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# NORTHWEST SECTOR STUDY PHASE I REPORT

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This plan has been prepared by Parsons Brinckerhoff and their subconsultants for the City of McKinney.

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The suggestions and recommendations made in this report are for the purposes of discussion and debate in regard to development. Some of the ideas contained herein have regard to private and public lands. These ideas have been developed as a professional service without the full consultation of all property owners.







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# INTRODUCTION

## What is the Northwest Sector Study?

The Northwest Sector Study is an extension of the City of McKinney's 2004 Comprehensive Plan. The Comprehensive Plan was developed from community input and leadership to guide decision making for the City's future growth and development. Because the Comprehensive Plan considers the entirety of the City of McKinney and its ETJ (approximately 116 square miles), more specific study is required to develop a plan tailored to address the specific needs of the Northwest Sector of McKinney.

As an extension of the Comprehensive Plan, the Northwest Sector Study is a work plan initiated by the City. It serves as a means by which potential policies and ordinances can be evaluated, recommended and implemented in order to realize the goals and objectives expressed in the Comprehensive Plan.

## Why are we doing the Northwest Sector Study?

The Northwest Sector Study is a proactive response to the anticipated growth in this sector of McKinney. The goal of this Study is to develop a comprehensive vision that addresses the priorities that McKinney residents, land owners, business owners and other stakeholders deem important for the Northwest Sector. Items of discussion have included infrastructure investment strategies, identifying economic opportunities, creating efficient transportation networks and development patterns, and understanding the level of quality that should be present in the Northwest Sector. The Northwest Sector Study is an extensive and comprehensive study set out to evaluate the best approaches to accommodate the future population growth.

Given the current momentum of development in the Northwest Sector, now is the time to begin thinking about, and planning for how the area should grow. As development pressures increase, the City must plan and consider the future infrastructure and transportation issues, economic development opportunities and environmental conditions in this area. The City of McKinney, along with joint partnerships with landowners and stakeholders, must determine how best to accommodate population growth while protecting the unique landscape of the Northwest Sector and achieving a high quality of life for residents.

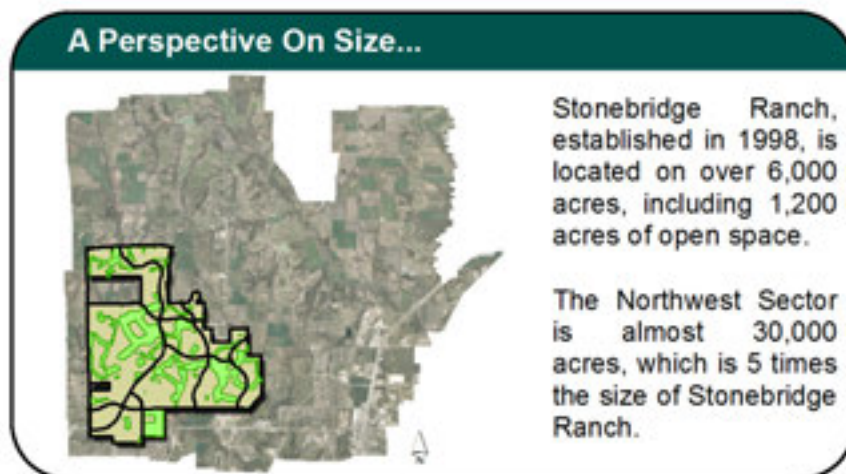


Figure 1  
The Northwest Sector  
Scale Comparison

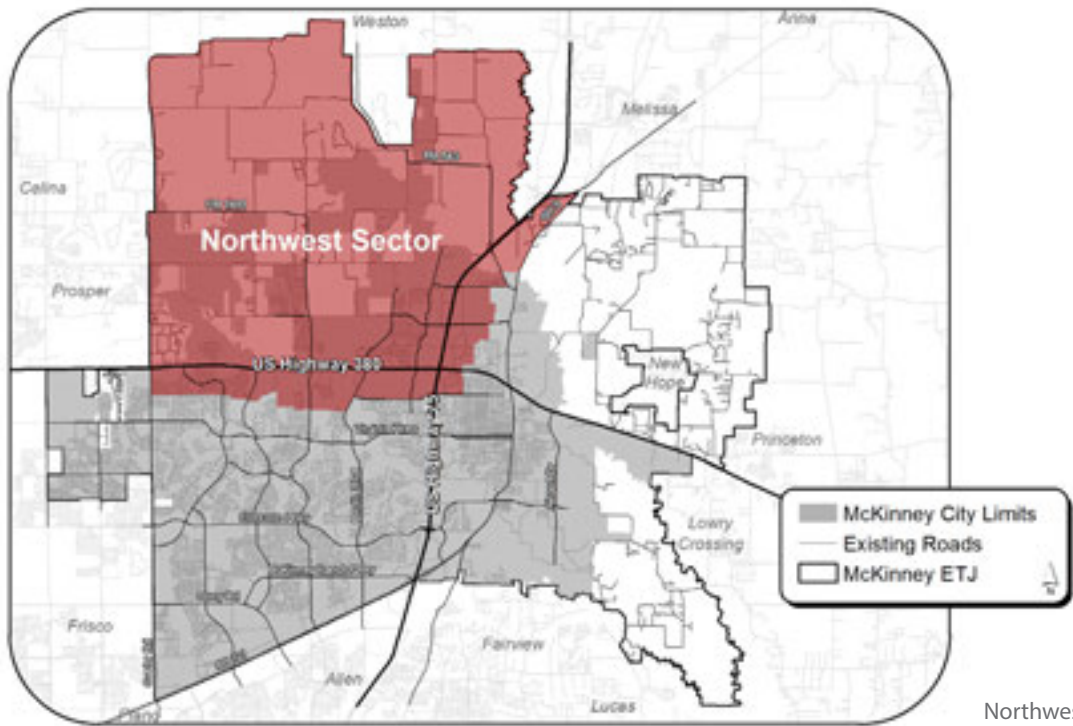


Figure 2  
Northwest Sector of McKinney

## The Study Area

The Northwest Sector of McKinney has some of the most beautiful natural features in North Texas — rolling hills, creeks and dense groves of trees cover the approximately 30,000 acres of land located north of US Highway 380 and west of US Highway 75 (Figure 2). It represents the largest portion of undeveloped land in the City’s ultimate planning area and is poised to experience rapid growth as development in McKinney — one of the nation’s fastest growing cities — continues to expand northward. Of the 30,000 acres of land in the Northwest Sector, only about 41% is within current City Limits. The remaining 59% is part of the City of McKinney’s extra-territorial jurisdiction (ETJ). While the city has no land-use control for areas in its ETJ, it does have future land use planning authority. For this reason, the ETJ is sometimes referred to as the city’s “ultimate planning area.”

## Purpose of the Phase I Report

Phase 1 of the Northwest Sector Study consisted of research, public workshops, outreach and input from the public. Workshops were held to gain insight on smaller Sub-Areas of the Northwest Sector as well as specific development types that may occur across McKinney. Much of the feedback received focused on the rural nature and natural beauty of the Northwest Sector.

The Phase 1 Report is the conclusion to these vision-setting activities. This report represents a synthesis of public and professional input that has shaped the development of the overall goals and objectives.

This report is organized into five main sections. The **Introduction** provides background information pertaining to this study (including the public process) and is followed by a description of the **Existing Conditions**. As shown in Figure 3, the **Vision** aims to create a sound basis for how growth and development should occur. Based on this vision, the **Value of the Vision** helps to establish the range of community benefits that could be realized. Finally, the **Implementation** section provides guidance in realizing the established vision.



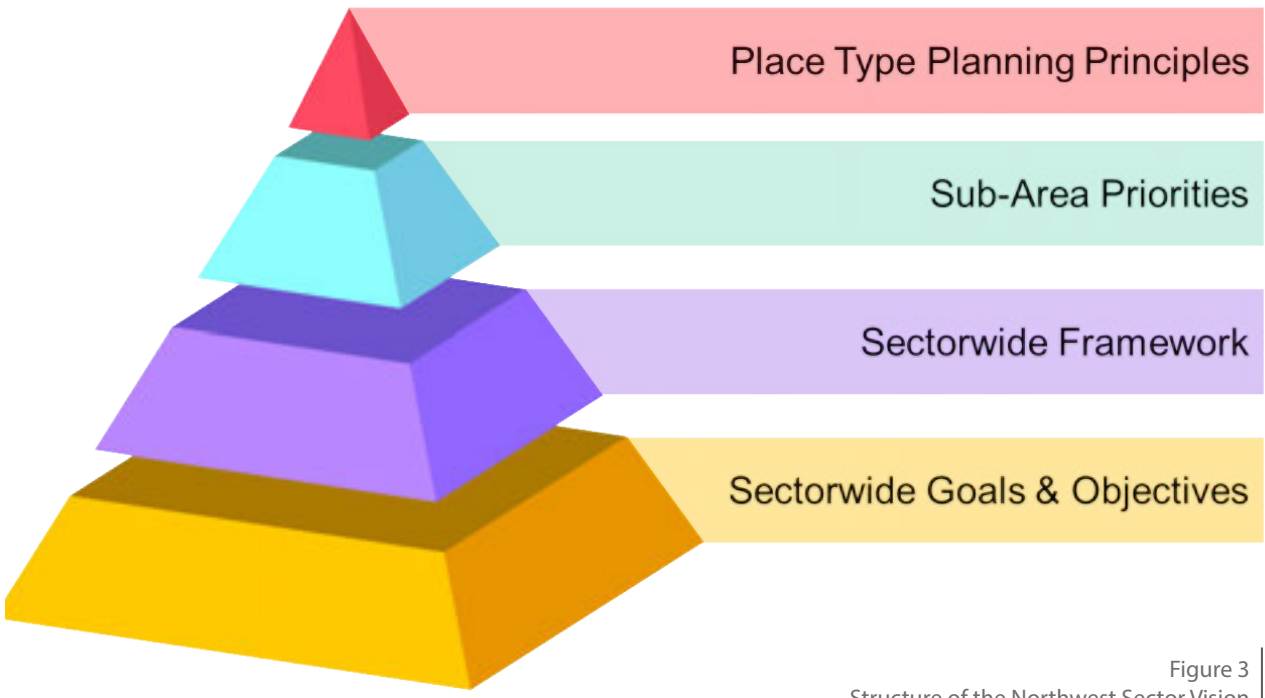


Figure 3  
Structure of the Northwest Sector Vision

## The Structure of the Vision

The vision for the Northwest Sector contained in the Phase I Report is comprised of four major parts: Sectorwide Goals & Objectives, Sectorwide Framework, Sub-Area Priorities, and Place Type Planning Principles. The Sectorwide Goals & Objectives and the Sectorwide Framework serve as the cornerstone of the vision and establish the overall tenets for which specific area priorities (Sub-Area Priorities) and development principles (Place Type Planning Principles) were defined. These Sub-Area Priorities and Place Type Planning Principles aim to reinforce the sectorwide goals, objectives and framework.

## Public Process and Involvement

There are many different stakeholder groups that have an interest in the future of the Northwest Sector of McKinney. These include residents who live in the area, property owners who use their land for farming and ranching and large ownership groups with interest in developing. In fact, approximately 60% of the land in the Northwest Sector is owned by entities that own over 100 acres. This is a large portion of the Sector, and these owners have interests that may be different than those of residents or other property owners. The project team recognized the diversity of these groups early in Phase 1 and designed the public outreach process to effectively and accurately capture the concerns and input of each group. This public input process included open-house style meetings to discuss the overall vision for the Northwest Sector as a whole, come-and-go meetings to set priorities for smaller areas within the Sector and small focused discussions centered on specific development types that could occur in the Sector.

In general, the public outreach efforts revealed a desire of stakeholders to overcome transportation

investment issues, improve and streamline the development process, ensure high-quality residential, commercial and recreational developments, maintain a mixed tax base, and capitalize on and protect the natural setting of the Northwest Sector.

Over the course of 2013 and 2014, the project team has sought input from residents, property owners, local developers and other stakeholders in various settings:

### Focus Group Interviews (November 2013)

The project team hosted three small-group input sessions over two days. These meetings, held in the McKinney City Council Chambers on November 11 and 12, 2013 had 18 attendants, representing the stakeholder group of large property owners and developers. This group was able to bring a unique point of view to the table. The goal of these interviews was to gain insights into opportunities and weaknesses that may exist in the Northwest Sector from a developer perspective. By holding targeted conversations with the people who work in development every day, the project team was able to garner input on the development process both in general and specific to the Northwest Sector. Through these conversations, several key points arose:

- The intersection of US 75 and FM 543 should be preserved as a major commercial node
- The presence of Baylor Medical Center and the Collin County Government Complex are advantageous
- The importance of infrastructure to allow for development of the Northwest Sector
- The current difficulty of the annexation, zoning and development agreement process
- The robust natural features of the area as an identifying characteristic

### Public Open House Kick-Off (November 2013)

On November 14, 2013 in the Central Jury Room of the Collin County Courthouse, the project team hosted a public open house to kick off the Northwest Sector Study. Over 200 interested stakeholders attended the public kick-off. The open house began with a presentation by the project team to provide an overview of the study and its purpose. Several large boards were set up around the room to describe the “current trajectory” of the Sector. By providing information about overall city goals, the Future Land Use Plan and other existing conditions, the project team was able to ask attendees how these plans lined up with their desires and expectations. Generally,

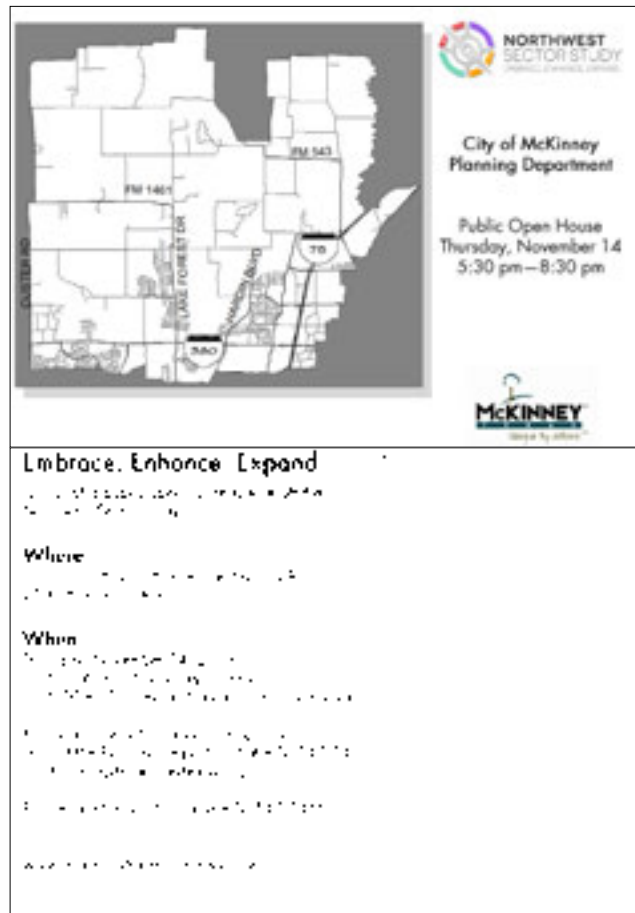


Figure 4  
Invitation postcards sent for  
Open House Kick-off





Figure 5  
Attendants look at Comprehensive Plan maps during the November 2013 Open House Kick-off

attendants of this open house were supportive of creating a well-planned future for the Sector. Other themes that emerged from public input included:

- Residents enjoy the rural character of the Northwest Sector and the natural features
- A desire for development in the Sector to be high-quality and well thought-out
- Improved transportation infrastructure to handle potential future growth
- The hope that green space and natural features will be preserved as development occurs

## Public Workshop (June 2014)

A public workshop was held on June 11, 2014 in the cafeteria of McKinney North High School. Approximately 60 stakeholders attended. At this public workshop, a map of each Sub-Area was displayed along with large notepads and markers. Members of the project team were present to facilitate round-table style discussions regarding the priorities that should be recognized for each Sub-Area. These discussions covered a wide range of topics, from amenities that were desired in a certain area to major road alignments through the Sector.



Figure 6  
Participants provide feedback to project team members during the June 2014 Public Workshop

While each Sub-Area had its own list of priorities, some examples that emerged during the workshop included:

- Understand the sensitive potential impacts of future 543 and 1461 in the Central East Sub-Area
- Alleviate traffic along US Highway 380 in the US 380 Sub-Area
- Retain natural features in the Collin County Outer Loop Sub-Area

The conversations between the project team and participants were vitally important in developing a set of priorities for each Sub-Area that were reflective of things important to the community. The round-table format of the workshop facilitated an open exchange of ideas between people, allowing for the most important items for each Sub-Area to emerge.

## Focus Area Workshops (June 2014)

On June 12 and 13, 2014 the project team hosted three charrette-style workshops, each focusing on a different development type (residential, mixed-use, regional commercial). All three workshops were held in the Dulaney Room of Hall Memorial Library. Owners of property within each focus area were personally invited to attend the relevant charrette in order to provide their insights into the principles that should guide each development typology. Additional information about the Focus Area Workshops can be found in Appendix E.

## Neighborhood Mixed-Use Focus Area Charrette

*(June 12, 2014)*

This charrette centered on developing concepts related to high-quality mixed-use developments both in the Northwest Sector and throughout McKinney as a whole. The discussions mainly focused on how to integrate a human-scale, walkable commercial area with surrounding residential uses. Ultimately, the team concluded that the best way to do this is to focus on high-quality urban design instead of simply increased density.

Overall, some of the key concepts that emerged for the mixed-use focus area were:

- Align trail master plan with Northwest Sector vision to realize complete trail (public) system in terms of ROW dedication and potential public funding
- Don't focus on density; rather focus on an intersection of design tools
- Activating public green space through techniques such as single-loaded streets
- Use good street design (walkable and linked) to connect major public space destinations

These concepts were continually refined throughout the study process.



Figure 7  
Participants in the Neighborhood Mixed-Use Focus Area Charrette

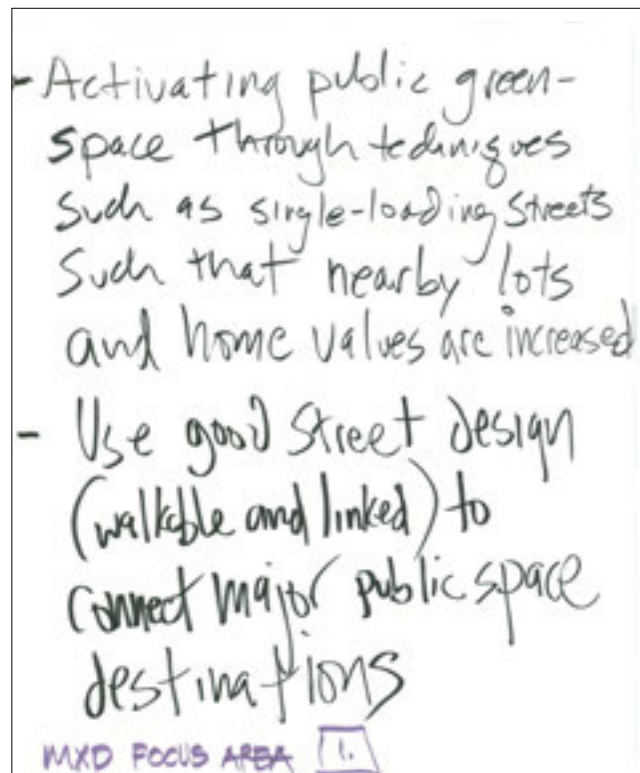


Figure 8  
Preliminary principles developed during June 2014 Charrette for the Neighborhood Mixed Use Focus Area



## Regional Commercial Focus Area Charrette

*(June 12, 2014)*

This charrette centered on developing concepts related to high-quality regional commercial developments both in the Northwest Sector and throughout McKinney as a whole. This focus area is a bit more area-specific than the others because of its key location at the intersection of US Highway 75 and FM 543. The discussions primarily focused on how to create a major commercial destination instead of a typical highway retail center.

Overall, some of the key concepts that emerged for the regional commercial focus area were:

- Trails/Pedestrian access
- Internalized public spaces/gathering places
- Gateway/branding visibility
- Pastoral views
- Collin County Government Complex as employment center
- Natural heritage
- Treatment of frontage roads and development pattern
- Land uses that are transitions, not buffers

These concepts were continually refined throughout the study process.



Figure 9  
Participants in the Regional Commercial Focus Area Charrette



Figure 10  
Preliminary principles developed during  
June 2014 Charrette for the Regional Commercial Focus Area

## Residential Focus Area Charrette

(June 13, 2014)

This charrette centered on developing concepts that related to high-quality residential developments both in the Northwest Sector and throughout McKinney as a whole. Conversations centered on creating a variety of lot types in order to provide a number of living options for residents. There was also much focus on capitalizing on existing natural features such as groves of trees and stream corridors.

Overall, some of the key concepts that emerged for the residential focus area were:

- An interconnected street network
- Leverage open space for product diversification
- Expand/maximize connections to parks and open space
- Connect commercial to neighborhoods
- Connect street network with street design to manage cut-through traffic
- Added integrated density if commercial footprint is connected and high-quality

These concepts were continually refined throughout the study process.



Figure 11  
Participants in the Residential Focus Area Charrette

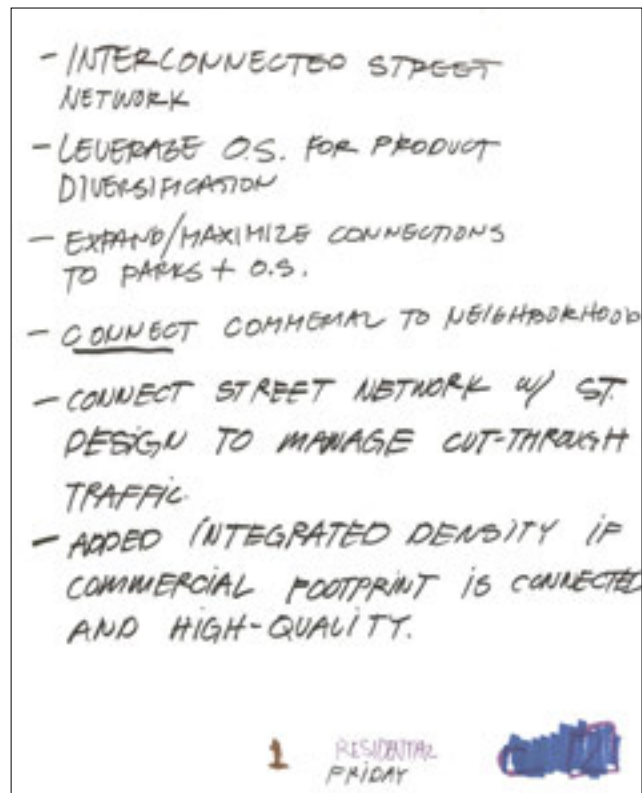


Figure 12  
Preliminary principles developed during June 2014 Charrette for the Residential Focus Area



## Public Communication and Outreach

In addition to the public meetings, the project team reached out to the public in various other ways. Ahead of open house meetings, City Council updates and other events relevant to the Northwest Sector, the project team sent emails to over 200 people who had indicated their interest.

A project webpage was also created as a resource for public interaction ([www.mckinneytexas.org/nwsector](http://www.mckinneytexas.org/nwsector)). As progress was made through open houses, charrettes and meetings the webpage was updated with new information.

The project team also reached out to members of the public through an online survey. The survey asked respondents about what they felt was important for development in the Northwest Sector. The survey had over 50 responses within three weeks of being active online. Responses were generally supportive of the principles and priorities that were presented, particularly those that placed high importance on protecting the natural features of the Sector.

Throughout Phase 1 of the Northwest Sector Study, local media published several articles detailing the progress of the study. Public meetings and City Council updates were often attended by the McKinney Courier-Gazette and Dallas Morning News.



Figure 13  
Northwest Sector Study Webpage

## Integration of Public Outreach

Throughout Phase 1 of the Northwest Sector Study, the project team has been sure to involve the public as much as possible. The priorities and principles that were developed as a part of this process began as ideas from the public and have been continually shaped and refined in order to meet the goals and objectives that were created from public input. The recommendations contained in this report will continue to guide the project team as the next steps of the Northwest Sector Study begin. Additional outreach information is available in Appendix G and Appendix H.

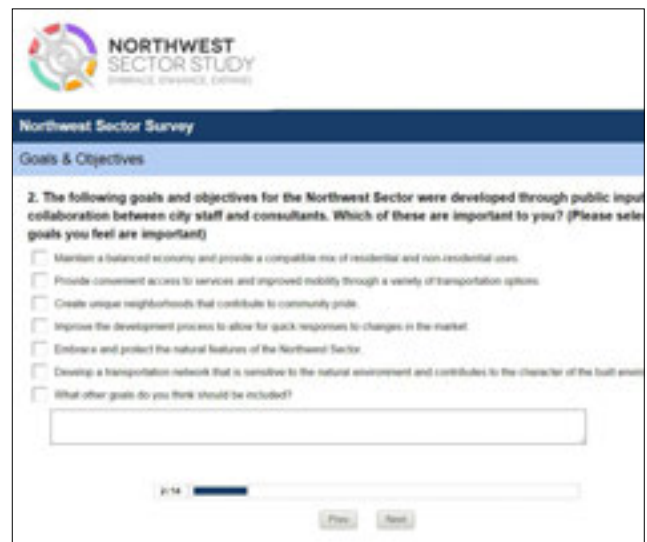


Figure 14  
Northwest Sector Study Online Survey

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# Existing Conditions





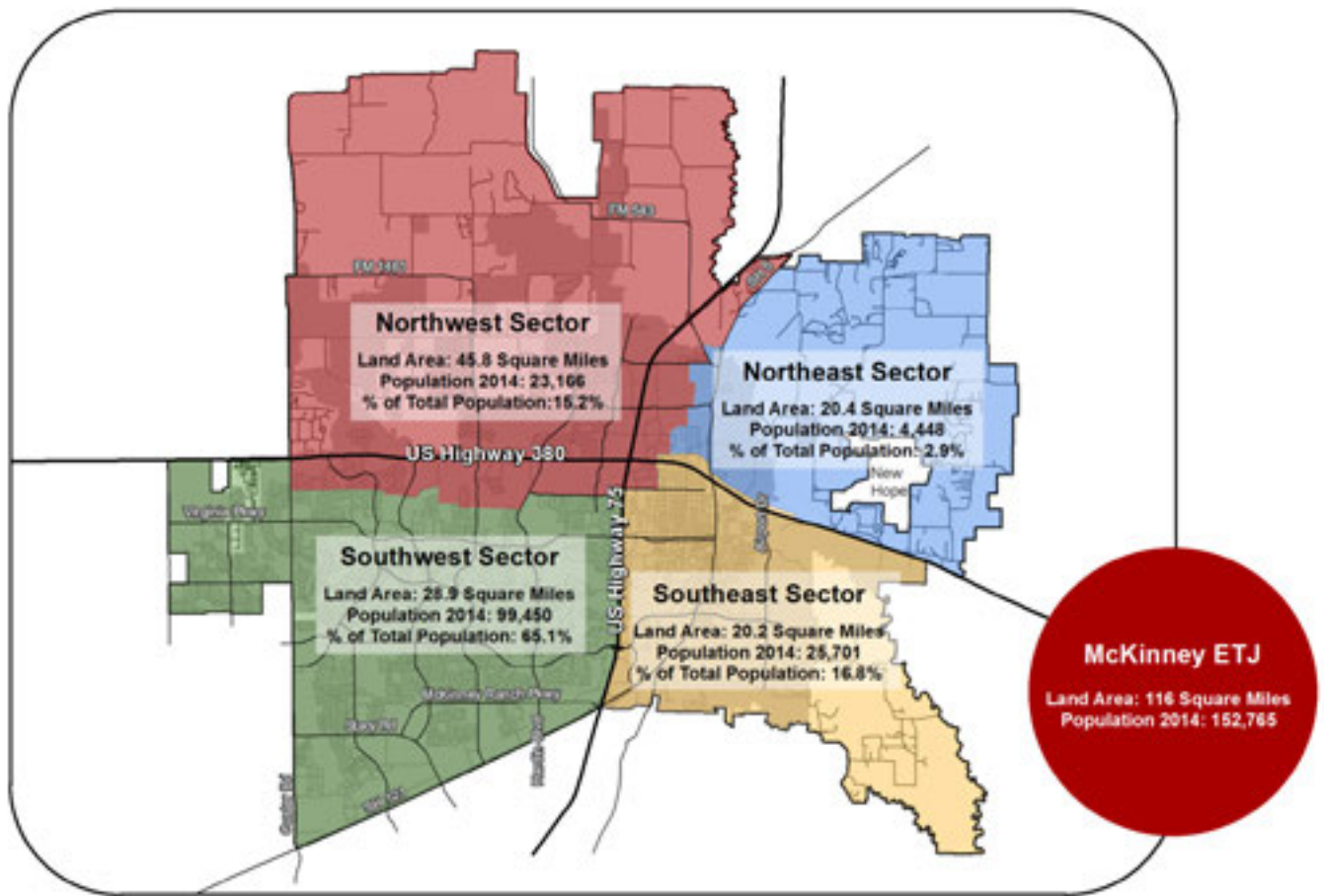
# EXISTING CONDITIONS

The Northwest Sector of McKinney is located generally north of US Highway 380 (University Drive) and west of US Highway 75 and includes portions of the City of McKinney as well as its extra-territorial jurisdiction (ETJ). It is approximately 30,000 acres (45.8 square miles) in size, which is roughly 5 times the size of Stonebridge Ranch, a large Master Planned Community in the southwestern sector of McKinney.

Before planning for the future of the Northwest Sector, it is important for decision makers, City leaders, and stakeholders to fully understand the unique characteristics that exist today. The following information provides a foundation for understanding

the demographics, land uses, natural features, infrastructure, and economic conditions in this large portion of the City’s ultimate planning area.

For comparison purposes, McKinney’s ETJ has been divided into four (4) distinct sectors: the Northwest Sector, the Northeast Sector, the Southwest Sector, and the Southeast Sector (predominately known as the Historic Town Center).



Source: ESRI (2014)

\* Represents McKinney City Limits and Extra-Territorial Jurisdiction (ETJ)

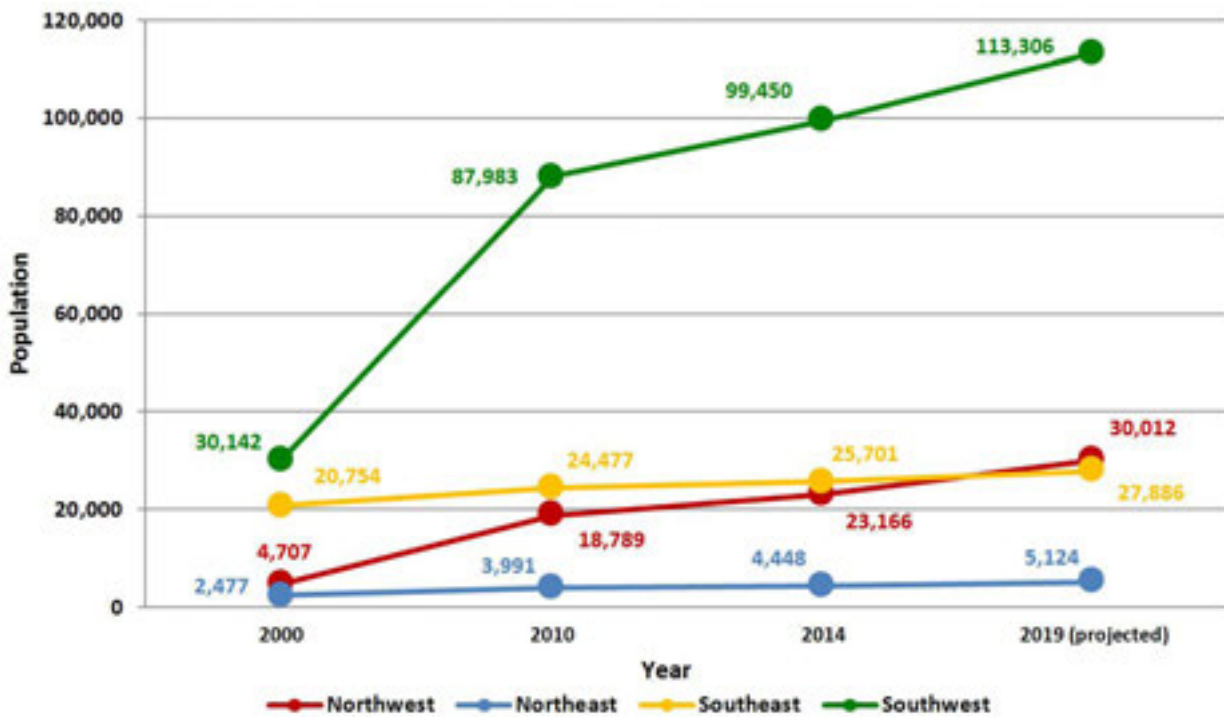
Figure 15  
McKinney ETJ and Sectors\*

# Population

## Population Change

The Northwest Sector has seen accelerated growth over the last decade as the area has added new residents. Figure 16 illustrates that the population of the Northwest Sector has seen steady growth since 2000 when its population was just 4,707. In fact, as of 2014, the sector has an estimated population of 23,166 residents – a 392% increase from the year 2000. Looking to the future, the Northwest Sector is anticipated to reach a population of approximately 30,012 by the year 2019.

While the Southwest Sector has consistently had the highest population in McKinney, its rate of growth between 2000 and 2014 was actually less than that of the Northwest Sector at 229%. This signals that the Northwest Sector is exhibiting the same growth characteristics as the Southwest Sector of McKinney and is ripe for the next wave of growth in McKinney.



Source: US Census (2000, 2010) and ESRI (2014)

Figure 16  
Population Growth for McKinney Sectors



## Population Distribution

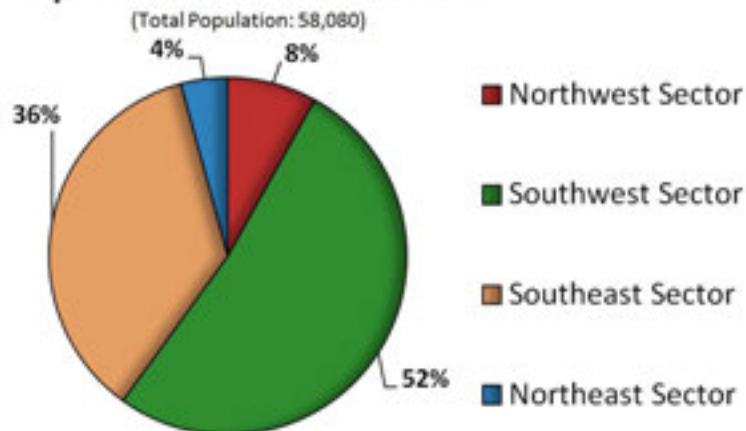
In 2000, approximately 8% of the 58,080 residents in McKinney and its ETJ resided in the Northwest Sector. At that time, the Northwest Sector was the third most populous sector. During that same time period, the Southwest Sector had approximately 52% of residents, the Southeast had 36%, and the Northeast had just 4% of residents.

By 2014, the City of McKinney and its ETJ had a population of 152,765; a significant increase of approximately 163%. As a result, the population distribution in McKinney (including ETJ) also changed.

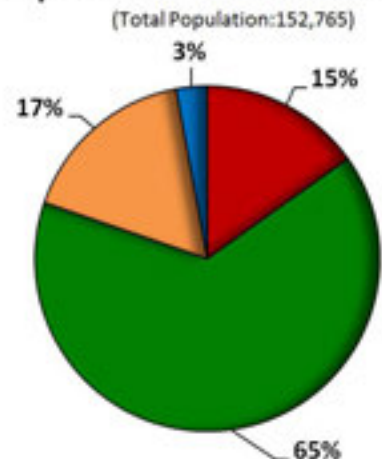
As to be expected, the Southwest Sector and Southeast Sector still accounted for the majority of the population (almost 85% of McKinney residents reside in these sectors). While all four sectors saw population increases, the Northeast and Southeast sectors saw a slight decrease in share of population due to the fact that the Northwest and Southwest sectors experienced more rapid population growth.

As of 2014, the Northwest Sector accounted for nearly 15% of the residents in McKinney and its ETJ, which is almost double from 2000.

**Population Distribution: 2000**



**Population Distribution: 2014**



Source: US Census (2000) and ESRI (2014)

Figure 17  
Population Distribution for McKinney (including ETJ): 2000 and 2014

## Residential Growth

Housing characteristics within the sectors provide a glimpse of the housing choices for residents and an insight into the residential capacity within the sectors.

The Southwest and Southeast Sectors of McKinney have long been home to a large percentage of McKinney residents. Not surprisingly then, as of 2014, most single family and multi-family residential uses in the City of McKinney are located south of US Highway 380 (Figure 18). Conversely, in the Northwest Sector, farm and ranch single family homes are common, especially along the western edge of the sector.

The Southwest sector of McKinney is currently nearing development capacity as undeveloped land has decreased significantly due to new home and commercial construction. Residential and commercial development will continue to push north of US 380 into the Northwest Sector as development pressures increase.

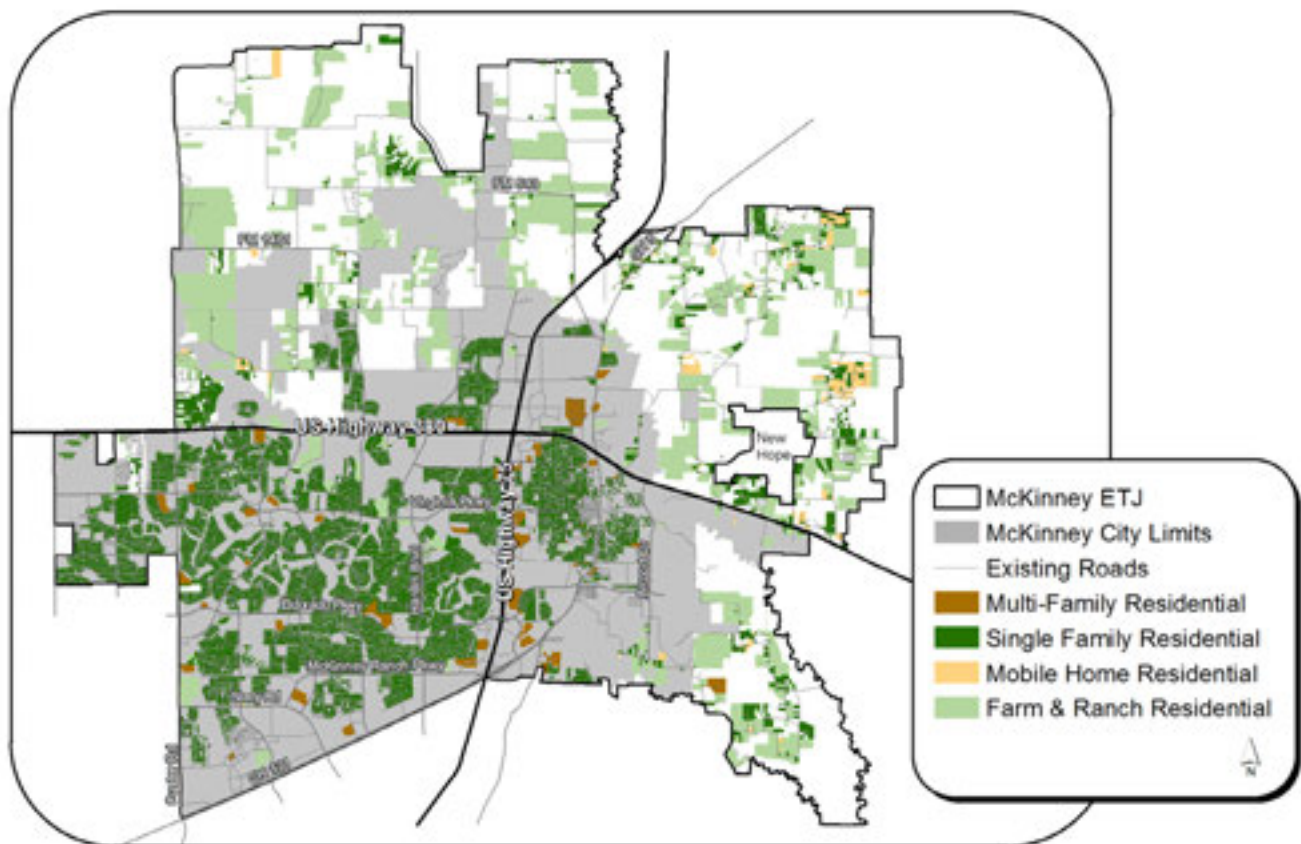
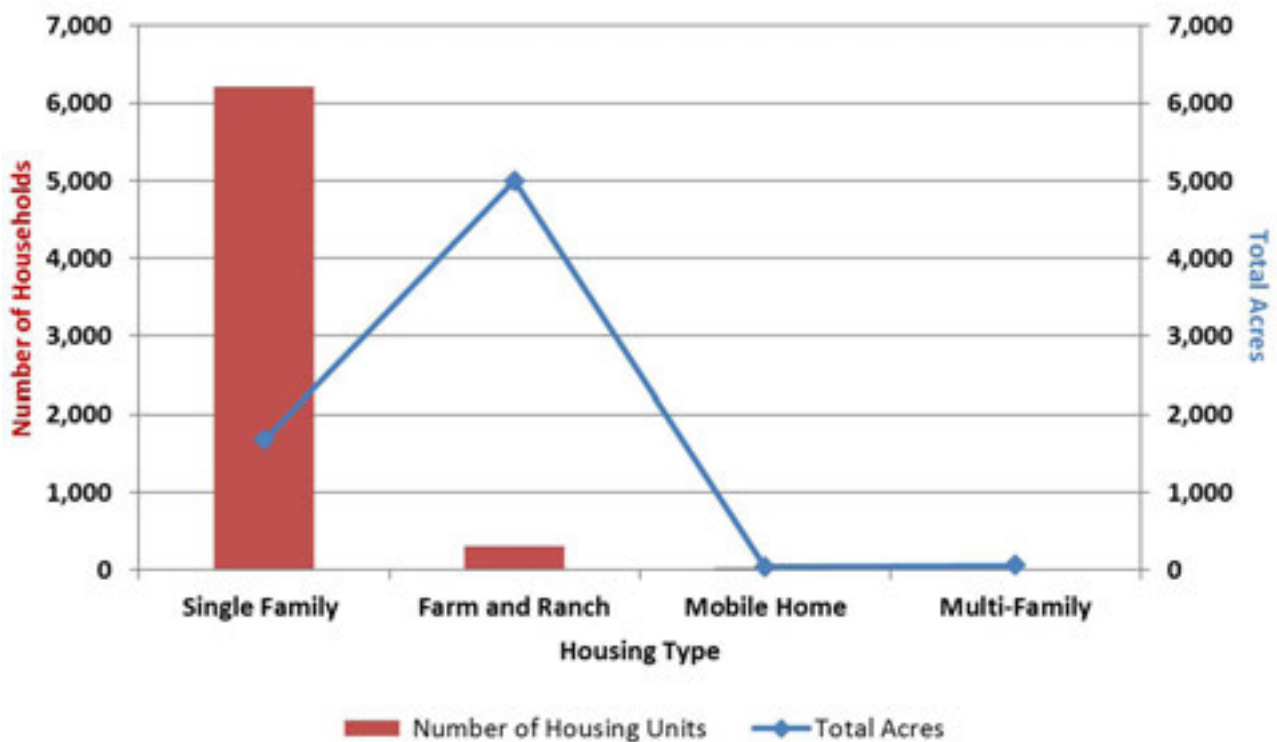


Figure 18  
Current Residential Land Use in McKinney

## Housing Types

Nearly a quarter of developed land in the Northwest Sector is devoted to residential uses. The Northwest Sector has about 6,541 housing units. Of these, approximately 6,200 housing units are single family (95%), with farm and ranch homesteads, multi-family, and manufactured homes accounting for approximately 340 of the remaining housing units.

Though single family residential development accounts for 95% of all housing types in the Northwest Sector, it only represents a small fraction of the land area in the Northwest Sector (Figure 19). This is because the average size of a farm and ranch homestead in the Northwest Sector is 16 acres, as opposed to the typical quarter-acre to half-acre lot size that is typically seen with single family residential developments. With this in mind, approximately 74% of residential land in the Northwest Sector is farm and ranch homesteads, while only 25% is traditional single family developments.



Source: ESRI 2014

Figure 19  
Housing Unit Types and Acreage in Northwest Sector



## Land Use

Generally, the Northwest Sector of McKinney is rural in nature and is comprised of farms, ranches, and thick groves of trees and rolling hills.

Today, approximately two-thirds of the 30,000 square acres in the Northwest Sector are either agricultural or largely undeveloped. Farm and ranch homesteads on these agricultural lands make up approximately 16% of the sector. Altogether, approximately 85% of the land is devoted to agricultural uses and other open spaces with the remaining 15% devoted to single family, retail, office, industrial, parkland, or institutional uses (Figure 22).

Non-agricultural land uses are generally located in the southern portions of the sector within existing city limits, mainly along US Highway 380, Lake Forest Drive, and US Highway 75.

Some of the major non-residential developments in the Northwest Sector include: the Collin County Government Complex, Erwin Park, Myers Park, Baylor Medical Center, Raytheon Corporation, Collin College (Central Campus), and the 380 Towne Crossing retail district. Baylor Medical Center, Raytheon, and Collin College (Central Campus) are located along US Highway 380 (Figure 21). The Collin County Government Complex is located along US Highway 75. Erwin Park is also located a short distance west of US Highway 75.



Figure 20  
Baylor Medical Center  
Located at US 380 and Lake Forest Dr

There are also large residential developments already located in the Northwest Sector, most notably, the neighborhoods of Tucker Hill (a new urbanist community) and Trinity Falls (a large-scale master-planned community). Tucker Hill is inspired by traditional neighborhood design that focuses on development that mirrors growth in the United States before World War II— things like compact development patterns, walkability, distinct attractive architectural features, integrated open

space, and abundant parkland are key aspects to this development, which is located on US Highway 380. Trinity Falls is a 1,700 acre development currently under construction in the northeastern portion of the Northwest Sector. The development, a Municipal Utility District (MUD), is located outside of McKinney’s City limits but is within the ultimate planning area. At build out, Trinity Falls will include approximately 4,100 single family homes, and will be home to three public schools, miles of hike and bike trails, and approximately 450 acres of public parkland.

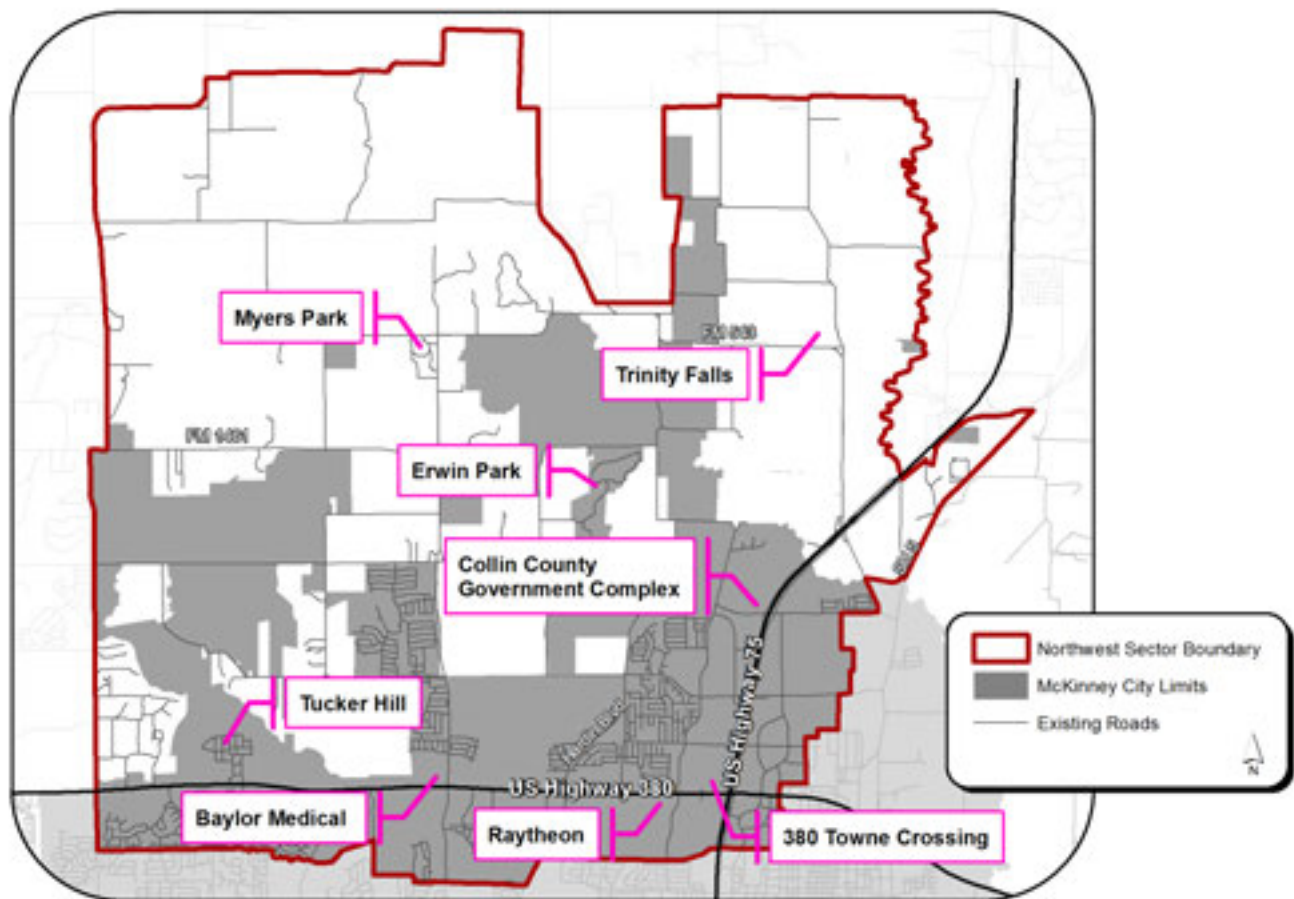


Figure 21  
Major Developments in the Northwest Sector

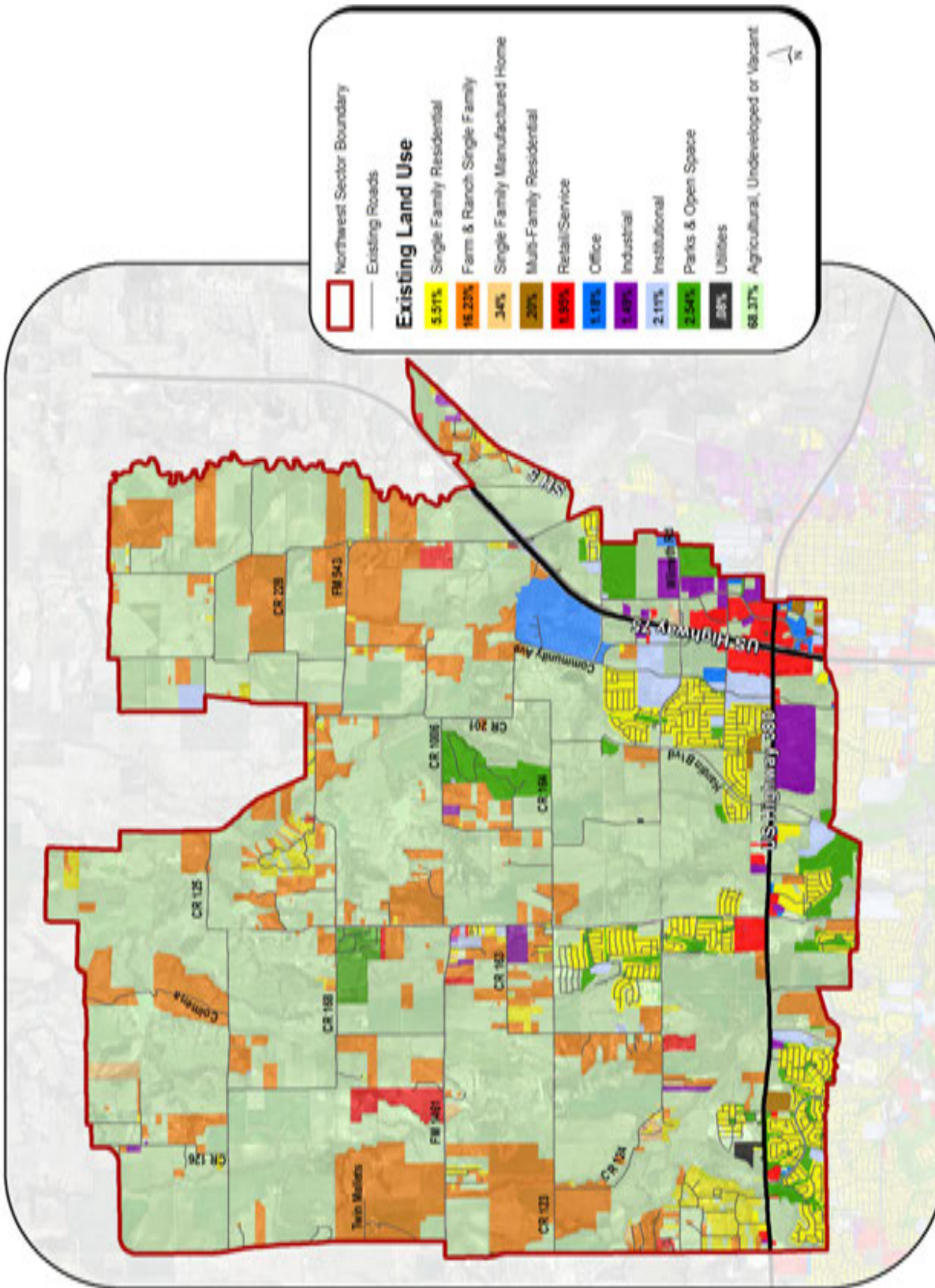


Figure 22  
Existing Land Use in the Northwest Sector (2013)



# Infrastructure

Water, wastewater and roadway infrastructure systems are vital networks that must be in place in order to support growth and development.

## Water

In the City of McKinney, water lines that are twelve inches (12") or less act as feeder lines. These lines generally serve residential streets because of their relatively small capacity. Water lines that are greater than 12" act as trunk lines and distribute large volumes of water to the feeder lines. These trunk lines serve as the foundational utility framework for the City. Currently, areas of the Northwest Sector that are outside City limits are primarily undeveloped and therefore, do not have large volume, trunk lines

(i.e. 12" or greater). Though there are several small and/or privately managed service providers for water in the Northwest Sector, most of the existing water infrastructure is considered undersized, making most of the Northwest Sector underserved by current city standards (Figure 23).

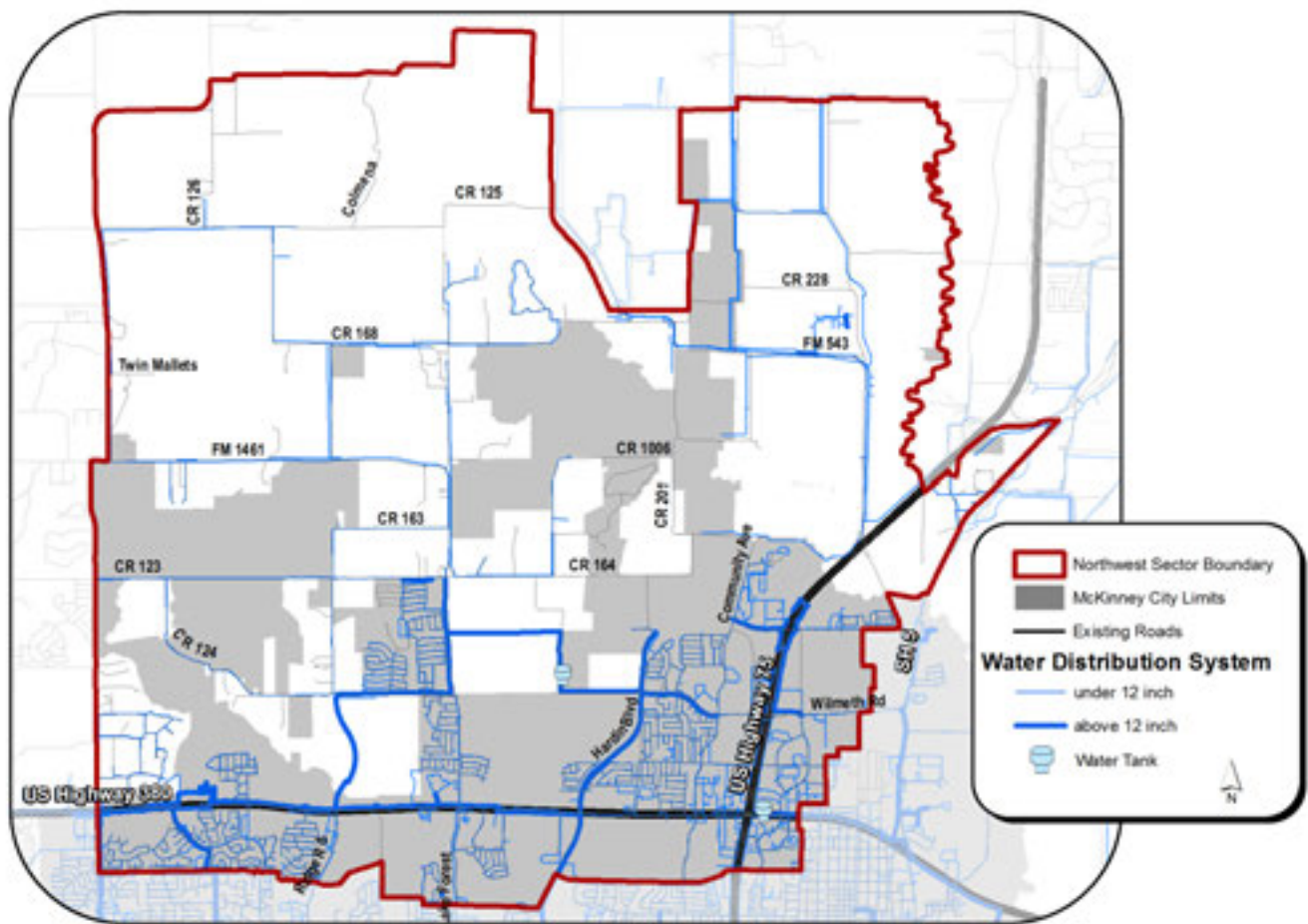


Figure 23  
Existing Water Distribution System (2013)

## Wastewater

Unlike water infrastructure, which typically follows roadway alignments, the city's wastewater collection system generally follows floodplains (Figure 24). Wastewater pipes can vary in size between 1-8", 10-12", or 13" based on the slope of the floodplain, and the surrounding development(s) that the pipes must serve. As is the case with water infrastructure, much of the Northwest Sector is considered underserved with regard to wastewater infrastructure.

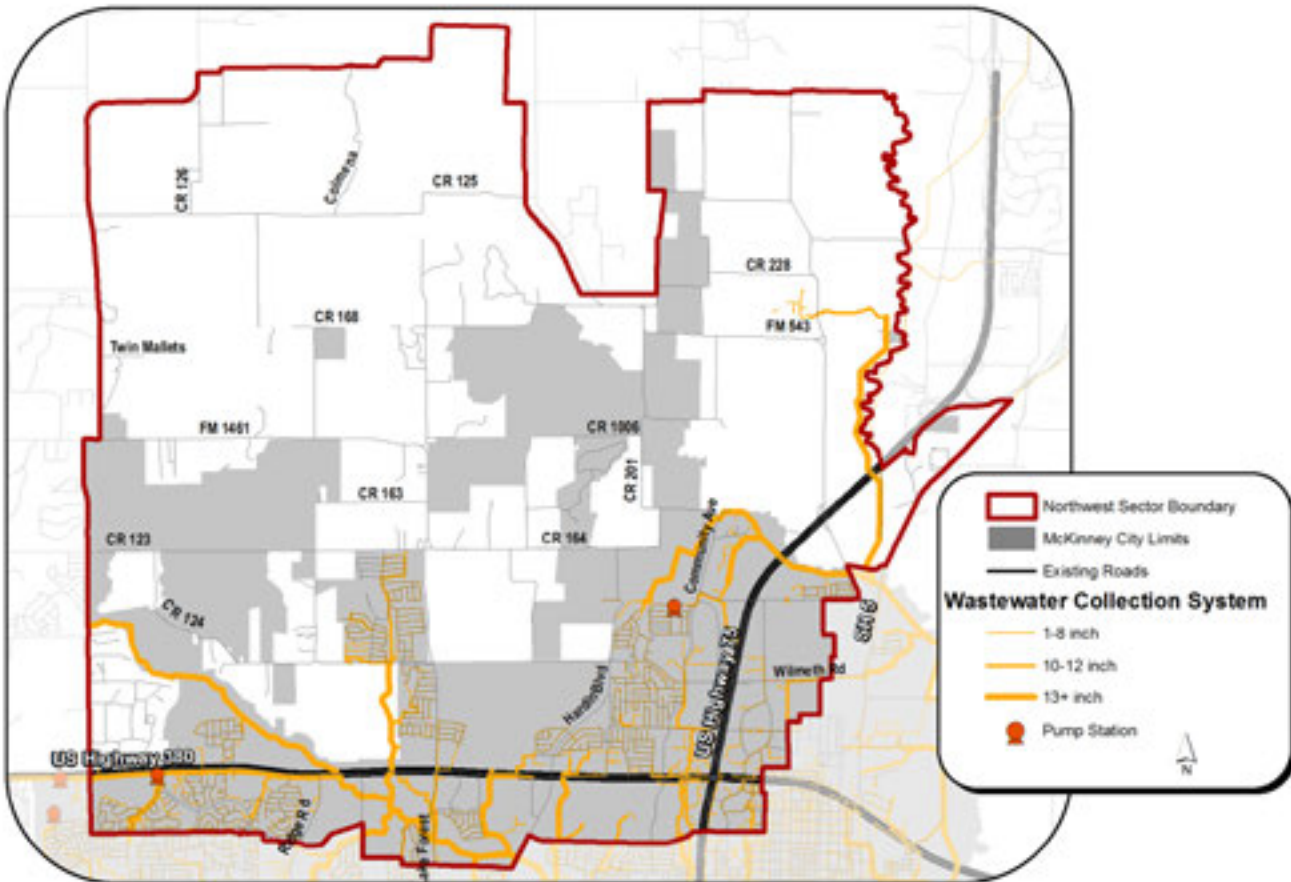


Figure 24 | Existing Wastewater Collection System (2013)

## Roadway

The current street network in the Northwest Sector is characterized by County (CR) and Farm-to-Market (FM) roads that are predominately unimproved, low-volume roads. The only major east-west roadways connections that exist today are US Highway 380 and FM 1461 (from FM 2478 to Lake Forest Drive). Major north-south roadways include US 75, Lake Forest Drive and Hardin Boulevard.

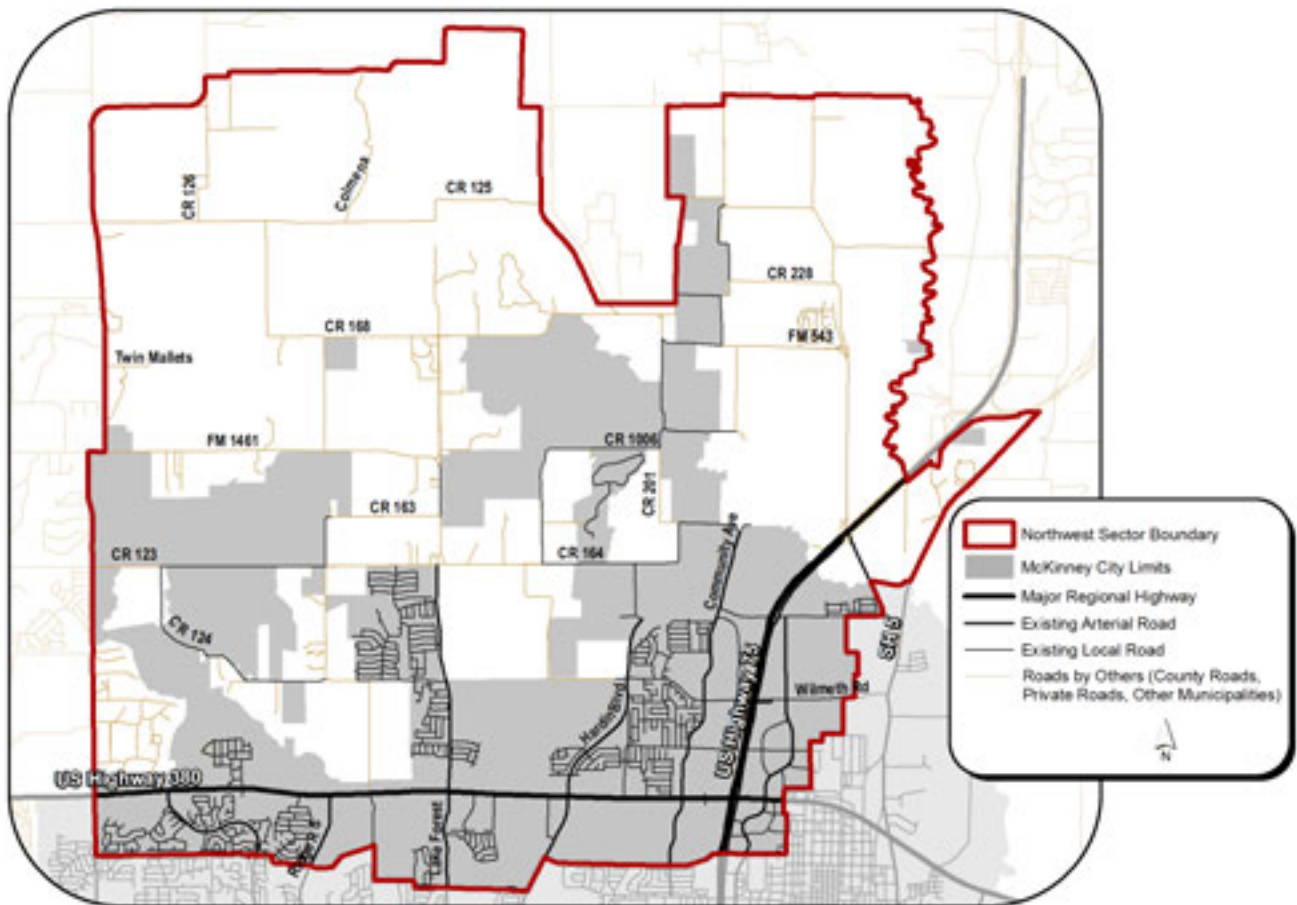


Figure 25 | Existing Roadway Infrastructure (2013)

## Existing Natural Features and Open Spaces

The Northwest Sector has a diverse range of topography. Rolling hills, thick groves of trees, lakes and creeks dominate the pastoral Texan landscape. While beautiful, the unique natural features of the Northwest Sector require that development improvements protect the environmentally sensitive area. It is important that City leaders, decision makers, and developers protect and celebrate the attractive natural features in this area.

Today, the sector is mainly agricultural. Corn, soybean and wheat fields are a common sight — as are large ranchlands dotted with grazing cattle. The Northwest Sector also has large hills and deep valleys, with the highest point in the sector being 777 feet above sea level and the lowest point being 531 feet above sea level (Figure 28). Generally, the central portion of the sector is a high, flat plateau between Wilson Creek and Honey Creek. The elevation decreases quickly near these creeks and floodplains. The widest variety of terrain and thickest pockets of woodlands are located in these areas of the sector. The varied terrain is an important factor in considering how future growth and development should occur.

A high number of creeks and floodplains crisscross the Northwest Sector. Honey Creek, Wilson Creek, Franklin Branch, and Stover Creek all generally flow northwest to southeast across the sector. The creeks are an example of the prominent natural features that help make the Northwest Sector beautiful.

Erwin Park, one of the largest parks in the City of McKinney, is located in the heart of the Northwest Sector. The 212 acre park is celebrated for its natural beauty and the amenities that make it unique to Collin County and North Texas. The park features 8.8 miles of mountain bike trails, playgrounds, picnic pavilions, overnight camping, and large expanses of open space. It is deed restricted to remain a passive park which will ensure the area remains a natural amenity for generations to come.

Erwin Park is an example of an existing feature that helps celebrate and protect the unique natural landscapes of the Northwest Sector. The park will continue to serve as a place of respite and relaxation for residents and visitors in the sector and the greater region.



Figure 26  
Erwin Park



Figure 27  
Pecan Grove at Erwin Park



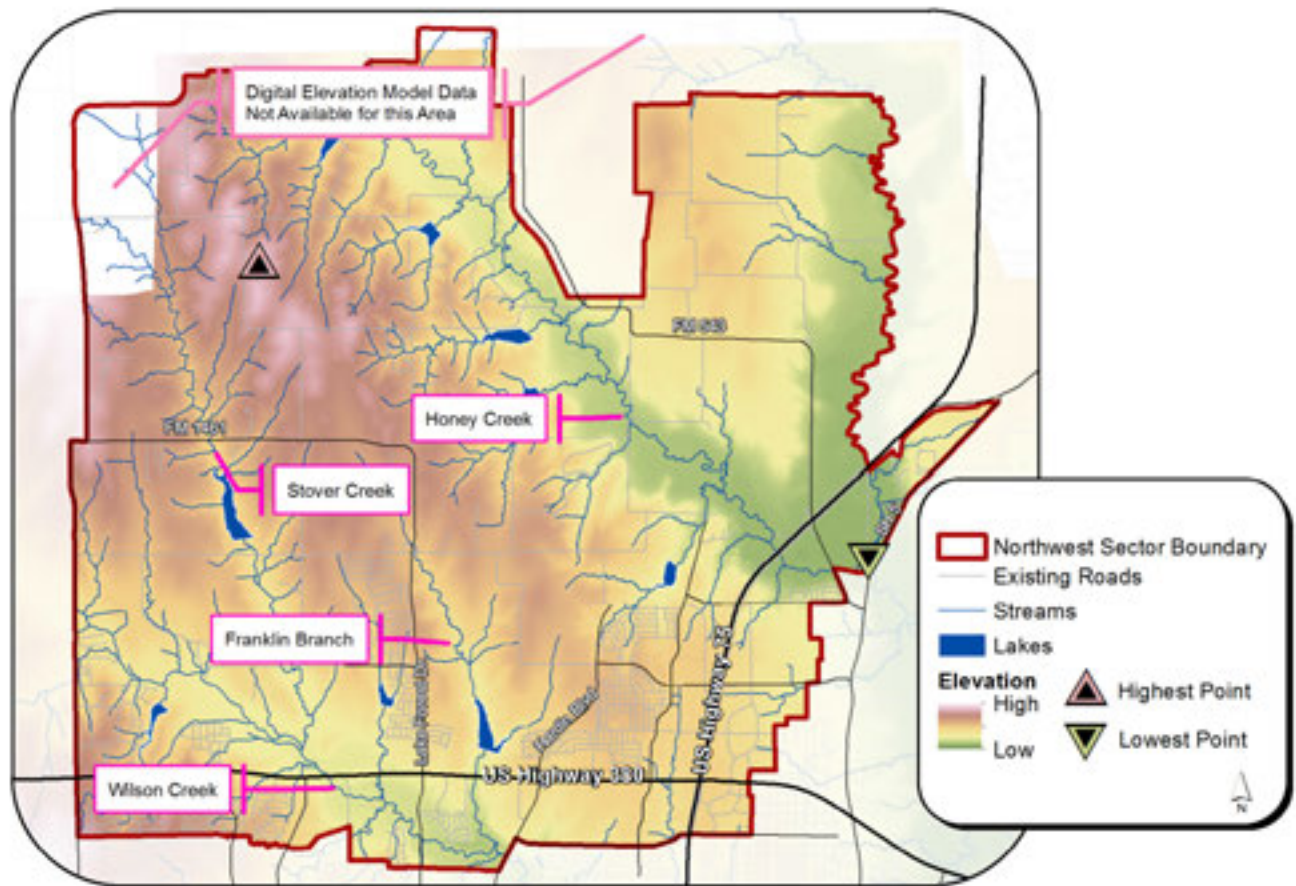


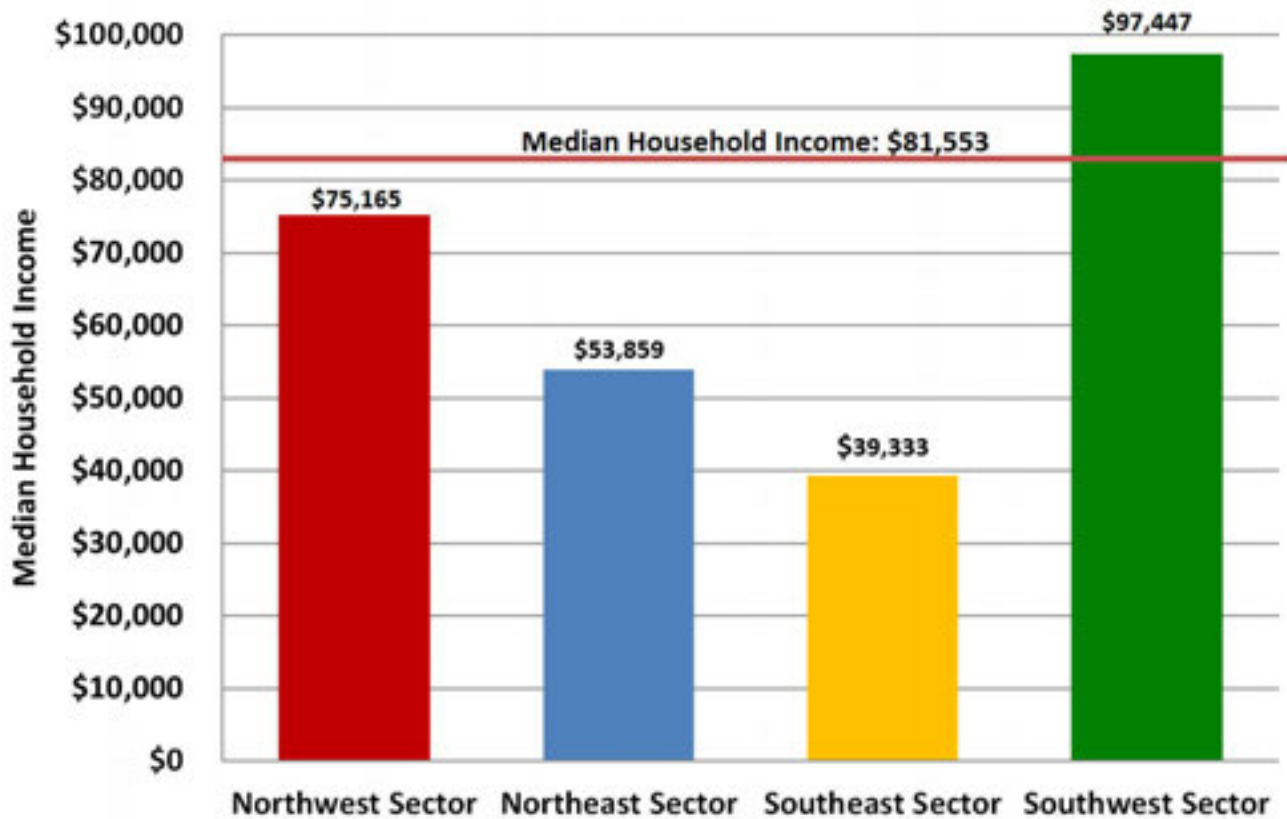
Figure 28  
Northwest Sector Topography and Natural Features

# Economic Characteristics

## Median Household Income

Median household income statistics can offer a way to measure the wealth of a particular community. The median household income in the Northwest Sector is approximately \$75,165 (Figure 29). This is lower than the median household income in Southwest Sector (\$97,447), but higher than the median household incomes in the Southeast sector (\$39,333 ) and the Northeast Sector (\$53,859).

At first glance, the median household income appears to be low when compared to the Southwest Sector of McKinney. However, it is only slightly lower than the median household income overall (\$81,553). Moreover, when you step outside of McKinney and compare it to the median household income of the State of Texas, a more complete picture can be seen. The median household income in the Northwest Sector is almost 46% higher than the State of Texas (\$51,563).



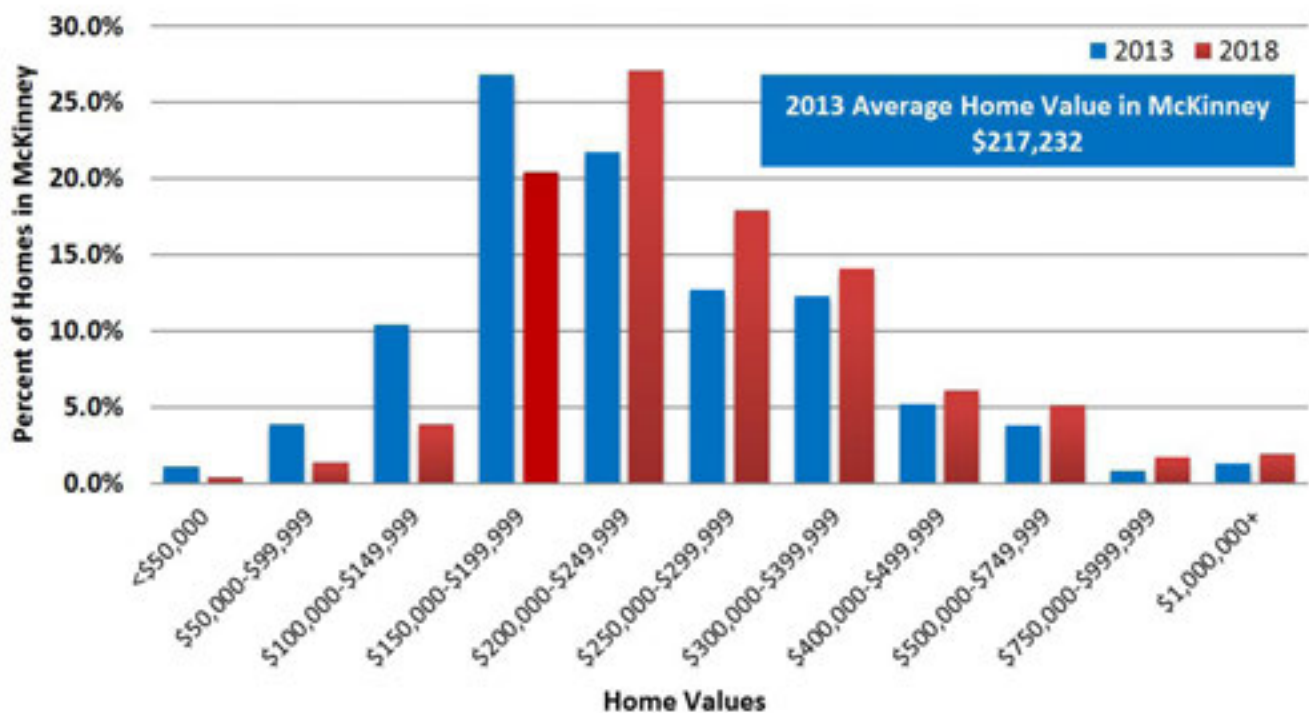
Source: US Census Bureau, 2008-2012 American Community Survey

Figure 29  
Median Household Income

## Housing Market

The City of McKinney (including the Northwest Sector) is located in one of the strongest housing markets in the state and the country. In fact, Collin County has one of the strongest housing markets in Texas with over a 25% increase in homes sales in the past year.

