



# MCKINNEY TOWN CENTER STUDY INITIATIVE PHASE 2 UPDATE



Renaissance of the Downtown Square  
(Public Space Category)

# Tonight's Discussion

- Proposed Form-Based Code (McKinney Town Center Zoning District)
- Proposed Improvements to Historic Preservation Overlay Zoning District
- Town Center Business Plan

# PHASE 1

Public Design Workshop 1  
(Downtown)

Public Design Workshop 3  
(Corridors)

August 29, 2006      November 9-11, 2006      March 22-24, 2007      June 28-30, 2007      March 18, 2008

Open House Kick-Off

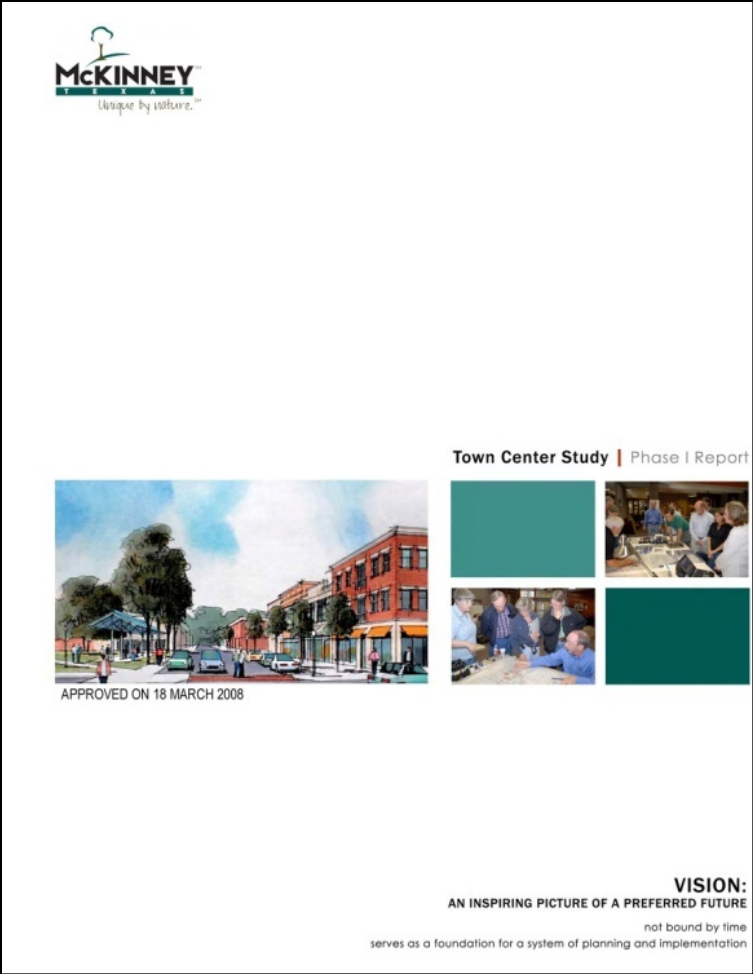
Public Design Workshop 2  
(Transit Village)

City Council approval of  
the Town Center Study  
Phase 1 Report



# PHASE 1 COMPLETED

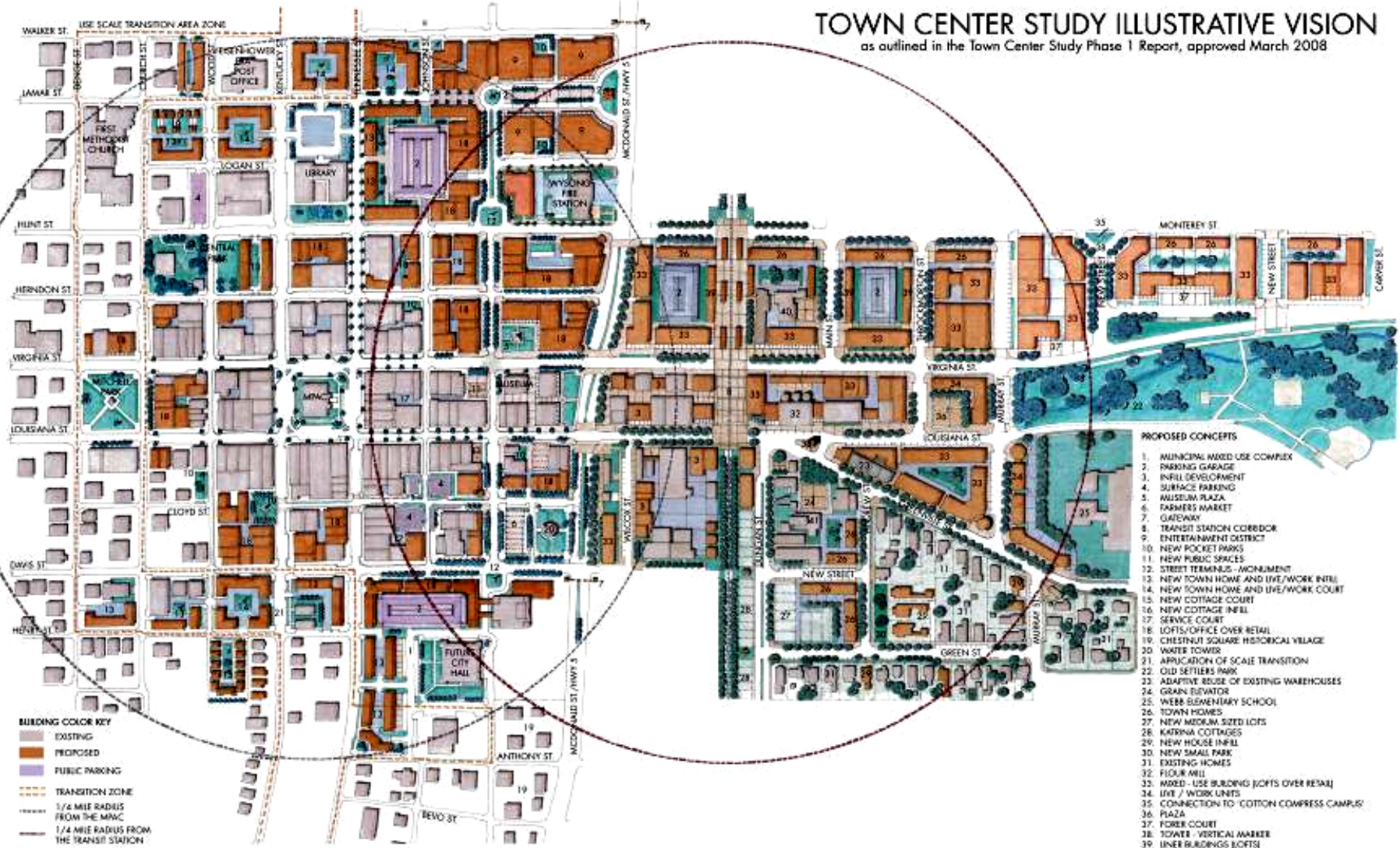
In March 2008, the Town Center Study Phase 1 Report, Shared Vision, and Illustrative Master Plan were approved and adopted by reference into the Comprehensive Plan and now serve as a meaningful policy guide for city officials, staff, property owners, and private developers when considering decisions in the Town Center.





