



COLLIN MCKINNEY COMMERCIAL DISTRICT



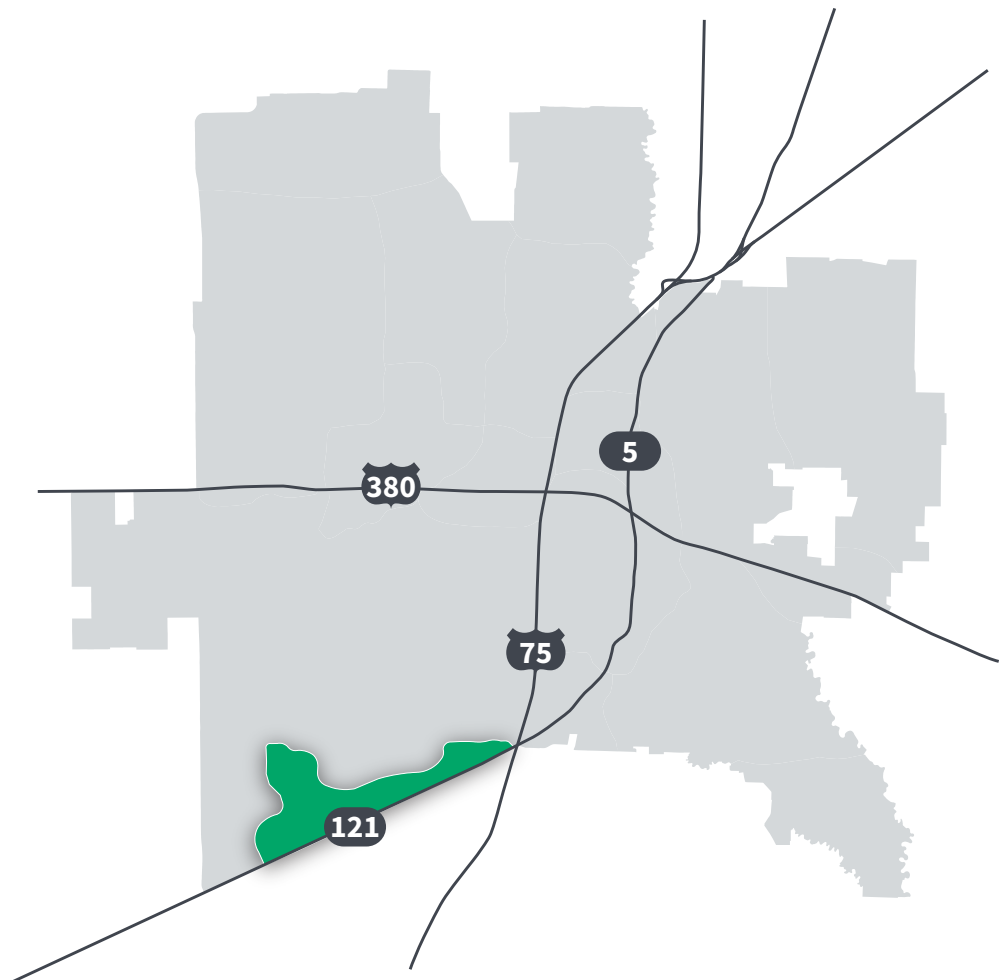
INTENT

This District provides a highly desirable location for major corporations, regional retail centers and other businesses that prefer a location along a major regional highway (SH-121/Sam Rayburn Tollway) and offers McKinney residents substantial job opportunities and many choices for shopping, dining and entertainment.



DESCRIPTION

The Collin McKinney Commercial District will accommodate the majority of new and expanding regional and national retail and commercial service operators. This District is expected to have the highest number of new jobs by 2040. Customers for these businesses will include employees in the McKinney Corporate Center, residents of the Craig Ranch master-planned community, and commuters using the Sam Rayburn Tollway for daily trips between home and work. The character-defining placetypes of this District are Mixed-Use Center and Entertainment Center. The Mixed-Use Center and other placetypes along SH 121 continue the current development pattern with significant regional commercial, office, and vertical mixed-use opportunities. Professional Campus areas could accommodate major corporate headquarters as well, while Urban Living provides convenient housing for people working in this District, commuting to other parts of the North Texas region, or who are looking for a more urbane residential footprint.