Home values in the City of McKinney are expected to increase through at least 2018. Figure 30 illustrates that the number of homes valued over \$200,000 is expected to increase. In the Northwest Sector, the average value of a single family detached home is approximately \$198,760, which is about 6% higher than the median home values in the City of McKinney.



Source: Catalyst Commercial

Figure 30  
City of McKinney Home Values Distribution  
2013 and 2018 (anticipated)

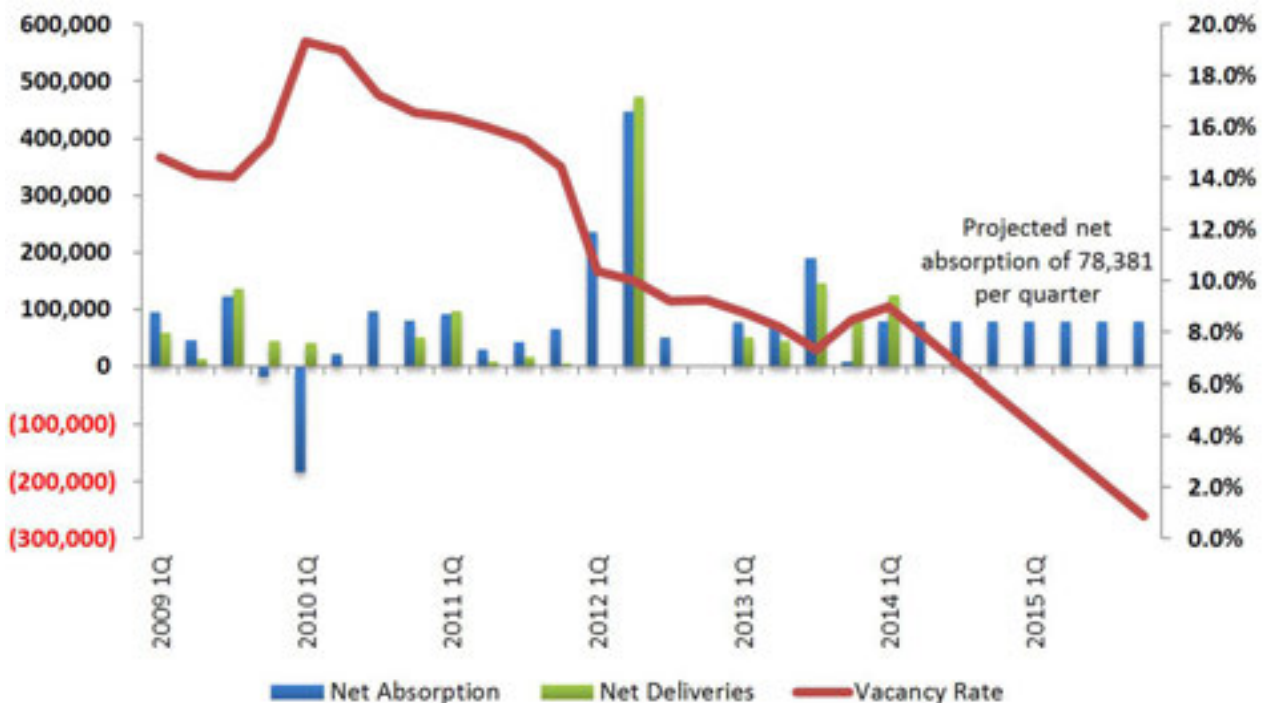
## Office Market

Due to McKinney's location within the Dallas-Fort Worth metroplex, office conditions are generally analyzed as a submarket of the metroplex region (roughly Tarrant, Dallas, Denton, and Collin Counties). Economists routinely study the City of McKinney and the neighboring City of Allen as the same submarket.

The Allen/McKinney submarket is one of the top performing office submarkets in the Dallas-Fort Worth area. The local office submarket is capable of earning higher rents and greater net absorptions than most other submarkets in Dallas-Fort Worth. The only other submarket that could charge more in rents and achieve greater absorption in Class A office space is the Uptown/Turtle Creek submarket in Dallas proper.

Vacancy rates in the Allen/McKinney office submarket have been decreasing consistently since at least 2010. Net absorption of Class A (high quality offices that can charge highest rents) and Class B (mid-high quality offices that charge medium priced rents) offices is expected to remain constant through the end of 2015. The market for high quality, high rent office developments is strong in the City of McKinney.

Figure 31 illustrates the stable absorption rates for offices in the Allen/McKinney submarket and shows the quickly decreasing vacancy rate in this submarket. It is clear that McKinney's office growth is vibrant and is expected to remain strong. It is expected that office growth will gravitate toward existing developments along US Highway 75 and State Highway 121 (Sam Rayburn Tollway).



Source: Catalyst Commercial

Figure 31  
Allen/McKinney Office A&B Forecast



## Retail Market

Annually, McKinney residents have approximately \$4.8 billion in disposable income to spend on various goods and services. Residents in McKinney spend approximately \$2 billion annually on retail goods and services.

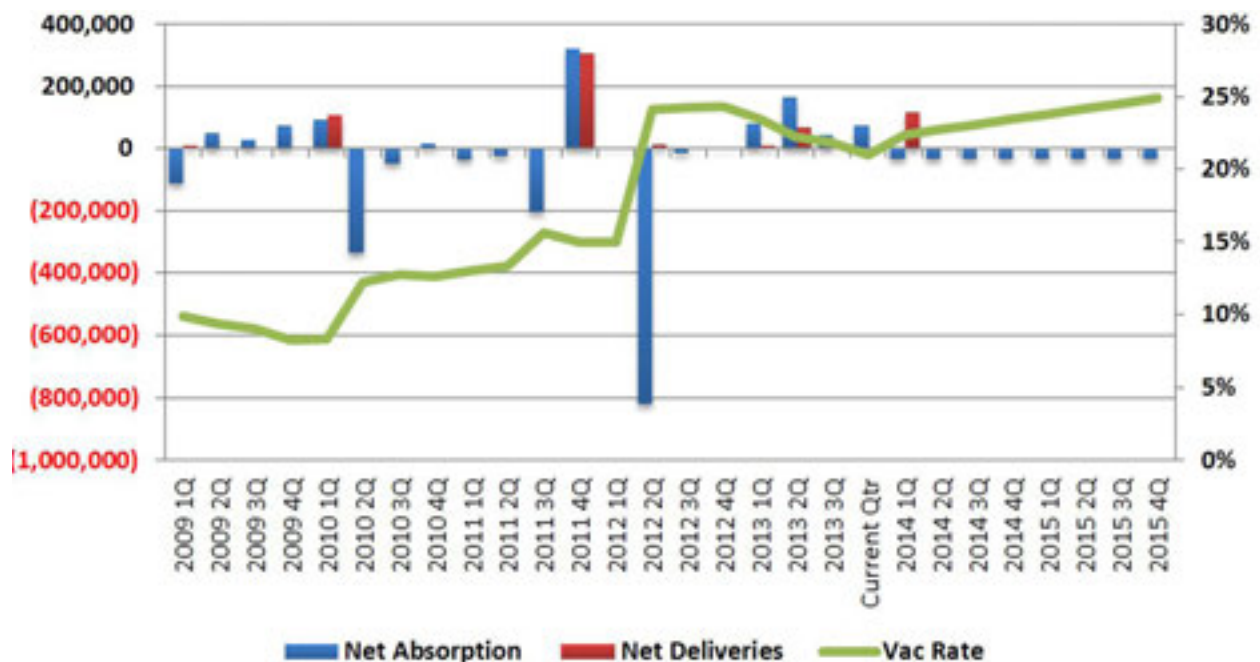
Retail analysis has shown that there is an unmet demand of approximately \$17 million for grocery stores and \$15 million in unmet demand for restaurants and goods and services in McKinney. Further, there is approximately \$225 million in potential retail commercial expenditures in the Northwest Sector alone. Residential growth in the Northwest Sector and the City of McKinney as a whole will fuel additional retail demand.

High disposable incomes (especially in the southwestern portion of McKinney) and unmet demand of many retail and other services indicate that retail commercial development is poised for growth, especially in the Northwest Sector.

## Industrial Market

Similar to the office submarket, economists cluster Allen and McKinney's industrial activity into the same submarket. The Allen/McKinney submarket has approximately 11.2 million square feet of space and a vacancy rate of approximately 19% (Figure 32).

Currently, industrial vacancy rates are expected to increase through the end of 2015. The expansion of McKinney National Airport, however, will support growth of industrial and warehouse demand. Industrial growth in the City of McKinney will likely occur along US Highway 75, State Highway 121, and State Highway 5. The southern and eastern portions of the City of McKinney are the likely areas where industrial development would occur.



Source: Catalyst Commercial

Figure 32  
Allen/McKinney Submarket Industrial Forecast

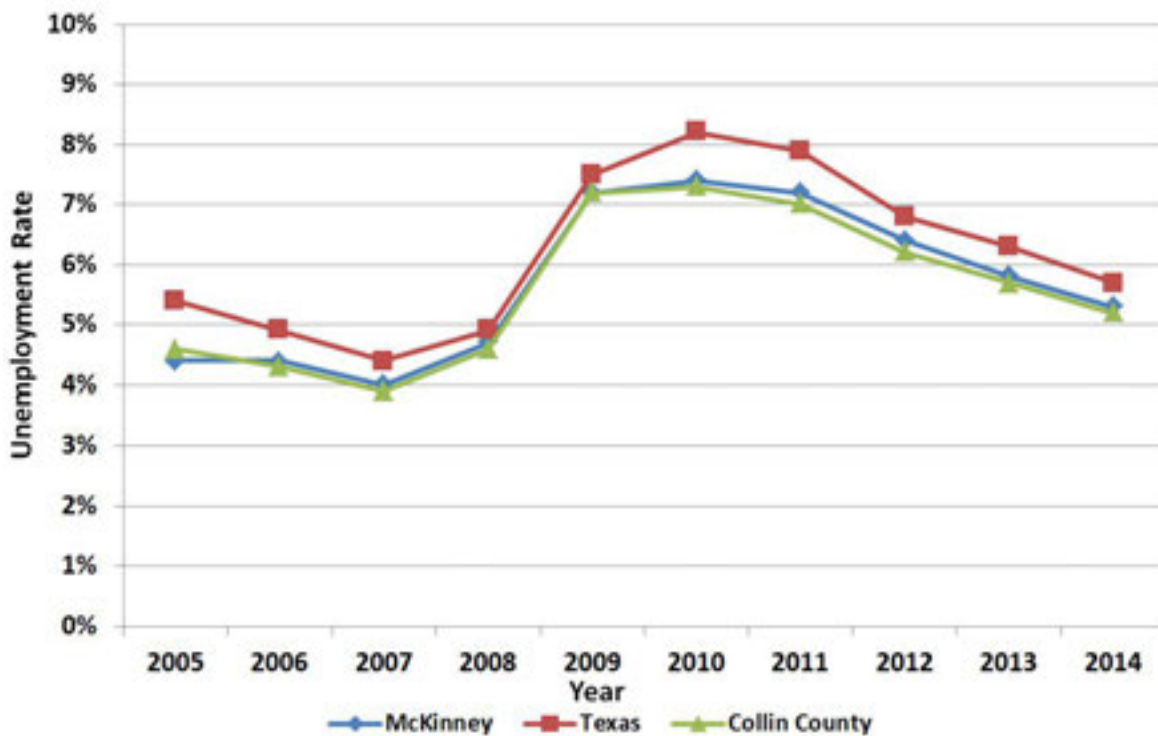
## Employment Trends

With the expected growth in retail, services, and office, employment prospects remain strong for the City of McKinney and the Northwest Sector. The unemployment rate in the City of McKinney has been decreasing post-recession. In 2010, the unemployment rate was approximately 7.4%. It has steadily decreased as the area has rebounded from the recession of 2008-2009 (Figure 33).

Since at least 2005, the unemployment rate in McKinney has fluctuated much like the unemployment rate in Collin County and in the state of Texas as a whole. During the recession, unemployment rates in Collin County and Texas increased, as did McKinney's unemployment rate. McKinney, overall, has had a lower unemployment rate than the state of Texas and a slightly higher or similar unemployment rate to Collin County.

The City of McKinney is home to a diverse employment base, including many major companies: Raytheon, Wistron Green Tech, Torchmark, Emerson Process Management, Tong Yang, Simpson Strong-Tie, Manner Plastics, Barclay's Traxxas, Baylor Medical Center, Encore Wire, and others.

The convenient access to US Highway 75, US Highway 75, State Highway 121 (Sam Rayburn Tollway), State Highway 5, and the Dallas North Tollway allows residents of McKinney to easily commute to neighboring employment centers like Plano, Dallas, Frisco, Allen, Carrollton, and other cities in the Dallas-Fort Worth metroplex.



Source: Texas Workforce Commission  
Texas unemployment rate is seasonally adjusted

Figure 33  
Unemployment Rates (2005-2014)

## Conclusion

The Northwest Sector of McKinney represents the largest area of undeveloped land within the City's ultimate planning area. Prospects for quality development are strong in this area of the City. Given the abundance of natural features (rolling hills, thick groves of trees, and unique topography), the Northwest Sector will likely experience development that is different in character than other areas in the City of McKinney. The low unemployment, strong office and retail markets, and convenient travel corridors signal that the area is poised to accommodate increased residential growth as the City of McKinney and the region continues to grow.

However, the unique landscape of this "blank canvas" mandates that development shouldn't occur just for the sake of growth. Development in the sector should preserve and maximize its unique topography, diversify residential character and densities, and capitalize on the economic conditions that are found in this large portion of the City of McKinney.

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# The Vision



# SECTION 3: THE VISION

## The Vision

Given the size of the Northwest Sector, the Study has taken a “micro” and “macro” view. By looking at the Sector at different scales, the project team was able to see issues that may have been missed by simply taking a high-level view of the area. This created the opportunity to make broad recommendations for the entire Sector (Sectorwide Goals & Objectives and Sectorwide Framework) as well as more specific recommendations for individual development areas and types of developments that may occur (Sub-Area Priorities and Place Type Planning Principles).

## Sectorwide Goals & Objectives

The goals and objectives serve as the foundation for the Northwest Sector vision. These tenets are reflected in the vision framework and are reinforced through the priorities and principles established for the sector. While these goals were developed as part of the Northwest Sector Study Initiative, they encapsulate some of the existing priorities set by the City Council for McKinney as a whole. Many are broad in nature, but can also be focused on a particular component of the Northwest Sector. The goals outlined below are proactive, qualitative statements intended to help guide growth in this large area of McKinney. They combine the priorities discussed by stakeholders and create a succinct narrative for best practices in the future growth of the Northwest Sector. In the context of the Northwest Sector Study, these goals form the basis on which more specific recommendations are made.

## Balanced Tax Base

The vision for the Northwest Sector should support a balanced economy and a fiscally sound city government. Because residential development will likely be predominant in the sector, certain key areas should be identified and retained for important commercial activity and economic development.

## Compatible Land Use / Mobility Relationship

In order to provide a transportation network that serves both residents of and visitors to McKinney, context sensitive transportation solutions should be developed and the concept of complete streets should be incorporated into future planning and engineering studies. Transportation infrastructure should be designed in a way that is compatible with the land uses that it serves. Different intensities of uses do not require identical levels of infrastructure development. By integrating infrastructure design with land use decisions, arterials can serve a mobility function for multiple user types, but can also contribute to the sense of place for the community.



Figure 34  
Complete Street with bike lane, median and crosswalk  
*National Complete Streets Coalition*



Figure 35  
Urban Street  
*Downtown McKinney*



Figure 36  
Rural Street  
*Creekview Landing, McKinney, Texas*



## Quality Placemaking

Creating a 'sense of place' is an important part in how people perceive a community and associate with it. The physical character, placement, juxtaposition, and choice of construction materials of physical elements within McKinney give citizens and visitors an understanding as to the values they hold dear.

The unique and pastoral landscape of the Northwest Sector provides a solid base for fostering quality of place. Development should work with the natural landscape to create unique neighborhoods that will increase community pride and overall sense of place.



Figure 37  
Illustration of Quality Placemaking

## Embraced Natural Landscapes

Natural features should be protected and well-utilized to create developments that are harmonious with the landscape. The Northwest Sector is generally defined by farms, ranches, rolling hills, creeks, lakes and notable tree stands. It is important for these defining natural amenities to be protected — particularly the topography, contributing stands of trees and stream corridors. As growth and development occurs, it should embrace and safeguard the natural features of the area.

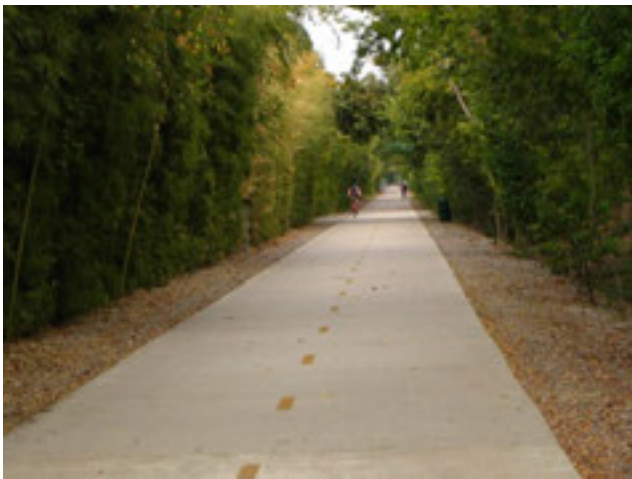


Figure 38  
Example of a hike & bike trail that embraces natural features



Figure 39  
Concept plan that illustrates how natural features can be integrated into development

## Market Readiness and Adaptability

An appropriate network of infrastructure guidelines and zoning regulations should be in place to allow the area to quickly adjust to the fluctuating market demands that are present in quickly growing regions like Collin County. The vision framework should establish a level of market predictability for the private sector, but also a clear set of expectations for the desired contributing quality of future development.

## Implementation

While the Phase I Report is illustrative in nature, the vision contained within should be realistic and achievable. Phase II of the Northwest Sector Study Initiative should include a more detailed look at all of the goals, objectives, principles and priorities recommended in Phase I in order to create an action plan for implementation. The long-term success of the Northwest Sector will depend largely on the next steps that are taken in the process.

## Sectorwide Framework

The sectorwide framework provides integrated guidance for future development in the Northwest Sector by building on the existing master plans outlined and/or referenced in the City of McKinney's Comprehensive Plan. The sector wide framework includes a series of recommendations to ensure that these master plans can be implemented in such a way that they meet the goals and objectives of the sector and remain aligned with the priorities and principles established through Phase I of the Northwest Sector Study.

### Land Use Framework

The future land use system for McKinney is slightly different from most plans in that it has two maps that work together in order to plan land uses. These two maps are the Future Land Use Plan (FLUP) and the Future Land Use Plan – Module Diagram (FLUP-MD). Both are included in the City's Comprehensive Plan and serve as the basis by which land use decisions are made in the City of McKinney (Figure 40, Figure 41).

The FLUP-MD breaks the City and ETJ into sixty-four planning areas (known as modules). Each module is characterized by one of eleven dominant or primary land use type (i.e. suburban mix, industrial, office, etc). Within each module, a variety of land uses are allowed in order to create the dominant land use pattern but also allow for necessary ancillary uses required to support development (i.e. the suburban mix module calls for primarily residential uses, but allows for a small percentage of retail, office and community uses that provide neighborhood services required for residential developments).

Given the size of the Northwest Sector, residential development patterns will likely be the defining pattern of growth over the long term. The FLUP and FLUP-MD recognizes this and calls for predominately

suburban residential land uses throughout the sector, with some areas of regional office growth along major corridors (future Collin County Outer Loop, US 75).

The future land use framework serves as the basis for many of the City's other master plans (transportation, water, sewer, open space) as well as zoning and subdivision regulations. Therefore, changes to the land use framework could have significant implications and should be carefully considered. With this in mind, the recommendation for maximizing the land use frameworks aim to realign the land use plans, but rather strengthen them by strategically identifying key areas of opportunity and nuanced development considerations in order to elevate the quality of development and development patterns, specifically:

1. Key areas should be identified and strategically preserved for desired development types. This includes the strategic preservation of arterial corners, frontages and intersections for meaningful economic development; it also includes thoughtful decision making for the preservation of areas for residential opportunities.



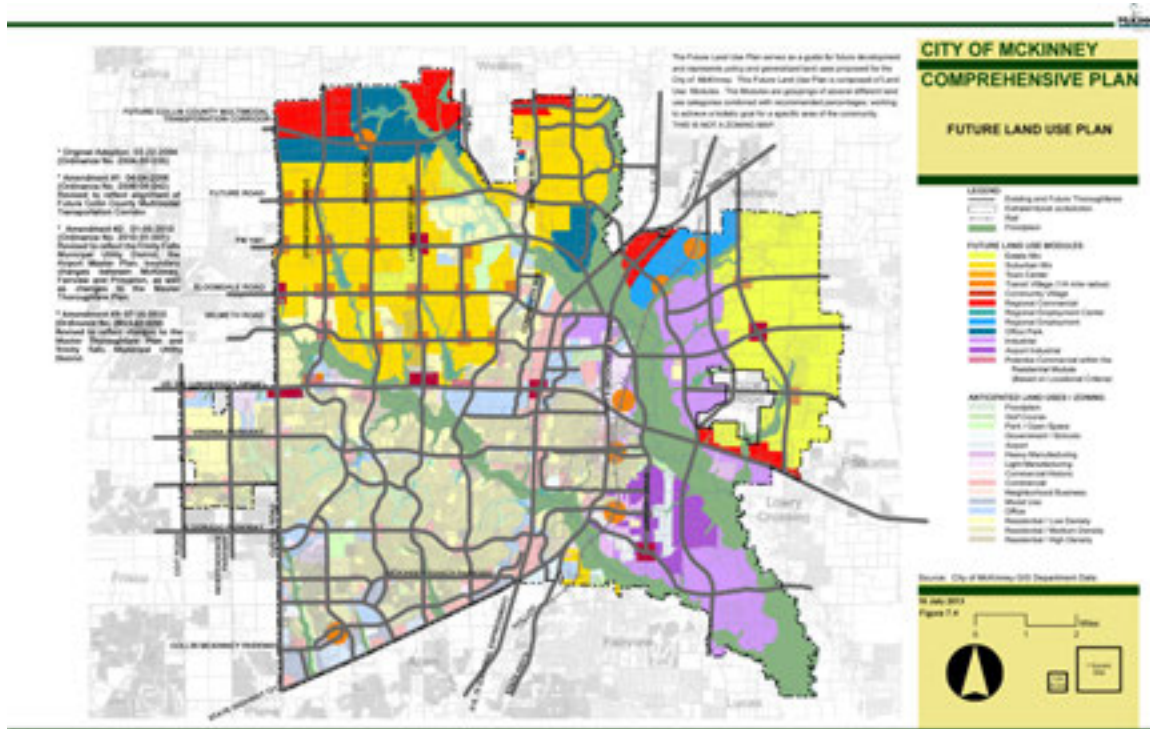


Figure 40  
Future Land Use Plan

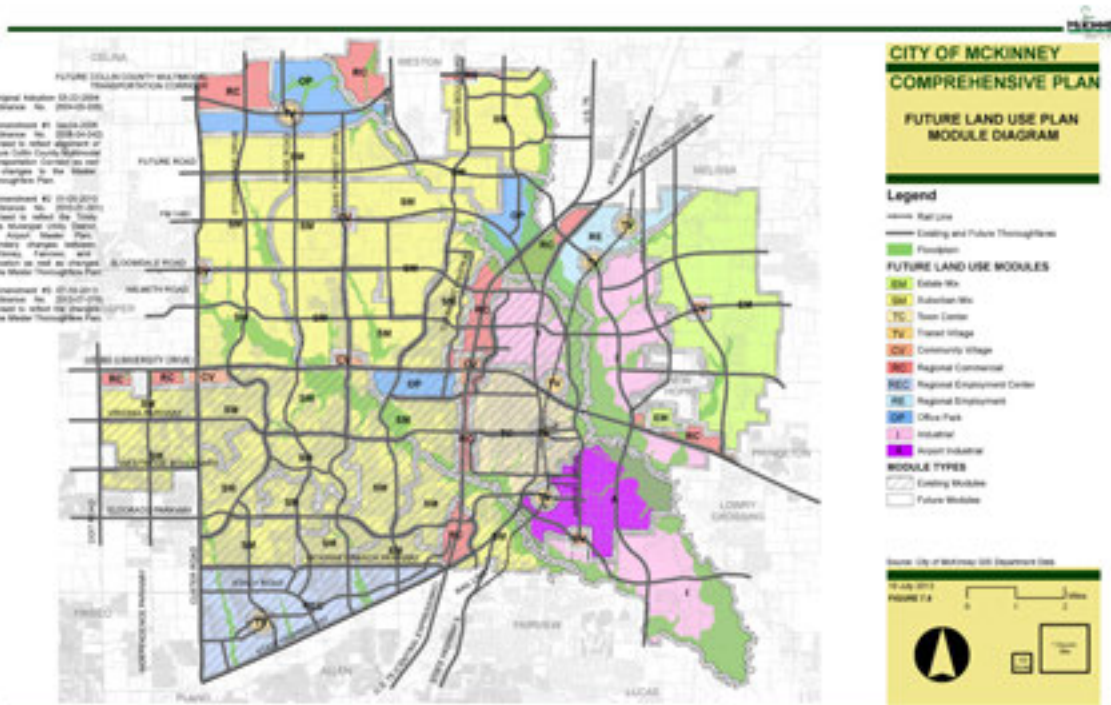


Figure 41  
Future Land Use Plan  
Module Diagram



## Transportation/Mobility Framework

The Master Thoroughfare Plan (MTP) is located within the City's Comprehensive Plan and serves as a guide for future roadway alignments (Figure 42). The alignments shown on the MTP are general in that final alignment studies, design and engineering have not been conducted. This refinement of the plan typically occurs at the time of development so that site conditions can be evaluated on a case-by-case basis.

The MTP is based on traditional one-mile arterial roadway grid spacing. As such, arterial roadways traverse in the entire City; north and south, east and west, on one-mile intervals. This grid serves as the foundation for McKinney's transportation network. Collector roadways, while not shown on the MTP, are anticipated to be developed to collect neighborhood and other local traffic and feed the arterial grid which offers more direct access to local and regional destinations.

The MTP reflects a number of major arterial roadways within the Northwest Sector. As outlined in the MTP, these major arterial roadways will feature six lanes of traffic (three lanes in each direction) as well as landscaped medians to separate directions of traffic. Turn lanes and deceleration lanes are also anticipated to assist with logical vehicular movements. Sidewalks and hike and bike trails are also planned to parallel these arterial roadways to offer opportunities for pedestrian mobility.

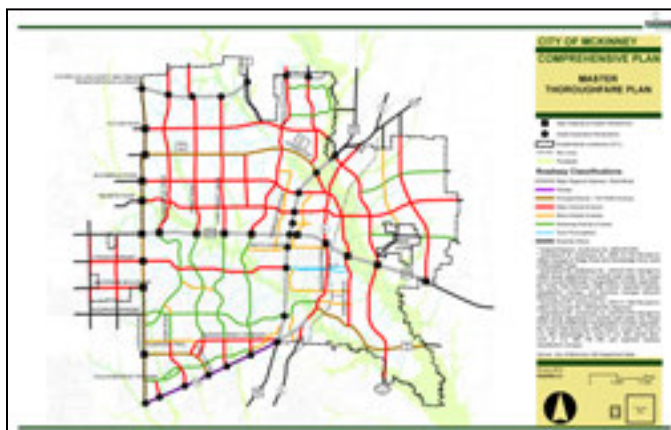


Figure 42  
Master Thoroughfare Plan

Recognizing that a well-functioning transportation system must consist of more than just a series of arterial roadways, the following should be integrated into master planning, street design, infrastructure planning, and development efforts:

1. More refined planning and management of the collector roadway network to ensure a well-connected series of collector roadways exists within the one-mile arterial grid. Collector streets should offer easy access to and from various neighborhoods and non-residential developments in order to eliminate the need to access arterial roadways.
2. Community-scaled roadways should be planned to maximize specific characters or amenities within the Northwest Sector. This could include, but not be limited to rural arterial classifications, a hierarchy of collector street types, single loaded roadways (roadways with development on one side and natural areas on the other), and refinements to road placement to maximize natural features.
3. Utilize sound street design principles (context-sensitive design, complete streets) to establish a roadway network that moves vehicular traffic with a high-quality level of service while offering safe mobility opportunities for pedestrians and bicyclists.

## Wet Utilities Framework

The City's Water Distribution System Master Plan (WMP) and Waste Water System Master Plan (WWMP) are referenced within the City's Comprehensive Plan and serve as guides for future water and waste water infrastructure for the City. These Master Plans (collectively known as the Utility Master Plans) recognize the need for master planned water and wastewater utilities to serve a growing population. They identify the sizes and locations of existing and future utility lines needed to serve McKinney's population at build-out. The utility systems themselves and their capacities are evaluated and refined using a sophisticated modeling system which helps to identify system-wide issues when changes or impacts are placed on a specific portion of the larger collection and distribution system. These plans also reflect capital improvements that are planned for installation by the City over a 10-year period.

The WMP identifies a number of different water distribution line sizes and locations that will be constructed within distinct water pressure planes. These pressure planes utilize natural changes in topography and elevation to create pressure within the water distribution lines. If the pressure is too high, pipes may burst or damages may occur to plumbing within buildings. If the pressure is too low, water may not come out of faucets and toilets may not flush. The exact pressures needed to serve specific portions of the City are anticipated by water modeling that's done while designing and refining the City's distribution system.

The City's WWMP identifies a number of different wastewater collection line sizes and locations that

will be constructed within distinct drainage basins. The drainage basins allow for gravity and specific angles in pipe installation to move waste through the collection system. This use of gravity and angles allows for a cost-efficient collection method. However, there are instances where pipe angles or topography are such that gravity cannot be utilized to move waste through the system. In these instances, lift stations are constructed to increase pipe angles at specific locations so that gravity can be utilized downstream. Anticipated lift station locations are also reflected on the City's master plan.

Similar to the City's Master Thoroughfare Plan, the utility line locations reflected in these plans are general in nature in that final alignment studies, design and engineering have not been conducted. This refinement typically occurs at the time of development so that site conditions can be evaluated on a case-by-case basis.

The unique hydrology and topography in the Northwest Sector will require a multifaceted approach to developing and managing the watershed, the water supply system, and the waste water system. In addition to conventional engineering approaches for water and waste water delivery systems (use of large pipes and facilities), an integrated approach is encouraged that not only uses conventional infrastructure, but also utilizes green infrastructure elements (i.e. downspout disconnection, bioswales, lot-to-lot drainage, etc.) that would protect natural resources and offer opportunities for reasonable developments to occur that may have otherwise been limited by conventional engineering standards.





The following recommendations offer a framework for incorporating natural features and elements of the Northwest Sector into future development:

1. The Utility Master Plans should serve as a guide for future development but also remain flexible so as to respond to unintended limitations for development that may arise (i.e. developments being split by different pressure planes or drainage basins).
2. Utility infrastructure should be programmed in such a way that both conventional (pipes, stations) and green (natural drainage, topography, habitat) infrastructure can be integrated into the system in order to meet acceptable engineering and development standards.
3. Capital investments in infrastructure should be based on demand but should also be focused where return on capital investment can be maximized through the facilitation of future development.



Figure 46  
Example of natural drainage: bioswale



Figure 47  
Example of natural drainage: bioswale



Figure 45  
Example of drainage alternatives: downspout



Figure 48  
Example of drainage alternatives: lot to lot drainage



## Open Space Framework

The Parks, Recreation, and Open Space Master Plan (PROS Master Plan) is referenced in the City’s Comprehensive Plan and serves as a guide for decision making regarding the number, type and location of future open space amenities within McKinney. Similar to the City’s other master plans; the focus of the PROS Master Plan is to establish a cohesive system of open space amenities that are equitably distributed throughout McKinney. Included in the PROS Master Plan is the Hike and Bike Trail System Plan, which identifies the desired hike and bike connections that should link neighborhood, community and regional park sites with residential neighborhoods and developments. This Hike and Bike Trail System Plan serves as the backbone to the open space system.

In addition to the existing, designated open space amenities in the Northwest Sector, the PROS Master Plan calls for an additional twenty-five neighborhood parks, six community parks and one special purpose park. Given the abundance of riparian areas, creeks, greenbelts, and floodplains in the Northwest Sector, the provision of open space amenities should be fully embraced and should not seek to “recreate” nature, but preserve and enhance the existing nature of the sector in order to create a cohesive and well-connected system of amenities.

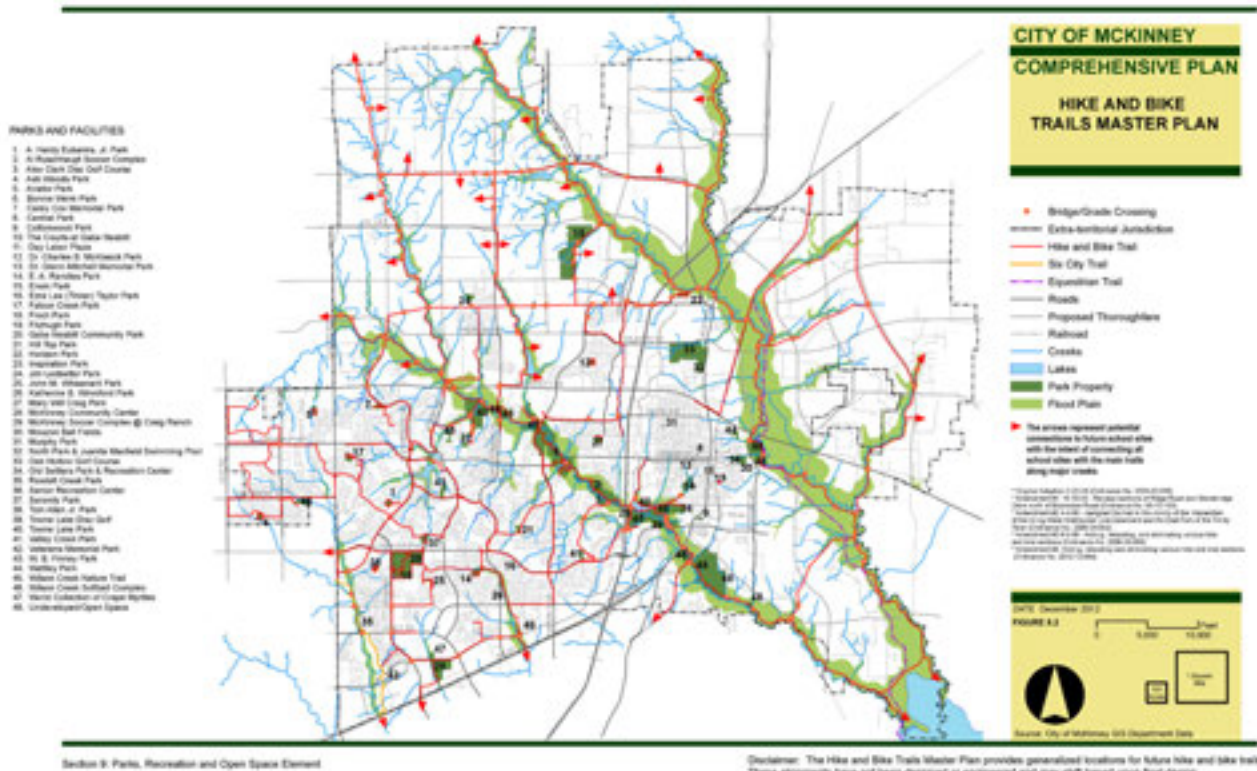


Figure 49  
Hike and Bike Trails Master Plan

Though the PROS Master Plan recognizes and allows for growth in the City's parks and trail system, in order for this growth to inherently reinforce the goals and objectives for the Northwest Sector, the following should be recognized:

1. Identify a hierarchy of open space transition zones that define the feel and function of open space, trails, and median landscaping based on development intensity (Figure 50). In each of the various zones, planning and development should utilize the creek corridors at the "rural edge" and provide a transition from that edge to the urban centers where mixed-use developments or higher densities are more prominent. The feel and function of open space within the urban centers should reflect a more manicured, recreational purpose, while areas of less intense development patterns should see more passive, native open space features and streetscaping. In all areas of landscaping, however, native species and natural plantings should be encouraged opposed to simply adding an abundance of ornamental flowers and plantings (Figures 51-53)
2. Establish a set of open space priorities that identify and evaluate contributing natural features for preservation and to allow habitat restoration in some of the more pristine natural areas. In addition to natural features such as stream corridors, topography, and tree stands, regional connectivity and linkages to/with the Regional Veloweb should be seen as an open space priority.
3. Integrate land use-open space planning into the development process so to ensure the creation of meaningful and connected open spaces.

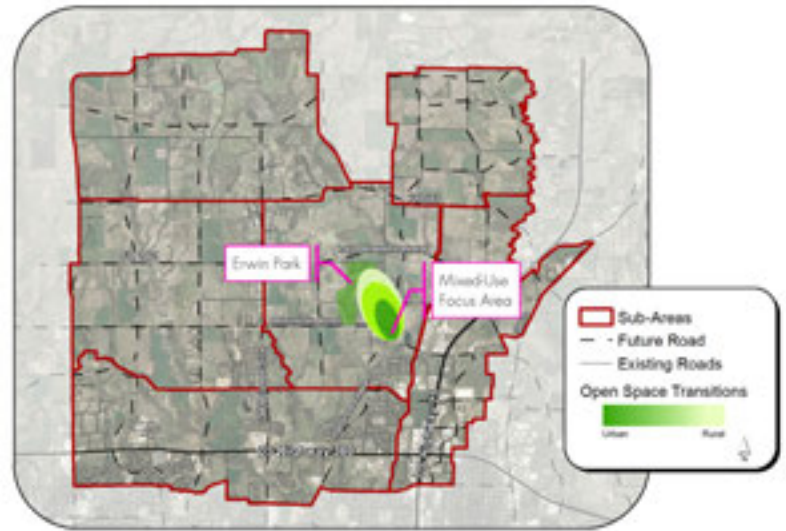


Figure 50  
Example of open space transition zones



Figure 51  
Feel and function of landscaping treatments in significantly developed area



Figure 52  
Feel and function of landscaping treatment in areas of transition



Figure 53  
Feel and function of natural / passive treatments in a "rural edge" setting

## Conclusions

The recommendations which have been developed for the Sectorwide Framework build on the Comprehensive Plan but place an emphasis on incorporating the distinctive landscape, the natural features, and the existing heritage into the development of the Northwest Sector. The intent of these recommendations is to create an infrastructure system which responds to the unique topography, preserves the natural features, and honors the diverse residential character and densities within the Northwest Sector.

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## Sub-Area Priorities

To capture the “macro” view of the Sector, the study area has been divided into six smaller Sub-Areas (Figure 54). These areas are largely defined by major features that are found within each area. For example, the US 380 Sub-Area is defined by the highway corridor and existing development context around the corridor. By contrast, the Central East Sub-Area is sparsely developed. Only about half of the area is within current City Limits and the major defining features are environmental. These types of differences exist across the entire Northwest Sector, necessitating more specific study of each Sub-Area in order to develop a nuanced set of priorities that address the sector as a whole.

The six Sub-Areas are:

1. US 75 Sub-Area: Centered on US Highway 75, generally bounded by White Avenue on the south, McKinney ETJ boundary on the northeast, Community Avenue on the west and the edge of evident nonresidential development on the east
2. US 380 Sub-Area: Centered on US Highway 380, generally bounded by White Avenue on the south, Wilmeth Road on the north, Custer Road on the west and Community Avenue on the east
3. Central East Sub-Area: Centered around Erwin Park generally bounded by Wilmeth Road on the south, FM 543 on the north, Lake Forest Drive on the west and Community Avenue on the east
4. Central West Sub-Area: Centered on Highland Lake, generally bounded by Wilmeth Road on the south, a Future Unnamed Arterial on the north, Custer Road on the west and Lake Forest Drive in the east
5. Trinity Falls Sub-Area: Centered on the Trinity Falls Municipal Utility District, generally bounded by FM 543 on the south and McKinney ETJ boundary on the north, west and east
6. Collin County Outer Loop Sub-Area: Centered on the proposed alignment of the Future Collin County Outer Loop multimodal transportation facility, generally bounded by a Future Unnamed Arterial on the south, Custer Road on the west and McKinney ETJ boundary on the north and east

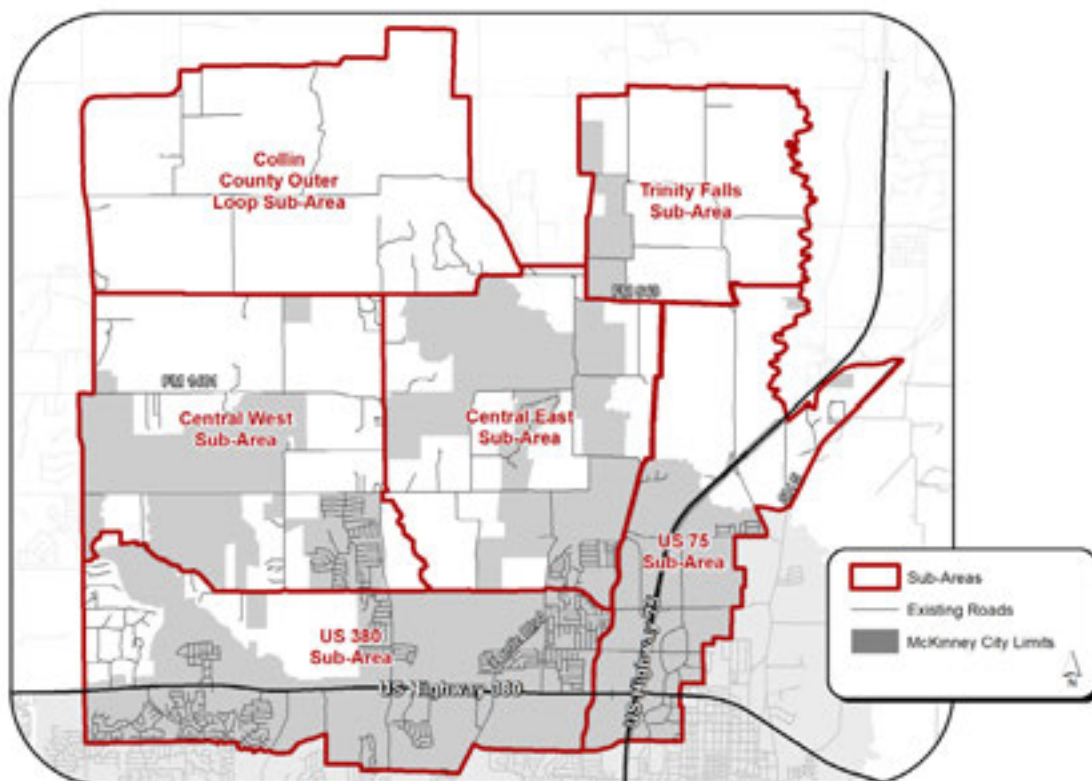


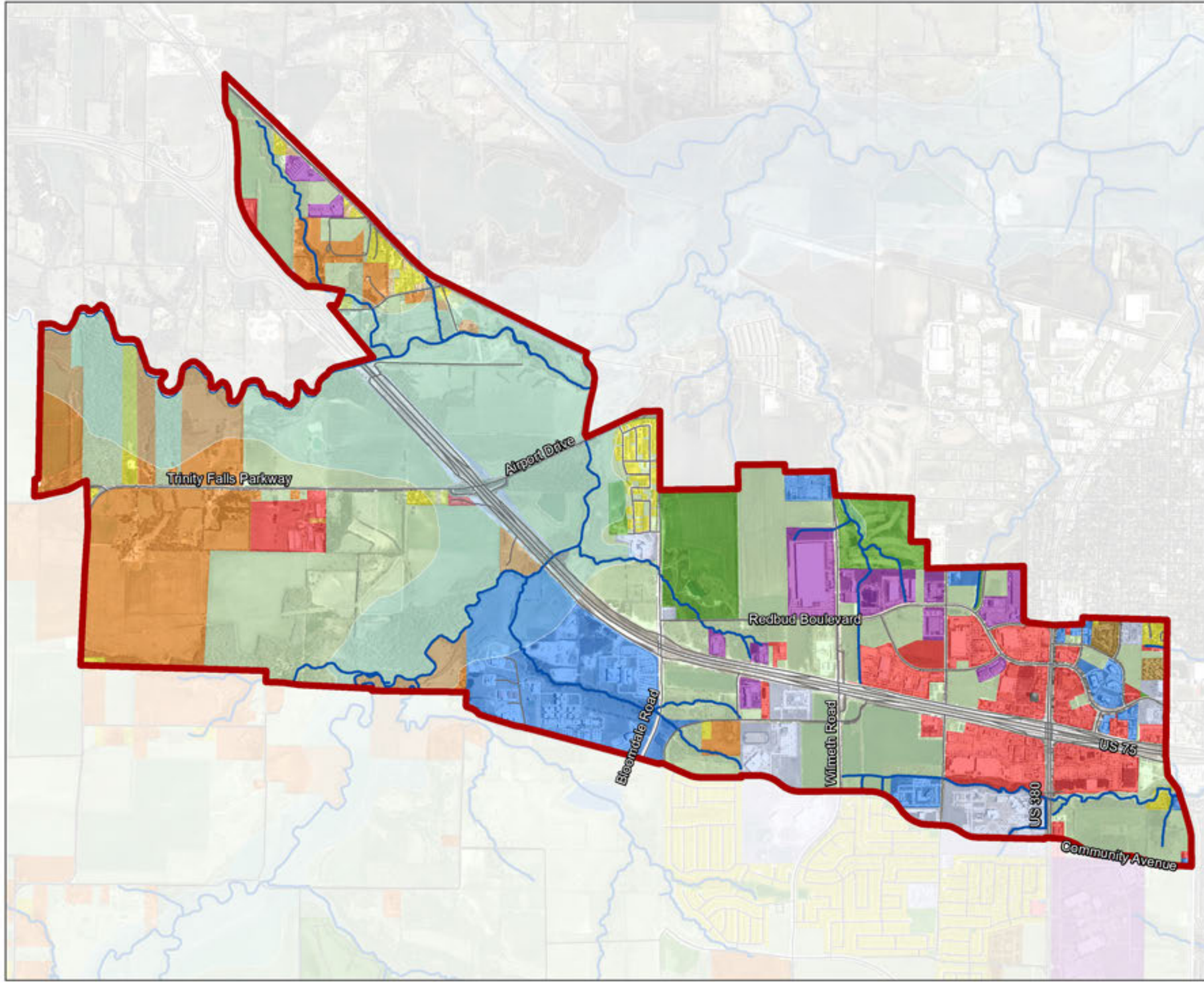
Figure 54  
Sub-Areas

## The US 75 Sub-Area

The US 75 Sub-Area is located along the US 75 corridor on the eastern edge of the Northwest Sector. It represents its most diverse mix of land uses and economic development activity in the sector. As McKinney's major north-south highway, US 75 provides a direct route to downtown Dallas. At the southern edge of the city, US 75 intersects with State Highway 121, which continues west to through Frisco, The Colony, Lewisville all the way to Dallas / Fort Worth International Airport. This connectivity makes US 75 an extremely important highway not only for the City of McKinney, but for the entire region. The US 75 corridor is home to a diverse mix of non-residential uses including office, retail and industrial. Given its intensely commercial characteristics, the Sub-Area has seen limited residential development. Major reconstruction efforts of US 75 are currently underway and will expand the capacity of the highway, creating more regional appeal and visibility for economic development opportunities.

The following maps show the existing land use and major features within the Sub-Area.





**Locator Map**



**Existing Land Use**  
US 75 Sub-Area

**Scale & Map Information**

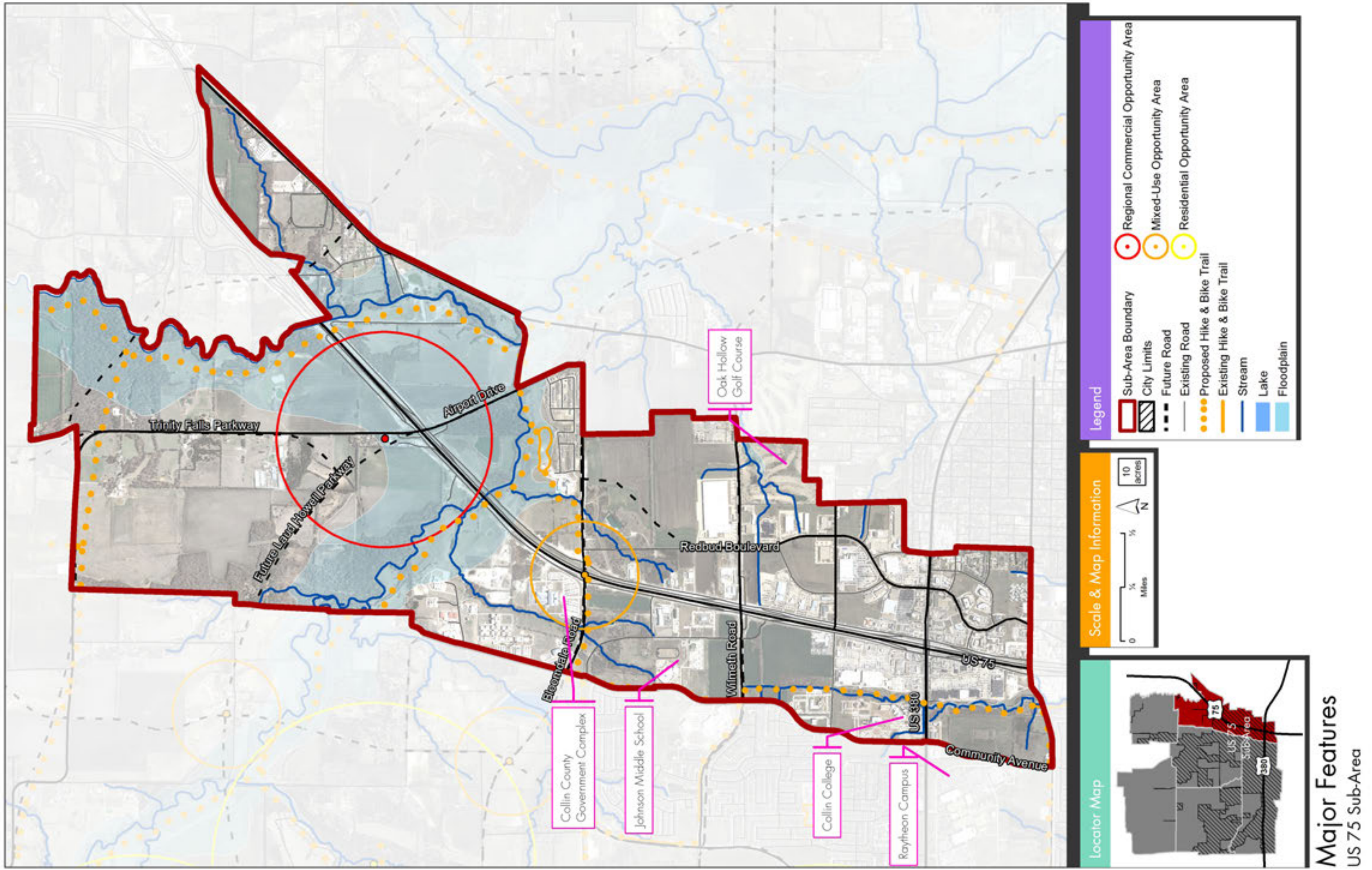


*Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.*

**Legend**

- |                                     |                   |
|-------------------------------------|-------------------|
| Single Family Residential           | Sub-Area Boundary |
| Farm & Ranch Single Family          | City Limits       |
| Single Family Manufactured Home     | Road              |
| Multi-Family Residential            | Stream            |
| Retail/Service                      | Lake              |
| Office                              | Floodplain        |
| Industrial                          |                   |
| Institutional                       |                   |
| Parks & Open Space                  |                   |
| Utilities                           |                   |
| Agricultural, Undeveloped or Vacant |                   |







Three growth and development priorities have been identified for the US 75 Sub-Area and they are:

**(a) Leverage US 75/Laud Howell Parkway Intersection and Collin County Government Complex as Anchors for Regional Commercial Development**

With over 1,600 employees as of 2014, the Collin County Government Complex is one of the largest employers in McKinney and brings visitors from around the county on a daily basis. The entire campus sits on just over 270 acres and includes over 1 million square feet of administration, court, service, and office uses for the county. At present, the Collin County complex serves as the northernmost limit of evident commercial activity along US 75 in McKinney. However, a mile north of the County complex is the US 75/Laud Howell Parkway intersection, which is marked as a prime regional commercial opportunity

for McKinney. Ensuring that the regional commercial opportunity is realized could transform this highway node into a regional hotspot, with the Collin County complex serving as the doorway into a true regional office, service and retail campus.

At the highway intersection of US 75 and Laud Howell Parkway, development should be programmed in such a way that at least a half-mile radius around the intersection is done comprehensively and creates a regional campus that is reflective of the Northwest Sector Place Type Planning Principles for regional commercial developments.

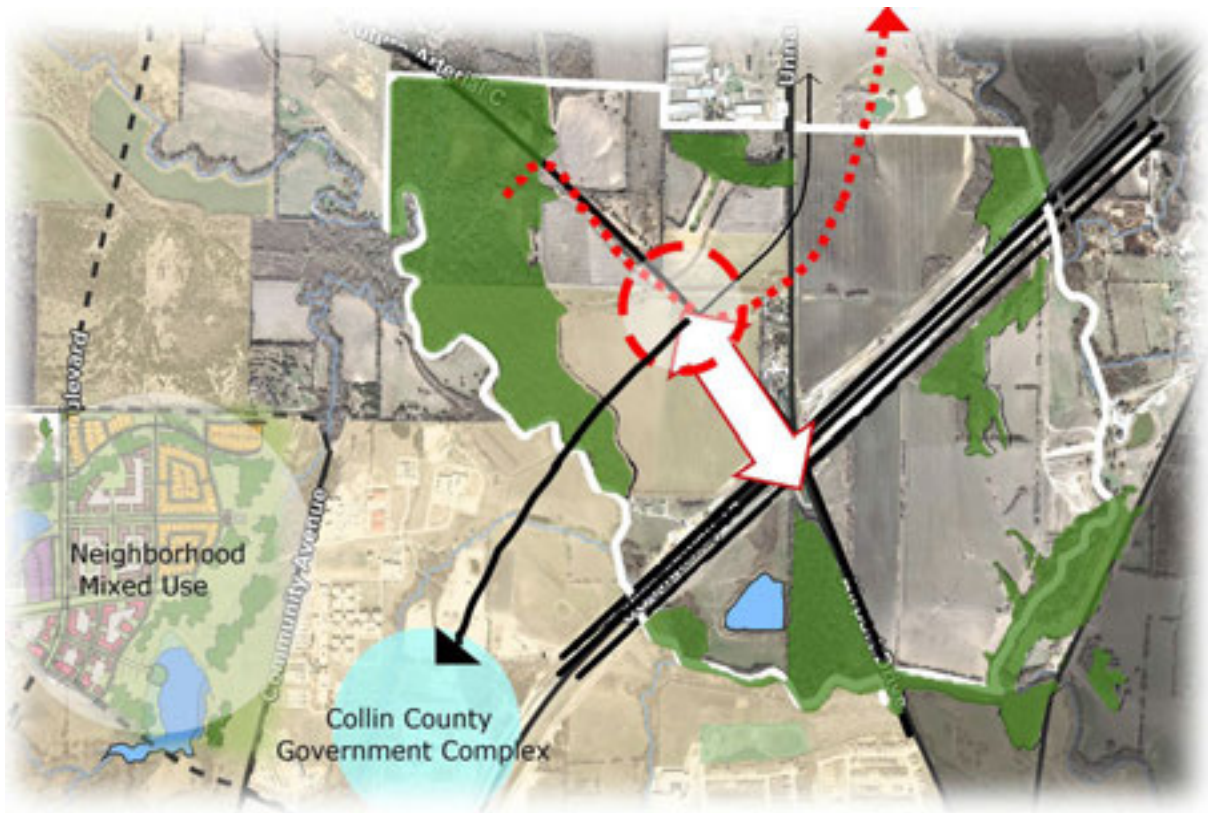


Figure 55  
Close proximity of major regional opportunities near US 75 and Laud Howell Parkway

**(b) Establish Area East of US 75 as ‘Business Park District’**

The area east of US 75 and south of Bloomdale Road already exhibits a clear non-residential development pattern. Redbud Boulevard serves as the north-south spine of this area and helps to support several mid-to large- scale industrial developments, including the former Blockbuster facility (an approximately 800,000 square foot building that is now partially leased by the United Parcel Service (UPS). Because of the existing development patterns and the propensity for existing and future thoroughfares (Airport Drive, US 75, Redbud Boulevard) to provide direct access to/from major commercial hubs, this area is ripe for future office and warehouse office development potential. Figures 56 and 57 illustrate the concept of a business park ‘district’ that includes appropriate non-residential uses for the location. The eastern portion of the US 75 Sub-Area has ample transportation options and access to a major regional highway, making it a good location for this type of development.

**(c) Identify Community Avenue as Western Edge of Intense Commercial Development**

As intensive commercial development is expected to grow along the US 75 Corridor, consideration must be given to protect surrounding neighborhoods so there is a logical progression from residential to commercial. A starting point for this could be to define Community Avenue as the clear periphery for intense commercial development patterns that will occur west of US 75. Currently defined as a minor four-lane arterial in the City’s Master Thoroughfare Plan, the functional cross-section of Community Avenue could be reexamined to address local (residential) and regional (commercial) needs. Improvements such as enhanced landscape zones, a multi-purpose trail, or a landscaped median could provide a much needed buffer from commercial properties to adjacent residential subdivisions.



Figure 56  
PetrolValves , Powers Brown Architecture



Figure 57  
Sentry Gateway , Powers Brown Architecture

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## The US 380 Sub-Area

The US 380 Sub-Area is located along the southern edge of the Northwest Sector and is characterized by US Highway 380 (University Drive), the major regional highway that provides a pathway through McKinney from as far west as the Cities of Decatur and Denton and as far east as the City of Greenville. The Sub-Area contains a mix of residential land uses including traditional single family neighborhoods (Heritage Bend, Wynfield), multi-family (Retreat at Stonebridge Ranch), and the new urbanism community of Tucker Hill. The Sub-Area is also home to a number of large commercial developments, including Baylor Medical Center and Raytheon. Both of these large developments contribute to the regional presence of McKinney's Northwest Sector and have the potential to serve as significant economic development drivers for the US 380 Sub-Area.

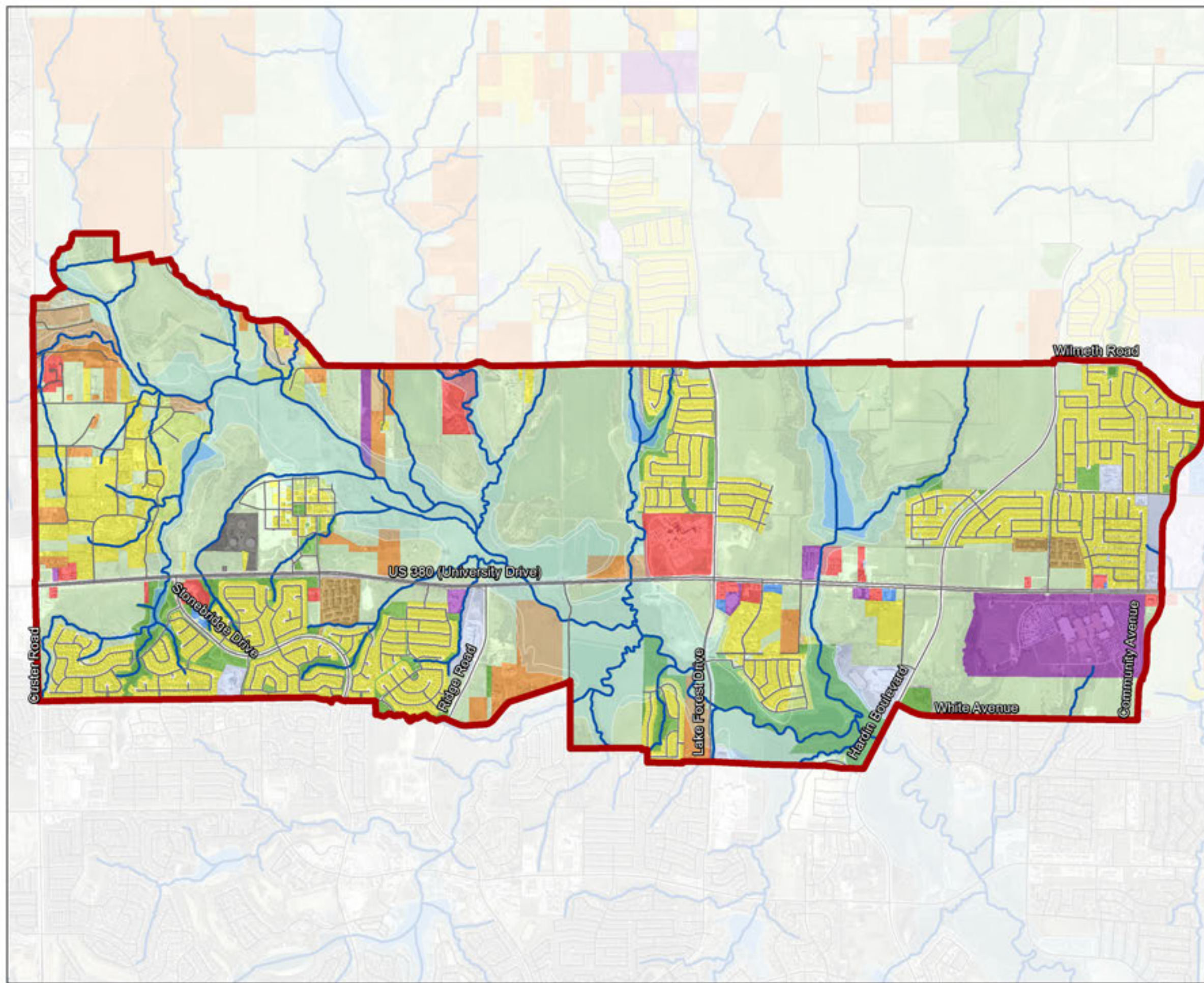
Prominent natural features within the Sub-Area include Wilson Creek, Stover Creek and an NRCS Lake. Wilson Creek traverses from northwest to southeast and converges with Stover Creek just north of US 380 and Ridge Road. These creeks serve as major natural features and present both an opportunity and a challenge to future development.

The following maps show the existing land use and major features within the Sub-Area.



# Existing Land Use

## US 380 Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Road
- Stream
- Lake
- Floodplain

**Existing Land Use**

- Single Family Residential
- Farm & Ranch Single Family
- Single Family Manufactured Home
- Multi-Family Residential
- Retail/Service
- Office
- Industrial
- Institutional
- Parks & Open Space
- Utilities
- Agricultural, Undeveloped or Vacant

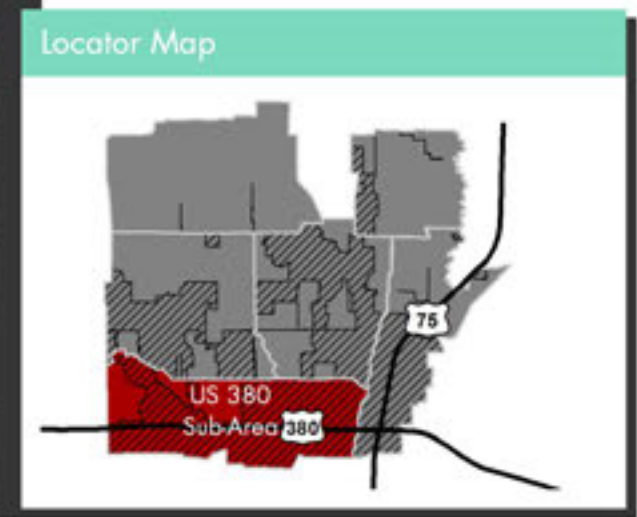
Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.

**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

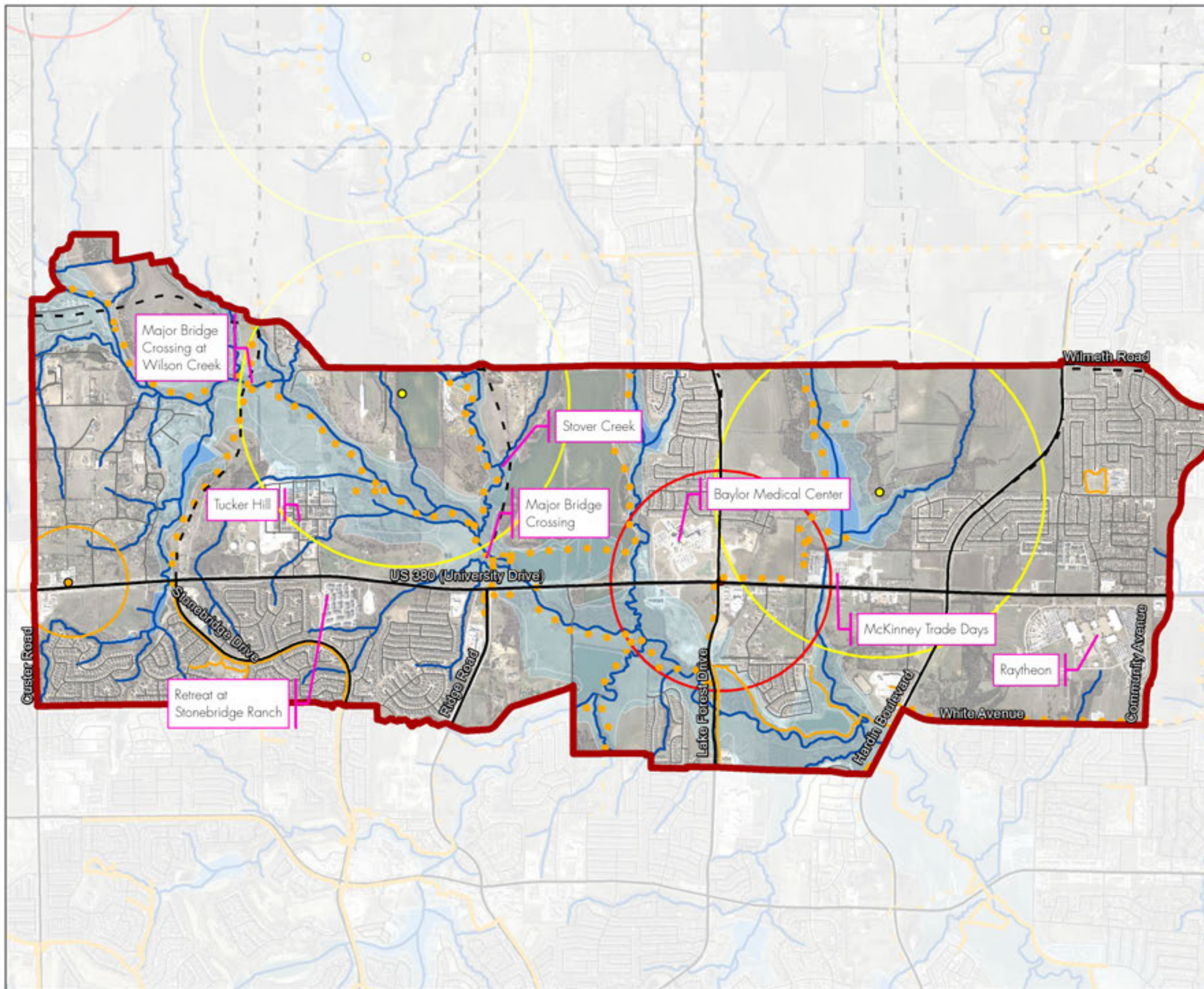
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# Major Features

## US 380 Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area

**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

N

**Locator Map**

The locator map shows the sub-area highlighted in red within a larger regional map, with US 380 and US 75 indicated.



Four growth and development priorities have been identified for the US 380 Sub-Area and they are:

**(a) Promote US 380 Corridor as ‘Commercial Office District’**

The access and visibility provided by US 380 is valuable to businesses and should be leveraged so that the corridor becomes a destination for office growth and employment. This commercial office identity should serve as a supplement to the opportunities offered at the McKinney Corporate Center at Craig Ranch (located at SH 121 and Alma Road).

Where high visibility and multiple points of access are present (or available), depths between 750 and 1,000 feet along the corridor frontage should be preserved for non-residential development. Taller building heights (i.e. three to twelve stories) should also be encouraged where appropriate in order to support corporate headquarters, medical office, and general office developments. Supporting retail and service uses should not be discouraged; however, they should be ancillary to the office/employment identity established for the corridor.

**(b) Preserve US 380 / Lake Forest Intersection as Major Commercial Node with Baylor Medical Center as Anchor**

Baylor Medical Center is one of the largest employers in the City and has the potential to attract other high-quality, large non-residential users to the US 380 corridor. Therefore, the medical center should act as a central anchor for major commercial developments. Maximum building heights should be focused at the US 380/Lake Forest intersection in order to create visual exposure.

As well, ancillary development at the US 380/Lake Forest intersection should be programmed in such a way that the half-mile radius around the Baylor Medical campus is seen as cohesive in nature and is reflective of the Place Type Planning Principles for regional commercial developments.

Figure 59 below is an example of a mix of office uses, ancillary retail sites and diverse residential opportunities that utilizes a large hospital as its anchor.



Figure 58  
Baylor Medical Center at McKinney  
Located at US 380 and Lake Forest Drive



Figure 59  
Medical Mixed-use District  
Congress for New Urbanism /  
Torti Gallas and Partners

**(c) Improve Traffic Management along US 380**

US 380 is a major regional highway that carries high volumes of east-west traffic each day. In fact, average volumes east of Lake Forest Drive to US 75 are between 40,000 to 50,000 vehicles per day and average volumes west of Lake Forest Drive to Custer Road are between 30,000 to 40,000 vehicles per day (as of 2013). Consequently, traffic congestion along this major highway has been a consistent issue among users over the past several years. Access management, Transportation System Management (TSM) strategies, and grade separated intersections should be considered in the short to mid-term. As well, the programming of other east-west arterials north of US 380 should be a primary focus in the short to mid-term.

**(d) Continue Greenway Appeal of Stonebridge Drive North of US 380**

Stonebridge Drive south of US 380 is considered one of the premiere arterial roadways in McKinney. It serves as the backbone of Stonebridge Ranch and currently functions as a four-lane greenway arterial. Defining characteristics of Stonebridge Drive south of US 380 are its curvilinear nature and the extra wide medians (44 feet) that aim to accommodate enhanced landscaping and street trees. These features give the road a high level of visual and aesthetic appeal to drivers and local residents. North of US 380, Stonebridge Drive is designated as a six-lane major arterial. Because of this designation, the arterial will likely serve as a main north-south roadway for the City; therefore, design/engineering will predominately focus on capacity and mobility considerations. However, continuing the aesthetic, “greenway” appeal of Stonebridge Drive north of US 380 is equally as important as this will help preserve the quality of the environment and value to surrounding developments.

In an ideal scenario, maximum landscaping that includes a tremendous amount of plantings and native species would be provided along the roadways. However, the costs associated with this high level of landscaping may become unsustainable for the city as growth and development occurs (i.e. maintenance and water costs). With this in mind, a nuanced approach to traditional median landscaping and street tree placement should be established to emulate the natural landscape of the Northwest Sector and minimize maintenance costs that may be unsustainable to the city over the long term. Planting zones should be identified and used to transition landscaping patterns throughout the corridor. As well, street trees should be planted in clusters as opposed to straight lines. The alignment depicted in the Stonebridge Ranch Drive illustration and the accompanying photographs are intended to show the preferred aesthetic quality of Stonebridge Drive north of US 380, including medians and ‘monument’ entryways or gateways (Figure 60).





Figure 60  
Stonebridge Drive Alignment and Character  
*Alignment Concept: David C. Baldwin, Inc.*

## The Central East Sub-Area

The Central East Sub-Area is located generally in the center of the Northwest Sector, bordered by Wilmeth Road on the south, FM 1461 on the west, Community Avenue on the east, and FM 543 and County Road 168 on the north. The Sub-Area is mostly undeveloped, with only two traditional residential neighborhoods (Creek Hollow and Timber Creek) and a McKinney ISD High School (McKinney North) in its southeast corner. The Sub-Area's strongest asset is its combination of robust natural features and close proximity to some

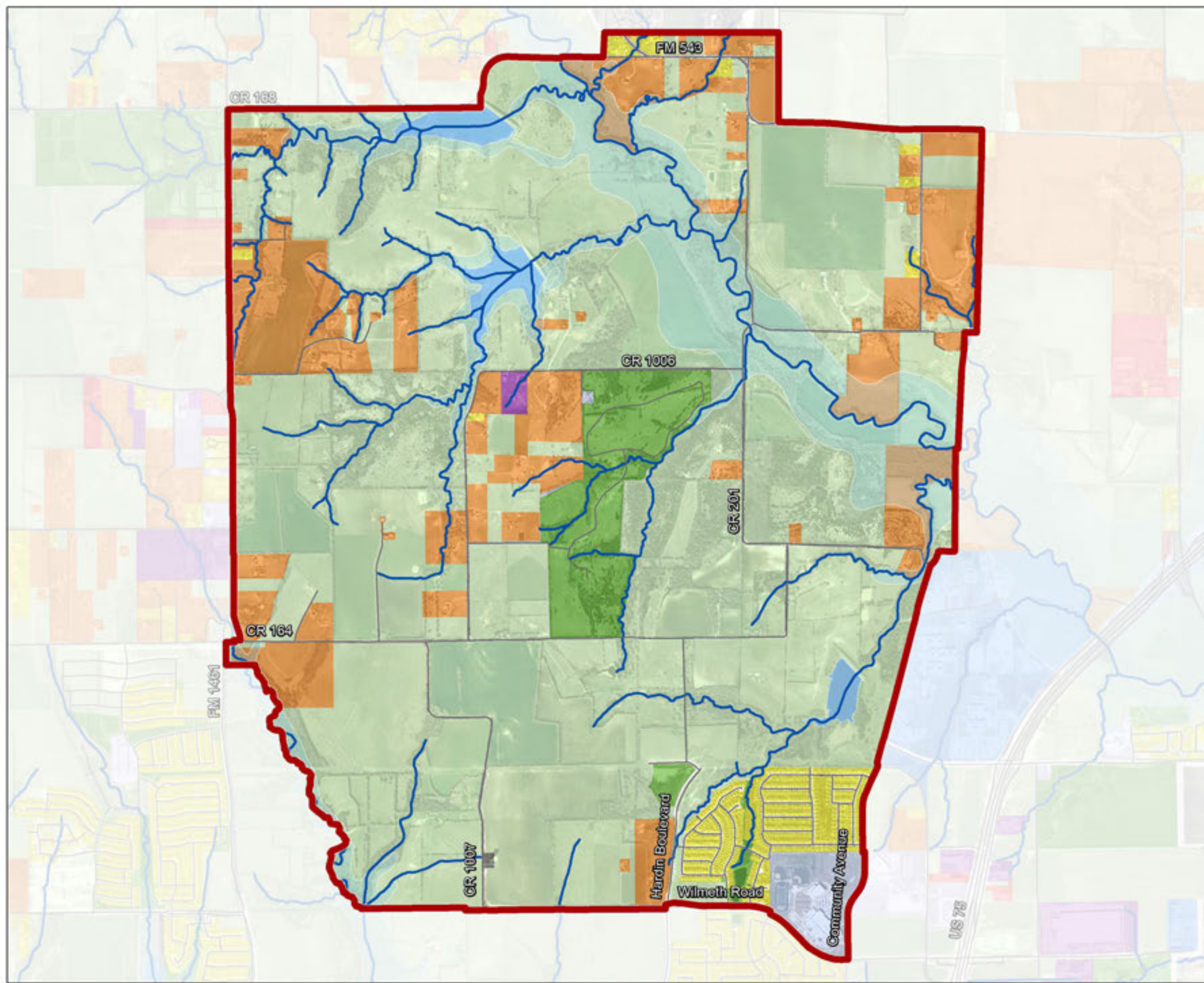
significant existing developments in McKinney (US 75, Collin County Government Complex). Erwin Park, located in the middle of the Sub-Area, is over 200 acres of rolling hills, walking paths and mountain bike trails.

The following maps show the existing land use and major features within the Sub-Area.



# Existing Land Use

## Central East Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Road
- Stream
- Lake
- Floodplain

**Existing Land Use**

- Single Family Residential
- Farm & Ranch Single Family
- Single Family Manufactured Home
- Multi-Family Residential
- Retail/Service
- Office
- Industrial
- Institutional
- Parks & Open Space
- Utilities
- Agricultural, Undeveloped or Vacant

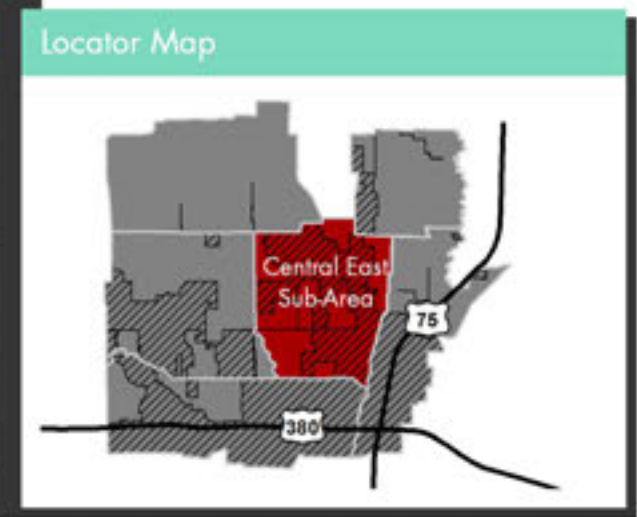
Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.

