



EAST FORK DISTRICT



INTENT

As its name suggests, the neighborhoods and business areas in this District are designed to benefit from the amenities of the East Fork of the Trinity River. One of the most distinctive, nature-oriented Districts, East Fork provides opportunities for people to live close to natural areas yet have a choice of housing and neighborhood types. Commercial and employment uses continue current patterns, with designs that provide compatibility and transition to the residential and natural areas of the District.

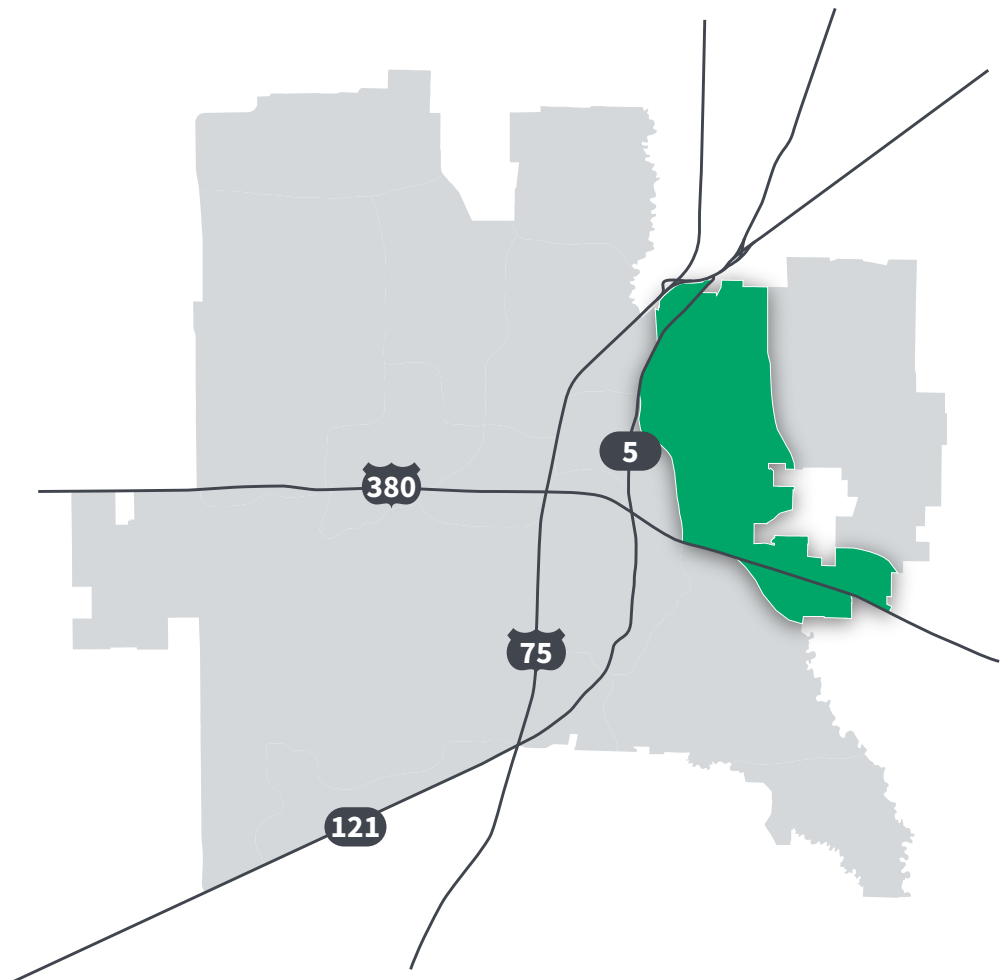


DRAFT

DESCRIPTION

The East Fork District (so named because the East Fork of the Trinity River creates its spine from south to north) seeks to make the river and related natural areas an important and distinctive amenity for the area's neighborhoods and business areas. Immediately east of the East Fork floodplain, Urban Living development will offer choices for people who prefer an active outdoor lifestyle or the freedom of a low-maintenance home. To the east, residential densities are reduced so they transition to the lower densities found in adjacent Districts. In the central part of the District, these areas provide for Suburban Living neighborhoods and local-serving commercial. Areas in the northeastern part of the District offer neighborhoods with larger lot Estate Residential. These two – Suburban Living and Estate Residential – are the character-defining placetypes for this District.

Non-residential areas in the northern and southern portions of the East Fork District are designed to take advantage of regional transportation routes and continue existing development patterns. US 75 and State Highway 5 in the north offer easy access for major commercial development, while the rail line offers transportation options for Employment Mix uses. US 380 provides the same benefits in the south.



