



## BUSINESS & AVIATION DISTRICT



## INTENT

*This area is a major employment center based on the distinctive asset of the McKinney National Airport. It provides business locations and job opportunities related to aviation support and services as well as a range of other businesses.*



DRAFT

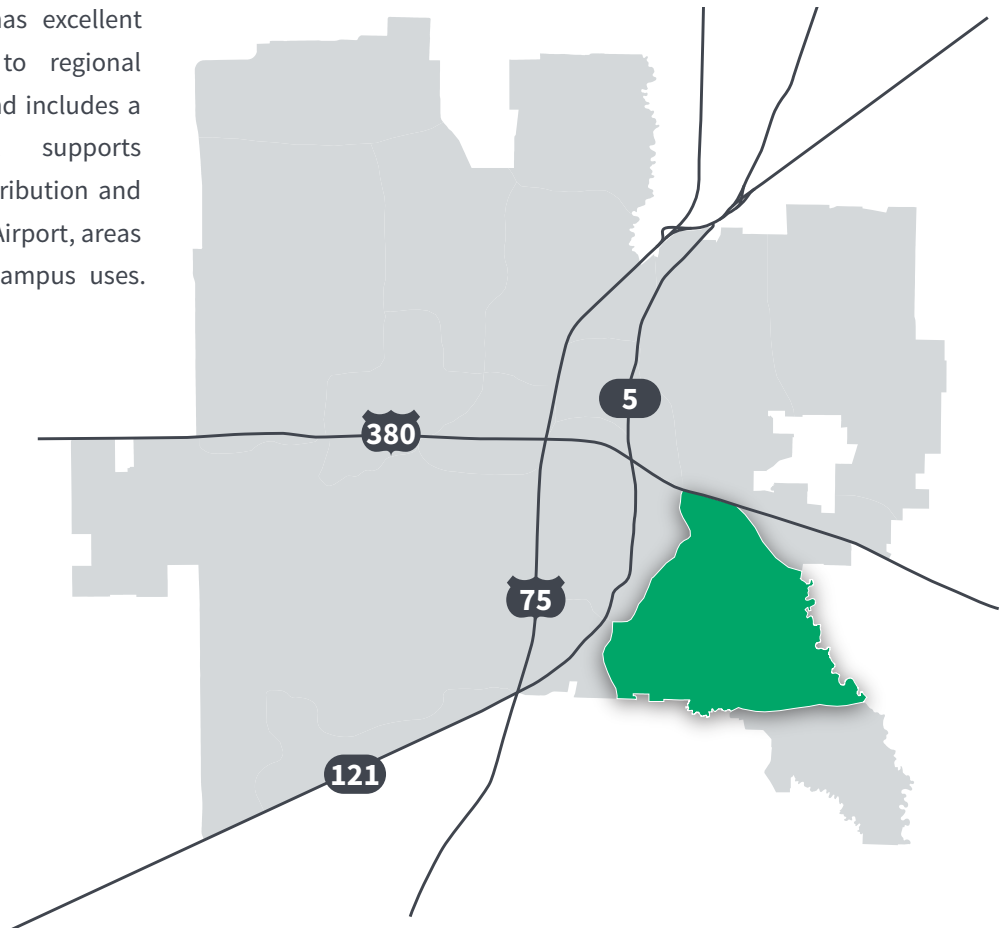


# DESCRIPTION

---

The Business & Aviation District is anchored by McKinney National Airport, an asset that makes McKinney unique. The character of this District is defined by large areas for aviation-related uses in the central part of the District. This is the only area in McKinney, and indeed in Collin County, where such economic development can be attracted. For this reason, encroachment by incompatible uses (such as suburban-style residential) is strongly discouraged. The future development pattern takes advantage of the airport's current level of operations, which will be even more important if the City chooses to expand its aviation services.

Given the community's desire to pursue a more diverse economic base and a stronger jobs-housing balance, this District also includes opportunities for businesses that may not need the airport proximity, but will be attracted to it because of the District's business focus and region-serving roadways including SH 5, SH 121, US 75, and FM 546. For these businesses, the Business & Aviation District offers areas where the infrastructure and character will appeal to targeted business and industry sectors. The area east of the Airport offers locations geared toward Manufacturing & Warehousing businesses. It has excellent transportation access (both to regional roadways and to the airport) and includes a development pattern that supports companies' manufacturing, distribution and logistics activities. South of the Airport, areas are planned for professional campus uses.



