

LAND USE & DEVELOPMENT STRATEGY



LAND USE & DEVELOPMENT

OVERVIEW

The One McKinney 2040 Land Use and Development Component is intended to provide direction related to desired development patterns around the City, and to inform decisions related to the timing and phasing of future infrastructure investments in the City. The component is built upon a series of districts, each district focuses on an existing built or natural community asset. The benefit of the district approach is that it creates a series of unique community districts, each with a distinct purpose, focus and market. This approach helps to prevent developments and uses that are redundant, and that ultimately could compete with each other for the same businesses.

Each district consists of a series of place-types. Place types identify a predominate land use, as well as supporting uses allowed within each type. This approach provides flexibility in the zoning process by allowing market forces to drive locations of supporting land uses. Additionally, place-types are allocated in each district with an additional level of flexibility so that transition zones between the place-types to shift to better accommodate increasing or decreasing demand in specific product types. These unique approaches to McKinney's Land Use element provide flexibility for the City to take advantage of changing market trends while protecting the community from potential incompatibilities between development types.



INTENDED OUTCOMES

DEVELOPMENT IMPLICATIONS

ESTABLISH A LAND-USE AND DEVELOPMENT PATTERN THAT:

- Creates unique districts that capitalize and enhance existing assets in the community;
- Offers a variety development types and patterns within the individual districts to allow multiple experiences around the community;
- Encourages a balance of land uses to serve the needs of citizens and visitors, and to ensure a diverse economic base;
- Respects the community's unique environmental features and supports innovative design;
- Establishes transitions between land uses to encourage compatibility, while providing flexibility to respond to real estate market trends; and
- Provides new neighborhoods that offer more housing choices to McKinney residents.

ATTRACTION OF MARKET AND INDUSTRY PREFERENCES

LAY THE FOUNDATION FOR A STRONG AND RESILIENT ECONOMY THAT:

- Is well-equipped to weather regional, national, and global market fluctuations;
- Captures a sizable share of the growth currently being directed toward secondary real estate markets;
- Appeals to the preferences of burgeoning Millennials and Generation Z;
- Positions McKinney as a leading voice in the Dallas-Fort Worth Metroplex economic development community; and
- Retains and enhances the City's stock of high-quality jobs in growing industries.

QUALITY OF LIFE

EXPAND UPON THE EXCEPTIONAL QUALITY OF LIFE IN MCKINNEY IN A MANNER THAT:

- Creates distinctive destinations that attract people and encourage social interaction;
- Incorporates natural assets in the open space system, and utilizes that system to connect the individual districts;
- Uses design themes to establish unique identities for new districts;
- Encourages gateways at entrances and identity features to the City and districts to build community character and support wayfinding;
- Enhances McKinney's strong system of parks and recreational facilities for residents of all ages; and
- Expands the trail system so residents, employees and visitors can use it for travel, exercise, and enjoyment.

HISTORIC PRESERVATION

CONTINUE MCKINNEY'S CULTURE OF HISTORIC PRESERVATION IN A MANNER THAT:

- Celebrates McKinney's history by retaining and explaining its historic assets;
- Protects and enhances those assets, which represent distinctive elements of the City's historic, architectural and cultural heritage;
- Ensures the harmonious, orderly and efficient growth and development of the City;
- Stabilizes and improves the values of historic properties.
- Continue promoting McKinney's Historic Town Center as a unique place to visit, live, and work;
- Encourage infill development that enhances and is consistent with the historic nature, character, and architecture within the Historic Town Center; and
- Promote and encourage unique development and architecture that incorporates McKinney's historic character in appropriate areas throughout the city.

