

## Opportunity Areas

Approximately 15 areas throughout the Northwest Sector have emerged as potential **Opportunity Areas**. Staff and the consultant team have characterized the Opportunity Areas into 3 main categories: Residential Opportunity, Mixed-Use Opportunity and Major Regional Commercial Opportunity.

## Assessment Criteria for the Opportunity Areas

The following assessment criteria have been defined to objectively evaluate the identified **Opportunity Areas** within the Northwest Sector. Following evaluation, the highest ranking area from each category will be identified as a **Catalyst Site** that will be further explored in order to establish potential alternative land use and development frameworks and evaluate the sites readiness and anticipated potential to catalyze development in the Northwest Sector.

### Assessment Criteria

- **Proximity to existing arterial roads**  
Each area shall be evaluated based on its proximity to existing major thoroughfares as defined by the City of McKinney Master Thoroughfare Plan (MTP)
- **Proximity to existing municipal infrastructure**  
Each area shall be evaluated based on its proximity to existing water and wastewater infrastructure.
- **Proximity to natural features and amenities**  
Each area shall be evaluated based on its proximity to existing or future Hike and Bike Trails, parks, and natural features such as streams and lakes.
- **Potential Development Interest**  
Each area shall be evaluated based on known potential interest for development of the area in concert with the Northwest Sector Study.
- **Market Potential**  
Each area shall be evaluated based on anticipated market potential/demand given current economic/development trends
- **Activation Potential**  
Each area shall be evaluated based on its locational potential to activate an adjacent area
- **Existing Zoning**  
Each area shall be evaluated based on the age of its current zoning.
- **Challenges to development**  
Each area shall be evaluated based on known or anticipated challenges to overcome, such as environmental mitigation, increased infrastructure costs, etc.