# TOWN CENTER STUDY ILLUSTRATIVE VISION

as outlined in the Town Center Study Phase 1 Report, approved March 2008



**BUILDING COLOR KEY**

- EXISTING
- PROPOSED
- PUBLIC PARKING
- TRANSITION ZONE
- 1/4 MILE RADIUS FROM THE MHC
- 1/4 MILE RADIUS FROM THE TRANSIT STATION

- PROPOSED CONCEPTS**
1. MUNICIPAL MIXED-USE COMPLEX
  2. PARKING GARAGE
  3. INFILL DEVELOPMENT
  4. SURFACE PARKING
  5. MUSEUM PLAZA
  6. FARMERS MARKET
  7. GATEWAY
  8. TRANSIT STATION CORRIDOR
  9. ENTERTAINMENT DISTRICT
  10. NEW POCKET PARKS
  11. NEW PUBLIC SPACES
  12. STREET TERMINUS - MONUMENT
  13. NEW TOWN HOME AND LIFE/WORK INTL
  14. NEW TOWN HOME AND LIFE/WORK COURT
  15. NEW COTTAGE COURT
  16. NEW COTTAGE INFILL
  17. SERVICE COURT
  18. LOFTS/OFFICE OVER RETAIL
  19. CHRISTIE SQUARE HISTORICAL VILLAGE
  20. WATER TOWER
  21. APPLICATION OF SCALE TRANSITION
  22. OLD SETTLERS PARK
  23. ADAPTIVE REUSE OF EXISTING WAREHOUSES
  24. GRAIN ELEVATOR
  25. WEEK ELEMENTARY SCHOOL
  26. TOWN HOMES
  27. NEW MEDIUM SIZED LOTS
  28. KATRINA COTTAGES
  29. NEW HOUSE INFILL
  30. NEW SMALL PARK
  31. EXISTING HOMES
  32. FLOUR MILL
  33. MIXED-USE BUILDING (LOFTS OVER RETAIL)
  34. LIFE / WORK UNITS
  35. CONNECTION TO 'COTTON COMPRESS CAMPUS'
  36. PLAZA
  37. FOWER COURT
  38. TOWER - VERTICAL MARKER
  39. LINER BUILDINGS (LOFTS)
  40. ADAPTIVE REUSE OF ICE HOUSE
  41. ADAPTIVE REUSE OF GRAIN ELEVATOR

## PHASE 2

- Analyze, craft, select, relate, and phase the appropriate implementation tools into a comprehensive action plan that will allow the vision and revitalization of the Town Center to be achieved and sustained over time.
- Over the last 2 years, Staff and the consultant team have been working on several components for Phase 2:
  - **Inventory of existing land uses & quantification of physical buildout of Phase 1 vision** (100% complete)
  - **Market Feasibility Analysis** (100% complete)
  - **Comprehensive Parking Analysis**, including existing supply/demand, future supply/demand, parking management strategies, feasibility of paid parking system, site feasibility for a parking structure (100% complete)
  - **Development Regulations Analysis and Proposed Improvements**, including zoning regulations, subdivision regulations, and sign regulations (80% complete)
  - **Creation of a Town Center Business Plan**, including fiscal tools analysis (TIRZ, PID), establishing a coordinated set of incentives policies between City/MEDC/MCDC/TIRZ for Town Center-specific redevelopment, and seeking opportunities to leverage City assets and establish public-private partnerships for catalyst projects (NCTCOG grants, EPA Brownfields grant, 2010 Bond package, proactive and strategic land assembly/disposition, RFP for City-owned property, future City Hall) (60% complete)

# **Proposed Form-Based Code (McKinney Town Center Zoning District)**

# DEVELOPMENT REGULATIONS TIMELINE

- 2009: Analysis of development regulations (zoning, subdivision) that are barriers to realizing the preferred concepts of the adopted Town Center illustrative master plan
- Jan 2010: Council work session emphasizing importance of synchronizing public capital investments and development regulations in the Town Center
- March 2010: Stakeholders public meeting
- May 2010: Council work session outlining approach and process by which a new form-based development code would be created to specifically implement the Town Center illustrative master plan
- Sept 2010: Stakeholders public meeting
- Jan 2011: Council work session discussing feasibility of PID and paid parking system as well as progress of the form-based development code



