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

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.
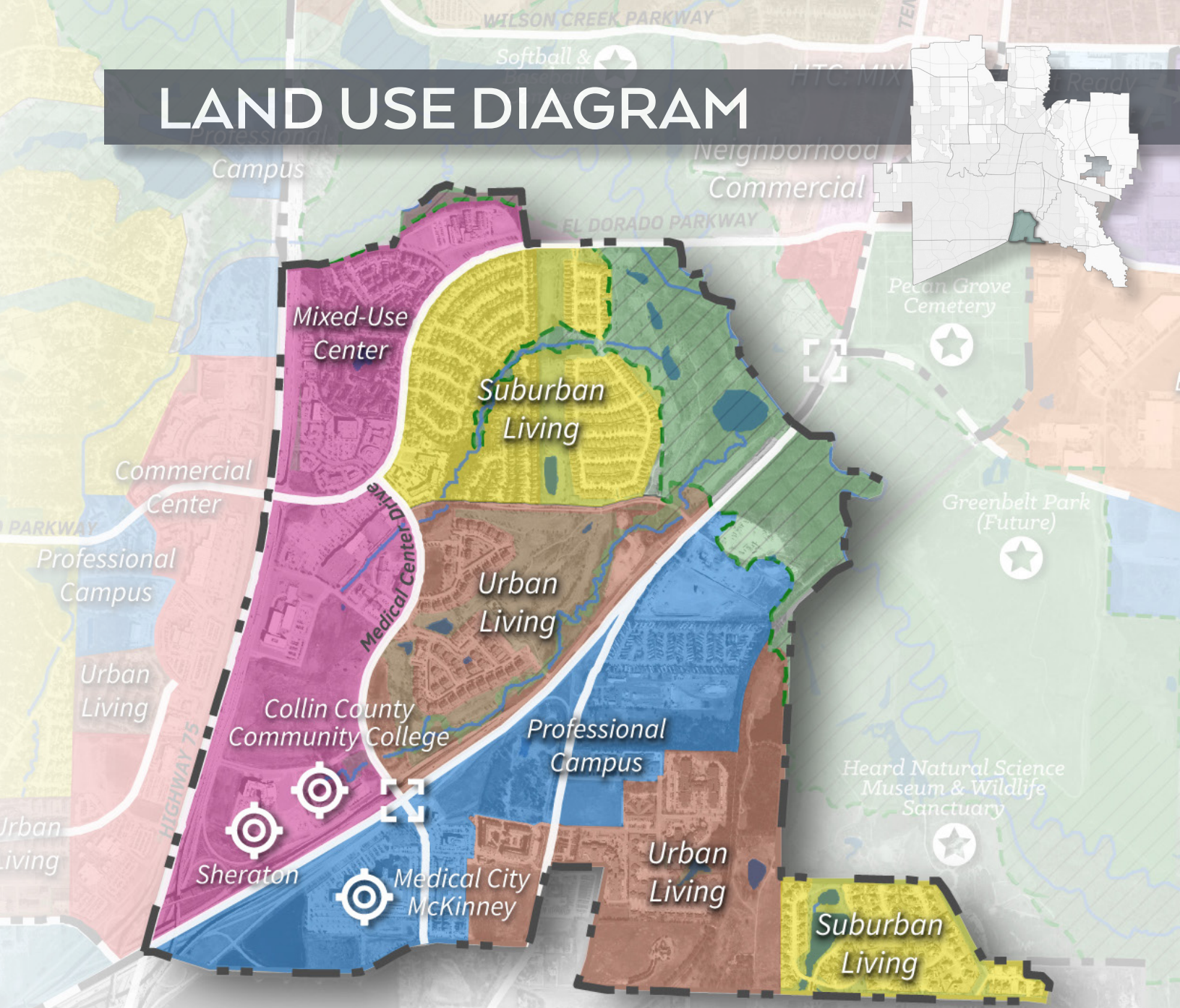
3. The **Urban Living** placetype is located along the City's boundary with Fairview and along Medical Center Drive in support of the Mixed-Use Center area. It is intended to provide housing options for healthcare professionals and employees of corporations locating in this District. The design and density 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

Character Defining Placetype — Mixed-Use Center

Character Defining Placetype — Professional Campus

Urban Living

Suburban Living

LAND USE DIAGRAM

Mixed-Use Center

Suburban Living

Commercial Center

Professional Campus

Urban Living

Urban Living

Mixed-Use Center

Medical Center Drive

Urban Living

Collin County Community College

HIGHWAY 75

Sheraton

Medical City McKinney

Professional Campus

Urban Living

Suburban Living

Softball & Baseball

HTC: MIX

Neighborhood Commercial

EL DORADO PARKWAY

Pecan Grove Cemetery

Greenbelt Park (Future)

Heard Natural Science Museum & Wildlife Sanctuary

WILSON CREEK PARKWAY

Professional Campus

Legend

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

The Preferred Scenario and associated district diagrams serve as a guide for future development and the general placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

PSYCHOGRAPHICS

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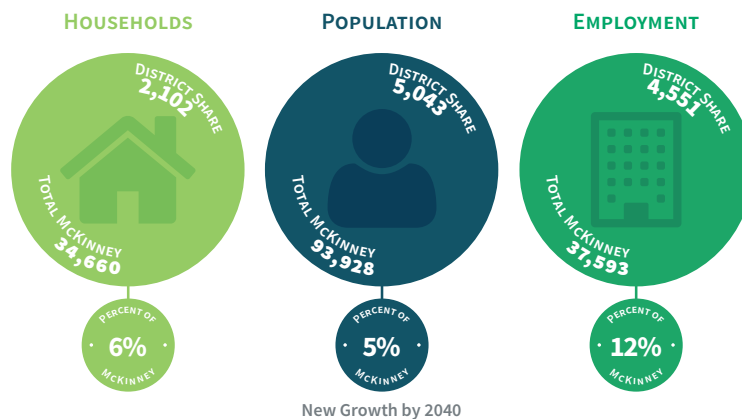- **MB** Middleburg

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.

HOUSEHOLDS	POPULATION	EMPLOYMENT
DISTRICT SHARE 2,102	DISTRICT SHARE 5,043	DISTRICT SHARE 4,551
TOTAL McKINNEY 34,660	TOTAL McKINNEY 93,928	TOTAL McKINNEY 37,593
6% PERCENT OF McKINNEY	5% PERCENT OF McKINNEY	12% PERCENT OF McKINNEY

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 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.