PLACETYPE MIX

Estate Residential ◀

Suburban Living ◀

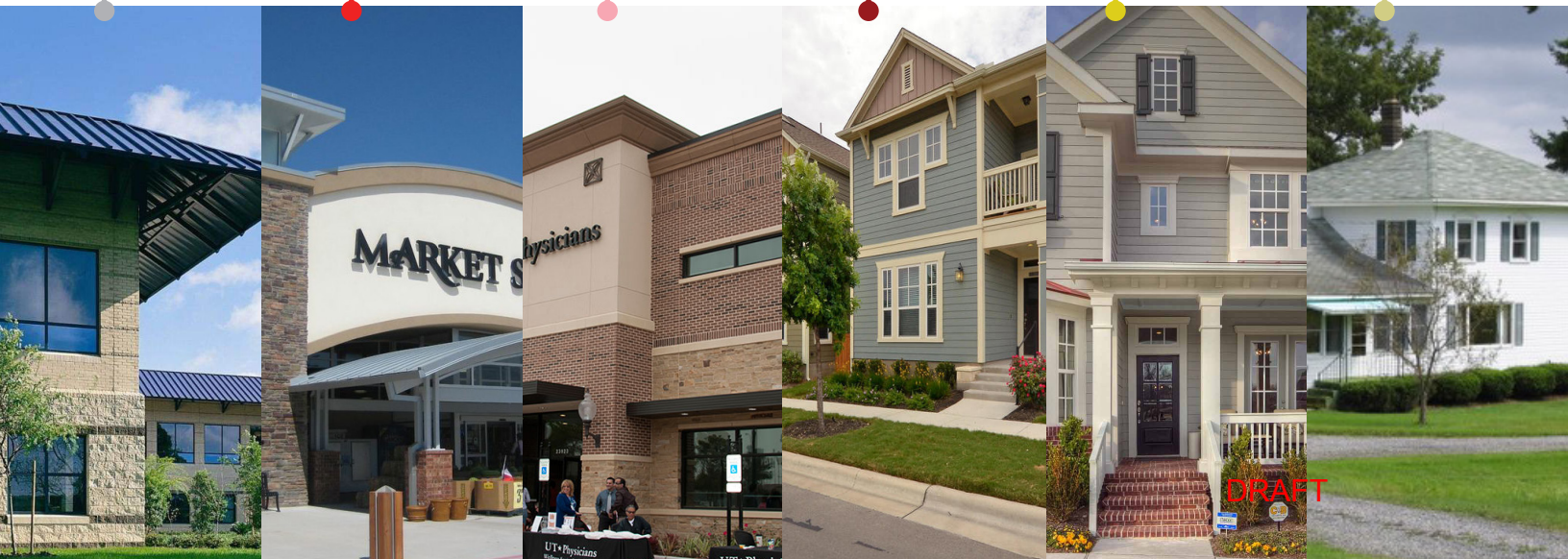
Urban Living

Neighborhood Commercial

Commercial Center

Employment Mix

◀ 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 Retirement Communities, Fresh Ambitions, Young and Restless, Bright Young Professionals, Middleburgs and Barrios Urbanos segments will find this District most supportive of their needs and lifestyle preferences. The majority of households in these segments can generally be described as family-centric, with moderate to high household incomes over the regional median, possessing jobs in the technology sector or other fields requiring professional skills, and a preference for locating near family-oriented recreational activities. A much smaller group includes individuals in the Millennial age cohort, most of which are single and without children, with varying levels of educational attainment, yet incomes insufficient to live alone in either rental or ownership residential unit. The final group, less dominant than the primary group, yet more dominant than the Millennial group, are those that identify with different ethnicities, primary Hispanic, most of which are married, but few of which can afford to own the single family detached houses they live in, often with members of their extended family.

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 East Fork District development program.

- 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.
- 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.
- Aging Baby Boomers requiring access to services and mobility alternatives, and / or proximity to adult children and grandchildren.
- Retail that caters to consumers at either end of the spectrum – price conscious to luxury.
- 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.
- 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.

MARKET ANALYSIS

The East Fork District is located in the northeastern portion of the planning area, largely surrounded by non-residential-dominant Districts to the west and the Agricultural Lifestyle District to the east. Despite its internal location within the community, its dominant placetypes are residential. With the East Fork of the Trinity River running from north to south through the District, residences benefit from this unifying amenity and its associated open space. Ideally, future neighborhoods will be connected to commercial and employment centers through a natural system of trails and bike paths. Additional attributes in the area include its access to, and frontage along US 380 and SH 5, which favors development of retail centers supporting nighttime populations in this District, as well as the Oak Hollow and Agricultural Lifestyle Districts. Planned transit stops along SH 5 area offer opportunities for future employment and commercial development.

