



GATEWAY BUSINESS DISTRICT



INTENT

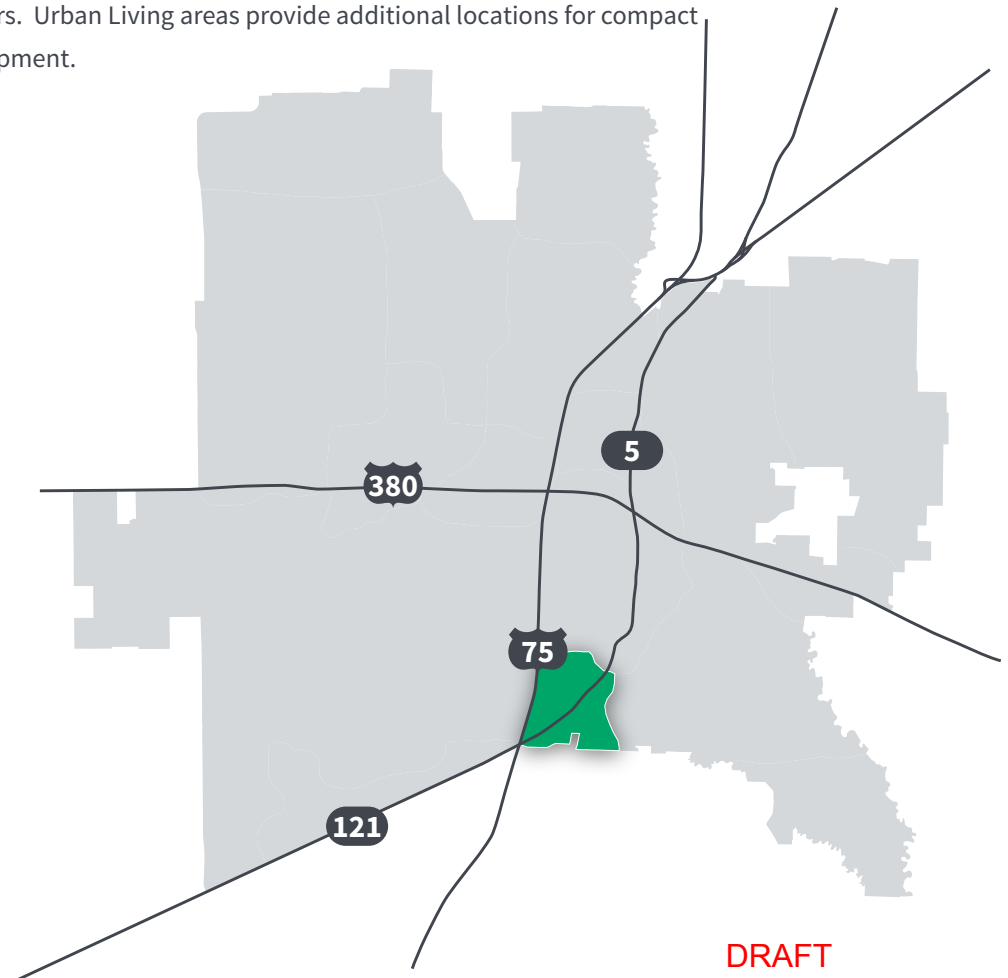
This District is one of the entryways into the City of McKinney and establishes a distinctive character of high quality, high value urban places for living and working.



DESCRIPTION

The Gateway Business District, including the interchange of US 75 and Spur 399 between SH 121 and SH 5, is easily the community's principal gateway and "front door." This is where people from most of the Metroplex arrive in McKinney, so the Gateway Business District should communicate McKinney's desired community character and identity to these travelers. The existing Medical Center of McKinney and the Sheraton Hotel provide landmarks immediately at the interchange; the introduction to the McKinney community should be continued with distinctive public design and private development along Spur 399 throughout this District.

