



# AGRICULTURAL LIFESTYLE DISTRICT



# INTENT

*This District broadens the residential options for future McKinney residents by retaining the choice of the rural lifestyle that currently exists in the area.*



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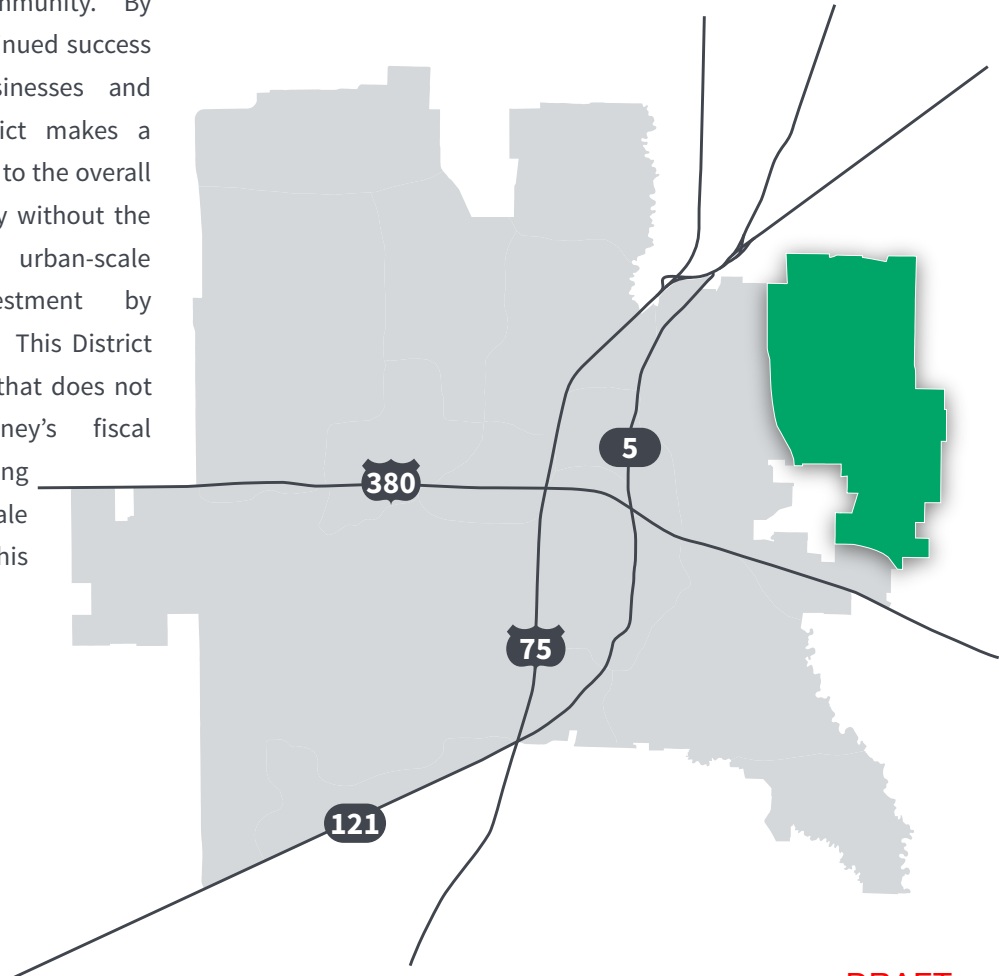
# DESCRIPTION

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The Agricultural Lifestyle District is intended to offer a choice within McKinney that achieves objectives of residents within the city as well as residents of the rest of the community. The existing development pattern in this District includes working agricultural properties, rural residential parcels, and other residential and business uses that are compatible with these activities. This is the part of McKinney where holdings are large enough to support future agricultural uses, whether traditional ranching or newer uses like local produce production and distributed energy generation. This District makes these options feasible for future McKinney residents and investors.

At the same time, there is also a market for larger lot residential communities. These may be equestrian-oriented neighborhoods or areas of rural 'ranchettes'. The Agricultural Lifestyle District makes it possible for McKinney to offer these residential and lifestyle choices in the future.