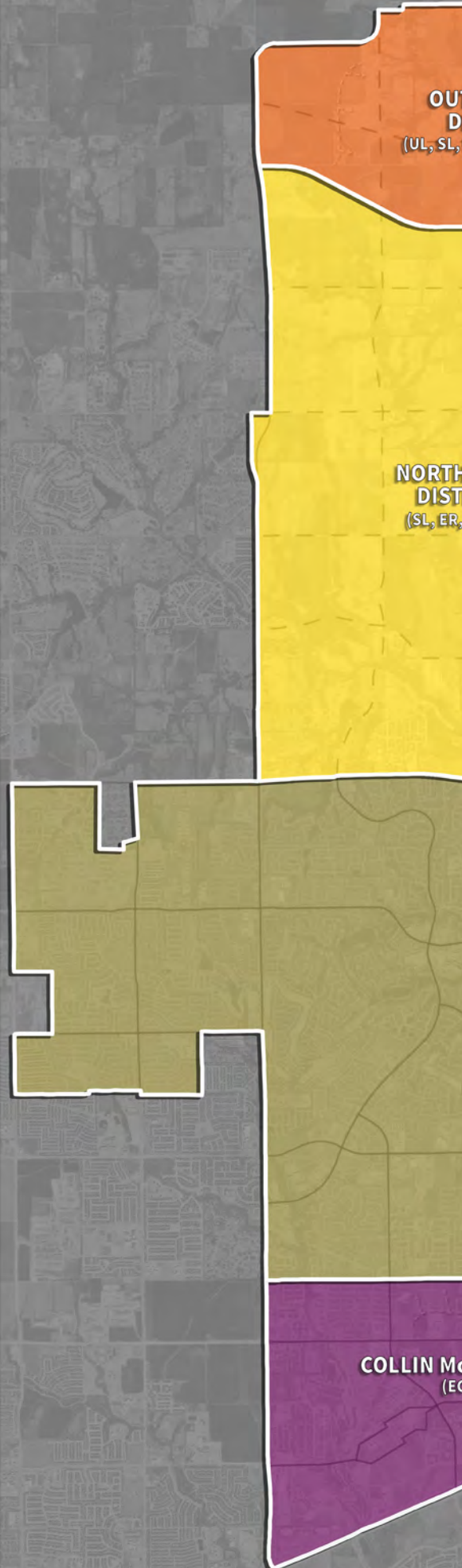
STRATEGIC DIRECTION

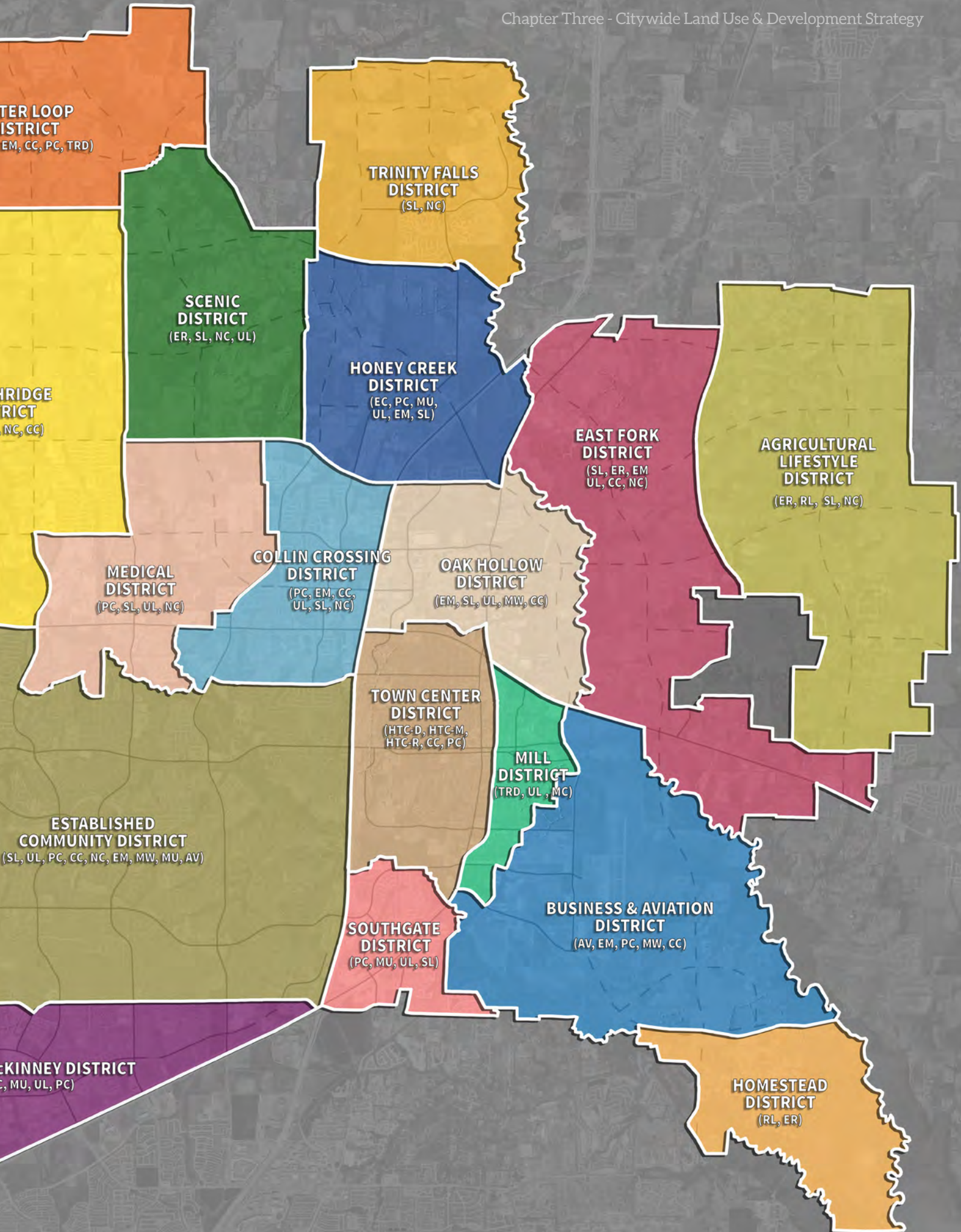
PREFERRED SCENARIO

The Preferred Scenario, has been developed based on numerous interactive work sessions with the community, Advisory Committee, City Council, and City Staff. It is the graphic depiction as it would exist if the vision and guiding principles are realized. As with the vision and guiding principles, the preferred scenario provides additional guidance for investors and decision-makers. By illustrating the general geographic development pattern the community hopes to achieve, the preferred scenario establishes the basic framework that is detailed in the strategies for individual areas.

The Preferred Scenario graphically depicts 17 unique Districts in McKinney, each with an opportunity to attract the different Psychographic Segments that will be attracted to live and work in McKinney in the future. The Preferred Scenario also identifies the different placetypes that reflect the type of built environment that is expected to locate in each District. The placetypes abbreviated with bold letters indicate the placetypes that will form the basic character envisioned for each District.

The following sections of this report further define the placetypes envisioned to occur in McKinney by 2040, and provide more detail related to the specific market, land use, infrastructure and implementation strategies envisioned for each District. Together, these materials should be used by the City to guide future decisions on proposed zoning, development and redevelopment applications and development standards. The placetype descriptions, corresponding map colors and representative pictures on the next few pages are provided to clarify the various placetypes identified on the Preferred Scenario for future land use.





PLACETYPES FOR MCKINNEY'S FUTURE

Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.

ESTATE RESIDENTIAL

Predominately single-family housing on the urban fringe in large lot development. Unlike rural living, home sites are located in platted subdivision that has water service, but may have septic wastewater treatment. Residential uses oriented interior to the site and may or may not have farm and livestock restrictions. Lot sizes in the Estate Residential Place Type range from ½ acre to 2 acre lots.



URBAN LIVING

Urban Living areas support a mix housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serves the smaller and low intensity neighborhood.