PLACETYPE MIX

Entertainment Center ◀

Mixed-Use Center ◀

Urban Living

Professional Campus

◀ Character-Defining placetypes



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, Fresh Ambitions, Bright Young Professionals, Up and Coming Families, Middleburgs and Retirement Communities 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, some with and others without children; the latter two-earner households employed in jobs requiring professional or semi-professional skills, and incomes, either earned or investment, at or above the regional median; and, a preference for renting higher-end products within urban centers, or owning either attached or detached housing product types, either in new urban centers or modest neighborhoods located on the fringe of the community, but in the path of development.

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 McKinney Commercial District development program:

- Development of 18 hour-environments, offering the ability to live, work, dine and be entertained within the same neighborhood.
- Renting by choice, rather than need, particularly among individuals and small households seeking a low maintenance housing alternative.
- Housing for individuals at either end of their earning years who desire a home that supports their lifestyle preferences and needs (e.g., low maintenance/high amenity), irrespective of its investment potential.
- Investor and consumer preference for urban living and proximity to work, supported by a comprehensive transit network, driven by lifestyle preferences and deepened sense of nostalgia.

- Development of urban centers in suburban locations with similar efficiencies and attributes.
- Aging Baby Boomers requiring access to services and mobility alternatives, and / or proximity to adult children and grandchildren.
- Growing number of retirees who have chosen to pursue encore careers as mentors, teachers and innovators.
- 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.
- 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.
- Limited number of employment opportunities for educated and trained individuals with salaries sufficient to cover debt load and allow for living alone.

