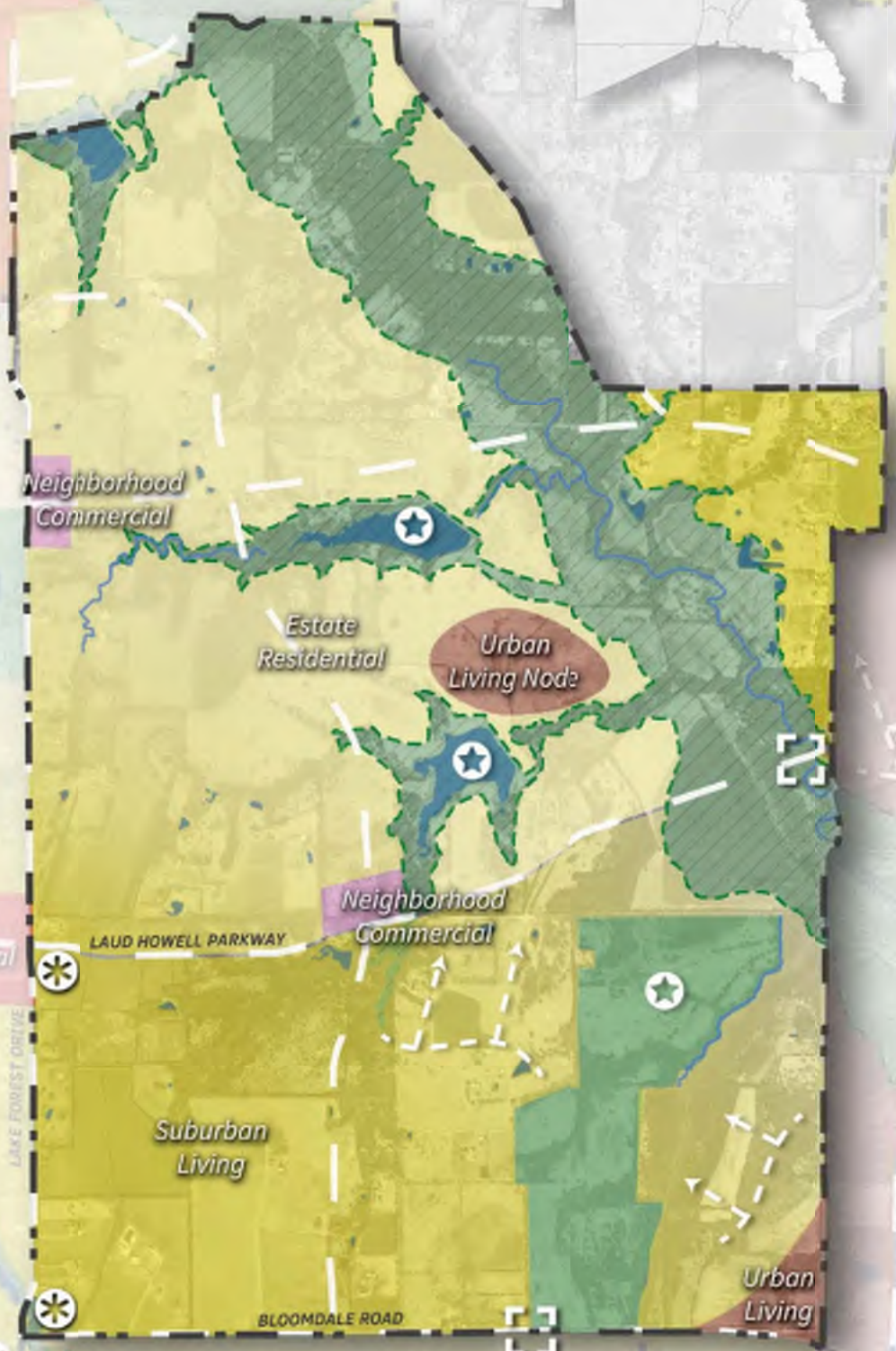
### Employment Trends

- Green Tendencies

### Residential Trends

- Starter & Retirement Homes

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



# 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. The Amenity Features on the Diagram denote existing Natural Resource Conservation Service lakes and Erwin Park, each of which should be the focus of surrounding residential development in order to create neighborhoods that take advantage of these major amenity features.
2. District Identity Features (including specially enhanced bridges) should be located where the District's major roadways cross Honey Creek and at the entrance of Erwin Park along Bloomdale Road.
3. Multi-purpose trails should be located along the floodplain areas of Honey Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the adjacent neighborhoods to the regional systems.
4. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Honey Creek, and related open space amenities.
5. Mobility networks in this District should focus on providing capacity to support the residential neighborhoods desired in the area while also focusing on creating character that brands the overall Scenic District.