Like the manufacturing and warehouse area, the professional campus locations are focused on meeting the needs of a particular segment of business and of these companies' employees. This part of the District should include a mix of supportive activities for the higher employment intensity found in a professional campus setting. These include additional restaurants, gyms and consumer-oriented services, so employees working here find it a convenient and attractive location. Visibility along FM 546 should help these areas become very desirable for new and existing McKinney companies.

The area west of the Airport includes some existing businesses, such as Encore Wire, as well as undeveloped areas. The area also benefits from an amenity feature – the location of a future transit stop. This part of the District is expected to be desirable to a wide range of businesses. It should offer locations for companies that include both an office and a manufacturing or distribution component. The buildings here should be designed with flexibility so the mix of these employment types can change over time in response to the market. Since existing neighborhoods are located west of this area, development must provide an appropriate buffer and travel patterns that do not reduce the livability of these neighborhoods.

While some commercial development is expected in each of these four major parts of the District, Commercial Centers to serve the larger region are proposed at two of FM 546's important intersections – with Airport Drive and with a future regional roadway east of the Airport.

Finally, the District is bounded on the east and southwest by future open space areas along the East Fork of the Trinity River and Wilson Creek. These natural areas should buffer the District's employment uses from less intense uses to the east and south. They also create amenities for the employees of businesses located in the District.

# PLACETYPE MIX

Aviation ◀

Employment Mix ◀

**Commercial Center**

Professional Campus

Manufacturing & Warehousing

◀ *Character-Defining placetypes*



DRAFT

# ECONOMIC & MARKET SUPPORT

---

## 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 Business & Aviation District development program.

- Growth in logistics space associated with the enhanced relationship between industrial and retail operations, specifically increase in online sales and transfer of commercial inventories to off-site locations.
- Favorable business environment including competitive labor costs and land prices that has Texas leading the nation in job growth and creation.
- National return to manufacturing in the United States following the Great Recession.
- Office space compression driven by desire for greater efficiencies in cost and space, supported by transit and technology, lifestyle preferences including the desire for flex time, new knowledge of how space can improve productivity, and expansion of creative class.
- Residential and employment choices that support the highly mobile, entrepreneurial and growing Millennial market with an emphasis on cost sensitivity and adaptability.
- Industrial real estate, particularly warehouses, that can house retail inventories and expedite distribution channels.
- Growth among technology companies that has surpassed financial institutions, and exceeded its demand for office space.
- Growing number of retirees who have chosen to pursue encore careers as mentors, teachers and innovators.

## MARKET ANALYSIS

Despite potential development of a transit station near Industrial Boulevard, the Business & Aviation District is the only one within the planning area where additional residential units are neither programmed or encouraged. Rather, housing associated with future rail is being promoted in adjacent Districts while uses in this District are primarily manufacturing and warehouse facilities, along with light industrial and flex products - many of which will be able to leverage their proximity to the McKinney National Airport. At an annual average rate of growth ranging from 3.5% to 4.0%, the Business & Aviation District is anticipated to be host to the city's largest concentration of businesses and industries. By 2040, this District's employment base is expected to reach 9,800, or approximately 16% of all net new employees in the planning area.

As reflected in the associated diagram, lower density employment uses are programmed closest to the airport, whereas these are often the least affected by potential adverse impacts, and most likely to capitalize on their proximity. Conversely, higher profile products are envisioned within one of the District's numerous employment centers or professional campuses. Future commercial centers are planned at the intersection of region-serving roadways, primarily serving the area's employment population; and to a lesser degree, the residents of established neighborhoods.