Planning for an agricultural character in this area benefits the residents and taxpayers of the entire McKinney community. By investing in the continued success of agricultural businesses and lifestyles, this District makes a positive contribution to the overall McKinney community without the burden of urban-scale infrastructure investment by McKinney taxpayers. This District establishes a policy that does not over-extend McKinney's fiscal resources by expanding urban scale infrastructure into this area.



PLACETYPE MIX

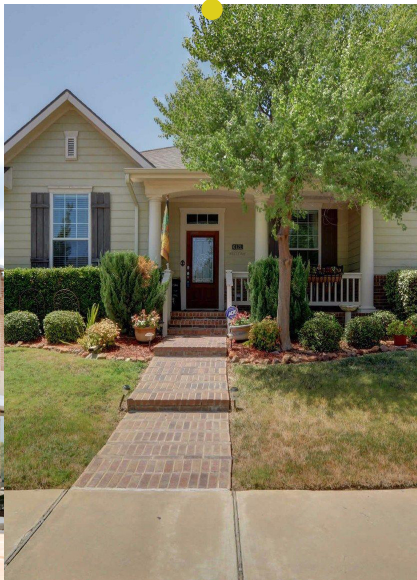
Estate Residential ◀

Rural Living ◀

Suburban Living

Neighborhood Commercial

◀ Character-Defining placetypes



# ECONOMIC & MARKET SUPPORT

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## PSYCHOGRAPHICS

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 Boomburbs, Soccer Moms, Professional Pride and Middleburg segments will find this District most supportive of their needs and lifestyle preferences. Similar to those in the Northridge District, residents of the Agricultural Lifestyle District can be described as family-centric with a desire for access to recreational activities, both natural and manmade. Unlike Northridge, however, householders fall across a broader spectrum of incomes, from first time home owners to executives. Individuals and families that choose this District over another residentially-dominated District will do so because access to employment centers outside of the local market will be a less important factor, while diversity among its residents and building stock will be a more important factor.

## INDUSTRY TRENDS

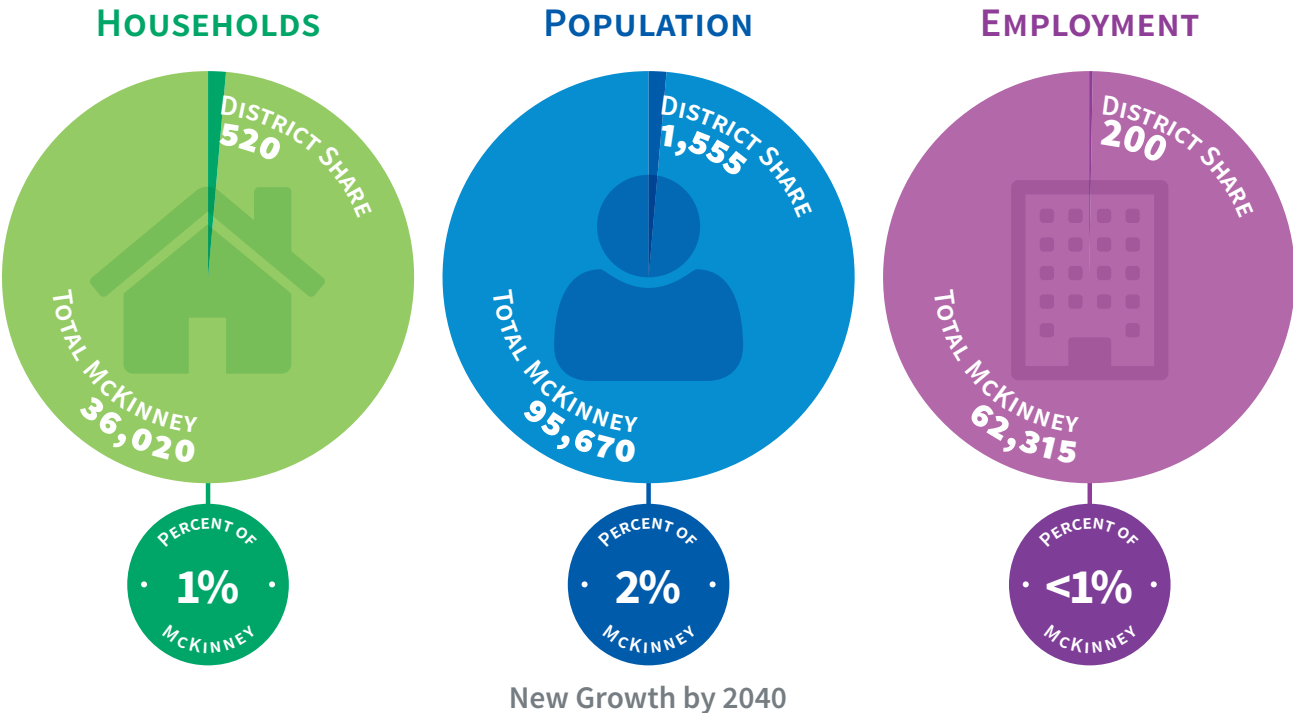
Numerous trends, including demographic, economic and industry-specific are impacting the format and volume of different land uses, real estate products, and place types. What follows are the specific trends that informed components of the Agricultural Lifestyle District development program.

