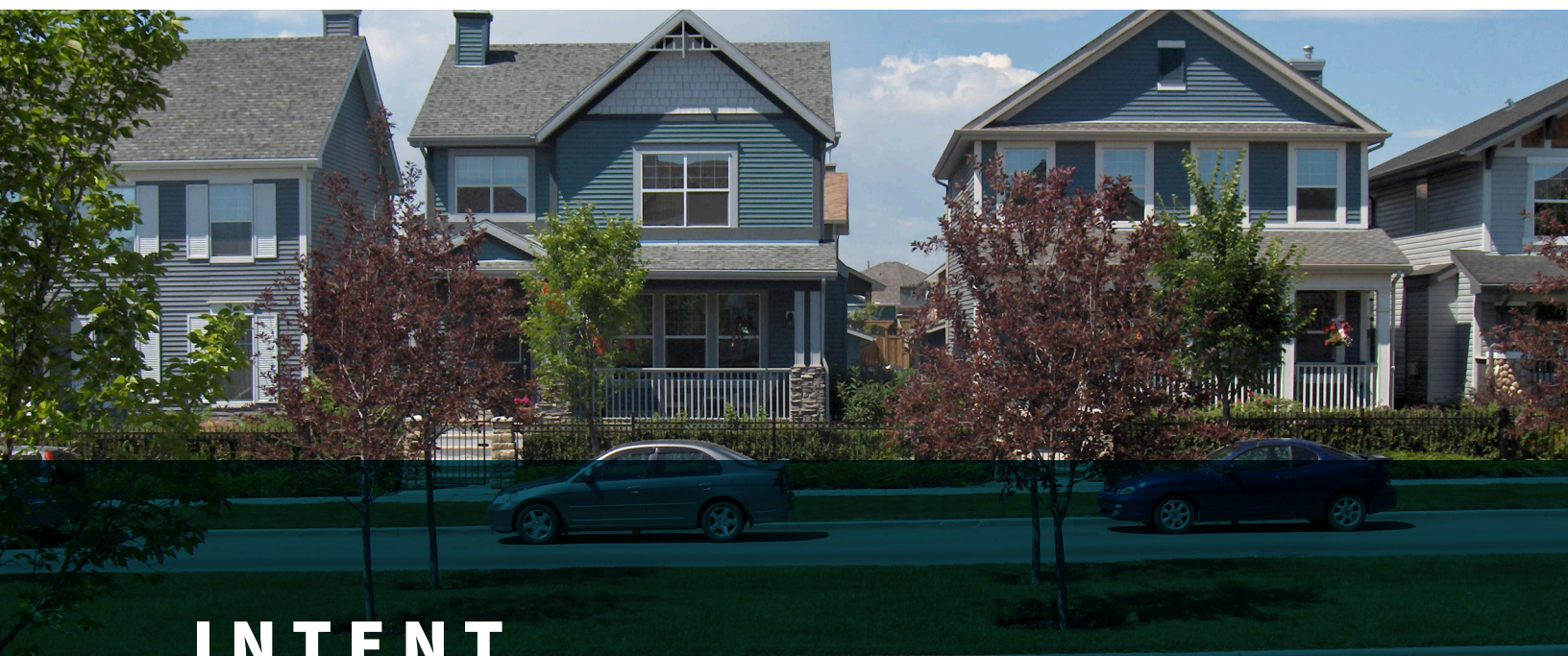




# MEDICAL DISTRICT



# INTENT

*With Baylor, Scott, & White Medical Center as an anchor, the Medical District provides jobs in the fast-growing health care industry, locations for medical facilities and their support services, and housing options for the people who work in these facilities.*