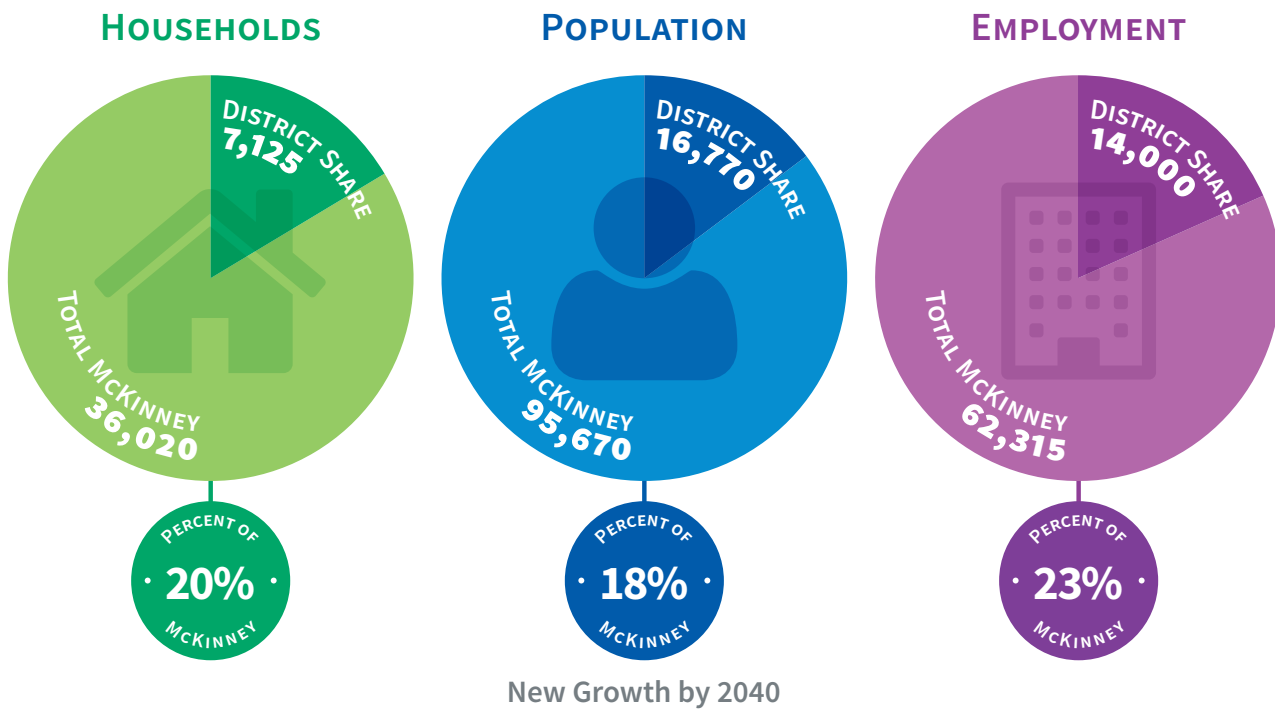
MARKET ANALYSIS

Building on the success and momentum of the McKinney Corporate Center at Craig Ranch, the growing resident base within the existing Craig Ranch master-planned community, and its frontage along SH 121, this District will be McKinney's primary target for region-serving commercial retail and office space. It should include supporting lodging and entertainment uses, surrounded by concentrations of residential uses at densities highest near the highway corridor and lowest adjacent to existing neighborhoods. Given the District's extensive frontage and visibility along SH 121, and location at the confluence of SH 121 and US 75, businesses and office tenants will include those able to support higher than market average rents and those seeking a high-profile regional location in a mixed-use environment. While maintaining a mix of uses similar to those found in the Honey Creek District, overall development levels in this District (despite a higher employee population) will be more modest than those found in Honey Creek, if for no other reason than its fewer developable acres.

In addition to access and visibility from SH 121, the future extension of Collin McKinney Parkway will further define this District's identity as a regional activity center. Urban scale residential developments

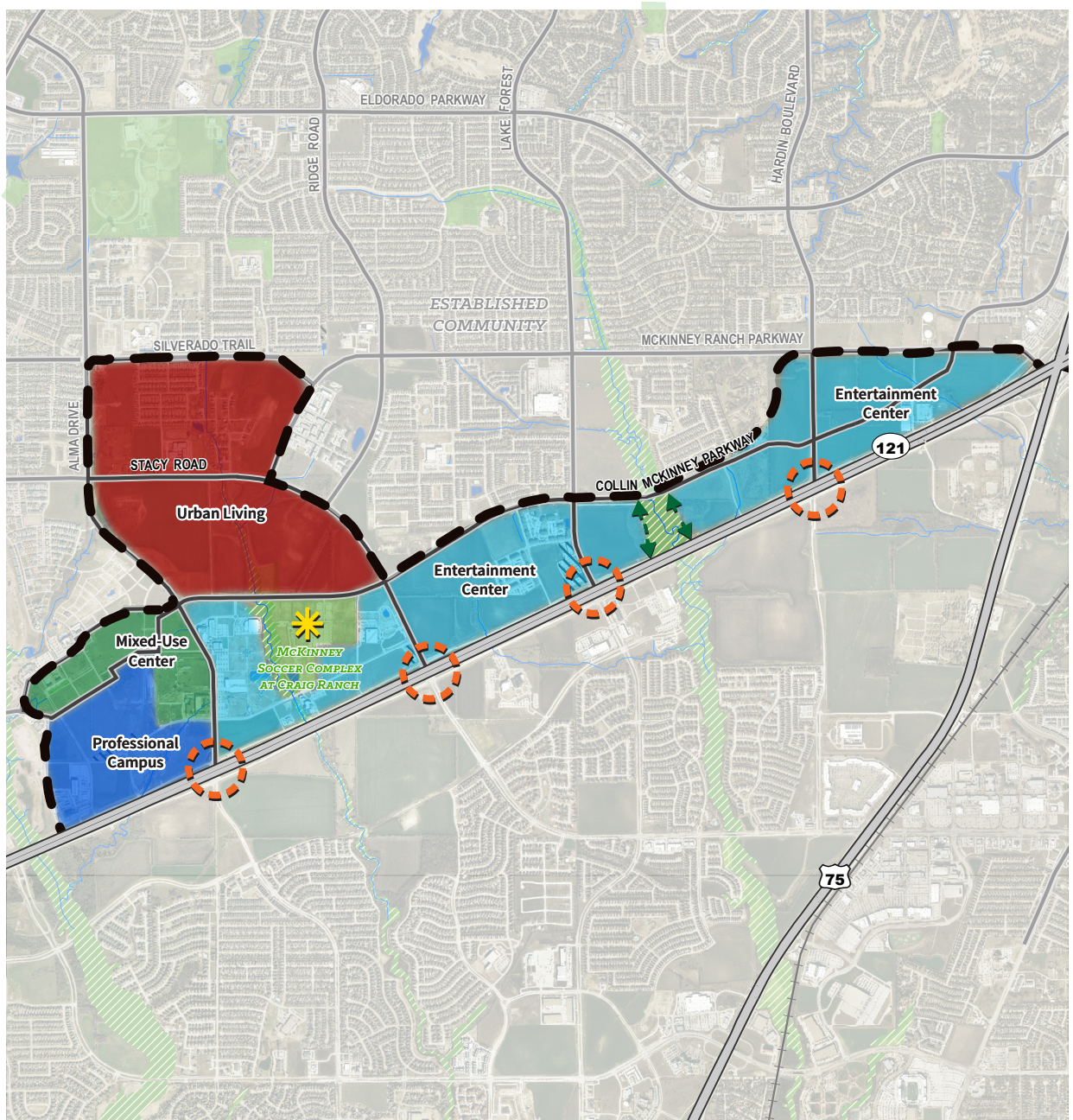
will provide greater diversity to the community's residential inventory, while raising the District's physical profile. The Ballfields at Craig Ranch and TPC Golf Course will serve as amenities for both employers and residents of the District, as well as visitors to the region-serving commercial operators.