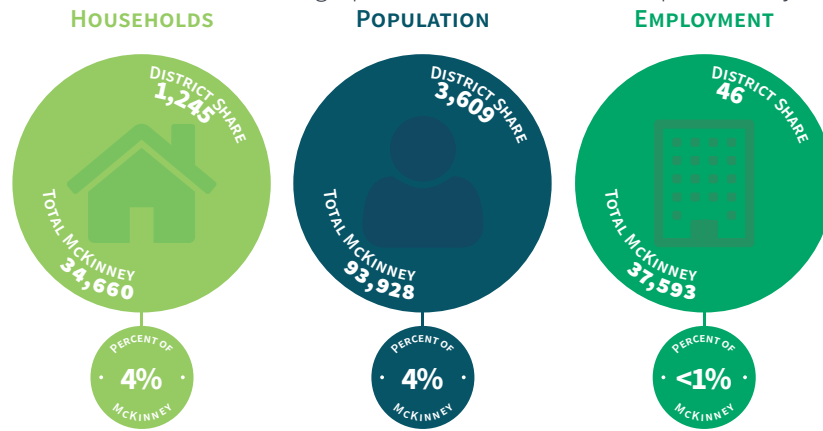


# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Greenway Arterial design and streetscape improvements on Laud Howell Parkway and other designated greenways.
2. Continue to maintain and enhance Erwin Park as a major asset for this District.
3. Creation of trails and other amenities in the Honey Creek natural areas.

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



New Growth by 2040

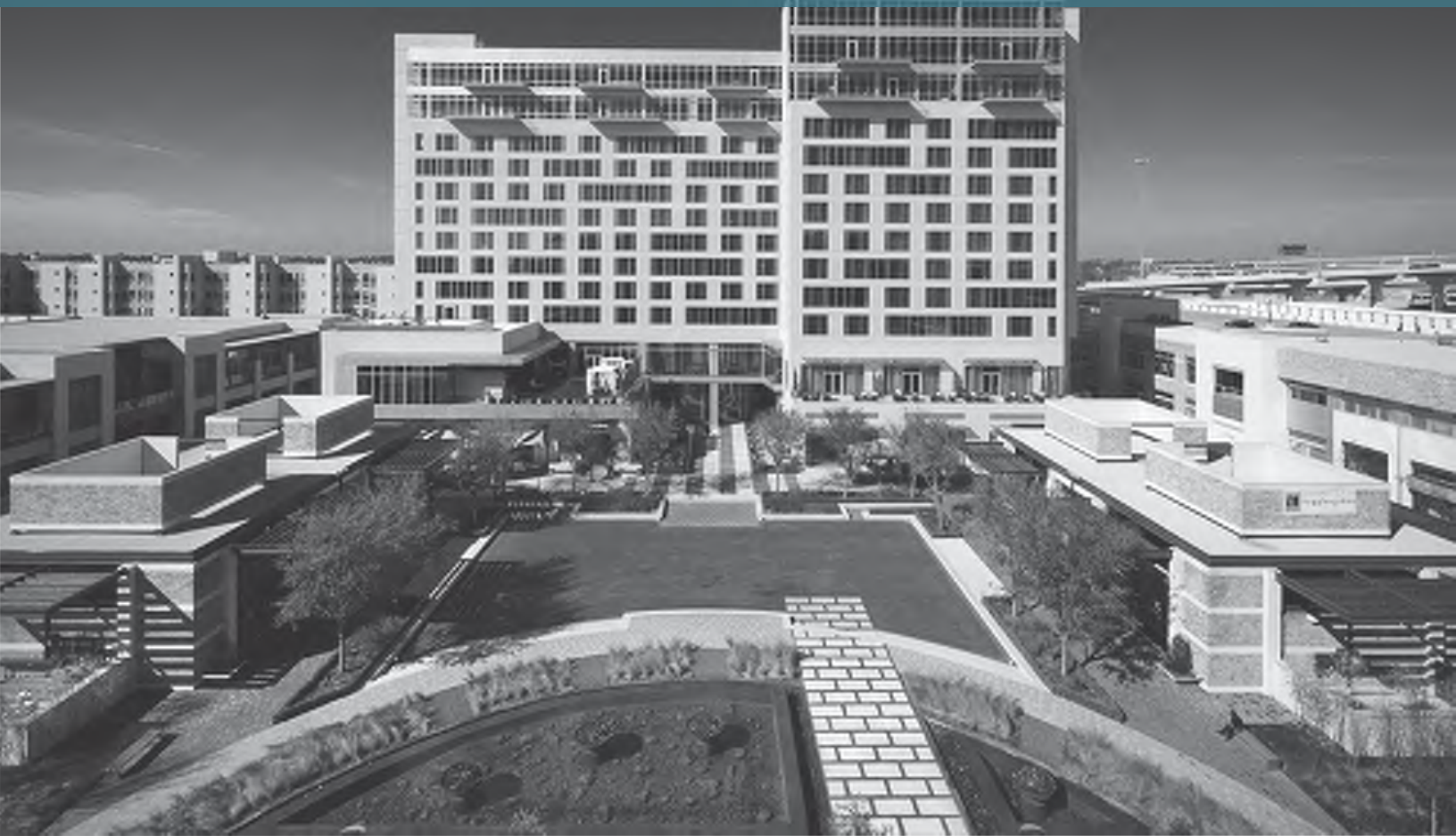






# SOUTHGATE DISTRICT

*Intent - This District is one of the entryways into the City of McKinney. It establishes a distinctive urban character of high quality, high value places for urban living and working.*



# DESCRIPTION

The Southgate Business District, including the interchange of US 75 and Spur 399 between SH 121 and SH 5, is easily the community's principal gateway and "front door." This is where people from most of the Metroplex arrive in McKinney, so the Southgate Business District should communicate McKinney's desired community character and identity to these travelers. The existing Medical Center of McKinney and the Sheraton Hotel provide landmarks immediately at the interchange; the introduction to the McKinney community should be continued with distinctive public design and private development along Spur 399 throughout this District.