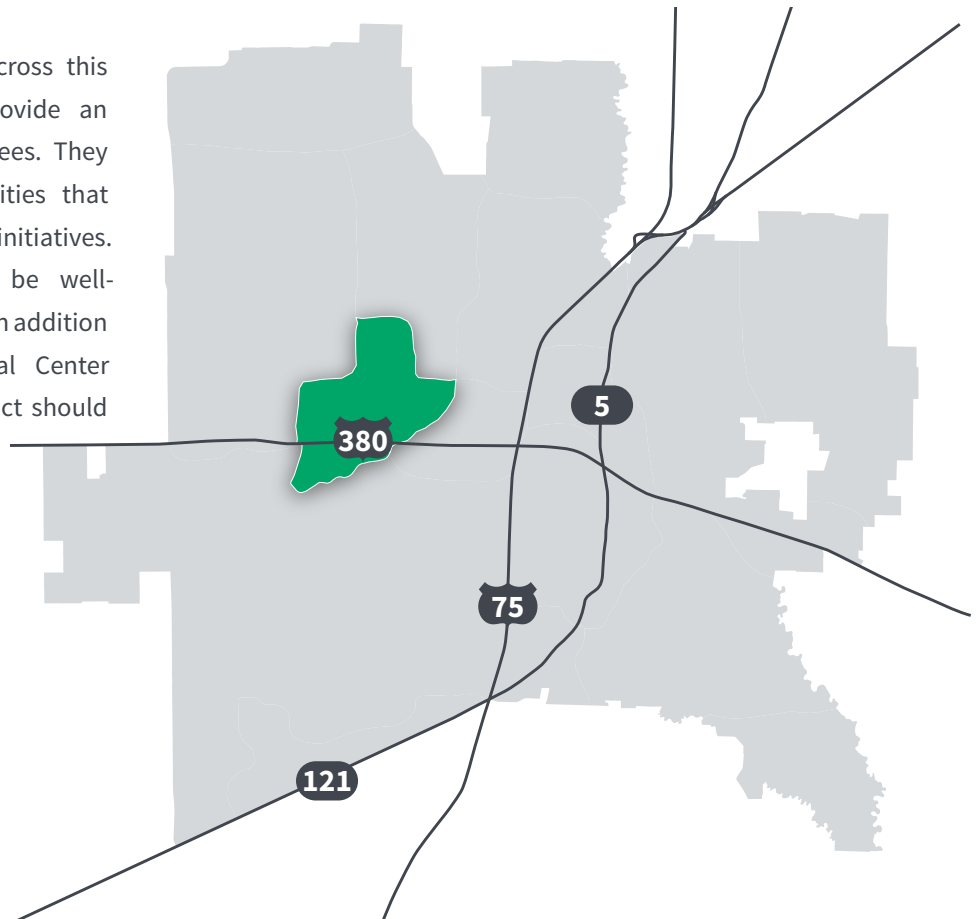
# DESCRIPTION

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The Medical District will evolve as a multi-use health District with a mix of medical, commercial, business, institutional and residential uses in a supportive built environment. At its center is the Baylor, Scott, & White Medical Center. Close to the Medical Center – east of Lake Forest and south of US 380 – are areas for Professional Campus development. While this placetype is used in many Districts, it is intended to have a specific medical focus here. These areas should provide locations for smaller medical offices, specialty clinics, labs, health and wellness facilities and similar businesses that provide conveniently-located services to the Medical Center’s patients and practitioners.

A number of neighborhoods already exist in this District, particularly in the southern and central portions. These existing housing choices will be supplemented by new housing in areas that are currently undeveloped. The character-defining placetype of this District is Suburban Living. New Suburban Living neighborhoods should add to McKinney’s supply of housing and should provide the opportunity for people who work at the Medical Center or nearby businesses to live close to their jobs. Urban Living uses are also envisioned in this District, along Wilmet Road. These should appeal to the health care professionals in the early stages of their career.

Several large floodplain areas cross this District. These areas will provide an amenity to residents and employees. They should include trails and facilities that support wellness and exercise initiatives. Similarly, the District should be well-connected with mobility choices in addition to automobile travel. Medical Center employees who live in the District should be able to get to work without adding vehicle trips to the major roadways that cross this District.