SUBURBAN LIVING

Suburban Living areas are found in close proximity to neighborhood commercial and commercial centers, and provide rooftops necessary to support the commercial and professional office uses within the corridors. These neighborhoods are generally formed as subdivisions. Residential uses oriented interior to the site are typically buffered from surrounding development by transitional uses or landscaped areas. Lot sizes in a Suburban Living areas typically less than ½ acre.



RURAL LIVING

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high-degree of separation between buildings. The lots are typically larger than 2 acres and residential home sites are located randomly throughout the countryside, which helps to maintain the rural character, scale, and scenic values of the surrounding area. This Place Type is associated with either farmland or pastureland.



TRANSIT READY DEVELOPMENT

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets.



ENTERTAINMENT CENTER

Entertainment centers are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. These centers typically include a variety of housing types, though not always. The master plan for a regional entertainment center reinforces the interdependence of uses in the development, even though the uses are typically designed as separate pods or neighborhoods. The regional entertainment center may have a traditional shopping mall, event center or lifestyle area as an anchor of the Place Type.



COMMERCIAL CENTER

A Commercial Center is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile. Buildings are typically set back from the road behind large surface parking lots, with little or no connectivity between adjacent businesses.



MIXED-USE CENTER

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. This Place Type typically includes a higher intensity of uses developed in an urbane style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.



PROFESSIONAL CAMPUS

The Professional Campus Place Type generally provides office jobs and keeps people in the city during normal work hours. A Professional Campus is typically well-landscaped and provides opportunities for a number of employment uses such a corporate headquarters, institutional facilities and medical campuses. They typically locate near major transportation corridors and may include office parks or technology centers.