The character-defining placetypes of this District are Professional Campus and Mixed-Use Center. As the gateway in to McKinney, it is essential to capitalize on large land holdings, particularly those at the intersection of US 75, SH 121 and Spur 399. High profile locations for Professional Campus and Mixed-Use Center will take advantage of visibility and access to the regional transportation network. The quality of public improvements such as gateway treatments, wayfinding programs, landscaping, and street enhancements in this District should inform and establish the desired quality and character of private improvements. The Mixed-Use Center areas should attract retail stores, restaurants, and other commercial uses on the ground floors and residential and/or employment uses on upper floors. Urban Living areas provide additional locations for compact and walkable residential development.

## *“Where people from most of the Metroplex arrive in McKinney”*

Businesses which locate in the Professional Campus areas will be seeking a high-profile setting with frontage along US 75, SH 121 and Spur 399. Proximity to major economic assets such as the Medical Center of McKinney, the Collin College Higher Education Center, Sheraton Hotel and Conference Center, and Emerson Process Management will also be a desirable factor that drives new businesses to this area. Although likely considered an asset by area residents, the retail stores and restaurants within this District will find their primary support from the daytime employment and visitor populations.

Product types found within the Mixed-Use Center should include retail, service, office, institutional, and residential. Urban residential developments should offer a variety of products at price points supporting both service and retail employees, at densities compatible with anticipated concentrations of supporting and related uses.

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

# MARKET ANALYSIS



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

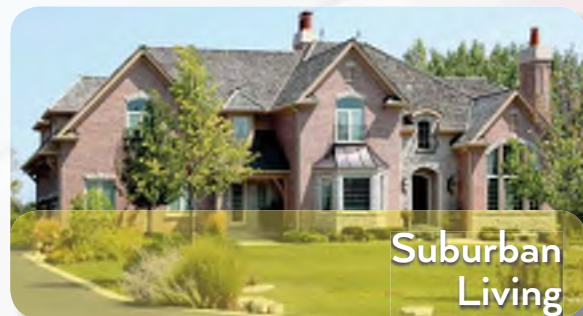
1. The **Mixed-Use Center** placetype is the first of two character-defining placetypes in this District. As denoted on the Diagram, this placetype should be located in close proximity to the area's assets, and should provide a variety of commercial use types ranging in size and form; including retail, office, dining, entertainment, hospitality, institutional and others. In order to provide the overall District with a mixed-use character. The design and density of the Mixed-Use Center development should create a walkable, pedestrian-friendly environment that has strong connections to the key assets in the District.

2. The **Professional Campus** placetype is the second character-defining placetype in this District. Located at the intersection of SH 5 and SH 121, it is intended to attract a variety of corporations desiring to take advantage of the area's assets including a major medical center, hotel, and higher education facility. Design standards and technology infrastructure should be high to support the needs of corporation and supporting businesses locating in this area.