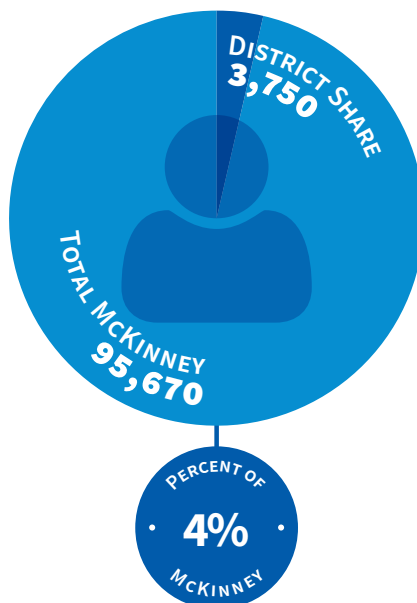
Residential densities within the District are programmed at levels supporting estate and suburban product types, with price points concentrated in the middle and higher end of market averages. In the near- to mid-term, this District's more urban residential products will develop near commercial centers.

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

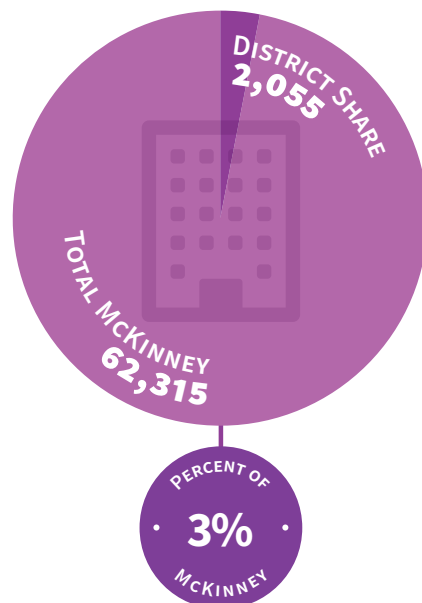
HOUSEHOLDS



POPULATION



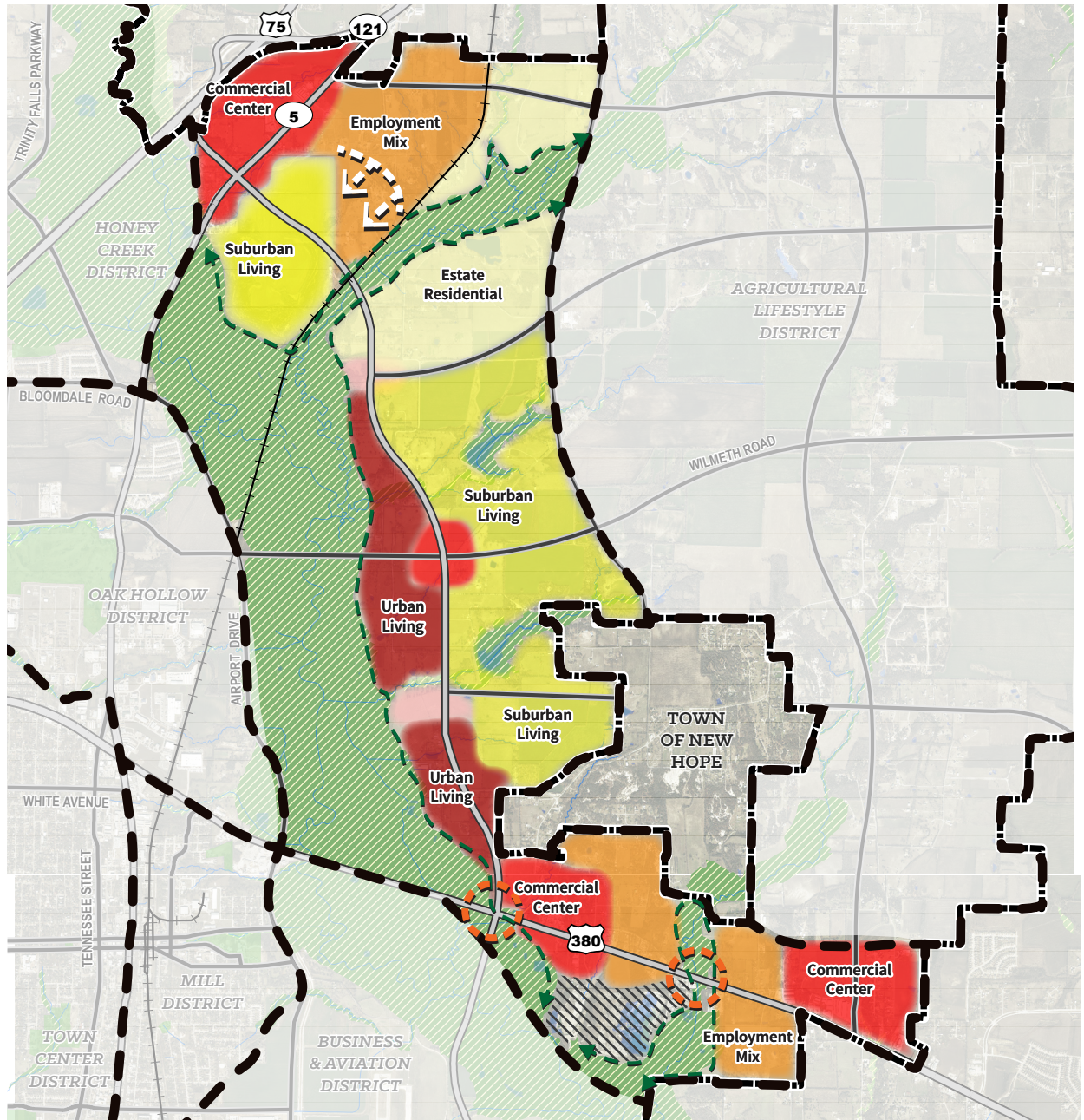
EMPLOYMENT



New Growth by 2040

LAND USE DIAGRAM

EAST FORK DISTRICT



LEGEND


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



STRATEGIC DIRECTION


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. As shown on the Diagram, Estate Residential uses should focus on the areas surrounding Fitzhugh Branch and other natural features.
- 2| The Suburban Living placetype is the second character-defining placetype in this District. It is located on the eastern edge of the District and is a transitional placetype between the denser urban residential placetype located along the East Fork of the Trinity River, and the lower density residential placetypes in the Agricultural Lifestyle District. Non-residential development consistent with the Neighborhood Commercial placetype could be distributed at appropriate locations within the Suburban Living areas shown on the Land Use Diagram.
- 3| The Urban Living placetype is located along the East Fork of the Trinity River, and is intended to provide an additional housing option for employees working in this District, and the employment focused Oak Hollow and Business & Aviation Districts. 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. 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 Employment Mix placetype is located along the highly accessible US 380 corridor and is intended to provide opportunities for businesses to locate along this major east/west corridor through Collin County. There is also space reserved for Employment Mix in the norther portion of the District along State Highway 5 and the rail line.

