



COLLIN CROSSING DISTRICT



This area capitalizes on the existing business and educational opportunities created by Raytheon and the Collin College Central Park Campus. Residents of existing neighborhoods and the students and faculty of Collin College Central Park Campus can also benefit from appropriate and convenient employment, retail and housing choices.



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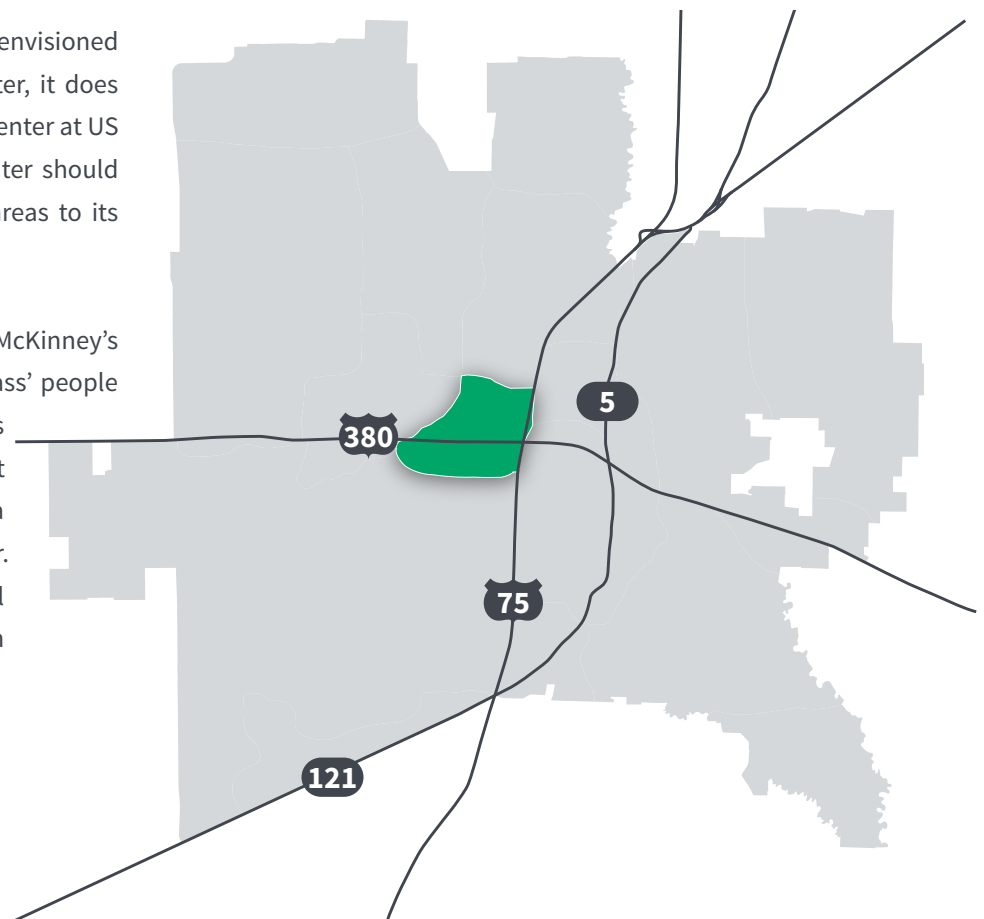
DESCRIPTION

The Collin Crossing District builds on two important existing Community Assets – the Collin College Central Park Campus and Raytheon’s business campus. Due to these assets, the character-defining placetype of this District is Professional Campus. In this particular District, this Professional Campus placetype encourages job growth by companies similar to Raytheon – office, technology and knowledge worker employment. Employment Mix provides a location for businesses that combine the employment found in a Professional Campus area with some lighter manufacturing or distribution functions. In this District, businesses can find locations to commercialize new technologies from College research and students from the College can find jobs in their fields. US 75 and US 380 also make these desirable and visible business locations.

A significant part of this District is already developed. Therefore, the businesses that locate in the remaining vacant areas should provide job opportunities close to home for District residents - an advantage that should help these neighborhoods remain desirable and thriving over time. New areas for Urban Living uses are proposed south of US 380 in locations that already have momentum for developing as such. Walking and biking connections should make it easy for people who live in these areas to reach the Collin College campus without driving.

While the Collin Crossing District is not envisioned as a major regional commercial center, it does include a location for a Commercial Center at US 380 and Hardin Boulevard. This center should serve residents of this District and areas to its north.