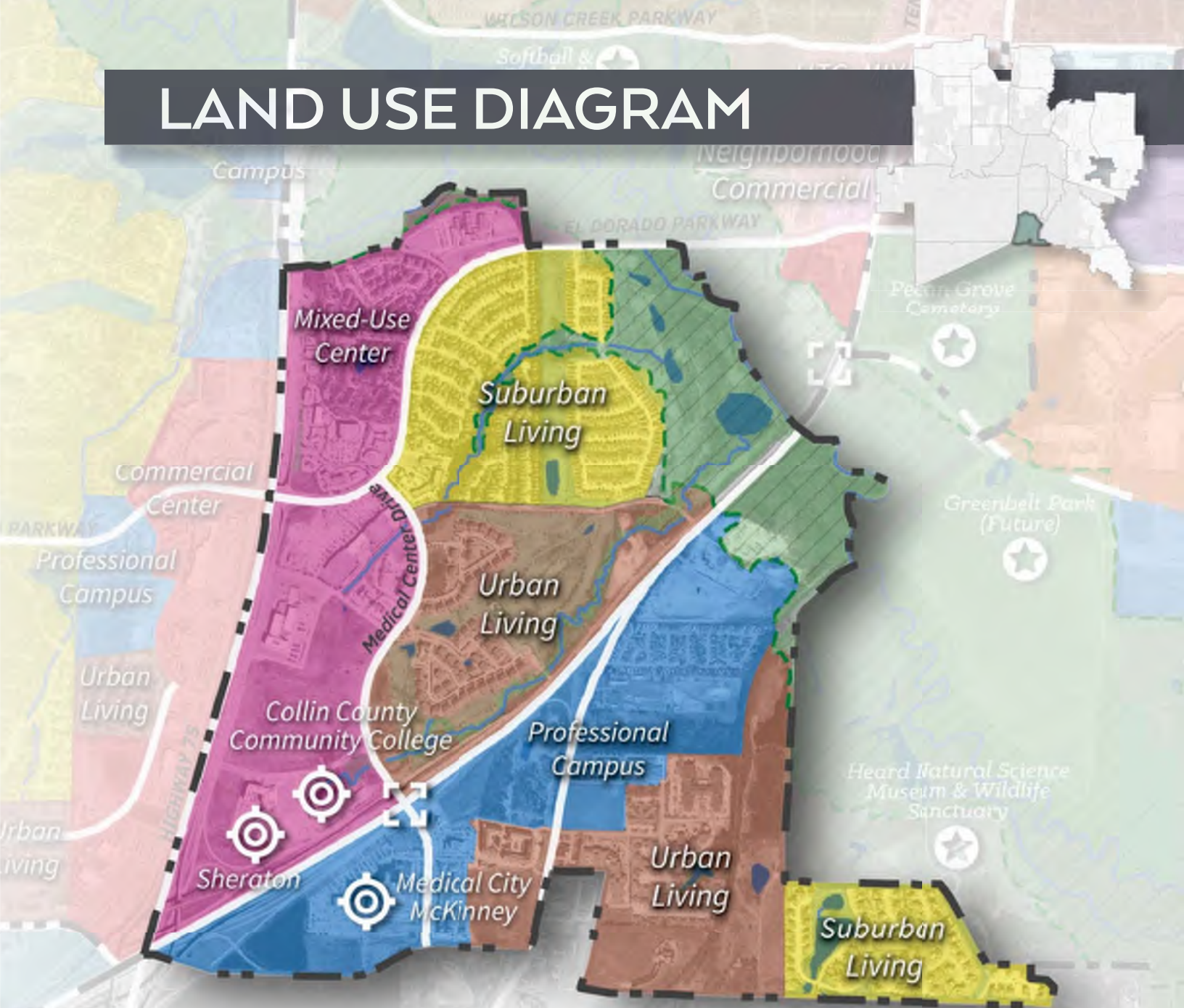
3. The **Urban Living** placetype is located along the City's boundary with Fairview and along Medical Center Drive in support of the Mixed-Use Center area. It is intended to provide housing options for healthcare professionals and employees of corporations locating in this District. The design and density of Urban Living should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. In this particular District, non-residential development should be discouraged within Urban Living.

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.

## PLACETYPES



# LAND USE DIAGRAM



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

## PSYCHOGRAPHICS

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

## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments
- 18-Hour Environments

### Employment Trends

- Mobile Workforce
- Business Office Contraction

### Business Trends

- High-Growth High-Tech

### Residential Trends

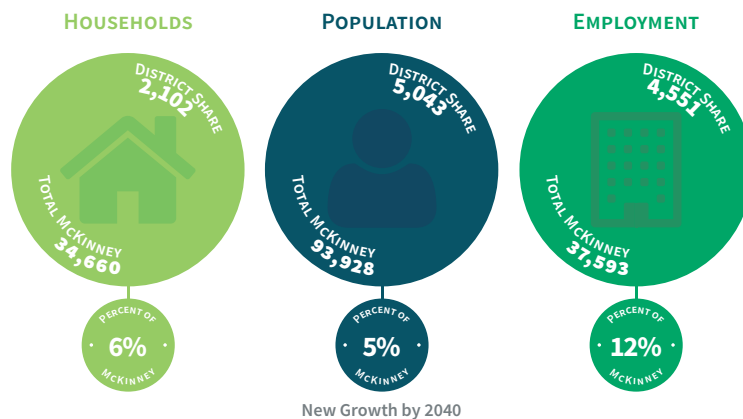
- Starter & Retirement Homes
- Renting By Choice
- Living With Friends

# 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. Significant Identity Features (including specially enhanced bridges) should be located where the District's major roadways and its important creeks intersect. The Identity Feature located at Medical Center Drive signifies the gateway into the primary Mixed-Use Center development. The Identify Features located at SH 5 and Wilson Creek and at US 75 and SH 121 signify the locations for gateways into the City of McKinney. Both gateways should focus on creating an overall character and brand for the City and/or Gateway District. More information about these and other gateway features can be found in the Parks and Recreation Master Plan.
2. The Community Assets on the Diagram denote the Collin College Higher Education Center, Sheraton Hotel and Conference Center, and the Medical Center of McKinney. Each of these have a unique opportunity to support additional Professional Campus and Mixed-Use development in the District.
3. Key Amenity Features in this District include the Heard Natural Science Museum and Wildlife Sanctuary and future greenbelt park (located just outside of the District). Future development in this District should take full advantage of the unique opportunities created by these amenity features.
4. Multi-purpose trails should be located along the floodplain areas of Wilson Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the various placetypes to the regional systems.
5. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the Professional Campus / Mixed-Use development context of the District.

The graphic that follows provides a profile of the Southgate Business 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. Creation of a Gateway to the Mixed-Use Center at SH 121 and Medical Center Drive.
2. Creation of a Gateway where SH 5 crosses Wilson Creek.
3. Improvements and expansions to Eldorado Parkway.
4. Design and finance of identity features within the District to communicate McKinney's identity.
5. Zoning and design guidelines or requirements to ensure high quality, pedestrian oriented development within the Urban Living and Mixed-Use Center placetype areas.
6. Identification of areas within the District (such as along SH 5) where revitalization may be desirable and economically feasible.







