



# HONEY CREEK ENTERTAINMENT DISTRICT



# INTENT

*This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants, and other regional attractions that are programmed together in a mixed-use environment.*





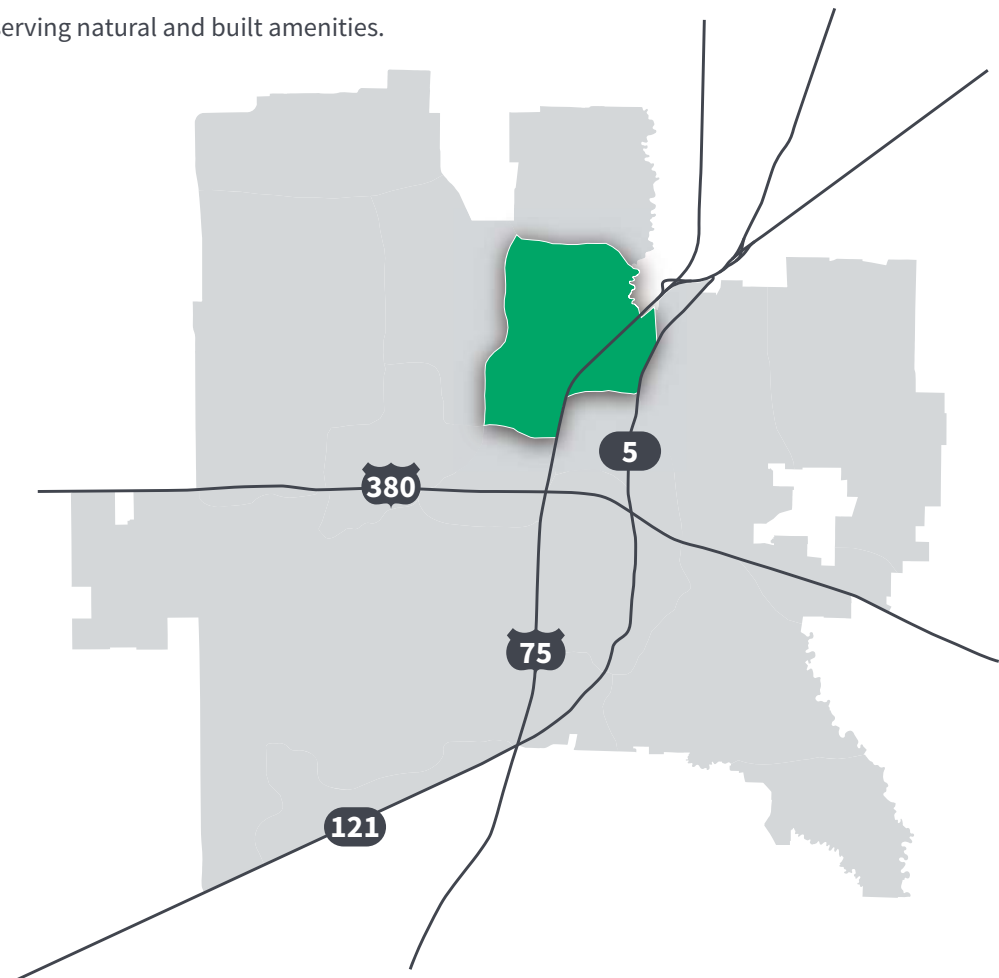
# DESCRIPTION

---

The Honey Creek Entertainment District will be comprised of two character defining areas – a mixed-use entertainment center and a professional campus area.

Within the mixed use entertainment center, private and public uses, including cultural and recreational offerings, will appeal to a diverse range of residents and visitors. While many of McKinney's current entertainment, recreational and cultural offerings appeal to families with children, uses in this District will be attractive to young and retiring professionals and entrepreneurs as well. Supporting uses will include retail stores, restaurants, office spaces and residences for individuals employed within the Entertainment Center or Professional Campus areas. Commercial uses will include free-standing stores visible from US 75, as well as smaller spaces, vertically and horizontally integrated with office and residential uses.