## PLACETYPE MIX

Suburban Living ◀

Urban Living

Neighborhood Commercial

Professional Campus

◀ Character-Defining placetype



DRAFT

# ECONOMIC & MARKET SUPPORT

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## 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, and Up and Coming Families segments will find this District most supportive of their needs and lifestyle preferences. These households can generally be described as a mix of younger and older households, diverse in their ethnic profile; with more single one- and two-person than family households. Regardless of age, residents in these groups are active, with advanced degrees and currently or once employed in professional position, and they prefer physical connections between residential and non-residential land uses.

## 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 Medical 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.
- Growth among technology companies that has surpassed financial institutions, and exceeded its demand for office space.

- 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.
- Growth in boutique hotels supported by technology that has replaced advanced booking systems once exclusively maintained by the larger hotel flags or chains.
- 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.
- Necessity for “third places” that are neither home or work and allow for socialization and exchange of ideas absent in home offices.
- Business consolidations and development of complex urban centers that allows for greater proximity to work among its employees.
- 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.
- Commercial rent structures that support replacing retail operators with development and real estate offices, along with medical service facilities.

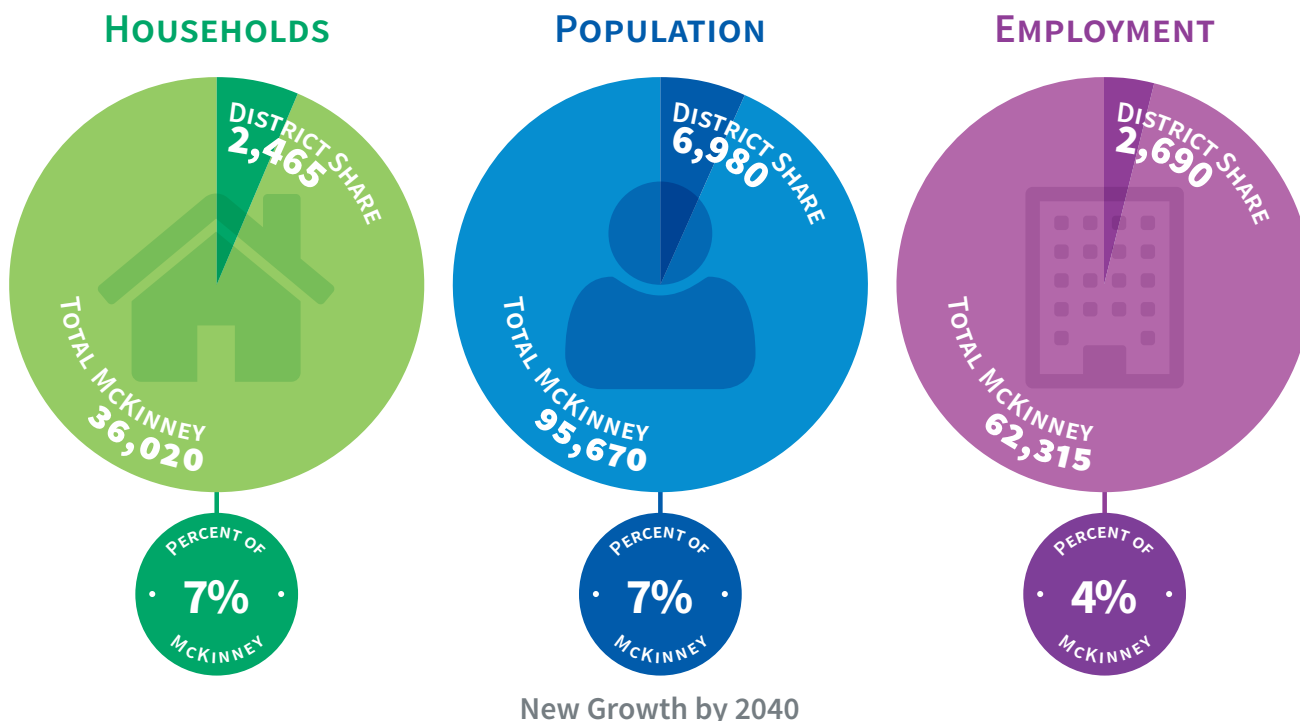
## MARKET ANALYSIS

The Medical District will be among the premier live-work environments in the community. Capitalizing on a growing trend among medical facility developers and operators, the Baylor Scott & White Hospital will serve as the anchor within a campus of related and supporting operators and facilities, surrounded by enclaves of housing designed and priced to meet the needs of employees within multiple income groups, along with consumers of medical services who will benefit from their proximity. Developments within the District will reflect the overall theme of “healthy living”, with ample public improvements to promote non-vehicular mobility and outdoor recreation. A significant