# TOWN CENTER DISTRICT

*Intent - The Historic Town Center remains the heart of McKinney, celebrating the community's past and attracting the residents, businesses and visitors of the future.*



# DESCRIPTION

The Town Center District includes the community's historic commercial core and its surrounding neighborhoods west of State Highway 5. Since this is the oldest part of McKinney, it is largely developed. The area will continue to thrive through investment in adaptive reuse of existing buildings and infill development on currently-vacant or underutilized parcels. It is also the center of the McKinney community. This historic downtown square is one of the North Texas region's most established and recognized destinations. New uses and buildings in the Town Center District must retain the area's character and supplement the retail, restaurants, offices and other uses around the Square and in the rest of the Town Center area.

The City's Town Center Study Phase I Report and associated Illustrative Vision (collectively known as the Town Center Master Plan) establishes the design criteria, development approach and implementation program for this area. The character-defining placetype of this District is Historic Town Center. This Placetype refers to the approved vision and emphasizes the importance of its continued implementation. Adopted in 2013, the McKinney Town Center Form-Based Zoning District and associated Regulating Plan provides the regulatory guidance for continued development and redevelopment in the core of the Town Center District.

*“Town Center will continue to be the community’s most obvious and genuine mixed-use center”*

McKinney's historic Town Center has long been recognized as a regional destination for shopping and entertainment. In recent years, however, it has become equally thought of for its traditional neighborhoods and historic housing inventory. Unlike many communities throughout the Metroplex, McKinney not only preserved, but protected this most authentic and valued asset. While hundreds of communities have sought to create urban cores within suburban settings, few have the essential elements necessary for success including: a history; connection to its residents' pasts; social infrastructure such as churches and schools; and, consistently designed and maintained urban fabric.

While the city of McKinney will continue to grow in every direction outward from the Town Center District, as it always has, Town Center will continue to be the community's most obvious and genuine mixed-use center. Further, commercial and residential uses will continue to be co-located along and within several major arterials, yet at greater densities than existed in the past, with both vertical and horizontal integration. The scale of spaces with potential for development or adaptive reuse are such that only small- and medium-sized businesses will be accommodated over the near- and long-term, in the company of boutique stores and those typically found in a "main street" environment, non-chain lodging facilities, restaurants, public offices and community spaces.

Residential developments will complement the massing of new and redeveloped structures, offering a variety of products at price points supporting service, retail and

professional employees at a range of income levels. While the Mill District is the only one programmed for any significant level of redevelopment activity, this Town Center District is likely to receive interest in adapting existing or building new infill product types. The health of the community's urban core is among the top economic development citing criteria used by expanding and relocating companies. To this end, the Downtown Square is an invaluable asset and should continue to be thought of as such, particularly while development on the fringe of the community continues to command the attention and resources of staff and public officials.

Householders in this District are headed by individuals at the beginning and end of their earning years, both married and single, but the majority with one or two children. Traditional single family homes are the preference among families with those in the higher income brackets owning their homes, and those in the lower income brackets renting them. Younger individuals in the District chose this location for its proximity to the Town Square area, character of its established neighborhoods, and existing infrastructure that supports alternative modes of transportation including walking, biking, and riding public transportation. Educational attainment among area residents largely range from high school graduates to completion of advanced degrees, explaining the presence of retail and service workers, white collar professionals, educators and retirees. Among those individuals either in or near retirement, many lived in the District when they were raising their now adult children, but will inevitably relocate when their lifestyle choices or needs change.

# MARKET ANALYSIS



# LAND USE DIAGRAM



## INDUSTRY TRENDS

### Development Trends

- Mixed-Use Environments

### Employment Trends

- Mobile Workforce
- Suburban Centers
- Green Tendencies
- Social Trends
  - Traditional Neighborhood Design
  - Aging Baby Boomers

### Residential Trends

- Starter & Retirement Homes

## PSYCHOGRAPHICS

**EP** Enterprising Professionals

**BYP** Bright Young Professionals

**UPF** Up & Coming Families

**FA** Fresh Ambitions

Floodplain / Amenity Zone

District Boundary

District Identity Feature

Amenity Feature

Community Asset

Intensity Transition

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Historic Town Center** is the character-defining placetype in this District which includes three sub-placetypes; Downtown, Mix and Residential that represents the existing development pattern. It is intended to accommodate a variety of building types that are in keeping with the existing character in the Historic Town Center. Any infill development or redevelopment of sites in this District (residential or non-residential) should be in keeping with this placetype.

2. The intensity and historic form/character will likely transition to more traditional development patterns in areas near US 75 and US 380 and Redbud Boulevard area.

3. 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.