The professional campus area will be centered southwest of the mixed-use entertainment center, near the intersection of US 75 and Bloomdale Road. Low- and moderate-profile buildings, single- and multi-tenant, will be found here, along with corporate headquarters, and will be supported by local- and region-serving natural and built amenities.



DRAFT

# IDENTITY & BRAND

The Honey Creek Entertainment District offers a unique combination of existing and new attractions and amenities – a vibrant and diverse entertainment center anchored by and connected to significant natural assets, a professional campus area defined by the existing Collin County complex, and an exciting synergy between the uses and amenities that these areas provide. There is no other place in McKinney that offers this combination.

## PLACETYPE MIX

Entertainment Center ◀

Professional Campus ◀

Mixed-Use Center

Urban Residential

◀ Character-Defining Placetypes

DRAFT



# ECONOMIC & MARKET SUPPORT

---

## PSYCHOGRAPHICS

Psychographics describe the characteristics of people and neighborhoods. Instead of being purely demographic, psychographics relate to households' lifestyle choices, what they buy, and how they spend their free time. ESRI, an international supplier of Geographic Information System (GIS) software, uses Tapestry, a program which classifies the households in US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics as its source for this type of data.

Tapestry population segments reflect characteristics including employment and marital status, education levels, residential product and geographic living preferences. Among those segments with the most significant concentrations in the McKinney market, households within the Young and Restless, Fresh Ambitions, Bright Young Professionals, and Up and Coming Families segments will find this District most supportive of their needs and lifestyle preferences. These households can generally be described as smaller households of single and married individuals, with jobs requiring professional and semi-professional skills, with incomes above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

DRAFT

## INDUSTRY TRENDS

The Honey Creek Entertainment District is intended to support industry trends including:

- Development of 18-hour environments, offering the ability to live, work and enjoy evening dining and entertainment within the same neighborhood
- Emphasis on walkable, mixed-use environments (many accessible via multiple modes of vehicular and non-vehicular transportation)
- Housing for individuals at either end of their earning years who are choosing a place to live based on current lifestyle preferences rather than long-term investment potential
- Residential and employment choices attractive to the growing Millennial market that tends to be highly mobile and entrepreneurial