# Why is this proposed form-based code so important?

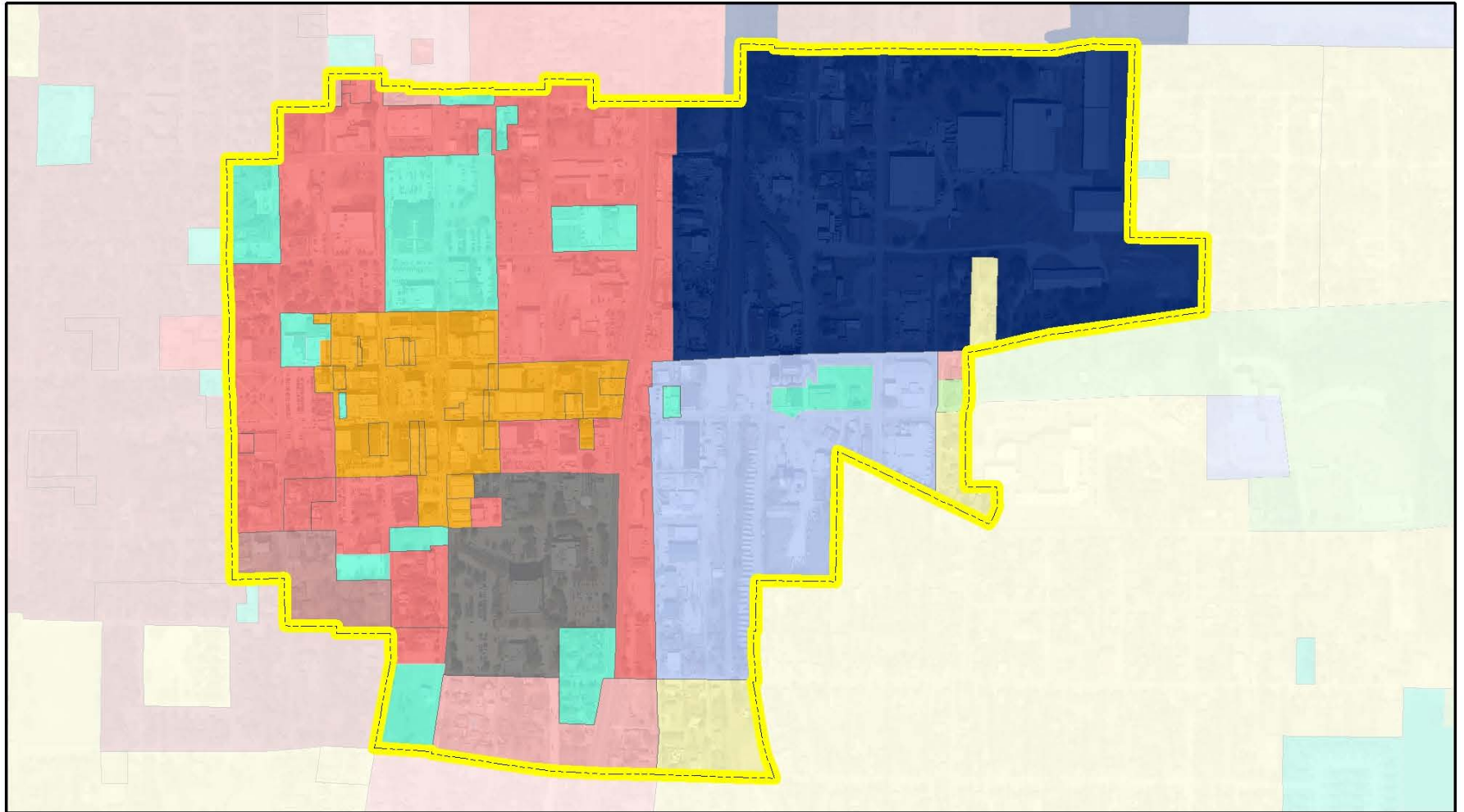
**Performance  
of TIRZ #1**

**Simplification  
of regulations**

**Streamlining of  
permitting process**

**Adjacency  
Predictability**

# EXISTING ZONING



- |                            |                                    |                          |                           |
|----------------------------|------------------------------------|--------------------------|---------------------------|
| AG - AGRICULTURE           | C - PLANNED CENTER                 | MULTI-FAMILY RESIDENTIAL | OFFICE                    |
| AP - AIRPORT               | CHD - COMMERCIAL HISTORIC DISTRICT | MH - HEAVY MANUFACTURING | PD - PLANNED DEVELOPMENT  |
| BG - GENERAL BUSINESS      | FP - FLOODPLAIN                    | ML - LIGHT MANUFACTURING | SINGLE-FAMILY RESIDENTIAL |
| BN - NEIGHBORHOOD BUSINESS | GC - GOVERNMENTAL COMPLEX          | MP - MOBILE HOME PARK    |                           |