AVIATION

The Aviation Place Type emphasizes employment types and uses that are related aviation. Proximity to airports is essential for the purpose of transportation needs and logistics. Aviation uses can range in scale and intensity and can vary in employment types. Large buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.



MANUFACTURING & WAREHOUSE

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They typically locate near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistics hubs.



EMPLOYMENT MIX

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than business campuses. This type of development may support a variety of occupations including offices, research and development facilities, medical clinics, and business incubators. These uses are typically located with access to arterial thoroughfares, and street frontage of the businesses are appealing and have an increased level of aesthetics and landscaping.



NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial development is typically characterized as small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional commercial sites primarily provide services for the surrounding neighborhoods and city. Business types may include restaurants, local retail, medical offices, banks, and other services.



HISTORIC TOWN CENTER (HTC)

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment center and shopping destination for surrounding mixed-use or urban neighborhoods. The design and scale of the development in a town center encourages active living, with a comprehensive and interconnected network of walkable streets.

The Historic Town Center is a group of sub-placetypes that are located solely within the Town Center District. There are three in total: Town Center - Downtown, Town Center - Mix, and Town Center - Residential. These sub-placetypes were created in order to better describe the nuances of the Historic Town Center—from bustling McKinney Square to the quiet residential streets that surround it—and plan and preserve the area's assets appropriately.

Historic Town Center (HTC) - Downtown

Historic Town Center - Downtown is the sub-placetype that represents downtown: the city's historic seat of government, commerce, and community activity. The size of downtown also makes it a major destination for shopping and entertainment for the surrounding neighborhoods, city, and region. The design and scale of development encourages active living and a mix of uses within a comprehensive and interconnected network of walkable streets. In addition to its role as the community's traditional center of business and social life, downtown is also home to a burgeoning residential population. Residences are often intermingled within larger structures, and buildings typically stand two or more stories tall with condominiums or apartments over storefronts.



Historic Town Center (HTC) - Mix

Historic Town Center - Mix represents a transitional area between the relatively intense use of land downtown and along the highway corridors and the surrounding, urban neighborhoods. These areas display an intermediate density in both residential and commercial offerings that transition from an urban to suburban development pattern as development approaches the HTC – Residential sub-placetype. Commercial buildings tend to be multi-tenant. Residential structures are typically compact. While less dense than HTC - Downtown, streets and sidewalks are still navigable on foot and scaled to the pedestrian experience.



Historic Town Center (HTC) - Residential

The Historic Town Center - Residential sub-placetype describes the established urban neighborhoods surrounding downtown. Medium-lot, single-family detached homes are the predominant use of land in this placetype. Attached residential structures, including townhomes, patio-homes, and duplexes, are less common but still a presence. Many of the community's oldest and most historic homes are found here, requiring a layer of municipal protection so as to maintain their integrity and historic character.





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.



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

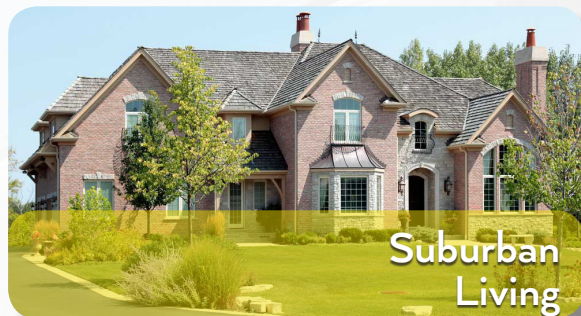
1. The **Mixed-Use Center** placetype is the first of two character-defining placetypes in this District. As denoted on the Diagram, this placetype should be located in close proximity to the area's assets, and should provide a variety of commercial use types ranging in size and form; including retail, 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.