## MARKET ANALYSIS

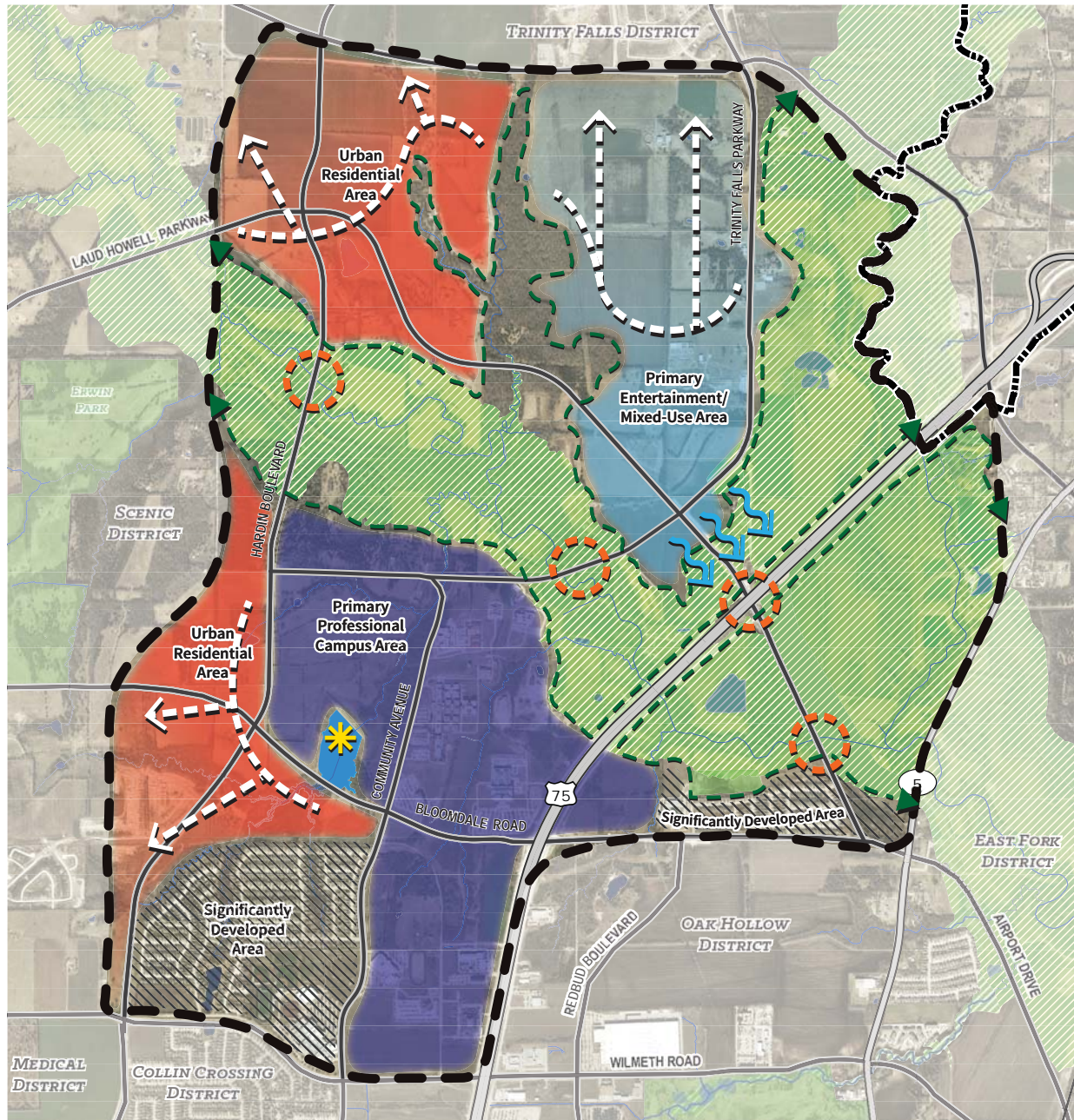
Retail and service tenants in the Entertainment Center area will draw consumers from markets beyond McKinney, including those in Prosper and Sherman, portions of Frisco and Allen, and points north to the state line. Residential products will include a variety of products, at densities that support mixed use and entertainment centers.

Businesses which locate in the Professional Campus area will be seeking an attractive setting with connections to US 380 and US 75, and proximity to the Collin County Government Center, Raytheon (near the intersection of US 380 and US 75) and the Baylor Scott and White Medical Center (at Lake Forest Drive and US 380). Retail stores and restaurants will primarily serve the area's daytime population, and supplement commercial developments located within the entertainment center.

DRAFT








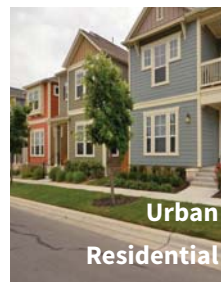
# LAND USE DIAGRAM



DRAFT

## LEGEND

-  ETJ Boundary
-  District Identity Feature
-  Floodplain
-  Amenity Feature
-  Amenity Zone



# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

- 1| Entertainment Center is the first of two character-defining placetypes. Its success is most critical to Honey Creek's desired character. The area developed with this placetype should be at least as large as that shown on the Land Use Diagram. The primary focal point for this placetype should be located along Laud Howell Parkway, between Trinity Falls Parkway and US 75. Depending on market support of this placetype, the mixed-use placetype would be appropriate to infill in the northernmost areas if they are not supportable as entertainment center. The color gradient in the Entertainment Center and Mixed-Use Area on the diagram indicates that the darker shaded areas should have the highest density of uses, with a transition to less dense products in the lighter shaded areas next to adjoining single-family residential districts.
- 2| Three sides of this Entertainment Center area are bounded by floodplain. Future development should integrate these natural areas into project design and development, and any floodplain reclamation or modification should be designed to enhance the entertainment placetype and its natural setting. Due to this desired integration, no other place types should be allowed to locate between the Entertainment Center and the creeks
- 3| Professional Campus is the second character-defining placetype in this District. It is intended to attract companies that want proximity to the Entertainment Center as part of their identity or because of their customer base. This is a unique location for businesses interested in sites near natural amenities, for companies desiring close proximity to the Collin County Government Center, and for companies whose employees want nearby choices for urban living. Design standards and technology infrastructure should be high to compete for these employers.
- 4| The gray areas on the map indicate those that are, or will soon be, significantly developed. Any infill development that occurs within these areas should be consistent and/or compatible with the existing built conditions and/or should demonstrate compatibility with the placetypes and priorities shown in the Land Use Diagram.



DRAFT



5| The Urban Residential placetype offers residential choices for people who work in the Entertainment Center or who choose to live close to its attractions. The design and density of Urban Residential development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. While it includes a mix of housing types, lower-density and auto-oriented residential uses do not take full advantage of the area's potential and thus should be a minor part of the development pattern and should only be considered as a means by which to transition to existing residential uses. Accordingly, the color gradient in the Urban Residential Areas on the diagram indicates that the darker shaded areas should have the highest density of Urban Residential uses, with a transition to less dense products in the lighter shaded areas next to adjoining single-family residential districts.



6| The Entertainment Center and the Urban Residential areas should share adjoining open space amenities and should be connected with streets and pathways that encourage walking and biking between the two areas.

DRAFT





## IDENTITY, AMENITIES & INFRASTRUCTURE

- 1| Significant identity features (including specially enhanced bridges) () should be located where the District's major roadways and its important creeks intersect. An important feature should mark the confluence where Honey Creek joins the East Fork of the Trinity River.
- 2| The Amenity Feature () on the Diagram denotes an existing lake that should be maximized as an amenity feature for future developments in this area.
- 3| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the mixed-use development context of the district.
- 4| Mobility networks in this District should balance two different objectives. The major thoroughfares must provide adequate capacity to meet vehicular travel demand to regional destinations. At the same time, a network of streets and paths should provide convenient and inviting choices for non-auto travel between destinations within the District. This balance is particularly critical in the Honey Creek Entertainment District because its compact, mixed use character results in a high number of short trips, which will be feasible on foot or by bike if the area's design is appropriate and appealing.
- 5| The design of roadways in this District should enhance the visibility and community value of the floodplain and open space areas. For example, single-loaded roadways along the District's creeks could provide amenity value to those using the roads and higher property value to the properties facing the road and amenity.

DRAFT

## ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Honey Creek Entertainment District.

- 1| Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.
- 2| Design and finance of identity features at public locations within the District (i.e., creek crossings), consistent in design and character with those in adjacent private projects.
- 3| Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.
- 4| Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.

DRAFT



## DECISION-MAKING CRITERIA

In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets the majority of the following criteria in order for it to be considered compatible with this Land Use Diagram.

The project should:

- 1| Advance the District's intent;
- 2| Demonstrate compatibility with the District's identity and brand;
- 3| Include uses compatible with the Land Use Diagram;
- 4| Leverage and protect natural and built amenities;
- 5| Strengthen or create connections to activity centers within and beyond the District;
- 6| Create a positive fiscal impact for the City through the timeframe of the Plan (2040);
- 7| Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;
- 8| Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities;
- 9| Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan's fiscal responsibility policies.

*Projects proposing Place Types other than those shown in the Land Use Diagram may be deemed consistent with this plan if they meet a majority of the decision-making criteria identified above.*

DRAFT