**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

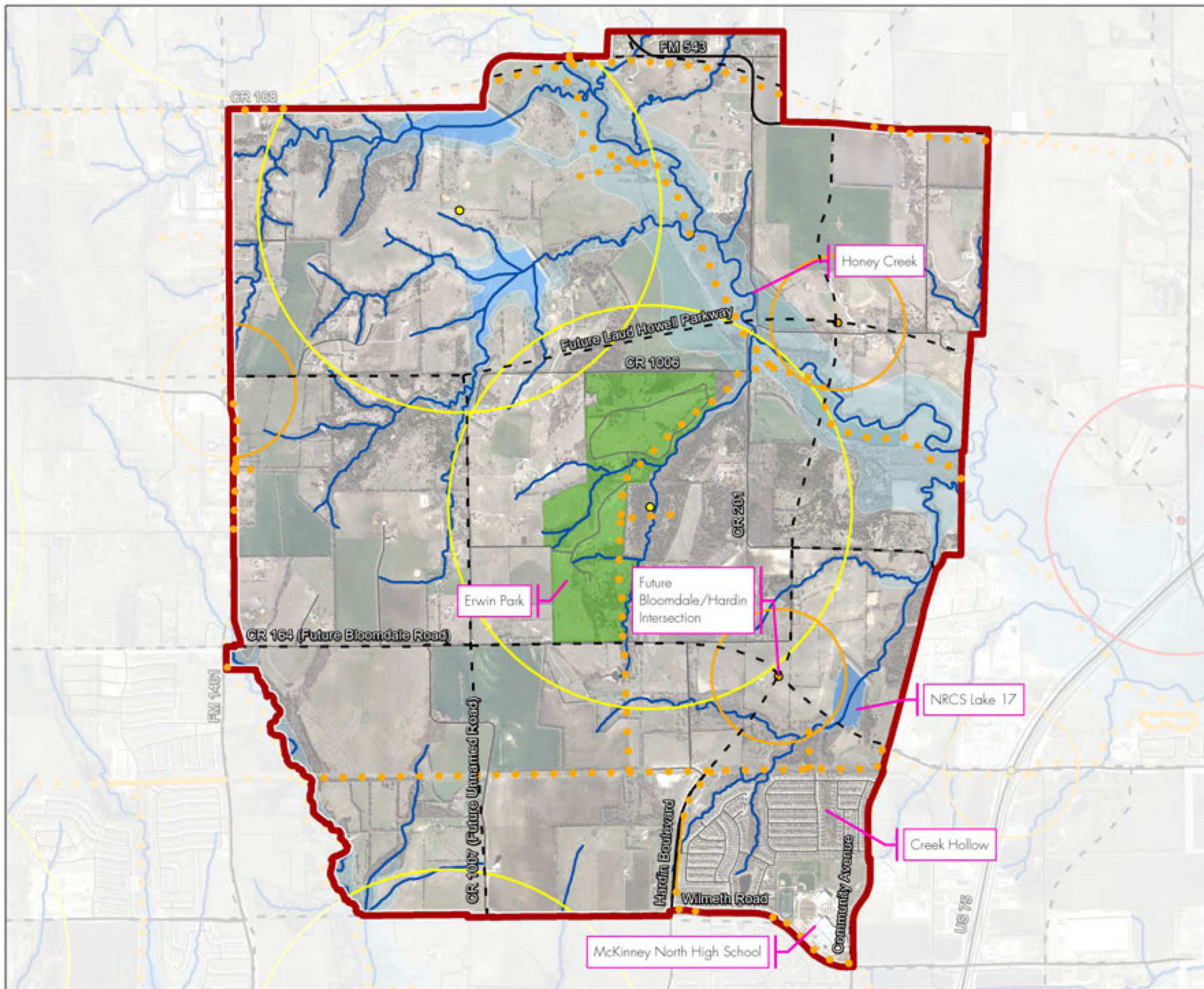
N





# Major Features

## Central East Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area

**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

N

**Locator Map**

The locator map shows the Central East Sub-Area highlighted in red, situated within a larger regional context. Major roads like US 75 and 380 are visible.



Four growth and development priorities have been identified for the Central East Sub-Area and they are:

**(a) Establish Sub-Area as ‘Open Space District’**

Given the prominent natural features of this Sub-Area, there is an opportunity to establish it as an ‘open space district’ for which stream corridors, topography, tree stands, and other natural features are integrated into all development types.

Preservation priorities should be established for existing natural features in order to define a clear level of protection as development occurs. These preservation priorities can set a clear standard for protecting the natural fabric of the Sub-Area without inhibiting development over time. In conjunction with the preservation priorities, recreational uses and open spaces should be clearly connected through a defined system of trails, pathways, sidewalks and bike lanes that serve pedestrian, cyclists, and recreation needs. The City’s Hike and Bike Trails Master Plan establishes a broad framework for open space connectivity and future developments should seek to expand on these connections so that trails and pathways are seamlessly woven together between developments and the open space amenities of the area. One way to do this is to utilize stream corridors, tree stands and designated “franchise utility” locations (i.e. electric, gas, fiber optic lines, etc.) as key greenbelt connections.



Figure 61  
Chisolm Trail in Plano, TX is an example of a hike & bike trail serving as extensions of development



Figure 62  
Chisolm Trail connection via the parking lot of a restaurant



Figure 63  
Example of enhanced hike and bike path in Dallas at Northwest Highway and White Rock Lake

## (b) Protect and Maximize Erwin Park as a Regional Passive Amenity

Erwin Park has been a community resource in McKinney for over thirty years and should serve as the heartbeat of the Central East Sub-Area. Donated to the Texas Conservation Foundation in 1971, donation documents are clear that this regional resource should remain passive in nature, with minimal infractions on its natural habitat. However, as growth in the Northwest Sector occurs, Erwin Park will see some transitions as the City seeks to balance preservation with park programming. To that end, the 2008 Erwin Park Master Plan calls for a number of improvements that progress through a series of nature zones so that traditional recreational uses (i.e. amphitheater, children's playground) are clustered near the southern end of the park and transition to more natural/passive uses (i.e. nature trails, mountain biking) near the northern end of the park. The Erwin Park Master Plan identifies one primary vehicular entryway into the park (along its western edge) with potential for two small, secondary entrances at the north and south ends of the park. The desire to limit vehicular access into the park should be respected, but there is opportunity to provide head-in or angled parking along its perimeter which could offer convenient, uninterrupted access without deteriorating the natural terrain. Developments that occur around the park should thoughtfully interact with it as to activate its regional appeal rather than isolating its passive nature. Single-loaded streets, boulevards, parkways, and trail heads are preferred for developments that occur immediately adjacent to the park. Given the emphasis on passive open space at its northern edge, predominant development patterns north of Erwin Park should seek to be low impact, estate-style residential development patterns that serve as an extension of the natural composition of the park.



Figure 64  
Erwin Park Master Plan



Figure 65  
Erwin Park Pavilion



**(c) Preserve Future Intersection of Bloomdale Road/Hardin Boulevard for Neighborhood Mixed-Use Development Opportunity**

The future intersection of Bloomdale Road and Hardin Boulevard is roughly one mile west of US 75 and one mile east of Erwin Park; making it prime for meaningful development opportunities that are unique to this area. To maximize on its proximity to US 75, but respect the natural footprint of the area, the Bloomdale/Hardin intersection should be preserved for neighborhood scale mixed-use development. The mixed-use development patterns should expand at least a quarter-mile around the intersection with clear transitions to single-use development styles as you move away from the intersection. Non-residential development at this intersection should refrain from taking a linear or “strip” pattern and should seek to create a visually interesting, high-quality development reflective of the Northwest Sector Place Type Planning Principles for neighborhood mixed-use place types.



Figure 66  
Neighborhood Mixed-use Concept Plan

**(d) Leverage Future Laud Howell Parkway as East-West Gateway through McKinney**

The future extension of Laud Howell Parkway provides a tremendous economic development opportunity in McKinney. Upon completion, the thoroughfare is anticipated to be a six-lane arterial that will provide north McKinney with a direct connection from US 75 to Custer Road. In fact, the intersection of US 75 and Laud Howell Parkway (US 75 Sub-Area) is envisioned to be the future home to a major commercial campus with regional appeal.

With this tremendous opportunity comes tremendous responsibility to ensure that the design and engineering of Laud Howell Parkway, particularly in this Sub-Area, is sensitive to existing natural features and reinforces the “open-space district” identity. The design and physical elements of the roadway in this segment should respond to the topography, stream corridors and natural habitat so that it provides continuity between nature, development and function. Landscaping should support native plant species that are planted in clusters as opposed to straight lines. Bridge crossings should be seen as extensions of hike and bike trails and should include elements that promote pedestrian and/or recreational activity rather than just providing for it.

## The Central West Sub-Area

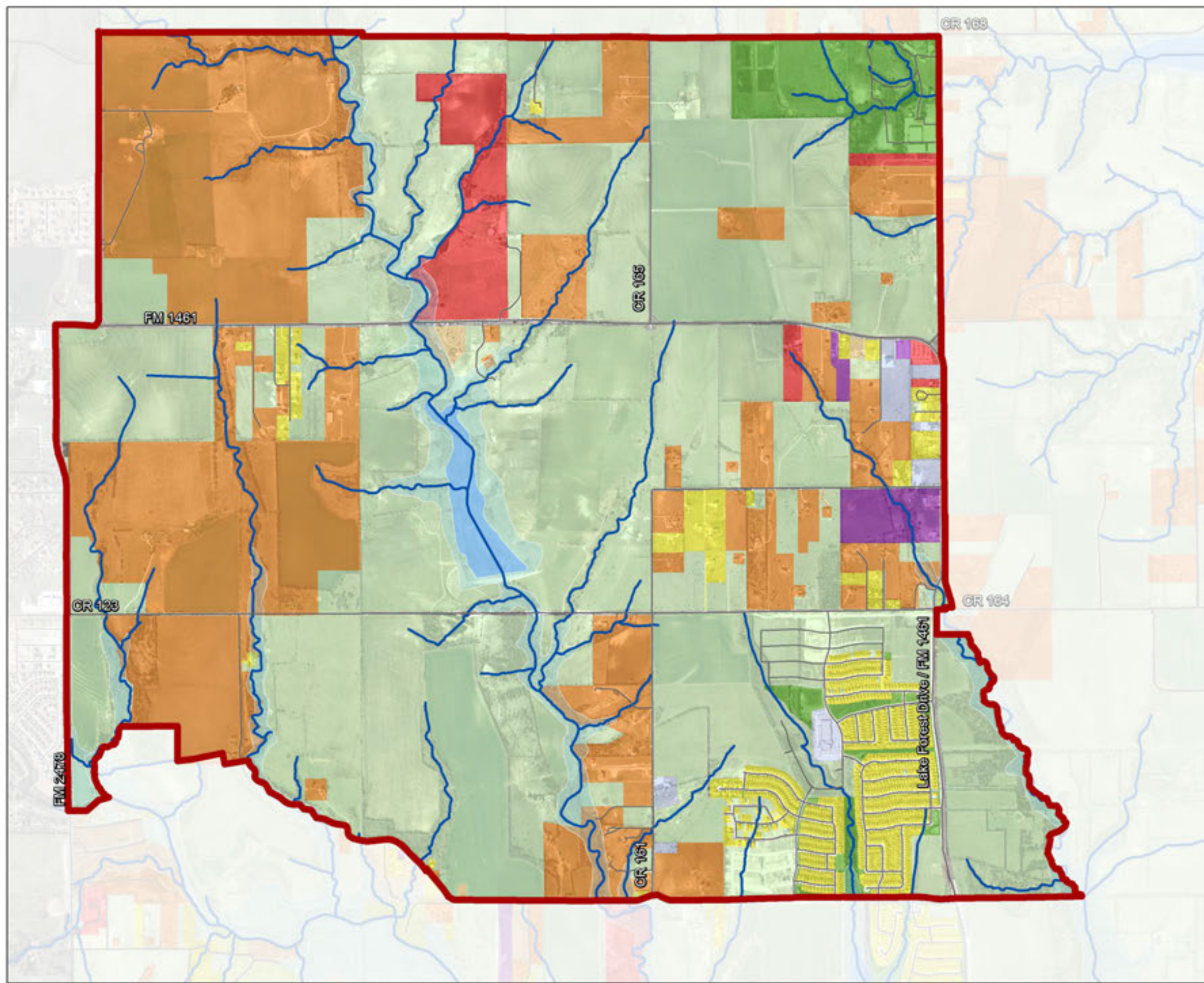
The Central West Sub-Area is located on the western edge of the Northwest Sector, generally between FM 2478 on the west, Wilmeth Road on the south, Lake Forest Drive on the east, and County Road 168 on the north. This Sub-Area is predominately defined by agricultural land uses, and includes a number of large farm and ranch homesteads along its western border. However, at its southeastern corner, there are two expanding residential neighborhoods: Robinson Ridge and Heatherwood that are likely to springboard future residential developments in this area. Stover Creek bisects the Sub-Area and runs to/through an existing NRCS Lake (commonly referred to as Highland Lake), which sits at the center of the Sub-Area.

The following maps show the existing land use and major features within the Sub-Area.



# Existing Land Use

## Central West Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Road
- Stream
- Lake
- Floodplain

**Existing Land Use**

- Single Family Residential
- Farm & Ranch Single Family
- Single Family Manufactured Home
- Multi-Family Residential
- Retail/Service
- Office
- Industrial
- Institutional
- Parks & Open Space
- Utilities
- Agricultural, Undeveloped or Vacant

Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.

**Scale & Map Information**

0      1/4      1/2      Miles

10 acres

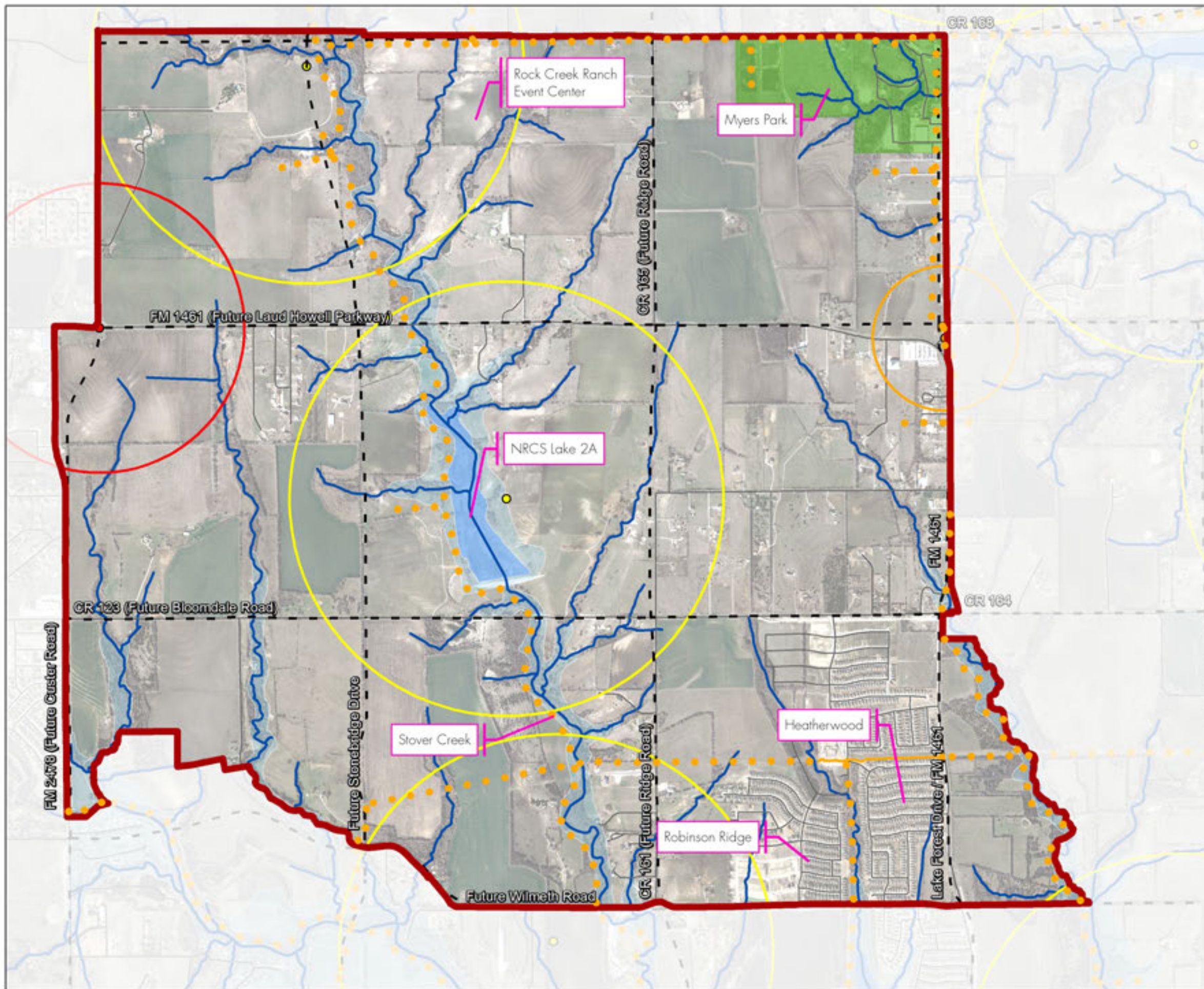
N

**Locator Map**



# Major Features

## Central West Sub-Area



**Legend**

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area

**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

N

**Locator Map**

The locator map shows the Central West Sub-Area highlighted in red within a larger regional context. Major roads 78 and 380 are also indicated.



Three growth and development priorities have been identified for the Central West Sub-Area and they are:

**(a) Preserve Future Intersection of FM 2478 (future Custer Road) / FM 1461 (future Laud Howell Parkway) as Significant Commercial Node**

South of US 380, FM 2478 (Custer Road) functions as a four-lane divided roadway that spans the cities of McKinney, Allen, Plano, and Richardson. Though US 75 serves as the major regional highway connection, Custer Road is a prominent north-south thoroughfare that moves a high volume of daily traffic. Because of this, the future intersection of Custer Road and Laud Howell Parkway should be preserved as a significant commercial node.

The intersection straddles the City of McKinney (east), City of Celina (northwest) and the Town of Prosper (southwest). When fully built, both FM 2478 and FM 1461 will be major arterials with

regional significance. Though the areas west of McKinney (Prosper and Celina) are already defined for residential development, the eastern edge of this intersection should be preserved for a meaningful commercial node in McKinney (Figure 67). Deference should be given to development opportunities that provide significant support for the non-residential tax base of the city. These development opportunities don't necessarily need to span a large amount of land area, but should encourage targeted users in a concentrated hub or a series of different users that exhibit a pattern of development that is coordinated in context.



Figure 67  
Example of commercial node concept at a major intersection  
*Mountain Grove, Redlands, CA*

**(b) Continue Greenway Appeal of Stonebridge Drive North of US 380**

Stonebridge Drive south of US 380 is considered one of the premiere arterial roadways in McKinney. It serves as the backbone of Stonebridge Ranch and currently functions as a four-lane greenway arterial. Defining characteristics of Stonebridge Drive south of US 380 are its curvilinear nature and the extra wide medians (44 feet) that aim to accommodate enhanced landscaping and street trees. These features give the road a high level of visual and aesthetic appeal to drivers and local residents. North of US 380, Stonebridge Drive is designated as a six-lane major arterial. Because of this designation, the arterial will likely serve as a main north-south roadway for the City; therefore, design/engineering will predominately focus on capacity and mobility considerations. However, continuing the aesthetic, “greenway” appeal of Stonebridge Drive north

of US 380 is equally as important as this will help preserve the quality of the environment and value to surrounding developments.

In an ideal scenario, maximum landscaping that includes a tremendous amount of plantings and native species would be provided along the roadways. However, the costs associated with this high level of landscaping may become unsustainable for the city as growth and development occurs (i.e. maintenance and water costs). With this in mind, a nuanced approach to traditional median landscaping and street tree placement should be established to emulate the natural landscape of the Northwest Sector and minimize maintenance costs that may be unsustainable to the city over the long term. Planting zones should be identified and used to transition landscaping patterns throughout the corridor. As well, street trees should be planted in clusters as opposed to straight lines. Particularly in this Sub-Area, the alignment of Stonebridge Drive should seek to follow and/or interact with existing stream corridors such as Stover Creek and the NRCS lake. The alignment depicted in the Stonebridge Ranch Drive illustration and the accompanying photograph are intended to show the preferred aesthetic quality of Stonebridge Drive north of US 380, including medians and ‘monument’ entryways or gateways.

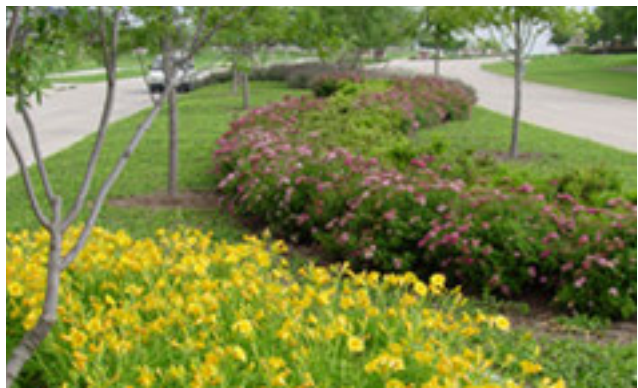


Figure 68  
Stonebridge Drive Alignment and Character  
*Alignment Concept: David C. Baldwin, Inc.*



### (c) Foster Diverse Residential Opportunities

Residential land uses will likely define this Sub-Area and; therefore, should be reflective of the Residential Place Type Planning Principles. A diversity of residential products, including large and small lot single family as well as multi-family should be embraced in order to create a variety of different neighborhood patterns that establish distinct community identities.

More so than with any other Sub-Area, the concept of “four corner” commercial intersections (those that artificially reserve all four corners of the intersection for non-residential developments) should be given thoughtful consideration in order to allow for expanded residential opportunities. Instead, arterial corners and intersections should be strategically identified and preserved to allow for meaningful commercial developments that are integrated with one another as opposed to smaller, separated development footprints that may fragment the development pattern. Where smaller-scaled developments do occur, preferred characteristics should include structures made of high-quality materials, balanced parking that does not dominate the site, and buildings that are residentially scaled. The photographs below illustrate a diversity of housing options present in the same master-planned community. This type of diversity should be encouraged throughout the Central West Sub-Area.



Figure 69  
Zero lot line homes in Austin Ranch



Figure 70  
Multi-family residential also in Austin Ranch

## The Trinity Falls Sub-Area

The Trinity Falls Sub-Area is located in the northeastern most portion of the Northwest Sector. This Sub-Area is different from the others because it is home to the Trinity Falls Municipal Utility District (MUD) which specifies exactly how the majority of the Sub-Area will develop. Because of this, there are limited opportunities for meaningful changes to the planned development patterns in the area. Nonetheless, there are opportunities to establish quality within this Sub-Area that have already been identified by the City and the developer of the Trinity Falls community. Trinity Falls is an approximately 1,600 acre master-planned community that will contain approximately 4,000 detached single family homes, 3 public schools, and slightly more than 350 acres of parks and open spaces upon its completion. The first phases of construction are currently underway and feature more than 500 detached single family homes. The Trinity Falls Sub-Area also contains the East Fork of the Trinity River. The Trinity River is the longest river that flows entirely

within the limits of the State of Texas. This significant waterway is planned to serve as a primary spine and the eastern boundary for a large, approximately 300 acre public park.. The Future Land Use Plan designates the majority of the Sub-Area as Suburban Mix, with a small portion near the future Collin County Outer Loop in the north as Regional Commercial. As planned, the Trinity Falls master-planned community will meet the requirements of these designations.

The following maps show the existing land use and major features within the Sub-Area.

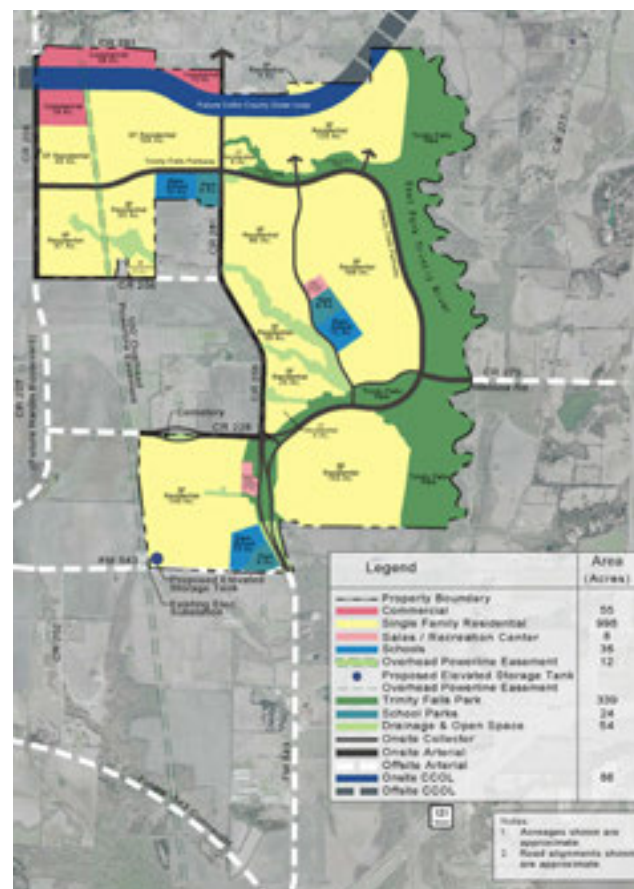


Figure 71  
Trinity Falls Municipal Utility District Concept Plan  
as excerpted from the approved MUD Agreement



# Existing Land Use

## Trinity Falls Sub-Area

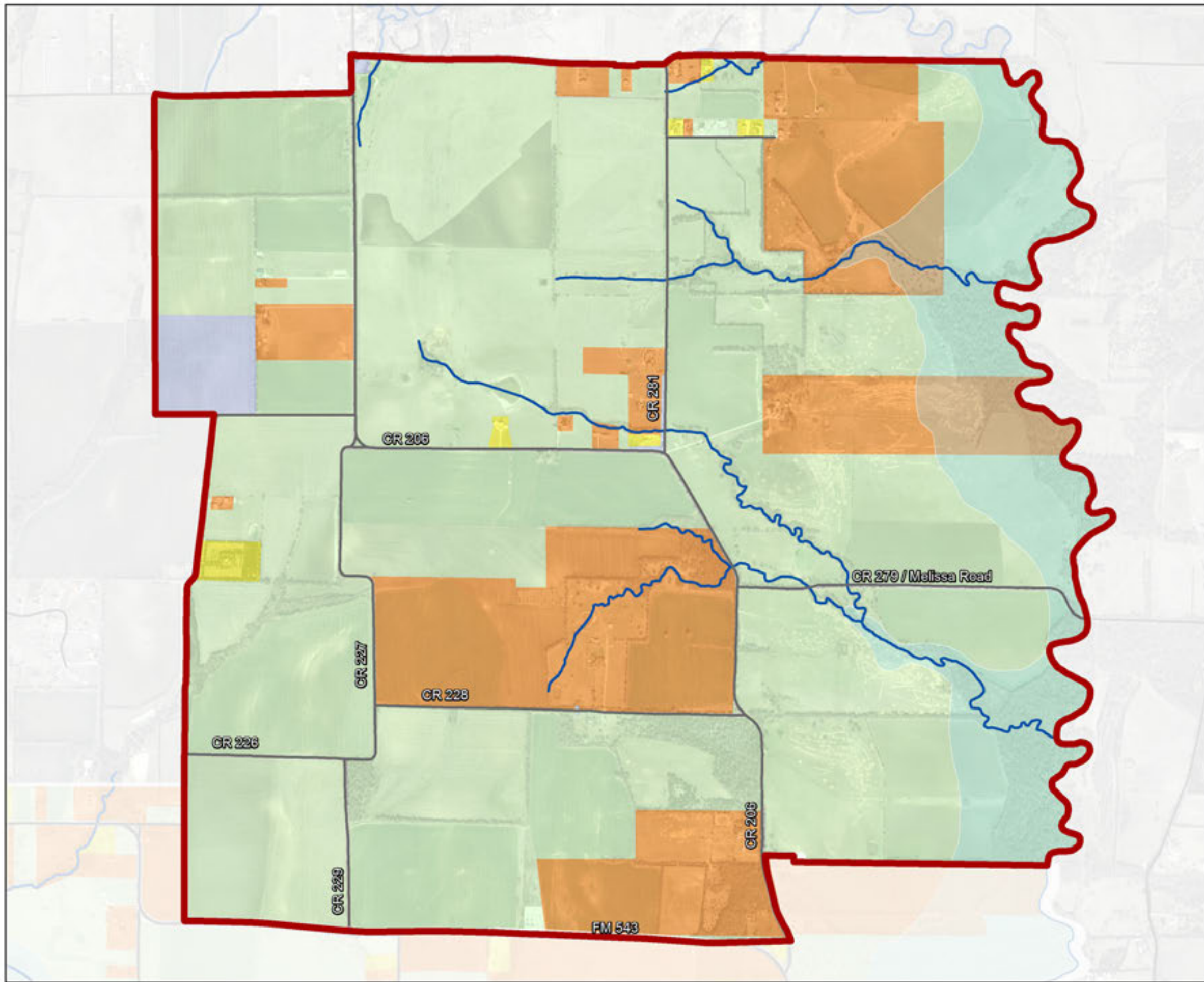
**Legend**

- Sub-Area Boundary
- City Limits
- Road
- Stream
- Lake
- Floodplain

**Existing Land Use**

- Single Family Residential
- Farm & Ranch Single Family
- Single Family Manufactured Home
- Multi-Family Residential
- Retail/Service
- Office
- Industrial
- Institutional
- Parks & Open Space
- Utilities
- Agricultural, Undeveloped or Vacant

*Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.*

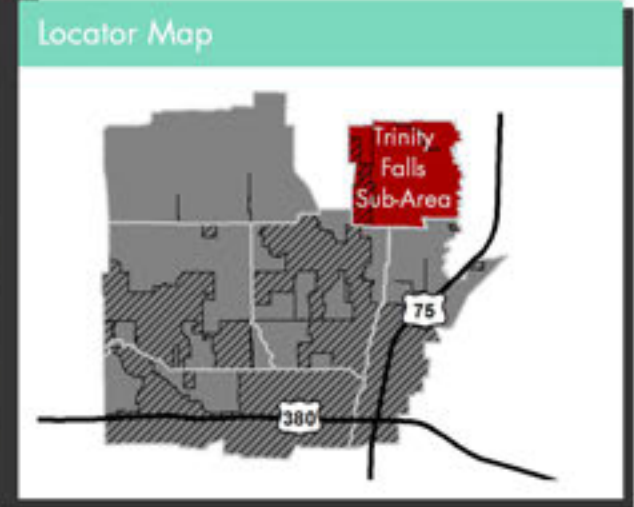


**Scale & Map Information**

0 1/4 1/2 Miles

5 acres

N





# Major Features

## Trinity Falls Sub-Area

**Legend**

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area

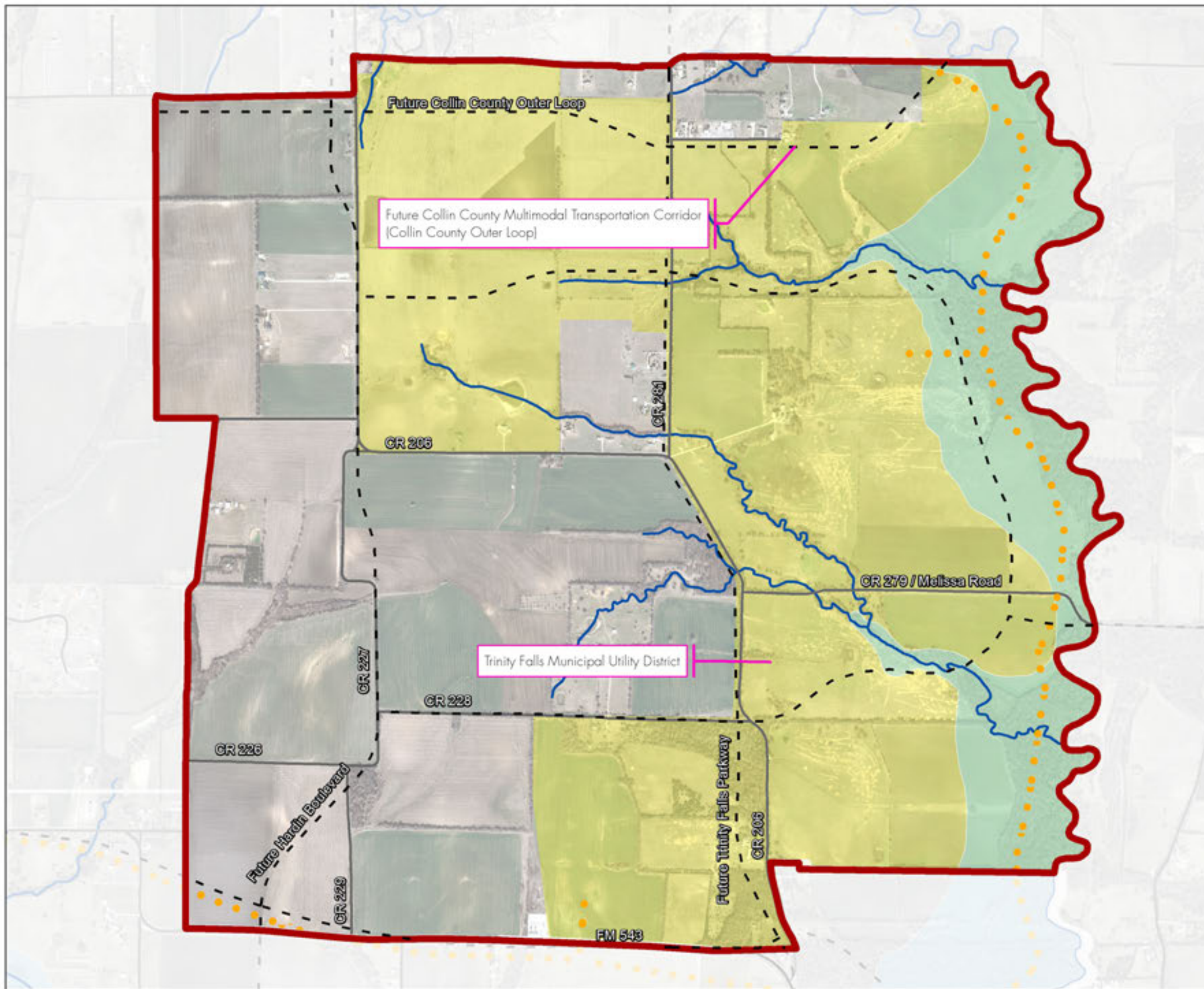
**Scale & Map Information**

0 1/4 1/2 Miles

5 acres

N

**Locator Map**



Two growth and development priorities have been identified for the Trinity Falls Sub-Area and they are:

**(a) Maximize Natural Features as Amenities**

The importance of the East Fork of the Trinity River to this Sub-Area cannot be ignored. Deference should be shown to the preservation of the waterway’s natural beauty by retaining its existing tree stands and topography to the extent possible while integrating passive and active recreational opportunities that respect the existing conditions in the area. This thoughtful preservation and development will inevitably offer opportunities for the waterway and its surroundings to serve as an amenity for both, the Trinity Falls community and the region as a whole.

**(b) Maintain Access to Employment Opportunities and Transportation Facilities**

While this Sub-Area is currently isolated from widespread development, it currently has access to major employment centers and regional transportation facilities (US Highway 75 (Sam Johnson Highway / Central Expressway), the Future Collin County Outer Loop, a potential future rail transit node) via a series of county roads. This access will be drastically improved with the development of master planned roadways in the area. The City’s Master Thoroughfare Plan and the Trinity Falls MUD agreement currently identify two Major Arterial roadways that will travel to and through the Sub-Area (Hardin Boulevard and Trinity Falls Parkway). These master planned roadways and others in the area as well as the nearby existing and planned Major Regional Highways offer opportunities for this Sub-Area to retain the existing rural charm of its surroundings while simultaneously offering direct access to large employment opportunities in the area including, but not limited to Baylor Hospital and its surrounding medical office buildings, numerous industrial facilities located east of Central Expressway, Raytheon, the Collin County Government Complex, and future employment opportunities that are spurred by the on-going development of the Trinity Falls community.



Figure 72  
Phase I of Trinity Falls with  
US 75 visible in the background  
*Photograph Date: March 18, 2014*



Figure 73  
Trinity Falls entryway on Trinity Falls Parkway



## The Collin County Outer Loop Sub-Area

The Collin County Outer Loop (CCOL) Sub-Area is located in the northernmost portion of the Northwest Sector. Similar to the Central East Sub-Area, the natural features found here are quite prominent. There are several creeks that converge and diverge throughout the Sub-Area and are surrounded by thick groves of trees. Given its distance from existing city limits and upgraded infrastructure, this area is almost completely rural in nature, with only one residential development (Hidden Hills) currently present, where the lots are generally 1-5 acres in size.

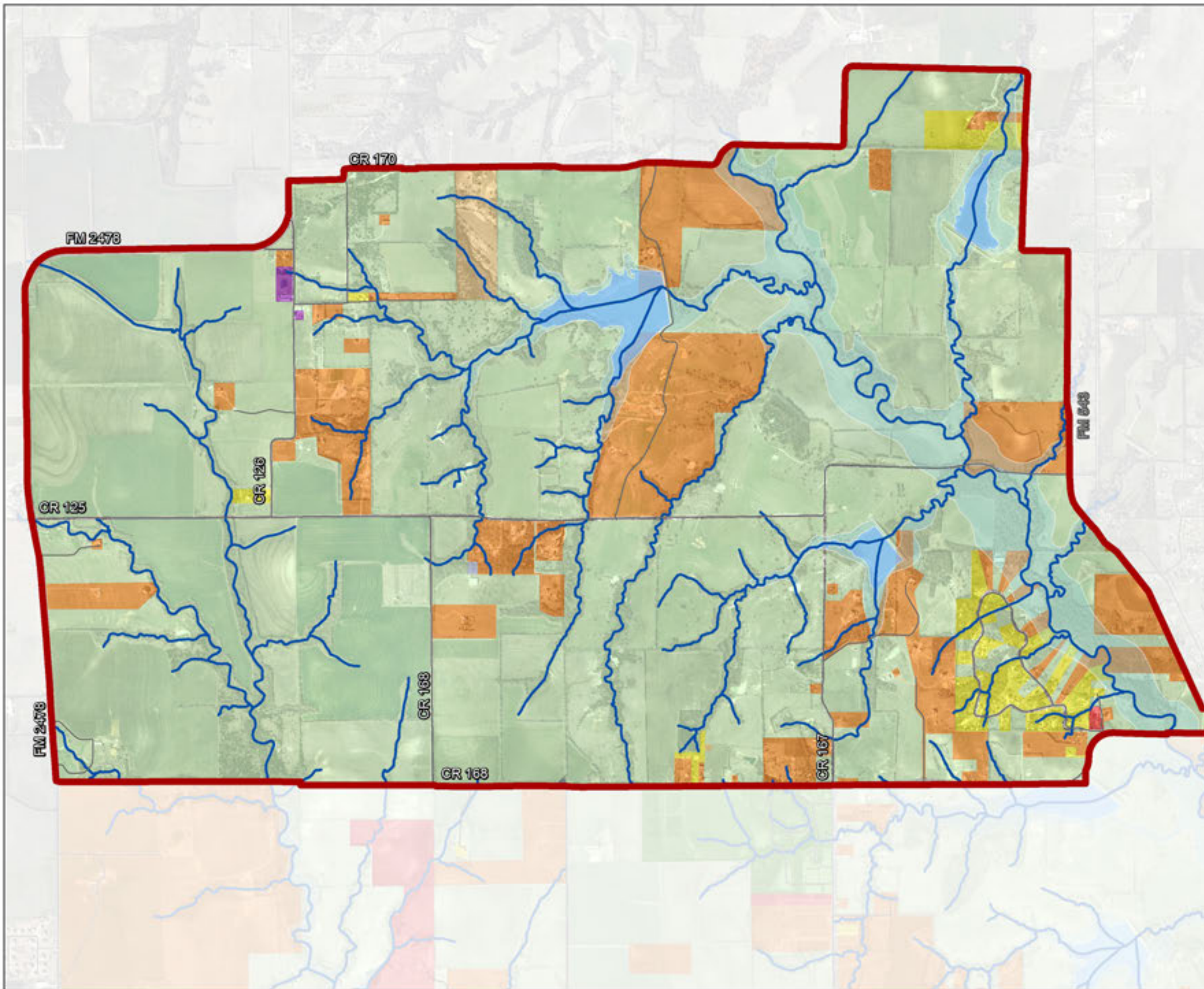
The most defining element of the Sub-Area is the future Collin County Multimodal Transportation Corridor (commonly referred to as the Collin County Outer Loop) currently being planned by Collin County. As conceptualized, the Collin County Outer Loop will be a major transportation facility that will provide regional east-west access to all of Collin County and its major thoroughfares. At completion, the typical cross-section is expected to be 500 feet wide with two-lane access roads, five travel lanes in each direction, and a future rail corridor.

The following maps show the existing land use and major features within the Sub-Area.



# Existing Land Use

## Collin County Outer Loop Sub-Area



### Legend

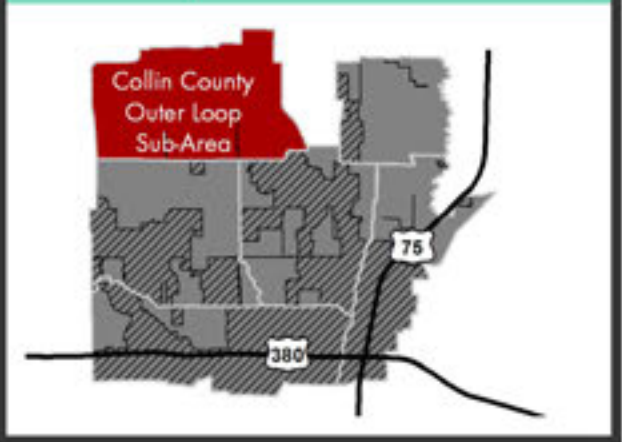
- Sub-Area Boundary
- City Limits
- Road
- Stream
- Lake
- Floodplain
- Existing Land Use**
- Single Family Residential
- Farm & Ranch Single Family
- Single Family Manufactured Home
- Multi-Family Residential
- Retail/Service
- Office
- Industrial
- Institutional
- Parks & Open Space
- Utilities
- Agricultural, Undeveloped or Vacant

*Existing land use inventory was developed using state tax codes provided by Collin Central Appraisal District (as of February 2013) accompanied by 2014 aerial information. However, land use inventory was not field verified.*

### Scale & Map Information



### Locator Map



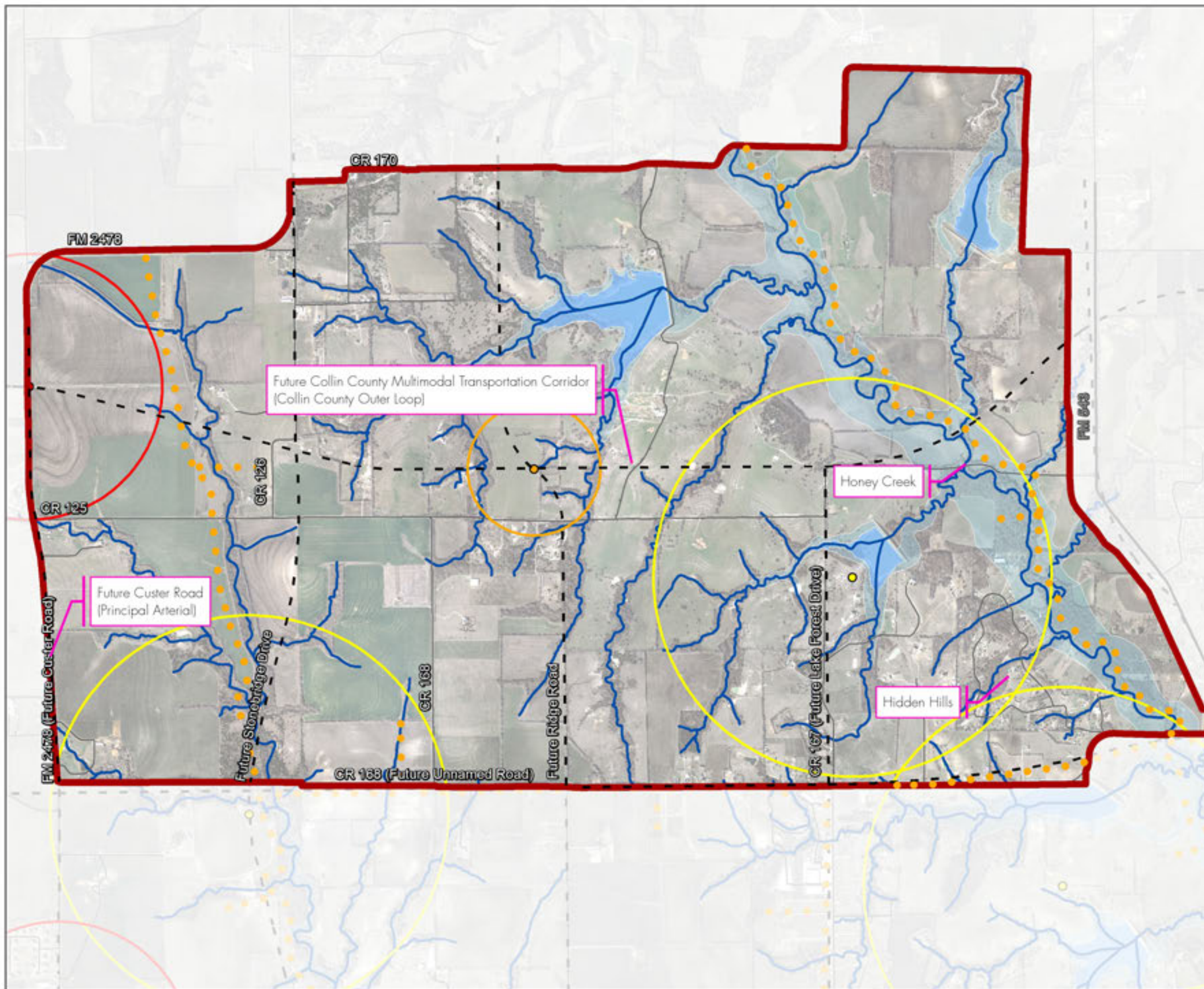


# Major Features

## Collin County Outer Loop Sub-Area

**Legend**

- Sub-Area Boundary
- City Limits
- Future Road
- Existing Road
- Proposed Hike & Bike Trail
- Existing Hike & Bike Trail
- Stream
- Lake
- Floodplain
- Regional Commercial Opportunity Area
- Mixed-Use Opportunity Area
- Residential Opportunity Area



**Scale & Map Information**

0 1/4 1/2 Miles

10 acres

N

**Locator Map**

The locator map shows the outline of Collin County, Texas. The 'Collin County Outer Loop Sub-Area' is highlighted in red. Major highways are shown, including US-75 and US-380.



Four growth and development priorities have been identified for the Collin County Outer Loop Sub-Area and they are:

**(a) Encourage Taller Building Heights Along Collin County Outer Loop Frontage**

Taller buildings along the frontage of the Collin County Outer Loop should be encouraged to maximize economic development opportunities while minimizing the impact on the natural environment. Allowing buildings to grow up instead of out gives the ability for intense commercial development with smaller building footprints. This concept rendering can be seen in the image below (Figure 74). The rendering illustrates the concept of locating taller buildings along major regional Frontage. Shown here is the President George Bush Turnpike in the background. This concentration of taller buildings capitalizes on the visibility and access that the major roadway provides.



Figure 74  
An example of building heights along a regional highway that transitions to less intense development  
Image Credit: KDC. CityLine DFW. Richardson, TX

**(b) Preserve and Expand Residential Character Where it Currently Exists**

Existing residential developments should be preserved and expanded in the southeastern portion of the Sub-Area. Because of the prevalence of Honey Creek along its eastern edge, estate-style living should be supported so that the pattern of development protects and integrates stream corridor.

**(c) Preserve Intersection of Future Collin County Outer Loop and FM 2478 (future Custer Road) as Regional Commercial Node**

South of McKinney, FM 2478 (Custer Road), functions as a four-lane divided roadway that spans the cities of McKinney, Allen, Plano, and Richardson. Though US 75 serves as the major regional highway connection, Custer Road is a prominent north-south thoroughfare that moves a high volume of daily traffic. Because of the regional prevalence of Custer Road south of McKinney and distinction of the Collin County Outer Loop as a regional connector, the future intersection of these two arterials should be preserved as a major regional commercial node.

Future development should be programmed in such a way that the half-mile radius around the intersection is seen as cohesive in nature and is reflective of the Place Type Planning Principles for regional commercial developments.

**(d) Conduct a Small Area Planning Study**

The existing characteristics and the future plans for the Collin County Outer Loop help establish a known set of priorities that should be considered for this Sub-Area. However, given its location in the far reaches of the City's Ultimate Planning Area and its relative distance from existing developments and/or development pressures, a small area planning study may be necessary in the future.



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## Place Type Planning Principles

The size of the Northwest Sector makes it unrealistic to expect only one type of development pattern to occur. Because of this, guiding principles for three types of common development products were developed (Residential, Neighborhood Mixed-Use and Regional Commercial).

The intent of the principles is to identify the preferred baseline qualities that should be present in future developments and to provide guidance for City Leaders when considering land use decisions. The principles were based on not only the Sectorwide Goals, Objectives and Framework, but also reflect existing priorities established by the City Council, regional best practices, as well as input from local developers, stakeholders and property owners. Additionally, there are defining key features that are specific and inherent to each place type; these key features have been defined for each place type and should be present in future residential, neighborhood mixed-use or regional commercial developments within the Northwest Sector. The presence of these key features helps to identify and focus where certain types of growth will occur.

The place type principles are one tool to guide future quality growth in the Northwest Sector. In order to demonstrate how the principles can be applied, they have been shown illustratively in three identified focus areas of the Northwest Sector. It is important to recognize that the key concepts represented for each place type planning principle are *not the only* approach that could be utilized to realize the preferred principle(s). The illustrations shown in each focus area could be some of many options that work for achieving a particular principle.

The focus areas provide a visual interpretation of the principles and are intended to create reproducible typologies for the three different place types. The focus areas show how the typology could be used to guide the development of similar places throughout the Northwest Sector.

The focus areas were identified through an objective selective exercise early on in the Northwest Sector Study Initiative. The complete evaluation summary and identification of focus areas can be found in Appendix B.

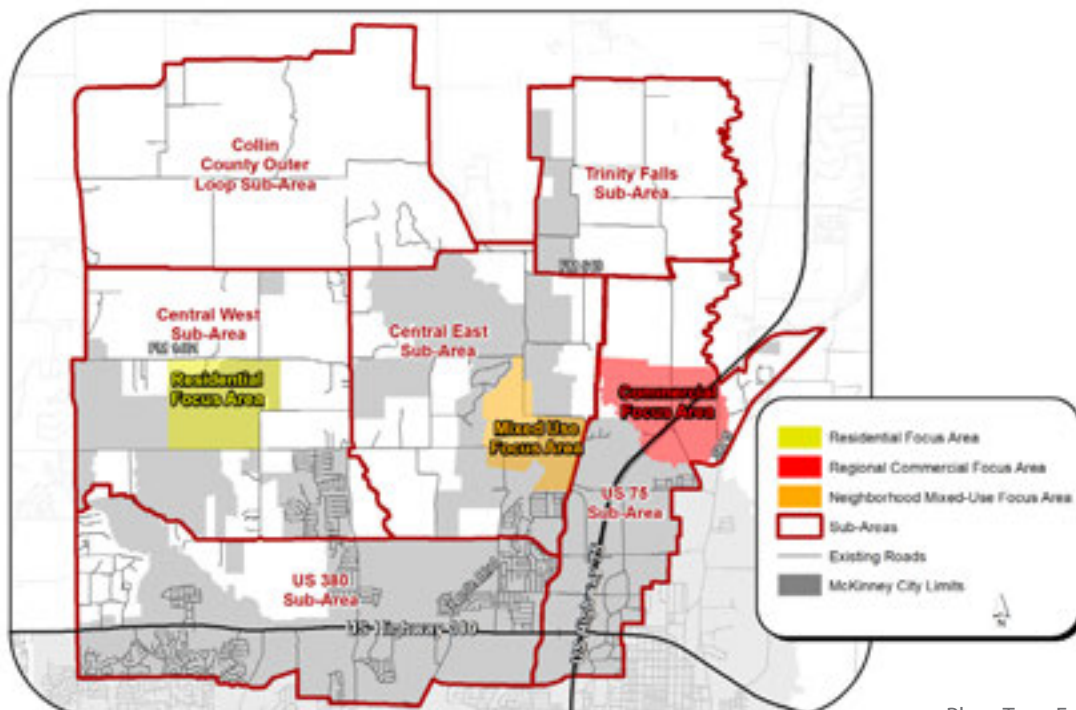


Figure 75  
Place Type Focus Areas

## Place Type Planning Principles: Residential

The residential planning principles can be employed to establish a development pattern which will create physically, economically and socially balanced neighborhoods. Inherent to this residential development pattern are the following key features:

Residential development is best suited where:

- natural amenities occur or are nearby;
- infrastructure exists or is nearby;
- there is adjacent and compatible land uses

The following four principles have been developed to support the goal of a establishing a desirable development pattern for residential development in the Northwest Sector. These principles are intended to encourage a diversity of housing types; promote interconnectivity with other neighborhoods; integration of natural and cultural elements; internal and public gathering and open spaces; and reasonable access to other services, recreation, and shopping.



## Residential Principle #1:

### Improve Residential–Commercial Interaction In a Conventional Scenario

Communities should be well-connected and accessible from multiple points surrounding the development. This includes designing a neighborhood to have pedestrian and motorized connections between neighborhoods, nearby commercial development and surrounding land uses. This is achieved by providing a high level of permeability between residential developments and commercial/non-residential sites through the use of trails, sidewalks and internal streets that create connections and provide access between residential and commercial sites.

#### Potential Principle Applications

- a. Promote connectivity through an internal street network, contextually-sensitive street hierarchy, and/or the utilization of open space and trails.
- b. Create a transitional interface between residential and non-residential uses. This can be achieved by using a variety of commercial and residential product types, planning for strategic lot placement and lot sizes as well as designing visual and/or spatial buffers between land uses (pathways, greenbelts, neighborhood streets).
- c. Strategically preserve arterial corners and intersections to allow for meaningful commercial nodes and expanded residential opportunities.
- d. Design visual and/or spatial buffers between residential development and commercial development to create areas of transition while promoting integration of land uses.

## Residential Principle #2:

### Improve Neighborhood Patterns Through Diversified Product and Lot Types

A diversity of lots sizes, housing types and configurations promotes a vibrant and interesting community. By introducing a variety of neighborhood patterns within a planned community, a distinct identity can be created within the neighborhoods to reinforce the character of the planned community.

#### Potential Principle Applications

- a. Encourage a mix and arrangement of premium lot types (adjacent to single-loaded streets, amenity frontage, cul-de-sac lots, backing to open spaces, etc.).
- b. Provide a mixture of varying lot sizes and product types within a planned community to create a range of neighborhood patterns.
- c. Establish distinct neighborhood identities within a planned community.

## Residential Principle #3:

### Protect, Integrate, and/or Maximize Open Space

To maximize the benefit of open space, parks and trails, the creation of a meaningful open space system is important. This is accomplished through identifying a variety of open space areas (conservation, active or passive recreation), and establishing linkages between these lands.

#### Potential Principle Applications

- a. Build a mix of interconnected open space types (parks, linear greenbelts, trails, watercourses, shared use recreational spaces) within a planned community.
- b. Establish open space and/or monument vistas and views through lot and street design.
- c. Provide neighborhoods and communities with a mix of private and shared use parks.
- d. Connect communities to regional parks and open space through a defined system of trails, green belts, pathways, sidewalks and bike lanes.
- e. Use open space to improve the character, create amenity, and provide diversity in dense neighborhoods.

## Residential Principle #4:

### Improved Walkability Within and Connectivity Between Neighborhoods

Walkable communities are desirable places to live. They encourage pedestrian activity and create engaging and appealing communities. A well-designed walkable community creates a safe pedestrian and bicycling environment, and connects neighborhoods by sidewalks, bike paths, green space and trails.

#### Potential Principle Applications

- a. Incorporate frequent intersections and shorter block sizes to make travel routes more efficient and attractive.
- b. Create an internal, contextually-sensitive street hierarchy of boulevards, avenues, neighborhood streets.
- c. Develop a connected street network that promotes linkages of streets, pedestrian alleys, and trails.
- d. Create destinations, amenities and informal “third places” or parklets for people to assemble, play and interact.
- e. Provide enhanced sidewalks, street furniture, trees, and marked pedestrian crossings to support pedestrian activity.

## Residential Principle Illustrations

The residential place type focus area is located in the Central West Sub-Area and is surrounded by agricultural land uses and a number of large farm and ranch homesteads. The Residential focus area is north of Bloomdale Road, between the future Stonebridge Road and Ridge Road (Figure 76). The character plan that was developed for this focus area is consistent with the City of McKinney MTP, the FLUP and, to a certain degree, incorporates the existing hydrological and topographical features of the site. In coordination with the landowner and developer, the Residential Character Plan was drawn to incorporate a number of the residential planning principles and gives a visual interpretation of how the guidelines could be applied.

However, because there are many different ways that the place type planning principles could be applied in a given development, the Principle Illustrations that follow offer some strategies for achieving the objective of the planning principles. The illustrations serve to elevate the character plan and directly reinforce the preferred place type principles. The Residential Character Plan and subsequent alternate principle illustrations do not represent an exhaustive example of the principles, but instead present just one set of interpretations of the principles.

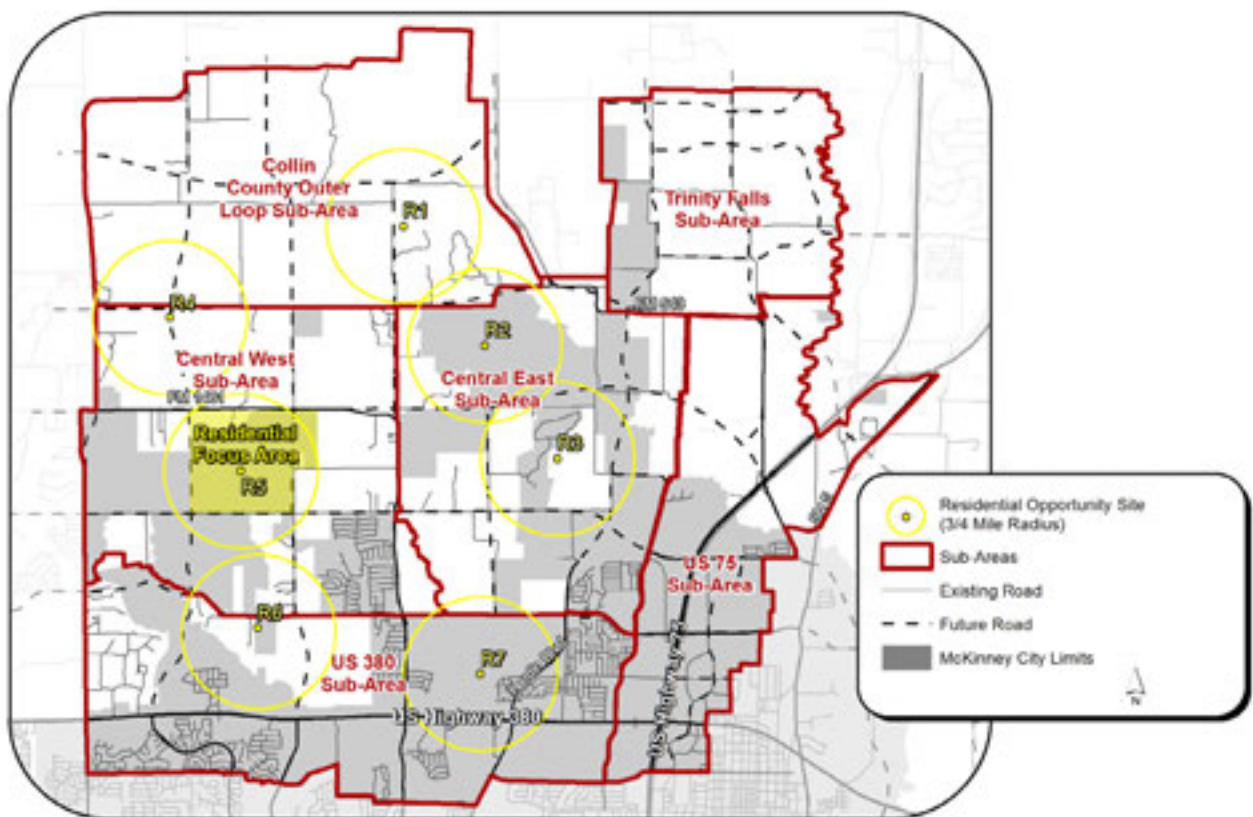
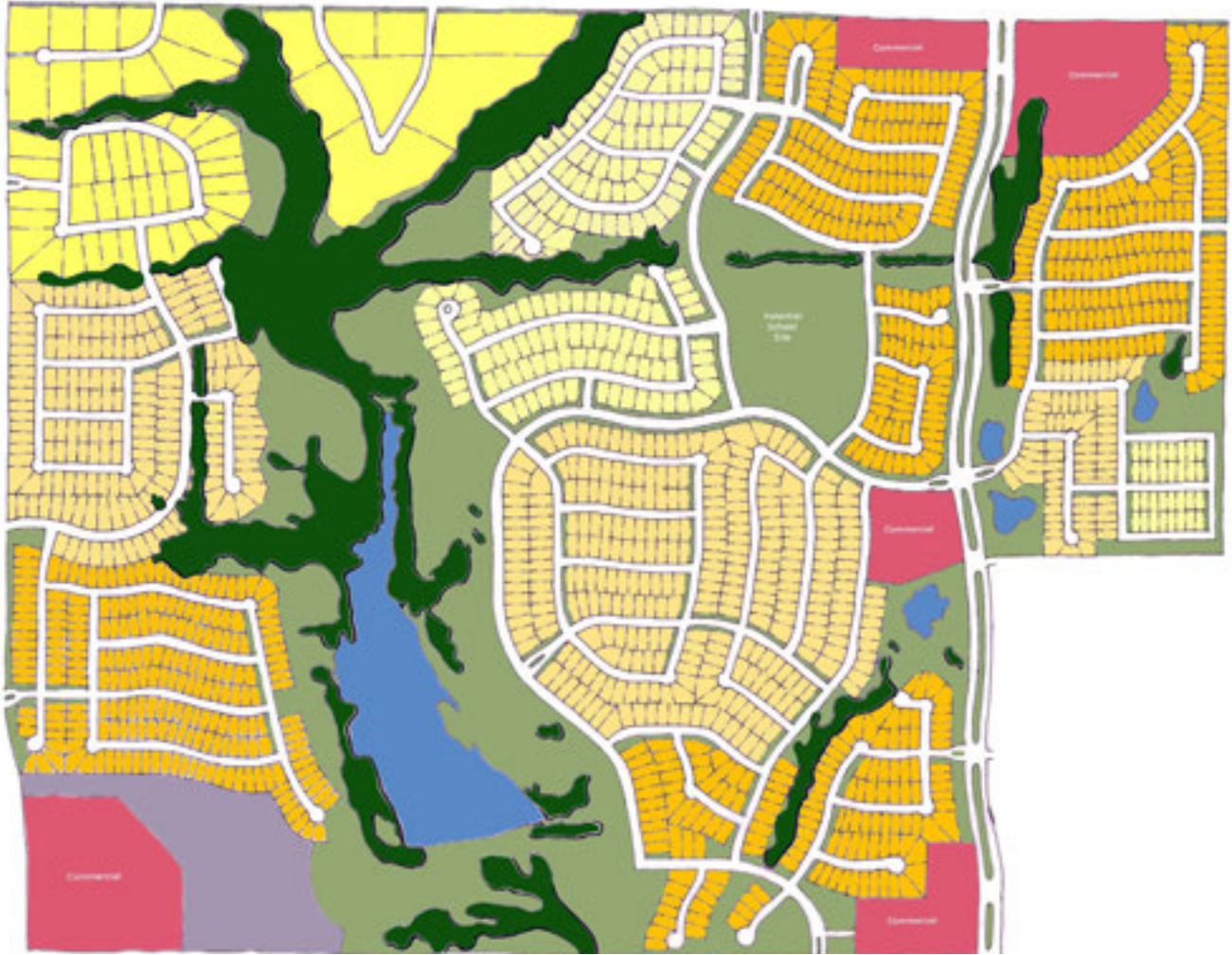


Figure 76  
Map of Residential Opportunity Sites and  
the Residential Focus Area





Legend

- High Density Residential
- Medium High Density
- Medium Density
- Low Density
- Estate

Figure 77  
Residential Character Plan



# Place Type Planning Principles: Residential

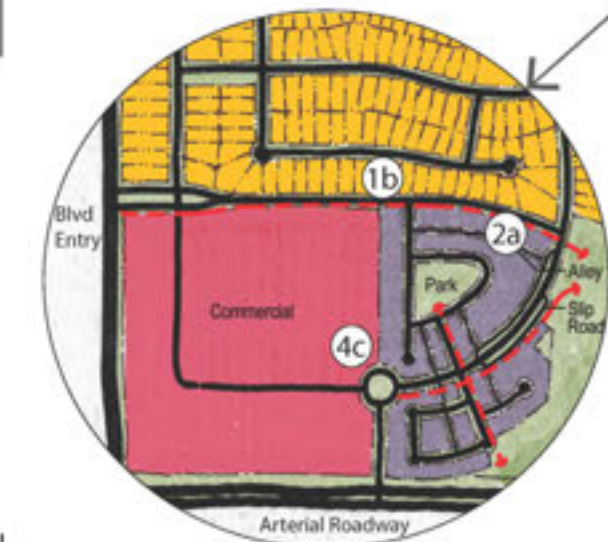
## Residential Character Plan



### Principle Illustration: Principle 3 | Principle 4

In the residential focus area, there is a small existing fishing hole that sits buried within a thick stand of mature trees at the northwest corner of the lake. In a typical scenario this existing feature would likely be lost to development (as shown in the residential character plan). The illustrative concept shown above demonstrates how preservation of this natural feature could be used to maximize open space priorities (Principle 3b) and encourage connectivity between neighborhoods (Principle 4b, 4c).

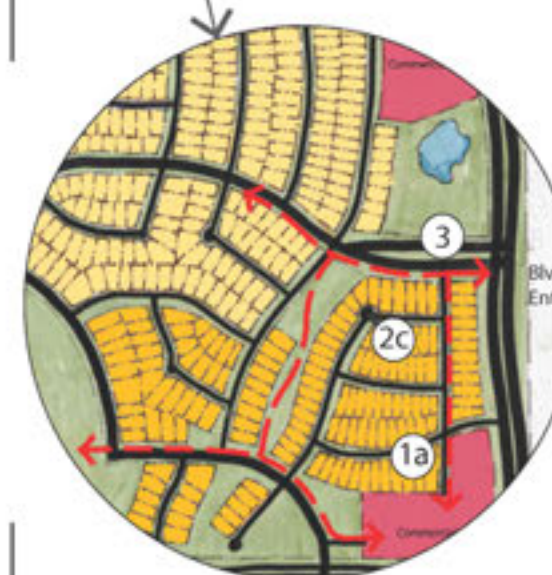
By introducing a boulevard or parkway entry in this location a natural view corridor could be created that would use the fishing hole to bring in a visual appeal that could be marketed as a quality feature of the neighborhood. As well, introducing a boulevard and view corridor at this location could also encourage future adjacent developments to align/connect with the roadway in order to capitalize on the viewshed (4b).



### Principle Illustration: Principle 1 | Principle 2 | Principle 4

The illustration to the left demonstrates an improved interaction between large-scale commercial developments and residential uses in a conventional scenario. The use of a small residential lot size and/or denser product type creates a functional transition between a traditional residential lot size or type (i.e. 7,000 square foot lot) and a larger-scale commercial development (Principle 1b). It is important to note that this principle application is not intended to create an artificially "dense" environment, but rather an approach for utilizing different development patterns and products to create an active spatial buffer (i.e. residential units, slip road) as opposed to a traditional passive separation (landscape buffer).

As well, a small-scale roundabout and slip road could be used as a purposeful interface between residential and non-residential uses (Principle 1b, Principle 4c). The roundabout helps provide internal and external access to the commercial corner by dispersing vehicular movements either into the residential neighborhood or commercial development. The slip road creates an opportunity for boulevard or parkway residential lot frontages that could be marketed as premium lots that do not negatively impact the function of the internal roadway (Principle 2a). This "internal entrance" to the neighborhood also creates a buffer that serves as a greenbelt linkage to the adjacent open space.



### Principle Illustration: Principle 1 | Principle 3

The northeast corner of the residential concept plan represents a typical residential development pattern in which small portions of arterial frontage are set aside for non-residential development. With this, residential lots are then "protected" from the non-residential uses through masonry or evergreen screening and landscape buffers. However, the illustrative concept shown above introduces the idea of using existing residential streets to create internal linkages and linear open space features that allow the residential uses to actively interact with the non-residential development (Principle 1a, Principle 3a). The illustrative concept still shows that residential lots could back to the non-residential development and see screening and spatial interfaces (Principle 1b), but with internal street connections, screening and buffering could take on a different feel and purpose.

The illustrative concept shown above also demonstrates that a strategic arrangement of non-residential locations should be explored in order to influence purposeful non-residential development patterns that allow for expanded residential opportunities that could include new lot or product types that seamlessly interact with more traditional residential products nearby (Principle 1c). By taking a more strategic approach to where potential commercial locations could be, there is also greater potential to encourage meaningful commercial development that contributes to an area's sense of place and not just its economic and service needs.

### Principle Illustration: Principle 1 | Principle 2 | Principle 3

The illustration to the left shows how a slight relocation of an already-planned boulevard entrance could draw more attention to some of the natural features on site (Principle 3) and create a secondary neighborhood entrance that establishes a distinct neighborhood identity south of the boulevard (Principle 2c). The concept illustration also demonstrates how an improved internal linkage between the residential uses and commercial corner development could be achieved in a small-scale commercial development scenario (Principle 1a). This improved linkage creates an internal permeability of residential and non-residential uses that allows neighborhood pedestrians and vehicles to access the commercial center without forcing them onto an arterial roadway.



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## Illustrations of Principle 1: Improve Residential-Commercial Interaction in a Conventional Scenario

The illustration to the right demonstrates an improved interaction between large-scale commercial developments and residential uses in a conventional scenario (Figure 78). The use of a smaller residential lot size and/or denser product type creates a functional transition between a traditional residential lot size or type (i.e. 7,000 square foot lot) and a larger-scale commercial development. It is important to note that this principle application is not intended to create an artificially “dense” environment, but rather an approach for utilizing different development patterns and products to create an active spatial buffer (i.e. residential units, slip road) as opposed to a traditional passive separation (i.e. landscape buffer).

As an alternative circulation patterns, small-scale roundabout and slip road could be used as a purposeful interface between residential and non-residential uses. A roundabout helps provide internal and external access to the commercial corner by dispersing vehicular movements either into the residential neighborhood or commercial development. The slip road creates an opportunity for boulevard or parkway residential lot frontages that could be marketed as premium lots that don’t negatively impact the function of the internal roadway. This “internal entrance” to the neighborhood also creates a buffer that serves as a greenbelt linkage to the adjacent open space.

The aerial image to the right is of Austin Waters in Carrollton, TX. This illustrates the concept of an interconnected street network within a neighborhood. This pattern includes a hierarchy of streets and encourages efficient traffic patterns.



Figure 78  
Transition from non-residential to residential  
development



Figure 79  
A roundabout in Austin Waters helps to disperse  
vehicular movements  
*Austin Waters. Carrollton, TX*



Figure 80  
Zero lot line homes serve as a transition from  
commercial development to traditional residential homes  
*Austin Waters. Carrollton, TX*

## Illustrations of Principle 2: Improve Neighborhood Patterns through Diversified Product and Lot Types

The illustration below shows how a boulevard entrance off of an arterial could draw attention to the natural features on site and serve as a secondary entrance into a connected series of distinct neighborhoods. Different street typologies within a single planned development serve to break up the neighborhood patterns and help to seamlessly integrate a variety of different lots and product types into a single large community footprint.



Figure 82  
Cul-de-sac lots could be one of many premium lot types  
in a single neighborhood pattern



Figure 83  
Traditional residential homes integrated into a community



Figure 81  
Alternative neighborhood circulation

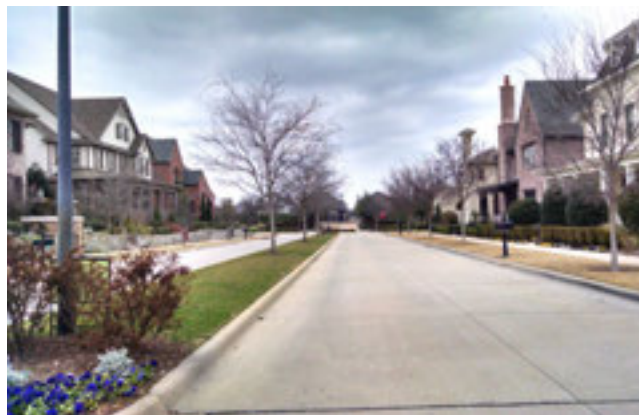


Figure 84  
Using a boulevard to help create premium lots



### Illustrations of Principle 3:

#### Protect, Integrate and/or Maximize Open Space

In the residential focus area, there is a small existing fishing hole that sits buried within a thick stand of mature trees at the northwest corner of the lake. In a typical scenario this existing feature would likely be lost to development (as is shown in the residential character plan). The illustrative concept shown below demonstrates how preservation of this natural feature could be used to maximize open spaces and encourage connectivity within and between neighborhoods (Figure 86).

By introducing a boulevard or parkway entry in this location, a natural view corridor could be created with the fishing hole that would bring visual appeal to the neighborhood and could be marketed as a quality feature. Introducing a boulevard and view corridor at this location could also encourage future adjacent developments to align/connect with the roadway in order to capitalize on the viewshed.

The use of contextually-aware roadways also offers opportunities for open spaces, pedestrians, land uses and different residential product types to interact in a seamless manner.



Figure 85  
Utilizing an existing creek corridor as an amenity  
at the entrance of a neighborhood  
*Tucker Hill, McKinney, TX*



Figure 86  
Maximizing natural elements by using open space as a terminus vista



## Illustrations of Principle 4: Improved Walkability Within and Connectivity Between Neighborhoods

The northeast corner of the residential concept plan represents a typical residential development pattern for which small portions of arterial frontage are set aside for non-residential development. With this, residential lots are then “protected” from the non-residential uses through masonry or evergreen screening and landscape buffers.

The illustrative concept shown in Figure 87, to the right, also demonstrates that a strategic arrangement of non-residential locations should be explored in order to influence purposeful non-residential development patterns that allow for expanded residential opportunities that could include new lot or product types that seamlessly interact with more traditional residential products nearby. By taking a more strategic approach to where potential commercial locations could be, there is also greater potential to encourage meaningful commercial development that contributes to an area’s sense of place and not just its economic and service needs.

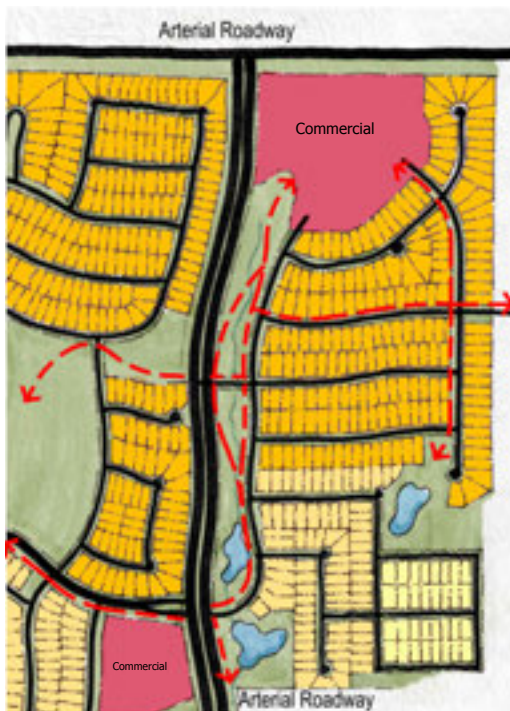


Figure 87  
Integration of open space and trails



Figure 88  
The two images above illustrate how open space and trails  
can be integrated into residential development  
*Ladera Ranch, CA*



Figure 89  
Illustration of open space and trails being  
integrated into residential development  
*Rowlett Creek, McKinney, TX*

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## Place Type Planning Principles: Neighborhood Mixed-Use

The mixed-use planning principles can be employed to establish a development pattern which will create physically, economically and socially balanced neighborhoods. Inherent to this mixed-use development pattern are the following key features:

Mixed-use development is best suited where:

- residential or commercial development already exists nearby;
- arterial roads are adjacent or nearby;
- the project can be integrated into the surrounding community

The following four principles have been developed to support the goal of a establishing a desirable development pattern for mixed-use development in the Northwest Sector. These principles are intended to encourage a residential and commercial interaction, create a diverse neighborhood pattern, encourage walkability and connectivity between neighborhoods.



## Neighborhood Mixed-Use Principle #1:

### Balanced and Purposeful Integration of Mixed-Use

Mixed-use development brings together a combination of residential, commercial, and institutional uses whose functions are physically and functionally integrated. The interface, proximity and connection of the buildings, streets, parking and public spaces to each other must be done with purposeful intent in order to create an appropriate balance of design, density, and transitions that support a vibrant, inviting and interrelated development.

#### Potential Principle Applications

- a. Provide transitions in building height, scale, and massing to be compatible within the development and with surrounding developments.
- b. Provide a mix of residential building products in a variety of sizes and heights.
- c. Utilize a variety of spatial character elements (i.e. open space, streets, buildings, plazas, etc.) to create transitions and places between different uses.
- d. Utilize scale and design to create a physical environment that is marketable to a diverse mix of non-residential uses, caters to a wide audience, and complements residential land uses.
- e. Demonstrate thoughtful urban design in the development, arrangement, appearance and function of the built environment.

## Neighborhood Mixed-Use Principle #2:

### Incorporate Multimodal Connectivity

A mixed-use development should emphasize connectivity and linkages among uses by offering a mix of travel choices such as walking, bicycling, transit and driving. High quality mixed-use developments should also exhibit thoughtful urban design in the development of multiple street types and physical linkages.

#### Potential Principle Applications

- a. Create a mixed-use street plan that outlines a context sensitive street hierarchy of street types, including but not limited to boulevards, avenues, neighborhood streets.
- b. Create a balanced circulation system that accommodates mobility choices (pedestrian, automobiles, bicycles and transit).
- c. Create direct access between and among different land uses to increase efficiency and connectivity (i.e. connected sidewalks, alleyways or driveways between uses).
- d. Provide enhanced sidewalks, street furniture, trees, and marked pedestrian crossings to support pedestrian activity.

## Neighborhood Mixed-Use Principle #3:

### Create Defined Places and Quality Spaces

A mixed-use development should create a local sense of place. The location, scale and mix of functions within the development should reflect the character, needs and opportunities of the surrounding community. Mixed-use developments (even those in a suburban setting) should also demonstrate quality design and management of the public realm, which includes the natural and built environment that is used on a day-to-day basis.

#### Potential Principle Applications

- a. Create distinctive places within the development that complement the character and special features of the surrounding natural and built environment.
- b. Emphasize building placement, massing and orientation as well as landscaping to activate the public realm.
- c. Incorporate a programmed network of open spaces (greenbelts, parks, pathways, and trails) to provide visual and physical connections.
- d. Incorporate connections to major public space destinations (i.e. natural open spaces, man-made open spaces and parks).

## Neighborhood Mixed-Use Principle Illustrations

The neighborhood mixed-use focus area is located in the Central East Sub-Area (Figure 90). It is situated next to Erwin Park, which is a significant natural feature and amenity in the region. The center of the Neighborhood Mixed focus area is at the future intersection of Bloomdale Road and Hardin Boulevard.

The Neighborhood Mixed-use Character Plan shown in Figure 91 is the result of a collaborative 3-day charrette between property owners, city staff, city leaders, development community stakeholders, and urban designers (led by TBG Partners). The resulting character plan incorporates high-quality urban design concepts and aims to serve as the baseline for how mixed-use activity centers should integrate (vertically and horizontally) into the neighborhood fabric. In other words, the concept plan represents the baseline illustration of the neighborhood mixed-use planning principles.