portion of the District's resident base will be comprised of empty nesters and older individuals who left their single family detached homes for a maintenance free, yet highly-amenitized housing alternative. Another significant portion will include medical employees, both professional and service workers, the former either in the early years of their profession or still in school. Commercial stores, restaurants and lodging facilities will serve the District's day- and nighttime populations, including residents, visitors, as well as medical service consumers and providers.

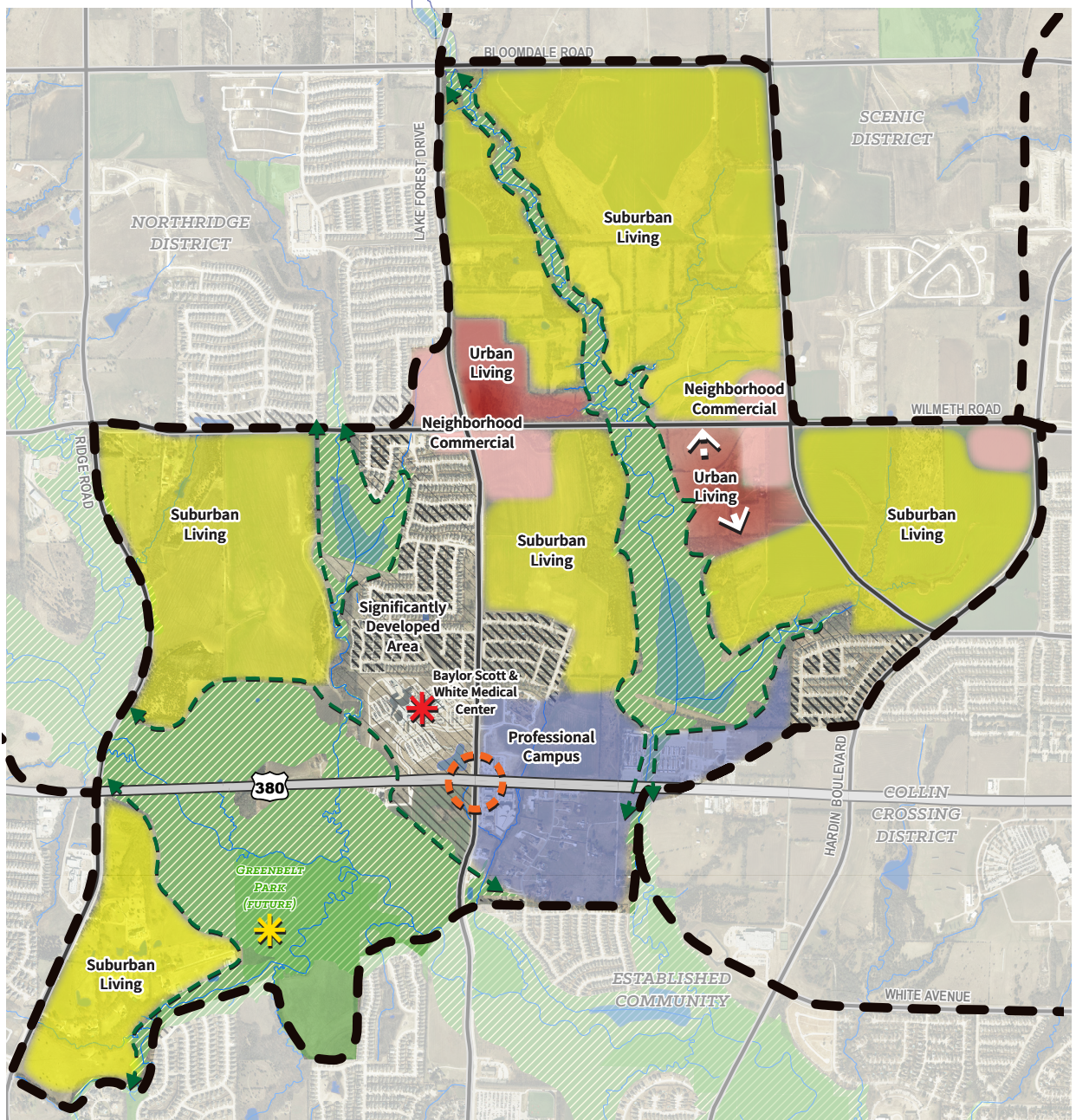
Residential product types include urban apartments and independent living facilities within a compact, urbane setting, along with both attached and detached single family products at densities most typical of those found in similar suburban locations. Although the Medical District is located fairly close to the community's central core, it will eventually be an infill location once development on the fringe of the community accelerates. By 2040, housing development within this District will be neither among the highest or lowest, but rather average; while non-residential development activity will be among the highest, compared to similar activity in other Districts.