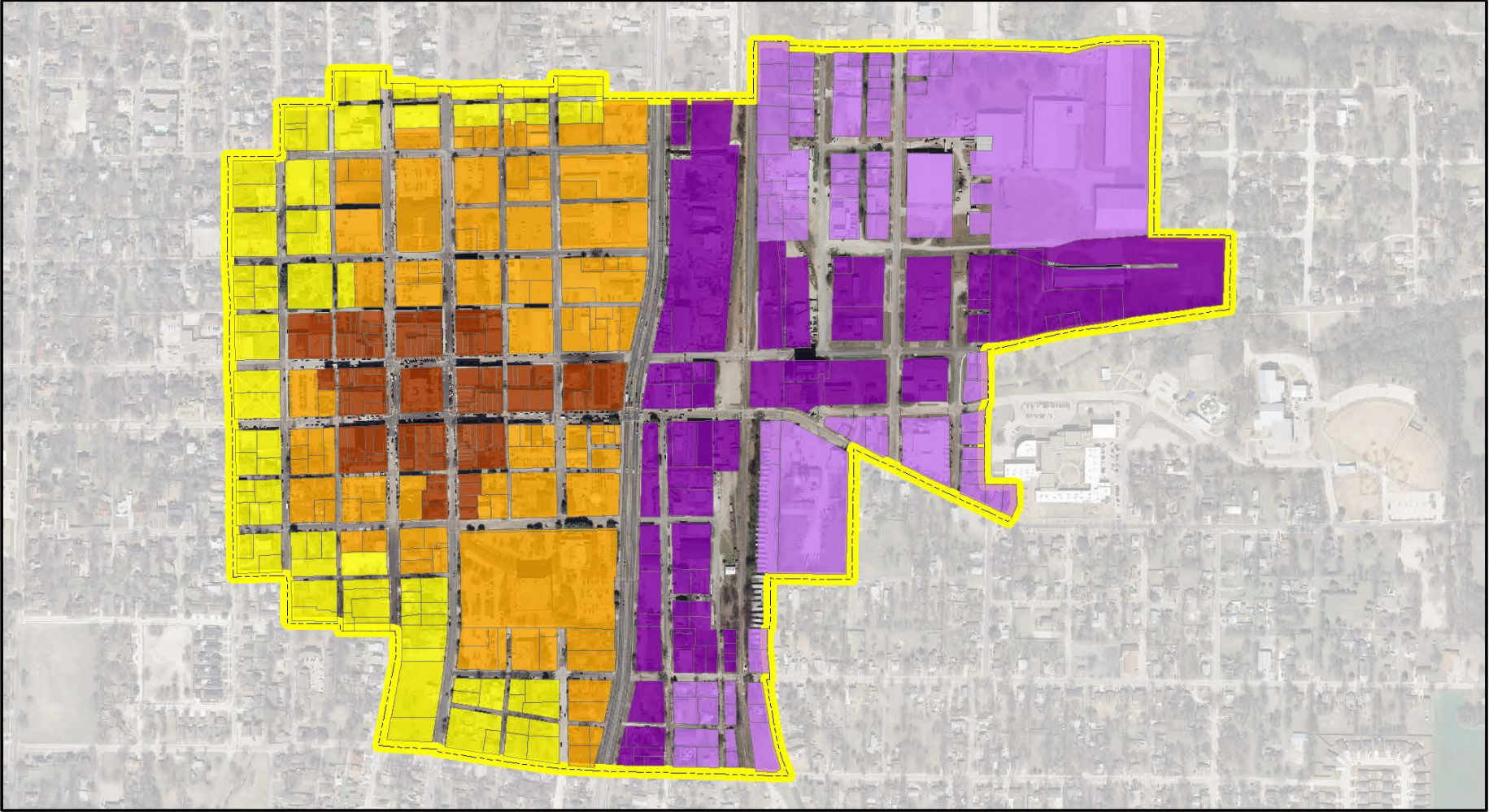
# PROPOSED MCKINNEY TOWN CENTER (MTC) ZONING BOUNDARY



- |                            |                                    |                          |                              |
|----------------------------|------------------------------------|--------------------------|------------------------------|
| AG - AGRICULTURE           | C - PLANNED CENTER                 | MULTI-FAMILY RESIDENTIAL | OFFICE                       |
| AP - AIRPORT               | CHD - COMMERCIAL HISTORIC DISTRICT | MH - HEAVY MANUFACTURING | PD - PLANNED DEVELOPMENT     |
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| BN - NEIGHBORHOOD BUSINESS | GC - GOVERNMENTAL COMPLEX          | MP - MOBILE HOME PARK    | Proposed MTC Zoning Boundary |



