



*As one of the oldest residential areas of McKinney, the heritage of the Mill District is respected and celebrated as the District's vitality continues and a new kind of neighborhood is created around the future transit station location.*



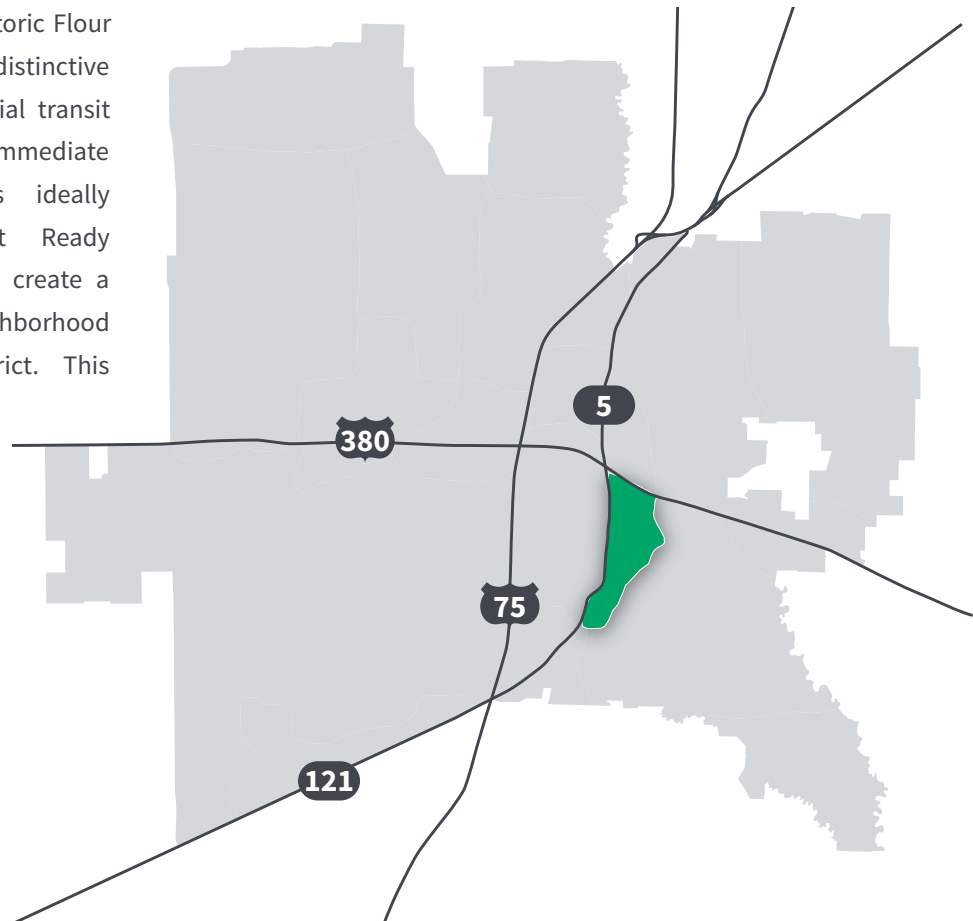


# DESCRIPTION

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Most of this District is already developed; its existing neighborhoods are vital to the District's thriving future. Public infrastructure in these neighborhoods, among the oldest in McKinney, may need repair or rehabilitation so it can continue to support the neighborhood's residents and businesses. Old Settlers Park is a valuable amenity for the neighborhoods, and to the future Neighborhood Commercial area identified along Airport Drive. The District's existing neighborhoods are complemented and strengthened by Transit Ready Development around the future transit stop between Virginia and Louisiana streets. Along with other priorities stated in the Town Center Study Phase I Report, new construction and redevelopment in the Mill District should be balanced with preservation of existing neighborhoods in the area, both in terms of uses and scale.

The City's Town Center Study Phase I Report and associated Illustrative Vision (collectively known as the Town Center Master Plan) largely establishes the design criteria, development approach and implementation program for this area. The character-defining placetypes for the Mill District's new development are Transit Ready Development and Urban Living. The Mill District has two potential transit stop locations. The historic Flour Mill site provides a distinctive anchor for this potential transit stop, and the immediate surrounding area is ideally situated for Transit Ready Development that will create a new and distinctive neighborhood choice within the District. This



area around the potential transit stop provides an expanded “downtown development pattern” east of Highway 5. The other potential transit stop sits on the border of the neighboring Business & Aviation District. This stop is better suited for a park-and-ride facility due to its close proximity to the TRD area to the north. As such, development near this transit stop should cater to commuters and others utilizing the transit.

This District facilitates pedestrian oriented, mixed-use, urban infill redevelopment, providing shopping, employment, housing, and business and personal services. Adaptive reuse of historic buildings should be encouraged in the Mill District and several structures have been noted as having potential for reuse. This revitalization must be done in a way that is compatible with the existing neighborhoods and that makes them even better places to live. Densities for redevelopment should be reduced from west to east to ensure compatibility with existing neighborhoods.