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

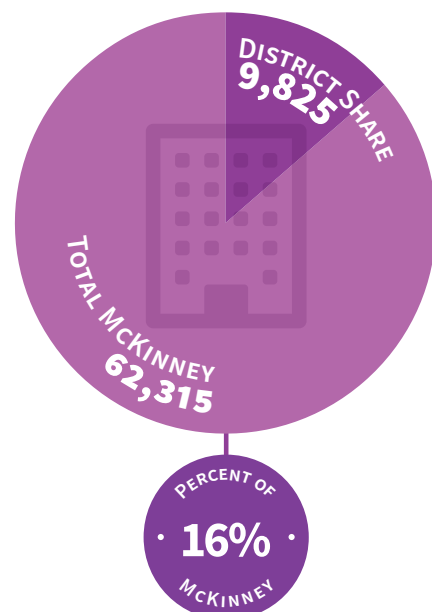
### HOUSEHOLDS



### POPULATION



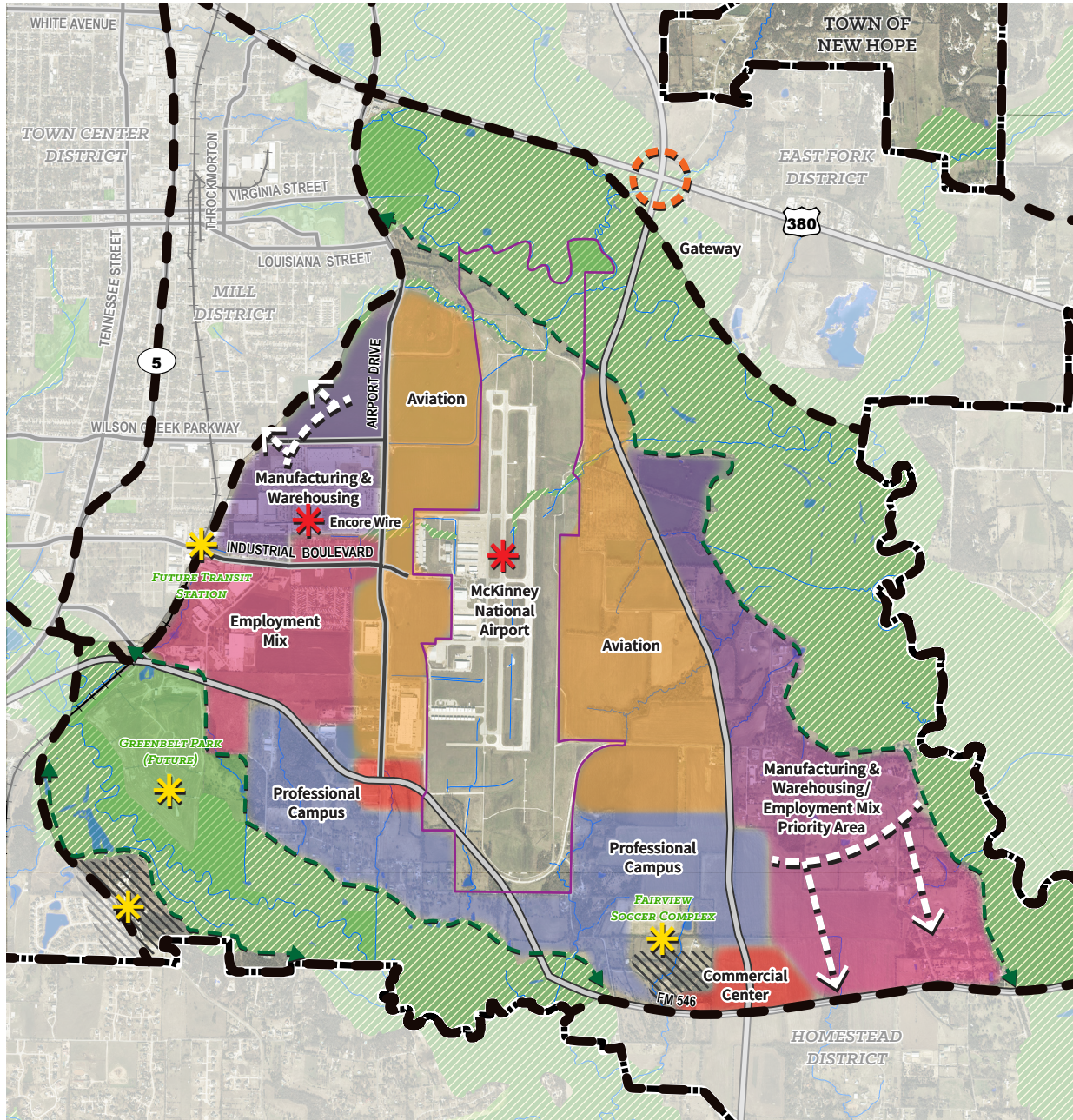
### EMPLOYMENT





# LAND USE DIAGRAM

## BUSINESS & AVIATION DISTRICT



### LEGEND

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



# STRATEGIC DIRECTION

---

## DEVELOPMENT PATTERN

- 1| Aviation is the first of two character-defining placetypes and is located immediately to the east and west of the existing McKinney National Airport. The area developed with this placetype should be at least as large as that shown on the Land Use Diagram. On the east side of the existing airport, the aviation placetype should extend from the airport boundary to a new roadway that will provide the transition between this placetype and the Manufacturing & Warehousing placetype to the east. On the west side of the existing airport, the Aviation placetype should generally be located between the airport and Airport Drive to the west.
- 2| Employment Mix is the second character-defining placetype in this District. It is intended to provide locations for businesses that provide aviation supporting services that desire a location with close proximity to the airport. On the west side of the airport, this placetype should infill undeveloped parcels west of Airport Drive and to the south of Industrial Boulevard. Employment Mix should also occur in the far southeast corner of the District adjacent to the floodplain associated with the East Fork of the Trinity River. This location of Employment Mix will serve as a much needed transition in scale and intensity from the Manufacturing & Warehousing land uses to the north to the residential uses south in the Homestead District.
- 3| The Professional Campus placetype is intended to attract companies that want proximity to the Airport in order to take advantage of corporate aviation services provided at the Airport. The Professional Campus placetype should be located and oriented towards Wilson Creek to take advantage of the amenity that this resource offers, and as a transition to the residentially oriented Homestead District to the south.
- 4| The Manufacturing & Warehousing placetype offers an additional opportunity for aviation supporting businesses to locate within close proximity to the Airport. This placetype should be located on the eastern edge of the District along the East Fork of the Trinity River.