However, because there are many different ways that the place type planning principles could be applied in a given development, the Principle Illustrations that follow offer some strategies for achieving the objective of the planning principles. The illustrations serve to elevate the character plan and directly reinforce the preferred place type principles. However, it is important to note that the Neighborhood Mixed-Use Character Plan and subsequent alternate principle illustrations do not represent an exhaustive example of the principles, but instead present just one set of interpretations of the principles.

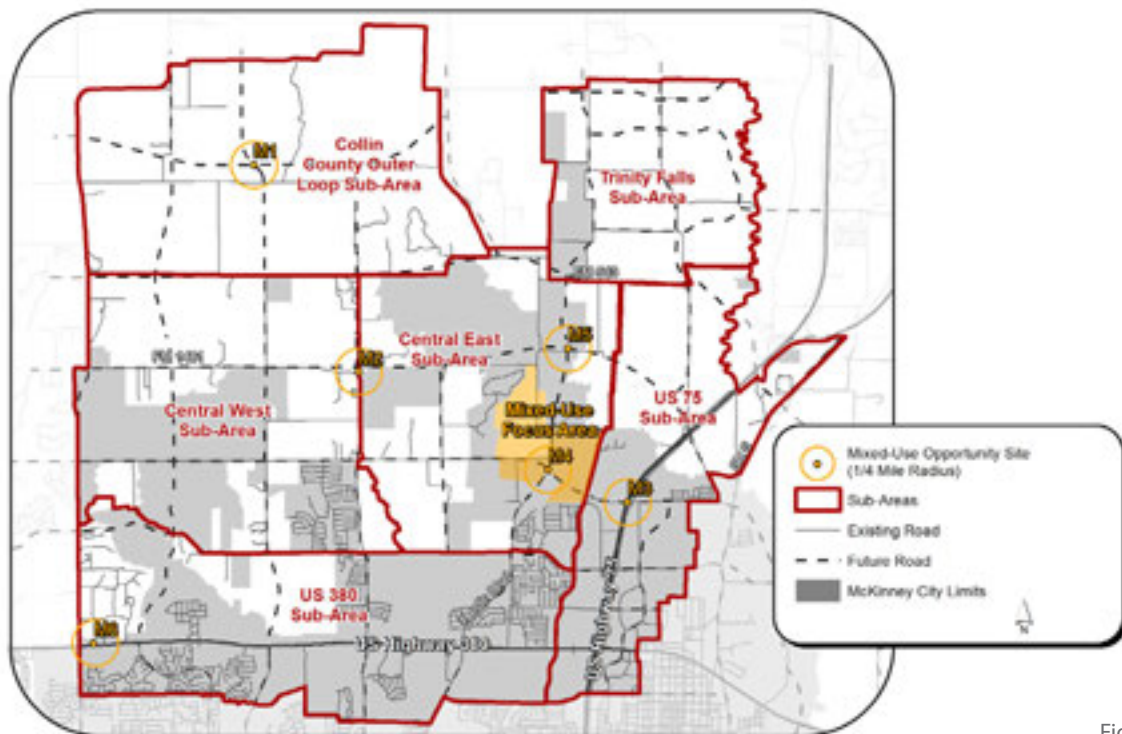


Figure 90  
Neighborhood Mixed-Use Opportunity Sites and Focus Area





- Legend
- Estate
  - Low-Medium Density
  - High Density Single-Family
  - Multi-Family
  - Vertical Mixed-Use
  - Non-Residential
  - Pedestrian Path Trail Head

Figure 91  
Neighborhood Mixed-use Character Plan



# Place Type Planning Principles: Neighborhood Mixed Use



**Principle Illustration: Principle 1 | Principle 3**  
 The neighborhood mixed use character plan calls for a small-scale development footprint of vertically integrated land uses (residential and non-residential) just north of the Hardin Rd/Bloomdale Blvd intersection. As part of this, green space elements are shown at the intersection of Hardin Rd and Bloomdale Blvd. In a typical development scenario, thoughtful landscape areas or monuments such as these provide an aesthetically appealing experience for users as well as a necessary separation of the thoroughfare from the development that it serves. However, these landscape areas are passive in nature and are largely appropriate for auto-oriented development patterns. In other words, they are not necessarily conducive to the activity that is desired in a mixed use environment. The illustrative concept shown above demonstrates a different approach for addressing this intersection and aims to announce the mixed use activity node at the corner. If done in a thoughtful manner, pulling the buildings to the street could establish the height and massing that would give a sense of arrival at the activity node as opposed to the look and feel of a traditional commercial corner (Principle 1d, Principle 1e). Pulling the buildings to the street also offers an opportunity to activate the public realm instead of just providing a visual open space area (Principle 3b). By creating open/green space at the rear of the buildings, the space is now woven into the mixed use center and is more desirable for pedestrians to use.

The neighborhood mixed use character plan illustrates a blend of interconnected land uses at the heart of the development. In order to help contain the intensity of the mixed use core, careful transitions in scale and use are extremely important. The illustrative concept shown below provides an axonometric view of how building placements and heights could be used to create the necessary transitions and also activate the public realm (Principle 1a, Principle 1d, Principle 3d).



**Principle Illustration: Principle 3**  
 Along the western boundary of the neighborhood mixed use focus area is Erwin Park - a 212 acre passive amenity that is celebrated for its natural beauty. The conceptual illustration above/below shows how relocating an already-planned street crossing (currently located at the westernmost edge of the character plan) could create an overlook into Erwin Park and encourage pedestrian and recreational activity (Principle 3a, Principle 3c). By relocating the north-south street crossing to the east, the open space adjacent to Erwin Park becomes an extension of the parks features.

It is also not uncommon to see residential developments with trails, paths and park connections traversing through the back of the residential lots. The conceptual illustration above/below shows how a single-loaded street could be used to integrate and maximize the appeal of Erwin Park while also creating lot premiums (Principle 3).

## Neighborhood Mixed Use Character Plan

(concept credit: TBG Partners)

### Legend

- Estate
- Low - Medium Density
- High Density Single Family
- Multi-Family
- Vertical Mixed Use
- Non-Residential
- Pedestrian Path Trail Head
- Pedestrian Path



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## Illustrations of Principle 1:

### Balanced and Purposeful Integration of Mixed-Use

In the Neighborhood Mixed-Use Character Plan, a small-scale development footprint of vertically integrated land uses (residential and non-residential) is shown just north of the Hardin Boulevard/Bloomdale Road intersection. As part of this, significant amounts of green space are shown at the intersection of Hardin Boulevard and Bloomdale Road.

In a typical development scenario, thoughtful landscape areas or monuments such as these provide an aesthetically appealing experience for users as well as a necessary separation of the thoroughfare from the development that it serves. However, these landscape areas are passive in nature and are largely appropriate for auto-oriented development patterns. In other words, they are not necessarily conducive to the activity that is desired in a mixed-use environment.

Figure 92 shows a different approach for addressing this intersection and is focused on creating a mixed-use activity node at the corner of Hardin Boulevard and Bloomdale Road. If done in a thoughtful manner, pulling the buildings to the street could establish the height and massing that would give a sense of arrival at the activity node as opposed to the look and feel of a traditional commercial corner. By locating the buildings closer to the street, there is opportunity to activate the public realm instead of just providing a visual open space area. By creating open/green space at the rear of the buildings, the space is now woven into the mixed-use center and is more desirable for pedestrians to use.

In order to help contain the intensity of the mixed-use core, careful transitions in scale and use are extremely important. The illustrative concept shown in Figure 93 provides an axonometric view of how building placements and heights could be used to create the necessary transitions and also activate the public realm.



Figure 92  
Suburban Town Center footprint



Figure 93  
Town Center transitions and integration of  
different land use types



Figure 94  
Mixed-Use character

## Illustrations of Principle 2:

### Incorporate Multimodal Connectivity

The neighborhood mixed-use character plan has a street plan that uses a variety of street types to support the character and identity of residential neighborhoods. The illustrative concepts shown here demonstrate how an esplanade/boulevard type entry might be laid out to signify entrance to a neighborhood. Residential streets are scaled appropriately to reflect the character of the neighborhood. The character plan supports a walkable street design regardless of whether the streets are internal to a neighborhood or a collector for a community.

Nonresidential development requires its own variety of street types, which use a distinct street design to support pedestrian activity, on-street parking while ensuring an efficient circulation system. The neighborhood mixed-use character plan relies on a street plan that is context sensitive to support vehicular and pedestrian activity within the town center and as it transitions to adjacent residential development.



Figure 95  
Street Network



Figure 96  
Walkable street design



Figure 97  
Illustration of walkable Town Center street design



### Illustrations of Principle 3: Create Defined Places and Quality Spaces

Along the western boundary of the neighborhood mixed-use focus area is Erwin Park - a 212 acre passive amenity that is celebrated for its natural beauty. The conceptual illustrations to the right and below show the importance of providing connections and linkages that would create an overlook into Erwin Park and encourage pedestrian and recreational activity. Careful attention should be given to ensuring that the open space adjacent to Erwin Park is a natural extension of the parks features.



Figure 99  
Opportunity to maximize and create synergy between existing natural features, Erwin Park and the NRCS lake



Figure 98  
Maximizing open space with a strong connection to the Mixed-Use Town Center



Figure 100  
Quality Placemaking



## Place Type Planning Principles: Regional Commercial

Regional commercial places can serve as focal points for a community and, when properly executed, can draw on wide reaching market opportunities by attracting high quality users to the area. They also provide necessary commerce, retail, service, employment, civic, and entertainment opportunities for a community.

Key elements of a regional commercial place type are:

- Access from a major corridor;
- A diverse land use mix adjacent to site;
- Existing employment base nearby

While locally-scaled commercial place types typically occur near arterial intersections and primarily serve surrounding residential uses, regional commercial place types occur at or near regional highways and provide more intense retail and office uses in a campus-style setting that serve as a hub for employment, entertainment, retail, civic and commerce activities. The principles identified below are intended to inform a regional commercial place type; however, the same principles can apply to local-scale commercial types as well.

## Regional Commercial Principle #1:

### Create and Support Critical Mass

Critical mass is an essential ingredient in distinguishing successful regional activity centers/campuses from traditional commercial strips or shopping centers. Without critical mass, the necessary residential activity needed to support a commercial campus is lost. Conversely, commercial variety must be provided to support a rich mix of retail, employment, civic, and service users that work in synergy with each other and encourage activity throughout the lifecycle of the day.

#### Potential Principle Applications

- a. Create a development footprint of regional size (50-200 acres)
- b. Establish visibility off of major regional highway that transitions to surrounding uses and creates a common functional relationship
- c. Provide a variety of commercial use types ranging in size and form; including retail, office, dining, entertainment, hospitality, institutional, etc.
- d. Provide a targeted employment intensity of 50-80 jobs/acre
- e. Integrate a variety of residential products and densities (between 30-80 units per acre) in a range of price-points
- f. Provide a variety of parking options such as surface, structured, street and/or shared parking

## Regional Commercial Principle #2:

### Provide an Effective/Efficient Transportation Network

The transportation networks for regional commercial projects need to focus on external and internal circulation. The commercial center is typically located near major thoroughfares where efficient access points are critical. Internally the transportation network should focus on appropriately scaled streets that emphasize connectivity and linkages between different users in the campus.

#### Potential Principle Applications

- a. Provide efficient circulation through a hierarchy of streets, paths, blocks, and public spaces
- b. Design the street network to a variety of scales which transitions to accommodate pedestrians, bicycle and vehicular traffic as well as future transit
- c. Provide connected sidewalks, alleyways or driveways between uses in order to create direct access points between and among different land uses
- d. Design large parking areas into a series of connected parking lots broken up by internal street-like drives with streets, trees, landscaping and pedestrian pathways

## Regional Commercial Principle #3:

### Protect and/or Integrate Natural Features, Resources and Heritage

Given the unique environment of the Northwest Sector, new development should be based upon a thorough analysis of the site's special features, both those offering opportunities and those involving constraints. An understanding of the various natural, cultural and historic features which are present should facilitate the development of a plan which is reflective and contextual to the physical site, the surrounding community and the regional needs.

#### Potential Principle Applications

- a. Coordinate storm water, drainage and environmental plans to create regional amenities in the context of neighboring attributes
- b. Provide connections to existing parks, open spaces and resources through a defined system of trails, green belts, pathways, sidewalks and bike lanes, where feasible
- c. Use open space to break up the feeling of dense development
- d. Retain and/or enhance unique character and heritage of the surrounding community through urban design connections and aesthetic elements that relate to the local context

## Regional Commercial Principle #4:

### Create a Distinctive Sense of Place

The importance of design and the idea of "place" have become more and more important to the livability of a community. Having high and clear expectations maximizes and protects value for both public and private interests. Creating a sense of place or "placing" in a commercial development should be less about the buildings and more about the interstitial spaces the building creates. It understands that making density work means focusing on how the buildings meet the street and how public spaces should be enjoyable in order to support desired public activity. A development project which emphasizes public spaces; pedestrian friendly environment; and an authentic neighborhood feel creates that sense of place and engages not only inhabitants but attracts consumers.

#### Potential Principle Applications

- a. Provide a distinct entryway that serves as a gateway both to the regional highway and to the adjacent neighborhoods
- b. Utilize a variety of design elements (i.e. open space, parklets, walkways, public art, etc.) to create interfaces between different uses
- c. Internalize public spaces to activate public realm
- d. Concentrate development in an activity center form (plazas, courtyards) as opposed to linear "strip" patterns
- e. Transition building placements and massing from the regional frontages along the regional roadways, to the internal commercial streets, and then to the surrounding neighborhoods or development so that form addresses multiple user types and scales



# Regional Commercial Principle Illustrations

The location of a regional commercial development focus area is predicated on having a site which provides; reasonable access, a diverse mix of land uses and will attract economic activity to the sector. The US 75 / Laud Howell Parkway intersection in the US 75 Sub-Area was identified as a focus area for this type of development (Figure 101).

The location is undeveloped and offers an opportunity to leverage the future corridor and the nearby Collin County Government complex and incorporate many of the regional commercial planning principles. The Regional Commercial Character Plan for this focus area does not build on pre-existing site or concept plans. Instead, the character plan incorporates key concepts that emerged from the June 2014 planning charrette and illustrates the key features that should

be present in a commercial destination as opposed to a typical highway power center (Figure 102).

However, because there are many different ways that the place type planning principles could be applied in a given development, the Principle Illustrations that follow offer only some of the strategies that could be use for achieving the objective of the planning principles. It is important to note that the Regional Commercial Character Plan does not represent an exhaustive example of the principles, but instead presents just one set of interpretations of the principles.

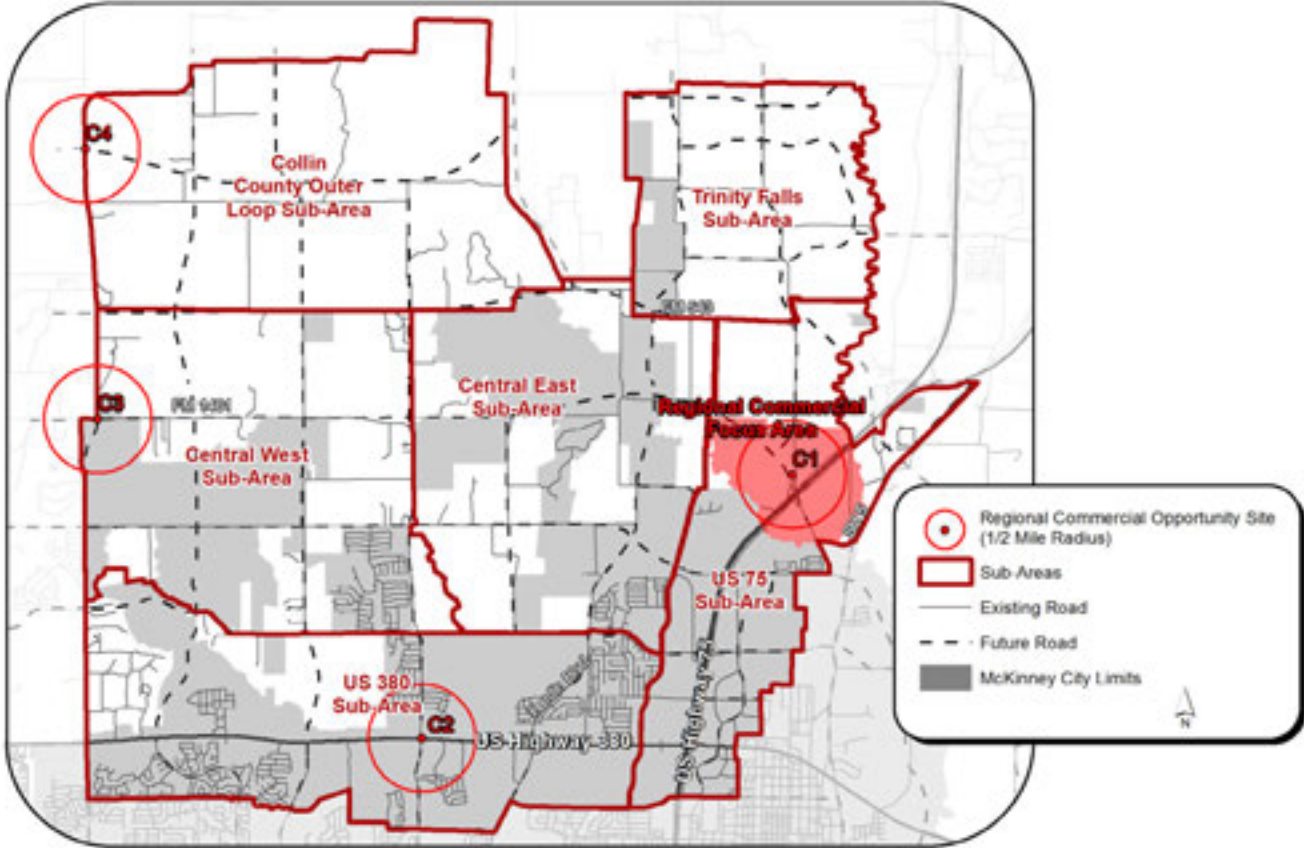
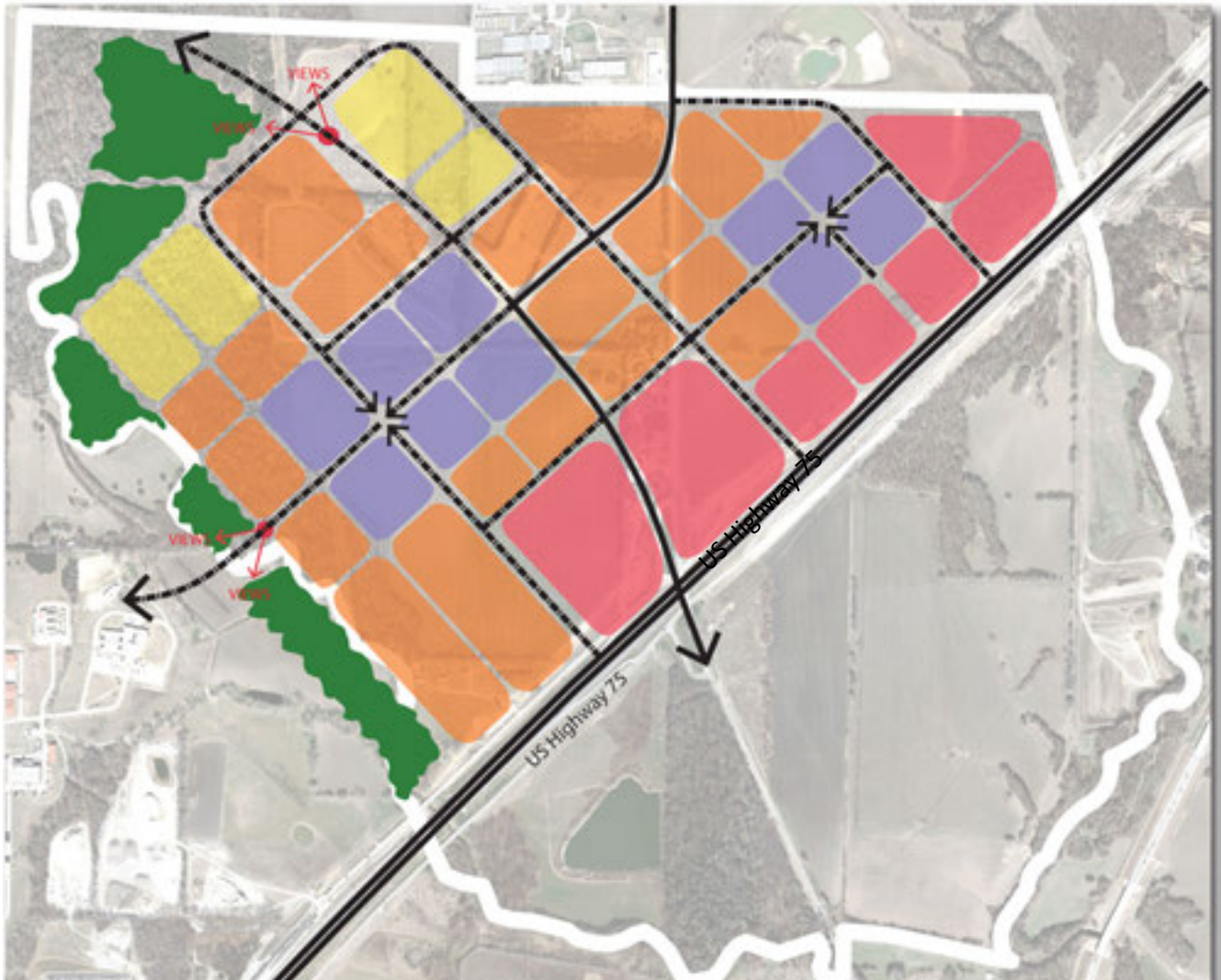


Figure 101  
Regional Commercial Opportunity Sites and Focus Area



**Legend**

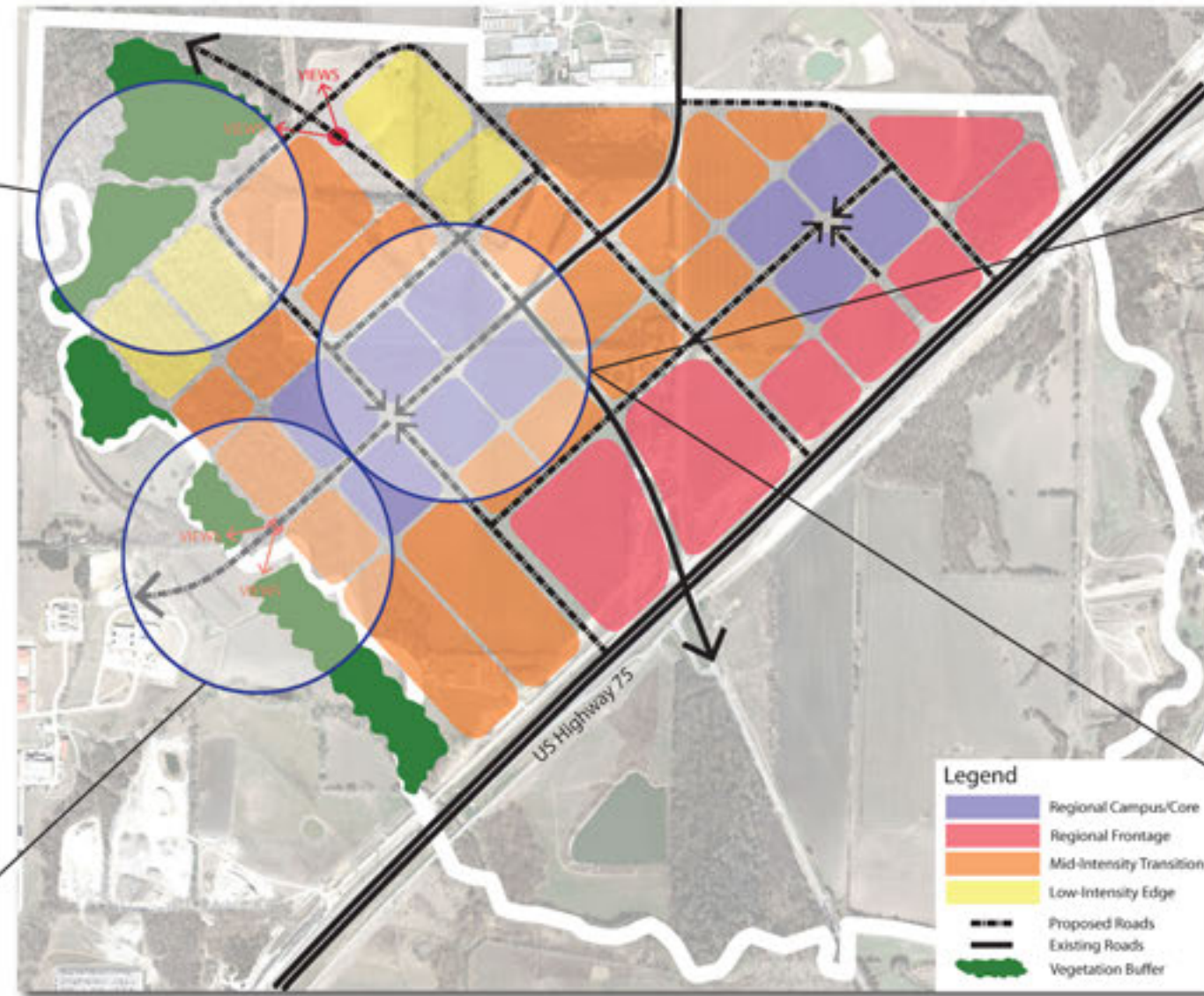
- Regional Campus/Core
- Regional Frontage
- Mid-Intensity Transition
- Low-Intensity Edge
- Proposed Roads
- Existing Roads
- Vegetation Buffer

Figure 102  
Regional Commercial Character Plan



# Place Type Planning Principles: Regional Commercial

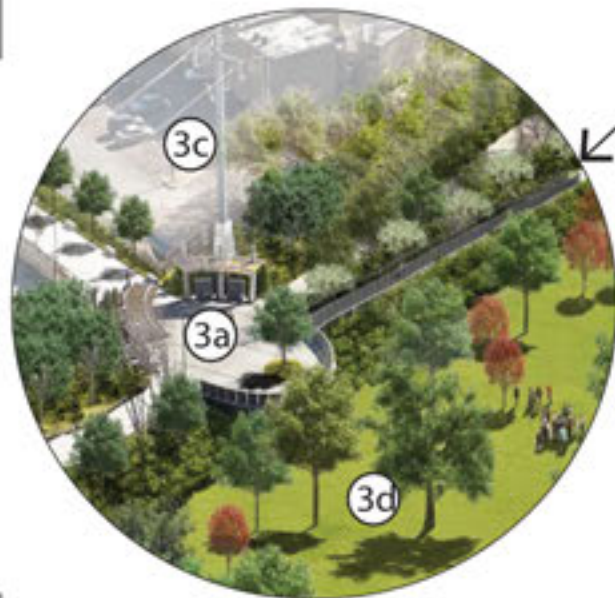
## Regional Commercial Character Plan



**Principle Illustration: Principle 1 | Principle 3 | Principle 4**  
 The regional commercial character plan illustrates the need for appropriate transitions from the activity center core to future adjacent residential uses. Building heights, massing, juxtaposition, public spaces and view corridors should be used to help break up the intensity of development and functionally disperse the level of activity from the commercial center to surrounding, lower-impact developments. The image above provides an example of this concept (Principle 4b) by using public space and building heights. As well, rooflines along the periphery of the development are pitched in nature, which helps to provide continuity from the residential uses to the commercial uses.  
 Image Information: Castle Hills, Lewisville, TX.

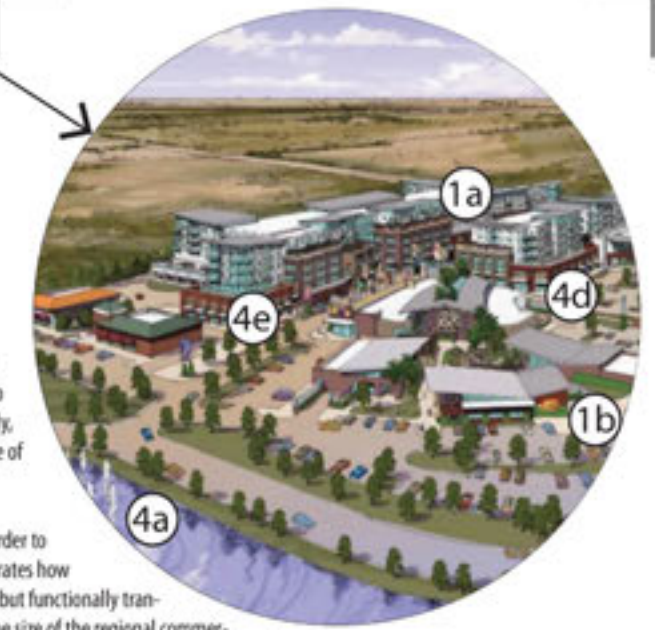


**Principle Illustration: Principle 2 | Principle 4**  
 As the commercial campus transitions from the regional frontage to the center of the campus, the placement and relationship of the buildings should seek to address pedestrian movements and activity. In this regard, urban design elements should be thoughtfully integrated into the development at the street level in order to create character and a quality sense of place. The image above illustrates enhanced pedestrian crosswalks, buffered sidewalks, and parallel parking to separate pedestrians from vehicular movements. Buildings are pulled up to the street and include transparency at the street level for visual appeal.  
 Image Information: Victoria Gardens, Rancho Cucamonga, CA



**Principle Illustration: Principle 3**  
 Given the unique environment of the Northwest Sector, important natural features should not only be retained, but maximized to promote the appeal of the area. In particular, any future regional commercial campus should utilize these features to create a regional amenity that leverages the natural heritage of the area and attracts commercial activity (Principle 3a, Principle 3d). Specifically for the regional commercial focus area, open space amenities should seamlessly interact with and create synergy between the City's Hike and Bike Trails Master Plan, the neighboring mixed use opportunity area (focus area), and the regional veloweb. The image to the left provides an example of this concept for which a regional natural feature serves as an extension of the commercial footprint and thus encourages activity rather than an inaccessible, yet preserved natural feature.  
 Image Information: Lee Park – Snyder's Union Connector at the Katy Trail, Dallas, TX

**Principle Illustration: Principle 1 | Principle 4**  
 Establishing a regional presence and supporting critical mass is crucial for realizing a successful regional commercial development. Without critical mass, the necessary residential activity needed to support a rich mix of retail, employment, civic, and service users cannot be achieved. Conversely, without commercial variety, the campus cannot cater to different user groups throughout the lifecycle of the day; something that can be detrimental to success.  
 The frontage of the commercial campus should address the regional visibility of a major highway in order to create a distinct entryway and identity for the area (Principle 1b). The image shown to the right illustrates how building placements and massing along the campus frontage appeals more to vehicular movements, but functionally transitions to the internal commercial development in order to address multiple users and scales. Given the size of the regional commercial focus area, the development footprint should seek to establish complementary campus cores that work in synergy with each other and seek to create an active pedestrian environment.  
 Image Information: Kingwood Parc City Center, Kingwood, TX





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## Illustrations of Principle 1:

### Create and Support Critical Mass

Establishing a regional presence and supporting critical mass is crucial for realizing a successful regional commercial development. Without critical mass, the necessary residential activity needed to support a rich mix of retail, employment, civic, and service users cannot be achieved. Conversely, without commercial variety, the campus cannot cater to different user groups throughout the lifecycle of the day; something that can be detrimental to success.

Given the close proximity of the Laud Howell Parkway / US 75 intersection with the Collin County Government Complex, a regional commercial campus should seek to establish complementary campus cores that work in synergy with each other.



Figure 103  
Close proximity of major regional opportunities near  
US 75 and Laud Howell Parkway



Figure 104  
64-acre project that includes 25,000 SF of office, 62,000 SF of  
retail, a hotel, a movie theater and 190,000 SF of residential  
*Liberty Center. Cincinnati, OH*



Figure 105  
90 acre project that includes 1.64 million SF of retail, three  
hotels, a movie theater and 800 multi-family units  
*Easton Town Center. Columbus, OH*

## Illustrations of Principle 2: Provide an Effective/Efficient Transportation Network

The frontage of the commercial campus should address the regional visibility of a major highway in order to create a distinct entryway and identity for the area. The image shown to the right illustrates how building placements and massing along the campus frontage appeals more to vehicular movements, but functionally transitions to the internal commercial development in order to address multiple users and scales.

As the commercial node transitions from the regional frontage to the center of the campus, the placement and relationship of the buildings should seek to address pedestrian movements and activities. In this regard, urban design elements should be thoughtfully integrated into the development at the street level in order to create character and a quality sense of place. The street network should be designed in a way that encourages efficient movements for a variety of user groups as well as direct connections to allow for service access.

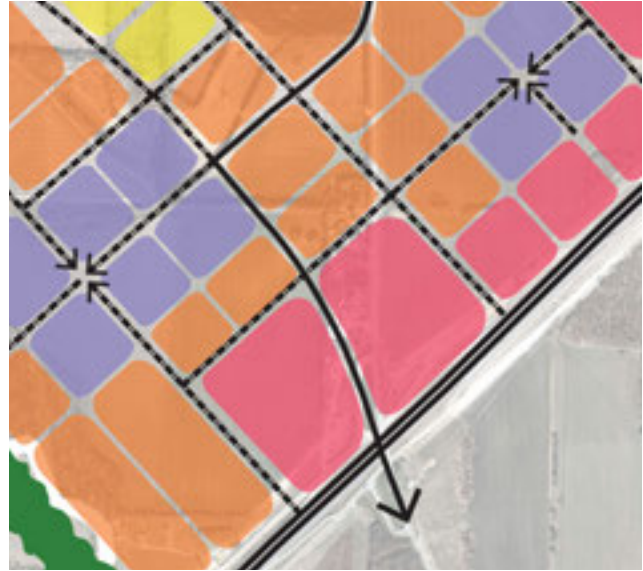


Figure 106  
Transition from regional frontage to commercial core



Figure 107  
Kingwood Parc City Center. Kingwood, TX



Figure 108  
Victoria Gardens. Rancho Cucamonga, CA



### Illustrations of Principle 3: Protect and/or Integrate Natural Features, Resources and Heritage

The frontage of the commercial campus should address the regional visibility of a major highway in order to create a distinct entryway and identity for the area. The image shown to the right illustrates how building placements and massing along the campus frontage appeals more to vehicular movements, but functionally transitions to the internal commercial development in order to address multiple users and scales. Given the unique environment of the Northwest Sector, important natural features should not only be retained, but maximized to promote the appeal of the area. In particular, any future regional commercial campus should utilize these features to create a regional amenity that leverages the natural heritage of the area and attracts commercial activity. Specifically for the regional commercial focus area, open space amenities should seamlessly interact with and create synergy between the City’s Hike and Bike Trails Master Plan, the neighboring mixed-use opportunity area (focus area), and the regional veloweb. Figure 111 provides an example of this concept for which a regional natural feature serves as an extension of the commercial footprint and thus encourages activity rather than an inaccessible, yet preserved natural feature.



Figure 109  
Integrated natural amenities



Figure 110  
Integrated natural amenities into development



Figure 111  
Lee Park - Snyder's Union Connector at the Katy Trail  
Dallas, TX

## Illustrations of Principle 4:

### Create a Distinctive Sense of Place

The regional commercial character plan illustrates the need for appropriate transitions from the activity center core to future adjacent residential uses. Building heights, massing, juxtaposition, public spaces and view corridors should be used to help break up the intensity of development and functionally disperse the level of activity from the commercial center to surrounding, lower-impact developments. Figure 112 provides an example of this concept by using public space and building heights. As well, rooflines along the periphery of the development are pitched in nature, which helps to provide continuity from the residential uses to the commercial uses. Figures 114 and 115 show how public spaces can be embraced to encourage activity.



Figure 113  
Transitions from commercial core to less-intense uses



Figure 114  
Activate internal public spaces



Figure 112  
Example of a commercial center  
that transitions to residential  
*Castle Hills. Lewisville, TX*



Figure 115  
Example of integrated residential and internalized public space  
*Liberty Center. Cincinnati, OH*

# Value of the Vision





# SECTION 4: VALUE OF THE VISION

## The Value of the Vision

The value of the vision analysis (“value-add analysis”) is a test of the recommended place type planning principles in order to better understand the economic value that these principles could bring to the public and private sector in McKinney.

Below is a summary of the place type planning principles for each development type:

### Residential:

- Improve residential-commercial interaction in a conventional scenario
- Improve neighborhood patterns through diversified product and lot types
- Protect, integrate and/or maximize open space
- Improve walkability within and connectivity between neighborhoods

### Neighborhood Mixed-Use:

- Balanced and purposeful integration of mixed-use
- Incorporate multimodal connectivity
- Create defined places and quality spaces

### Regional Commercial:

- Create and support critical mass
- Protect and/or integrate natural features, resources and heritage
- Create a distinct sense of place
- Provide effective/efficient transportation network

## Purpose of the Analysis

It is universal that people appreciate quality developments with connectivity, increased landscaping, open space and amenities among other qualities. These principles exist in the highest quality neighborhoods, mixed-use developments and retail shopping centers, and can range from trail connections, quality materials, water features, quality merchandising, parks, or (on a larger scale) expansive golf courses. The quality of life for citizens is directly impacted by the quality of their environment.

However, beyond just visual and aesthetic benefits, these additional features can have significant economic benefits to the market and public sector, and should be seen as integral in the vitality of successful developments. While different people may place greater importance on certain elements, there is a universal measurement that can transcend abstract decision-making. The most effective metric which to measure value is change in property value. Change in property value is driven by “free market” decisions concerning where buyers choose to purchase, or in a residential sense - where homeowners choose to live.

As a result, all planning principles should be assessed on the direct impact that they will have on property values. In this sense, a local government is no different than any other enterprise – it should evaluate its decisions based upon financial sustainability. In this example, the City of McKinney should ensure that developments maximize principles that drive value and enhance quality of life for its residents. If measured by property value increase, this will have the greatest value on the fiscal health of the city and will also increase the return on investment (ROI) of the developer.



# Principle Process and Determination

## Residential Place Type Principles

Measuring the effectiveness of residential principles can be difficult due to the influence of multiple variables impacting property values. In a perfect model, you would hold constant the impact of all of the other major factors in determining the value of real estate, including size (front footage versus acreage), typology of residential, size and protection of natural areas, integration with commercial, proximity to major drivers, and the quality of the neighborhood. With these other factors held constant, it is possible to specifically isolate the value of proximity to open space. The impact of nearby open space can be inferred, however, by a comparison of the values of properties that are and are not close to preserved open space, assuming that the development contains an equal amount of amenities and other assets.

Open space can include public and private property. It can be active, passive, recreational, or non-recreational. This includes parks, golf courses, greenways and parkways, greenbelts and preserves, undeveloped natural land, forests, farmland, lakes, rivers, streams, and wetlands.

A report in 2001 studied over 3,200 transactions on impacts of open space that influence value on Dallas-based subdivisions. A majority of the findings focused on housing proximity to parks, which is parallel to part of the objectives in the principles for the Northwest Sector in McKinney. The study found that homes adjacent to parks receive an approximate price premium of 22% and that approximately 75% of the value associated with parks occur within 600' (Miller, 2001).



Figure 116  
Character Plan (Base)



Figure 117  
Character Plan (With Principles)



Using similar methodology, the residential character plan for the Northwest Sector was reviewed in order to evaluate the value of the open space principles.

The Character Plan was divided into nine areas and, for each area, the number lots by typology was determined (Figure 118). Each lot was coded by estate, low density, medium density, medium high density, and high density.

Using conservative pricing, larger estate lots were valued at \$475k, low density lots at \$400k, medium density lots at \$325k, medium high density lots at \$275k, and high density lots at \$225k (Figure 119). Since both character plans were compared with the same pricing tiers, any increases or decreases in product typology would affect the total net impact, but would not affect the percentage change between scenarios; meaning, the measured value of the principles would not be impacted.



Figure 118  
Character Plan (With Areas)

Product	Price Assumption
Estate	\$475,000
Low Density	\$400,000
Medium Density	\$325,000
Medium High Density	\$275,000
High Density	\$225,000

Table 119  
Lot Value Assumptions

Total Valuations: Residential Character Plan (Base)

Product	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Total
Estate	\$24 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$24 M
Low Density	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$69 M	\$0 M	\$13 M	\$82 M
Medium Density	\$0 M	\$55 M	\$0 M	\$0 M	\$98 M	\$0 M	\$0 M	\$22 M	\$175 M
Medium High Density	\$0 M	\$0 M	\$62 M	\$39.6 M	\$0 M	\$0 M	\$54 M	\$52 M	\$207.6 M
High Density	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M
<b>Total</b>	<b>\$24 M</b>	<b>\$55 M</b>	<b>\$62 M</b>	<b>\$39.6 M</b>	<b>\$98 M</b>	<b>\$69 M</b>	<b>\$54M</b>	<b>\$87 M</b>	<b>\$488.6 M</b>

Total Valuations: Residential Character Plan (With Principles)

Product	Area 1	Area 2	Area 3	Area 4	Area 5	Area 6	Area 7	Area 8	Total
Estate	\$24 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$24 M
Low Density	\$0 M	\$0 M	\$0 M	\$0 M	\$25 M	\$69 M	\$0 M	\$13 M	\$107 M
Medium Density	\$0 M	\$55 M	\$0 M	\$0 M	\$83 M	\$0 M	\$0 M	\$26 M	\$164 M
Medium High Density	\$0 M	\$0 M	\$67 M	\$40.1 M	\$15 M	\$0 M	\$69 M	\$53 M	\$244.1 M
High Density	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M	\$0 M
<b>Total</b>	<b>\$24 M</b>	<b>\$55 M</b>	<b>\$67 M</b>	<b>\$40.1 M</b>	<b>\$123 M</b>	<b>\$69 M</b>	<b>\$69 M</b>	<b>\$92 M</b>	<b>\$539.1 M</b>

<b>Value Added</b>	<b>\$0 M</b>	<b>\$0 M</b>	<b>\$5 M</b>	<b>\$0.5M</b>	<b>\$25 M</b>	<b>\$0 M</b>	<b>\$15 M</b>	<b>\$5 M</b>	<b>\$50.5 M</b>
--------------------	--------------	--------------	--------------	---------------	---------------	--------------	---------------	--------------	-----------------

*\*Area 7 does not account for loss of commercial*

*\*Area 9 not included in analysis*

For the purpose of this analysis, Catalyst used buffer zones around each open space element, in 100' increments, up to 800' (Figures 120 and 121). The Residential Character Plan (Base) shows the base plan overlaid with 100' open space buffer increments. There are also eight locations within the Residential Character Plan (With Principles) with premium open space elements.

Based upon this analysis, each open space amenity provided a minimum of \$5M in value. The total premium created for the collective open space elements is \$50.5M in value, or roughly 10 percent.

According to (Edward Moscovich, Ph. D., 2007) a study by Embrace Open Space, "after taking into account the impact of other key factors, residential single-family properties near identified open space are worth an average of \$16,750 more than those that are not." This study was based upon 1,536 open spaces and over 19,000 single-family residential transactions between January 2002 and March 2006. The study revealed that the greatest impact of open space was within 200' of the affected properties. In addition, properties adjacent to water experienced a \$111,000 premium and if within 200' of water experienced a \$61,000 premium.

Greenbelts and natural preserves have strong positive impacts on value. A study in Boulder showed an eight percent premium on home values near or adjacent to greenbelts. Studies show that houses with water amenities and lake frontage or views can have 25-30% premiums (Anton, 2005). A study in Central Indiana shows that homes near bikeways yield an average of \$3,731 more per household value (Center for Urban Policy and the Environment, 2005).



Figure 120  
Buffer Zones: Character Plan (Base)



Figure 121  
Buffer Zones: Character Plan (With Principles)



## Regional Commercial/ Neighborhood Mixed-use

*Though the identities and development intensities envisioned for the Regional Commercial and Neighborhood Mixed-use focus areas are significantly different from each other in terms of scale and footprint, the sense of place created by each can be universally valued through an anecdotal analysis of other mixed-use and commercial centers.*

The percentage of mixed-use suburban centers has increased dramatically since the 1990's. A large number of these centers were developed as a result of New Urbanism and Smart Growth initiatives. Mixed-use/commercial centers are emerging in both outer ring suburbs, such as Southlake Town Square and in first-ring suburbs with aging retail or no traditional downtown core. Many mixed-use elements are also being integrated into older downtowns where the existing framework is strong, but the value in redevelopment is not as strong due to the physical obsolescence of the space. This new development can revive the gravity of downtowns and eventually catalyze redevelopment of the older buildings as well. This is evident in cities such as Roanoke, Lancaster and McKinney, Texas. A 2007 survey of the 130 largest metropolitan areas in the United States found that there are as many "walkable urban places" in the suburbs as in principle cities (Leinberger, 2007).

In order to help evaluate the impact of mixed-use/commercial centers, the impact of retail performance of mixed-use centers compared to traditional

centers was examined. The results will help to determine how creating a sense of place can affect market performance. The most effective metric for evaluation of retail performance would be gross sales comparative to other non-mixed/commercial use centers. For multi-family, office and retail performance, effective rental rates of traditional units to those within mixed-use environments can be evaluated. In addition reviewing capitalization rates (the net operating income divided by the sales price of the property) of mixed-use centers versus traditional centers could be compared.

As the City of McKinney continues to guide the best development guidelines for the future of McKinney and explore increased density, concentrated development, multifamily housing, multi-modal connections, and well-planned commercial areas, it is useful to measure whether these principles create greater economic value to the public sector, occupants, and developers.

According to a report at Columbia University, mixed-use/commercial campuses are more likely to have stronger and more positive impacts on property values where they are increasingly diverse in terms of use, higher aesthetic quality, and located within the context of a master planned physical environment (Loehr, 2014).

According to a recent study by Brookings, capitalization rates are lower in places that qualify

as walkable urban places than in those that do not and the underlying value of real estate assets in walkable places is higher, facilitating private market financing. The Brookings research in Washington D.C. also revealed on average, retail and office space in walkable urban places have a 43.3 percent premium per square foot valuation (Leinberger, 2014).

The Brookings report also indicated that places with higher walkability (mixed-use) perform better commercially. Mixed-use, on average, commands \$8.88/sq. ft. per year more in office rents and \$6.92/sq. ft. per year higher retail rents, and generates 80 percent more in retail sales as compared to the place with fair walkability, holding household income levels constant.

Places with higher walkability have higher housing values. For example, a place with good walkability, on average, commands \$301.76 per month more in residential rents and has for-sale residential property values of \$81.54/sq. ft. more relative to the place with fair walkability, holding household income levels constant (Leinberger, 2014).

For the purpose of this analysis, performance of several mixed-use centers was reviewed, compared to the market averages near the mixed-use centers in order to gauge performance from one location to another. The market average for each region was defined as retail developments located within 3 miles of a mixed-use development. Mixed-use/commercial centers included in the analysis were Watters Creek in Allen, Texas; Shops at Legacy in Plano, Texas; Shops at Highland Park in Highland Village, Texas; and Highland Park Village in Dallas, Texas.

Each of the mixed-use centers analyzed command substantially higher rents than their regional average. Average rents at Watters Creek were 159% higher than the regional average, at \$26.38 per square foot compared to \$16.06. Highland Park Village commands the highest rents in Dallas, in excess of \$125 per square foot, while other retail centers in the region command rents of \$27.62. Rental rates at the Shops of Legacy are 154% higher than the regional average, at \$24.80 per square foot in comparison to \$16.06

Regional Average		Mixed Use/Commercial Campus		Value Add Analysis			
Location	PSF	Location	PSF	Mixed Use Premium		Capitalization Rate	Value Premium
				PSF	%		PSF
City of Allen, TX (3mi)	\$16.60	Watters Creek	\$26.38	\$9.78	159%	2.00%	\$489
Highland Park, TX (3mi)	\$27.62	Highland Park Village	\$125.00	\$97.38	353%	N/A	* Sold for 675/SF
Highland Village, TX (3 mi)	\$19.16	Shops at Highland Village	\$19.38	\$0.22	1%	0.10%	\$220
Plano, TX (3 mi)	\$16.06	Shops at Legacy	\$24.80	\$8.74	154%	N/A	

\*PSF: Per Square Foot

per square foot for the regional average. Highland Park Village had the smallest impact on rental rates compared to the other mixed-use developments in this analysis. The rental rates were only 1% higher (\$0.22) than the regional average.

Each of the mixed-use centers also had higher capitalization rates, or higher market values (The capitalization rate is the return on investment divided by the value of the land). In order to examine the impact of mixed-use developments on the value of land, the difference between the rents per square foot was divided by the difference between the capitalization rate to calculate the value premium per square foot of a mixed-use development. The capitalization rate for Watters Creek was 2.0% higher (200 basis points)

than the region. After accounting for the difference in the rental rates and the capitalization rates, the mixed-use development at Watters Creek creates a \$489 per square foot increase in value compared to traditional retail in the region. Comparably, the shops at Highland Village have a capitalization rate 1% higher than other retail in the region, which creates a value add of \$220 per square foot.



# Implementation



# SECTION 5: IMPLEMENTATION

The Northwest Sector is one of the largest remaining undeveloped areas of the City. It is substantially comprised of land located in the extraterritorial jurisdiction (ETJ) and has frontage on two major regional highways (U.S. Highway 380 and U.S. Highway 75), therefore it is the logical location for the next wave of widespread growth and development in McKinney. The key to achieving quality growth will be the City’s ability to catalyze and support orderly development. But orderly development alone is not sufficient.

Early in this initiative, the project team engaged the community, key landowners, regional developers, and the City Council and learned that each stakeholder group shared the common goal of quality development that respects the natural landscape of the sector. The exciting result of this early engagement process was the alignment of both community preferences and market preferences; something that is sometimes difficult to achieve. This common desire led to the development of the Sector Wide Framework, Sub-Area Priorities and Place Type Planning Principles described in this report.

However, these vision elements will remain just planning report fodder unless an implementation approach is initiated that marries the City’s capacity to invest in key infrastructure with its ability to allow for quality development that is predictable and credible for the market. The three critical means to make this feasible are:

1. An Annexation Strategy that benefits both the city and property owners
2. A set of regulatory tools that offer synergies between the planning vision and market flexibility
3. Public investments in key infrastructure to catalyze private investment

The Northwest Sector Study Initiative has set forth a strong, market-based vision for the Northwest Sector of McKinney. The three implementation elements noted above, along with market acceptance and continued stakeholder buy-in will be critical for the realization of that vision. They should be viewed as a multilateral approach, with each element being interdependent and complementary to the others.



**Specifically, implementation elements should be evaluated based on the following merits:**

**Annexation as a meaningful tool to bring together the City and Property Owner Interests**

Texas law and local policy for annexation is nuanced. That nuance provides an opportunity for the City to engage select landowners to offer an approach for orderly and quality growth/development as envisioned by both the market and community through the Northwest Sector Initiative. In some instances annexations can be viewed negatively; in this case, it should be seen as a means to initiate and negotiate the realization of a shared vision so that core interests are maintained from both the public and private perspectives. Simply stated, a focused annexation strategy can support intentional growth patterns that allow the City to proactively program investments in infrastructure and services. A focused annexation strategy also offers a level of predictability to the market. It also offers property owners a level of protection from less desirable uses and development patterns that may otherwise be permitted nearby or within the ETJ.

**Synergize the planning vision and market flexibility through a set of complementary regulatory tools**

The ability to successfully negotiate and activate orderly and quality development will require the refinement of the City’s regulatory tools (Zoning Ordinance, Subdivision Ordinance, Street Design Manual, Stormwater Ordinance, etc.) so that the Place Type Principles, market opportunities, natural beauty, and private investment expectations can be aligned into a unified regulatory system. A number of different approaches should be explored to accomplish this alignment. These different approaches should be tested through a series of stakeholder engagements and potential ‘real-world’ applications, if possible, before any technical tools are finalized and adopted.

This market-sensitive approach will ensure that both the intended and unintended consequences of any new regulatory tools are well understood. This will enable the Northwest Sector Initiative to effectively

bring together a supported annexation strategy and regulatory environment so that long term public and private investments can be realized within the vision of this initiative. ***The power of leveraging focused annexations with a set of complementary regulatory tools will be the City’s ability to respond to opportunities when the market is ripe for quality development.***

**Public investment in key infrastructure to unlock desirable growth patterns and opportunities**

Some key public investments in the near term do make sense, however. Namely, four critically located bridges have the potential to unlock near-term desirable growth patterns and activities.

Figure 122 is meant to serve as a visual representation of the levels of development that currently exist within the City of McKinney and its ETJ by showing the density of physical addresses. The map also shows the location of significant creeks and streams, and their related floodplains. It is evident that areas of the City which have access to an interconnected roadway network and are not impacted by major floodways are more thoroughly developed than areas without similar opportunities. While the streams and floodplains that exist within the Northwest Sector present great opportunities for high-quality, unique developments, they also pose a significant hindrance to logical growth patterns. Typically, development would radiate out from pockets of density in an undeviating manner but, due to the varying topography and strong natural features that are present throughout the Northwest Sector, development has (thus far) not been consistent and has begun to concentrate around areas which are not impacted by floodplains and have access to roadways with significant vehicular capacity. “Growth by convenience” such as this does not necessarily result in the most efficient or desirable development patterns or allocation of city resources.

In that regard, the four points identified on the map represent locations where floodplains and inconsistent

roadway networks converge to serve as significant obstacles to logical, healthy development patterns. The roadways that are ultimately constructed in these locations will require bridge structures, which add significant costs that are typically too much for the development community to bear on its own. Though the provision of infrastructure will invariably be a recurring challenge in the Northwest Sector, ***these four bridges should be seen as the “floodgate” to unlocking the next wave of growth and development in McKinney; and their locations and proposed design offer both connectivity and gateway potential.***

Partnership between the City of McKinney and the development community will be paramount in getting

these bridges constructed. Understanding the benefit of these public-private partnerships will help to break out of the cycle where the private sector waits for public participation, and the public sector waits for initial private investment. This dynamic results in a stalemate which can be a hindrance to widespread, high quality development.

While offering to unlock development opportunities, these bridges are also poised to serve as meaningful gateways into the sector and should be used as landmark locations rather than basic floodplain crossings. With gateway bridge crossings, the City can elevate the baseline expectation of quality from future development in the area.

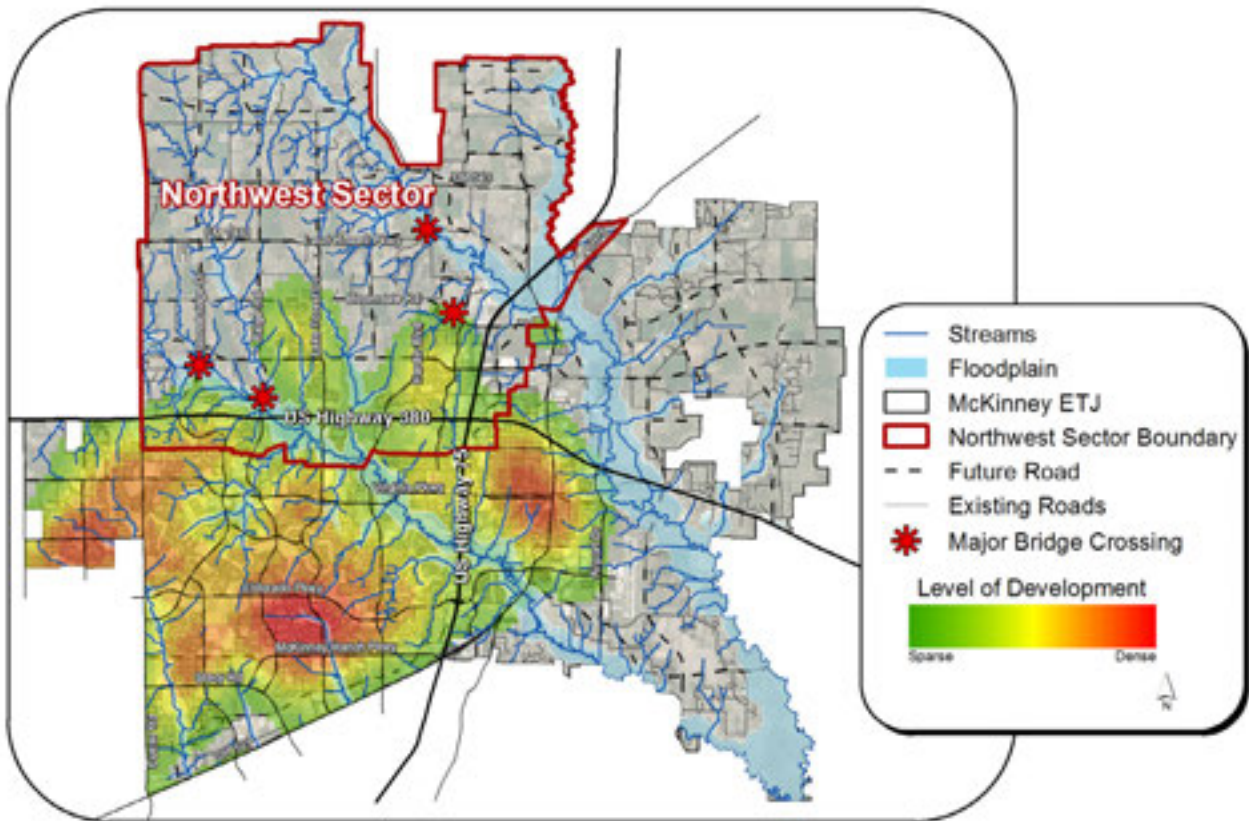


Figure 122  
Major Bridge Crossings in the Northwest Sector

Given the importance of these bridges to the Northwest Sector, recognizing the potential construction costs is one of the driving forces for understanding the investment implications to the public and private sector. Without this understanding, funding prioritization and the allocation of limited resources is impractical to evaluate. As such, Figure 126 presents a summary of the preliminary professional construction costs associated with bridge construction in these locations. For the purposes of this exercise, costs have been prepared based on two bridge character types: a “standard” floodplain crossing, similar to the TxDOT bridges typical throughout the metroplex, and a “gateway” bridge that would include enhanced design features that create a landmark appeal.



Figure 123  
Example of a basic bridge: Hardin Bridge  
McKinney, TX



Figure 124  
Example of a gateway bridge: Witt Road Bridge  
Little Elm, TX



Figure 125  
Detail Elements of the Witt Road Bridge  
Little Elm, TX

Bridge Name	Bridge Length (LF)*	Basic Bridge		Gateway Bridge	
		Deck Size (SF)	Estimated Total Cost (\$)	Deck Size (SF)	Estimated Total Cost (\$)
Stonebridge Drive	563	56,300	\$6,168,642	63,056	\$7,721,883
Ridge Road	367	36,700	\$4,033,898	41,104	\$5,042,613
Bloomdale Road	800	80,000	\$8,745,490	89,600	\$10,941,790
Laud Howell/543 Connector	930	93,000	\$10,177,020	104,160	\$12,717,975

\* Bridge length assumes that bridge structure spans one-third the length of the floodplain (where floodplain exists)

Figure 126  
Preliminary Professional Construction Costs



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GATEWAY PLANNING  
CONSULTING & ENGINEERING

**PARSONS  
BRINCKERHOFF**

# Appendix A

## Preliminary Study Area Analysis





# Northwest Sector Plan Study

## Study Area Analysis

Prepared for



Prepared by

**PARSONS  
BRINCKERHOFF**

**GATEWAY PLANNING**  
A VIALTA GROUP PARTNER

October 21, 2013

# Agenda

- Introductions
- Goals for Today
- Discussion of Analysis
- Summary Discussion of Analysis
- Lunch (Discussion on Annexation Policy)
- Strategy and Stakeholder Outreach/Public Involvement



# Introduction

- City of McKinney Staff
- Parsons Brinckerhoff
- Gateway Planning

# Goals for Today

- Confirm Analysis
- Determine Potentially Catalytic Areas
- Confirm Goals for upcoming Stakeholder Outreach/Public Involvement

# Analysis Discussion

- Introduction of working draft document



# Discussion of Analysis

## Biophysical and Socioeconomics

### Study Area Overview

#### Size

- City of McKinney - 62 square miles
- Northwest Sector - 39 square miles
- Northwest Sector represents 62% of ETJ lands in McKinney

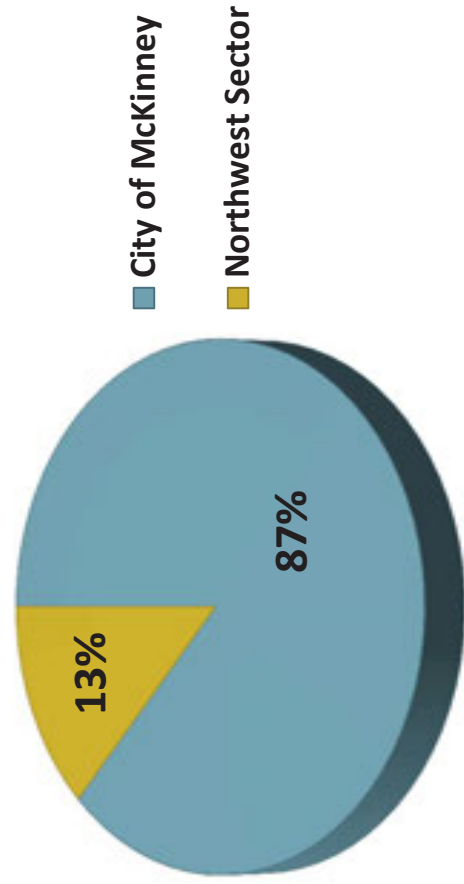
# Discussion of Analysis

## Biophysical and Socioeconomics

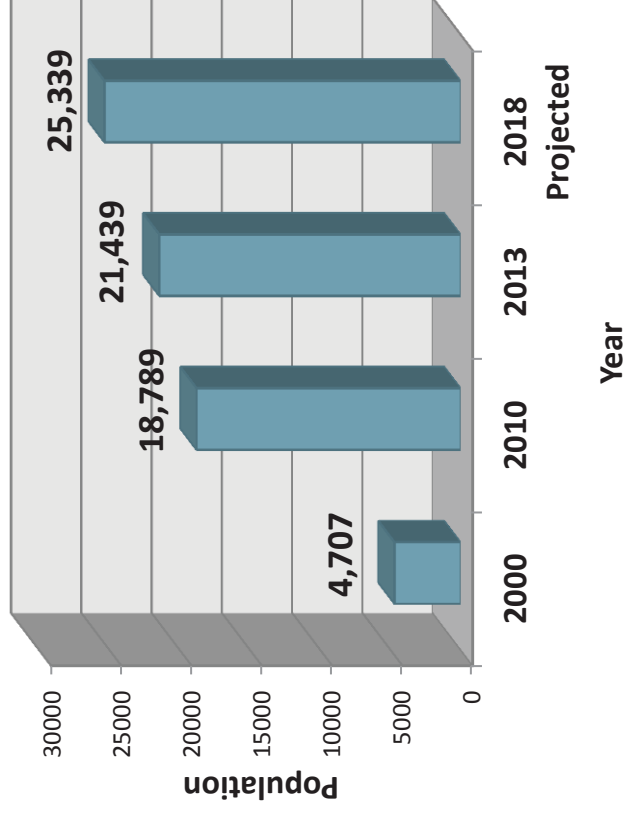
### ■ Study Area Overview

#### Population of McKinney

2013 - 143,223



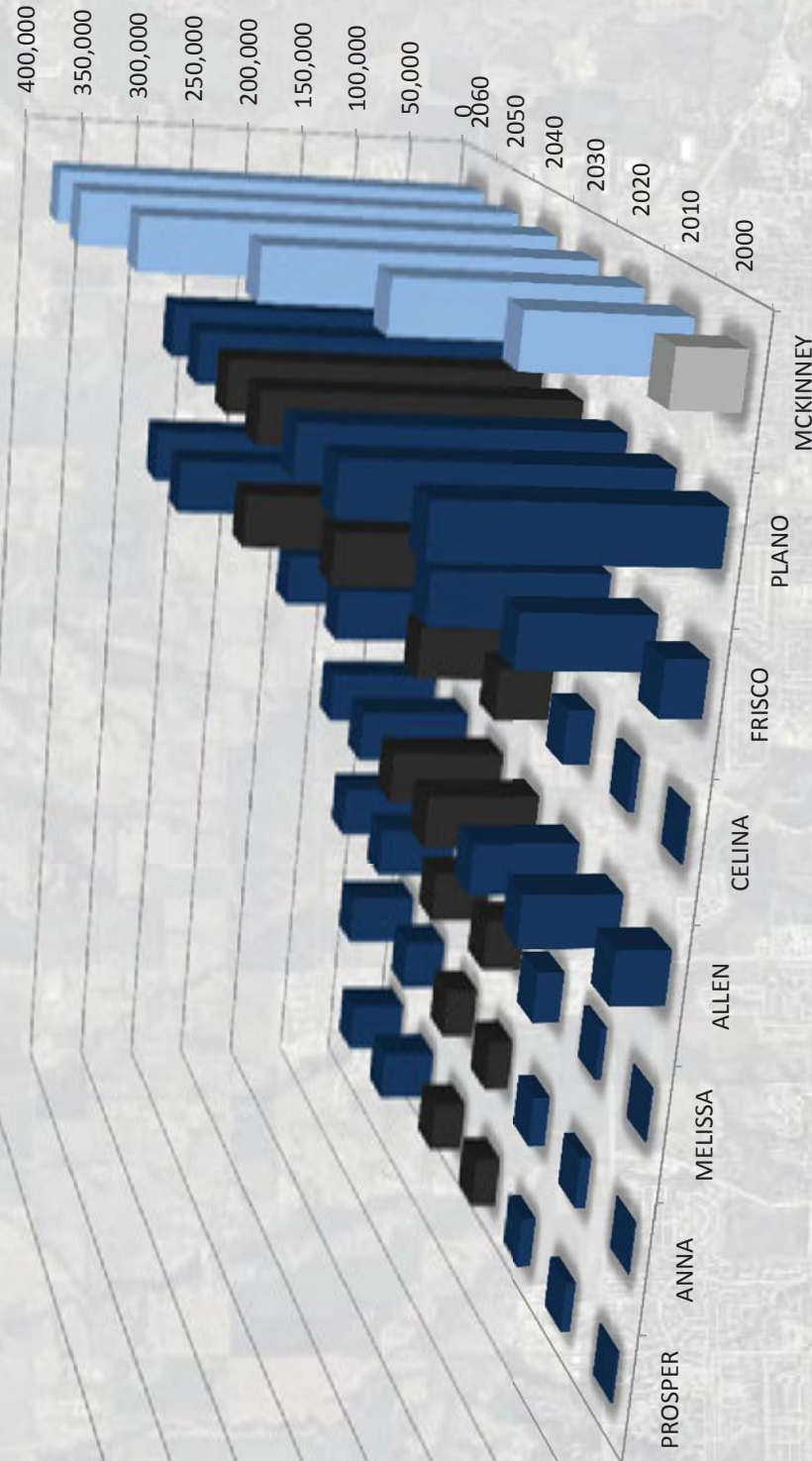
#### Growth of Northwest Sector



# Demographic Trends

## Population Growth

Population Growth by City 2000 - 2060





# Demographic Trends

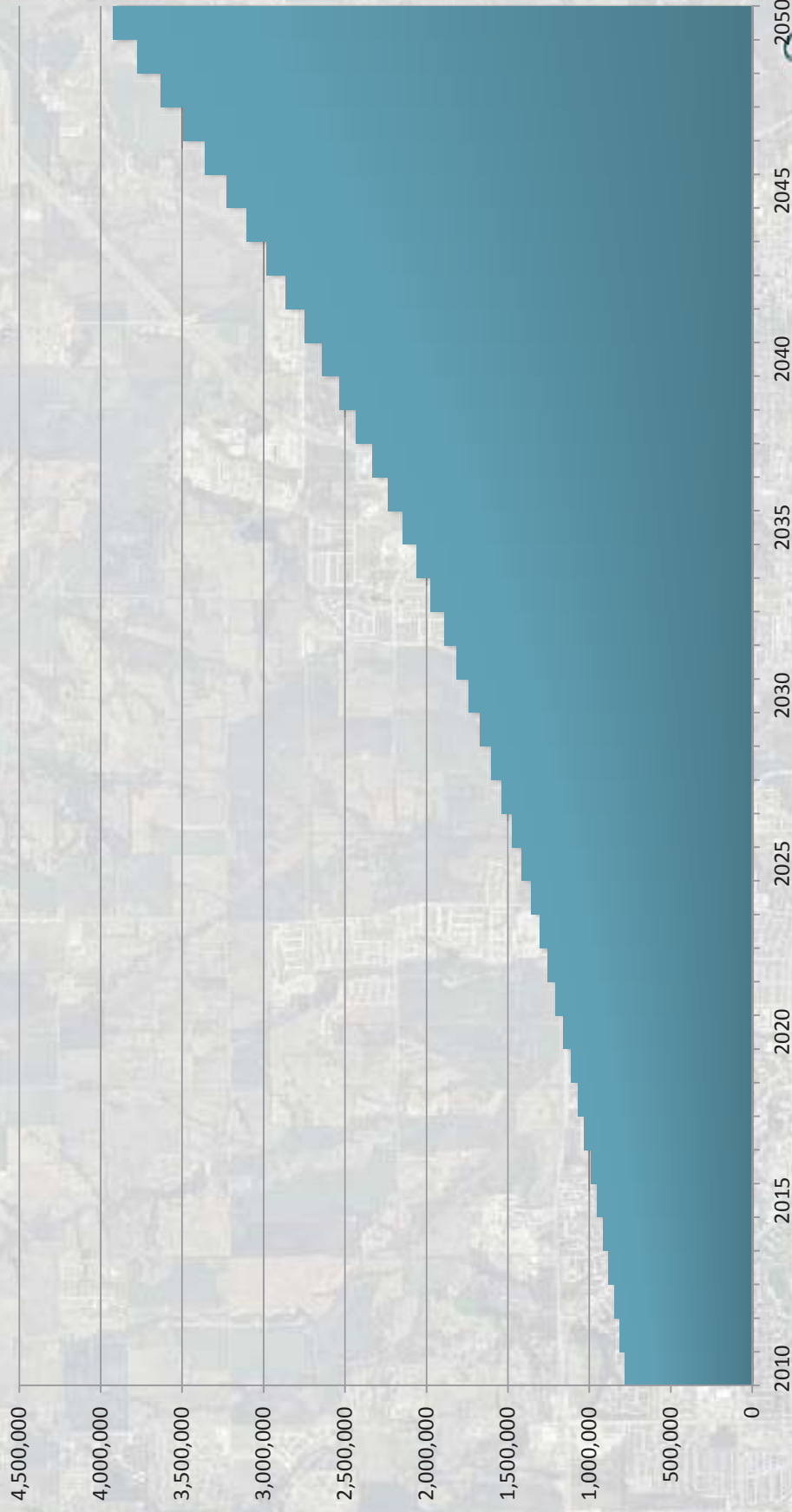
## Population Growth

- Collin County population projected to increase 400% over the next 40 years
- The City of McKinney will experience the largest portion of this growth
- The City of McKinney population will expand to 275,000 by 2030 (surpassing the population of Plano) and will over double in by 2040.

# Demographic Trends

## Population Growth

### Collin County Population Growth Projections



# Discussion of Analysis

## Biophysical and Socioeconomics

### Study Area Overview

#### Population

- City of McKinney 2013 population 143,223, 2010 was 131,117
- NW Sector population 2013- 21,439, 2010 -18,789 (15% of city )

#### Median Household Income – 2010 \*

- City of McKinney - \$81, 256 (increase of 34% from 2000)

#### Households

- City of McKinney: 46,795
- Northwest Sector: 6,690

\* Census Tract and Block Group Data



# Analysis Discussion

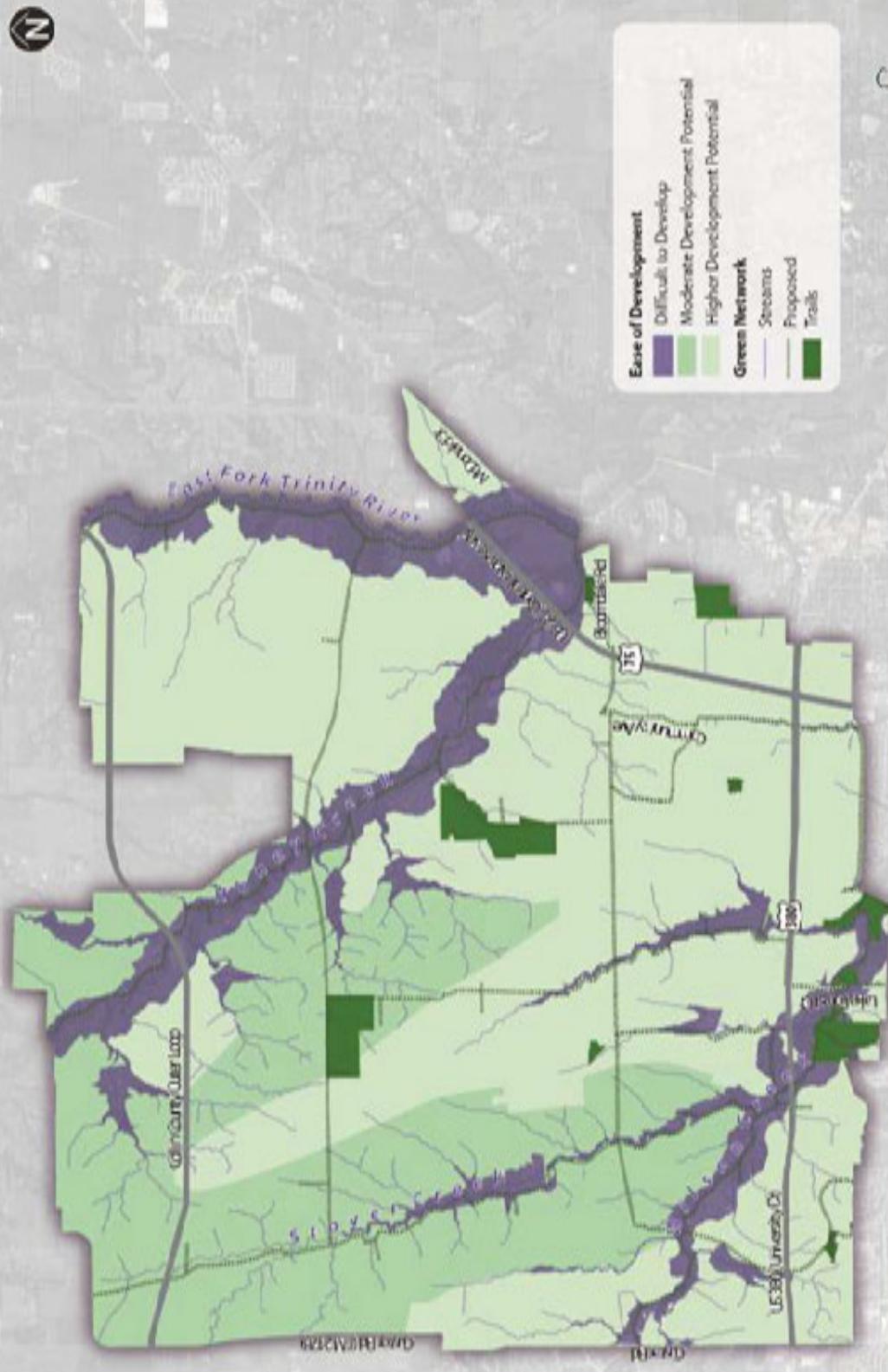
## Biophysical and Socioeconomics

Findings of analysis grouped into four issues categories

- Natural Resources Assessment
- Land Use Assessment
- Infrastructure Assessment
- Market Analysis

# NW SECTOR STUDY AREA: Green Network Map

OCTOBER 21, 2013





# Analysis Discussion

## Natural Resources Assessment

### Overview of Analysis

- Four major drainages contribute to pattern of development
- Existing County and municipal park system
- Proposed trail corridors

### Assumptions

- Preserve floodplains, major drainages and natural features and habitat
- Natural features inform areas suitable for development



# Analysis Discussion

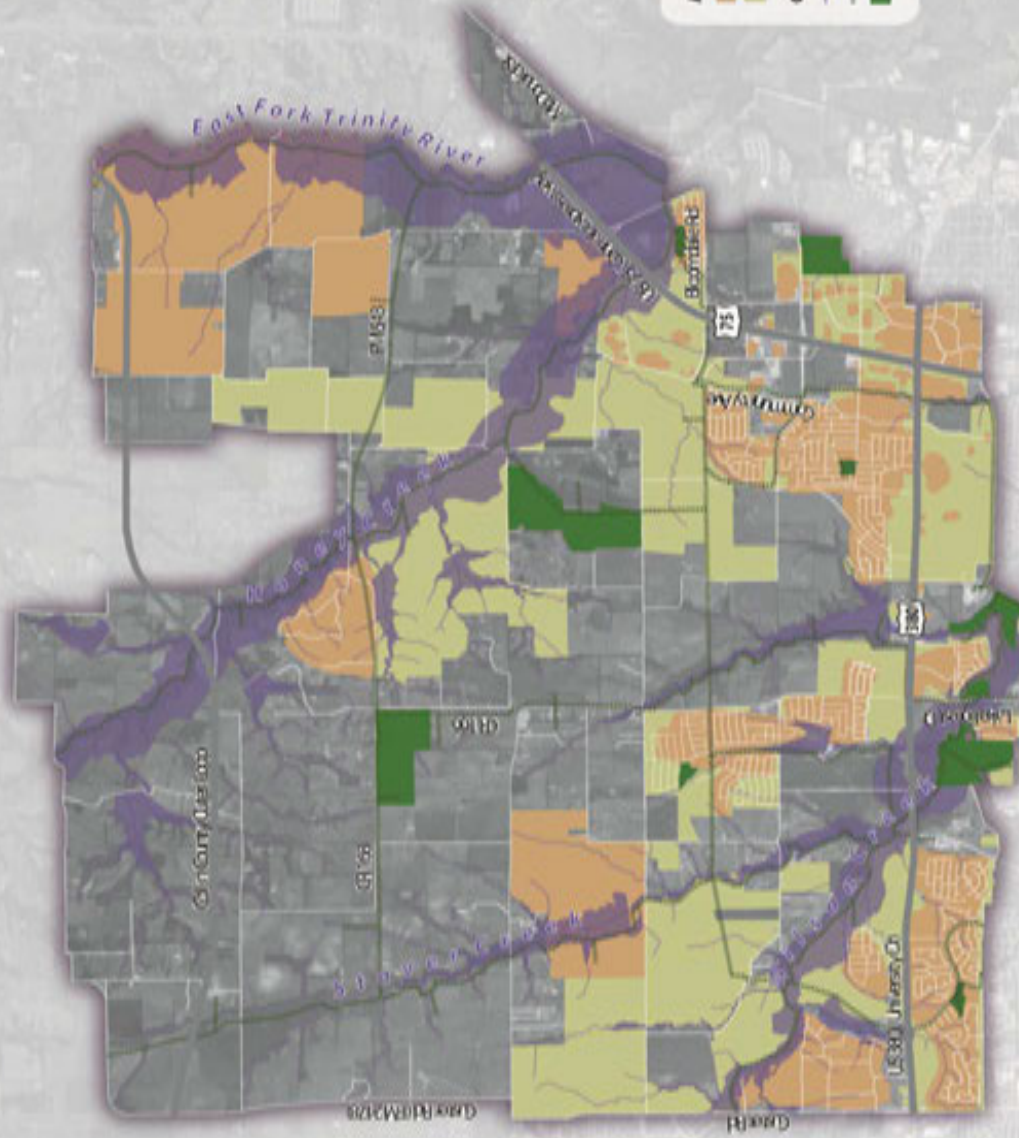
## Natural Resources Assessment

### Observations

- Green network presents a framework for future development patterns
- Green network creates a hierarchy of developable lands
- Green network provides open space and trail amenities for future development
- Development in the floodplain should be minimized to avoid unnecessary infrastructure and engineering costs.
- Site layouts in some of the PDs accommodate the green infrastructure

# NW SECTOR STUDY AREA: Enfilled Lands Map

OCTOBER 21, 2013



**Areas of Current Development Interest**

- Developed Areas
- Planned Developments

**Green Network**

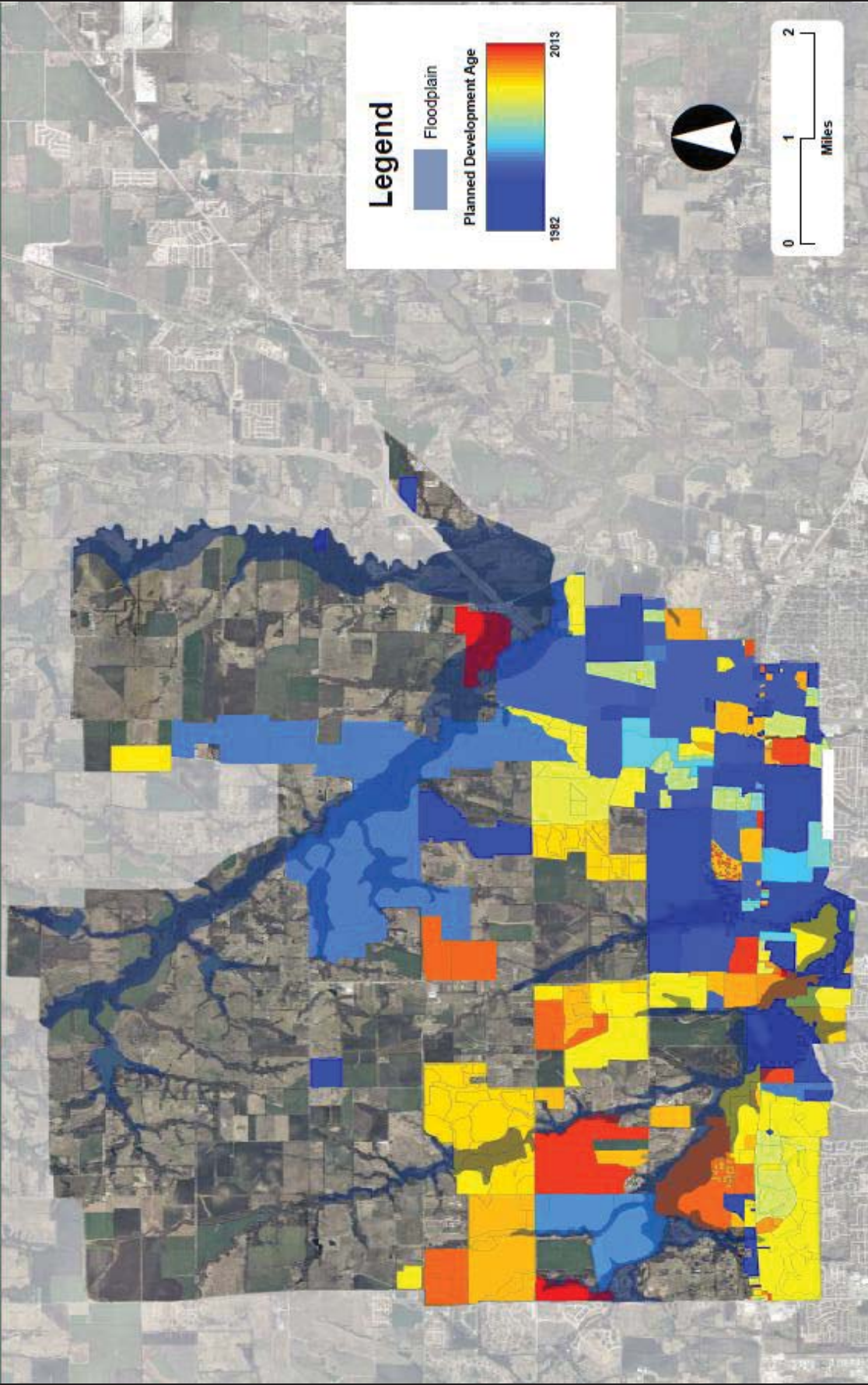
- Streams
- Proposed Trails
- Parks





# NW Sector Study Area: Planned Development Age

OCTOBER 17, 2013





# Analysis Discussion

## Land Use

### Overview of Analysis

- The majority of the study area is undeveloped but is designated on the Future Land Use Map as primarily suburban mix.
- There are no target densities for residential development under the Comprehensive Plan, but it generally defaults to the densities within the different residential zoning districts (which is approximately 3 – 3.5 dwelling units/acre).
- Most of these PD districts include large parcels (over 200 acres) designated as suburban residential development. Single-family residential is the prevalent land use with small tracts set aside for retail or commercial development at key intersections.
- Each PD shows varying levels of detail with respect land use, connectivity, development standards and concept plan layout.