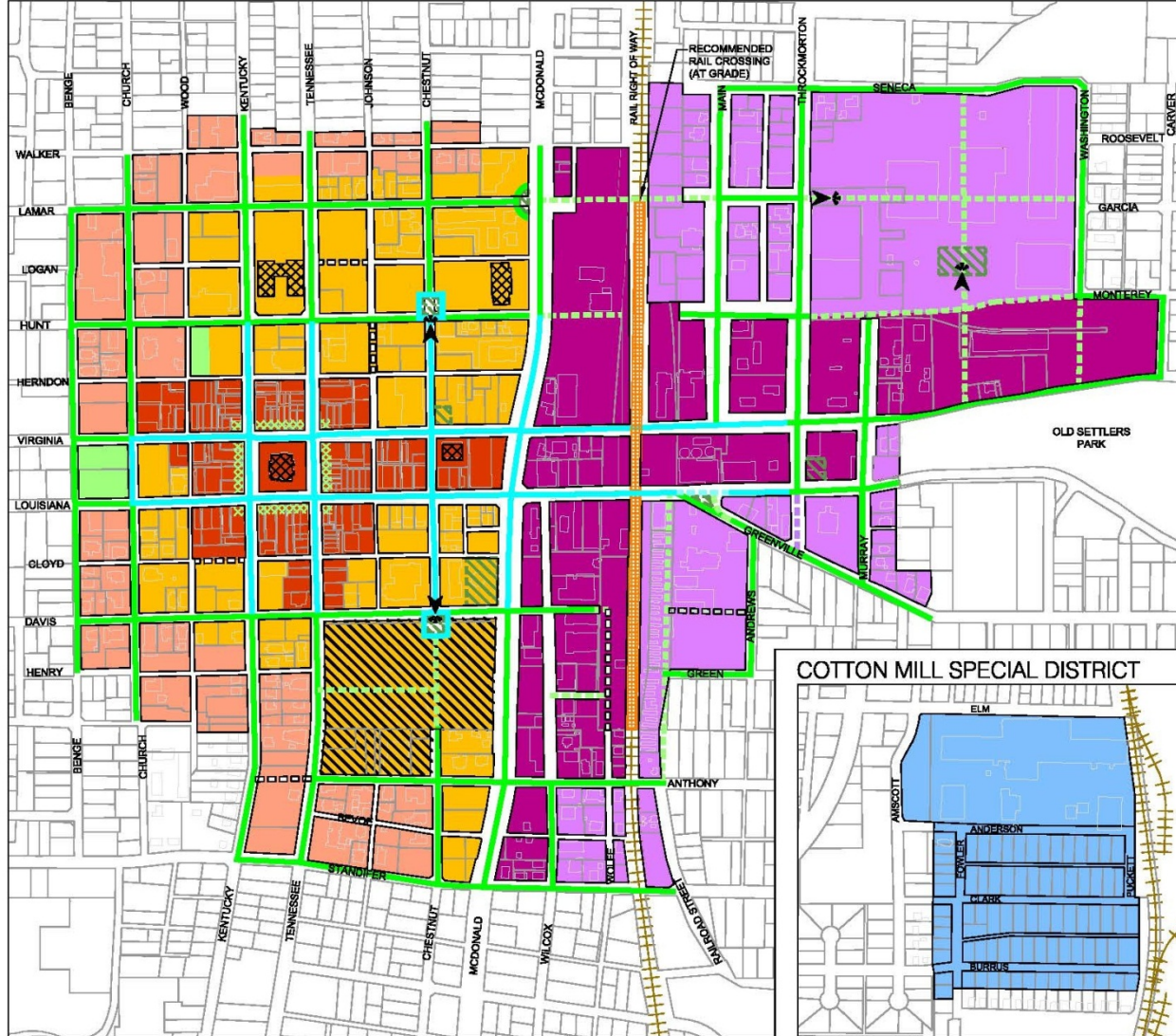
# PROPOSED MTC CHARACTER DISTRICTS



- Historic Core
- Downtown Core
- Downtown Edge
- Transit Village Core
- Transit Village Edge



# Proposed MTC Regulating Plan



### CHARACTER DISTRICTS

Historic Core	Cotton Mill Special District
Downtown Core	Transit Village Core
Downtown Edge	Transit Village Edge

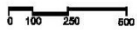
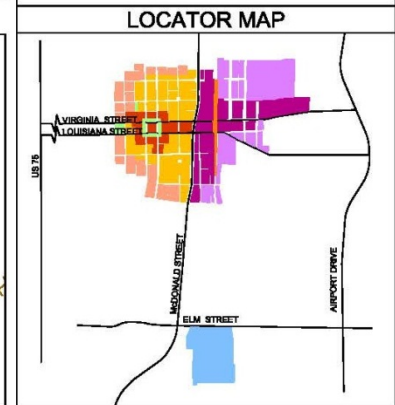
### STREET DESIGNATIONS

Pedestrian Priority 'A'	Recommended Priority 'A'
Pedestrian Priority 'B'	Recommended Priority 'B'
Service Street/Alley	Recommended Service Street/Alley
	Recommended Vacation

*Note: Solid lines denote existing streets*

### SPECIAL REQUIREMENTS

Designated Civic Building	Recommended Civic Building Site
Designated Civic/Open Space	Recommended Civic/Open Space
Required Commercial Frontage	Recommended Rail Platform
	Recommended Vista Terminus



DRAFT NOVEMBER 23, 2010



McKinney Town Center  
Regulating Plan



# Proposed McKinney Town Center code components:

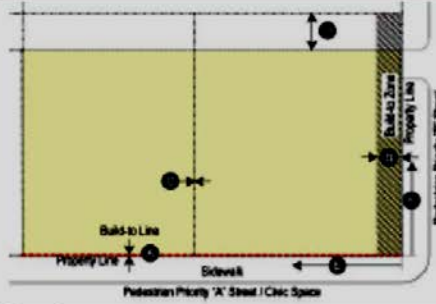
- Definitions
- Administration
- Regulating Plan
- Schedule of Permitted Uses
- Building Form and Development Standards
- Building Design Standards
- Street, Streetscape, and Landscape Standards
- Sign Standards
- Civic and Open Space Standards



# Building Form Standards

- Primary role in defining physical form
- Simple diagrams, easy-to-read tables
- 2 pages per character district
- building placement
- building form
- parking/service access
- frontage

### 6.1 (a) Building Placement



**Legend**

- Property Line
- - - Build-to Line
- Setback Line
- ▨ Build to Zone
- Building Area

**(i) Build-to Line/Zone (BTL/Z)**  
(Distance from property line to edge of the zone)

Front (Pedestrian Priority "A" Street / Civic Space) (see #11)	0'	A
Front (Pedestrian Priority "B" Street) (see #11)	0' - 5' (see #1)	B

**(ii) Setback:**

Front (Pedestrian Priority "A" Street / Civic Space) (see #11)	0' (min. and max.)	A
Front (Pedestrian Priority "B" Street) (see #11)	0' (min.) 5' (max.)	B
Side	0' min.; (see #2)	C
Rear	5' min.	D

**(iii) Building Form**

Building Frontage required along Pedestrian Priority "A" Streets/civic space BTZ	95% (min.) (see #3 and #6)	E
Building Frontage required along Pedestrian Priority "B" Street BTZ	75% (min.) (see #3 and #6)	F

**Notes**

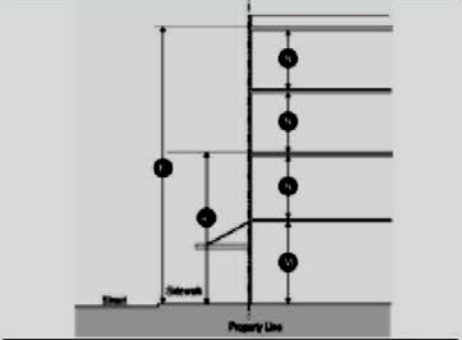
#1 - Area between the building and the edge of the BTZ at the public sidewalk shall be paved to be flush with the sidewalk. Civic buildings shall be exempt from this requirement.

#2 - Side setbacks shall be based on minimum fire separation required between buildings, if applicable.

#3 - Corner building street facades must be built to the BTZ for a minimum of 25' from the corner along both streets or the width of the corner lot, whichever is less. Recessed entrances are permitted as long as the upper floors meet the build-to zone or build-to line standards.

#4 - First floor heights shall not apply to parking structures.