- Heightened environmental conscience among young employees that translates into a desire for work and living spaces that are low-impact, with Green features, smaller, and preferably an adaptive retrofit.
- Introduction of the “agrihood” neighborhoods built around a working farm.
- Housing for individuals at either end of their earning years who desire a home that supports their lifestyle preferences and needs.

## MARKET ANALYSIS

The Agricultural Lifestyle District represents the planning area’s northeastern edge; and with nearly 5,490 developable acres, it is the second largest residential District. A range of moderate, traditional, estate and rural neighborhoods will be located in relatively close proximity of each other. Despite fairly easy access to both US Highways 380 and 75 from select locations within the District, employment offerings will be largely service and retail oriented. As a fringe location within the community, and given the presence of natural open space, existing concentrations of rural living are expected to expand. With the completion of enhanced trail connections along Big Branch Creek, existing and future neighborhoods will be afforded connections to commercial nodes, thereby allowing for alternative modes of transportation. The Mitas Hill Vineyard, located in the northernmost portion of the District, will continue to be a destination and illustration of the area’s agricultural roots, yet afford residents with the potential for an “agrihood” demonstration neighborhood for the region.

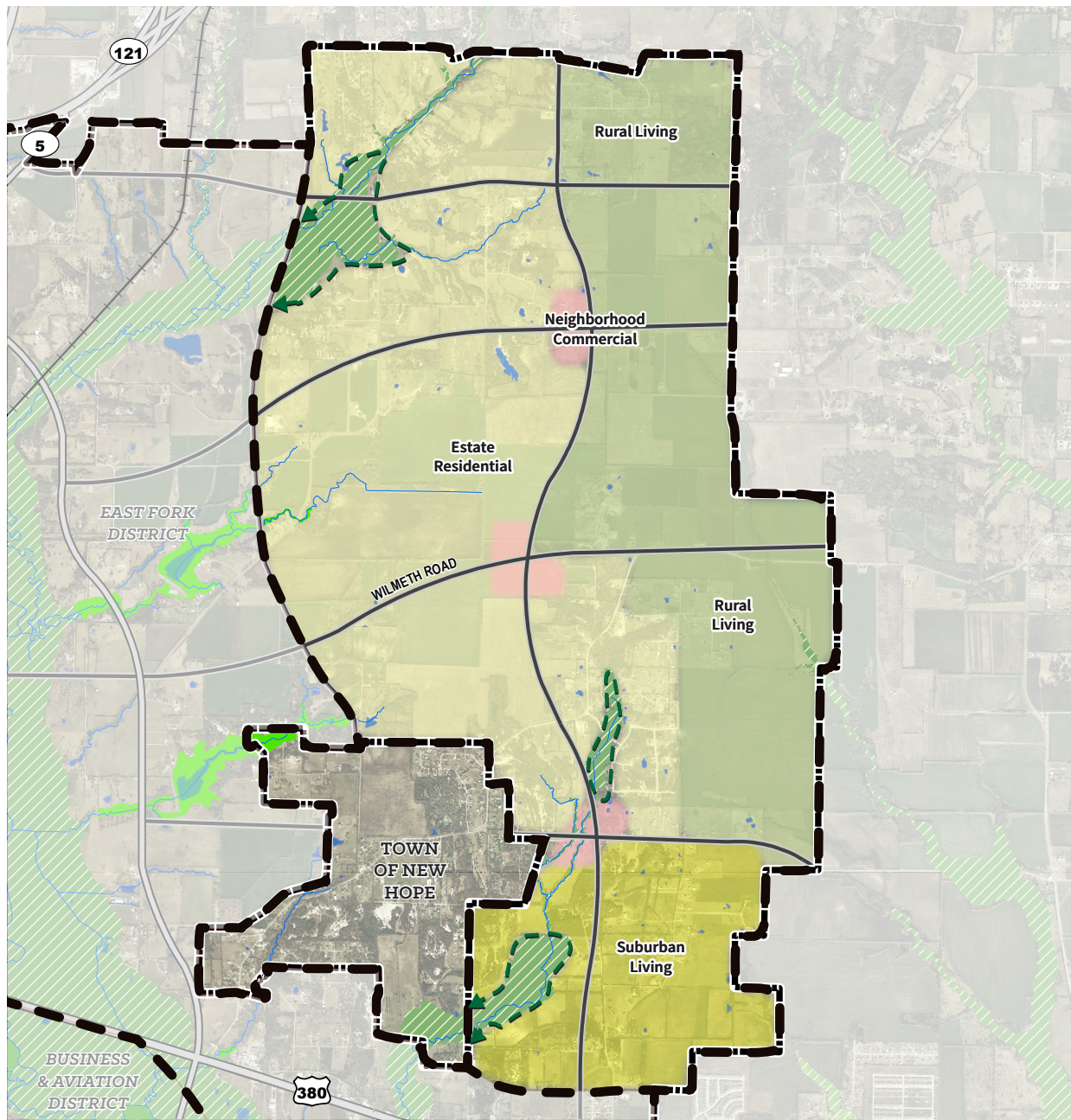
The graphic that follows provides an overview of how the Agricultural Lifestyle District is expected to develop by 2040. These graphics relate to new development only.