- 5| Commercial Centers should be located at major intersections in the District and are intended to provide supporting retail services and restaurants for the significant employment base that will develop in this District.
- 6| The hatched areas on the Diagram 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.



## IDENTITY, AMENITIES & INFRASTRUCTURE

- 1| Key amenity features  in this District include the Heard Natural Science Museum and Wildlife Sanctuary and a future greenbelt park on the southwestern edge of the District. Future development in the District should take full advantage of the unique opportunities created by these amenities.
- 2| Key community assets  in this District include McKinney National Airport and the Encore Wire campus. Future development in the District should take full advantage of these unique economic engines by creating a compatible business and employment environment that provides support and ancillary services for aviation and related uses and industries.
- 3| A district identify feature  should be located along US 380 and the major north-south regional highway. This feature should serve as a key gateway and could also include a specially enhanced bridge structure. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.

# ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Business & Aviation District.

- 1| Maintenance and enhancement of McKinney National Airport infrastructure to meet current and future customer demand.
- 2| Targeted economic development incentives for aviation-related businesses and those that benefit from Airport proximity.
- 3| Active participation in regional dialogues about funding and location of transit service in Collin County.
- 4| Active participation in regional dialogues about funding and location of limited access roadways along the FM 546 alignment and major north-south alignment as shown on the Master Thoroughfare Plan.
- 5| Focused planning, design and economic development incentives for transit-ready development in the area surrounding the future transit station.
- 6| Zoning, design guidelines, infrastructure planning and economic development programs geared to the distinct needs of aviation, manufacturing, warehouse, and professional businesses in their respective parts of this District.
- 7| Design and alignment studies for the regional roadway connecting FM 546 and SH 5.
- 8| Trail connections from business areas to the open spaces bordering this District.
- 9| Partnerships with MISD, Collin College and others to ensure that McKinney residents have the skills and expertise to offer the District's businesses a trained labor force.