### 6.1 (b) Height



(i) Building minimum	2 stories min. on the blocks fronting on the Historic Square 1 story min. along all other street frontages	K
(ii) Building maximum	4 stories (see #5 and #7)	K
(iii) First floor to floor height	Match adjoining historic building (if any) or no less than 15' (see #4)	M
(iv) Upper floor(s) height	10' min.	N

### 6.1 (c) Commercial Frontage Requirements:

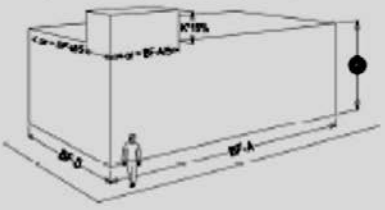
(i) Ground floor uses, to a minimum depth of 25', along all streets fronting on the Historic Square shall be limited to commercial (retail, restaurant, and office), art/music/entertainment studio, or civic uses only. Residential uses may be located behind or above the commercial use. Lodging uses shall not have any recess located along the Historic Square frontage.

**Notes**

#5 - Afters and mezzanines less than 7' (avg.) height shall not be counted as a story.

#6 - Any frontage along a public street (except alleys) not defined by a building at the BTZ shall be defined by a 4' high Street Screen or either the same building material as the principal structure on the lot or masonry.

#7 - Corner buildings may exceed the maximum building height by 15% for 20% of the building's frontage along each corresponding street facade.



McKINNEY TOWN CENTER DEVELOPMENT CODE

12

DRAFT - July 1, 2010

# Administration of the Town Center Code

- The Planning Director (or designee) to be the Town Center Development Coordinator (TCDC)--the single point of contact to facilitate development in the Town Center
- All development projects that comply with form-based code to be reviewed and approved by Staff (administrative approval is faster and more predictable for developers)
- Any changes to the boundaries of the MTC to be reviewed and processed as a zoning change
- Any development that does not comply with form-based code may apply for a “Design Exception” from the Planning and Zoning Commission (review criteria based on the Town Center Master Plan)

# Flexible Approach to Non-Conformities

- Form-based code distinguishes between Non-Conforming Uses, Non-Conforming Buildings, and Non-Conforming Signs
- Non-Conforming Uses to be “grandfathered” based on Section 146-40 of the City’s Zoning Ordinance
- Can spend money on maintaining existing buildings so long as the non-conforming use is not expanded (less than 50% of the assessed value of the building or \$50,000, whichever is greater over a rolling 3-year period)
- Non-conforming use status is lost if the use is abandoned continuously for 6 months or more
- Appeals heard by the Board of Adjustment

## **Non-Conforming Buildings**

- May continue to be used until any modifications or reconstructions are made that are valued at more than 50% of the assessed value of the building or \$50,000, whichever is greater, over a rolling 3-year period
- Any changes made only to a Pedestrian Priority “A” Street façade of a building to be in conformance with the new code regardless of value of the proposed change.

## **Public Improvements (subdivision regulations)**

- Public Improvements may include the reconstruction or new construction of streets, sidewalks, streetscape improvements, other utility infrastructure (water, sewer, drainage)
- Current standards are based on “greenfield” subdivisions where developer pays for most infrastructure costs
- Existing context and ownership in the Town Center needs to be considered to encourage redevelopment
- Design Standards for public improvements should be based on the existing Town Center context (streets, sidewalks, etc.)
- Phasing and timing of public improvements should be considered to tie public investment (CIP) with private development

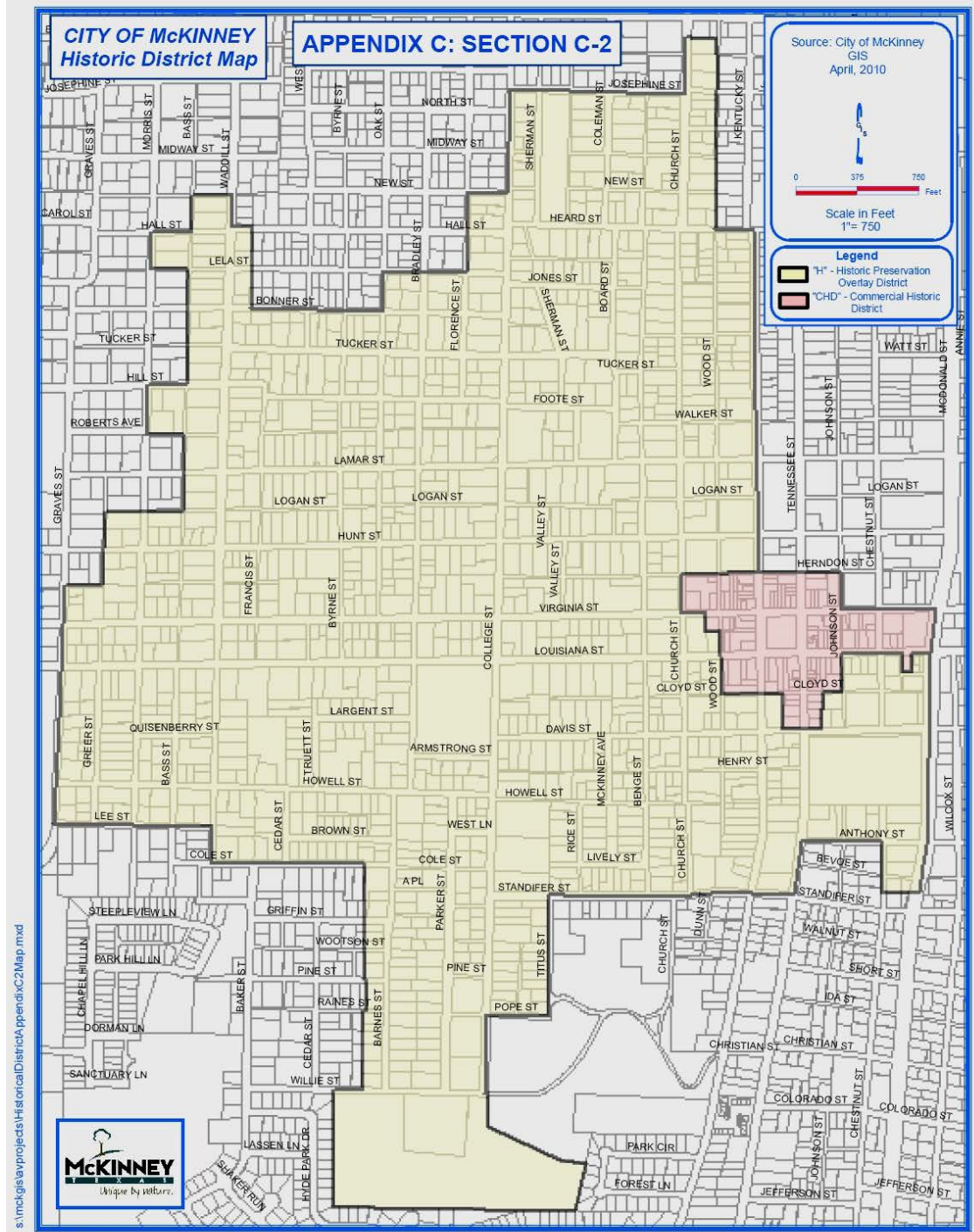
# **Historic Preservation Overlay District – Proposed Improvements**