## PLACETYPES



Historic Town Center Downtown



Historic Town Center Mix



Historic Town Center Residential



Professional Campus



Commercial Center



Neighborhood Commercial

# 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. The Amenity Features on the Diagram denote the Historic Town Square and the Grady Littlejohn Softball Complex. These features have the ability to provide amenity for infill or redevelopment that occurs in the District.
2. District identify Features should be located at the intersection of State Highway 5 and FM 546, at US 75 and US 380, and where US 75 crosses Wilson Creek. These features should serve as key gateways and should establish an overall character and brand for the City of McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
3. Multi-purpose trails should be located along the floodplain areas of Wilson Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the various placetypes to the regional systems.
4. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Wilson Creek and Franklin Branch, and related open space amenities.

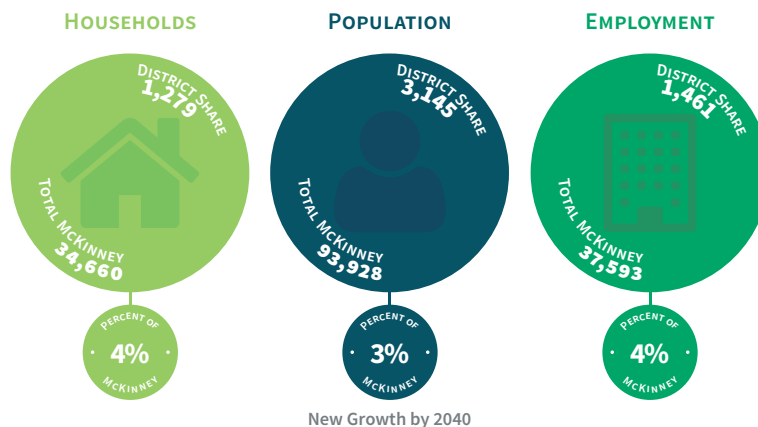


# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Continued public investments in infrastructure for the Town Center area, in accordance with the Town Center Master Plan.
2. Implement a solution to provide additional parking in appropriate locations for the Town Center.
3. Refine the economic development incentives, marketing and other programs encouraging Town Center investment to ensure that they are effective and responsive to current market conditions.
4. Create bicycle and pedestrian connections from the Town Center to other parts of the McKinney community.
5. Update and expand the marketing and outreach to engage McKinney residents and visitors with the Town Center area.
6. Provide regular and engaging updates on the progress of Town Center revitalization to the McKinney community, visitors and future investors.
7. Continue to refine the TIRZ program to encourage reinvestment in private property throughout the Town Center District.
8. Investigate the use of special District or other mechanisms that fund the costs associated with public improvements requiring higher service levels that provided citywide.
9. Redesign State Highway 5 through the Town Center District as consistent with the State Highway 5 Corridor Master Plan and Town Center Master Plan in order to improve connectivity to the Mill District, as well as safety for all users of the roadway.
10. Redesign US 380 to improve safety for all users and improve access to the retail service uses along both sides of the corridor.
11. Consider the creation of a specific development code or other mechanism to ensure that the desired development patterns along the State Highway 5 Corridor are achieved throughout this District.

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







# TRINITY FALLS DISTRICT

*Intent - New development in this District reflects and supports the Trinity Falls Municipal Utility District master plan and also capitalizes on the natural features of the East Fork of the Trinity River.*



# DESCRIPTION

The Trinity Falls District reflects the development planned for the Trinity Falls Municipal Utility District (MUD) neighborhoods of single family detached homes with local-serving neighborhood commercial areas. The character-defining placetype in this District is Suburban Living. Development throughout the District should continue this pattern whether or not the property is

included in the MUD. Residential development in this District should maximize the benefits offered by the abundant natural resources in the area, such as the Trinity River and varied topography. These features should be used to create unique open spaces within the traditional suburban development pattern.

*“Features should be used to create unique open spaces within the traditional suburban development”*