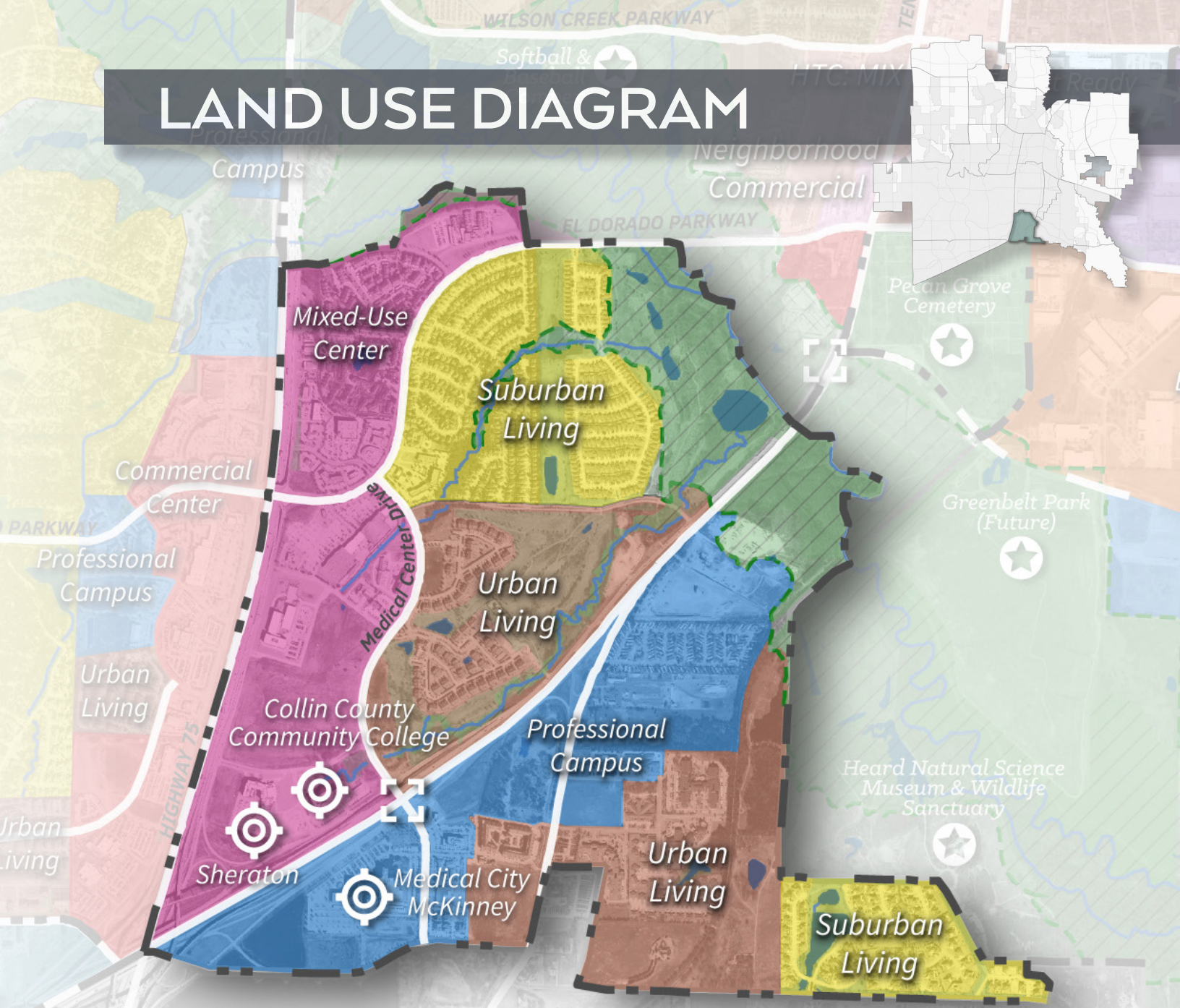
3. The **Urban Living** placetype is located along the City's boundary with Fairview and along Medical Center Drive in support of the Mixed-Use Center area. It is intended to provide housing options for healthcare professionals and employees of corporations locating in this District. The design and density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

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

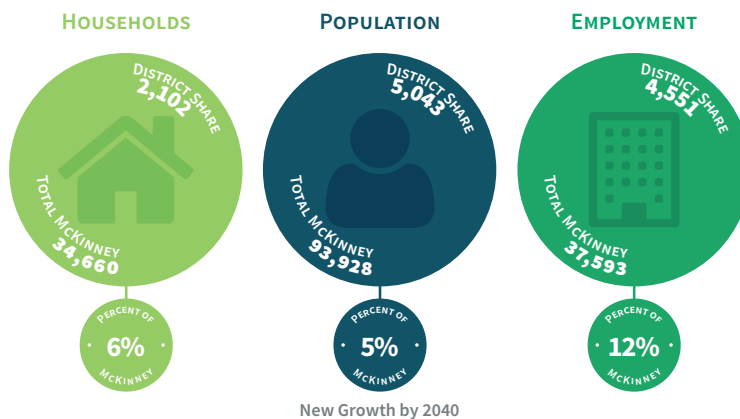
- Starter & Retirement Homes
- Renting By Choice
- Living With Friends

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.



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.