# **Historic Preservation zoning ordinances: Proposed Improvements**

- **City Council Goal for 2016: “Vibrant Historic District: Authentic Downtown and Neighborhoods” and City Council Policy Action (2011-2012): “Research/draft improvements to historic district ordinances”**
- **Town Center Study Initiative: “Protect historic character” and “Promote adaptive reuse of historic buildings”**
- **Cleanup/update development regulations to better position for the next development cycle**
- **Certified Local Government (CLG) application and review of McKinney’s ordinances by the Texas Historical Commission**

# Current Historic Preservation zoning districts



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DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of McKinney. Any use or reliance on this map by anyone else is at

# Historic Preservation zoning ordinances: Proposed Improvements

- Consolidate the CHD and the H Overlay into one single overlay district
- Remove the non-historic preservation provisions currently in the CHD (land use, space limits, parking requirements, etc)...more appropriate for these land development regulations to be included in the Town Center form-based zoning district
- Add Definitions section
- Clarify the approval criteria for COA. Specifically list the Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings instead of making reference to them
- Remove the word "advisory" from the Historic Preservation Advisory Board
- Change the COA appeals process so that the Board of Adjustment hears appeals instead of City Council

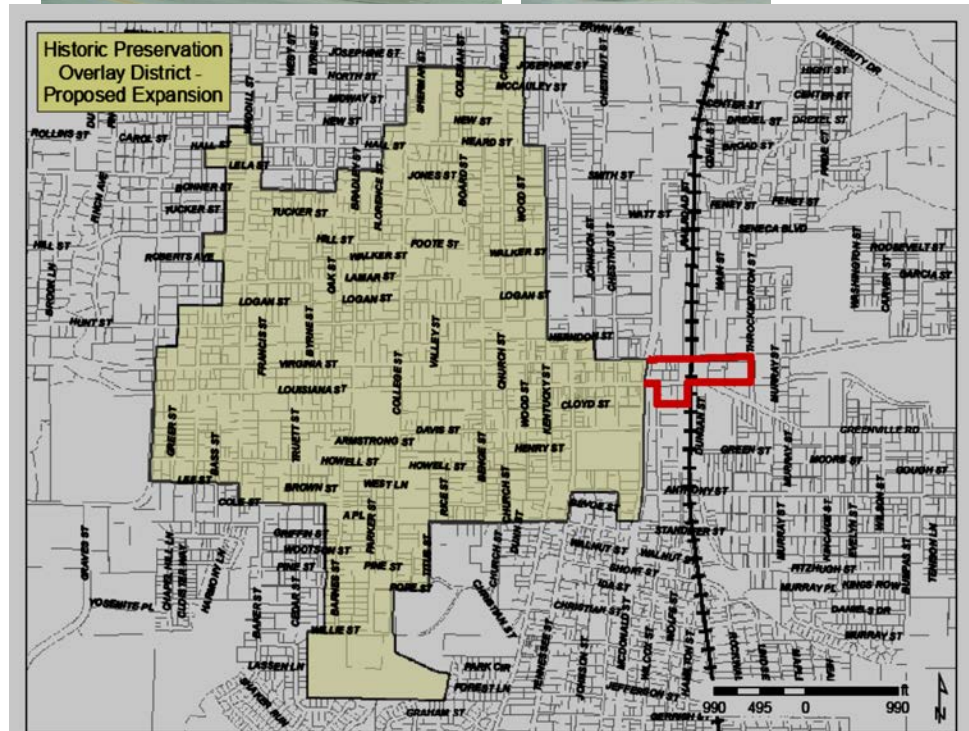
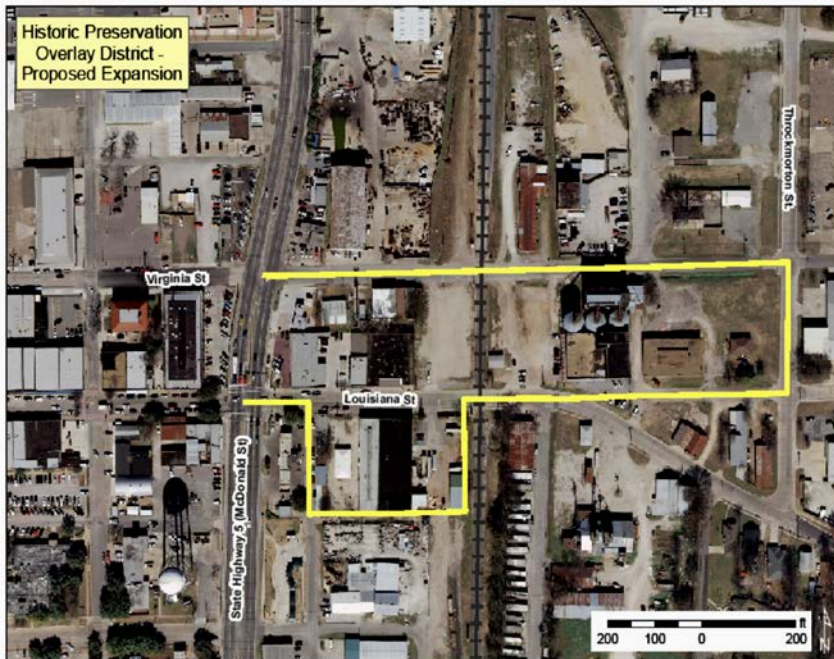
# Historic Preservation zoning ordinances: Proposed Improvements