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



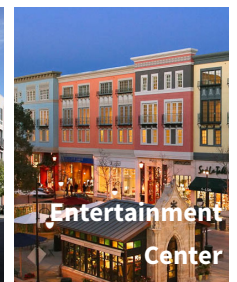
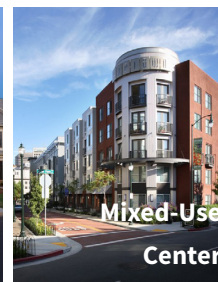
LAND USE DIAGRAM

COLLIN MCKINNEY COMMERCIAL DISTRICT



LEGEND

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





STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| The Entertainment Center placetype is the first of two character-defining placetypes in this District. It is intended to provide a variety of regional entertainment venues that support the needs of residents in southwest McKinney and beyond. The primary focal point for this placetype should be located along SH 121 between Alma Drive and the US 75 / SH 121 interchange.
- 2| The Mixed-Use Center placetype is the second character-defining placetype in this District. As denoted on the diagram, Mixed-Use should be located near the existing McKinney Corporate Center at Craig Ranch to provide supporting retail, office and residential uses in a mixed-use environment in synergy with the professional campus development that the Corporate Center provides. The design and density of the Mixed-Use Center development should create a walkable, pedestrian-friendly environment that has strong connections to the key assets in the District.
- 3| Located along Stacy Road and Alma Drive, the Urban Living placetype is intended to provide housing choices for employees of the Professional Campus and Entertainment Center placetypes. 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. The color gradient in the Urban Living placetype 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 neighborhoods. 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.
- 4| The Professional Campus placetype is generally in the location of McKinney Corporate Center at Craig Ranch, and is intended to attract a variety of corporations desiring to take advantage of the site's prominent location along SH 121. Design standards and technology infrastructure should be high to support the needs of corporation and supporting businesses locating in this area.
- 5| 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| District identity features  should be located where the District's major roadways intersect with the regional frontage of SH 121. These identify features signify locations for gateways/monuments into the City of McKinney with a focus on creating an overall character and brand for the Collin McKinney Commercial District. More information about these and other gateway features can be found in the Parks and Recreation Master Plan
- 2| Multi-purpose trails should be located along the floodplain areas of Watters Creek and Cottonwood Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should also have additional trails connecting the various placetypes to the regional systems.
- 3| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, but should also specifically support the critical mass created by the Professional Campus / Mixed-Use development context of the District.
- 4| Key Amenity Features  in this district include the McKinney Soccer Complex at Craig Ranch and the Ballfields at Craig Ranch. Future development in this District should take advantage of the unique opportunities created by these amenity features.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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