The character-defining placetypes of this District are Professional Campus and Mixed-Use Center. Since a significant portion of this District is already developed, it will be essential to make the most of the remaining large holdings. High profile locations for Professional Campus and Mixed-Use Center will take advantage of visibility and access to the regional transportation network. The quality of public improvements such as gateway treatments, wayfinding programs, landscaping, and street enhancements in this District should inform and establish the desired quality and character of private improvements. The Mixed-Use Center areas should attract retail stores, restaurants, and other commercial uses on the ground floors and residential and/ or employment uses on upper floors. Urban Living areas provide additional locations for compact and walkable residential development.



PLACETYPE MIX

Mixed-Use Center ◀

Professional Campus ◀

Urban Living

◀ *Character-Defining placetypes*



DRAFT

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 and Middleburg 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, with jobs requiring professional and semi-professional skills, with incomes at or above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

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 Gateway Business 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 (e.g., low maintenance/high amenity), 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.
- Growth among technology companies that has surpassed financial institutions, and exceeded its demand for office space.
- 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.

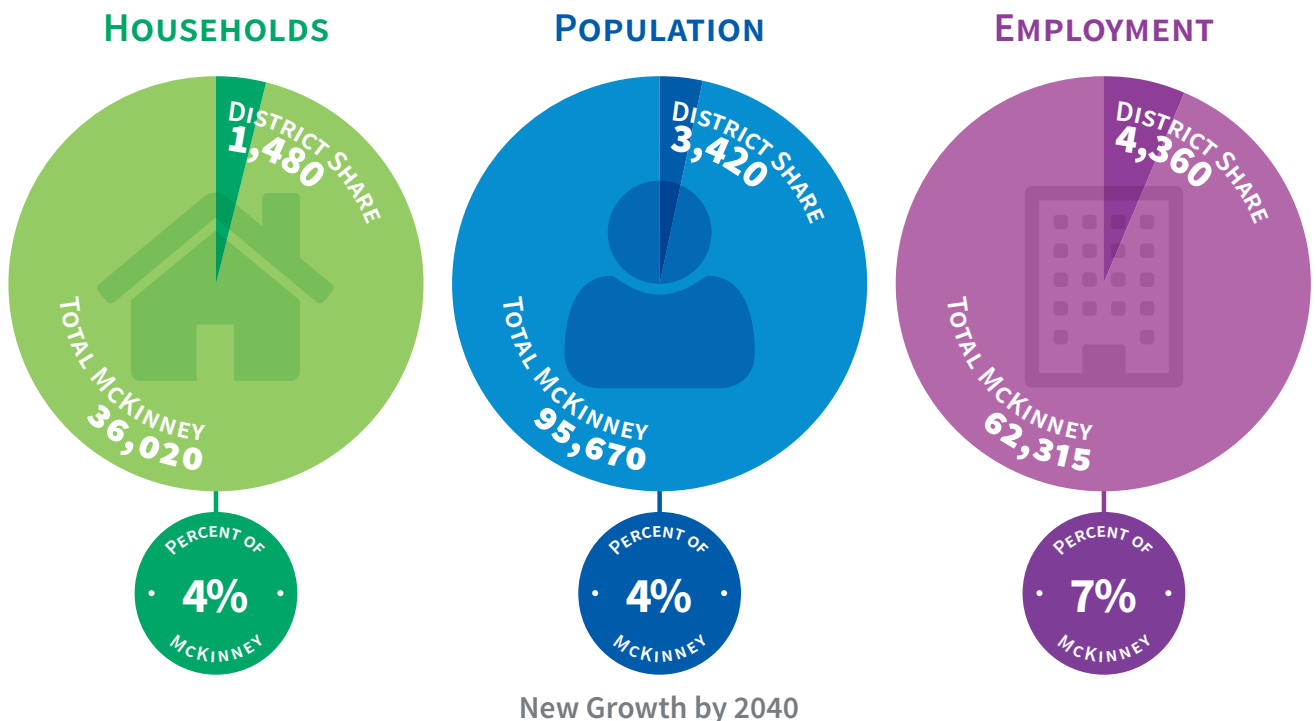
- Limited number of employment opportunities for educated and trained individuals with salaries sufficient to cover debt load and allow for living alone.