# Analysis Discussion

## Land Use

### Assumptions

- The existing PD structure may offer flexibility to the developer but may also result in uncertainty to both the City and the general development community in terms of overall community outcomes and planning for infrastructure.
- The PD process can also create uncertainty for the developer since it limits a developer's ability to modify the current entitlement based on changing market conditions.
- Approval of future projects should be evaluate for consistency with the 2004 Comprehensive Plan components (urban design elements, open space, transportation, water and wastewater etc., etc.).
- There are less than five parcels which have been recently approved as PDs or Development Projects, the majority of development has been prior to 2004.



# Analysis Discussion

## Land Use

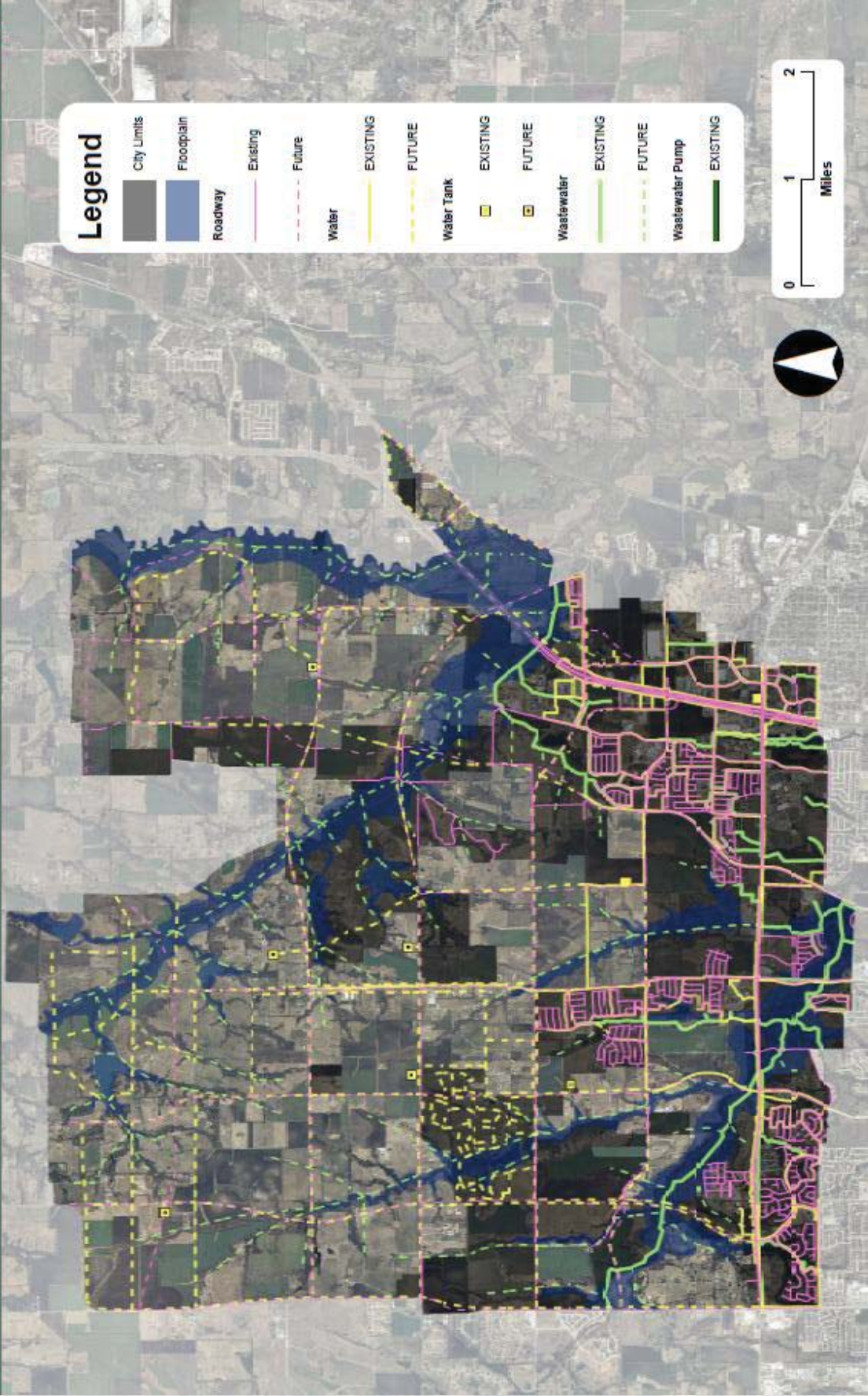
### Observations

- It is difficult to evaluate whether the existing development patterns combined with the future patterns per the existing PDs create a development pattern that is consistent with the future land use plan and associated policies.
- The lack of detail within the PDs may pose a challenge to both the City and the development community at large with respect to indentifying and prioritizing needed infrastructure in order to promote a consistent level of quality development. Several PDs appear to function as placeholders with potential for future development based on location and interest of the specific property owner/stakeholder.
- Stand alone development projects can serve as catalyst to a greater area.
- The value of annexation is unknown.
- Annexation has resulted in a pattern of disconnected areas.



# NW Sector Study: Existing and Future Infrastructure

OCTOBER 18, 2013





# Analysis Discussion

## Infrastructure

### Overview of Analysis

- US 380 and US 75 are major trunk systems that serve the Northwest Sector.
- Road improvements were recently finished on US 380 (include widening/turn lanes)
- The proposed Collin County Outer loop will serve as a major east/west regional corridor.
- There is no road hierarchy for the County Roads in the sector.
- The McKinney Master Thoroughfare Plan (MTP) follows a grid pattern which promotes the crossing of floodplains.
- The existing water and wastewater infrastructure is located within roads alignments, extending into the existing subdivisions.
- As a current state of practice, the City of McKinney provides services to property within the city limits.

# Analysis Discussion

## Infrastructure

### Assumptions

- Areas located far away from existing infrastructure will be costly to develop.
- Future growth and approval of PDs and development agreements should be concentrated in easily serviceable areas located nearby existing infrastructure.
- Aligning roads and infrastructure adjacent to the floodplain will minimize infrastructure costs and development costs for both land developers and the City.
- CIP projects which present development opportunities include roadway improvements to Custer Road, Lake Forest Drive, and FM 543.
- No known improvements to US 75 or US 380.



# Analysis Discussion

## Infrastructure

### Observations

- An access management plan should be created to optimize future development along US 75 and US 380.
- The area south of CR 123 between Custer Rd and Lake Forest is a well serviced area ready for development.
- The area north of CR 123 does not have a connection to municipal services and development in this area should be of lower priority.
- The PD's have created a scenario that makes it difficult to plan for infrastructure needs in this sector (unknown timeline for development).

# Analysis Discussion

## Market Analysis

- Analyze demographic and economic trends to inform the NWWQ development strategy.
- Estimate the potential demand for residential and multifamily housing.
- Examine recent trends in inventory, vacancy, and absorption for office and industrial real estate in DFW and the North Dallas Submarkets.
- Identify the potential for retail in the NWWQ



# Analysis Discussion

## Executive Summary

- DFW is one of the fastest growing economies in the nation and expected to create over 281,000 jobs by 2020
- The population of Collin County is projected to increase 400% by 2050, and the largest proportion of this growth will occur in the City of McKinney
- The NWQ annual residential demand is projected between 800 to 1,200 units for values greater than \$200,000, and there is potential to absorb 350 to 600 multifamily units, annually
- Currently, there is sufficient unmet demand to potentially support 240,000 SF of retail
- Projected annual net absorption of 300,000 SF of office for the Allen / McKinney Submarket
- The warehouse vacancy rate in the Allen/McKinney submarket is 21.8%, three times higher than the overall market average.
- Positive annual net absorption of 13,000 SF of flex industrial is projected for the Allen/McKinney submarket
- Expansion of the Collin County Regional Airport may support strong growth in the industrial market.

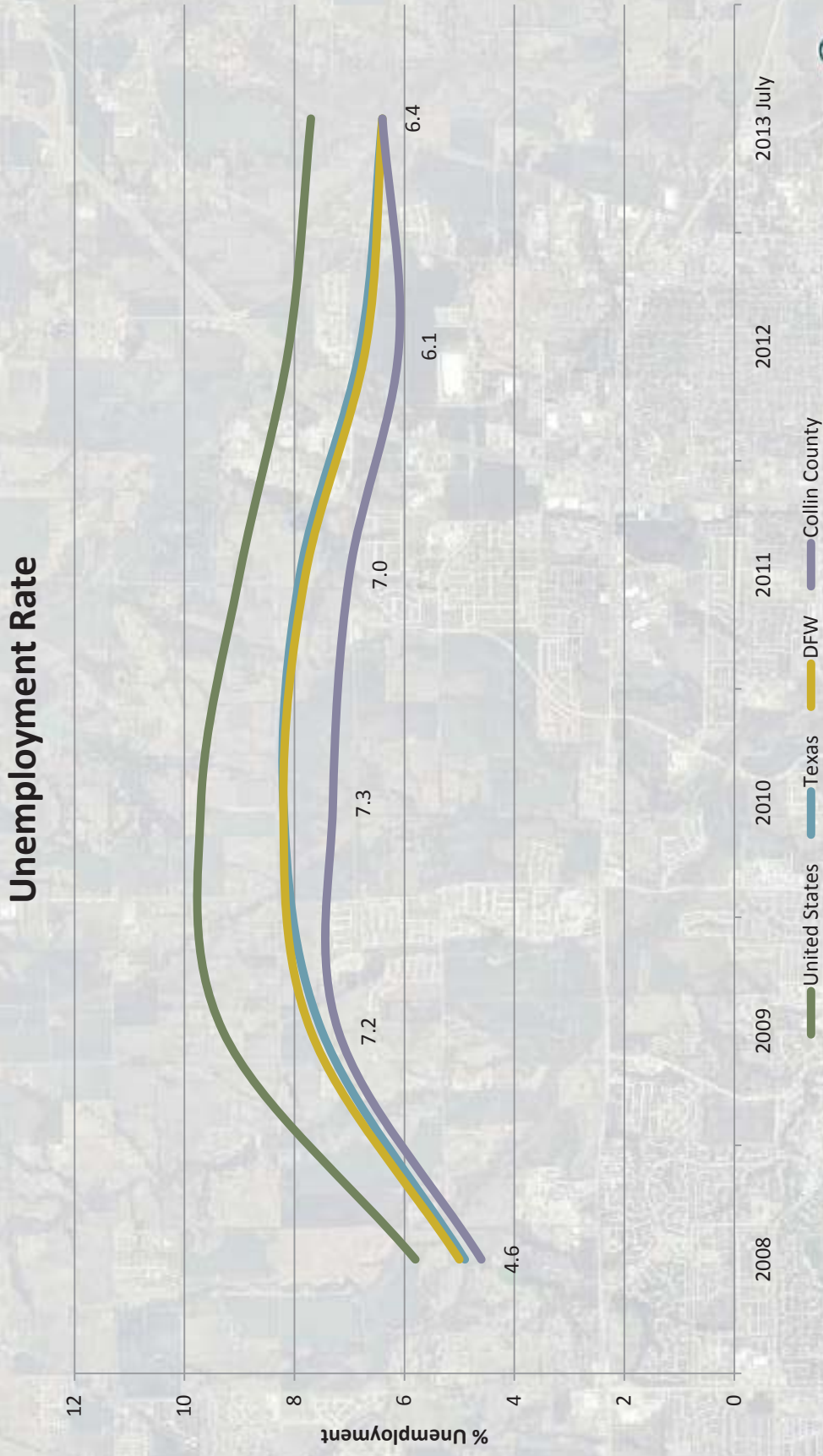


# Employment Trends

- Texas led the economic recovery and is expected to see the fastest job growth in the nation
- Fueled by both public and private growth the state unemployment rate decreased from 8% to 6.4% since 2011
- Job growth in DFW is projected to increase 18% (the creation of 281,000 jobs) by 2020

# Employment Trends

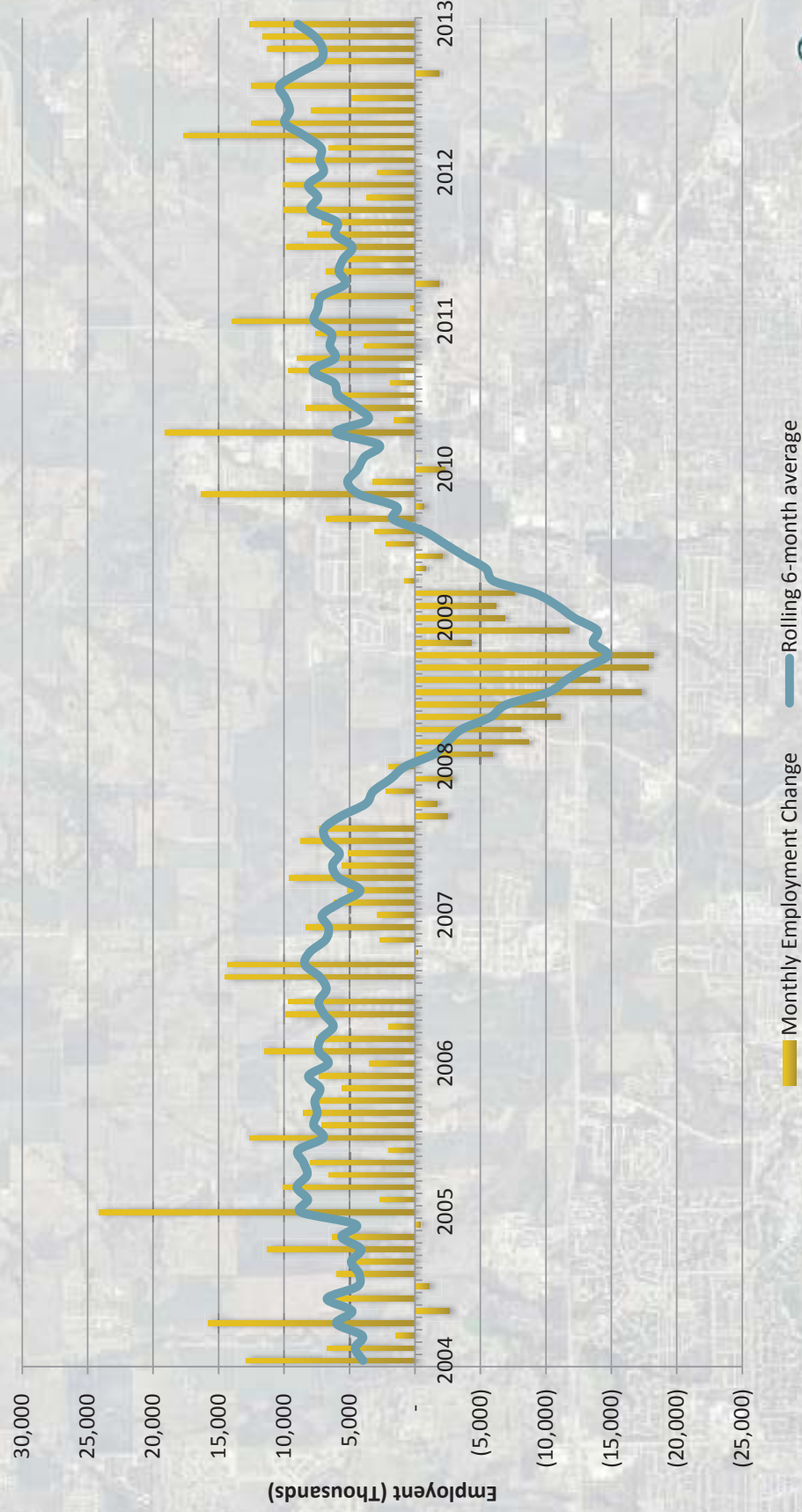
## National, State, and Metro



# Employment Trends

## DFW

### DFW Metropolitan Employment Change

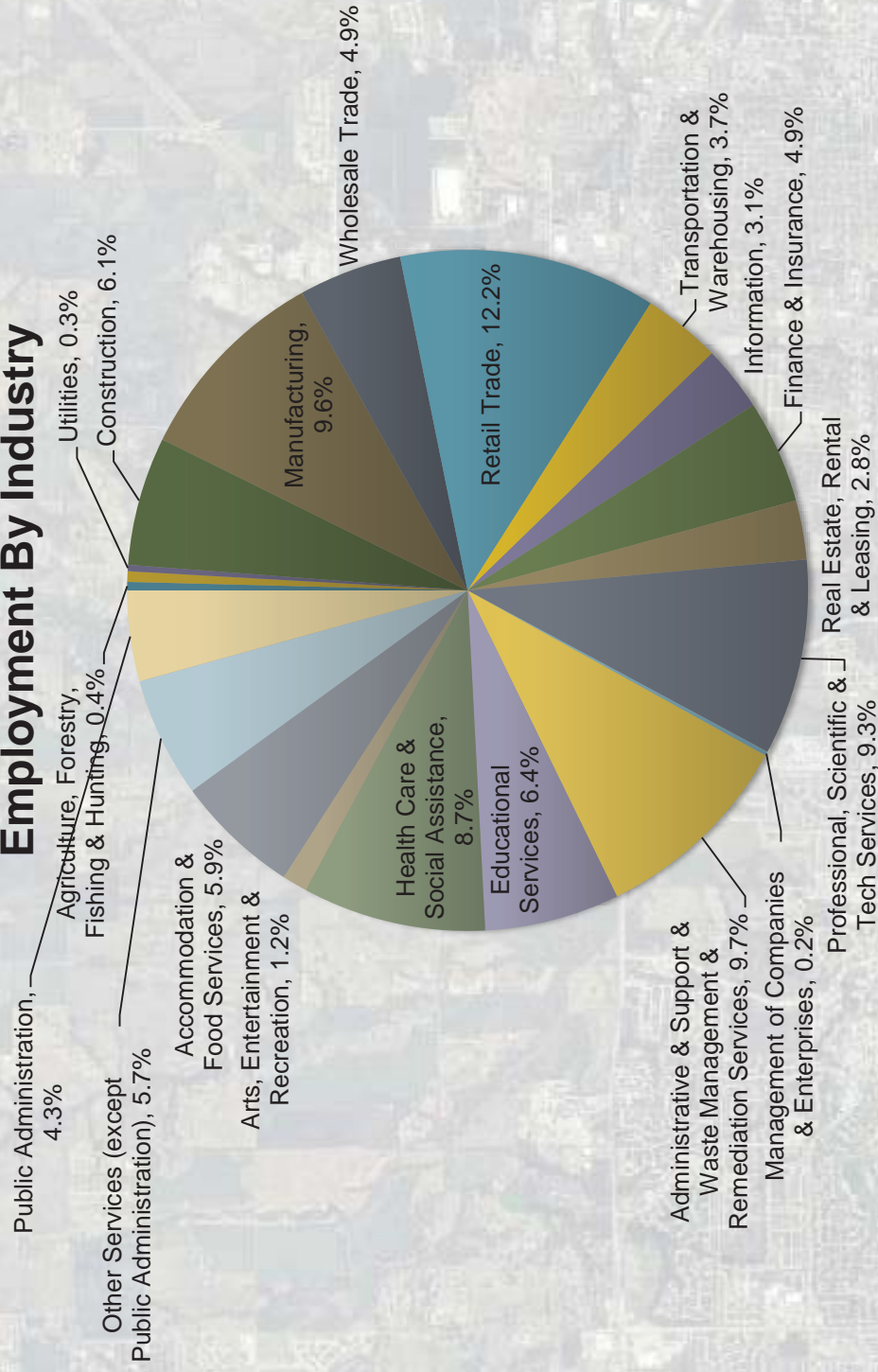




# Employment

## DFW

### DFW Employment By Industry



# Housing Trends

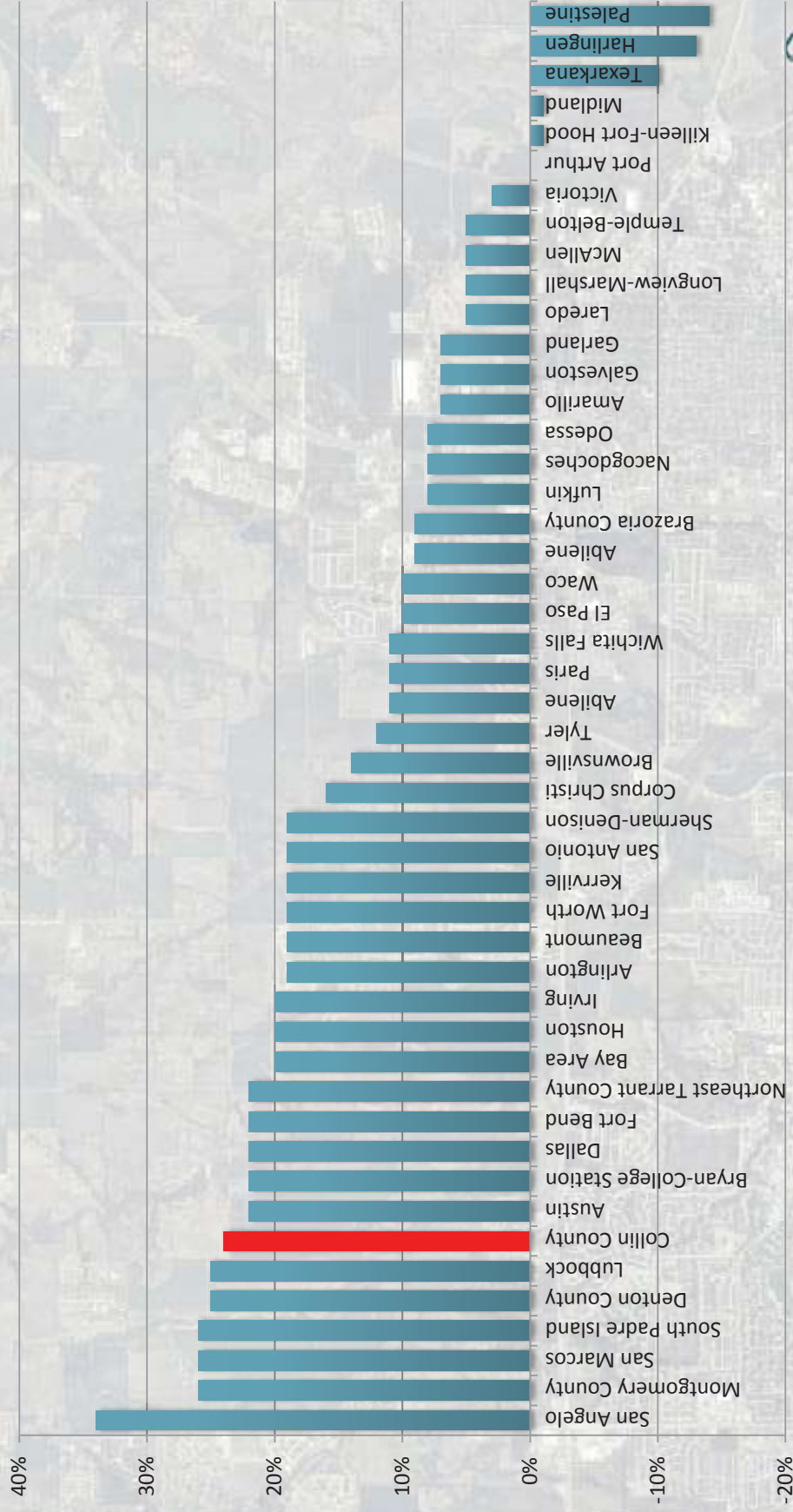
## Single Family Residential

- Collin County is one of the strongest housing markets with over 25% increase in sales year to date
- In 2013, county home sales and average prices surged past the prior 2006 peak
- Of the total current housing stock in McKinney; 57% is valued greater than \$200,000, 23% is valued greater than \$300,000.
- The largest growth in housing stock for the City and NWQ is projected for homes valued greater than \$200,000
- The annual residential demand is projected between 1,200 to 1,800 units across all home values, and 800 to 1,200 units for values greater than \$200,000

# Housing Trends

## Single Family Residential

Percent Change in Home Sales - 2013 YTD

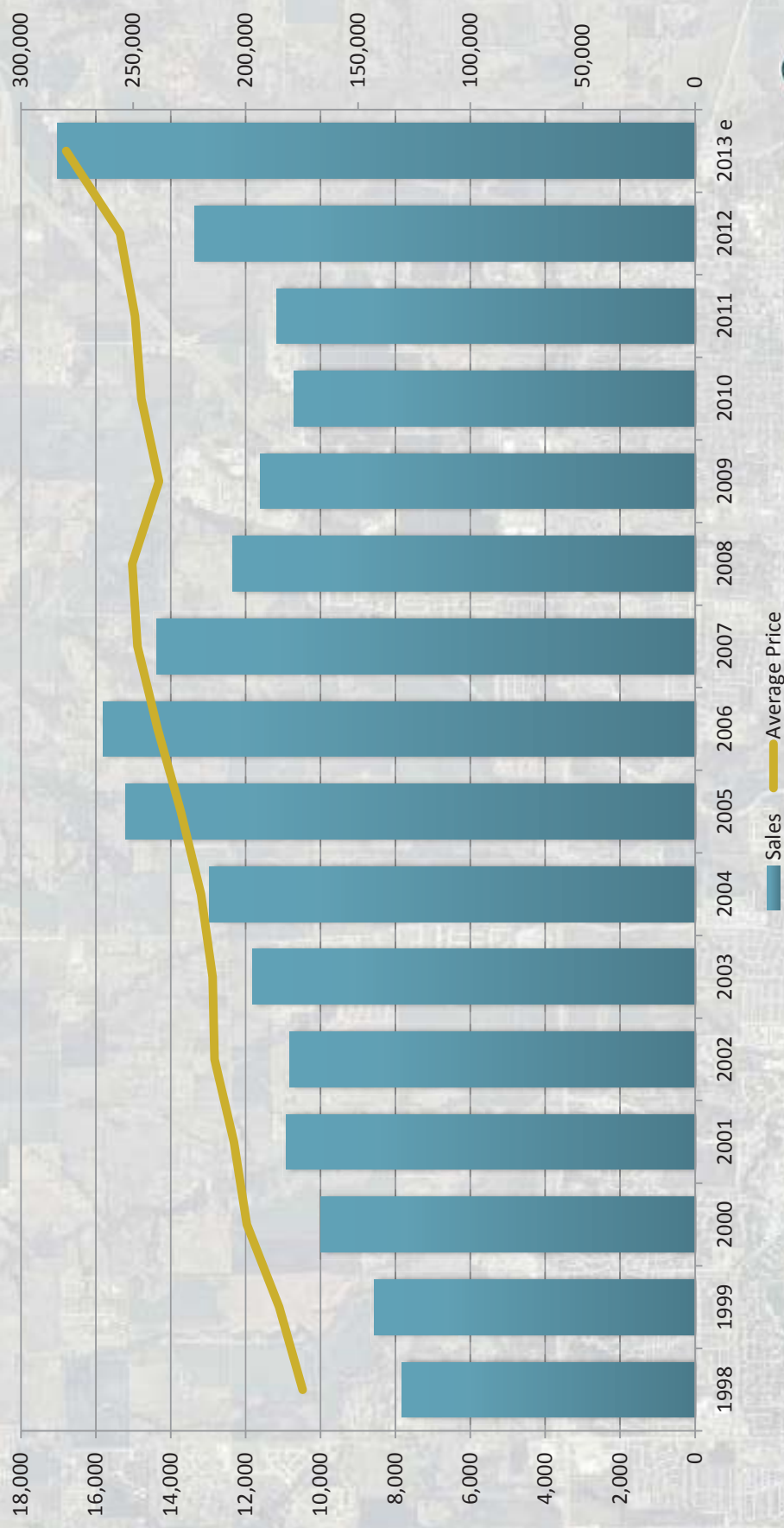




# Housing Trends

## Single Family Residential

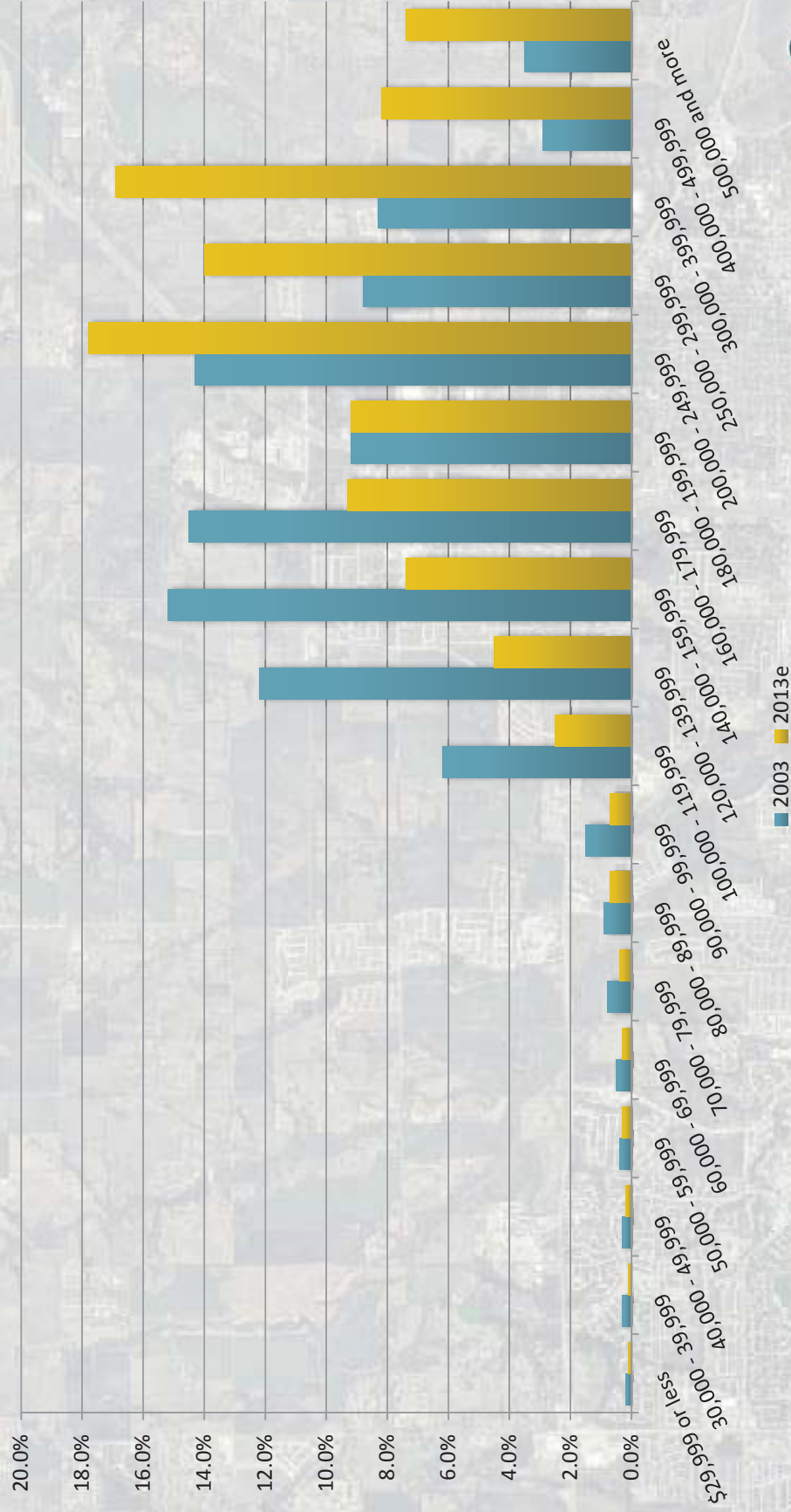
### Collin County Home Sales and Average Price



# Housing Trends

## Single Family Residential

### Collin County Home Sales Price Distribution



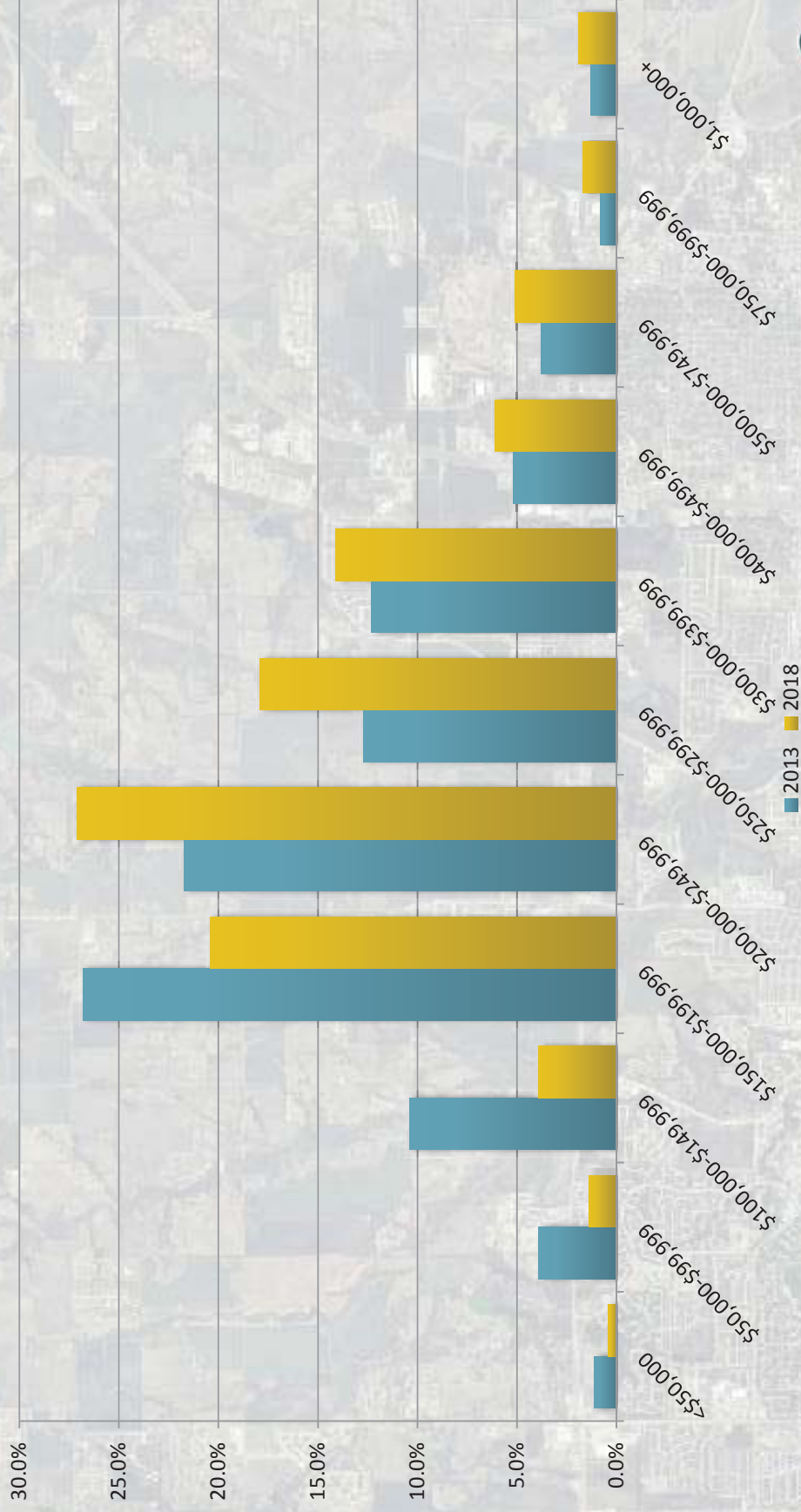
■ 2003 ■ 2013e



# Housing Trends

## Single Family Residential

### City of McKinney Home Values Distribution

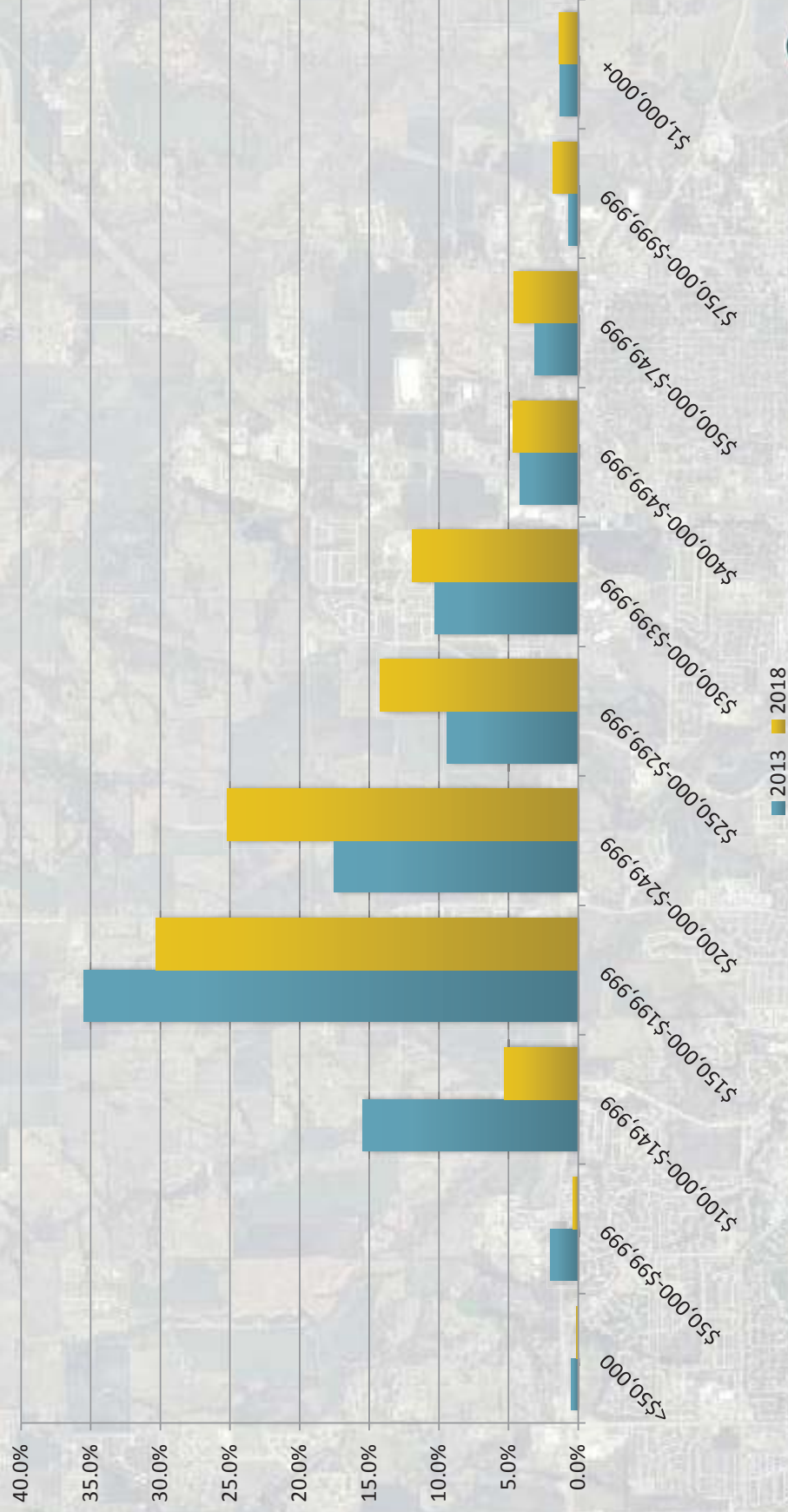




# Housing Trends

## Single Family Residential

### NWQ Home Value Distribution



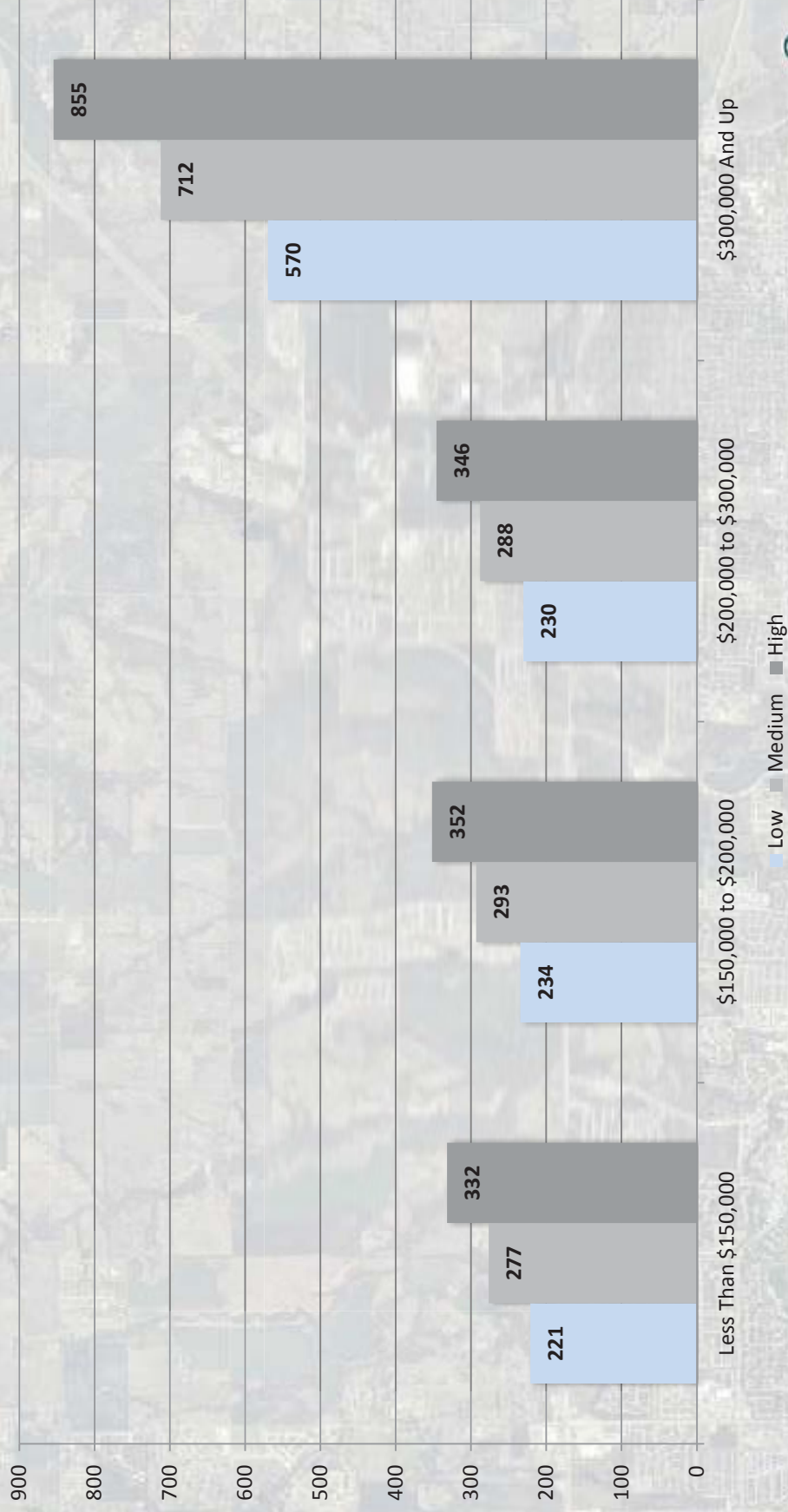
■ 2013 ■ 2018



# Housing Trends

## Single Family Residential

NWQ Projected Residential Annual Demand, 2013 - 2020



# Housing Trends

## Multifamily Residential

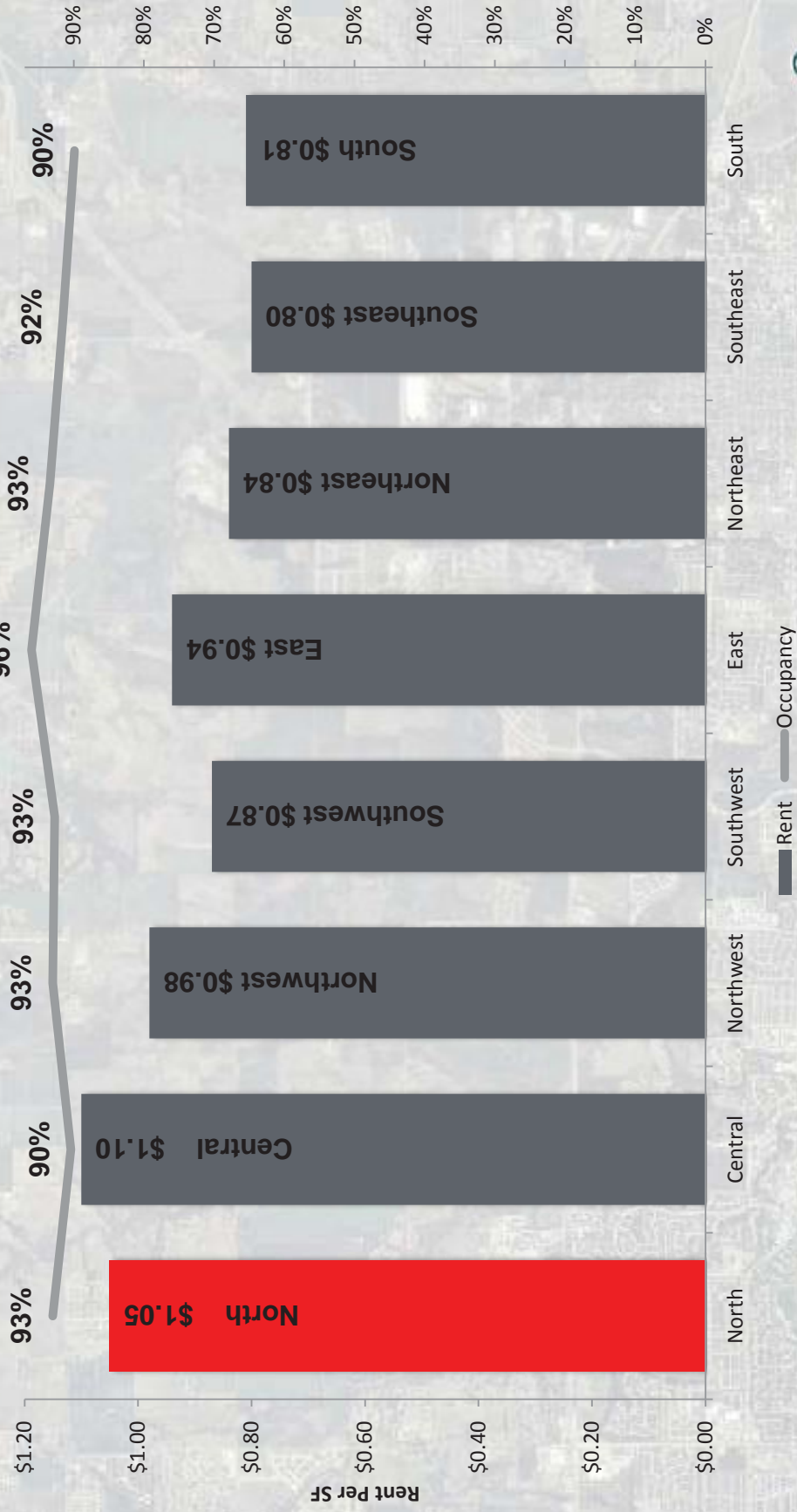
- Strong job creation and population growth driving renter demand
- The DFW multifamily market experienced strong positive net absorption, increased rents, and vacancy rates near a 5 year low
- Upward pressure on vacancy could begin next year with 11,000 units under construction and planned to be delivered in 2014
- Over half of overall market absorption occurring in the North, Central, and Northwest Dallas Submarkets
- 17 multi-family developments, including senior housing, have been developed over the last 10 years, and 9 units are currently under construction or planned.
- At current rates, there is potential for NWQ to absorb 350 to 600 multifamily units, annually



# Housing Trends

## Multifamily Residential

### Occupancy and Rent Per SF - Dallas Submarkets



■ Rent — Occupancy



# Housing Trends

## Multifamily Residential

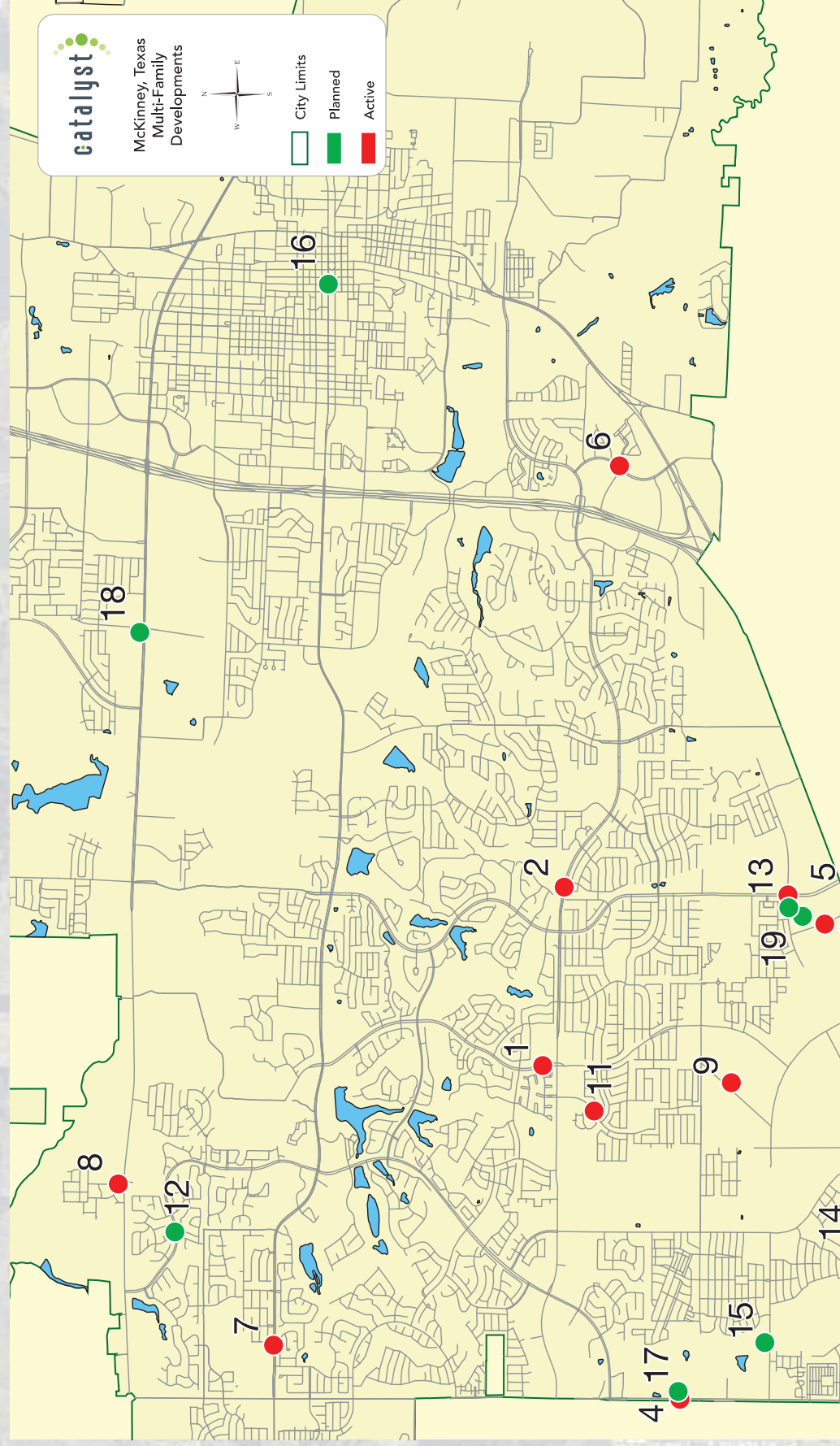
### North Submarket Overview

	Property Counts	Units	Rent	Occupancy	Under Construction	Delivered
North Dallas/Addison	106	28,727.00	\$1.02	92%	409	450
Far North Dallas/Collin County	79	25,311.00	\$1.02	95%	0	0
East Plano/Richardson	70	18,668.00	\$1.02	95%	403	0
West Plano/Frisco	125	38,817.00	\$1.11	92%	1508	454
Allen/McKinney	57	14,199.00	\$1.02	92%	708	334



# Housing Trends

## Multifamily Residential – 10 Year Historical Activity





# Housing Trends

## Multifamily Residential

### Study Area Multifamily Projected Annual Demand, 2013 - 2020



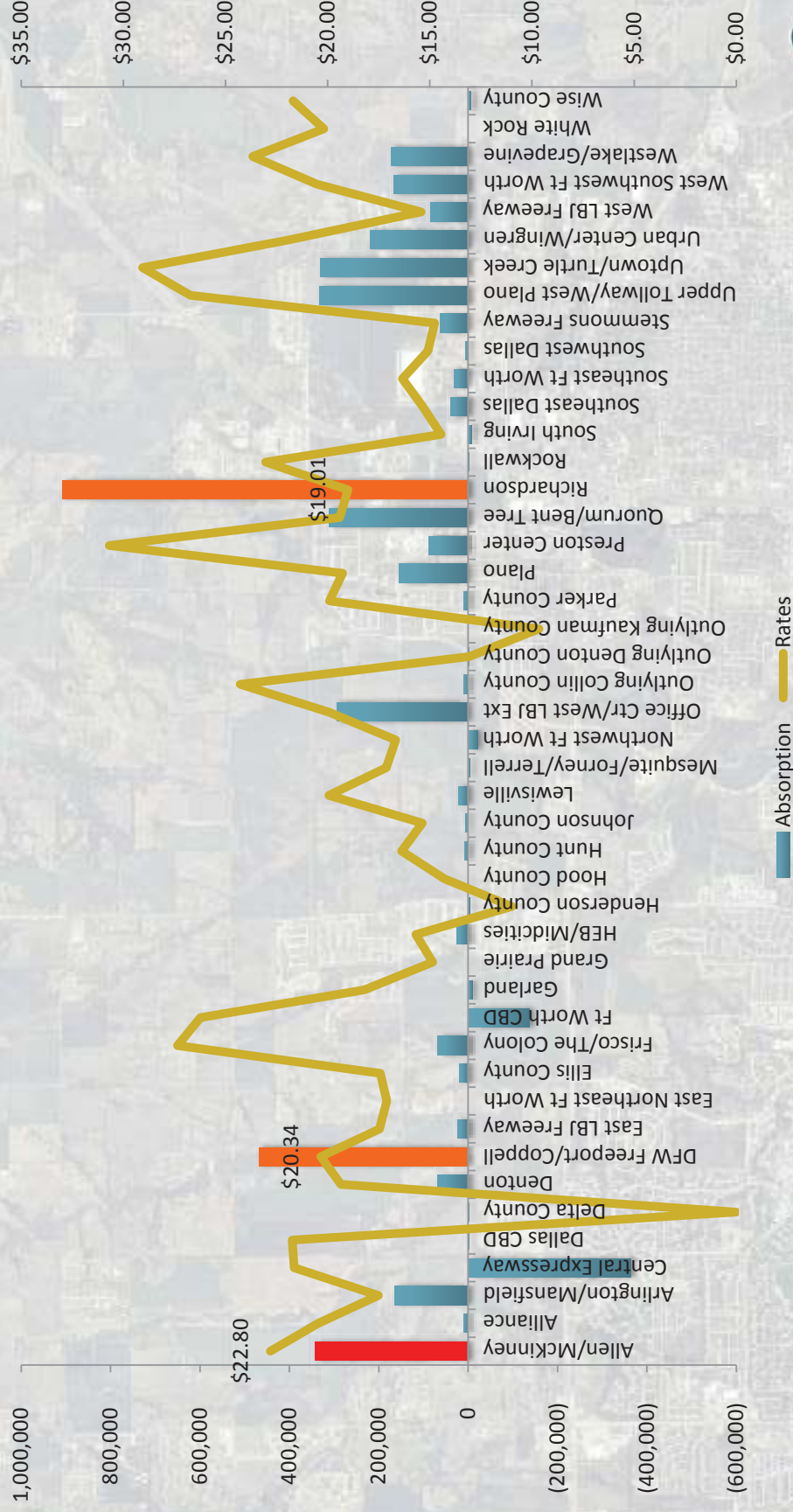
# Office Market

- The Allen/McKinney submarkets are one of the top performing in the overall DFW market with both higher rents and greater net absorption than any other submarket in the DFW market.
- Net absorption in the Allen/McKinney submarket was 342,000 SF (10% of the total market), and rents are \$22.80 per SF.
- The only other submarket with both higher rents and greater absorption in Class A space was in the Uptown/Turtle Creek.
- Projected net absorption of 300,000 SF annually for the Allen / McKinney Submarket

# Office

## Overall Submarket Comparison

YTD Net Absorption and Rates Per SF - Overall DFW Submarkets

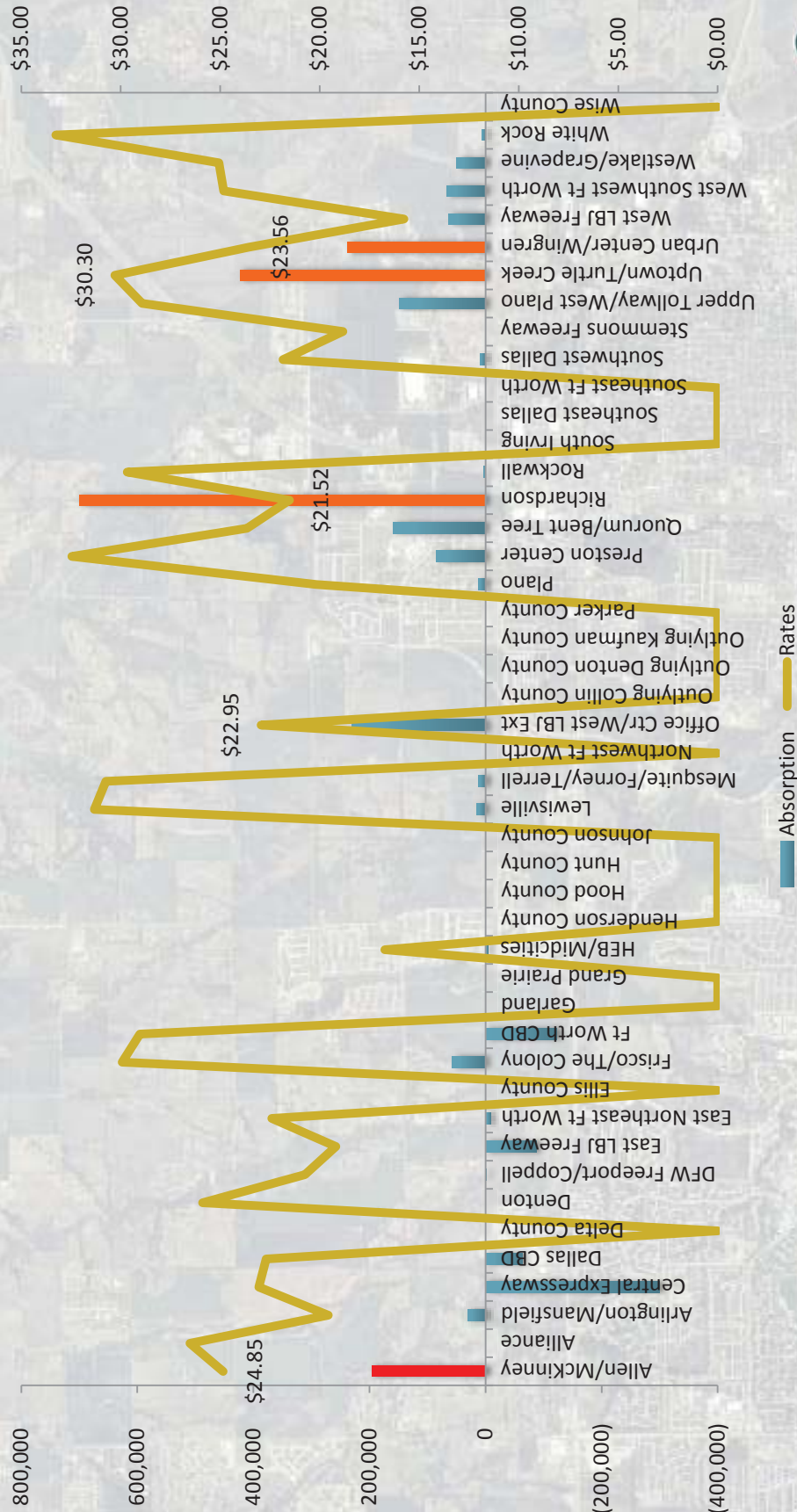




# Office

## Class A Submarket Comparison

### YTD Net Absorption and Rates Per SF - Class A DFW Submarkets



# Office

## Allen / McKinney Submarket Trends

### Office Class A & B - Allen/McKinney Submarket Forecast





## Retail Market

- McKinney has a per capita income of \$34,400; the aggregate disposable income in the City of McKinney is \$4.8B.
- Residents in the City spend nearly \$2B annually on retail goods and services
- Currently, there is \$225M in potential retail expenditures in the study area
- There is unmet demand of \$17M for grocery and \$15M for restaurants and other food services in the NWQ.
- Currently, there is sufficient unmet demand to potentially support 240,000 SF of retail
- A 120,000 square foot Kroger anchored development is planned near Lake Forest and 380, and Winco is approved at 380 near Highway 5. These are the largest new projects associated near the study area, and both are located along the southern boundary of the NWQ.



# Retail

## Existing Retail & Disposable Income



# Retail

## Retail Opportunity

Industry Summary	Retail Demand	Retail Supply	Retail Opportunity (\$)	Retail Opportunity (SF)
Auto Parts, Accessories & Tire Stores	\$3,295,827	\$7,572,502	-	-
Furniture Stores	\$2,932,064	\$900,612	\$2,031,452	6,772
Home Furnishings Stores	\$1,957,531	\$358,847	\$1,598,684	5,329
Electronics & Appliance Stores	\$6,067,394	\$8,285,983	-	-
Bldg Material & Supplies Dealers	\$6,353,404	\$16,020,023	-	-
Lawn & Garden Equip & Supply Stores	\$726,329	\$320,606	\$405,723	1,352
Grocery Stores	\$32,401,544	\$15,309,293	\$17,092,251	35,984
Specialty Food Stores	\$984,575	\$282,116	\$702,459	4,683
Beer, Wine & Liquor Stores	\$1,544,094	\$0	\$1,544,094	5,147
Health & Personal Care Stores	\$14,920,395	\$13,340,595	\$1,579,800	5,266
Gasoline Stations	\$23,140,456	\$2,222,602	\$20,917,854	69,726
Clothing Stores	\$9,150,278	\$1,800,192	\$7,350,086	26,728
Shoe Stores	\$1,513,418	\$494,077	\$1,019,341	6,796
Jewelry, Luggage & Leather Goods Stores	\$2,013,013	\$501,413	\$1,511,600	4,799
Sporting Goods/Hobby/Musical Instr Stores	\$4,106,053	\$1,434,898	\$2,671,155	8,904
Book, Periodical & Music Stores	\$1,282,378	\$93,857	\$1,188,521	3,962
Department Stores Excluding Leased Depts.	\$13,378,873	\$12,260,972	\$1,117,901	3,726
Other General Merchandise Stores	\$22,425,401	\$99,793,609	-	-
Florists	\$224,963	\$33,253	\$191,710	639
Office Supplies, Stationery & Gift Stores	\$1,292,802	\$1,131,860	\$160,942	536
Other Miscellaneous Store Retailers	\$2,854,635	\$1,630,535	\$1,224,100	5,693
Full-Service Restaurants	\$8,934,935	\$4,639,275	\$4,295,660	10,107
Limited-Service Eating Places	\$11,649,468	\$2,995,454	\$8,654,014	28,847
Special Food Services	\$644,710	\$0	\$644,710	2,149
Drinking Places - Alcoholic Beverages	\$1,612,928	\$171,593	\$1,441,335	4,804
<b>Total</b>			<b>\$77,343,392</b>	<b>241,949</b>



# Industrial

## Overall Industrial

- There is 780M SF of industrial in DFW. Currently there is 7.8% vacancy, with a positive 2M SF year to date. DFW has one of the strongest industrial markets in the nation.
- The Allen/McKinney market has 11.3M total square feet and has an average vacancy rate of 19%. Over 75,000 SF has been built this year and another 117,000 SF is under construction. Average rents are \$6.09 SF.
- The Allen/McKinney industrial submarket is one of the top performing in the overall DFW industrial market with 291,000 SF of net absorption year over year, and quoted rates at \$6.15 per SF compared to \$4.96 for the overall DFW market.



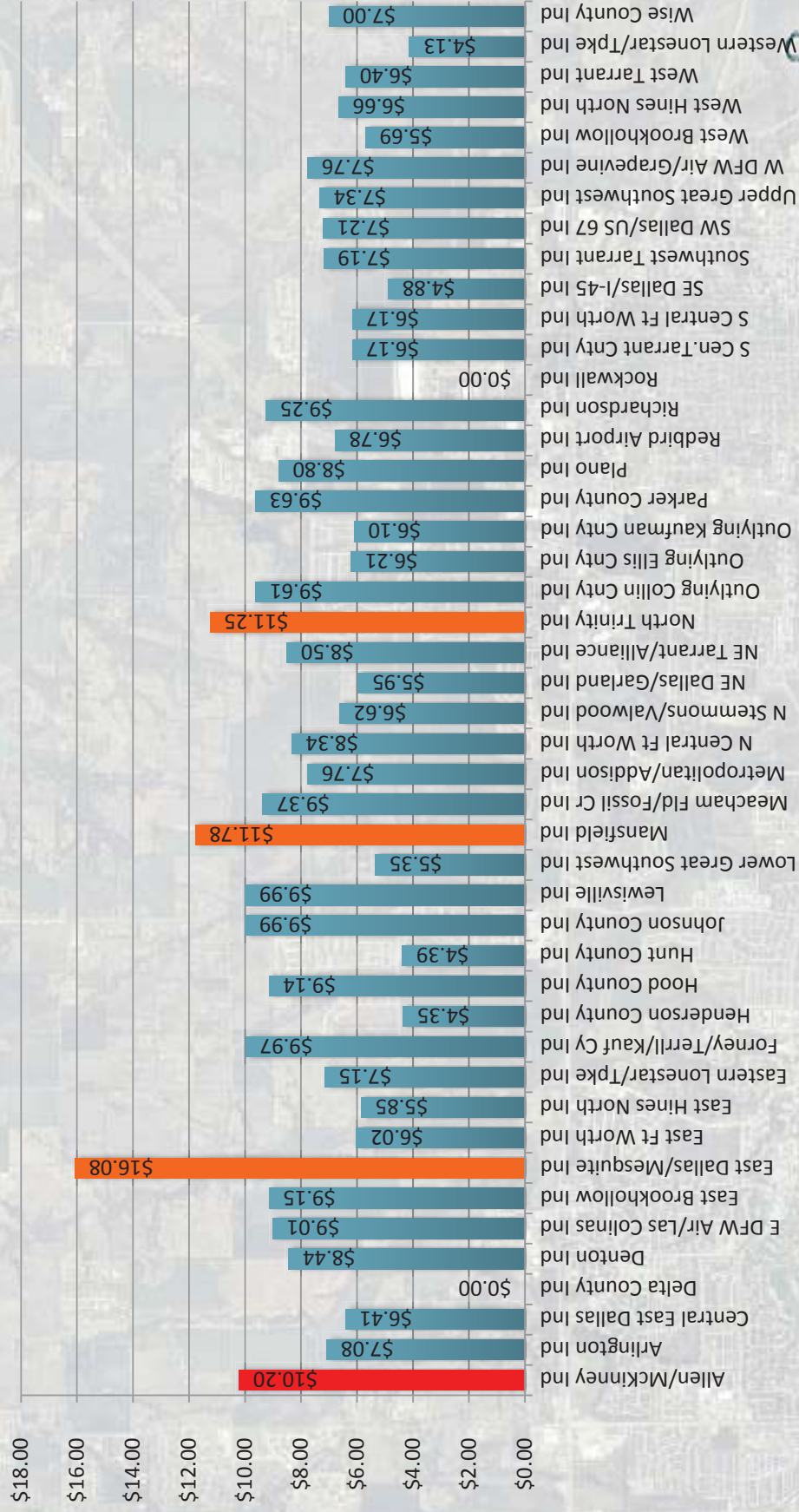
# Industrial

## Flex

- The McKinney/Allen submarket has 2.3M square feet of flex industrial. Vacancy in this submarket is only 5.2% and has one of the top average rental rates of \$10.20.
- Positive net absorption of 13,000 SF of flex industrial is projected for the Allen/McKinney submarket

# Industrial Flex

## Flex Rates - DFW Submarket



# Industrial Flex

## Allen/McKinney Submarket – Flex Industrial Forecast



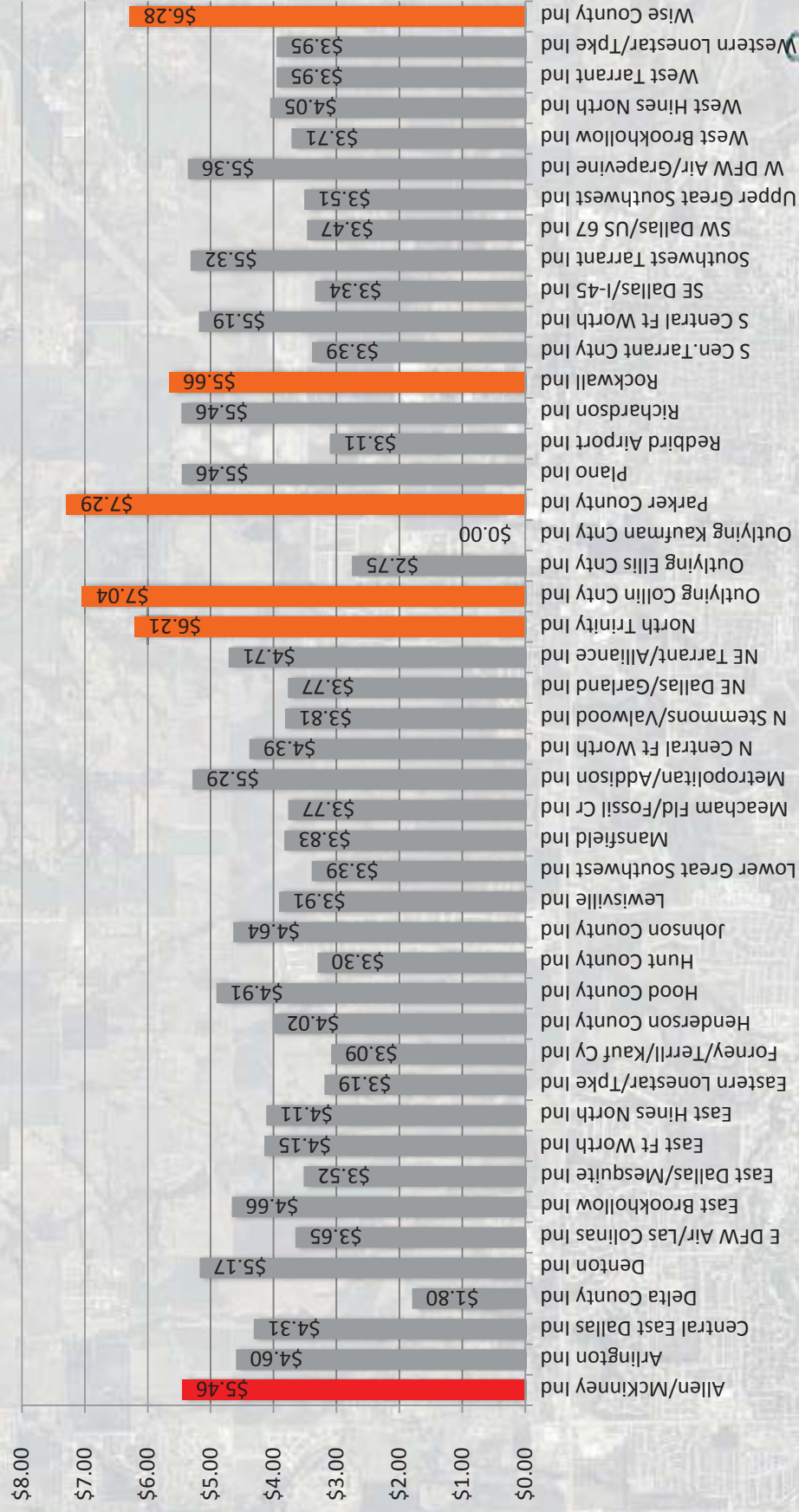


## Industrial Office

- The warehouse vacancy rate is 21.8%, three times higher than the overall market average.
- However the local market experienced 284,000 SF of net absorption year over year, and at \$5.46 per SF it is one of the highest rates in the overall market.
- Expansion of the Collin County Regional Airport may support strong growth in the industrial market.