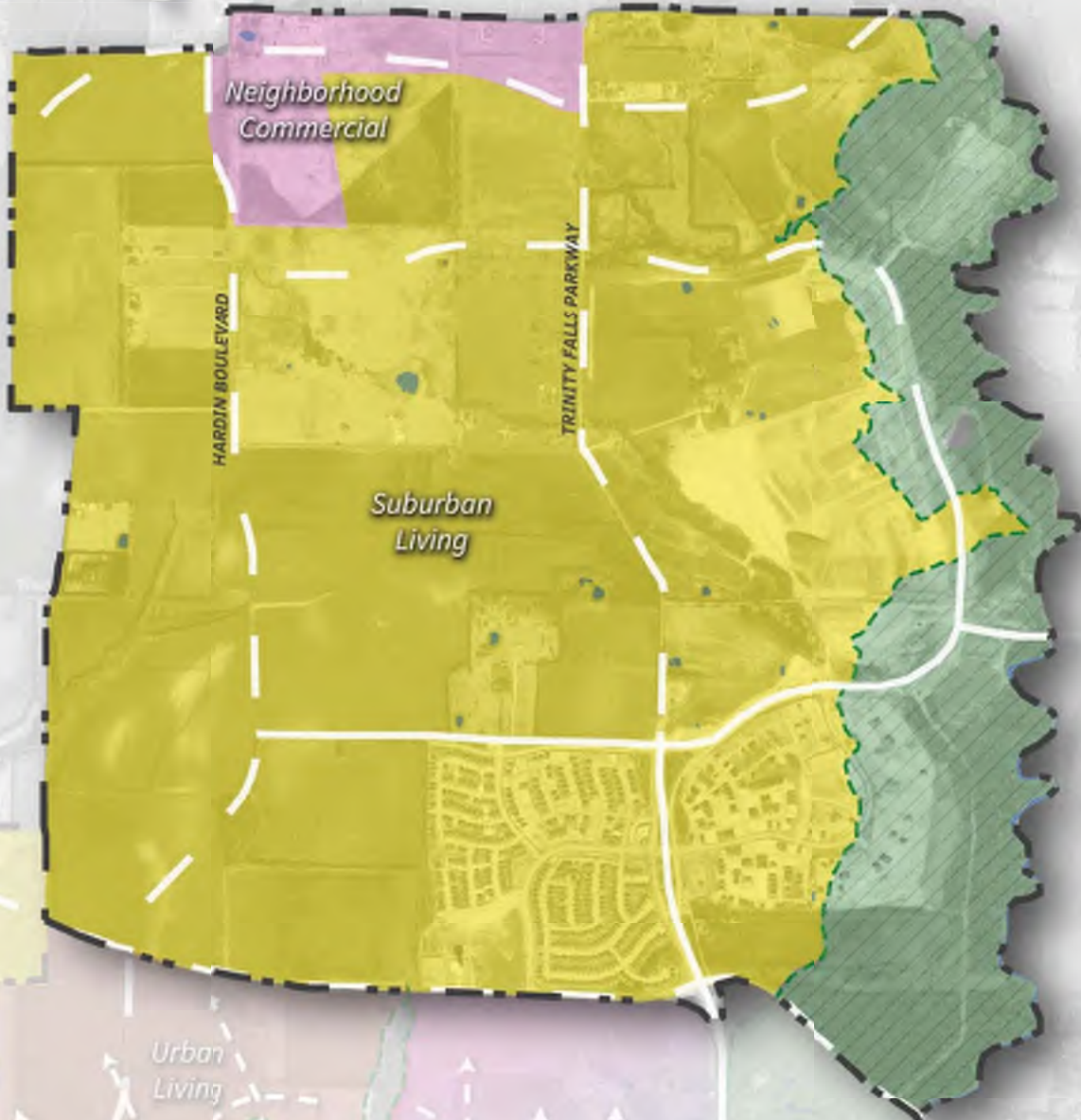
The Trinity Falls District represents McKinney’s northernmost neighborhood-based District, providing concentrations of residential units across a fairly narrow spectrum of product types. Given its location within the planning area and proximity to Erwin Park, it will also draw the attention of builders serving buyers looking for move-up products in the McKinney market, with access to family-oriented resources. The Trinity Falls MUD will largely inform the types of housing products developed in the District. Although direct access to US 75 is not yet available, it is considered close enough to afford employees of businesses located outside and south of the market to choose housing alternatives in this northernmost District.

The households that will find the Trinity Falls District appealing can generally be described as family-centric, with moderate to high household incomes, relative to the regional median. They are equal parts one- and two-earners, with jobs requiring professional skills. Housing preferences among individuals in these groups are largely single family detached ownership units, with the majority living in their second, “move-up” residence.

# MARKET ANALYSIS



# LAND USE DIAGRAM



Commercial Center

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

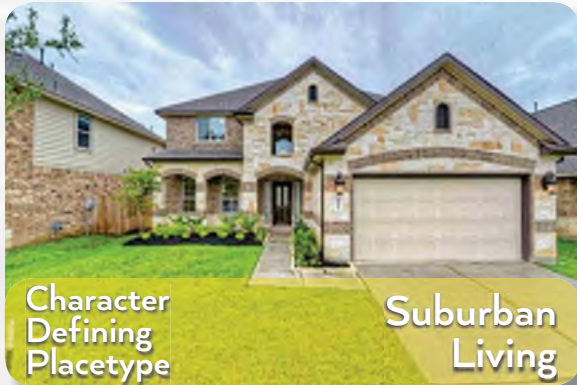
1. **Suburban Living** is the character-defining placetype in this District. It is intended to continue the current development pattern already present in the District with additional single family neighborhoods that reinforce McKinney's reputation for high quality places to live. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods.

2. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should primarily be focused around the key intersections indicated on the Diagram and should provide supporting neighborhood

services for residents in the District. However, an over-concentration of these uses could create problems with viability and community character over time. As such, some deference should be shown to the market for determining the appropriate amount and specific location of this placetype around these intersections. Commercial development should also be prioritized along the frontage of the future Collin County Outer Loop in order to capitalize on the visibility and access that this large-scale transportation facility provides.

3. 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.