MARKET ANALYSIS

Businesses which locate in the Professional Campus areas will be seeking a high-profile setting with frontage along US 75, SH 121 and Spur 399. Proximity to major economic assets such as the Medical Center of McKinney, the Collin College Higher Education Center, Sheraton Hotel and Conference Center, and Emerson Process Management will also be a desirable factor that drives new businesses to this area. Although likely considered an asset by area residents, the retail stores and restaurants within this District will find their primary support from the daytime employment and visitor populations.

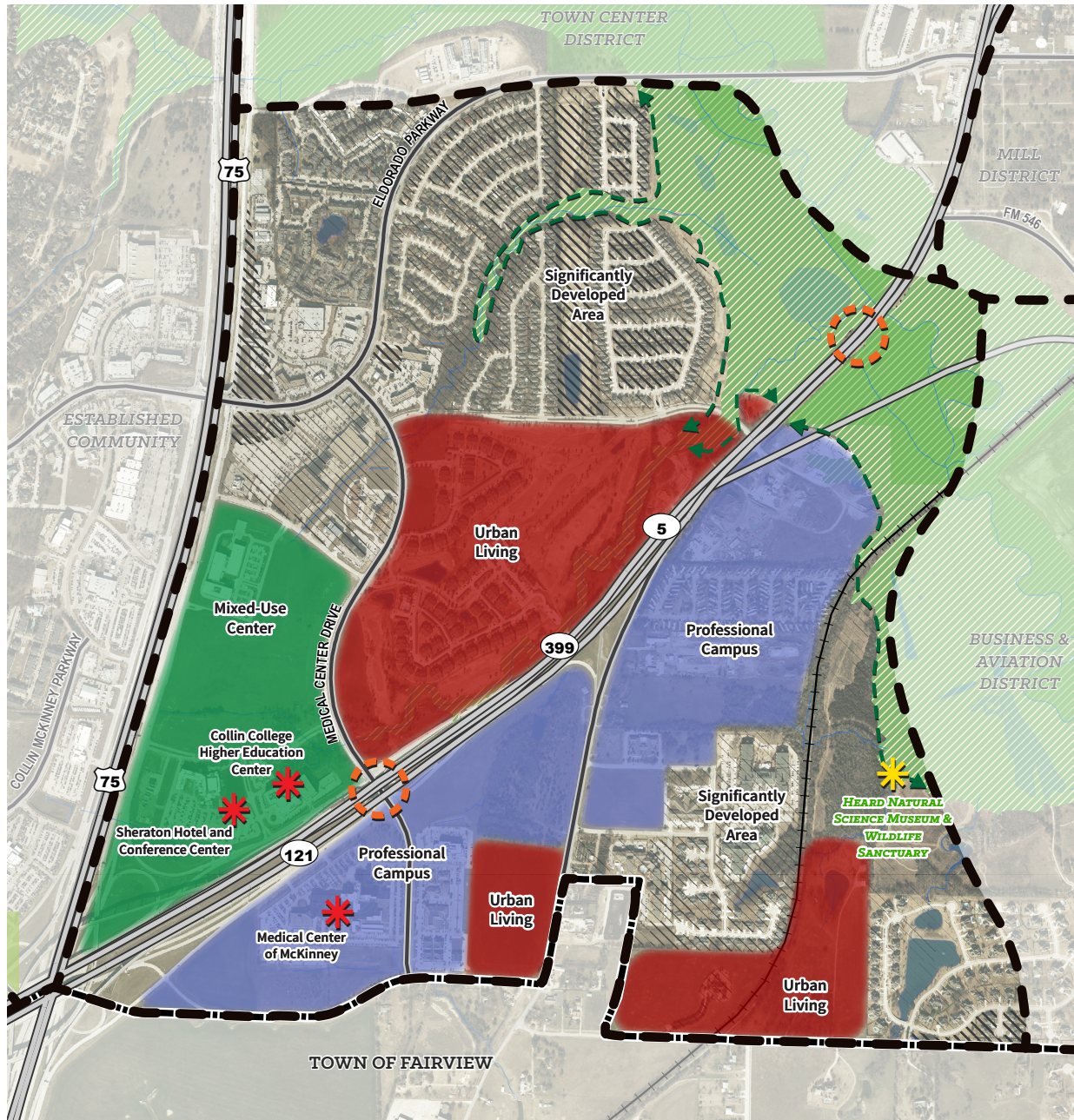
Product types found within the Mixed-Use Center should include retail, service, office, institutional, and residential. Urban residential developments should offer a variety of products at price points supporting both service and retail employees, at densities compatible with anticipated concentrations of supporting and related uses.