# Industrial Warehouse / Distribution

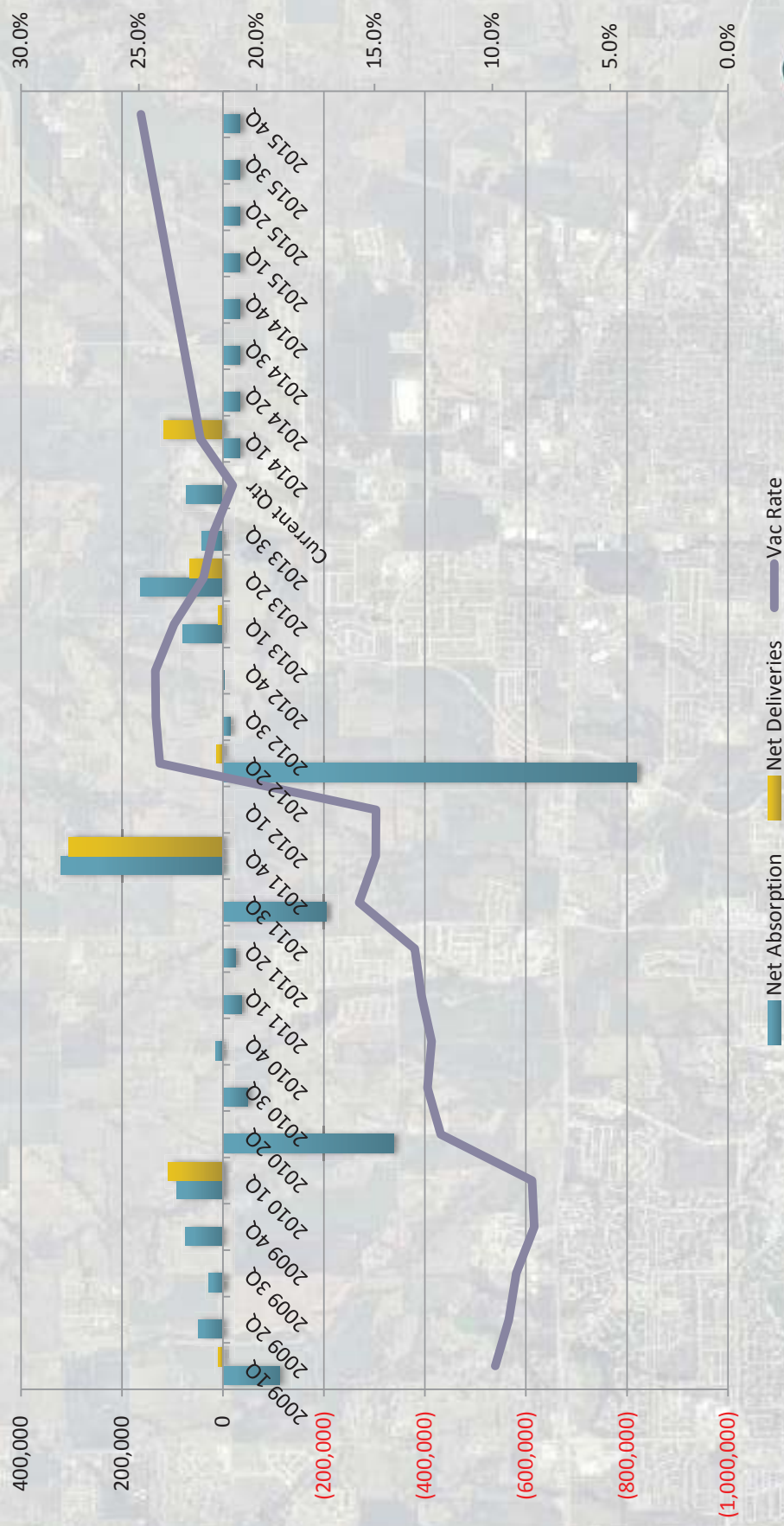
## Warehouse Rates - DFW Submarket



# Industrial

## Warehouse / Distribution

### Allen/McKinney Submarket – Warehouse Industrial Forecast





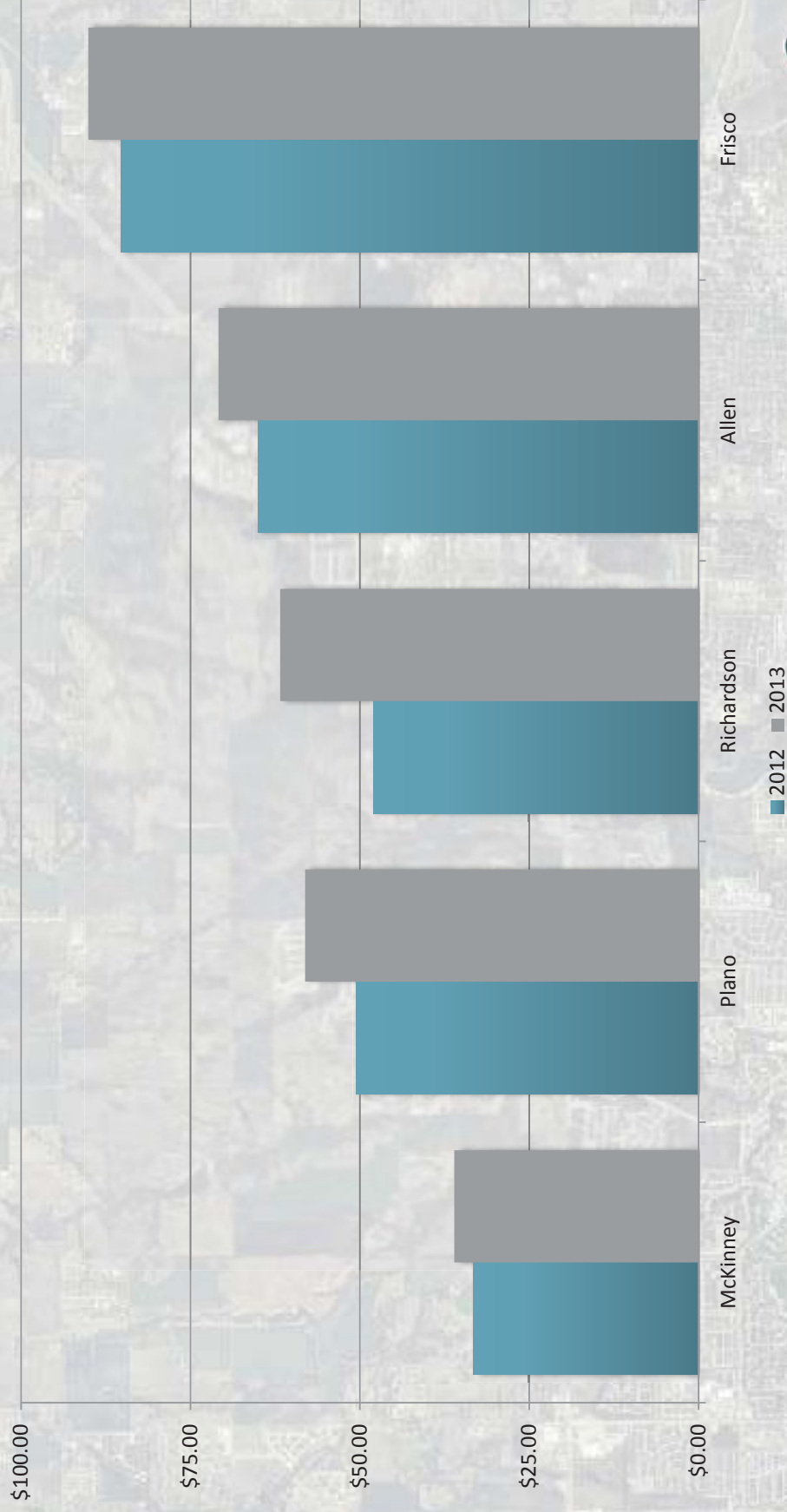
# Hospitality

- There are 879 available units in the City of McKinney with average nightly rates of \$57
- Room revenues increased 10% to \$5M in 2013, compared to a 9% increase in the state
- Room nights increased 6% to 200,900 nights since Q3 2012
- Rates increased 4% to \$57 per night since Q3 2012
- Revenue per available room (RevPAR) increased 10%, spurred by the 4% increase in prices and 6% increase in occupancy

# Hospitality

## Revenue

### Hotel RevPAR

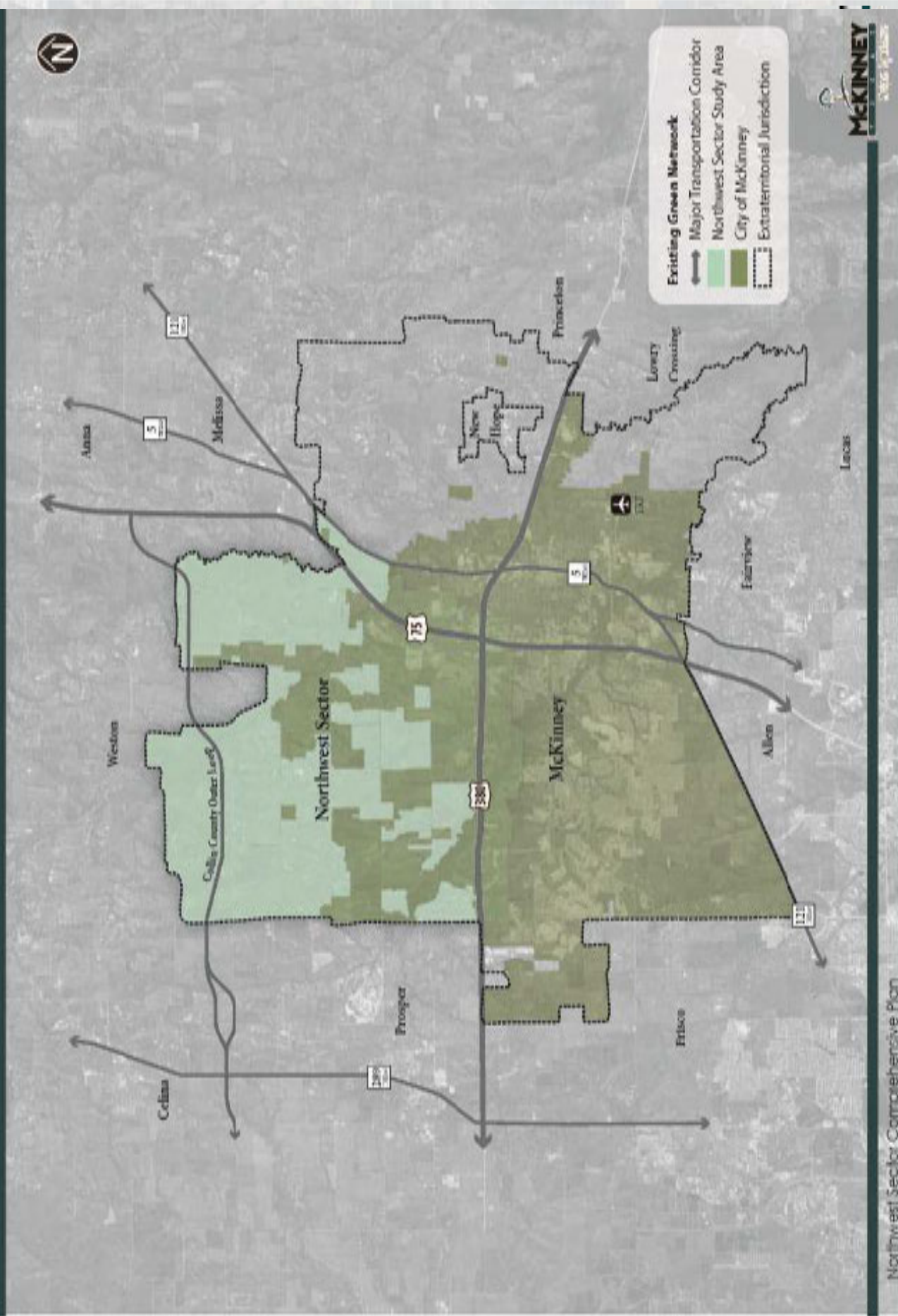


■ 2012 ■ 2013



# NW SECTOR STUDY AREA: Regional Context Map

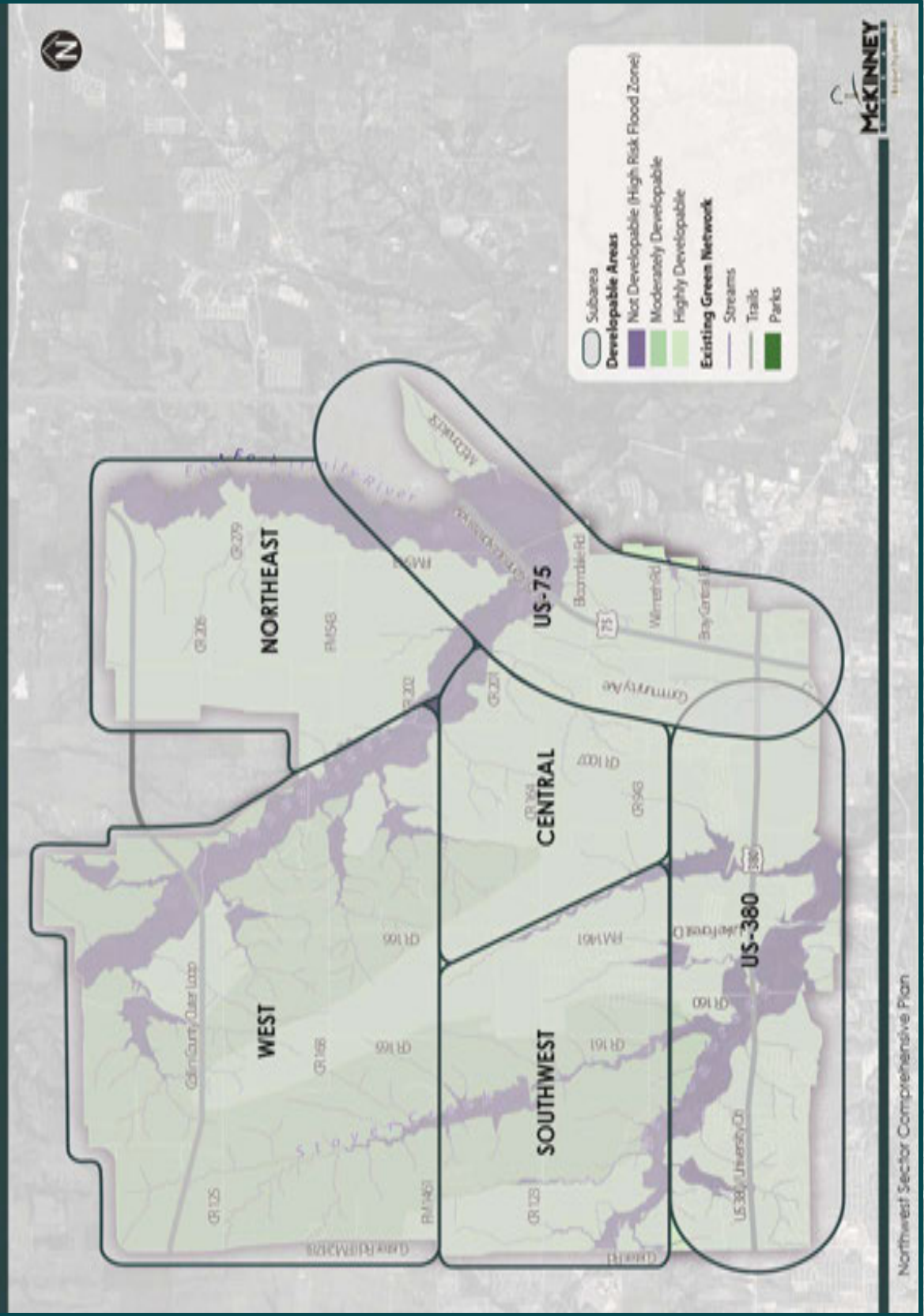
OCTOBER 7, 2013





# NW SECTOR STUDY AREA: Subarea Map

OCTOBER 21, 2013



# Summary Discussion of Analysis

- Prepare Sector Plan Vision
  - Land Use Categories
  - Transportation/Infrastructure
  - Character
  - Open Space
- Confirm Areas with Development Momentum



# Summary Discussion of Analysis

- Readiness Criteria
  - Timing: Near term (7-10 yrs) or long term
  - Infrastructure: Trunk roads, water and sewer availability
  - Market: Demand for desired product and development pattern
  - Regulatory: Due diligence complete (Phase I or 404?), Zoning compatibility
  - Incentive: Nature of gap – capital, land, tax



# Summary Discussion of Analysis

- Potentially Catalytic Areas

# Appendix B

Public Open House Kick-Off  
(November 2013)





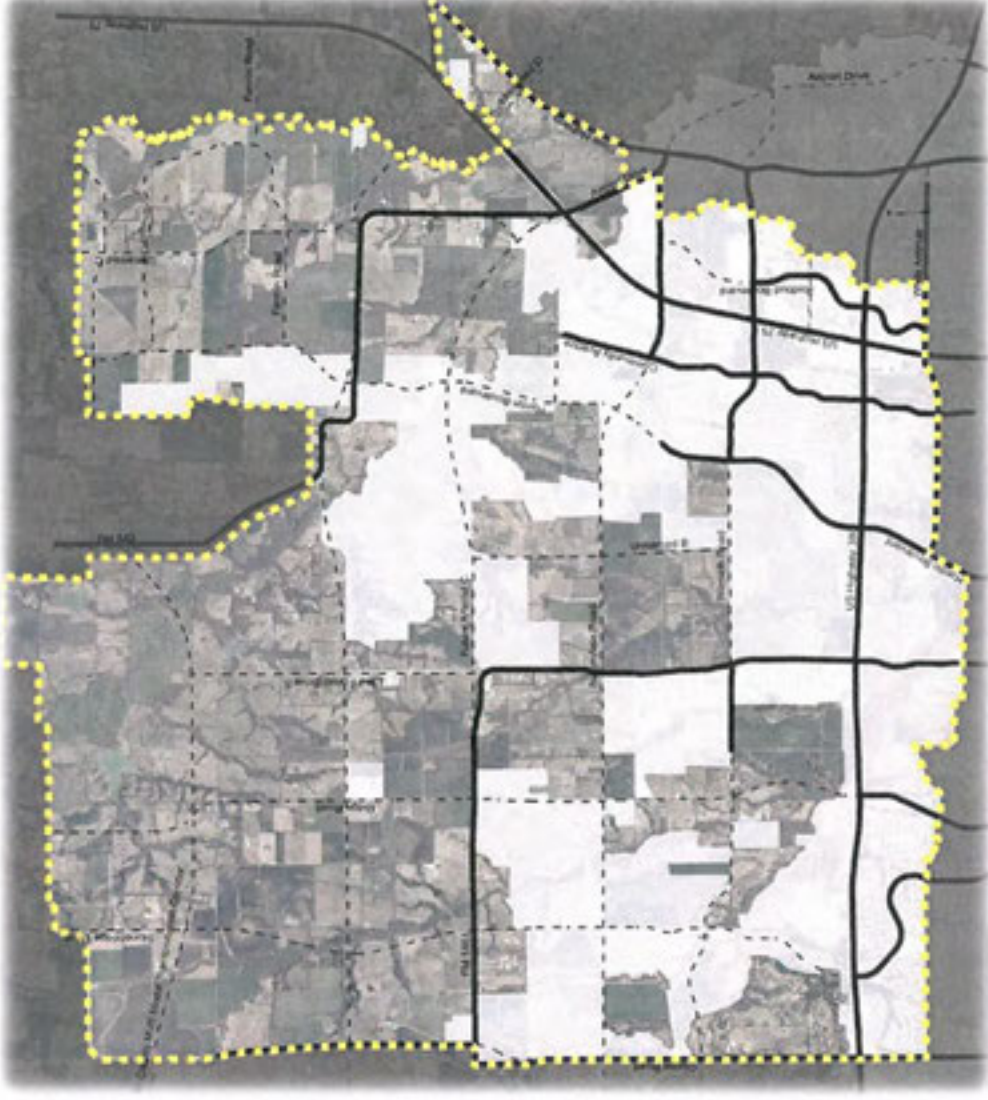
# Northwest Sector Study Public Open House

City of McKinney  
November 14, 2013

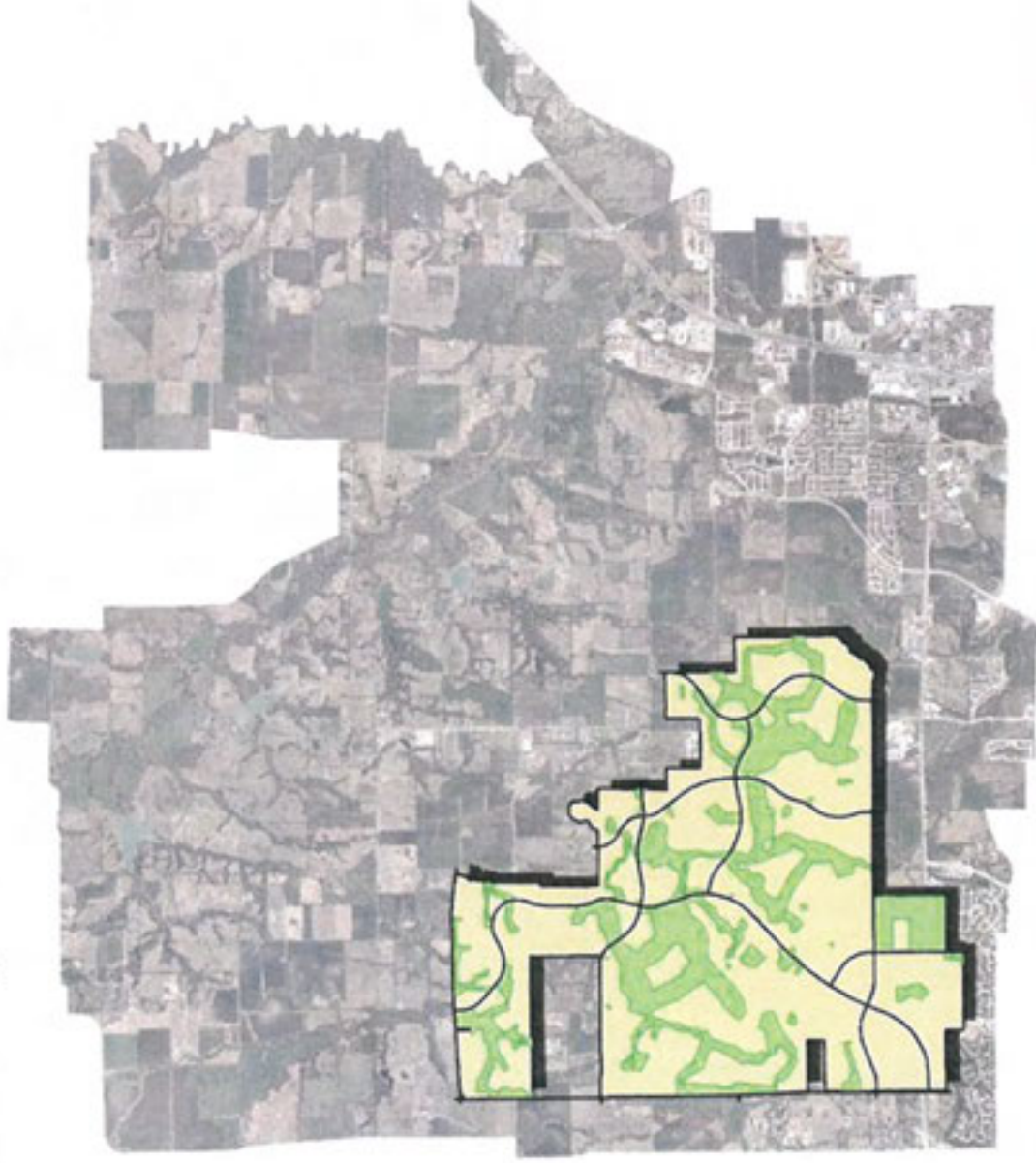


# What is the Northwest Sector?

- 30,000 +/- acres north of US 380 and west of US 75
- 42 percent lies within city limits; 52 percent lies within the Extra Territorial Jurisdiction (ETJ)



# A Perspective on Size...



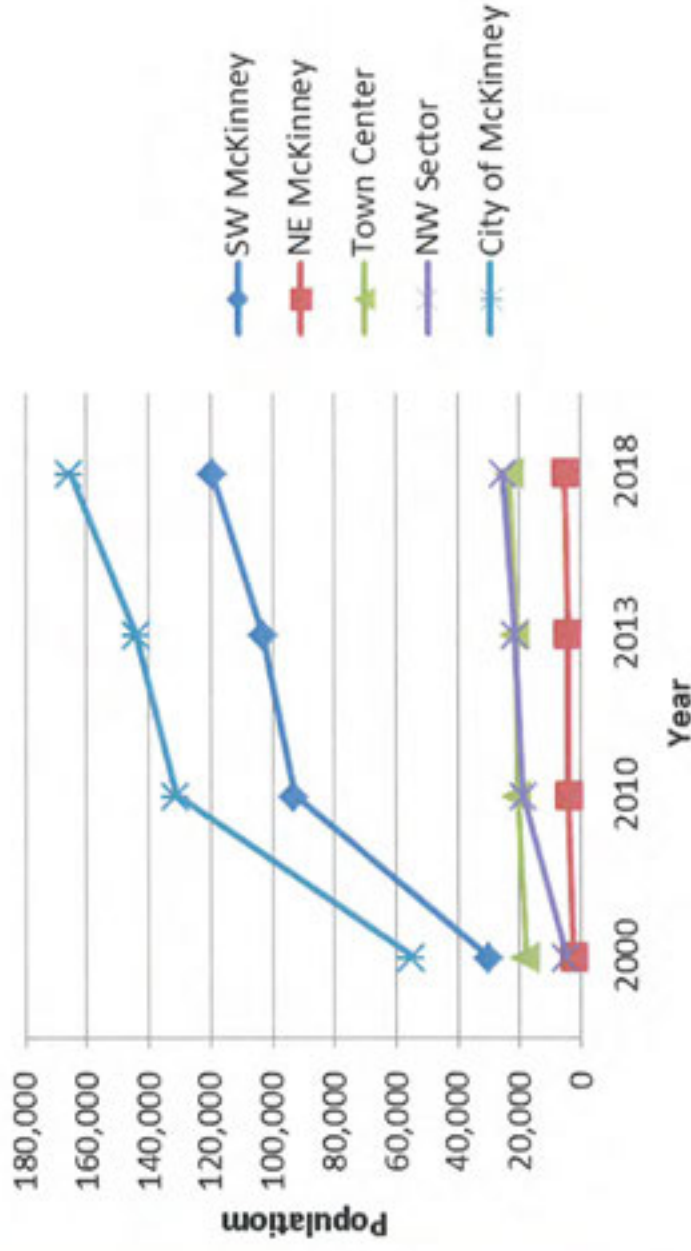
- Stonebridge Ranch, established in 1998 is located on over 6,000 acres, including 1,200 acres of open space.
- The Northwest Sector is almost 30,000 acres, which is 5 times the size of Stonebridge Ranch.





# The Northwest Sector Today

- Primarily comprised of farms and ranches, agricultural and residential uses
- 2013 Population Estimate: 21,439
- 2018 Population Projection: 25,339



# What is the Northwest Sector Study?

## Why?

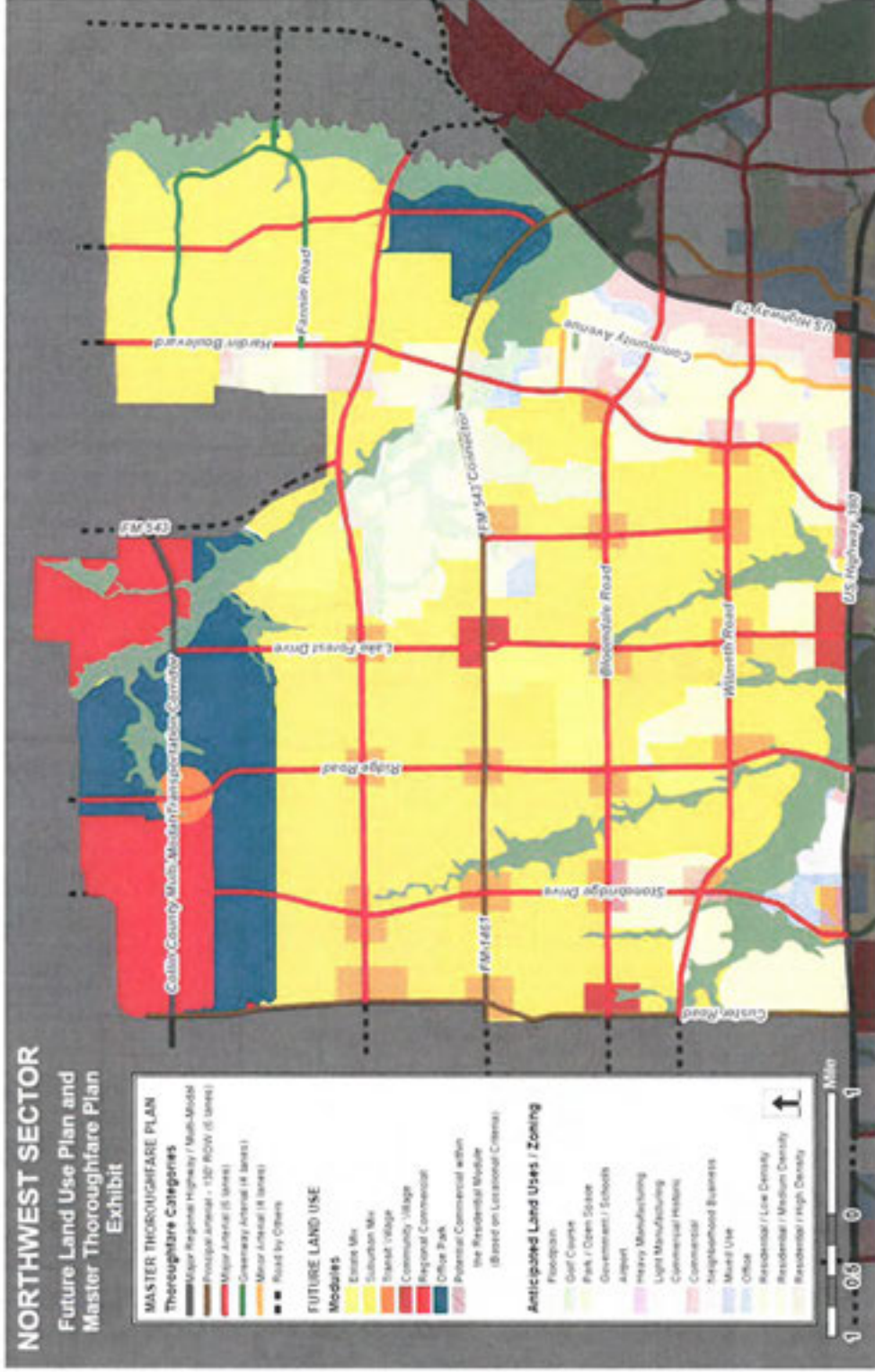
- City of McKinney projected to grow to a population of 275,000 by 2040
- Northwest Sector Study is a proactive approach to ensure that future growth meets the goals and objectives of McKinney.

## Purpose:

- Develop detailed plans to identify and address the issues, opportunities, and priorities for the northwest sector. This includes annexation strategies, infrastructure investment strategies, land use patterns, transportation systems, and economic development opportunities.



# The Current Path





# Who are the Stakeholders?

- Citizens of the Northwest Sector
  - Citizens of McKinney
  - Community leaders and organizations
  - Landowners and developers
  - City Council
  - City of McKinney staff
- 
- Professional Consultant Team:
    - Parsons-Brinkerhoff
    - Catalyst Commercial
    - Gateway Planning



# Study Process & Timeline



# Tonight's Format

## Existing Conditions

Current information about zoning, land use, population, infrastructure, and natural features

## Growth & Market Conditions

Population projections, retail/office market conditions, residential market conditions

## Citywide Goals & Objectives

Current information about the City's Comprehensive Plan and Future Land Use Plan

## Opportunities & Issues

Tell us what YOU think





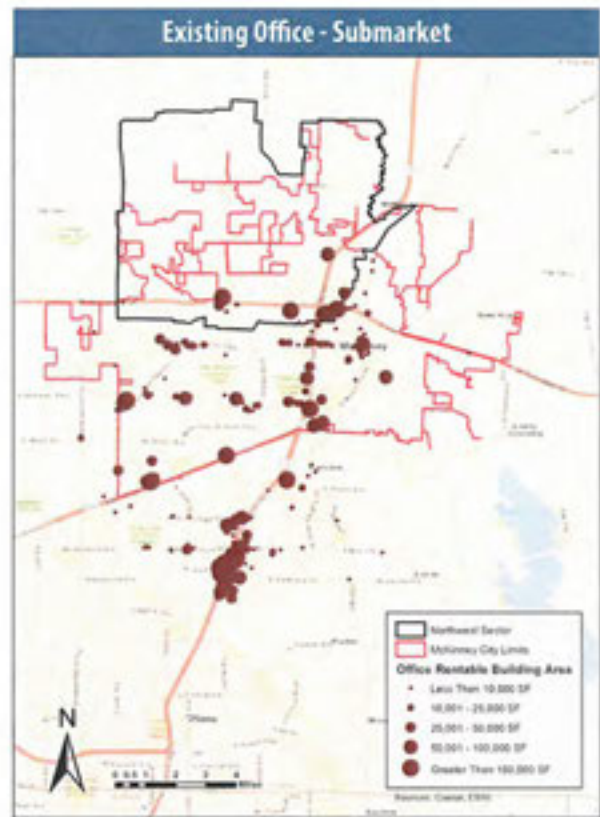
*Have additional comments, questions, or concerns?*

Jennifer Arnold  
Planning Manager  
City of McKinney  
972.547.7415  
[jiarnold@mckinneytexas.org](mailto:jiarnold@mckinneytexas.org)

Corey Young  
Planner I  
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972.547.7403  
[cyoung@mckinneytexas.org](mailto:cyoung@mckinneytexas.org)



**NON-RESIDENTIAL DEMAND**



**INDUSTRIAL**

- THE MCKINNEY / ALLEN INDUSTRIAL SUBMARKET HAS 11.2M SQUARE FEET OF EXISTING WAREHOUSE SPACE.
- PROJECTED ANNUAL NET ABSORPTION OF 16,800 SQUARE FEET FOR THE SUBMARKET.
- THE EXPANSION OF THE COLLIN COUNTY REGIONAL AIRPORT MAY SUPPORT STRONG GROWTH IN THE INDUSTRIAL MARKET.
- INDUSTRIAL GROWTH IS LIKELY TO OCCUR ALONG THE US 75 / SH 121 CORRIDOR AND ALONG SH 5.

**OFFICE**

- THE ALLEN/MCKINNEY SUBMARKETS ARE ONE OF THE TOP PERFORMING IN DFW.
- PROJECTED NET ABSORPTION OF 300,000 SQUARE FEET ANNUALLY FOR THE SUBMARKET.
- OFFICE GROWTH WILL LIKELY GRAVITATE TOWARD EXISTING DEVELOPMENTS ALONG THE US 75 AND SH 121.
- MIXED-USE DEVELOPMENTS MAY ATTRACT A YOUNG TALENTED WORKFORCE AND OFFICE GROWTH TO THE NORTHWEST SECTOR.



**RETAIL**

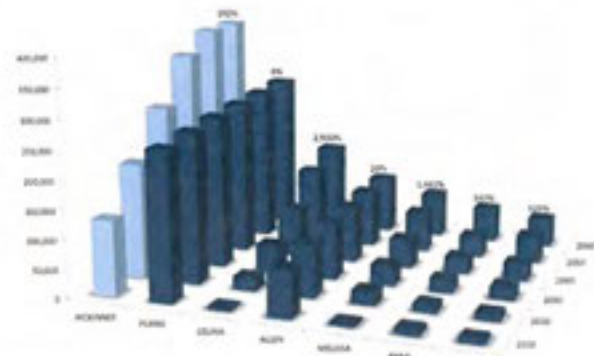
- RESIDENTS IN THE CITY SPEND NEARLY \$2B ANNUALLY ON RETAIL GOODS AND SERVICES.
- CURRENTLY, THERE IS \$225M IN POTENTIAL RETAIL EXPENDITURES IN THE NORTHWEST SECTOR.
- THERE IS SUFFICIENT UNMET DEMAND TO POTENTIALLY SUPPORT 240,000 SQUARE FEET OF RETAIL.
- RESIDENTIAL GROWTH IS GOING TO FUEL ADDITIONAL RETAIL DEMAND.

## POPULATION AND HOUSING DEMAND

### POPULATION GROWTH

- COLLIN COUNTY POPULATION PROJECTED TO INCREASE 400% OVER THE NEXT 40 YEARS.
- THE CITY OF MCKINNEY IS EXPECTED TO EXPERIENCE THE LARGEST PORTION OF THIS GROWTH.
- THE CITY OF MCKINNEY POPULATION IS EXPECTED TO GROW TO 275,000 BY 2030 (SURPASSING THE POPULATION OF PLANO), AND MORE THAN DOUBLE BY 2040.

### Regional Population Growth



SOURCE: TEXAS WATER DEVELOPMENT BOARD

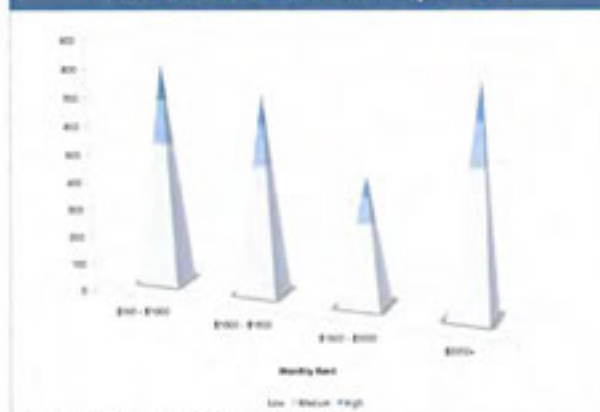
### McKinney Residential Land Use



### RESIDENTIAL DEMAND

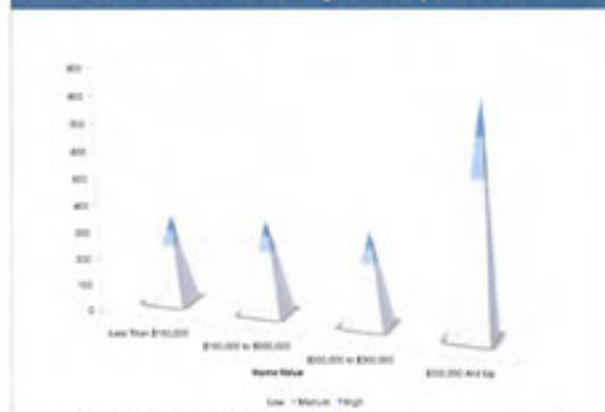
- POPULATION GROWTH WILL FUEL HOUSING DEMAND IN THE REGION. OUTSIDE OF THE NORTHWEST SECTOR, LAND CURRENTLY IDENTIFIED FOR RESIDENTIAL USES IS NEARING CAPACITY.
- THE LARGEST GROWTH IN HOUSING DEMAND IS PROJECTED FOR HOMES VALUED GREATER THAN \$200,000.
- THE ANNUAL RESIDENTIAL DEMAND IS PROJECTED BETWEEN 1,200 TO 1,800 UNITS ACROSS ALL HOME VALUES, AND 800 TO 1,200 UNITS FOR VALUES GREATER THAN \$200,000.

### Annual NW Sector Multi-Family Demand



SOURCE: CATALYST, US CENSUS, ESRI

### Annual NW Sector Single Family Demand



SOURCE: CATALYST, US CENSUS, ESRI





- Envisions a region where people have more choices about how they connect to the places where they live, work and play.
- Human-scale mixed use centers would be located throughout North Texas.
- Similar to development projects created in recent years near DART light rail stations.
- Investment framework emphasizes mobility choices within and between the centers, including trails/paths, public transportation and routes for travel by car.

- Creates a region with different sorts of communities and centers, built on the traditional character of regional communities.
- Designed to meet the needs of the region's future markets.
- Instead of focusing on quantities, it focuses on qualities – the features, places and experiences that make one community stand out from another and encourage residents to develop strong and lasting ties to their own communities.
- Supports reinvestment and development downtown Dallas, downtown Fort Worth and in the downtowns of other communities around the region.



- Emphasizes green development or natural assets as the foundation for future regional growth.
- Based on an initial identification of natural assets and open spaces that create 'green infrastructure' for the region and that should be protected or enhanced.
- Emphasizes support for green jobs, the use of alternative energy sources and LEED building standards, and sustainable community design.



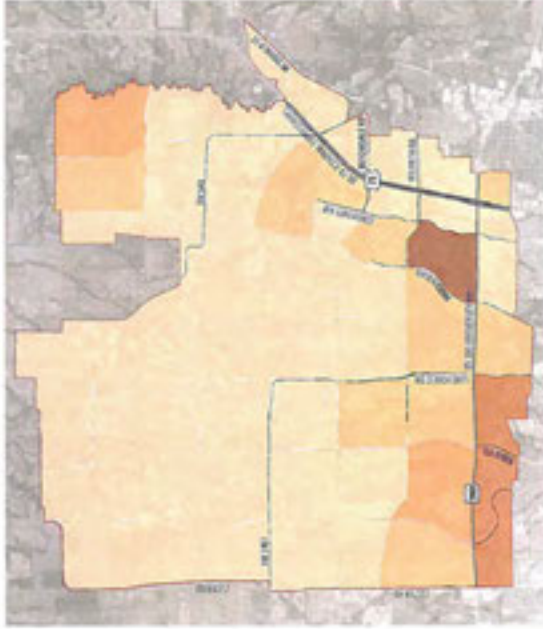
- Envisions a region that maximizes the benefit received from the extensive investment taxpayers and property owners have made in the region's existing infrastructure and development pattern.
- The growth through 2030 would be mostly contained in the green areas, where urban-scale infrastructure already exists.
- Development would emphasize infill, revitalization and maintenance of existing communities.



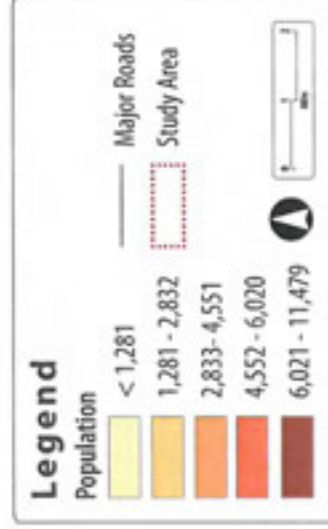
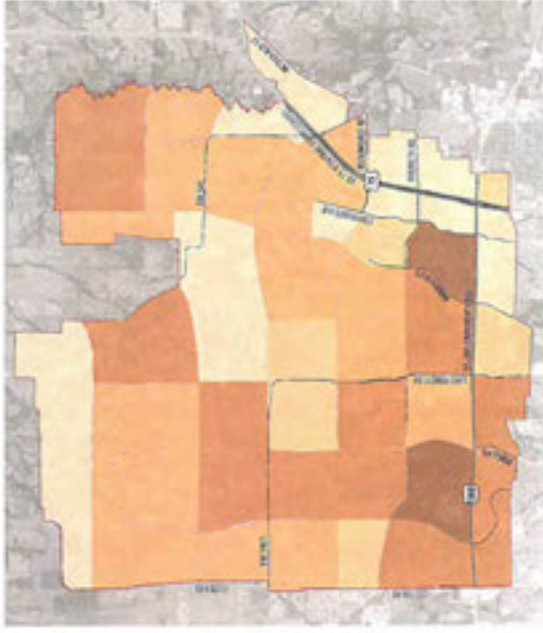
**CURRENT POPULATION (2013): 21,439**



**PROJECTED POPULATION (2022): 56,473**



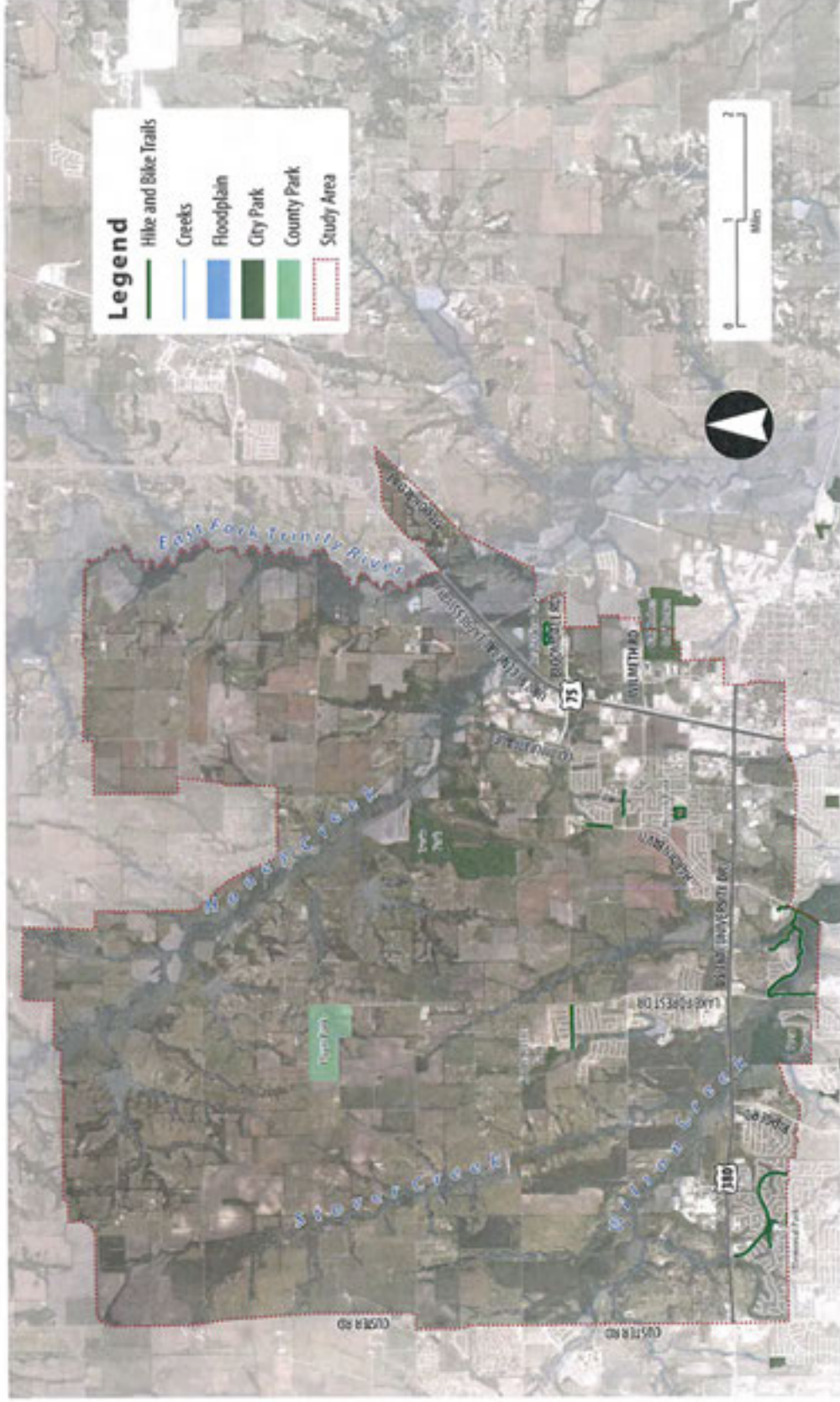
**PROJECTED POPULATION (BUILDOUT): 156,893**





# EXISTING CONDITIONS

## EXISTING ENVIRONMENTAL CONSIDERATIONS

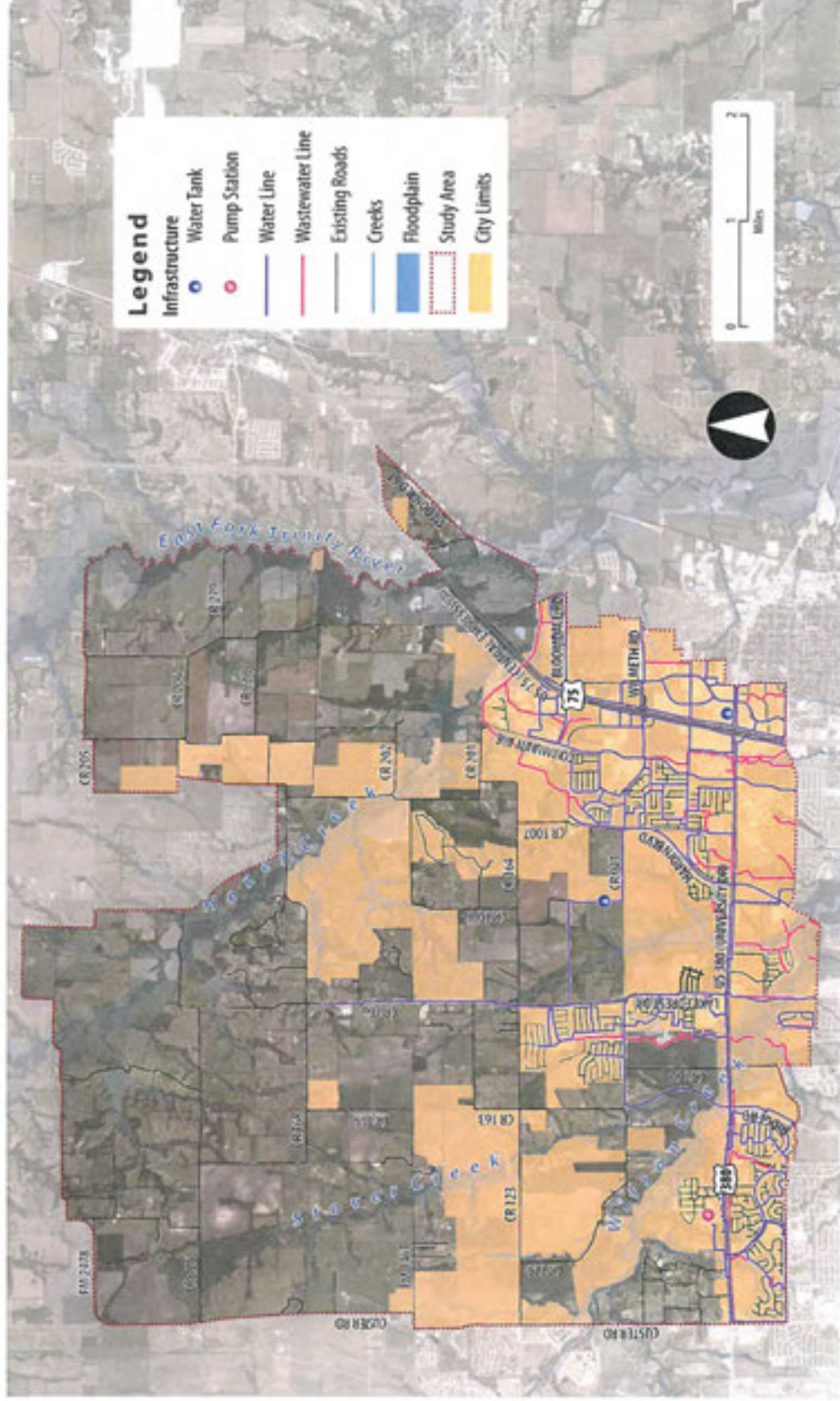


THE STUDY AREA CONSISTS OF CREEKS, DRAINAGES, VEGETATION, AND CITY AND COUNTY PARKS.



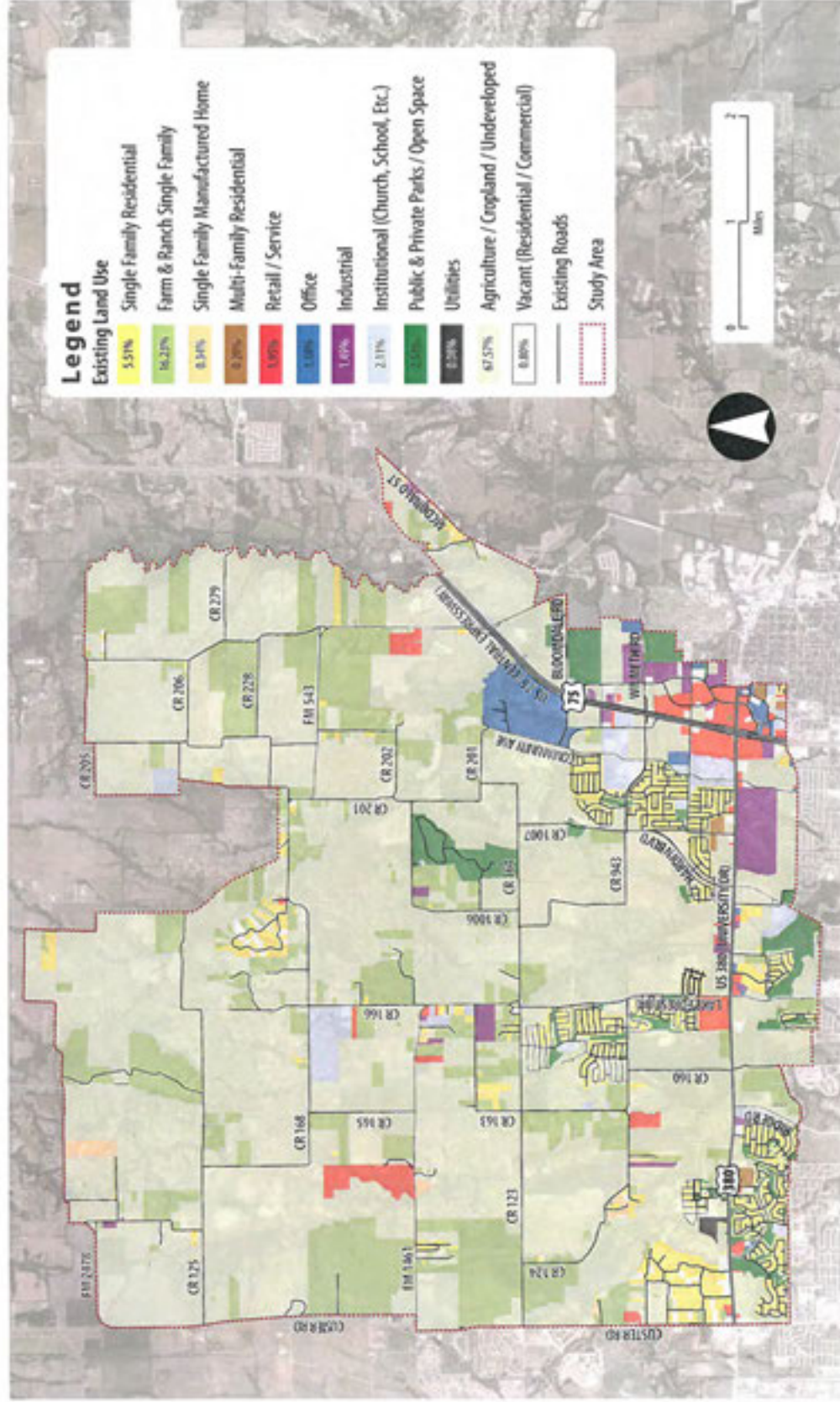
# EXISTING CONDITIONS

## EXISTING INFRASTRUCTURE



# EXISTING CONDITIONS

## EXISTING LAND USE

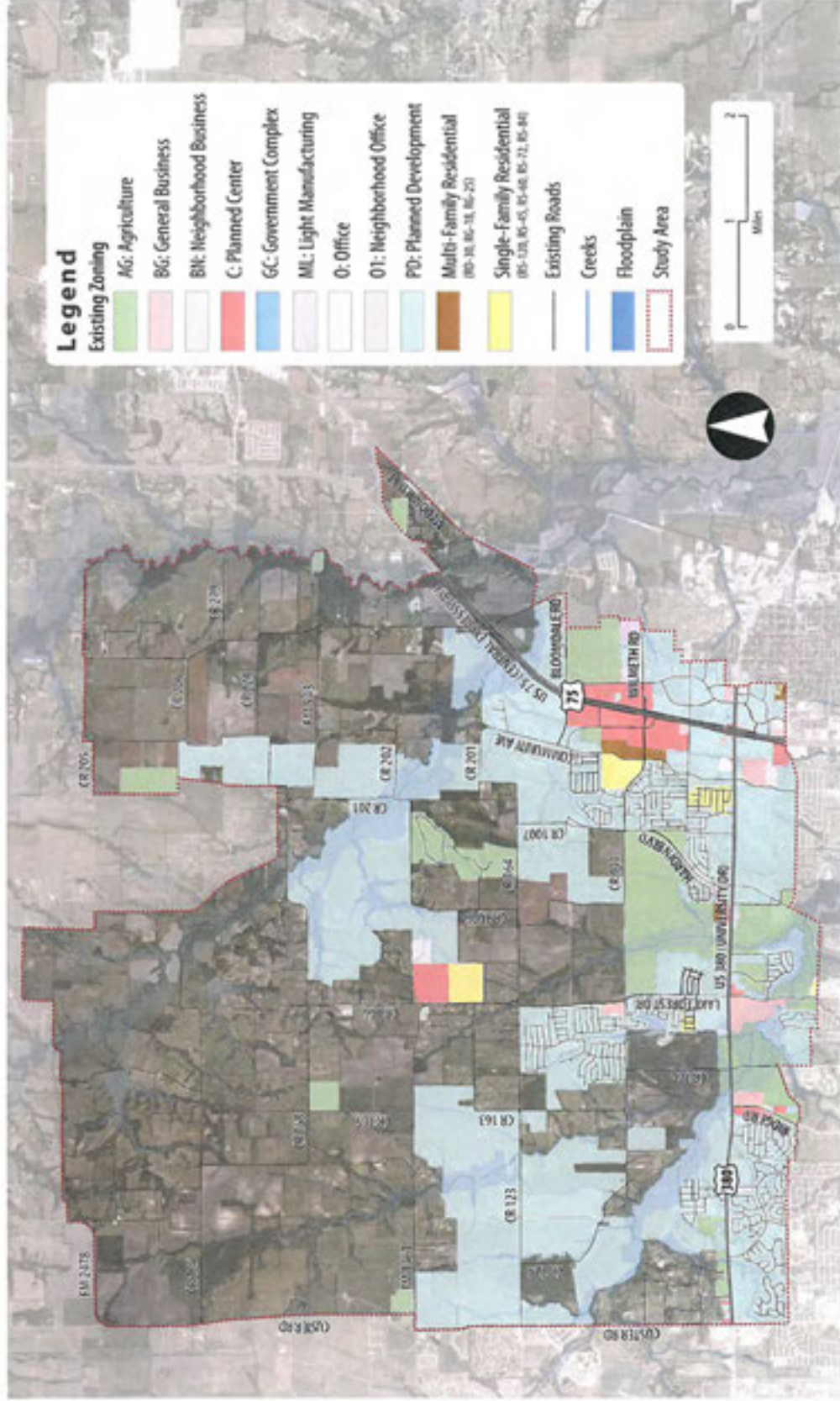


AGRICULTURAL, CROPLANDS, AND FARM & RANCH SINGLE FAMILY ARE THE LARGEST LAND USES IN THE NORTHWEST SECTOR.



# EXISTING CONDITIONS

## EXISTING ZONING



58 PERCENT OF THE NORTHWEST SECTOR IS CURRENTLY OUTSIDE OF THE MCKINNEY CITY LIMITS.



## CITY OF MCKINNEY COMPREHENSIVE PLAN GOALS

- (A) Economic Development Vitality for a Sustainable and Affordable Community
- (B) Preservation of Historic McKinney
- (C) Attractive Hometown that Promotes McKinney's Character
- (D) Leisure and Recreational Opportunities
- (E) Financially Sound City Government
- (F) Utility and Infrastructure Systems (Water Supply, Wastewater Treatment, Storm Drainage) Adequately Serving Existing and Future Residents, Businesses, and Visitors
- (G) A Multi-modal Transportation Network that is Clean, Safe, and Efficient
- (H) Attractive Urban Design Elements (Gateways, Corridor Treatments, Edges, and View Sheds)
- (I) Public Safety Services Consistent with Community Values
- (J) A Managed Traffic Flow and Thoroughfare System
- (K) Land Use Compatibility and Mix
- (L) Protect Environmental Resources of McKinney
- (M) Affordable City Services that Enhance the Quality of Life
- (N) Well Planned Future

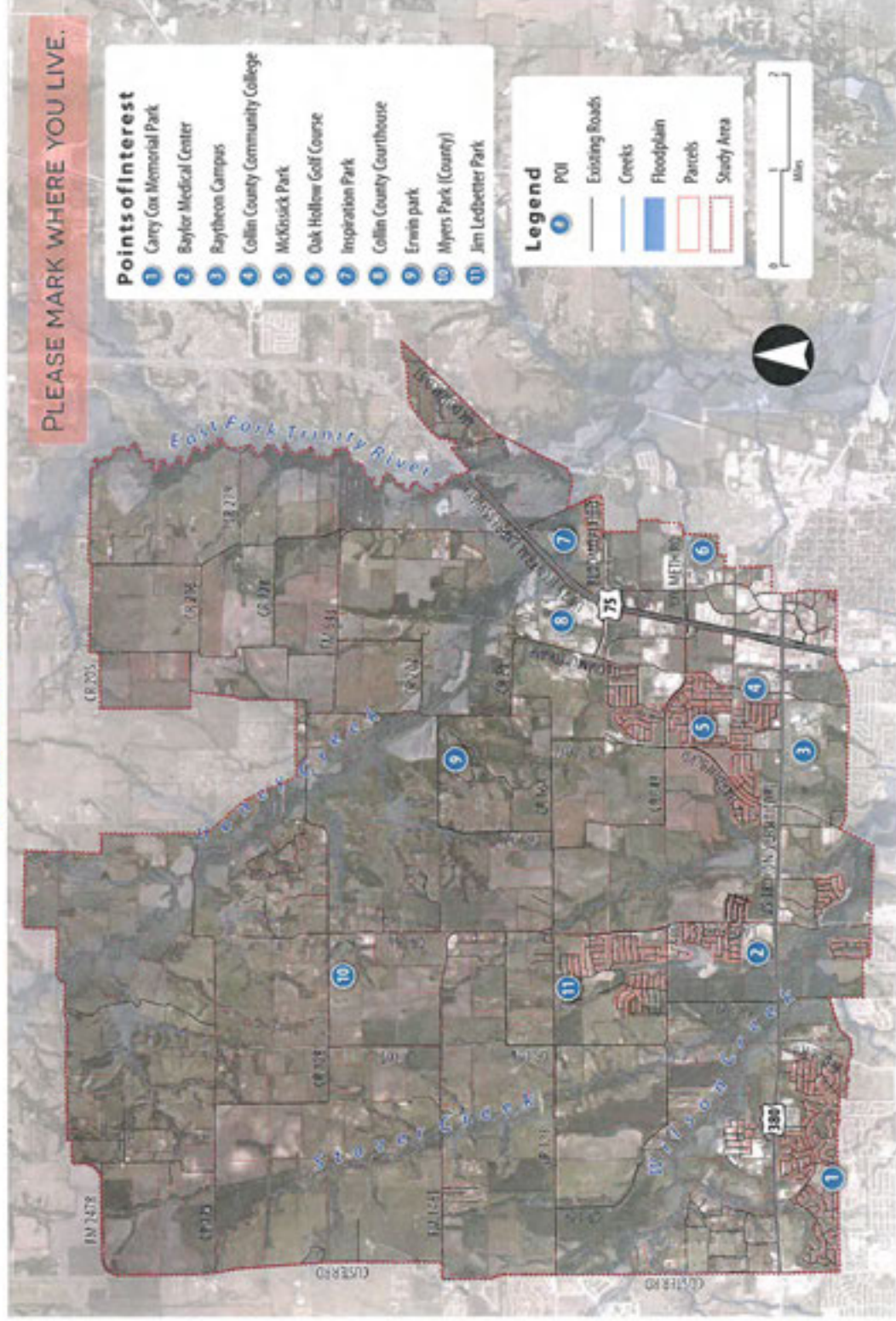
## GOALS FOR THE CITY OF MCKINNEY AS DEFINED BY THE CITY COUNCIL

- ① Strong, balanced economy.
- ② Fiscally sound city government providing excellent services.
- ③ Vibrant historic district: authentic downtown and neighborhoods
- ④ Improved mobility within, to, and from McKinney.
- ⑤ Sustainable, unique neighborhoods

## THE CITY OF MCKINNEY'S CORE BUSINESSES (PRIORITIES) AS DEFINED BY THE CITY COUNCIL

- ① Plan McKinney's future development.
- ② Support economic expansion.
- ③ Protect people and property, making a safe community
- ④ Respond to emergency situations
- ⑤ Provide leisure and recreational opportunities
- ⑥ Manage traffic flow and road systems
- ⑦ Provide essential utility services for daily living
- ⑧ Serve as a community information and resource center
- ⑨ Preserve the "McKinney Character"—our heritage.

## WHERE ARE YOU?













# STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

<input checked="" type="checkbox"/> Live in Northwest Sector	<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Work in Northwest Sector	<input type="checkbox"/> Business Owner	

## STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*The current landscape of farms, ranches, agricultural being more than 70% of the NW Sector with its open space, rolling hills & trees - huge trees - lining the many creeks & streams!*

## STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Nope*

① If so, what do you think is most important? ② What is of lesser importance to you?

① *To the city - money*      *To me see #1*  
② *Greed*

## STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Take care of what we've got*







## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

LOTS OF FAMILIES W/ CHILDREN. HATE BAD TRAFFIC.  
CLOSE TO SUPER TARGET + RESTAURANTS + IRWIN PARK, NATURE QUIET  
COUNTRY FEEL

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If so, what do you think is most important? What is of lesser importance to you?

I WANT PARKING GARAGES NOT PARKING LOTS I WANT BIKE LANES FOR FAMILIES  
AND ALTERNATE COMMUTING POSSIBILITIES, I COULD RIDE BIKE TO WORK @ DOWNTOWN  
MCKINNEY BUT I LIVE ON WEST SIDE OF 75, NOT PEDESTRIAN OR CYCLING FRIENDLY

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

MY FAMILY ENJOYS AREAS LIKE DOWNTOWN MCKINNEY, WATER'S CREEK (ALLEN)  
LEGACY @ PLANO, VILLAGES VILLAGES OF ALLEN, PRAIRIES, SCARE ON SQUARE, JAZZ + ART  
OFFICE SPACES OVER SHOPPING + EATING ESTABLISHMENTS + FESTIVALS.



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Open space, rural, low population density,  
low traffic, limited commercial development,  
not incorporated, no codes*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Hard to tell from info. here, but  
I doubt it.*

If so, what do you think is most important? What is of lesser importance to you?

*Rural areas, less development, less  
6 lane roads,*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Stay rural, stay open,  
keep city's ~~part~~ ~~part~~ ~~part~~ off it.*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)



Live in Northwest Sector



Property Owner

Other: \_\_\_\_\_



Work in Northwest Sector



Business Owner

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*The country atmosphere*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Somewhat*

If so, what do you think is most important? What is of lesser importance to you?

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*I'll probably be long gone from this earth before anything is done where I live*





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

Live in Northwest Sector

Property Owner

Other: \_\_\_\_\_

Work in Northwest Sector

Business Owner

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

The quiet! The huge trees we presently have on our acreage!  
the lack of traffic on our roads!  
The natural beauty that is there now - versus the  
crowded conditions of developed neighborhoods.

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

Your goals + objectives are beautifully thought out + of course -  
very lofty and what anyone moving to an area would want to see  
and hear - but please please remember your "unique by nature" logo  
+ retain as many of the places that make it so beautiful.  
If so, what do you think is most important? What is of lesser importance to you?

Hike + bike trails - public transportation - open spaces respectful  
of the very old trees + wildlife. Variety of use is admirable!  
Respect for the needs of those already established. This open house is a  
great start! We know it is just a start! We have expectations of being kept  
informed!

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Not overcrowded!!! Please don't cram as many as possible into a  
space. User friendly open areas for all. Retain your wonderful  
downtown - Do not, without thorough examination fill-in  
floodplain areas with development to strain the beautiful Wilson Creek  
corridor. We have strong visions of how high it already  
gets in heavy rain periods. You must must  
plan for the expected - unexpected climate changes. Look @ !!  
MCKINNEY Design by others catalust GATEWAY PLANNING ARSONS BRINCKERHOFF





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

GREEN SPACE, LESS COMMERCIAL

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

NO, TOO MUCH MULTI-FAMILY DEVELOPMENT + RETAIL PLANNED

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If so, what do you think is most important? What is of lesser importance to you?

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### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

TO STAY AS MUCH THE WAY IT IS <sup>CURRENTLY</sup> AS POSSIBLE

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## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*OPEN GREEN SPACE*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*NOT ENTIRELY. THE PLAN CALLS FOR MORE RESIDENTIAL DEVELOPMENTS THAN PREFERRED.*

If so, what do you think is most important? What is of lesser importance to you?

*Preserving historical uniqueness, & diverse style housing (not more cookie-cutter developments.)*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Balance land use with an emphasis on green space, with residential unique development. As little retail as possible.*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input checked="" type="checkbox"/> Business Owner |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Country living - No Neighborhoods - Plenty of wildlife -*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Good Somewhat align - Too early to fall without  
more input + feedback from development!*

If so, what do you think is most important? What is of lesser importance to you?

*The City needs to remember why current citizens moved to McKinney -  
Country living, country pace, peaceful atmosphere - it's not all  
about new neighborhoods - Country living has a style of its own!!*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Develop this sector to be "Unique by Nature". Leave nature alone  
and develop around it... Show the population how a city can  
incorporate both nature & growth!!*





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Natural Beauty, Location, for ~~business~~ opportunity ~~of the sector~~  
Safe place to live, ~~it's quiet~~, Quiet,

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

prefer lower density than city allows.

City approves too many high density projects

If so, what do you think is most important? What is of lesser importance to you?

we don't get better by allowing fast, cheap, high density projects,

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

High quality homes needs to be the message.  
(Everything so far is higher density.)



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*large natural areas - need more than just Frisco Park*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

If so, what do you think is most important? What is of lesser importance to you?

*important: guide development <sup>not excessively</sup> in the most strategic way to meet city needs and draw in commerce while respecting individual liberties (i.e., no use of eminent domain)*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*need easy access to future commercial zones to draw traffic inward but simultaneously preserve large natural areas*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Open spaces, untouched natural areas

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

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If so, what do you think is most important? What is of lesser importance to you?

more important: Preservation of existing natural areas on a large scale  
: Well-designed and -maintained communities that enhance prioritizing natural beauty  
less important: access to sprawling, overly expansive clusters of retail stores and restaurants

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Clusters of cohesive communities (80/20 residential/commercial) centered around large (10-50+ acre) areas of preserved natural areas. (See Galathea/75 area for example.) The Northwest Sector is McKinney's way to be 120,000 by Nature!



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |   |                                       |
|--|---|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Quality development in the Tucker Hill with green-pace  
retail/restoration opportunities close*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Yes*

If so, what do you think is most important? What is of lesser importance to you?

*most important: so I'd like active planning, retail planning that allows us NOT to  
have to go 75+380, also a vision of infrastructure to the north, park space planning  
is developed as planned*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*To become a pos. hybrid + retail destination in North Texas. / take advantage  
of natural beauty / park as a major retail center without becoming a concrete  
jungle like Frisco / build more neighborhoods like Tucker Hill New Urbanism  
is awesome*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

the land / the fact that it isn't full of "cookie cutter style" neighborhoods / open space

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

as long as they stay true to the McKinney motto - unique by nature - we do not need to become another FRESCO or PLANO -

If so, what do you think is most important? What is of lesser importance to you?

don't need lots of places to shop or eat  
can get to plenty easily

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

maintaining open feel - country type atmosphere - it's easy to get around as it is now



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

LARGE PLOT SIZES 5-10 ACRE LOTS

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

No

If so, what do you think is most important? What is of lesser importance to you?

COUNTRY LIVING

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Rural lives, open space, low density, very little commercial development, NOT INCORPORATED

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

NO

If so, what do you think is most important? What is of lesser importance to you?

What if we don't want to be annexed?

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Unique by nature

## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Nature / Trees / Space /

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

Yes

If so, what do you think is most important? What is of lesser importance to you?

Green spaces / Not so much concrete /  
trees are good / Do not make commercial other than in the big streets

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Bigger lots so we'll have less  
houses / Keep some farm life



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)



Live in Northwest Sector



Property Owner

Other: \_\_\_\_\_



Work in Northwest Sector



Business Owner

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*WIDE OPEN SPACES*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*NO*

If so, what do you think is most important? What is of lesser importance to you?

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*My Area STAY SAME*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Perfect time to  
Potential - mixed zoning - limit strip  
malls with numerous cleaners, nail salons

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

I would like to see more opportunities  
for smaller homes with more space between  
homes. Not everyone needs a 2000 sq ft home.  
Planned infrastructure as neighborhood planned  
& built

If so, what do you think is most important? What is of lesser importance to you?

Water planning with growth. Consider the  
housing needs of those who cannot afford  
expensive homes. A mix of multi-family units  
throughout NW section.

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Army Corp needs to take care of their land - dead trees, etc.



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

<input checked="" type="checkbox"/> Live in Northwest Sector	<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Other: _____
<input checked="" type="checkbox"/> Work in Northwest Sector	<input type="checkbox"/> Business Owner	

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Not tied by city laws.*

*Independence of rural living.*

*No city taxes*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*No.*

If so, what do you think is most important? What is of lesser importance to you?

\_\_\_\_\_

\_\_\_\_\_

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*No Annexation. Leave it as rural as possible for as long as possible.*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

<input checked="" type="checkbox"/> Live in Northwest Sector	<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Other: _____
<input checked="" type="checkbox"/> Work in Northwest Sector	<input checked="" type="checkbox"/> Business Owner	

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Open agricultural land*

*No city interference*

*No city taxes*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*No*

If so, what do you think is most important? What is of lesser importance to you?

*Plan needs more green space and less retail*

*Need to maintain agricultural areas*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Rural land owners free from excess govt. intrusion*





## STAKEHOLDER COMMENT CARD

11/14/13

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

The trees & ranches that surround the Heatherwood Subdivision where we live.

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

Unique by nature needs to be kept intact.

If so, what do you think is most important? What is of lesser importance to you?

Keep as much of nature as possible. Let's be able to keep the slogan "Unique by nature".

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Keep in rural in relation to the existing developments.



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Potential for growth and increase in my property value.*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Yes - probably, But would like to see them in writing. Should be mailed to all property owners in the NW Sector.*

If so, what do you think is most important? What is of lesser importance to you?

*Improve existing roadways soon. Custer Road north of 380 is getting congested - also 1461. Need to encourage development.*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*To be the next SW sector in terms of growth & development.*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Live in Northwest Sector | <input type="checkbox"/> Property Owner            | <input type="checkbox"/> Other: <u>Church</u> |
| <input type="checkbox"/> Work in Northwest Sector | <input checked="" type="checkbox"/> Business Owner |   |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

The open fields - large properties

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

Yes

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If so, what do you think is most important? What is of lesser importance to you?

Roads & Utilities

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### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

People & Business

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## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

POTENTIAL FOR LAND USE SIMILAR TO MYERS  
PARK - EVERY DEVELOPMENT MUST HAVE GREEN  
SPACE FOR ALL AGES + WALKING TRAILS

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

YES + NO - ~~ALL~~ FOCUS TO DATE HAS BEEN DOWNTOWN  
MERCHANTS + I-75 CORRIDOR - NEED TO UTILIZE  
E-380 + MORE OF WEST SIDE

If so, what do you think is most important? What is of lesser importance to you?

MOST-STRICT BUILDING CODES - ENERGY + WATER  
CONSERVATION - MORE WALKING (NOT BIKE) TRAILS  
LESS ATTN TO DOWNTOWN WHICH CATERES TO YOUNG <sup>NIGHT</sup> ~~LIFE~~ <sup>LIFE</sup> CROWD

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

LESS DENSITY IN HOUSING DEVELOPMENTS. MORE SINGLE  
STORY HOMES LARGER THAN 2,000 SQFT WHICH WILL REQUIRE  
LARGER LOTS. OPEN AREAS ~~FOR~~ LIKE FINCH PARK



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input type="checkbox"/> Property Owner            | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input checked="" type="checkbox"/> Business Owner |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*It's potential to incorporate a diverse community that includes affordable housing.*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Yes in respect to creating a sustainable community that seeks to maintain quality of life for all.*

If so, what do you think is most important? What is of lesser importance to you?

*Quality of life for all. Investing in the city's workforce citizens.  
Improve transportation and include light rail.*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*To ensure a place for affordable/workforce housing. This ensures that the city's workforce can enjoy quality of life in high opportunity areas.*





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Country Living & rural atmosphere

Large lot size

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

Somewhat. The market should drive growth. The city should provide a framework - infrastructure & safety and rough guides for growth. It is important to maintain individual freedom when

If so, what do you think is most important? What is of lesser importance to you?

It does not adversely impact others. If you provide the infrastructure people will determine what is needed. Avoid Gateway type top-down, government-directed growth - it never works well.

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

Steady growth driven by market conditions. We need massive amount of roads for vehicles, power, sewers, water, etc. "Build it & they will come."



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

OPEN SPACES - LOW PROPERTY TAXES

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

SOMETIMES

CONCERNED OVER UNFINISHED PROJECTS (GARDWAY HOTEL)

WOULD LIKE TO SEE MORE COMMERCIAL/RETAIL

If so, what do you think is most important? What is of lesser importance to you?

WOULD LIKE TO SEE AN INCREASE IN RETAIL IN ORDER IMPROVE

SALES TAX REVENUES.

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

MORE RETAIL ALONG I-75 & HWY 380

RETAIN OPEN SPACES FOR RECREATION

## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*farm - low population - income*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Start a Steering Committee*

If so, what do you think is most important? What is of lesser importance to you?

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*all farmland; undeveloped*

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*not really*

*development should be away  
with what make the land beautiful  
w/ rolling hills*

If so, what do you think is most important? What is of lesser importance to you?

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### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

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## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

<input checked="" type="checkbox"/> Live in Northwest Sector	<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Work in Northwest Sector	<input type="checkbox"/> Business Owner	

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

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### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*Yes, however please plan Ridge Road East of Scott Cemetery. Also, please limit development to residential out of respect for the dead!*

If so, what do you think is most important? What is of lesser importance to you?

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### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

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## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input checked="" type="checkbox"/> Work in Northwest Sector | <input type="checkbox"/> Business Owner            |                                       |
- Reactor**

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

The agricultural land on the west side of Hardin. (South of Wilmeth). The sunsets are fabulous. Hardin is behind my house. Feeling like its country behind us - city in front.

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

maps hard to read. - zoning confusing Red with lines = ??  
There are too many 6 lane roads in the MW sector.  
Hike + bike is good. - only thing that I agree with 100%.

If so, what do you think is most important? What is of lesser importance to you?

The map shows my house and area behind to be commercial. Not sure that would work good - very small piece of land at Taylor-Burk + Hardin.  
Suburban mix is confusing.

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

I'd like to see only residential and park/open space at Hardin + Wilmeth (southwest corner).  
And less big roads.





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |   |  |                                       |
|---|--|---------------------------------------|
| <input type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector | <input checked="" type="checkbox"/> Business Owner |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*RURAL CHARACTERISTICS*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*What are the city's objectives? If it is accommodating any and all growth then I am not in agreement. Growth for growth's sake is not appropriate.*

If so, what do you think is most important? What is of lesser importance to you?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*It should retain its current rural, agricultural basis.*





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- Live in Northwest Sector  
 Work in Northwest Sector

- Property Owner  
 Business Owner

Other: organic farmer

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

Green spaces, attractive, rural

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

in essence, not on a scale - I don't see the need for  
mega superhighway for 100k people...? I don't know.

If so, what do you think is most important? What is of lesser importance to you?

we want to keep it beautiful as part of our business  
(getting into agritourism)

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

I'd like to see it accommodate growth WITHOUT a  
megahighway... Its role is a rural escape from DFW &  
I wish it would stay that way



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*It's open. It's the last rural area in the County.*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*No, I like Country living*

If so, what do you think is most important? What is of lesser importance to you?

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*This area does not need to be high density, cheap, short term.*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

<input type="checkbox"/> Live in Northwest Sector	<input checked="" type="checkbox"/> Property Owner	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Work in Northwest Sector	<input type="checkbox"/> Business Owner	

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*We want everything left as it is.*

*No city involvement (taxes, etc.)*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

\_\_\_\_\_

\_\_\_\_\_

If so, what do you think is most important? What is of lesser importance to you?