# LAND USE DIAGRAM

## AGRICULTURAL LIFESTYLE DISTRICT

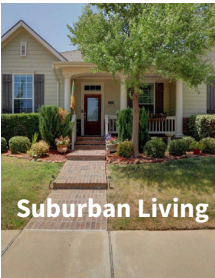


### LEGEND

- ETJ Boundary
- Floodplain
- Amenity Zone



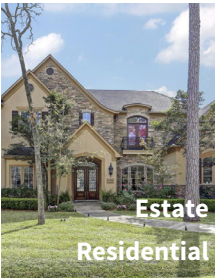
Neighborhood  
Commercial



Suburban Living



Rural Living



Estate  
Residential

# STRATEGIC DIRECTION

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## DEVELOPMENT PATTERN

- 1| Estate Residential is the first of two character-defining placetypes in this District. It is intended to provide housing for residents of McKinney that desire larger lot neighborhoods, and begins the transition between the more traditional suburban residential neighborhoods in McKinney and less intensely developed areas of Collin County. In this District, areas of Estate Residential predominately follow and maximize existing natural amenities such as creeks, floodplains and tree stands.
- 2| Rural Living is the second character-defining placetype in this District. It is intended to provide a location for residents of McKinney that want larger parcels of land and a more country atmosphere. This placetype forms a transition between McKinney and adjacent communities with a more rural character.
- 3| The Suburban Living placetype is located on the southern edge of this District and is intended to provide a transition between the low density placetypes that define the majority of this District and the traditional residential neighborhoods and non-residential areas in the adjacent East Fork District. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods. Otherwise, Neighborhood Commercial should be located at major intersections in the District as shown.



# IDENTITY, AMENITIES & INFRASTRUCTURE

- 1| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the lower density residential context of the District.



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## ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Agricultural Lifestyle District.

- 1| Update the City's infrastructure plans to ensure that they support the desired character of this District's development.
- 2| Engage residents and property owners of this area to determine whether or how public amenities and initiatives (trails, community gardens, active recreation, business assistance and others) should be provided to support the desired character of this District.
- 3| Consider economic development incentives and initiatives that support the economic vitality of agricultural and related uses in this District.

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