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



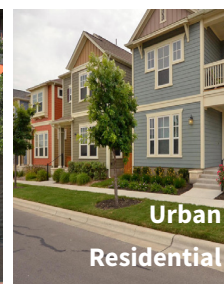
LAND USE DIAGRAM

GATEWAY BUSINESS DISTRICT



LEGEND

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






STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| The Mixed-Use Center placetype is the first of two character-defining placetypes in this District. As denoted on the diagram, this placetype should be located in close proximity to the area's assets, and should provide a variety of commercial use types ranging in size and form; including retail, office, dining, entertainment, hospitality, institutional, etc. in order to provide the overall District with a mixed-use character. 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.
- 2| The Professional Campus placetype is the second character-defining placetype in this District. Located at the intersection of SH 5 and SH 121, it is intended to attract a variety of corporations desiring to take advantage of the area's assets including a major medical center, hotel, and higher education facility. Design standards and technology infrastructure should be high to support the needs of corporation and supporting businesses locating in this area.
- 3| The Urban Living placetype is located along the City's boundary with Fairview and continues the current development trend established by newer development along Medical Center Drive across from the Medical Center of McKinney. It is intended to provide housing options for healthcare professionals and employees of corporations locating in this District. The design and density of Urban Living should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. In this particular District, non-residential development should be discouraged within Urban Living due to its relatively small footprint here.
- 4| 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| Significant identity features  (including specially enhanced bridges) should be located where the District's major roadways and its important creeks intersect. The identity feature located at Medical Center Drive signifies the gateway into the primary Mixed-Use Center development. The identify feature located at SH 5 and Wilson Creek signifies the location for a gateway into the City of McKinney. Both gateways should focus on creating an overall character and brand for the City and/or Gateway District. More information about these and other gateway features can be found in the Park and Recreation Master Plan.
- 2| The Community Assets  on the Diagram denote the Collin College Higher Education Center, Sheraton Hotel and Conference Center, and the Medical Center of McKinney, each with a unique opportunity to support additional Professional Campus and Mixed-Use development in the District.
- 3| Key Amenity Features  in this District include the Heard Natural Science Museum and Wildlife Sanctuary and future greenbelt park (located just outside of the District). Future development in this District should take full advantage of the unique opportunities created by this amenity feature.
- 4| Multi-purpose trails should be located along the floodplain areas of Wilson Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the various placetypes to the regional systems.
- 5| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the Professional Campus / Mixed-Use development context of the District.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Creation of a Major Gateway to the Mixed-Use Center at SH 121 and Medical Center Drive.
- 2| Creation of a Secondary Gateway where SH 5 crosses Wilson Creek.
- 3| Improvements and expansions to Eldorado Parkway.
- 4| Design and finance of identity features within the District to communicate McKinney's identity.
- 5| Zoning and design guidelines or requirements to ensure high quality, pedestrian oriented development within the Urban Living and Mixed-Use Center placetype areas.
- 6| Identification of areas within the District (such as along SH 5) where revitalization may be desirable and economically feasible.

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