\_\_\_\_\_

\_\_\_\_\_

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

\_\_\_\_\_

\_\_\_\_\_





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |   |                                       |
|--|---|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*outside city limits - no city taxes*  
*open space*  
*country living*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*hope development is slow in coming*

If so, what do you think is most important? What is of lesser importance to you?

*planning. I know growth is coming i we need to be prepared for that growth but we moved to the family farm. I am in no hurry for the development.*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Why is there no population growth projected in the area east of CR 166?*



## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

THE MIX OF QUALITY HOUSING AND  
RURAL FARMS & PASTURE

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

SO FAR

If so, what do you think is most important? What is of lesser importance to you?

NO MAJOR SHOPPING DEVELOPMENT  
NOTHING MORE THAN LIGHT INDUSTRIAL

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

CONTINUE THE QUALITY OF LIFE MAINTAINED  
AND MAINTAINED SO FAR

## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

natural beauty, parks, open space

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

yes

If so, what do you think is most important? What is of lesser importance to you?

LOVE that there will be extensive hike/bike trails - would like more park/undeveloped spaces

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

maintain community feel, encourage public events, growth that serves residential areas vs commercial





## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*Neighborhood parks, Baylor + growing number of health care providers*

---



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---

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

---



---



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If so, what do you think is most important? What is of lesser importance to you?

*More east-west roads*

---



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### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*Residential, green space, small retail, health care services for seniors*

---



---



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## STAKEHOLDER COMMENT CARD

Which best describes you? (check all that apply)

- |  |  |                                       |
|--|--|---------------------------------------|
| <input checked="" type="checkbox"/> Live in Northwest Sector | <input checked="" type="checkbox"/> Property Owner | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Work in Northwest Sector            | <input type="checkbox"/> Business Owner            |                                       |

### STATION #1: Existing Conditions

What do you value most about the Northwest Sector?

*LESS congested, quiet, rural feeling*

### STATION #2: Citywide Goals and Objectives

Do the City's current goals, objectives and priorities align with your values?

*YES. Important to plan before doing.*

*Grow the right way.*

*Quality of life and the environment maintained.*

If so, what do you think is most important? What is of lesser importance to you?

*I would hope that with growth, the city LEAVES AREAS of GREEN SPACE in order to maintain the RURAL feeling that brought us to McKinney.*

### STATION #3: Future Growth and Market Conditions

What is your vision for the Northwest Sector in McKinney's future? What is its role?

*When I drive thru Stonebridge Ranch, I always*

*think that it was planned in a nice way. Lots*

*of ~~the~~ trees and green space. I hope the NW sector can be the same. Minimum of commercial development.*





# Appendix C

## Opportunity Site Evaluation



# Northwest Sector Study

## Opportunity Area Evaluation

Prepared for



Prepared by



March 25, 2014



# Northwest Sector Opportunity Site Evaluation

## Project Objective

The project team identified locations which have emerged as opportunity areas within the Northwest Sector and may serve to strategically stimulate economic development, and thereby catalyze activity in adjacent locations for future development. 17 opportunity areas within the Northwest Sector were identified and characterized into three main categories: [Residential Opportunity Areas](#), [Mixed-Use Opportunity Areas](#) and [Major Regional Commercial Opportunity areas](#). These opportunity areas can be seen in Figure 1.

The 17 opportunity areas have been evaluated in order to identify the three most suitable areas that should serve as future **focus areas** of the Northwest Sector Study. The intent of identifying these focus areas is to create reproducible typologies for three different place types and describe how the typology could be used to guide the development of similar places throughout the Northwest Sector.

## Process

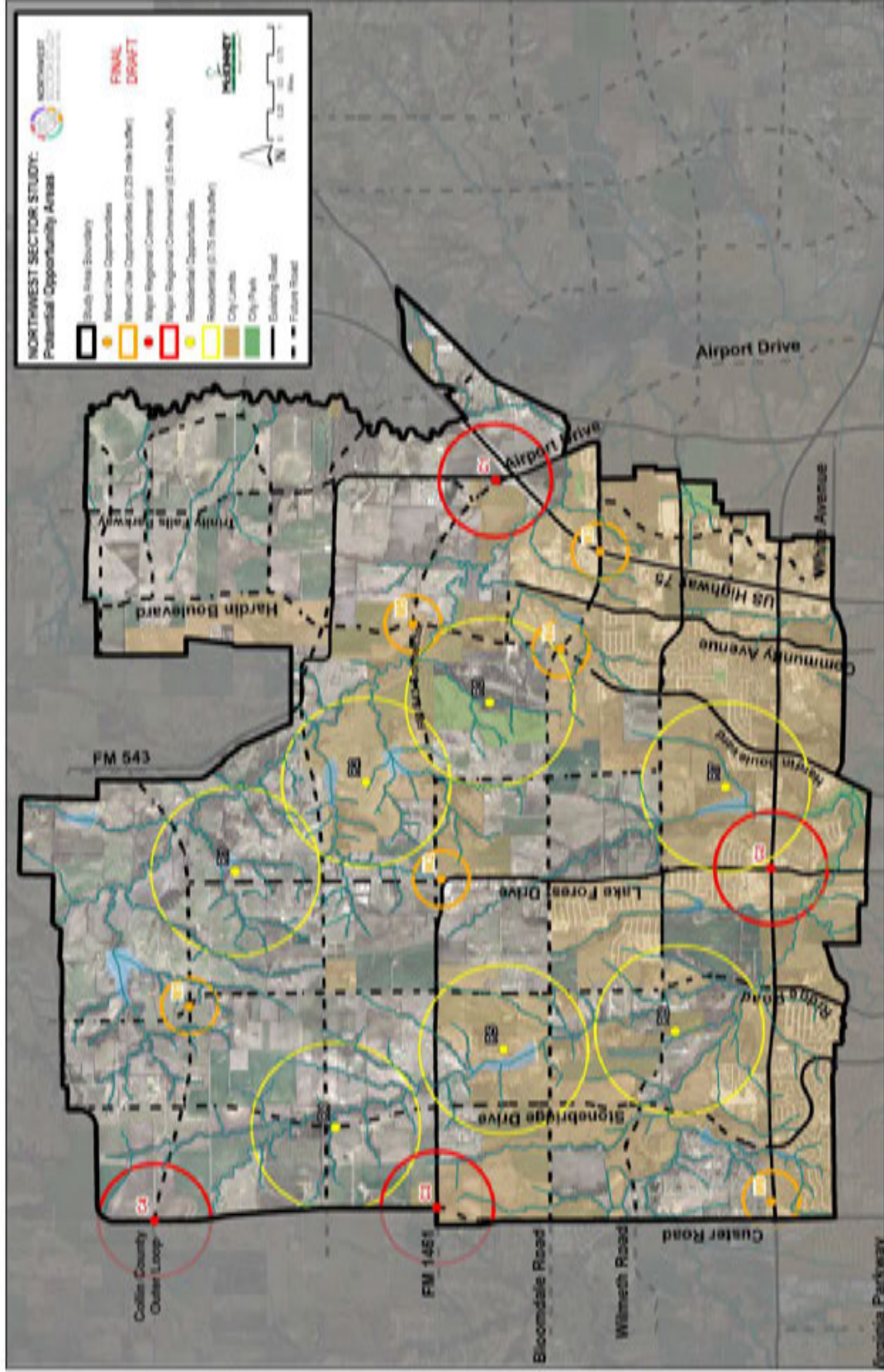
An assessment matrix was developed to objectively evaluate the 17 opportunity areas. Eight evaluation criteria were developed and each criterion was weighted based on its perceived importance to the anticipated development typology. A scoring of one to three points was given to each opportunity site for each evaluation criterion. The evaluation matrix, outcomes and rankings of the opportunity areas are presented below (Figures 2-4).

The three highest ranking opportunity areas will be identified as a focus area and are anticipated to be further explored in order to establish alternative land use and development frameworks and evaluation of the site's readiness and anticipated potential to catalyze development in the Northwest Sector.

## Preliminary Assessment

The following section presents the findings of the assessment for each development category. A brief characterization of the eight evaluation criteria is provided below to explain the results of the assessment for each category.

Figure 1. Northwest Sector Opportunity Areas



## Residential Opportunity Areas

There were seven residential opportunity areas identified, each area was rated on the eight evaluation criteria listed below. The following observations contributed to the scoring (Figure 2):

1. Proximity to natural features and amenities: Residential opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity.
2. Market Potential: Residential opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did see a realistic market potential or demand.
3. Proximity to existing municipal utility infrastructure: Residential opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile.
4. Proximity to existing arterial roads: Residential opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Residential opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings.
5. Potential Development Interest: Residential opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Activation Potential: Residential opportunity areas located near areas of existing development activity or located at the junction of potential infrastructure expansion(s) were seen as having a higher activation potential. Residential opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. "leap frog") development pattern were given lower ratings.
7. Age of Existing Zoning: Residential opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.
8. Challenges to development: Residential opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings.



Figure 2. Residential Evaluation Matrix

Residential	Criteria	Criteria Weight	R1	R2	R3	R4	R5	R6	R7
	Proximity to natural features	25%	2	2	3	2	3	2	3
	Market potential	20%	1	1	2	1	2	3	3
	Proximity to existing arterial roads	15%	1	1	1	1	1	2	2
	Proximity to existing municipal utilities	15%	1	1	2	1	2	1	2
	Potential development interest	10%	1	3	3	1	3	1	1
	Activation potential	5%	1	1	2	1	2	2	3
	Existing zoning	5%	3	2	3	3	3	3	3
	Challenges to development	5%	1	1	1	1	1	1	2
<i>Weighted Score (weight x raw score)</i>			<i>1.35</i>	<i>1.50</i>	<i>2.20</i>	<i>1.35</i>	<i>2.20</i>	<i>1.95</i>	<i>2.45</i>

**Findings:**

Residential Opportunity Area R7 was rated high in a number of areas. It is located near a natural feature (lake) and adjacent to an existing arterial (US 380) as well as having nearby municipal utilities - all which resulted in R7 receiving maximum ratings for those evaluation criteria. Additionally, it received a high rating for its activation potential as it is located near established commercial and residential development and provides for a logical expansion of development north of US 380.

Residential Opportunity Areas R3 and R5 also scored highly, but were not located as close to existing infrastructure and therefore received slightly lower ratings. However, the final rankings are close to R7.

The final weighted score resulted in R7 having the highest ranking of all seven residential opportunity areas. **Therefore, the project team recommends that Residential Opportunity Area R7 be evaluated as a focus area.**<sup>1</sup> However, with its proximity to a significant natural feature and potential to activate important east-west connections, Site R5 is a preferred second choice in terms of focus area. With the merits of Site R3 also recognized, City Staff will actively engage with property owners to synergize private planning efforts with the public planning goals and objectives.

<sup>1</sup> Following the presentation of this report to the McKinney City Council on March 31, 2014, city staff met with the property owner of site R7 and found that the property owner preferred to not be evaluated as a focus area. Therefore, the second-highest scoring site (R5) has been pursued as the Residential Focus Area.

## Mixed Use Opportunity Area

Six mixed use opportunity areas were identified. As with the previous evaluation, each mixed use opportunity area was rated on the eight evaluation criteria listed below. The following observations contributed to the scoring (Figure 3):

1. Market Potential: Mixed use opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did not see a realistic market potential or demand for a given area.
2. Proximity to existing arterial roads: Mixed use opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings. More specifically, mixed use opportunity areas which are located next to major arterials such as US 380 or US 75 received the highest ratings.
3. Proximity to existing municipal utility infrastructure: Mixed use opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile. More specifically, mixed use opportunity areas located next to US 380 or US 75 which have existing municipal waterlines in the ROW received the highest scores.
4. Activation Potential: Mixed use opportunity areas located near existing residential or commercial development were seen as having the potential to activate additional development and received the highest ratings. In addition, opportunity areas located at the junction of potential infrastructure expansion(s) were also seen as having a higher activation potential. Similar to the residential criteria, opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. “leap frog”) development pattern were given lower ratings.
5. Potential Development Interest: Mixed use opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Challenges to development: Mixed use opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings. The majority of the mixed use opportunity areas were located in areas that had existing roadway and utility infrastructure and received high ratings.
7. Proximity to natural features and amenities: Mixed use opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity. By and large, natural amenities such as parks, water features and trails were not located adjacent to any of the mixed use opportunity areas; therefore ratings for almost all opportunity areas in this category were low.

8. Existing Zoning: Mixed use opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.

Figure 3. Mixed Use Evaluation Matrix

Mixed- Use	Criteria	Criteria Weight	M1	M2	M3	M4	M5	M6
	Market potential	30%	1	1	3	3	1	3
	Activation potential	25%	1	1	3	3	1	2
	Proximity to existing arterial roads	10%	1	3	3	2	1	3
	Proximity to existing municipal utilities	10%	1	3	3	2	1	3
	Potential development interest	10%	1	1	3	3	3	3
	Challenges to development	5%	1	3	3	2	2	2
	Proximity to natural features	5%	1	1	1	3	1	1
	Age of existing zoning	5%	3	3	1	3	2	2
<i>Weighted Score (weight x raw score)</i>			<i>1.10</i>	<i>1.60</i>	<i>2.80</i>	<i>2.75</i>	<i>1.30</i>	<i>2.55</i>

**Findings:**

Sites M3 and M4 scored the same on the two highest weighted criteria (market potential and activation potential). Objectively, Site M3 scored higher overall because of its location to adjacent an existing arterial (US 75) and water utilities. However, subjectively, Site M4 provides a greater opportunity for the City to effectuate proactive planning in association with Site R3 and Erwin Park. Site M4 also provides a better opportunity to examine some of the significant infrastructure challenges seen west of Community Avenue. With this in mind, **the project team recommends that Mixed Use Opportunity Area M4 be evaluated as a focus area.**



## Regional Commercial Opportunity Area

Four commercial opportunity areas were identified. As with the previous evaluation, each commercial opportunity area was rated on the eight evaluation criteria which are listed below. The following observations were made which contributed to the scoring (Figure 4):

1. Market Potential: Regional commercial opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did not see a realistic market potential or demand for a given area.
2. Proximity to existing arterial roads: Regional commercial opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings. More specifically, opportunity areas which are located next to major arterials such as US 380 or US 75 received the highest ratings.
3. Proximity to existing municipal utility infrastructure: Regional commercial opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile. More specifically, opportunity areas located next to US 380 or US 75 which have existing municipal waterlines in the ROW received the highest scores.
4. Activation Potential: Regional commercial opportunity areas located near existing residential or commercial development were seen as having the potential to activate additional development and received the highest ratings. In addition, opportunity areas located at the junction of potential infrastructure expansion(s) were also seen as having a higher activation potential. Similar to the residential criteria, opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. “leap frog”) development pattern were given lower ratings.
5. Potential Development Interest: Regional commercial opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Challenges to development: Regional commercial opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings.
7. Proximity to natural features and amenities: Regional commercial opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity. By and large, natural amenities such as parks, water features and trails were not located adjacent to any of the regional commercial opportunity areas; therefore ratings for most opportunity areas in this category were low.
8. Existing Zoning: Regional commercial opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.

Figure 4. Regional Commercial Evaluation Matrix

Major Regional Commercial	Criteria	Criteria Weight	C1	C2	C3	C4
	Activation potential	30%	3	2	1	1
	Market potential	25%	3	3	1	1
	Proximity to existing arterial roads	10%	3	3	3	1
	Proximity to existing municipal utilities	10%	1	3	1	1
	Potential development interest	10%	3	3	1	1
	Age of existing zoning	5%	2	2	3	3
	Challenges to development	5%	3	3	1	1
	Proximity to natural features	5%	2	2	1	1
<b>Weighted Score (weight x raw score)</b>			<b>2.70</b>	<b>2.60</b>	<b>1.30</b>	<b>1.10</b>

**Findings:**

Commercial Opportunity Areas C1 and C2 scored relatively the same on most categories. However, Area C1 had the highest ranking. Its location adjacent to a major existing arterial (US 75) combined with its proximity to the anticipated momentum from the US 75 improvement project, FM 543 connector project and the Trinity Falls development make it a desirable focus area.

**The project team recommends Commercial Opportunity Area C1 as the preferred focus area.**

## Conclusion

A review of this assessment shows that some generalizations can be made about the opportunity areas. The highest rated opportunity areas in each category shared some similarities: they are predominately located near existing development as well as near existing arterial roads and/or municipal utilities; and they also received a high rating in the activation potential evaluation criteria.

Other conclusions can be drawn from this assessment as well. The highest rated residential opportunity areas were also areas adjacent to natural amenities. Market potential was highest for those mixed use opportunity areas which were located adjacent to existing development. The commercial opportunity areas located near existing development and infrastructure also ranked highest in market potential and activation potential. As a final observation; the evaluation criteria which seemed to differentiate the rankings in each category was the proximity to existing municipal utility infrastructure and existing arterials roads.



# Appendix D

Public Workshops  
(June 2014)



# US 75 Sub-Area



Collin County Complex

Johnson Middle School

Dak Hollow Golf Course

Collin County Community College

Raytheon Campus

## Defining Characteristics (Existing)

- County complex as major activity center
- Collin County Community College is additional activity center
- Auto-oriented development pattern
- Roads on an average 1/2 mile grid

## Development of Guiding Principles

- Expanding grid and providing connector roads
- Provide opportunity for infill/small development & redevelopment





Continuous Screening Walls <sup>75 CORRIDOR</sup>

\* Destination Entertainment

Convention Center

Mixed-Use Entertainment

Reasonably Priced Office

\* Connectivity of Retail, Ent, Residential

Public Transport (TAPS / PART Expansion)

Theme Park



U.S. 380 CORRIDOR

- o ISSUE OF APARTMENT DEVELOPMENT DUE TO WATER DEMAND.
- o ADDITIONAL COMMERCIAL
- o VARIETY OF RES. LOT SIZES TO KEEP MCKINNEY FINANCIAL STRONG.
- o CONNECTED OPEN SPACE W/ PED. WALKING TRAILS.
- o QUALITY COMMERCIAL DEVELOPMENT NEEDED - REST., GROCERY STORES. & EMPLOYMENT OFFICES.
- o BAD TRAFFIC ON 380
- o EXTENSION OF STONEBRIDGE NORTH NEEDED.
- o POTENTIAL FUTURE RAIL TO CONNECT INTO DFW





o MORE ENTERTAIN USES.

- YOUNG ADULTS

o RAIL CONNECTIONS NEEDED FOR FUTURE

o MOVIE/DRIVE IN THEATRE A NICE  
↑  
OUTDOOR

### FUTURE LAND USE

o 380 HWY NEEDS MORE REST.  
(NEIGHBOR SERVICES)

o RELEASE 380 TRAFFIC BY OTHER  
E/W ROUTES

o NEED TO CONSERVE WATER.

- CITY

- NW SECTOR

- DFW

o FOCUS DENSITY ON 380 &  
LESSEN DENSITY ON N/S ROADS

o OUTER LOOP CORRIDOR.

2.

US380

- IMPROVE PED. TRAIL ALONG CREEK CORRIDOR.
- RENT-A-BIKE FACILITIES TO PROMOTE BIKE RIDERSHIP BETWEEN DESTINATIONS.
- EXTEND DART NETWORK.
- CREATE MORE DESTINATION CENTERS/  
NODES/VILLAGE
  - MIXE USE
  - RES & COMMERCIAL
  - LINKED W/ PED. TRAILS
- LINK INFRASTRUCTURE IMPROVEMENTS TOGETHER W/ LAND DEVELOPMENT.
- CREATE A "TOWN LAKE" CONCEPT
- US380 AS SMALLER SCALE COMM. CORRIDOR & TRAFFIC MOVER & US75 AS MORE INTENSE COMM. CORRIDOR & TRAFFIC MOVER. MORE POTENTIAL ON US75

[3.]

US 380

0 D-CELL LANES FOR LAPE DEVELOPMENTS  
ALONG 380 CORRIDOR.

- COST SHARED BY:

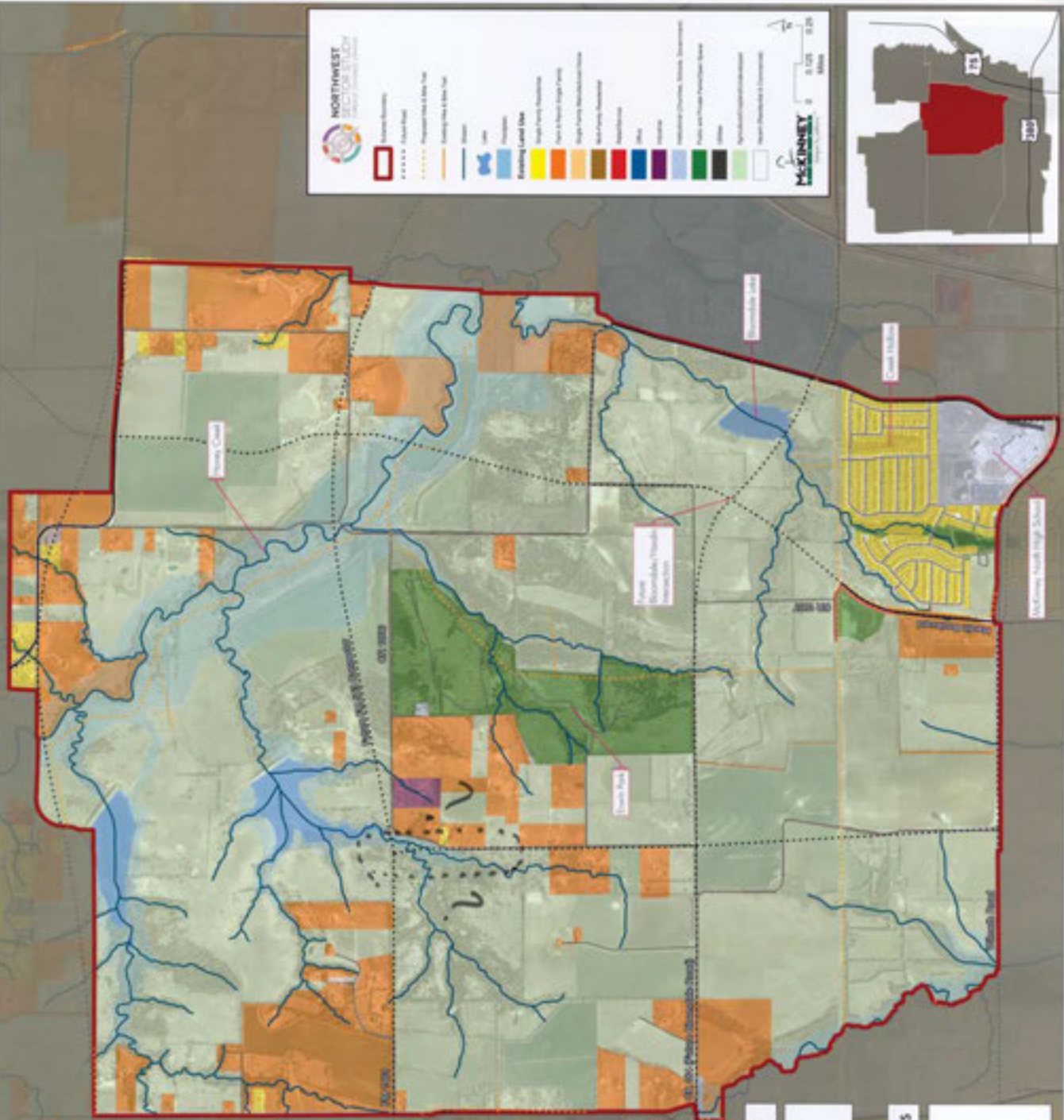
- TX DOT

- CITY

4



# Central East Sub-Area



**Defining Characteristics (Existing)**

- Erwin Park creates an identity for the area
- low density rural development
- Primarily undeveloped/agricultural uses
- Terraced topography of rolling hills

**Development of Guiding Principles**

- Create connections between Erwin Park and the surrounding development via trails and pathways
- Develop an open space network which builds on Erwin Park and connects to the remainder of the sub-area
- Develop future transportation routes to future large and small scale development
- Establish the sub-area as an open space district that builds on

CENT. EAST

- Low impact housing
- Development that takes down a lot of trees is not desirable
- Understand the sensitive potential impacts of future <sup>543</sup> @ 1461 and the south-ward arterial.
- Mixed use - put apartments near retail, not mixed in with big homes

- Is the grid system (MTP) really necessary? <sup>CENT. EAST</sup>
- \* Are there changes that could yield a balanced system, but not ~~the~~ overly impact property owners & existing features.

Boomy /

- Development on East side of Erwin Park is Sensitive to Natural Features + Context.





## CENTRAL WEST

- DON'T TAKE OUR HOMES TO ACCOMMODATE A ROADWAY (WILMETH)
- WHY IS LEAP-FROG DEVELOPMENT BEING ALLOWED AGAIN?  
[DON'T LIKE LEAP FROG DEVELOPMENT]
- OLD WEST DEV.  
LET OWNERS ~~FOR~~ DO WHAT THEY WANT
- future road alignments & maintaining appropriate property access.
- ENCOURAGE DROUGHT-TOLERANT PLANTS/LANDSCAPING IN DEVELOPMENTS.
- YMCA FACILITIES IN THIS AREA.  
ALSO AQUATIC CENTER
- NO MALLS

## CENTRAL WEST

- I APPROVE OF GROWTH THAT MAKES SENSE FOR THE AREA; REQUIRES VISION LOOKING DOWN THE ROAD
- LEVERAGE AIRPORT

• Destination along stream corridors/hike/bike trails ↗





CCOL

· Keep it natural





# TRINITY FALLS

- Save the trees.
- We need parks, rec centers, & aquatic centers north of 380.
- We need teen entertainment venues up in this area, such as a bowling alley or drive-in movie theater.

# Appendix E


Focus Area Planning Charrettes  
(June 2014)





## **Commercial Focus Area Charrette**

- TRAILS / PED. ACCESS
  - STREET NETWORK
  - CROSS-ACCESS
  - INTERNALIZE PUBLIC SPACES. / GATHERING PLACES
  - GATEWAY / BRANDING, VISIBILITY
- COMM. [1]

- Pastoral views [2]
  - County Center (Roundabout)
  - Natural Heritage
  - Trinity / Honey Creek
  - Regional Trails
  - Coordination regional drainage / amenity
- 

- TREATMENT OF FRONTAGE  
ROADS + DEVELOPMENT PATTERN

- LAND USES THAT ARE  
TRANSITIONAL, NOT BUFFERED,

c. 3





## **Mixed Use Focus Area Charrette**

→ Activating public green-space through techniques such as single-loading streets such that nearby lots and home values are increased

- Use good street design (walkable and linked) to connect major public space destinations

MXD FOCUS AREA 



- ~~Open~~ Network  
Connected

① to create interaction and  
d. differentiation of home types  
and ② freedom to move  
around area destinations

~~who cut through traffic~~  
so that diffused  
traffic ~~results~~ is manifested

MXD FOCUS AREA [2.]

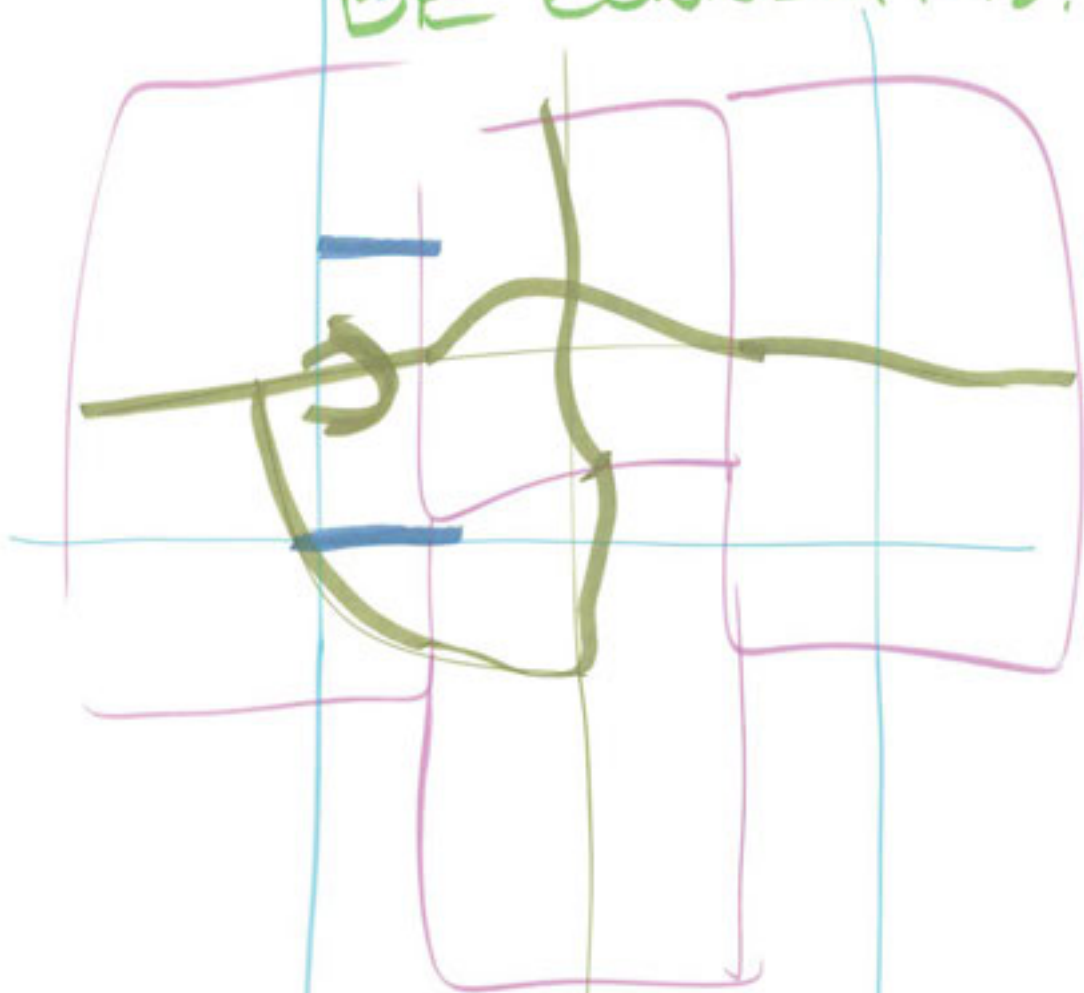
~~Coordinated~~  
~~Integrated~~ ownership  
so that open space and  
mixed use are realized  
effectively (e.g. open space  
access is conneced not ad hoc)

Aligning zoning structure  
and phasing to <sup>incite</sup> (buy in)  
incentivize  
adjacency benefit and  
higher values in later phases

MXD FOCUS AREA

3.1

PLANNED TRAILS TO  
BE CONNECTED.




MXD FOCUS AREA

4.



→ Align trail master plan  
with NW Sector vision  
to realize complete trail  
(public) system in terms  
of ROW dedication and  
potential public \$

→ What about cul de sac  
condition ?

MIXD FOCUS AREA 5.

- Don't focus on density;  
rather focus on intersection  
of design tools: 6<sup>a</sup>

- 1) integrated and activated  
open space
- 2) a variety of lot and  
housing types
- 3) shorter block lengths
- 4) walkable streets

MXD

6

5) Connections (pedestrian/street)  
to adjacent properties and  
uses (incentives)

66

6) Coordinated access to  
shared open space w/  
adjacent property ownership

e.g. parkland fees

→ (incentives)

7) Others ???

MXD 7



600' to 800' block  
length to encourage  
connectivity



MAD 

~~REQUIRE~~ SMALL SCALE  
SECTOR PLAN # TO BE  
ADOPTED ~~TO ASSIST~~ <sup>PRIOR TO</sup> DEVELOPMENT  
~~PLAN~~ ACTIVATION (IN LONGER PLANNING  
ACTIVITY HORIZONS) i.e. COA

---

BENEFIT OF LARGE

DEV. ↑ QUALITY & VALUE  
DEVELOPMENT  
- ↓ RESOURCES FOR  
CITY

- ↑ RESOURCES FROM  
DEVELOPER  
- ECONOMICS + VIABLE,  
SO THEY ASK FOR LESS \$  
(DEVELOPERS) SUPPORT.

MD 9

- CREATE INCENTIVES  
FOR "INTEGRATED OWNERSHIP"  
[LARGER DEVELOPMENTS] BASED ON  
CORRESPONDING BEN. (SEE PREVIOUS  
PAGE)

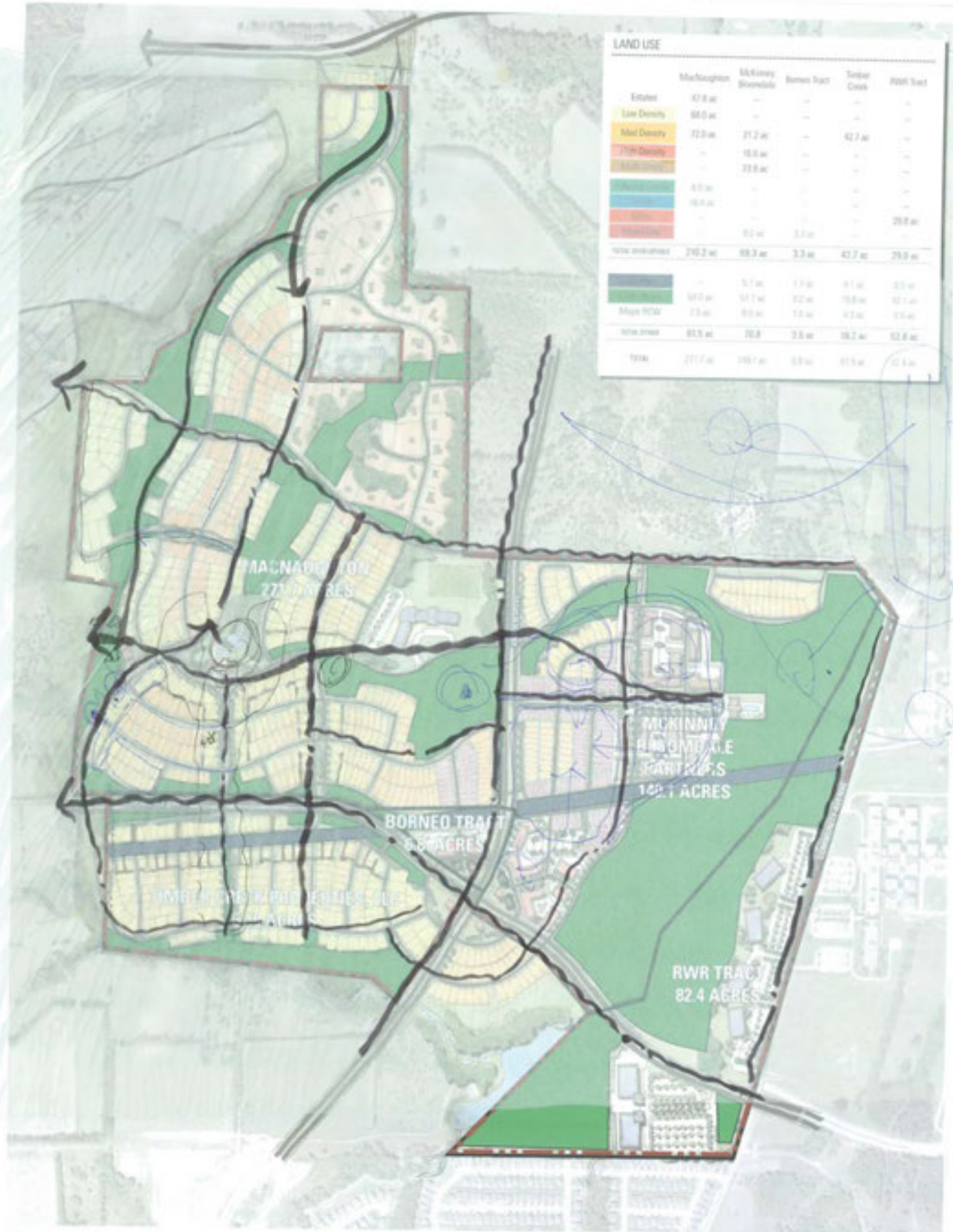
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ENABLING  
THE MARKET

---

JASON PAUL  
value proposition to Builders  
MND 10





**LAND USE**

	MacNaughton	McKinney Roundtable	Borneo Tract	Four Seasons	RWR Tract
<b>Estates</b>	47.8 ac	-	-	-	-
<b>Low Density</b>	68.0 ac	-	-	-	-
<b>Med Density</b>	72.0 ac	21.2 ac	-	42.7 ac	-
<b>High Density</b>	-	18.0 ac	-	-	-
<b>Medium Density</b>	-	23.8 ac	-	-	-
<b>Office</b>	6.0 ac	-	-	-	-
<b>Industrial</b>	16.8 ac	-	-	-	-
<b>Warehouse</b>	-	8.2 ac	3.3 ac	-	28.8 ac
<b>Total</b>	200.2 ac	69.3 ac	3.3 ac	42.7 ac	29.6 ac
<b>Other</b>	-	5.1 ac	1.7 ac	8.1 ac	3.3 ac
<b>Max FCR</b>	23.8 ac	5.1 ac	1.2 ac	15.8 ac	12.1 ac
<b>Max Area</b>	85.5 ac	10.8 ac	2.8 ac	18.2 ac	12.8 ac
<b>Total</b>	217.7 ac	100.7 ac	5.8 ac	31.5 ac	15.4 ac

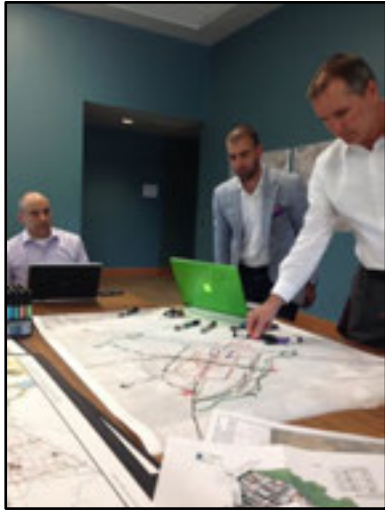
MACNAUGHTON  
277.0 ACRES

McKINNEY  
ROUNDTABLE  
PART 1 & 2  
142.1 ACRES

BORNEO TRACT  
8.6 ACRES

FOUR SEASONS PROPERTIES  
10.5 ACRES

RWR TRACT  
82.4 ACRES





# McKinney Horizons Charrette

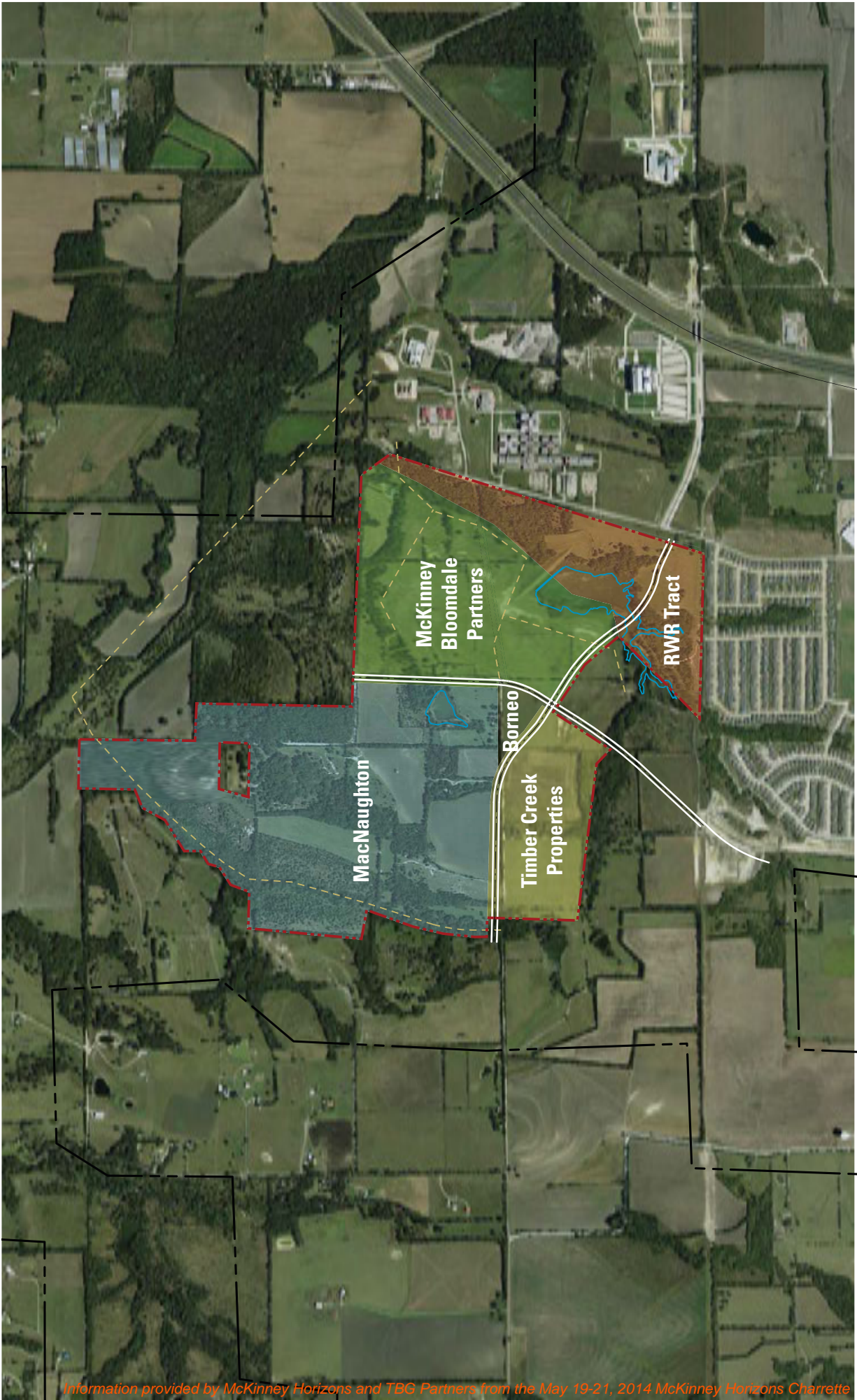
## May 19-21, 2014









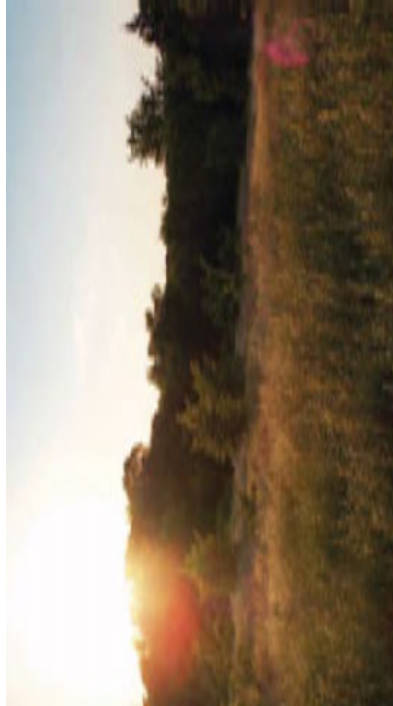


Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



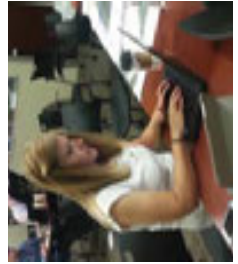
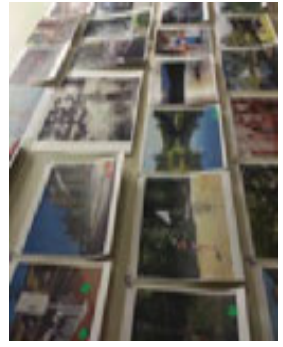






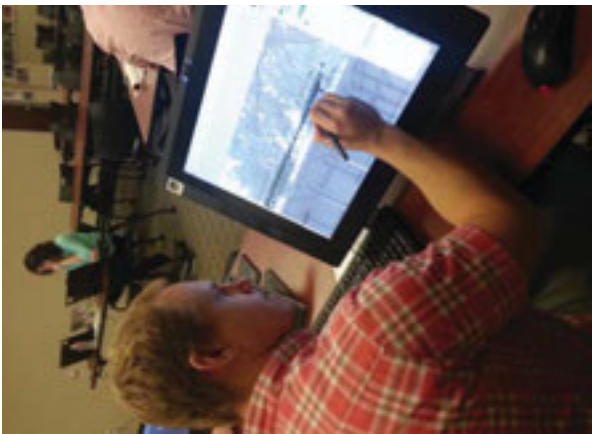
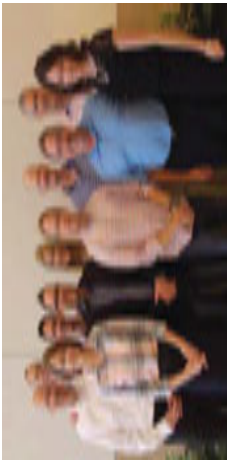
Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette





Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette





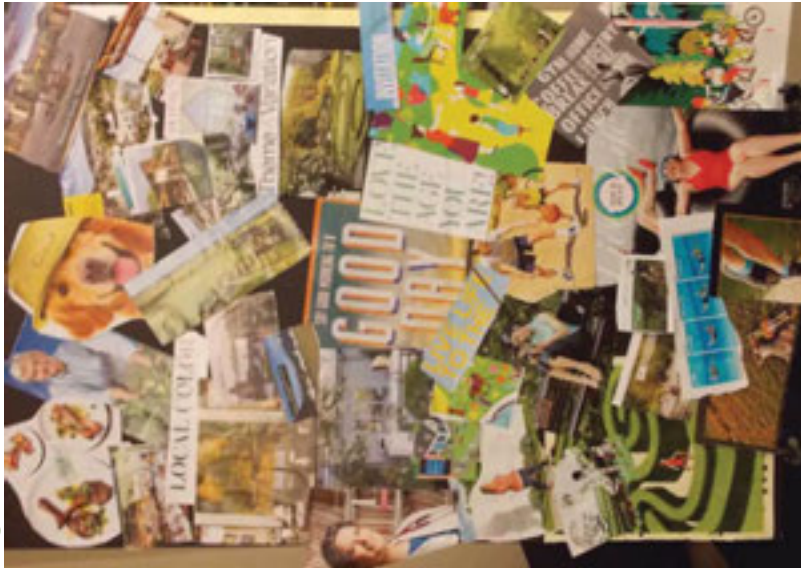
Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charretts







**ACTIVITY**



**OUTDOOR LIVING**



**LIFESTYLE**



**CHARACTER IMAGES**



- **Integrate Ownership into a Master-Planned Community**
- **Protect and Incorporate the Natural Features of Site**
- **Blend a Mix of Interconnected Land Uses**
- **Balance Between Nature, Development & Market**
- **Maximize Erwin Park's Adjacency**
- **Incorporate Environmental Education**

## EXPAND ERWIN PARK

- Mixed Use Core
- East/West Pedestrian Connection
- Integrated School
- Expand Erwin Park Into Neighborhood



## ESPLANADES

- Terminated Esplanade Entry
- School on Perimeter
- Entry feature / Icon at Intersection
- North/South Lot Orientation





Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



# Parkside

at McKinney





## VILLAGE CENTER

- Inter-connected Urban Street
- Architecture pushed to Street edge
- Parking located behind buildings
- Easy access to Parkside Park



Information provided by McKinney Horizons and TBC Partners from the May 19-21, 2014 McKinney Horizons Charrette



## HIGH DENSITY LIVING

- Pedestrian-oriented Streets
- Alley-served Homes
- Multi-family built into Urban Framework
- Interconnect Open Space and Streets



Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



## USING THE TOPOGRAPHY

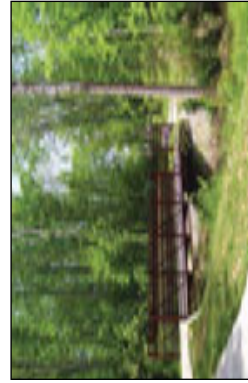
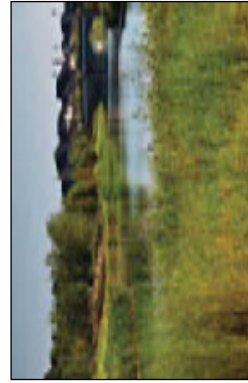
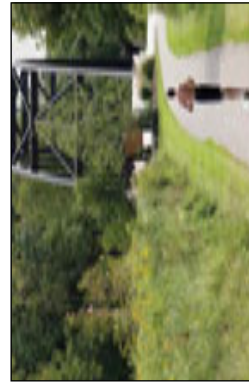
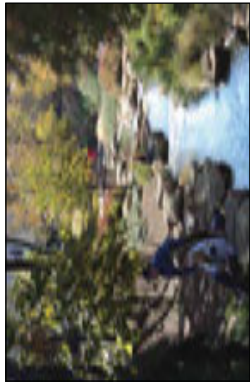
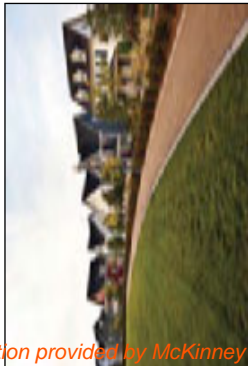
- Designing Lots and Streets that Utilize Existing Topography
- Create Curvilinear and Connected Streets.
- Integrate School into the Community
- Create Esplanade Entries into the Community
- Trail Connections to Erwin Park



Information provided by McKinney Horizons and TBC Partners from the May 19-21, 2014 McKinney Horizons Charrette

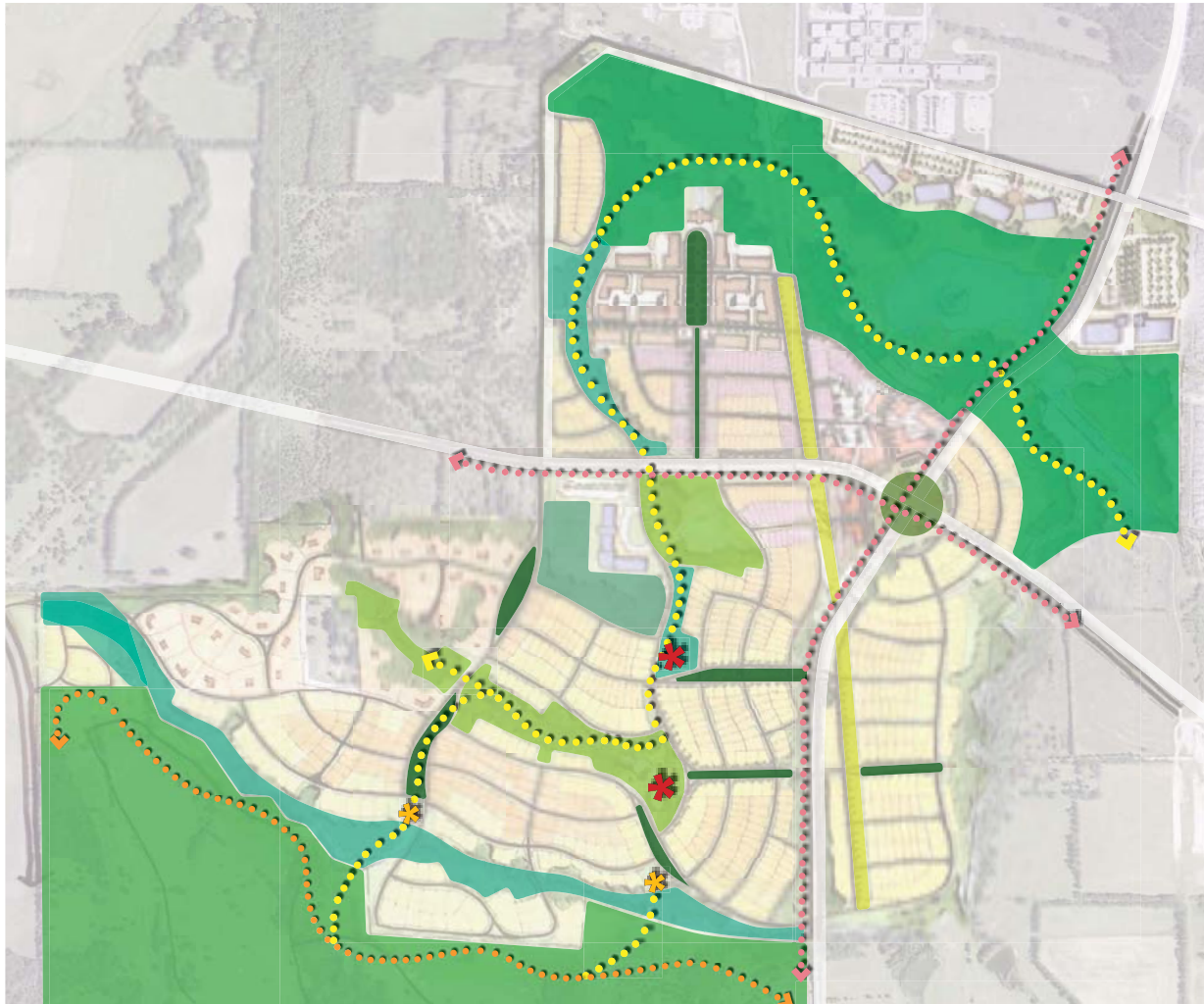









# ParkSide at McKinney








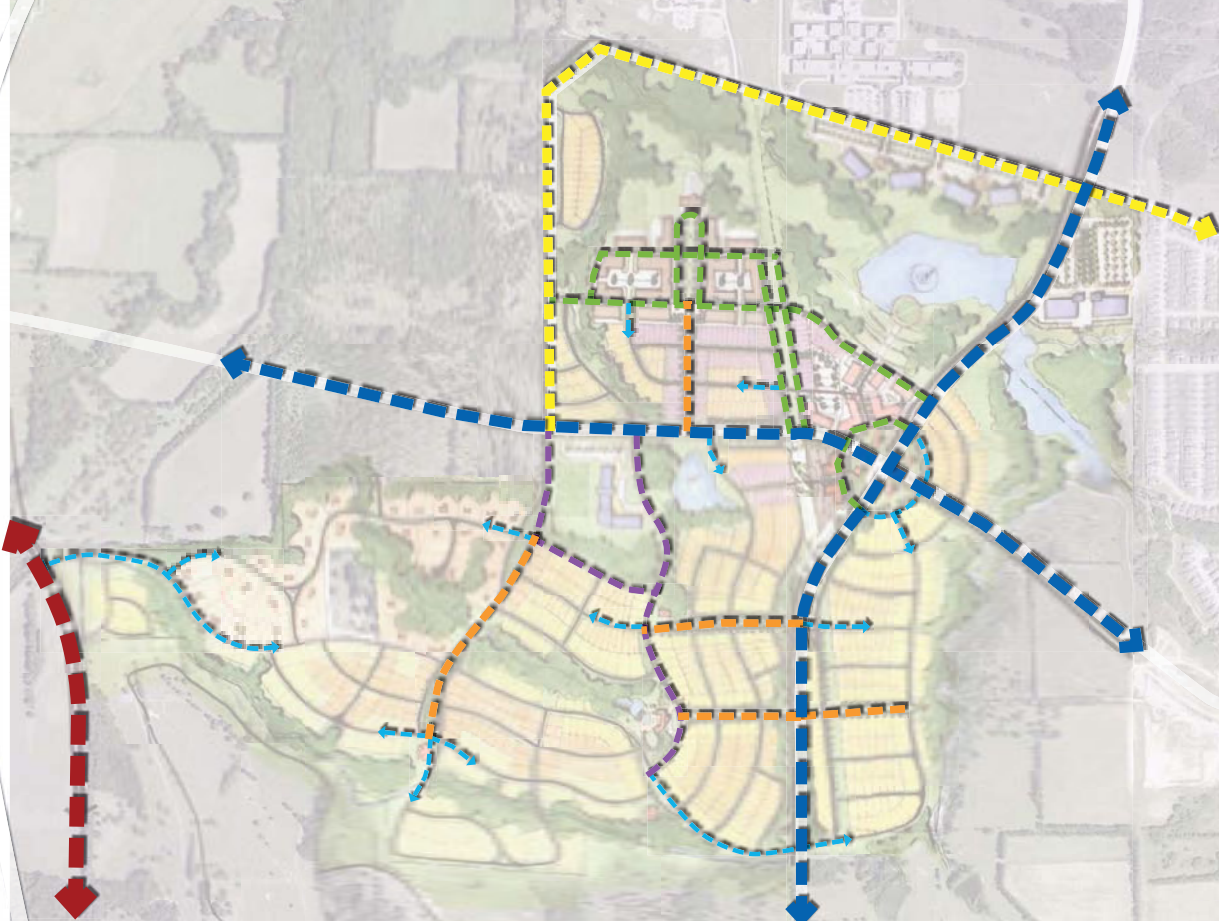
Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette





Open Space	
	Village Green
	Parkside Park
	Erwin Park
	Preserved Creeksways
	Neighborhood Park
	Esplanade Park
	School

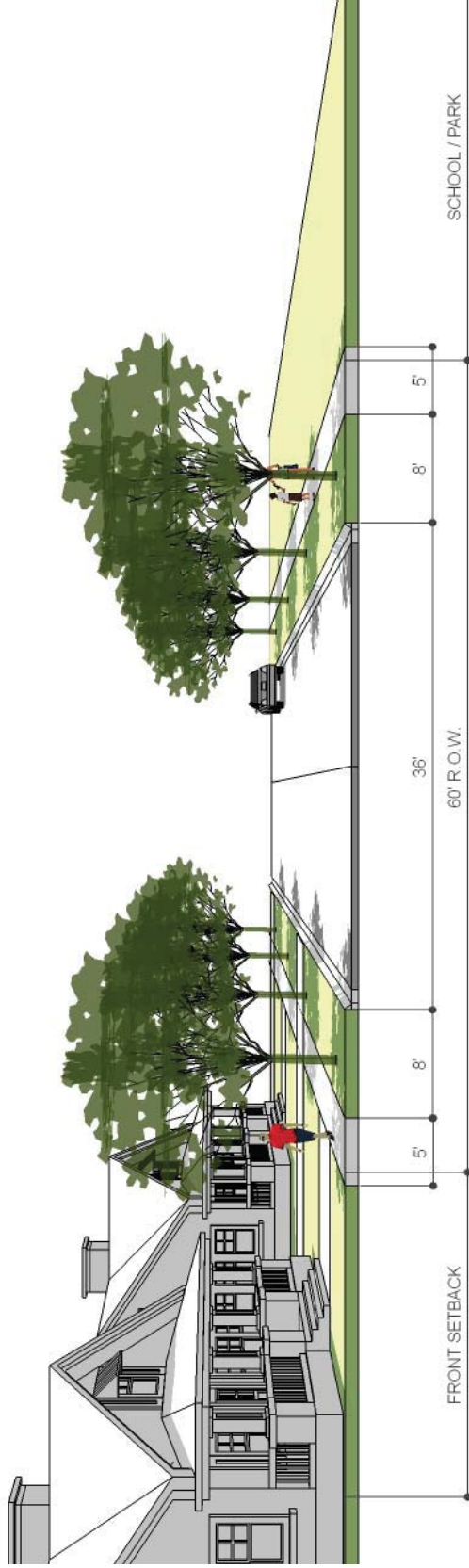
Trailways	
	8' Parkside Trail
	5' Roadway Trail
	Erwin Park Trailway
	Trail Head
	Community Gathering Spaces



Roadways	
	Principal Arterial 130' ROW
	Greenway Arterial 120' ROW
	Minor Arterial 100' ROW
	Esplanade Parkway 92' ROW
	Community Collector 60' ROW
	Mixed Use 70' ROW
	Typical Residential 50' ROW



# VILLAGE STREET



# COLLECTOR

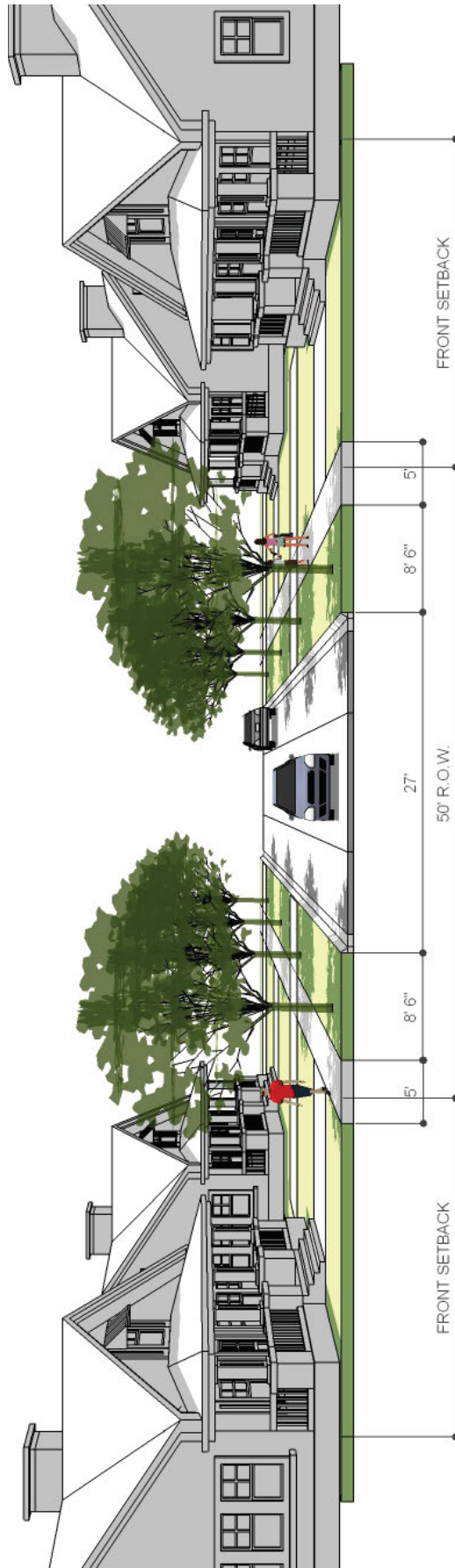


# STREET SECTIONS





## ESPLANADE ENTRY



## RESIDENTIAL STREET





# ParkSide at McKinney



Information provided by McKinney Horizons and TBC Partners from the May 19-21, 2014 McKinney Horizons Charrette



# ParkSide

at McKinney



Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



# ParkSide

at McKinney



Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



# ParkSide

at McKinney



Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette







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Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



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Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette



# ParkSide

at McKinney



Information provided by McKinney Horizons and TBC Partners from the May 19-21, 2014 McKinney Horizons Charrette



# ParkSide

at McKinney



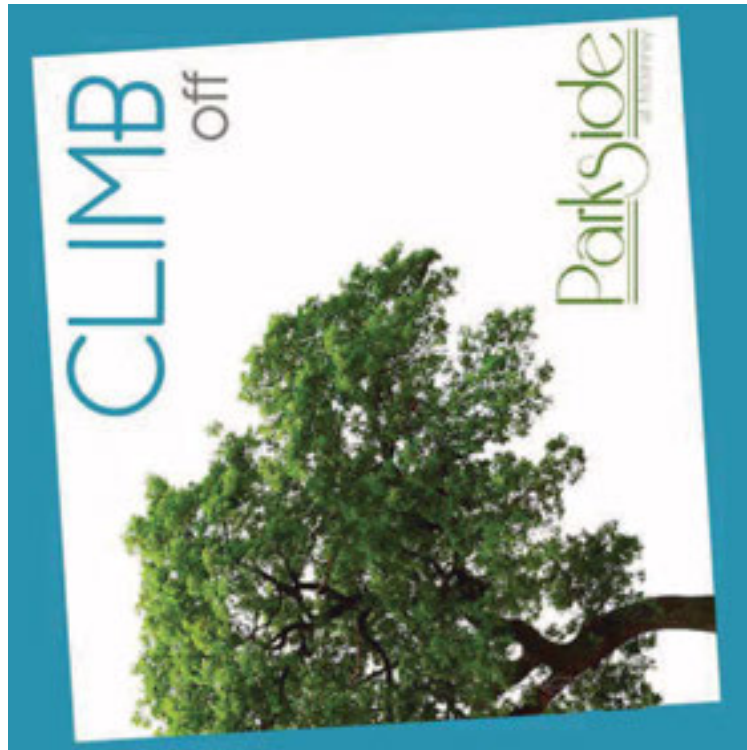
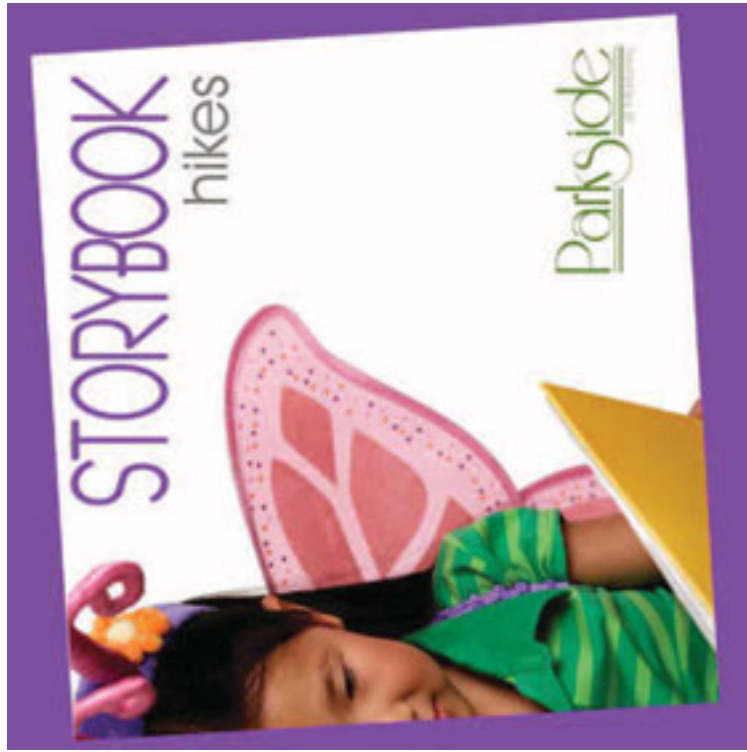
Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette

**CONNECTING**

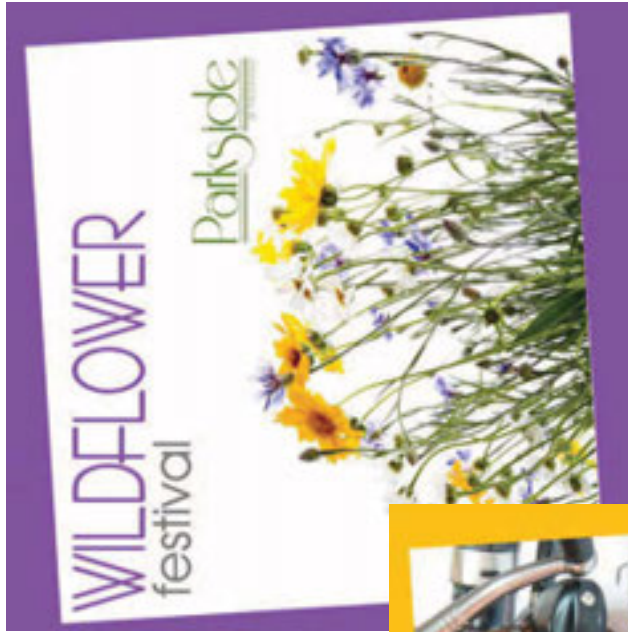
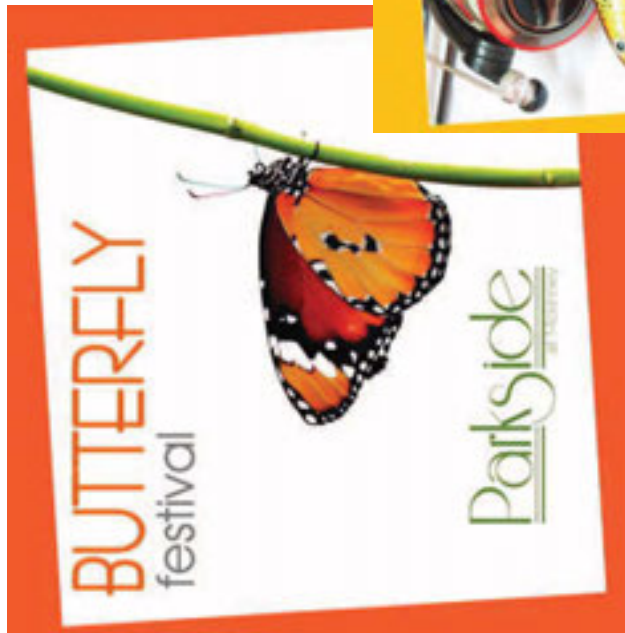
# Parkside

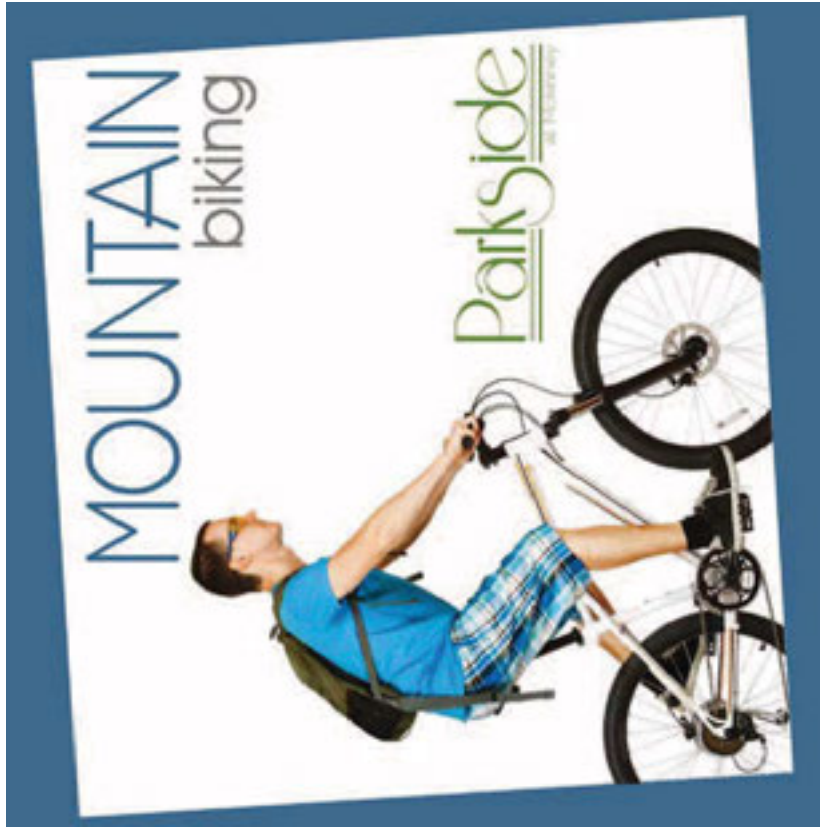
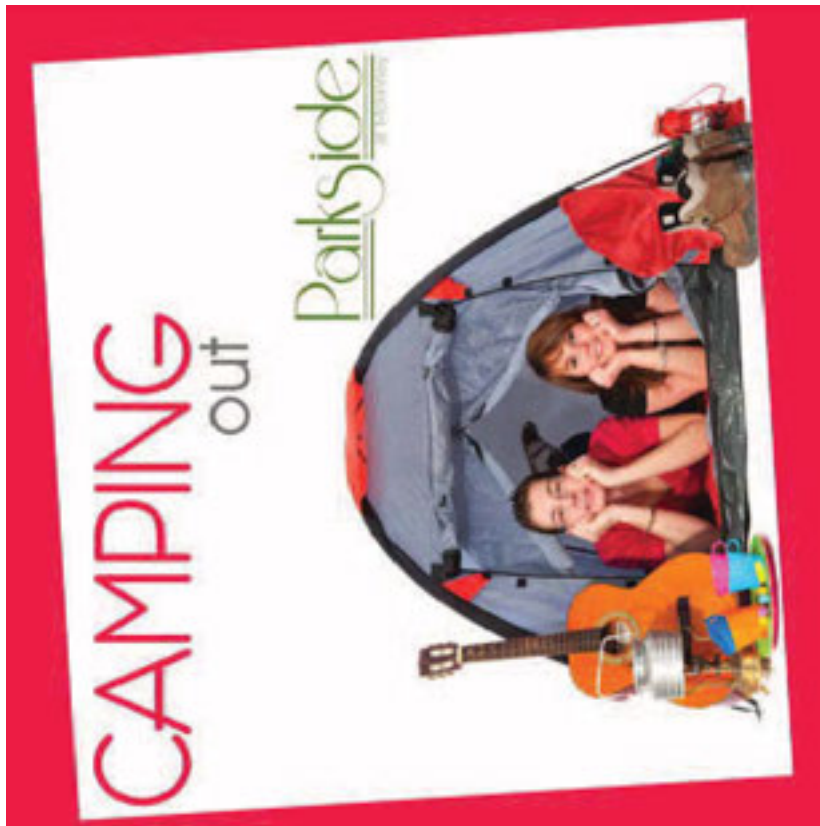
at McKinney

**NEIGHBORS • COMMUNITY • MCKINNEY**















Information provided by McKinney Horizons and TBG Partners from the May 19-21, 2014 McKinney Horizons Charrette

## **Residential Focus Area Charrette**



+ COMMERCIAL CORNERS - PRIORITIES



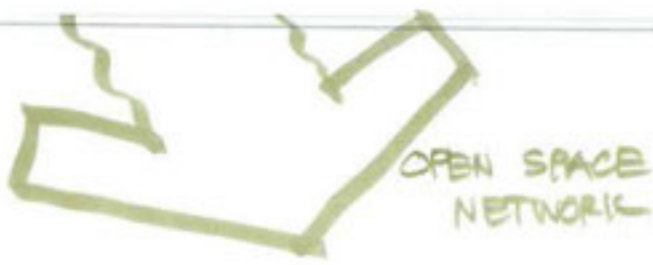




CONNECTION  
CONCEPT (IMPROVED CONVENTIONAL)

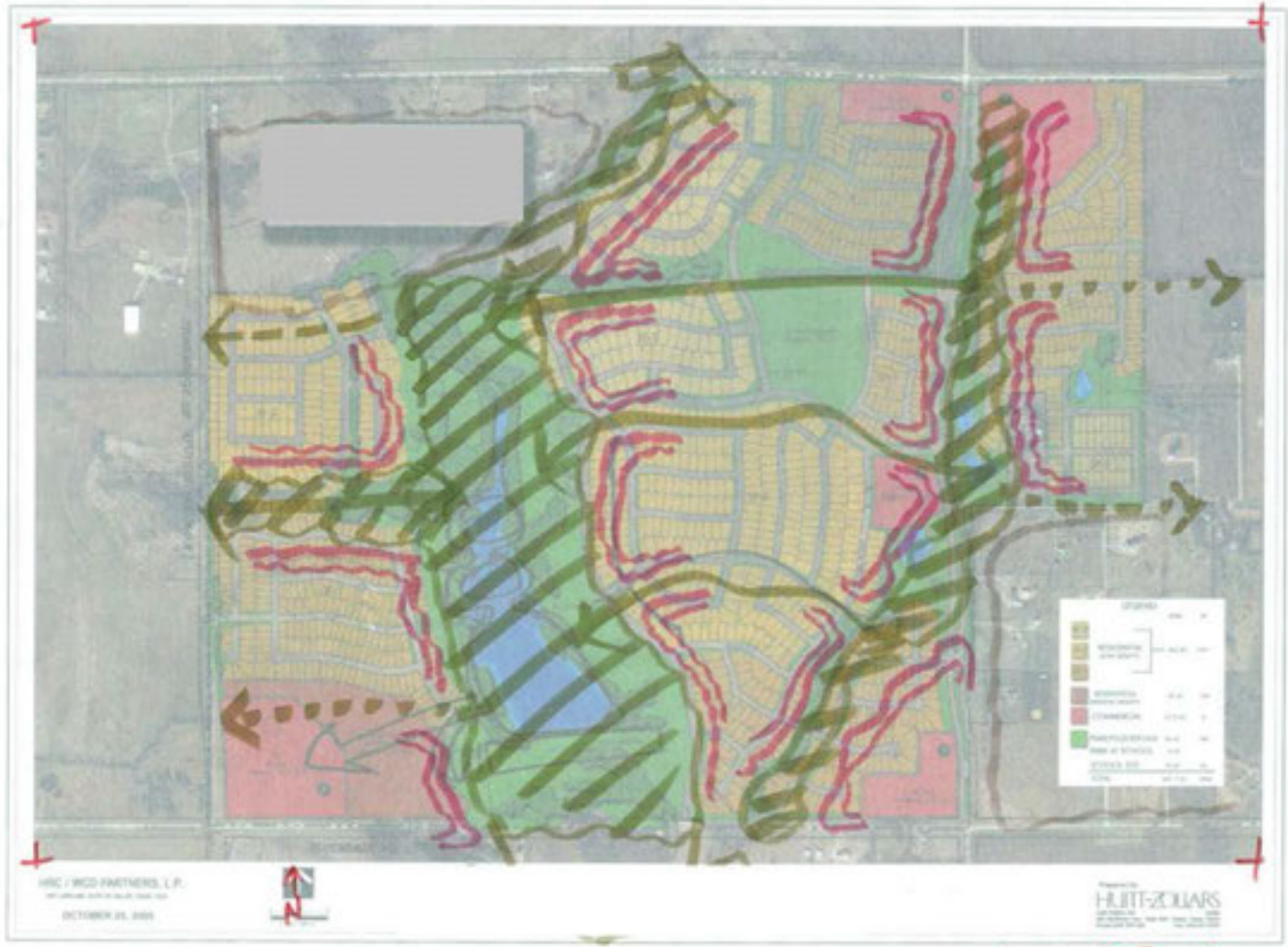


CONNECTION  
CONCEPT



13 j





NATURAL CONNECTIONS  
(PRELIMINARY)



- o SMALLER NEIGHBORHOODS HAVING SPECIAL I.D.'s WITHIN COMMUNITY.
- o CONNECTIVITY FOR OPEN SPACE/ TRAILS & TRANSPORTATION).
- o BALANCE CONCEPT RESPONSE TO MARKET
- o PROJECT IN MONTEREY @ FARM - NE QUAD
- o REVIEW FIN. OPTICS:
  - TIF
  - PID
  - OTHERS
- o DIVERSIFICATION OF PREMIUM LOT TYPES
- o IMPROVED RES-COMM INTERACTION/FORM IN TRADITIONAL SCENARIO 3  
CONVENTIONAL FRIDAY (RESIDENTIAL)

FRIDAY

- o PHASING TO HARNESS DRIVE VALUE PROPOSITION OVER TIME THROUGH MARKET.

---

- o SOLD OFF RETAIL TRACT

- o AMENITY LOTS IMPORTANT

  - LARGE REAR YARDS

  - SHORT BLOCKS

  - STREET THAT CURVE OR BEND.

- o REVISE STREET SECTIONS FOR NNW SECTOR. (ENG + PLANNING)

2 FRIDAY (RESIDENTIAL)

- INTERCONNECTED STREET NETWORK
- LEVERAGE O.S. FOR PRODUCT DIVERSIFICATION
- EXPAND/MAXIMIZE CONNECTIONS TO PARKS + O.S.
- CONNECT COMMERCIAL TO NEIGHBORHOODS
- CONNECT STREET NETWORK w/ ST. DESIGN TO MANAGE CUT-THROUGH TRAFFIC.
- ADDED INTEGRATED DENSITY IF COMMERCIAL FOOTPRINT IS CONNECTED AND HIGH-QUALITY.