- Clarify the COA application process, including more specific information to be provided by the applicant.
- For example, if the proposed work includes the replacement or removal of historic exterior architectural features such as wood windows or wood siding, the applicant shall submit a written evaluation of the existing condition of said features performed by an independent third party (i.e. licensed architect, engineer, or contractor/craftsman) with demonstrated expertise in the preservation and rehabilitation of historic buildings.
- The evaluation shall include a signed affidavit from the independent third party, certifying and attesting the level of deterioration of said feature and providing an expert opinion of the suitability for repair.



# Proposal to Expand the Historic Preservation District:

Expand the historic preservation overlay district to include the historic “warehouse/mill area” along Louisiana and Virginia Streets just east of SH 5



## Remaining Timeline: Development Regulations

- Complete internal review/refinement (Engineering; Building; Fire) and integration into existing code structure (City Attorney)—**October 2011**
- Stakeholder outreach (final public meeting; one-on-one meetings as needed)—**October 2011**
- Formal adoption process with P&Z and City Council—**November and December 2011**



# **Town Center Business Plan**

# **TOWN CENTER BUSINESS PLAN: Coordinating Incentives**

During this challenging economic recession, developers and builders are experiencing extreme difficulty accessing traditional loans and sources of equity. As a result, many local governments are putting a renewed emphasis on governmental incentives to attract and spur economic development and redevelopment.

If McKinney takes a more active and coordinated role in incentivizing redevelopment in the historic Town Center, what would this incentive package/plan/strategy look like?

- administrative structure (“one-stop shop”)
- current incentives (maintain, modify, expand)
- new incentives

# TOWN CENTER BUSINESS PLAN:

## Coordinating Incentives

- Technical assistance
- Flexible development regulations
- Streamlined permitting process (less time + more predictability) = less risk/cost
- Ch. 380 Economic Development Agreements
- Tax Abatements
- Tax Increment Financing (TIRZ #1)
- Historic Neighborhood Improvement Zone
- Waiver/reimbursement/discounting of Permitting Fees
- Neighborhood Empowerment Zone
- Affordable Housing Development Incentives Policy
- Single Family Lot Disposition Policy
- Housing Rehabilitation Program (CDBG)
- Down Payment Assistance Program (CDBG)
- MEDC programs
- MCDC programs
- Brownfields grant funding
  
- Low interest loan pool/RLF for improvements to commercial buildings
- Historic preservation trust fund
- Community land trust

# **TOWN CENTER BUSINESS PLAN: Dis-Incentives to Small-Scale Incremental Infill?**

## Impact Fees (Ch. 130 of the Code of Ordinances)

Roadway impact fees and utility impact fees are imposed on all "New Development" to help offset the City's cost of providing roadway and utility system improvements for each service area, which are necessitated by the new development in that service area for a period not to exceed 10 years.

"New Development" is defined as any project "involving the subdivision of land and/or the construction, reconstruction, redevelopment, conversion, structural alteration, relocation, or enlargement of any structure, or any use or extension of the use of land which has the effect of increasing the requirements for capital improvements, measured by an increase in the number of service units to be generated by such activity, and which requires either the approval and filing with Collin County of a plat pursuant to the City's subdivision ordinance or the issuance of a building permit (or connection to the City's water or wastewater system)."

# TOWN CENTER BUSINESS PLAN: Dis-Incentives to Small-Scale Incremental Infill?

## Impact Fees (Ch. 130 of the Code of Ordinances)

### Current:

- Example: new 6 unit townhome infill project on vacant land located 2 blocks from the square  $2.76 \text{ service units/dev unit} \times 6 \text{ units} = 16.56 \text{ service units} \times \$1,152/\text{service unit} = \$19,077$  in roadway impact fees
- Example: conversion of a 5,000 SF existing industrial/warehouse building into a restaurant. Fee is determined by  $25.65 \text{ new service units generated by the new use} \times \$331.87 = \$8,512$  in roadway impact fees

### Proposed for Town Center:

- Reduce the roadway impact fees only in Service Area K only for land use categories specifically preferred in the Master Plan
- No changes to utility impact fees

# TOWN CENTER BUSINESS PLAN: Dis-Incentives to Small-Scale Incremental Infill?

## Parkland Dedication Fee in Lieu (Ch. 142—Subdivision Ordinance)

**Current standard:** 1 acre per 50 residential units

- Fee amount based on appraised value of land
- Example: 6 unit townhome infill project located 2 blocks from the square (appraised value of the land = \$400,000/acre) = \$48,000 fee
- Example: conversion of upper story of existing building on the square into one residential unit (appraised value of land = \$787,000/acre) = \$15,750 fee

**Proposed standard for Town Center:**

- For new developments with 1-50 residential units, allow *private* open spaces (balconies, patios, courtyards, playgrounds, roof terraces, pools) to satisfy requirement
- New developments with more than 50 units shall provide at least one *public* civic space such as a plaza, square, or green

## **Remaining Timeline: Town Center Business Plan**

- RFP for City-owned property—Fall 2011
- Draft document for coordinated Incentives Policies—early 2012