Collin Crossing is envisioned as one of McKinney’s primary destinations for ‘Creative Class’ people and companies. To appeal to this group, the development quality must be high and the District must be a place with a memorable character. High quality public improvements will establish desired quality levels in private investment.



PLACETYPE MIX

Professional Campus ◀

Employment Mix

Commercial Center

Neighborhood Commercial

Urban Living

◀ Character-Defining placetype



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ECONOMIC & MARKET SUPPORT

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 Young and Restless and Bright Young Professionals segments, will find this District most supportive of their needs and lifestyle preferences. Whereas housing in this District is largely limited to urban product types, rental and ownership, at densities higher than those found in most of the other Districts with any sizable concentration of housing, the development emphasis is on growing the community's primary job base. Among its limited number of residents, they primarily fall within the Millennial and Generation Y age cohorts. They are diverse in their ethnic profile, primarily single, living in one- and two-person households, the latter unrelated individuals.

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 Collin Crossing District development program.

- Development of 18 hour-environments, offering the ability to live, work, dine and be entertained within the same neighborhood.
- Housing for individuals at either end of their earning years who desire a home that supports their lifestyle preferences and needs, irrespective of its investment potential.
- Emphasis on walkable, mixed-use environments with access to multiple modes of vehicular and non-vehicular transportation.
- Residential and employment choices that support the highly mobile, entrepreneurial and growing Millennial market with an emphasis on cost sensitivity and adaptability.
- Renting by choice, rather than need, particularly among individuals and small households seeking a low maintenance housing alternative.
- Industrial real estate, particularly warehouses, that can house retail inventories and expedite distribution channels.

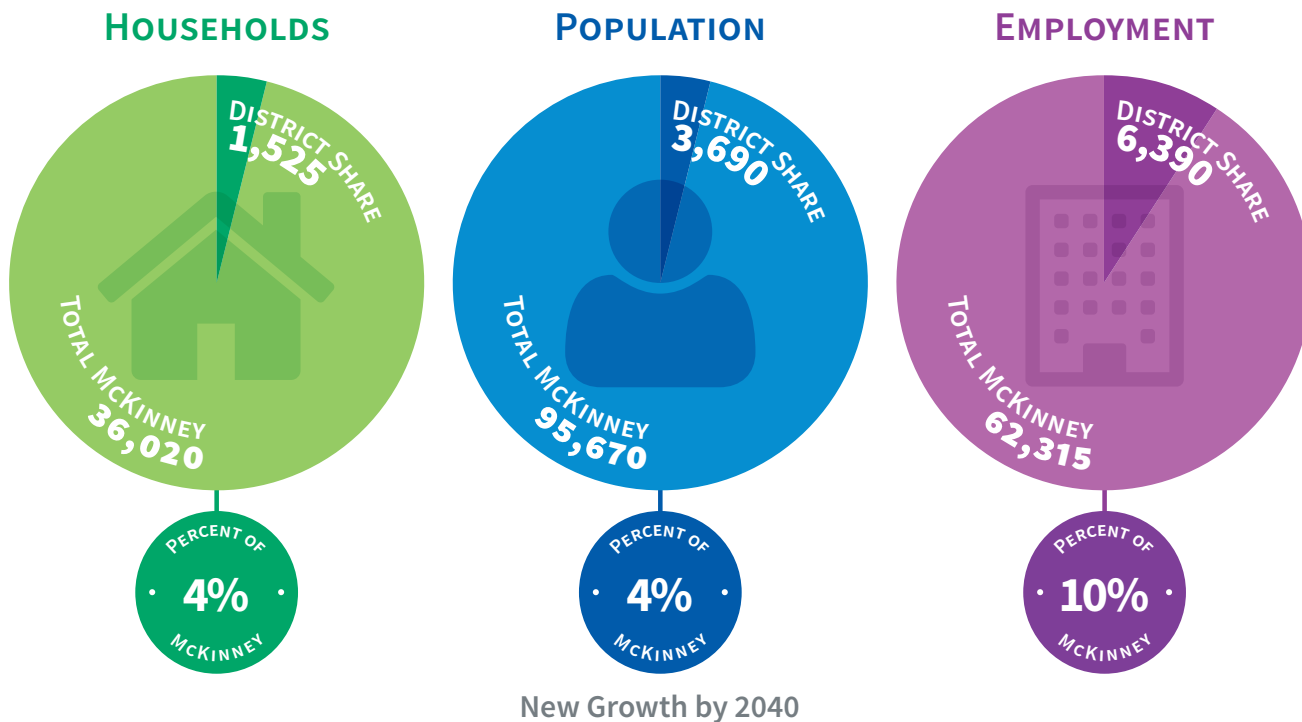
- Growth among technology companies that has surpassed financial institutions, and exceeded its demand for office space.
- Development of urban centers in suburban locations with similar efficiencies and attributes.
- Office space compression driven by desire for greater efficiencies in cost and space, 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.
- 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-sight locations.
- Favorable business environment including competitive labor costs and land prices that has Texas leading the nation in job growth and creation.
- Growing number of Millennials waiting to get married and have children.
- Limited number of employment opportunities for educated and trained individuals with salaries sufficient to cover debt load and allow for living alone.