1

RESIDENTIAL  
FRIDAY







# Appendix F

## The Value of the Vision Bibliography





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# Appendix G

News Clippings & Press Releases






## McKinney

# Growth of McKinney's northwest is topic of June 11 meeting



By EDEN STIFFMAN 

Neighborhoods

Published: 04 June 2014 11:27 AM

Updated: 04 June 2014 11:27 AM

There will be a workshop as part of the city's Northwest Sector Study on June 11 in the McKinney North High School cafeteria, 2550 Wilmeth Road.

The study, which kicked off in 2013, will develop detailed plans to guide the growth and priorities for largely undeveloped portions of the city, generally north of U.S. 380 and west of U.S. Highway 75.

The workshop is scheduled from 6 to 8 p.m. It will include roundtable discussions about the characteristics, issues and opportunities in six northwestern areas of the city. For more information, visit [mckinneytexas.org/nwsector](http://mckinneytexas.org/nwsector).



## McKinney

# Workshop to address northwest sector study in McKinney



Share



Tweet



Email



Comment



Print

By **JULIETA CHIQUILLO** 

Staff Writer

Published: 11 June 2014 11:40 AM

Updated: 11 June 2014 11:40 AM

The city of McKinney will host a round-table discussion about development opportunities for its northwest sector at a workshop at 6 p.m. Wednesday at McKinney North High School.

The city is seeking public comment to guide the growth of that sector north of U.S. Highway 380 and west of U.S. Highway 75. The high school is at 2550 Wilmeth Road.

For more information, visit [mckinneytexas.org/nwsector](http://mckinneytexas.org/nwsector).

### Special report | On the Record

## McKinney: B

Below are the 3 agencies included in this study with geographic footprints within the McKinney edition of Neighbors. Their overall score was 88.5%, with some individual agencies scoring higher and some scoring lower. That compares with a B average for all agencies in the study.

### Trending



**Dallas ISD personnel chief, a deputy resign after release of instant messages poking fun at race, ag**



**Dallas' Roosevelt Wilkerson, the homeless artist who became**

## McKinney asks for public input about future of its northwest area

 Julieta Chiquillo  

Published: June 11, 2014 10:15 pm

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McKinney city leaders are directing their attention to the northwest part of the city - roughly west of U.S. 75 and north of U.S. 380. The sector comprises about 30,000 acres, more than half in the city's extraterritorial jurisdiction. It's the largest undeveloped portion of McKinney.

A study is underway to develop a plan for the Northwest Sector, as the city refers to the area. While the city is working with a consultant, it's also asking for public input. Residents stopped at McKinney North High School on Wednesday to offer comments.

The Northwest Sector has been divided into six subareas: U.S. 380, Central West, Collin County Outer Loop, Central East, Trinity Falls and U.S. 75. For a large map, [click here](#).

Through the study, which began last year, the city intends to set a vision for development opportunities in the Northwest Sector.

"This is not trying to dictate or influence an actual construction project," said planning manager Jennifer Arnold.

The study is similar to a comprehensive plan, but instead of being city-wide, it focuses on one part of the community, Arnold said.

People who went to the workshop on Wednesday got to tell city staff what they'd like to see in each sector. For example, some visitors suggested quality commercial buildings, a variety of residential lot sizes and open space with pedestrian access for the U.S. 380 subarea. Others said they didn't want apartments.

City staff wrote down the comments on large paper pads mounted on easels. People asked about putting in continuous screening walls in the U.S. 75 subarea and keeping the Collin County Outer Loop natural.

Members of the city's planning department will summarize the comments and present them to the City Council at a meeting in August. The study will continue throughout the year. Arnold said the final report will likely be presented in early 2015.

That will be the end of phase 1, which will set a plan for the sector. In phase 2, the city will explore how to make that vision a reality, Arnold said. That might mean revising zoning ordinances and other planning instruments, as well as reviewing financing options to put in infrastructure such as roads, water lines and sewer lines.

If you couldn't make it to the workshop, no problem. Arnold said you can email your feedback to the planning department. [Read more about the study here.](#)



Courtesy of CITY OF MCKINNEY

The city of McKinney has divided its northwest part into six subareas as part of a study to explore development opportunities.



# Courier-Gazette

SUNDAY, JUNE 15, 2014

VOLUME 127, NUMBER 22



## Northwest sector vision focused

### City gets feedback for development of 30,000 acres



Scott Pollock of Gateway Planning, a consultant for the Northwest Sector study, talks to residents about their vision for development in the area during a public workshop Wednesday at McKinney North High School.

**Dawn Ruess**  
druess@couriergazette.com

McKinney officials continued to gather public feedback on a vision for the city's northwest sector.

The city held a second workshop Wednesday at McKinney North High School so residents could express their hopes for development on the roughly 30,000 acres. Much of it is undeveloped and in the city's extrajurisdictional jurisdiction.

"The city is ready to see development start in the northwest sector," said Jennifer Arnold, the city's long-range planning director. "We want to make sure the development isn't just for the sake of growing, that it's done

#### DETAILS

To view a map of the Northwest Sector, see the story at [couriergazette.com](http://couriergazette.com). For related information, visit [couriergazette.com](http://couriergazette.com) or "Daily Business" Facebook page.

in a meaningful way that really helps capture the value of the area."

The city has divided the sector, which sits mostly west of U.S. Highway 75 and north of U.S. 281, into six sub-areas: E.S. 281, Central West, Collin County Outer Loop, U.S. 75, Central East and Trinity Falls. Officials used major thoroughfares, creeks and floodplains as boundaries

for the sub-areas, and aim to form guiding principles for each.

More than 200 residents came to a public open house in the fall. The workshops are Phase 1 of the Northwest Sector Study, through which officials will form a long-term plan for the area.

Single-family residential dominates the city's vision in its Future Land Use Plan created in 2004, but officials are analyzing whether that's still the appropriate direction for development in the area.

"It's a lot of land," said Scott Pollock of Gateway Planning, a planning consultant for the study. "To have

See SECTOR, Page 1A

## Sector:

### Council will hear study update in August

#### Free PAGE ONE

one-size-fits-all is just not looking at a complex area in a one-size-fits-all way."

The city's stake in the area is its tax base and the infrastructure necessary for development. The study will help determine whether the city should revise zoning ordinances for the area. City staff members met with developers and property owners this week to give an update on the study.

City planners anticipate much of the commercial development to occur in the U.S. 75 sub-area, the farthest east portion of the sector. Mixed-use development is most likely for the central-east area around Erwin Park, city staff said.

Residents' comments pushed the city to maintain property access, extend and widen roads, avoid logging development and "levy it natural." Dick Seubert, who owns an organic farm on 28 acres near Farm-to-Market 142, said he hoped the city "preserved some of the green space."

"It's beautiful - rolling hills, a lot of trees and lakes and

streams," Arnold said. "We want development to occur, we want to get a good commercial tax base, but we also want to make sure we respect what this area has to offer in natural features."

The city is always mindful of the returns it could expect from all related investments, she said, adding that officials don't yet know the area's exact value. They're still evaluating its potential added sales and property tax benefits. Officials are analyzing utility access, current and planned roads and nearby developments to determine which areas of the sector are most amenable to quality growth.

City staff will present a summary of Wednesday's findings to the city council in August. By then, city planners hope to have a focused vision for the sector and for the steps necessary to guide development.

"I've had his law to influence the nature and quality of the development in this area," Pollock said. "We're in the beginning of the cycle ... and the city wants to get ahead of it."

# Northwest sector plan nears completion

CHRIS BEATTIE  
cbeattie@starlocalmedia.com

## Officials eye February adoption date

The city aims to have a master plan to guide development of its northwest sector by February.

City planning staff presented an update on the plan's potential objectives to the McKinney City Council on Monday. Officials discussed major principles to shape the plan, namely the need for regional connectivity,

preservation of natural amenities and tying in residential development.

Roughly 30,000 acres of mostly undeveloped land generally north of U.S. Highway 380 and west of U.S. Highway 75 make up the northwest sector. About half of the land lies in McKinney's extraterritorial jurisdiction (ETJ).

City staff has worked with property owners and interested stakeholders, as well as residents, in honing the plan. A varied approach is necessary and preferred for the area, and it will take focus to accomplish that, according to staff members.

"It's near impossible to site plan 30,000 acres all at once," said Jen-

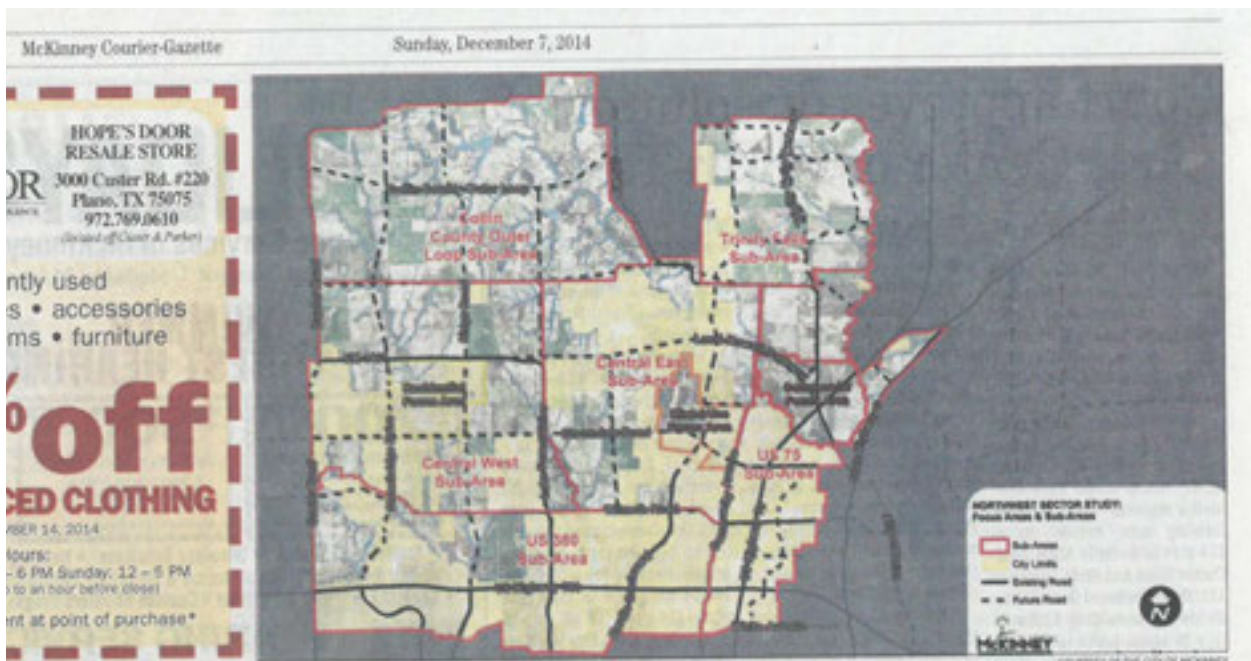
nifer Arnold, the city's long-range planning director, during Monday's council meeting. "Suburbia is going to happen, and for us to try to create something out of the box and innovative for every corner ... is somewhat short-sighted."

Through its plan, the city hopes to address challenges like a large

amount of floodplain around U.S. 75 and traffic congestion on U.S. 380. Planners have identified sub-areas and specific priorities for each as they relate to residential, mixed-use and commercial development.

The central west sub-area – north of Wilmeth Road and mostly between Lake Forest Drive and Custer Road – includes all or part of three pockets aimed for residential, city staff indi-

See SECTOR, Page 6A



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## Sector: Plan aims to spur residential-commercial interaction

From PAGE ONE

Entitlements already in place dominate the area, and staff members envision Farm-to-Market 1461 and future Custer Road as a major commercial development site.

Staff expects Erwin Park to be a central piece of the adjacent central east sub-area (between Lake Forest and Community Avenue). They plan to establish it as an "open space district" through preserving natural features and

creating a "green network," according to staff's presentation.

Integrating natural features and connectors and amenities is also a key for the Trinity Falls sub-area to the sector's far north-east.

Residential and commercial interaction is a priority for the entire northwest sector. That includes providing buffers and easy access points between the two – ways for residents to bike and walk from neighborhoods to busi-

nesses. Other priorities: improve neighborhood patterns with diverse lot types; create defined public realms; and provide an efficient transportation network.

City staff will work with consultants in coming weeks to develop ideas for "catalytic infrastructure" and will continue to gather input from residents and property owners. They plan to present a final update and first draft in January.

## **City of McKinney Press Release**

*For Immediate Release*

### **Northwest Sector Study to Guide Future Growth**

*McKinney seeks to embrace, enhance, and expand all that the Northwest Sector has to offer.*

McKINNEY, Texas (November 7, 2013) – The City of McKinney is inviting residents to attend a public open house to kick off the Northwest Sector Study. At the public open house, City Staff will ask for input and insights from interested stakeholders regarding what they see for the future of McKinney.

The Northwest Sector Study is designed to develop detailed plans that identify and address the issues, opportunities, and priorities for the portions of McKinney generally north of US 380 and west of US 75.

The public open house is scheduled for 5:30 p.m. to 8:30 p.m. on November 14 at the Collin County Courthouse, 2100 Bloomdale Road. Residents, property owners, business owners and representatives of community-wide interests are encouraged to attend.

For more information about the public open house or the Northwest Sector Study, visit us at [www.mckinneytexas.org/nwsector](http://www.mckinneytexas.org/nwsector).

**###**

#### **About McKinney**

McKinney, Texas, is unique by nature. One of the fastest-growing cities in the U.S., McKinney has a current population of 141,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's Web site at [www.mckinneytexas.org](http://www.mckinneytexas.org).





## **City of McKinney News Release**

*FOR IMMEDIATE RELEASE*

### **Media Contact**

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214-455-2408 (cell)

### **Northwest Sector Study to guide future growth**

*McKinney seeks to embrace, enhance and expand Northwest Sector*

McKINNEY, Texas (May 30, 2014) – The City of McKinney invites residents, property and business owners, and representatives of community-wide interests to attend a public workshop as part of the Northwest Sector Study on Wednesday, June 11 from 6 to 8 p.m. at the McKinney North High School cafeteria, 2550 Wilmeth Rd. The workshop includes roundtable discussions to gain insight and information about the characteristics, issues and opportunities concerning six identified subareas of the northwestern portion of the city, which is largely undeveloped.

The Northwest Sector Study is designed to develop detailed plans that will help guide the future growth and priorities for portions of McKinney generally north of U.S. 380 and west of U.S. 75.

This is the second major public outreach event for the Northwest Sector Study. The planning initiative kicked off in the fall of 2013 with a public open house that had nearly 200 people in attendance. Since then, the project team has focused efforts on identifying key focus areas and subareas of the Northwest Sector that will serve as the foundation for developing a community-based vision for the future of the study area.

For more information about the public workshop or the Northwest Sector Study, visit the city website at [mckinneytexas.org/nwsector](http://mckinneytexas.org/nwsector).

###

### **About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is

located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. The city ranks No. 2 on the *Money* Magazine Best Places to Live in America list. Visit the city's website at [mckinneytexas.org](http://mckinneytexas.org).

# Appendix H

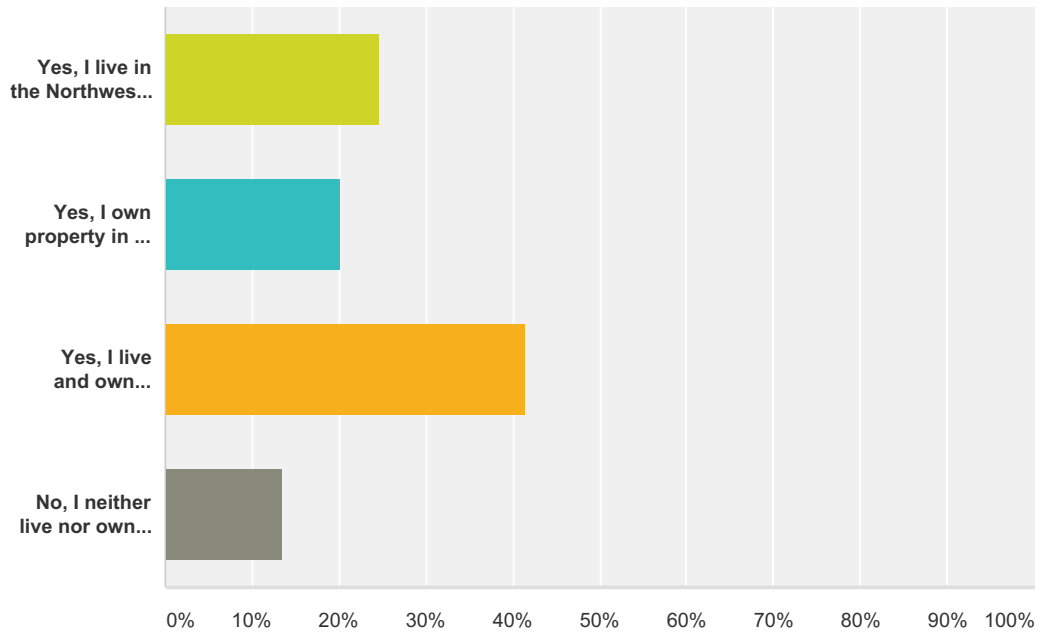
## Online Survey Results





### Q1 Do you live or own property in the Northwest Sector?

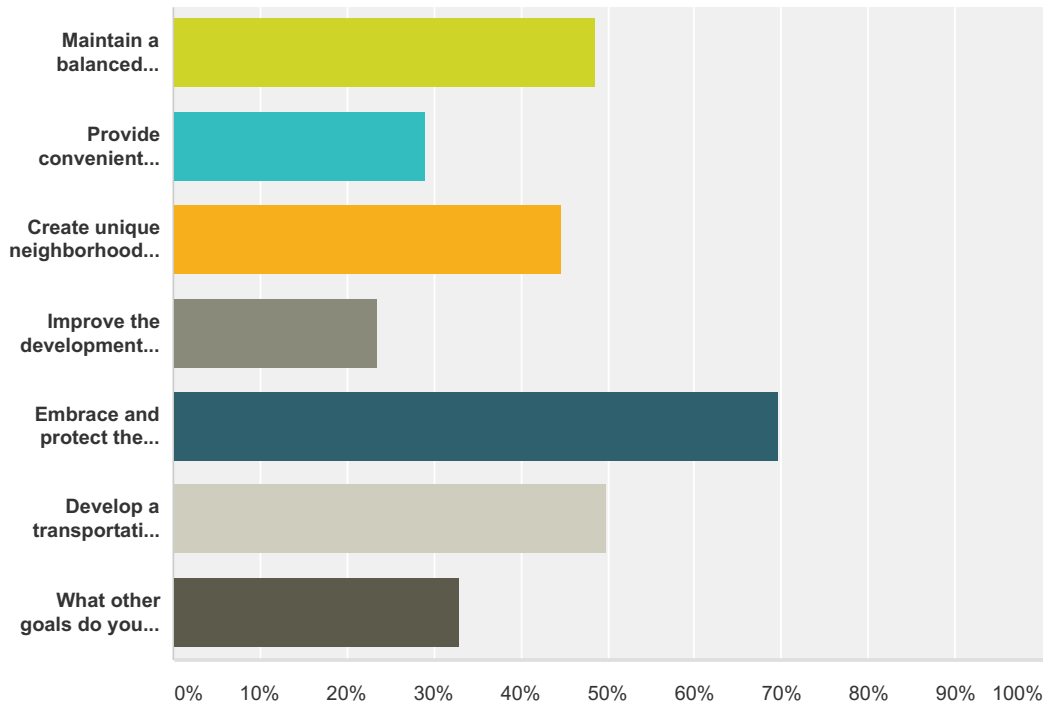
Answered: 89 Skipped: 1



Answer Choices	Responses
Yes, I live in the Northwest Sector	24.72% 22
Yes, I own property in the Northwest Sector	20.22% 18
Yes, I live and own property in the Northwest Sector	41.57% 37
No, I neither live nor own property in the Northwest Sector	13.48% 12
<b>Total</b>	<b>89</b>

**Q2 The following goals and objectives for the Northwest Sector were developed through public input and collaboration between city staff and consultants. Which of these are important to you? (Please select all goals you feel are important)**

Answered: 76 Skipped: 14



Answer Choices	Responses
Maintain a balanced economy and provide a compatible mix of residential and non-residential uses.	48.68% 37
Provide convenient access to services and improved mobility through a variety of transportation options.	28.95% 22
Create unique neighborhoods that contribute to community pride.	44.74% 34
Improve the development process to allow for quick responses to changes in the market.	23.68% 18
Embrace and protect the natural features of the Northwest Sector.	69.74% 53
Develop a transportation network that is sensitive to the natural environment and contributes to the character of the built environment.	50.00% 38
What other goals do you think should be included?	32.89% 25
<b>Total Respondents: 76</b>	

#	What other goals do you think should be included?	Date
1	I have tress that My family and I planted years ago. They are very large today. They are very sentimental to me and my family.. I can't lose them...	1/22/2015 12:50 PM
2	Preserve green space. Minimize displacement of wildlife.	1/19/2015 9:36 AM



## Northwest Sector Survey

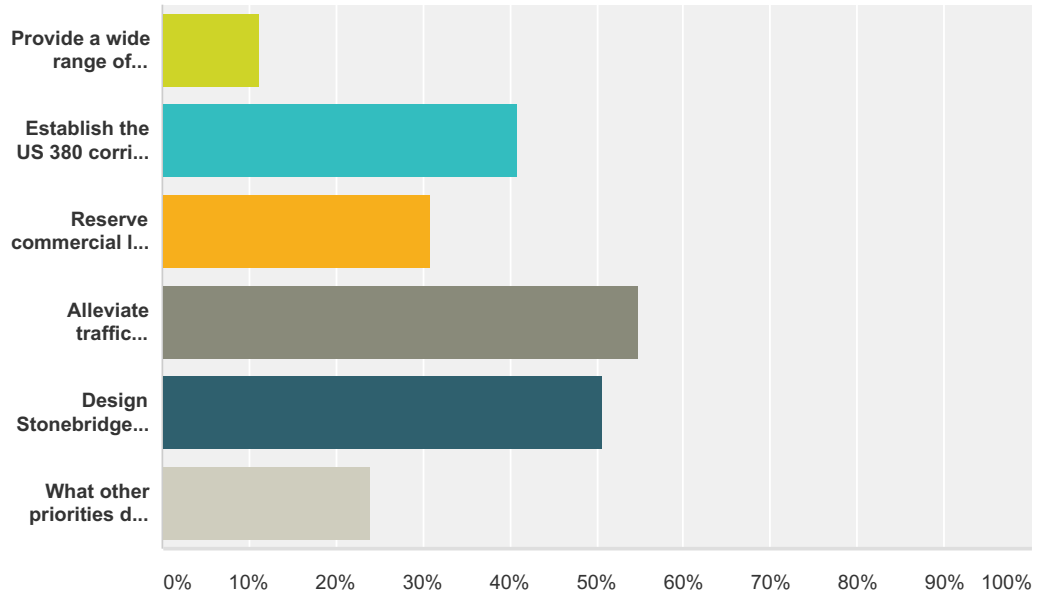
3	Take down Trinity Falls sign - have the logo changed. Right now it looks like Texas Tech (double T) which nears in mind West Texas - dry & sandy. Would be worth your while to let an Ad Agency come up with a more appealing logo. It was a huge mistake to clear the trees. El Dorado, large parts of Stonebridge, Tucker Hill - they kept the natural landscape. People are always attracted to house lots, even commercial that have kept the aesthetic beauty of trees. You plowed them down to make it easier to get machinery in & out and in the meantime, took away what made the 543, Chambersville area beautiful. You made it just another thrown up housing district.	1/19/2015 7:03 AM
4	Nice restaurants!	1/19/2015 12:02 AM
5	Consider what you are doing to current residents homes. Don't kick people out of homes.	1/16/2015 9:01 PM
6	Consider established neighborhoods like Tucker Hill and Walnut Grove when approving businesses for the area. Businesses with excessive noise, pollution, garbage, lighting and other undesirable traits would compromise the existing neighborhoods. Make sure that entrances and exits to Tucker Hill and Walnut Grove are safe with turn lanes rather than having to slow down in thick Hwy. 380 traffic and risk your life to get to your home!	1/16/2015 5:58 PM
7	Please plan County Road 161 goes East of the Scott Cemetery. The property owners to the west do not want to lose acreage to thoroughfare and increase of noise with the traffic flow.	1/16/2015 3:39 PM
8	Create open space play areas that are not commercially driven but that blend with the natural beauty of the area. I have researched some ideas outside of North Texas for my own neighborhood and would like to seek help for potential use throughout McKinney	12/8/2014 9:27 AM
9	I feel the area should have an arts and entertainment district comparable to that of Ft. Worth's Main Street. Allen with the Village at Fairview area with Allan Event Center, shops, dining, activiti's such as bowling @Splitsville - Frisco with it's Stonebriar Center - Plano with Shops @ Legacy have all proven that Collin County resident are desperate to spend their leisure and more importantly reinvest in community businesses. The City of McKinney has a distinct opportunity to corner this market with McKinney residents and those northern cities e.g. Melissa, Anna, etc.	12/8/2014 1:35 AM
10	Attract major businesses to McKinney for improved job opportunities for residents and added tax revenue for the City.	12/7/2014 10:08 AM
11	Keep it rural	12/6/2014 12:38 AM
12	Regional destinations retail	12/5/2014 1:26 PM
13	This area is a lung on McKinney !! PLEASE do not destroy all the nature and beauty of this area with too much concrete !! Demand from builders big green spaces , save important creek's areas , build ponds , do not kill all the trees that worth it . Learn to respect a percentage of nature , it's amazing the lack of interest on healthy mature and young trees preservation. Why not ask the builders to save a % of native and good trees??? Why all is just money and profit for few people ??? Be an example to all Counties by CARE a little for nature ...	12/1/2014 12:32 AM
14	Protect Walnut Grove as a unique and valued community.	11/30/2014 5:23 PM
15	Keep the natural beauty of the landscape, trees. So many thousands of trees were needlessly bulldozed for the building of Trinity Falls. El Dorado, Stonebridge, Tucker Hill did so well because they protected and kept much of the natural landscape and wild trees. It was heartbreaking to see that and call it progress.	11/25/2014 4:03 AM
16	Alleviate obstacles to development such as lack of utilities by allowing municipal utility districts and other public financing options as other North Texas cities have done like Celina	11/23/2014 7:05 PM
17	Finish Bloomdale and Wilmeth - the traffic is terrible	11/22/2014 6:18 AM
18	Communication between land owners the city of McKinney and developers	11/22/2014 1:29 AM
19	Do not turn it into another Stonebridge	11/21/2014 10:17 PM
20	Ensure an adequate water supply. At this point I don't think anyone has a clue about matching water supply with planned development.	11/21/2014 7:04 PM
21	Please place any transportation thoroughfare on the East Side of Scott Cemetery. Due to unmarked Slave graves on the West side, would take too much grazing land from my equine grazing operation.	11/21/2014 6:58 PM
22	Respect of citizens property rights...	11/21/2014 6:01 PM
23	rezone the property on the north side of hwy 380 East of Custer for about a mile	11/21/2014 5:36 PM

## Northwest Sector Survey

24	Emphasizing the second item above -- plan for major transportation arteries E, W, N, & S in the NW Sector to enhance ease of access, rapid entrance and exit from the quadrant, and quality of life (i.e. major transportation arteries).	11/21/2014 5:16 PM
25	Keep the rural areas such as the ranch land and the trees. Plenty of beautiful trees were cut down to allow the section four area of Heatherwood spread. This is unfortunate, as several trees were old oaks.	11/21/2014 5:09 PM

### Q3 US 380 Sub-Area: Which of the following are important to you? (You may select more than one priority)

Answered: 71 Skipped: 19



Answer Choices	Responses
Provide a wide range of housing types (single-family, townhome, apartment).	11.27% 8
Establish the US 380 corridor as an employment district to attract large offices, hospitals or other similar users.	40.85% 29
Reserve commercial land along US 380 in order to capitalize on the visibility and access that a major regional highway creates.	30.99% 22
Alleviate traffic congestion along US 380 by improving alternate east-west routes, creating an access management plan or other traffic engineering solutions.	54.93% 39
Design Stonebridge Drive (north of US 380) in a manner that continues its aesthetic appeal for future development.	50.70% 36
What other priorities do you think should be included?	23.94% 17
<b>Total Respondents: 71</b>	

#	What other priorities do you think should be included?	Date
1	Preserve as much green space as possible. We do not want more big box stores.	1/19/2015 9:40 AM
2	You cant handle the traffic already created on 380 - it always has been dangerous and still is. It has no aesthetic beauty.	1/19/2015 7:07 AM
3	Nice restaurants	1/19/2015 12:05 AM
4	Build around current residents, don't take homes.	1/16/2015 9:02 PM
5	Safer access to Tucker Hill and Walnut Grove with dedicated turn lanes into those neighborhoods for the safety of the residents.	1/16/2015 6:01 PM
6	maintain unique neighborhoods like Walnut Grove	1/16/2015 5:18 PM

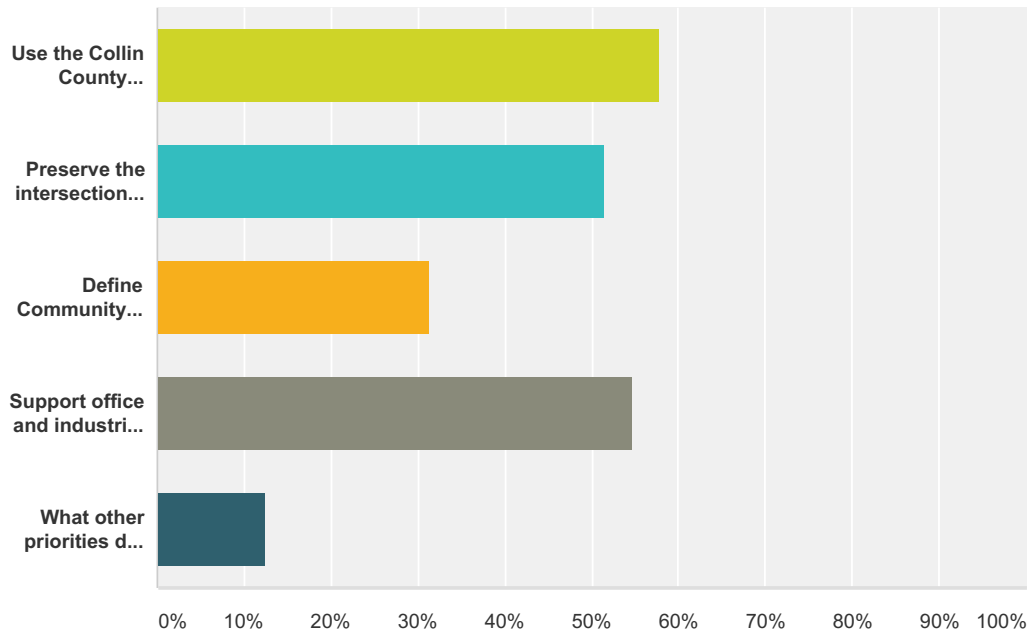


## Northwest Sector Survey

7	Ridge Road curves its way through Stonebridge. Once it proceeds North of 380, please plan it to go East of the Scott Cemetery. Please plan County Road 161 goes East of the Scott Cemetery. The property owners to the West do not want to lose acreage to thoroughfare and increase of noise with the traffic flow.	1/16/2015 3:43 PM
8	complete Rjdge road to alleviate traffic on Lake Forest North of 380. And to aid in development of land in that area.	1/16/2015 3:16 PM
9	I live in Creekview Estates just off of 380 and Lakeforest. I would like to see the planned open space park area for Gray Branch and the continuation of the hike/bike trail to become a priority with more access via hike/bike safely across 380.	12/8/2014 9:28 AM
10	Allow some farm/ranch life and preserve areas for wild life to survive this big change ...	12/1/2014 12:37 AM
11	Leave Walnut Grove sheltered from the 380 development.	11/30/2014 5:28 PM
12	Commercial should be high-end. Sit-down restaurants, not fast food. Mid-level to high motel/hotels. No more auto parts, repair, car washes, etc. No storage buildings. Prosper will have high end. Let's not be the poor cousin.	11/22/2014 10:00 AM
13	Leave CR 124 alone. Don't make it a major thoroughfare.	11/21/2014 7:38 PM
14	Continue Ridge Road North to become CR 161; however, go East of Scott Cemetery and avoid taking land owners property who have no desire to have it taken!	11/21/2014 7:01 PM
15	Protect property rights	11/21/2014 6:02 PM
16	Let free enterprise lead the collaborative effort, not the government, while determining how best how to develop McKinney. The city should not get involved with buying land for future free enterprise development. Bad idea.	11/21/2014 5:21 PM
17	Keep the unique nature aspect of McKinney. Reduce the number of housing that you put in this area, as nature is the selling point of McKinney. Also keeping the downtown area quaint is a must. Otherwise it will be like any other crowded city. And more problems will exist for this city. Right now it has a beauty that is unique. Selling off and developing every tract of ranch land will not be a benefit to the citizens of McKinney. Stop over development before it is to late.	11/21/2014 5:14 PM

### Q4 US 75 Sub-Area: Which of the following are important to you? (You may select more than one priority)

Answered: 64 Skipped: 26



Answer Choices	Responses
Use the Collin County Government Complex as an anchor for potential commercial activity.	57.81% 37
Preserve the intersection of US 75 and Laud Howell Parkway (formerly known as FM 543) for major regional commercial development including office, retail, service, entertainment and residential uses.	51.56% 33
Define Community Avenue as western edge of predominate commercial development south of Bloomdale Road.	31.25% 20
Support office and industrial uses east of US 75.	54.69% 35
What other priorities do you think should be included?	12.50% 8
<b>Total Respondents: 64</b>	

#	What other priorities do you think should be included?	Date
1	Preserve and create green space. We do not want to become overrun with commercial development. We do not want to be another Plano.	1/19/2015 9:44 AM
2	See response to question 2	12/8/2014 1:37 AM
3	Since construction on 75 destroyed most of the trees, save what's left.	12/6/2014 11:54 PM
4	Keeping Scott Johnson Middle school and MNHS in a residential	11/25/2014 8:48 AM
5	Reduce the amount of land area between Bloomdale and Wilmeth and east of 75 planned for industrial	11/23/2014 7:14 PM
6	Do not stop commercial development west of Community. This is prime real estate and should help draw traffic off 75 which is overdeveloped. Bring more high-end around Baylor Hospital and west towards Custer. There are too many auto and heavy equipment places now. It makes the area look redneck.	11/22/2014 10:03 AM
7	No zoning changes to established homes. No annexing country homes and offering no services....	11/21/2014 6:15 PM

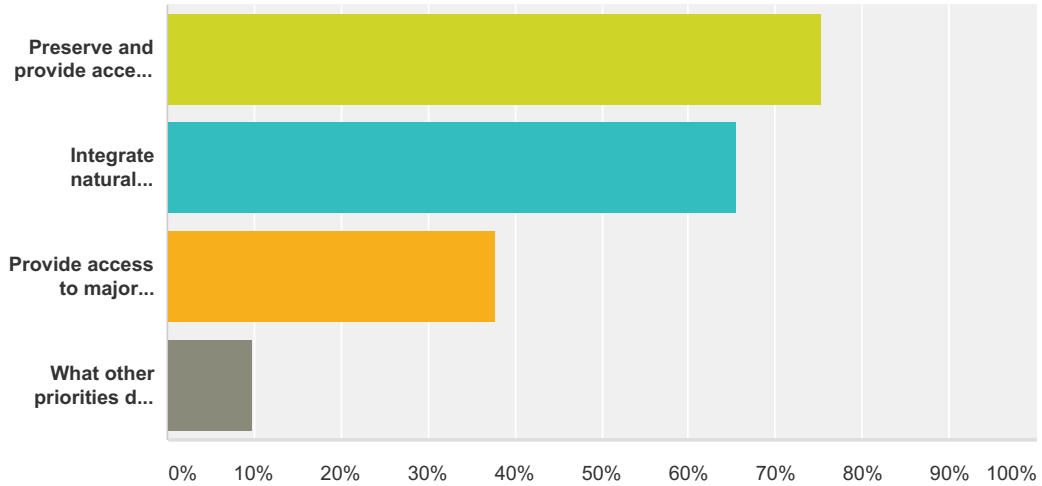
# Northwest Sector Survey

8	Do not over develop this area!	11/21/2014 5:15 PM
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### Q5 Trinity Falls Sub-Area: Which of the following are important to you? (You may select more than one priority)

Answered: 61 Skipped: 29



Answer Choices	Responses
Preserve and provide access to the natural features of the area so they can act as amenities.	75.41% 46
Integrate natural features with residential neighborhoods and community-scale commercial areas.	65.57% 40
Provide access to major employment centers and regional transportation corridors.	37.70% 23
What other priorities do you think should be included?	9.84% 6
<b>Total Respondents: 61</b>	

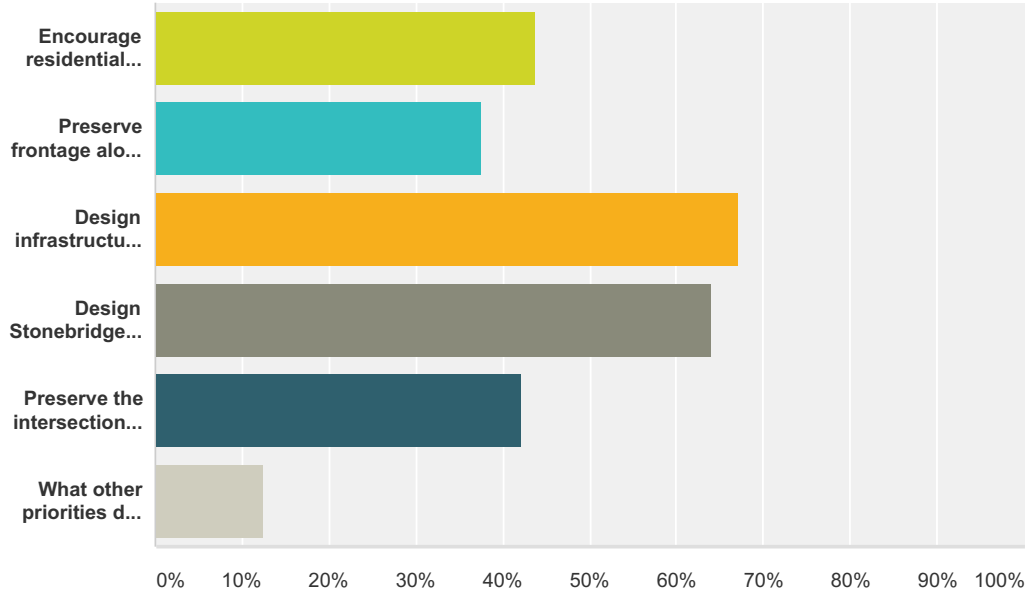
#	What other priorities do you think should be included?	Date
1	You have already destroyed, now you are talking about preserving natural features?	1/19/2015 7:10 AM
2	At the first Northwest Sector Meeting held at the courthouse one of the attendees asked about the then to-be-built Trinity Falls development & he was quickly hushed. This is a very large densely populated development, which you should have been open and honest with people about at the meeting, but you weren't. As a result, this whole process has lost credibility for me. It appears to me that the process is designed to give the "appearance" of being interactive and open with the public, but that's just window dressing. I feel like you have "product" and "development" ideas in mind and you're going to implement them regardless of what the current residents of the northwest sector want.	1/16/2015 8:54 PM
3	Preserve areas for wild life and design an habitat somehow for them . Even can turn into a business for someone ??? Natural Wild life park maybe ? Be different for good humane tendencies not just protect rich builders so they turn richer by destroying what God's creation ... nature should belong to all and preserve wild life should be a priority ( Deers , coyotes , wild ducks, Blue herons , rabbits, opossums, armadillos, raccoons, lynx , so much wonderful nature killed , its terrible and its going against God's plan )	12/1/2014 12:46 AM
4	/the first, preserve natural features of the area, but it has already been ruined. It was so beautiful out there - lived there since 1976. There was no respect given for any trees with those bull dozers. It is such a shame. It ruined the aesthetic quality of Chambersville.	11/25/2014 4:14 AM
5	Connect Wilmeth from Lake Forest to Hardin.	11/21/2014 7:09 PM

## Northwest Sector Survey

6	Protect logical green, wilderness, picturesque and agrarian spaces while not impairing logical free enterprise development. But, also, protect the current homes and historical uses of the area (i.e. not put an industrial blight adjacent to a family homestead or, heaven forbid, condemn a home or property for free enterprise purposes).	11/21/2014 5:30 PM
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**Q6 Central West Sub-Area: Which of the following are important to you? (You may select more than one priority)**

Answered: 64 Skipped: 26



Answer Choices	Responses
Encourage residential development patterns.	43.75% 28
Preserve frontage along FM 2478 (future Custer Road) for non-residential economic development opportunities.	37.50% 24
Design infrastructure that complements the natural topography and features of the sub-area.	67.19% 43
Design Stonebridge Drive (north of US 380) in a manner that continues its aesthetic appeal for future development.	64.06% 41
Preserve the intersection of FM 1461 and FM 2478 (future Custer Road) as major commercial development node.	42.19% 27
What other priorities do you think should be included?	12.50% 8
<b>Total Respondents: 64</b>	

#	What other priorities do you think should be included?	Date
1	Do not take current homes to build road. Use vacant land that is available. Don't take homes for big money companies.	1/16/2015 9:04 PM
2	Please plan Ridge Road/County Road 161 so that it goes East of the Scott Cemetery. The property owners to the west do not want to lose acreage to thoroughfare and the increased noise levels that come with the traffic flow.	1/16/2015 3:46 PM
3	Extent Ridge Road North of 380	1/16/2015 3:18 PM
4	Focus on Outer Corridor before the area gets clumsy.	12/7/2014 10:12 AM
5	Residential patterns is terrible , jus kills all the natural beauty and gives more space to builders to make more profits by using every single inch of the land with out any considerations	12/1/2014 12:49 AM
6	Do not design Stonebridge to go north of 380.	11/21/2014 7:46 PM

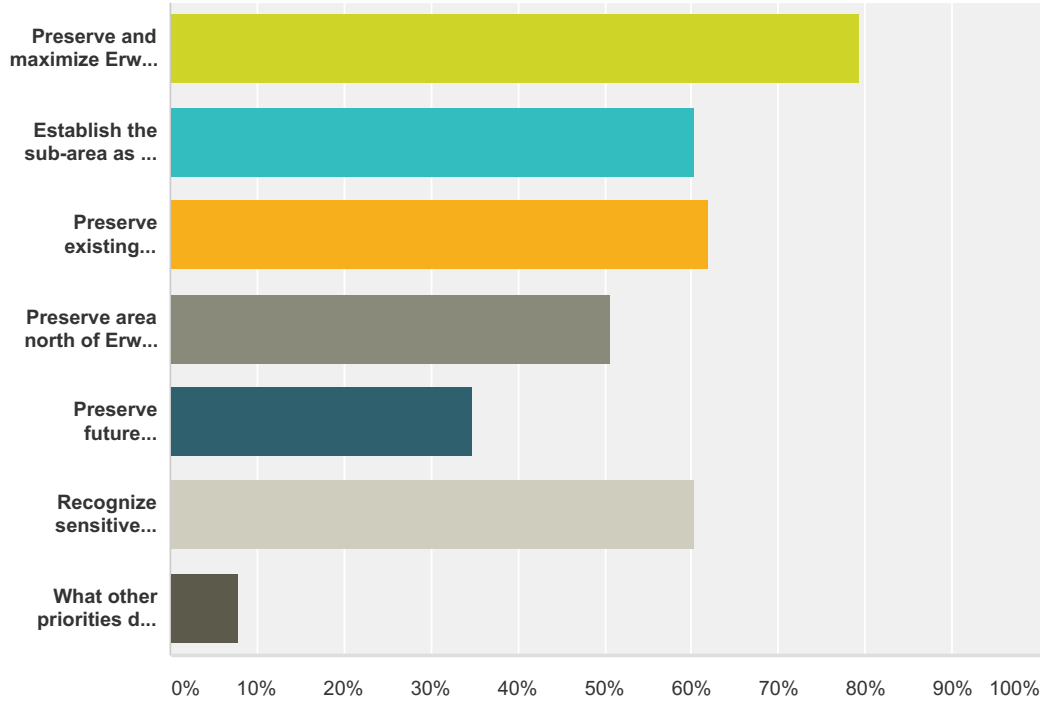


## Northwest Sector Survey

7	See previous comments about the government buying land for economic development purposes. Government should not be involved in buying land they have no use for. Economic development entities which do not have the right of eminent domain are O.K.	11/21/2014 5:34 PM
8	Do not over develop, or the citizens will miss the uniqueness of the present area!	11/21/2014 5:16 PM

### Q7 Central East Sub-Area: Which of the following are important to you? (You may select more than one priority)

Answered: 63 Skipped: 27



Answer Choices	Responses
Preserve and maximize Erwin Park as a passive regional amenity.	79.37% 50
Establish the sub-area as an 'open space district' that highlights natural features.	60.32% 38
Preserve existing natural corridors to create a 'green network' that connects the sub-area to other places.	61.90% 39
Preserve area north of Erwin Park for low-impact, residential developments	50.79% 32
Preserve future Bloomdale/Hardin intersection as mixed-use development opportunity.	34.92% 22
Recognize sensitive impacts on natural features as development and infrastructure expansion occurs.	60.32% 38
What other priorities do you think should be included?	7.94% 5
<b>Total Respondents: 63</b>	

#	What other priorities do you think should be included?	Date
1	Keep McKinney unique by Nature by leaving as many trees as possible, preserve the Nature Creeks as much as possible.	1/16/2015 3:20 PM
2	Note approximately 10% of the trees have died each of the last 3 years due to long term climate change. Please consider the long term changes that will probably continue for more than 30 years.	12/8/2014 1:44 PM
3	PLEASE! finish Bloomdale and Wilmeth	11/22/2014 6:26 AM

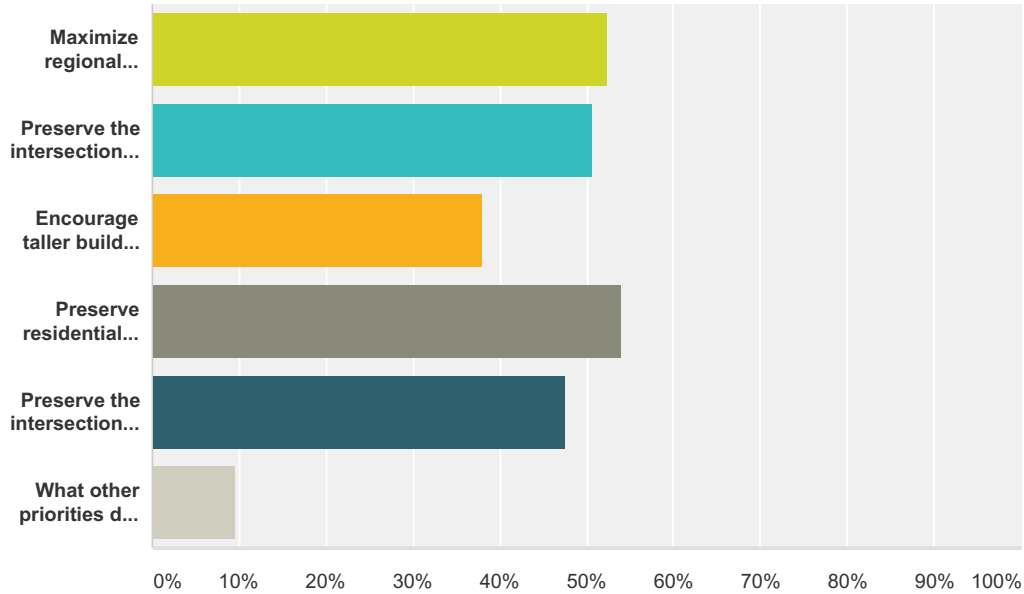
## Northwest Sector Survey

4	This the most unique and topgraphically diverse of all the sub areas. This could be a "green space connector" to all the other sub areas	11/21/2014 10:21 PM
5	Exclude commercial, retail and high density housing from this naturally beautiful area. Maximize hike and bike trails and parks.	11/21/2014 5:16 PM



**Q8 Collin County Outer Loop Sub-Area:  
Which of the following are important to  
you? (You may select more than one  
priority)**

Answered: 63 Skipped: 27

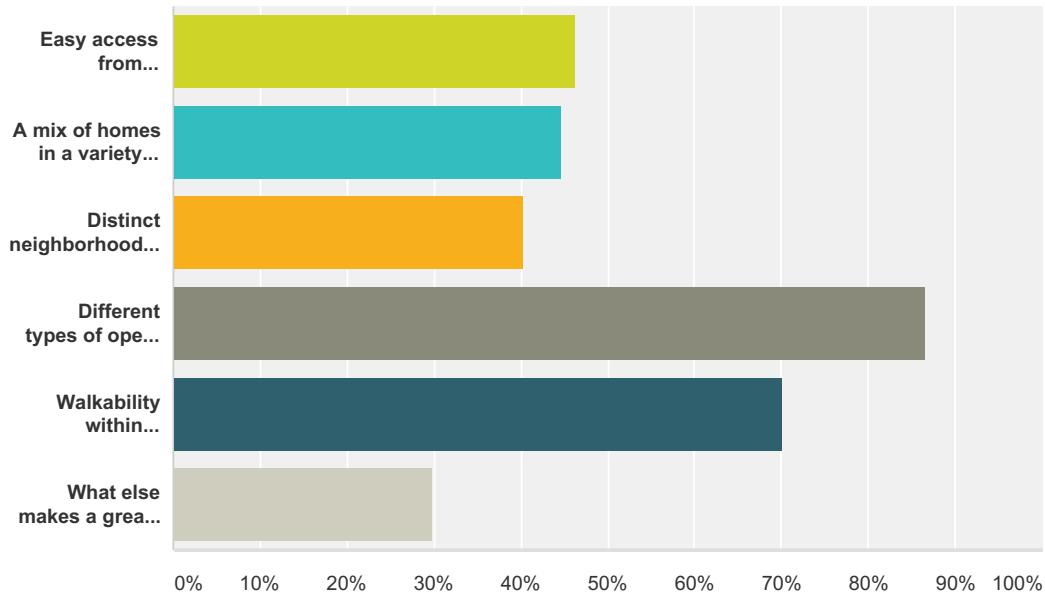


Answer Choices	Responses
Maximize regional commercial frontage along future Collin County Outer Loop.	52.38% 33
Preserve the intersection of future Collin County Outer Loop and FM 2478 (future Custer Road) as potential regional commercial opportunity.	50.79% 32
Encourage taller building heights along the regional Collin County Outer Loop frontage to maximize development opportunities and minimize impact on natural features.	38.10% 24
Preserve residential character where it already exists.	53.97% 34
Preserve the intersection of future Collin County Outer Loop and future Lake Forest Drive as potential mixed-use commercial opportunity.	47.62% 30
What other priorities do you think should be included?	9.52% 6
<b>Total Respondents: 63</b>	

#	What other priorities do you think should be included?	Date
1	In this area you need to maintain and increase the number of home sites that have acreage, like Hidden Hills. There has to be one place in McKinney where people aren't stacked on top of each other.	1/16/2015 9:01 PM
2	Preserve all natural areas, especially along Honey Creek.	12/7/2014 12:01 AM
3	Keep it rural and farm land. We have to have areas for growing food.	12/6/2014 12:43 AM
4	Taller buildings will minimize impact on natural features? Like Dallas? Or do you mean, just turn it all to concrete.	11/25/2014 4:16 AM
5	Government should not engage in speculating or controlling land development with the use of tax money or through political influence. O.K. to zone, but stay out of the deals.	11/21/2014 5:40 PM
6	Over development will negatively impact the McKinney area.	11/21/2014 5:19 PM

### Q9 Which of the following characteristics make a great residential neighborhood? (Please select all that you feel are important)

Answered: 67 Skipped: 23



Answer Choices	Responses
Easy access from residential areas to commercial areas.	46.27% 31
A mix of homes in a variety of lot sizes and types.	44.78% 30
Distinct neighborhoods within larger planned communities.	40.30% 27
Different types of open space amenities including parks, greenbelts, viewsheds, trails and other natural areas.	86.57% 58
Walkability within neighborhoods to encourage pedestrian activity.	70.15% 47
What else makes a great residential neighborhood?	29.85% 20
<b>Total Respondents: 67</b>	

#	What else makes a great residential neighborhood?	Date
1	Distinct architecture of homes, not cookie cutter developments , and all checked points above.	1/19/2015 9:50 AM
2	Front porch neighborhoods.	1/19/2015 7:12 AM
3	Limited traffic and noise.....recreation	1/16/2015 6:24 PM
4	Walk to grocery stores. Grocery stores within residential subdivision.	1/16/2015 3:36 PM
5	TREES, use Native plants or encourage natural plants to grow.	1/16/2015 3:22 PM
6	Views to natural amenities	12/8/2014 1:42 AM
7	Nearby job opportunities	12/7/2014 10:15 AM
8	New urbanism concepts	12/5/2014 1:30 PM

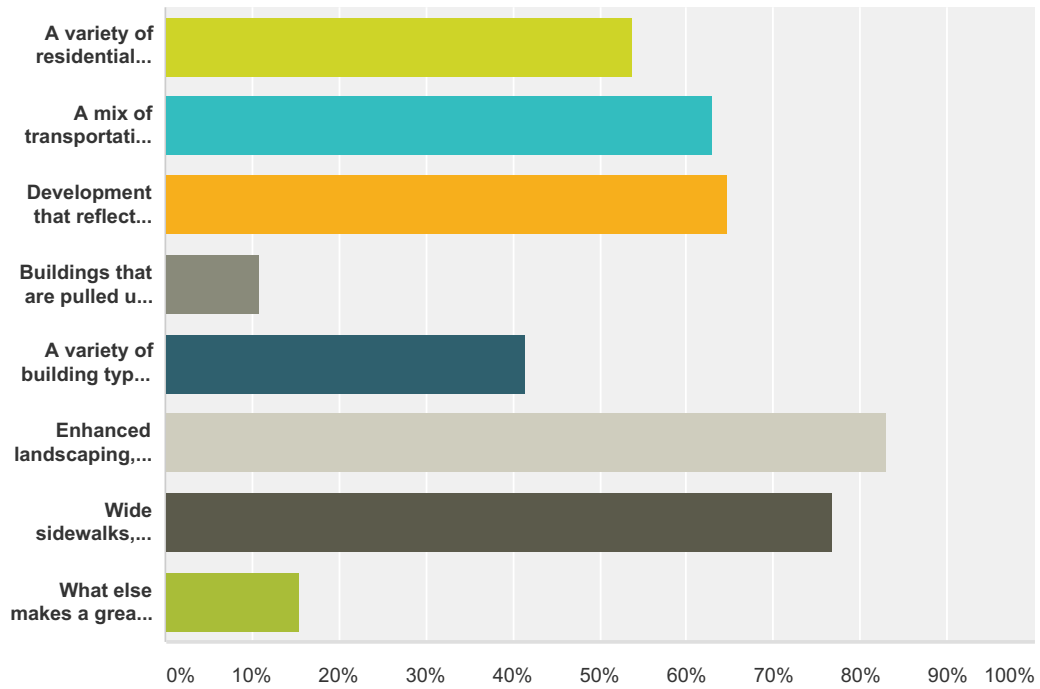
## Northwest Sector Survey

9	The trees, the grass, the mature tall trees, the creeks, the tree tunnel is gorgeous , the few deers, the coyotes,	12/1/2014 1:10 AM
10	Cycling lanes and/or increased safe places to ride	11/25/2014 9:01 AM
11	I live in Stonebridge now and find the mis-use of security cameras a huge problem. Several on my street are either stay at home moms and/or husbands work from home. It seems to be a huge past time to watch neighbors on their security cameras, There is absolutely no privacy. The cameras face the other houses and I no not think that is legal. Wish neighbors would quit using other neighbor's lives for their entertainment.	11/25/2014 4:21 AM
12	economic viability, that is, a neighborhood that pays for itself through taxes and is sustainable through more than one life-cycle	11/24/2014 10:17 AM
13	Supporting and recognizing developers with master-planned community experience create better neighborhoods than production builders	11/23/2014 7:21 PM
14	discourage use of 8-10 foot wooden fences. wrought iron with landscaping works just find and doesn't make homes look more like prisons.	11/22/2014 10:15 AM
15	Trees	11/22/2014 6:30 AM
16	Respect for intact homes and property, everything doesn't need to be bulldozed and put thru the cookie cutter. Right now, this is the country and part of it should stay that way.	11/21/2014 10:25 PM
17	Small scale commercial within walking distance within the community. (Grocery, flower shop, small medical, restaurant, hardware store.... the village) People should not have to leave their neighborhood for routine everyday things.	11/21/2014 7:07 PM
18	1. Consideration regarding walking and biking trails along tributaries now while consideration is cheap. 2. Easy access go the major DFW transportation corridors.	11/21/2014 5:43 PM
19	Trees and tnot the stick trees that the developments pass off as beauty. Farm and ranch land surrounding the existing communities. Avoid over development, as there is a peace seeing the beauty of the ranch land.	11/21/2014 5:21 PM
20	Not having a mix of home varieties. Keeping low income, high density housing out of the area.	11/21/2014 5:20 PM



**Q10 Which of the following characteristics make a great mixed-use district? Examples of a mixed-use district include: Historic Downtown McKinney, Adriatica, Watter's Creek. (Please select all that you feel are important)**

Answered: 65 Skipped: 25



Answer Choices	Responses
A variety of residential types (townhomes, flats, studios, etc.) that are integrated into the development.	53.85% 35
A mix of transportation choices (walking, driving, bicycling, transit, etc.)	63.08% 41
Development that reflects the character and needs of the surrounding community.	64.62% 42
Buildings that are pulled up to the street.	10.77% 7
A variety of building types that include transitions in height and size.	41.54% 27
Enhanced landscaping, street trees and street lighting.	83.08% 54
Wide sidewalks, benches, bike racks and other pedestrian amenities.	76.92% 50
What else makes a great mixed-use district?	15.38% 10
<b>Total Respondents: 65</b>	

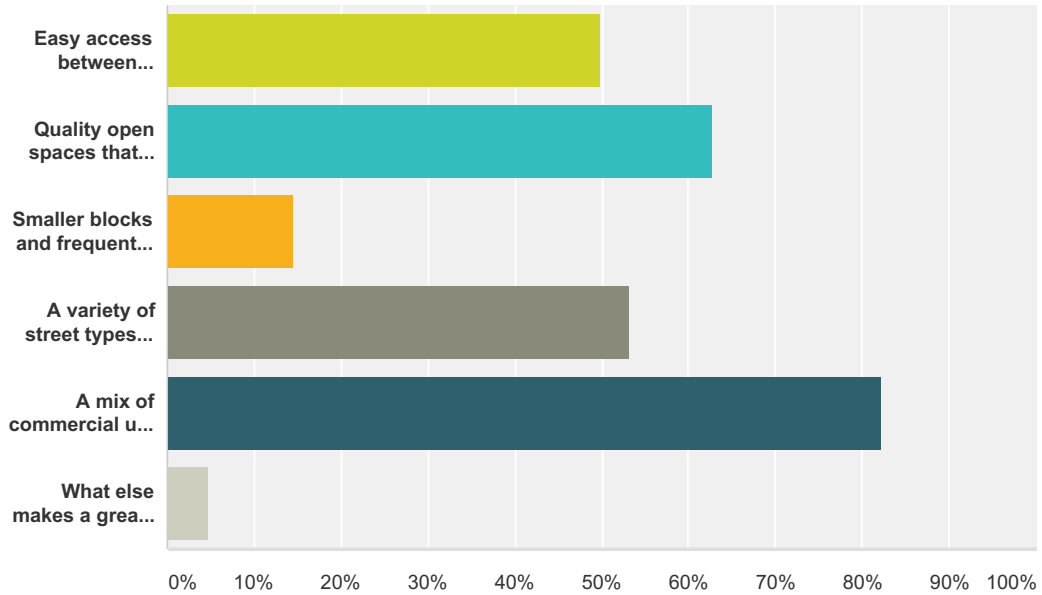
#	What else makes a great mixed-use district?	Date
1	activities continual for 12 to 16 hours a day	1/16/2015 6:27 PM
2	Preserve as many natural areas as possible.	1/16/2015 6:06 PM

## Northwest Sector Survey

3	restaurants, boutique shops, grocery store, some fast food places and TREES and native plants.	1/16/2015 3:24 PM
4	Nature with concrete , just on main avenues buildings and commercial .	12/1/2014 1:11 AM
5	Bicycles can be a HUGE safety and traffic problem. Austin at one time had bicycle lanes, they may still have them. Otherwise one bicycle will hold up traffic for a couple of blocks on a busy day. And the bicycle riders dart out in front of vehicles, expecting to be see at 50 mph.	11/25/2014 4:23 AM
6	again, one that generates tax revenue capable of sustaining the neighborhood and also allows for transportation options other than just cars	11/24/2014 10:19 AM
7	Not requiring ground floor retail in locations where it will struggle.	11/23/2014 7:23 PM
8	Amenities for all age groups, not just for young athletic people.	11/22/2014 10:17 AM
9	Respect for existing small farms, which are gaining popularity, and allowances for people to have small diversified farms and gardens to protect and grow a local food supply	11/21/2014 10:29 PM
10	Retail & residential mixed.	11/21/2014 7:15 PM

**Q11 Which of the following characteristics make a great regional commercial development? An example of a regional commercial development is Legacy Town Center. (Please select all that you feel are important)**

Answered: 62 Skipped: 28



Answer Choices	Responses
Easy access between commercial development and nearby residential communities.	50.00% 31
Quality open spaces that serve as destinations.	62.90% 39
Smaller blocks and frequent streets or driveway spaces.	14.52% 9
A variety of street types for walking, driving, bicycling, etc.	53.23% 33
A mix of commercial uses such as entertainment, dining, shopping, offices, etc.	82.26% 51
What else makes a great major commercial development?	4.84% 3
<b>Total Respondents: 62</b>	

#	What else makes a great major commercial development?	Date
1	Not strip malls.	1/19/2015 9:53 AM
2	Personal safety and security and low crime rates which can only come through a prominent law enforcement presence to deter criminals.	11/21/2014 7:14 PM
3	Safety for all concerned. Maintainability.	11/21/2014 5:46 PM



## Northwest Sector Survey

### Q12 What did we miss? Is there anything else that you would like to tell us about the Northwest Sector?

Answered: 27 Skipped: 63

#	Responses	Date
1	refrain from constructing low quality residential housing like some of the current homes on Lake Forest.	1/20/2015 10:37 AM
2	We are very concerned about overdevelopment of the land. While we recognize that population is moving north and commercial tax dollars are needed, we would like green space, and distinctive architecture to be of top priority. The land is a great part of what makes this area unique. Too much development brings further congestion and pollution. Pedestrian and bicycle friendly design is also a top priority. Texas has too many areas in which you must have a car to get anywhere. And too many cities look all alike with the same big box stores far too close together. We are very upset that a WalMart is being built at Harden and Virginia, when there us another one very close by, just north of 380 and just east of 75.	1/19/2015 10:03 AM
3	The "falls", the trees are gone. It is such a shame.	1/19/2015 7:14 AM
4	More restaurants , barnes & noble , better shopping . I have to go to Frisco for nice shopping & restaurants!	1/19/2015 12:19 AM
5	You do not care about current residents and how your roads will take their homes away from them, Thousands of acres of open land and you target small land owners to put roads over homes.	1/16/2015 9:09 PM
6	Please stop referring to types of developments as "product". It sounds very impersonal and a little Orwellian.	1/16/2015 9:06 PM
7	Preserve the natural amenities...	1/16/2015 6:29 PM
8	Develop carefully around existing neighborhoods such as Tucker Hill and Walnut Grove in order to create as little negative impact as possible on the families who have lived there for many years...some almost four decades!	1/16/2015 6:08 PM
9	Please plan Ridge Road/County Road 161 so that it goes East of the Scott Cemetery. The property owners to the west do not want to lose acreage to thoroughfare and the increased noise levels that come with the traffic flow.	1/16/2015 3:49 PM
10	Orderly continuous development	12/8/2014 1:52 PM
11	Just keep us informed. Thank you!	12/5/2014 1:25 PM
12	Wild life preservation and areas design and protected for them specially created so they can't roam around people and turn a problem. Make this area a great example of nature preservation and not so much concrete . Everyone just work and don't have time to enjoy life , why not make this area a living / relaxing / enjoy nature and wild life preservation , bird watcher club friendly example for everyone ???	12/1/2014 1:17 AM
13	Preserve current residential neighborhoods and keep the small town feel that makes McKinney a great place to live.	11/30/2014 5:35 PM
14	It is beautiful-please keep it that way!!!!	11/25/2014 9:04 AM
15	Leave the trees, what is left. Leave the creeks. Don't turn everything into a concrete maze of roads - where hills disappear to become hills of rooftops only, with houses 10 feet apart. Please don't ruin anymore. You have broken many hearts with what was don on Trinity Falls, not to mention the Texas Tech looking logo, very unclassy.	11/25/2014 4:26 AM
16	The NW sector is a great opportunity for McKinney to develop in a fiscally sustainable manner. The development that goes in up there should make money not only for the developers in the short term, but the City of McKinney in the long term.	11/24/2014 10:20 AM
17	How about setting aside some areas for a potential university or large church campus	11/22/2014 10:18 AM
18	Keep developments smaller. Downtown McKinney is the perfect size. Because of that, it's easy to keep spaces full. Once there is too much space and vacancies exist, the development starts to deteriorate.	11/22/2014 6:34 AM

## Northwest Sector Survey

19	Realistic examples of alternate power sources (wind, solar, geo-thermal) on any public building in the NWS (schools, rec centers, etc) A change in the landscaping requirements to include native water saving trees and plants and shrubs. Areas to recharge electric cars, extensive bike trails, new roads should accommodate bicycling. Inventory of existing trees and plans to keep those trees rather than bulldozing them and planting small trees to replace them. All medians and public landscapes should be models of native plants that don't need water. Myers Park is doing this right now in the experimental gardens, we have the knowledge and free resources to accomplish this today. Define what "unique by nature" means in a set of principles (if it hasn't been done already) and make sure every new buildout meets these principles.	11/21/2014 10:43 PM
20	Provide areas that allow reasonable height buildings for office/commercial spaces appropriately separated from residual areas	11/21/2014 8:00 PM
21	The planned intersection of 75 and 543 will not support the future commercial plans for the NW corner. Central Expressway has been a goat rope for the last 60 years and will continue to be inadequate. The Highway Commission never has the funds or the time to do it right in the first place but they always find the means to do it over. The East/West 543 extension or 1461 connector is essential for any future development.	11/21/2014 7:22 PM
22	Respect citizens property rights...	11/21/2014 6:22 PM
23	Any futuristic airport/air transportation issues? Bus or rail hub to airports? Regional service from McKinney airport? Are we working on these? Can I retire here and easily connect to the beach. Can I live in the best city in America and get to the rest of the world - easily - for work or for pleasure?	11/21/2014 5:50 PM
24	Rezone to commercial the 5 lots in Walnut Grove estates that border on Highway 380	11/21/2014 5:43 PM
25	Thank you for asking for our opinion! Please stop cutting down all the existing natural trees as already done in the Trinity Falls Development and along CR166 when it was widened. Also be careful to preserve the existing water tables feeding the many creeks and ponds within the area when the this sector is developed. Thank you!	11/21/2014 5:26 PM
26	Don't make the mistake of over developing the area!	11/21/2014 5:22 PM
27	Thank you for the survey.	11/21/2014 5:04 PM

# Appendix I

Catalytic Infrastructure  
Opinions of Probable Cost





# ESTIMATE

## MAJOR BRIDGE CROSSING AT WILSON CREEK

### Stonebridge Drive

**DESCRIPTION:** 6-Lane Bridge (Major Arterial)  
**LENGTH:** 563 Linear Feet

**ESTIMATE LEVEL:** Planning  
**DATE:** January 2015

CONSTRUCTION ITEM DESCRIPTION	UNIT	BASIC BRIDGE			GATEWAY BRIDGE		
		QUANTITY	UNIT COST	TOTAL COST	QUANTITY	UNIT COST	TOTAL COST
CLEARING & REMOVALS	ACRE	1.6	\$2,000	\$3,200	1.6	\$2,000	\$3,200
BANK PROTECTION	CU.YD	325.00	\$60	\$19,500	325.00	\$60	\$19,500
BRIDGE STRUCTURES (total deck area)	SQ.FT.	56,300	\$80	\$4,504,000	63,056	\$90	\$5,675,040
LIGHTING	L.FT.	563	\$30	\$16,890	563	\$35	\$19,705
EROSION CONTROL	L.FT.	563	\$10	\$5,630	563	\$10	\$5,630
MOBILIZATION (8% of Contractor Estimate)	L.SUM	1	\$450,000	\$450,000	1	\$570,000	\$570,000
CONTRACTOR QUALITY CONTROL	L.SUM	1	\$85,000	\$85,000	1	\$85,000	\$85,000
CONSTRUCTION SURVEYING	L.SUM	1	\$60,000	\$60,000	1	\$60,000	\$60,000
<b>CONSTRUCTION ITEM TOTAL</b>				<b>\$5,144,220</b>	<b>\$6,438,075</b>		
PLANNING LEVEL CONTINGENCIES			10.0%	\$514,422	10.0% \$643,808		
<b>CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$5,658,642</b>	<b>\$7,081,883</b>		
<b>DESIGN ENGINEERING COST</b>			9.0%	<b>\$510,000</b>	9.0% <b>\$640,000</b>		
<b>TOTAL DESIGN &amp; CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$6,168,642</b>	<b>\$7,721,883</b>		

<u>Major Arterial Assumptions</u>		
	Basic	Gateway
# of Lanes (EA)	6	6
Lane width (FT)	12'	12'
# of Shoulders (EA)	4	4
Shoulder width (FT)	1'	1'
# of sidewalks (EA)	2	2
Sidewalk width (FT)	6'	12'
# of barriers/parapets (EA)	6	6
Barrier/parapet width (FT)	2'	2'

#### Cost Estimate Assumptions:

- Right-of-way, permitting, and construction inspection and oversight costs are not included.
- Bridge length assumes that structure only spans 1/3 the width of the floodplain.
- Unit prices for bridge structures are based on recent TxDOT cost data.
- Separate bridge structure assumed for each direction of travel. Deck area includes both directions.
- Deck width includes one sidewalk and three travel lanes in each direction for Basic and Gateway bridges.

# ESTIMATE

## MAJOR BRIDGE CROSSING AT WILSON CREEK

### Ridge Road

**DESCRIPTION:** 6-Lane Bridge (Major Arterial)  
**LENGTH:** 367 Linear Feet

**ESTIMATE LEVEL:** Planning  
**DATE:** January 2015

CONSTRUCTION ITEM DESCRIPTION	UNIT	BASIC BRIDGE			GATEWAY BRIDGE		
		QUANTITY	UNIT COST	TOTAL COST	QUANTITY	UNIT COST	TOTAL COST
CLEARING & REMOVALS	ACRE	1.0	\$2,000	\$2,000	1.0	\$2,000	\$2,000
BANK PROTECTION	CU.YD	325.00	\$60	\$19,500	325.00	\$60	\$19,500
BRIDGE STRUCTURES (total deck area)	SQ.FT.	36,700	\$80	\$2,936,000	41,104	\$90	\$3,699,360
LIGHTING	L.FT.	367	\$30	\$11,010	367	\$35	\$12,845
EROSION CONTROL	L.FT.	367	\$10	\$3,670	367	\$10	\$3,670
MOBILIZATION (8% of Contractor Estimate)	L.SUM	1	\$300,000	\$300,000	1	\$370,000	\$370,000
CONTRACTOR QUALITY CONTROL	L.SUM	1	\$55,000	\$55,000	1	\$55,000	\$55,000
CONSTRUCTION SURVEYING	L.SUM	1	\$40,000	\$40,000	1	\$40,000	\$40,000
<b>CONSTRUCTION ITEM TOTAL</b>				<b>\$3,367,180</b>	<b>\$4,202,375</b>		
PLANNING LEVEL CONTINGENCIES			10.0%	\$336,718	10.0% \$420,238		
<b>CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$3,703,898</b>	<b>\$4,622,613</b>		
<b>DESIGN ENGINEERING COST</b>			9.0%	<b>\$330,000</b>	9.0% <b>\$420,000</b>		
<b>TOTAL DESIGN &amp; CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$4,033,898</b>	<b>\$5,042,613</b>		

<u>Major Arterial Assumptions</u>		
	Basic	Gateway
# of Lanes (EA)	6	6
Lane width (FT)	12'	12'
# of Shoulders (EA)	4	4
Shoulder width (FT)	1'	1'
# of sidewalks (EA)	2	2
Sidewalk width (FT)	6'	12'
# of barriers/parapets (EA)	6	6
Barrier/parapet width (FT)	2'	2'

#### Cost Estimate Assumptions:

- Right-of-way, permitting, and construction inspection and oversight costs are not included.
- Bridge length assumes that structure only spans 1/3 the width of the floodplain.
- Unit prices for bridge structures are based on recent TxDOT cost data.
- Separate bridge structure assumed for each direction of travel. Deck area includes both directions.
- Deck width includes one sidewalk and three travel lanes in each direction for Basic and Gateway bridges.



# ESTIMATE

## MAJOR BRIDGE CROSSING AT NRCS LAKE 17 Bloomdale Road

**DESCRIPTION:** 6-Lane Bridge (Major Arterial)  
**LENGTH:** 800 Linear Feet

**ESTIMATE LEVEL:** Planning  
**DATE:** January 2015

CONSTRUCTION ITEM DESCRIPTION	UNIT	BASIC BRIDGE			GATEWAY BRIDGE		
		QUANTITY	UNIT COST	TOTAL COST	QUANTITY	UNIT COST	TOTAL COST
CLEARING & REMOVALS	ACRE	2.2	\$2,000	\$4,400	2.2	\$2,000	\$4,400
BANK PROTECTION	CU.YD	325.00	\$60	\$19,500	325.00	\$60	\$19,500
BRIDGE STRUCTURES (total deck area)	SQ.FT.	80,000	\$80	\$6,400,000	89,600	\$90	\$8,064,000
LIGHTING	L.FT	800	\$30	\$24,000	800	\$35	\$28,000
EROSION CONTROL	L.FT.	800	\$10	\$8,000	800	\$10	\$8,000
MOBILIZATION (8% of Contractor Estimate)	L.SUM	1	\$640,000	\$640,000	1	\$805,000	\$805,000
CONTRACTOR QUALITY CONTROL	L.SUM	1	\$120,000	\$120,000	1	\$120,000	\$120,000
CONSTRUCTION SURVEYING	L.SUM	1	\$80,000	\$80,000	1	\$80,000	\$80,000
<b>CONSTRUCTION ITEM TOTAL</b>				<b>\$7,295,900</b>	<b>\$9,128,900</b>		
PLANNING LEVEL CONTINGENCIES			10.0%	\$729,590	10.0% \$912,890		
<b>CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$8,025,490</b>	<b>\$10,041,790</b>		
<b>DESIGN ENGINEERING COST</b>			9.0%	<b>\$720,000</b>	9.0% <b>\$900,000</b>		
<b>TOTAL DESIGN &amp; CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$8,745,490</b>	<b>\$10,941,790</b>		

<u>Major Arterial Assumptions</u>		
	Basic	Gateway
# of Lanes (EA)	6	6
Lane width (FT)	12'	12'
# of Shoulders (EA)	4	4
Shoulder width (FT)	1'	1'
# of sidewalks (EA)	2	2
Sidewalk width (FT)	6'	12'
# of barriers/parapets (EA)	6	6
Barrier/parapet width (FT)	2'	2'

### Cost Estimate Assumptions:

- Right-of-way, permitting, and construction inspection and oversight costs are not included.
- Bridge length assumes that structure only spans 1/3 the width of the floodplain.
- Unit prices for bridge structures are based on recent TxDOT cost data.
- Separate bridge structure assumed for each direction of travel. Deck area includes both directions.
- Deck width includes one sidewalk and three travel lanes in each direction for Basic and Gateway bridges.

# ESTIMATE

## MAJOR BRIDGE CROSSING AT HONEY CREEK

### Laud Howell Parkway

**DESCRIPTION:** 6-Lane Bridge (Principal Arterial)  
**LENGTH:** 930 Linear Feet

**ESTIMATE LEVEL:** Planning  
**DATE:** January 2015

CONSTRUCTION ITEM DESCRIPTION	UNIT	BASIC BRIDGE			GATEWAY BRIDGE		
		QUANTITY	UNIT COST	TOTAL COST	QUANTITY	UNIT COST	TOTAL COST
CLEARING & REMOVALS	ACRE	2.8	\$2,000	\$5,600	2.8	\$2,000	\$5,600
BANK PROTECTION	CU.YD	340.00	\$60	\$20,400	340.00	\$60	\$20,400
BRIDGE STRUCTURES (total deck area)	SQ.FT.	93,000	\$80	\$7,440,000	104,160	\$90	\$9,374,400
LIGHTING	L.FT.	930	\$30	\$27,900	930	\$35	\$32,550
EROSION CONTROL	L.FT.	930	\$10	\$9,300	930	\$10	\$9,300
MOBILIZATION (8% of Contractor Estimate)	L.SUM	1	\$750,000	\$750,000	1	\$930,000	\$930,000
CONTRACTOR QUALITY CONTROL	L.SUM	1	\$140,000	\$140,000	1	\$140,000	\$140,000
CONSTRUCTION SURVEYING	L.SUM	1	\$95,000	\$95,000	1	\$95,000	\$95,000
<b>CONSTRUCTION ITEM TOTAL</b>				<b>\$8,488,200</b>	<b>\$10,607,250</b>		
PLANNING LEVEL CONTINGENCIES			10.0%	\$848,820	10.0% \$1,060,725		
<b>CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$9,337,020</b>	<b>\$11,667,975</b>		
<b>DESIGN ENGINEERING COST</b>			9.0%	<b>\$840,000</b>	9.0% <b>\$1,050,000</b>		
<b>TOTAL DESIGN &amp; CONTRACTOR CONSTRUCTION ESTIMATE</b>				<b>\$10,177,020</b>	<b>\$12,717,975</b>		

<b>Principal Arterial Assumptions</b>		
	<b>Basic</b>	<b>Gateway</b>
# of Lanes (EA)	6	6
Lane width (FT)	12'	12'
# of Shoulders (EA)	4	4
Shoulder width (FT)	1'	1'
# of sidewalks (EA)	2	2
Sidewalk width (FT)	6'	12'
# of barriers/parapets (EA)	6	6
Barrier/parapet width (FT)	2'	2'

#### **Cost Estimate Assumptions:**

- Right-of-way, permitting, and construction inspection and oversight costs are not included.
- Bridge length assumes that structure only spans 1/3 the width of the floodplain.
- Unit prices for bridge structures are based on recent TxDOT cost data.
- Separate bridge structure assumed for each direction of travel. Deck area includes both directions.
- Deck width includes one sidewalk and three travel lanes in each direction for Basic and Gateway bridges.