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



# LAND USE DIAGRAM

## MEDICAL DISTRICT DISTRICT



### LEGEND

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





# STRATEGIC DIRECTION

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## DEVELOPMENT PATTERN

- 1| Suburban Living is the character-defining placetype in this District. It is intended to provide for a variety of single-family housing products to support the needs of the employees at Baylor, Scott, & White Medical Center, and supporting medical facilities. Non-residential development consistent with the Neighborhood Commercial placetype could also be included within the Suburban Living areas at appropriate locations to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods.
- 2| The Professional Campus placetype is located along US 380 in close proximity to the Baylor, Scott, & White Medical Center, the major employer in this District. It is intended to attract medical oriented businesses that would typically support major hospitals. Design standards and technology infrastructure should be high to support the needs of the medical center and supporting businesses.
- 3| The Urban Living placetype is located along Wilmeth Road adjacent to Franklin Branch, and is intended to provide an additional housing choice for healthcare professionals working in this 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. The color gradient in the Urban Living Areas on the diagram indicates that the darker shaded areas should have the highest density of Urban Living uses, with a transition to less dense products in the lighter shaded areas next to adjoining Suburban Living 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.
- 4| In addition to appropriate locations within the Suburban Living areas, Neighborhood Commercial should be located where indicated by the Diagram and is intended to provide supporting neighborhood services for residents in this District.
- 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| The Community Amenity Asset  on the Diagram denotes Baylor, Scott, & White Medical Center which is the primary employment driver in the District.
- 2| Significant Identity Features  (including specially enhanced bridges) should be located where the District's major roadways cross Wilson Creek and Franklin Branch along US 380 and Wilmeth Road. The Identity Feature located at US 380 and Lake Forest Drive signifies a major gateway to the District.
- 3| Multi-purpose trails should be located along the floodplain areas of Wilson Creek and Franklin Branch 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.
- 4| Transportation, water, wastewater, stormwater, and other infrastructure in this District should maximize compatibility with Wilson Creek and Franklin Branch and related open space amenities. Infrastructure should also support new development similar to that of Baylor, Scott, & White Medical Center along US 380.
- 5| 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 Medical District.
- 6| A district identify feature should be located at the intersection of US 380 and Lake Forest Drive. 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.

## ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Creation of a Secondary Gateway at US 380 and Lake Forest Drive.
- 2| Construction of Streetscape improvements on Wilmeth Road.
- 3| Construction of connected trails, bikeways paths and other facilities to encourage residents and employees of this District to use these travel modes.
- 4| Partnerships between Baylor, Scott, & White Medical Center, MISD, Collin College, the City of McKinney, and other organizations and the City to offer job training and placement, mentoring and similar opportunities so District residents can benefit from job opportunities in the health and wellness industry.