MARKET ANALYSIS

The Collin Crossing District will be among the premier live-work environments in the community. With a healthy and sustainable jobs to housing balance stated as a priority goal among elected officials, growth in the Collin Crossing District will be an early priority. Among the 17 Districts (including the established area) which comprise the planning area, this District is one of only five with a non-residential use as the character-defining place type. This includes the Town Center District which is primarily comprised of the historic commercial area and adjacent residential neighborhoods, the Honey Creek Entertainment District which is slated for regional-serving commercial and entertainment uses, and the Business & Aviation District which obviously anticipates receiving the greatest concentration of industrial uses, including those with the most potential to impact residences. The emphasis on non-residential product types is supported by the fact that the Collin Crossing District is forecasted for the third fewest number of households and population totals, yet the fourth highest number of employees.

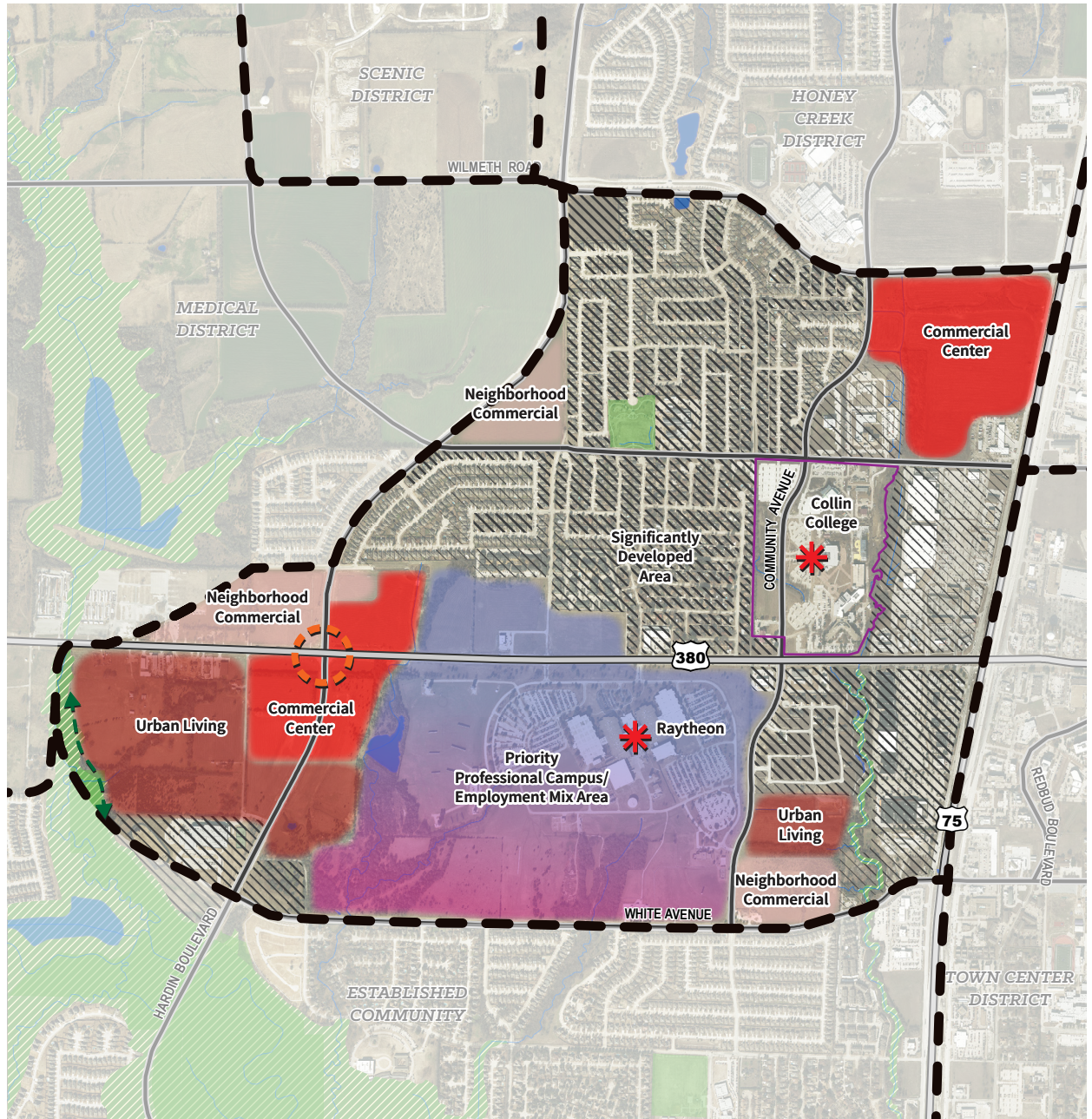
Housing planned in this District is limited to urban residential product types, consistent with multi-story market rate rental projects, but also potentially including row homes, townhouses, and stacked flats. Employers within the District will be housed in a variety of facility types ranging from mid-rise office buildings to lower impact industrial buildings, including flex office, light industrial, research and development, and incubator space, the latter tailored to the cost-sensitive needs of young and retired entrepreneurs. Comparatively lower value parcels, beyond the US 75 corridor, have the potential to support warehouse and distribution operations, assuming appropriate buffering between uses and the capacity of adjacent roadways. Natural amenities in the District including McKissick Park along with various creeks and streams, provide the potential to market the District as high-quality business park campus, which typically command land prices and lease rates at above market rates. Commercial stores, restaurants and lodging facilities will be among several supportive uses primarily targeting the District's daytime population.