- 5| The US 380 Corridor is also an attractive location for Commercial Centers that will provide regional retail and services to residents and employees in this District, as well as residents and employees of eastern Collin County. US 75 and SH 5 also provide access and visibility for Commercial Centers. Special care should be taken to balance highway frontage development with the residential development south of SH 5. The intersection of Wilmeth Road and the future North-South regional highway is also a key location for this type of development to serve population of the surrounding residential placetypes as well as those in the Agricultural Lifestyle District to the east.
- 6| District identity features  should be located along US 380. These identity features should focus on creating an overall character and brand for the East Fork District. Specifically, US 380 is the main route to and through McKinney from eastern Collin County and a major gateway should signify the entrance to McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
- 7| 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 along US 380. These identity features should focus on creating an overall character and brand for the East Fork District. Specifically, US 380 is the main route to and through McKinney from eastern Collin County and a major gateway should signify the entrance to McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
- 2| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, and should respond to the multiple residential densities in the District.
- 3| Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River and its tributaries to provide non-motorized connectivity to the rest of McKinney and to the region.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Design and construction of new roadways east of SH 5.
- 2| Active participation in regional dialogues about funding and location of a limited access roadway along the major north-south alignment as shown on the Master Thoroughfare Plan.
- 3| Creation of Major Gateways to McKinney where US 75, SH 5 and SH 121 converge, and at the entrance to McKinney on US 380.
- 4| Investment in major park and recreational amenities and preservation of natural areas along the East Fork of the Trinity River.
- 5| Adoption of design standards for environmentally-compatible Urban Living development adjacent to the East Fork open spaces.

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