## PLACETYPES



Floodplain /  
Amenity Zone



District  
Boundary



District  
Identity Feature



Amenity  
Feature



Community  
Asset



Intensity  
Transition

## PSYCHOGRAPHICS

UPF Up & Coming Families

PP Professional Pride

SM Soccer Moms

BB Boomburbs

## INDUSTRY TRENDS

### Social Trends

- Aging Baby Boomers

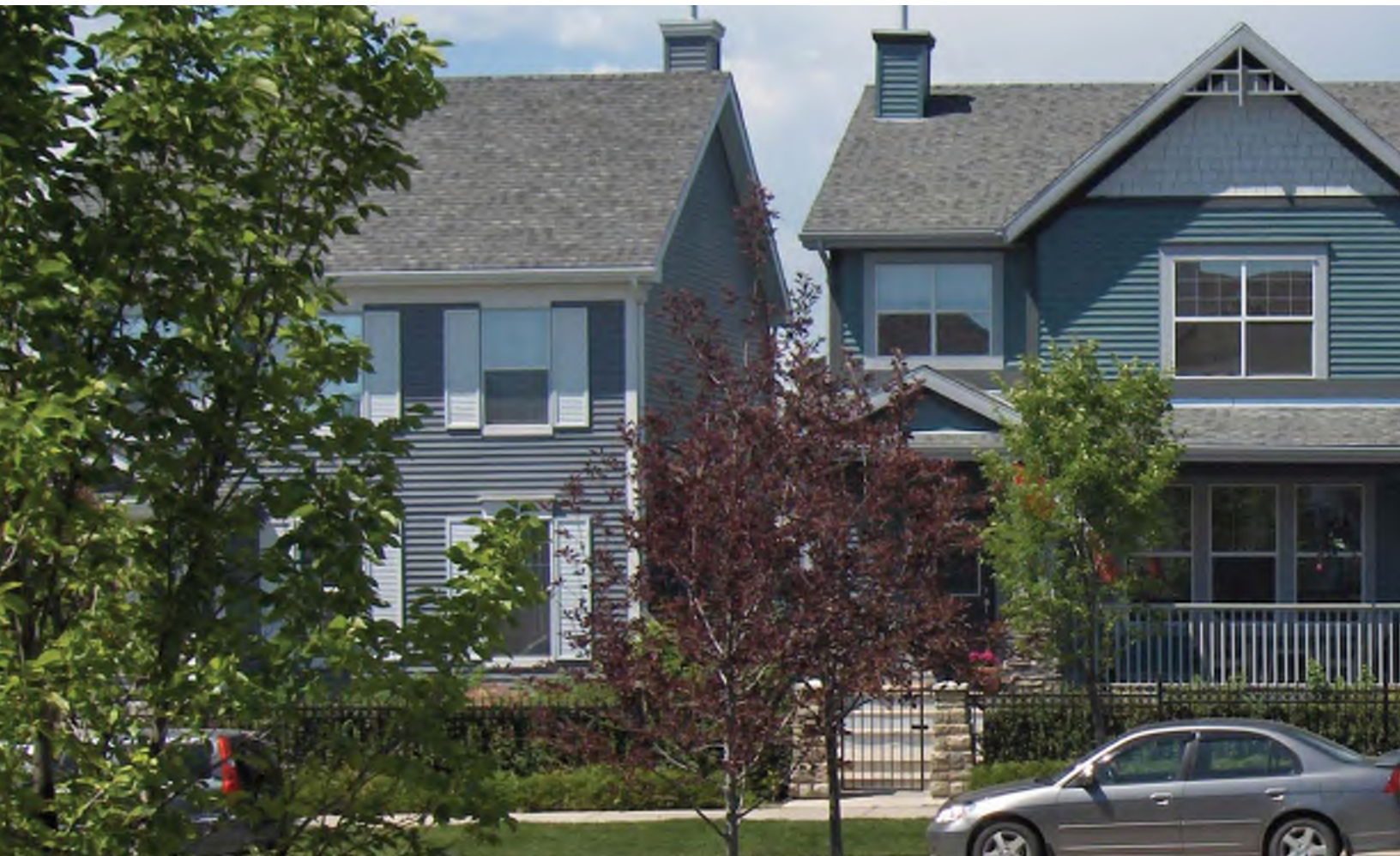
### Residential Trends

- Starter & Retirement Homes

# 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. Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the adjacent neighborhoods to the regional systems.

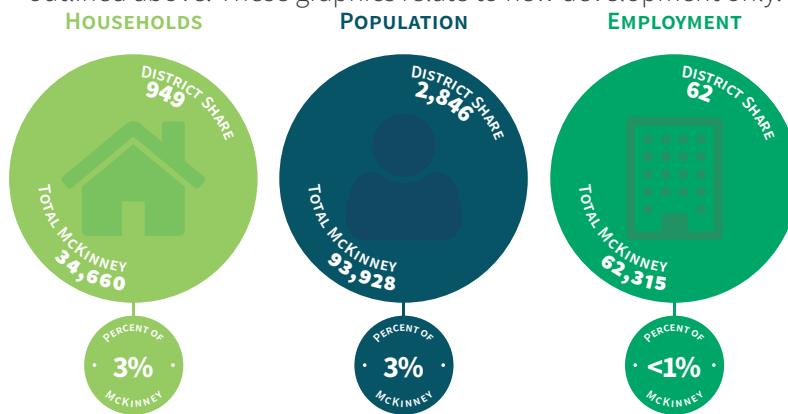


# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Investment in trails and other amenities along the East Fork floodplain consistent with the Parks Master Plan.
2. Connectivity between the neighborhoods and commercial areas within the District for people walking or biking.

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



New Growth by 2040