The graphic that follows provides a profile of the Collin Crossing District by 2040. These graphics relate to new development only.



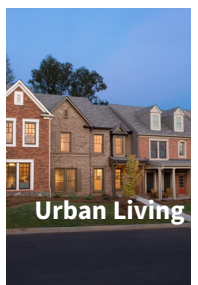
LAND USE DIAGRAM

COLLIN CROSSING DISTRICT



LEGEND

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





STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| Professional Campus is the character-defining placetype in this District and is predominately characterized by the Raytheon campus and Collin College Central Park Campus. In this particular District, the Professional Campus placetype is intended to attract companies desiring close proximity to the Collin County Government Center, Collin College or Raytheon. Design standards and technology infrastructure should be high to attract these employers.
- 2| Although not a character-defining placetype, Employment Mix in this District should include businesses that provide supporting services to Raytheon and other new corporations that will locate in the District that desire a location with close proximity to those corporations.
- 3| The Commercial Center placetype is shown at the intersection of US 380 and Hardin Boulevard and at the southwest corner of US 75 and Wilmeth Road. Given the District's central location in McKinney along two of the community's major regional arteries (US 75 and US 380), developments in these locations should provide major retail services and restaurants for the significant residential and employment base in this area.
- 4| Neighborhood Commercial in this District should be located along White Avenue and Hardin Road, and should provide smaller, neighborhood supporting businesses for the existing residential areas in this District, as well as the adjacent Medical District and Established Community to the west and south.
- 5| The Urban Living placetype shown in this District is intended to provide housing choices for employees of Raytheon and for the nearby Collin County Government Center just north of the District. The design and density of Urban Living development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. This placetype should be located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to existing suburban neighborhood development. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.
- 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| The Community Assets  on the Diagram denote the Collin College Central Park Campus and the Raytheon Campus. New development in this District should be focused on the synergies created by having these assets in the District.
- 2| A district identity feature  should be located at the intersection of US 380 and Hardin Boulevard. This feature should serve as a key gateway and should establish an overall character and brand for the district. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
- 3| A multi-purpose trail should be located along the floodplain area adjacent to the Urban Living placetype. This trail will provide additional amenity to the future development in the area, and should provide connectivity to the regional system.
- 4| Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Collin Crossing District.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Creation of a Major Gateway for McKinney at US 75 and US 380.
- 2| Extension and expansion of Hardin Boulevard and Wilmeth Road.
- 3| Way-finding, streetscape design and other investments that encourage non-automobile travel between Collin College, employment centers and neighborhoods within the District.
- 4| Partnerships between the College, MISD, the City and area employers to offer job training and placement, mentoring and similar opportunities for District residents and College students to find jobs with companies in the District.
- 5| Partnerships between the College and area employers to offer support technology transfer based on Collin College research and development.