# PLACETYPE MIX

Transit Ready Development ◀

Urban Living ◀

Neighborhood Commercial

◀ *Character-Defining placetypes*



# 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, Up and Coming Families, Middleburgs, Retirement Communities and Barrios Urbanos segments will find this District most supportive of their needs and lifestyle preferences. Households in these groups are a healthy mix of young and old, single and married individuals, with and without children, from various ethnic groups, that find diversity an essential neighborhood quality. Household incomes are comparatively modest, as are home prices. However, what housing products may lack in profile and value, is made up for in public amenities. As a District largely comprised of established neighborhoods, schools, churches, shopping opportunities and service providers are largely accessible via non-vehicular mobility options. Among those households that have children, they tend to be family-centric. Among those households with individuals that are either empty nesters or retirees, they prefer to spend their time on leisure activities including golf and dining out, rather than home maintenance.

## 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 Mill District development program:

- Development of 18 hour-environments, offering the ability to live, work, dine and be entertained within the same neighborhood.
- Emphasis on walkable, mixed-use environments with access to multiple modes of vehicular and non-vehicular transportation.
- 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.

- 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.
- 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.
- Growing number of Millennials waiting to get married and have children.
- Development of urban centers in suburban locations with similar efficiencies and attributes.
- 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.

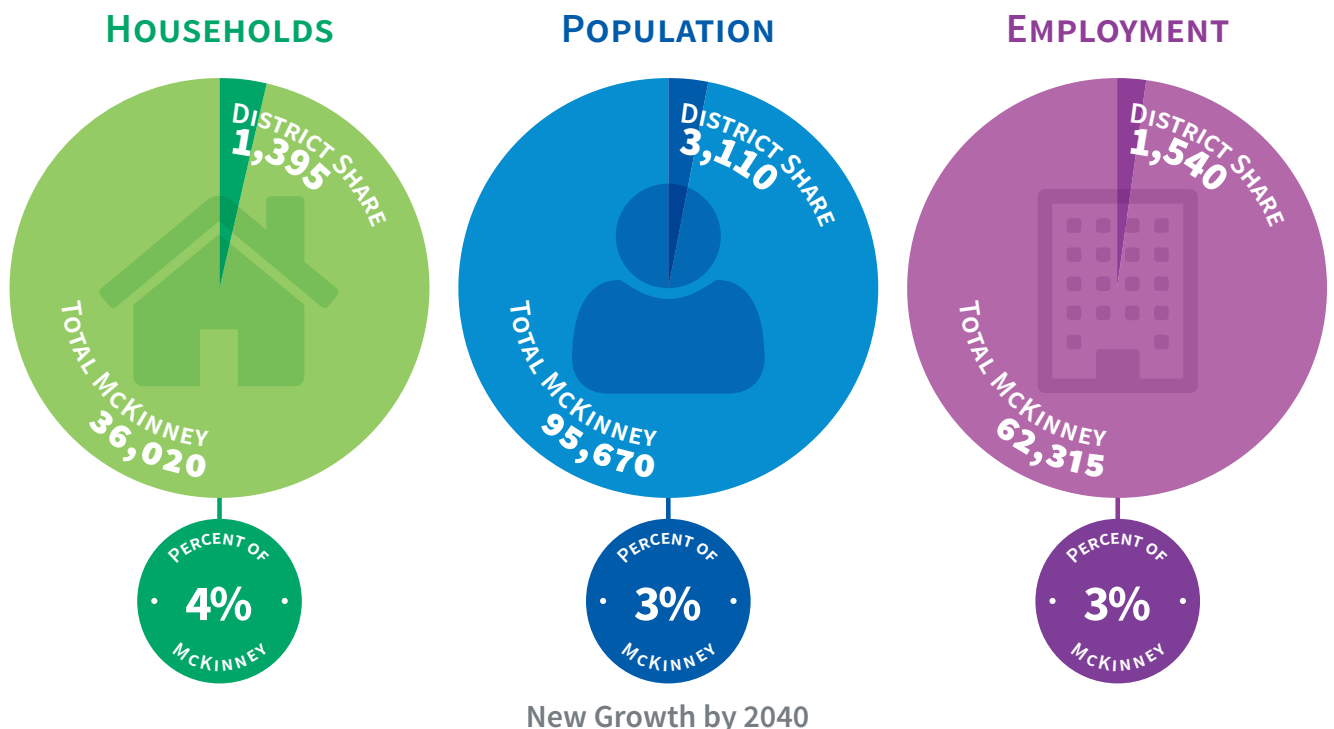


## MARKET ANALYSIS

Anchored by Old Settlers Park, the historic Flour Mill, the historic Cotton Mill, and the future anticipated rail stop - the Mill District is a prime target for redevelopment initiatives that both densify existing neighborhoods and introduce new housing product types. The walkable street pattern that runs through the Historic Town Center District is replicated here, and public transit services should be available throughout the District, thereby supporting non-vehicular mobility. The Mill District is often described as the most distinctive and representative of what makes McKinney unique in the region. Among the 17 Districts that comprise the larger planning area, it is the only one slated for any significant level of redevelopment.

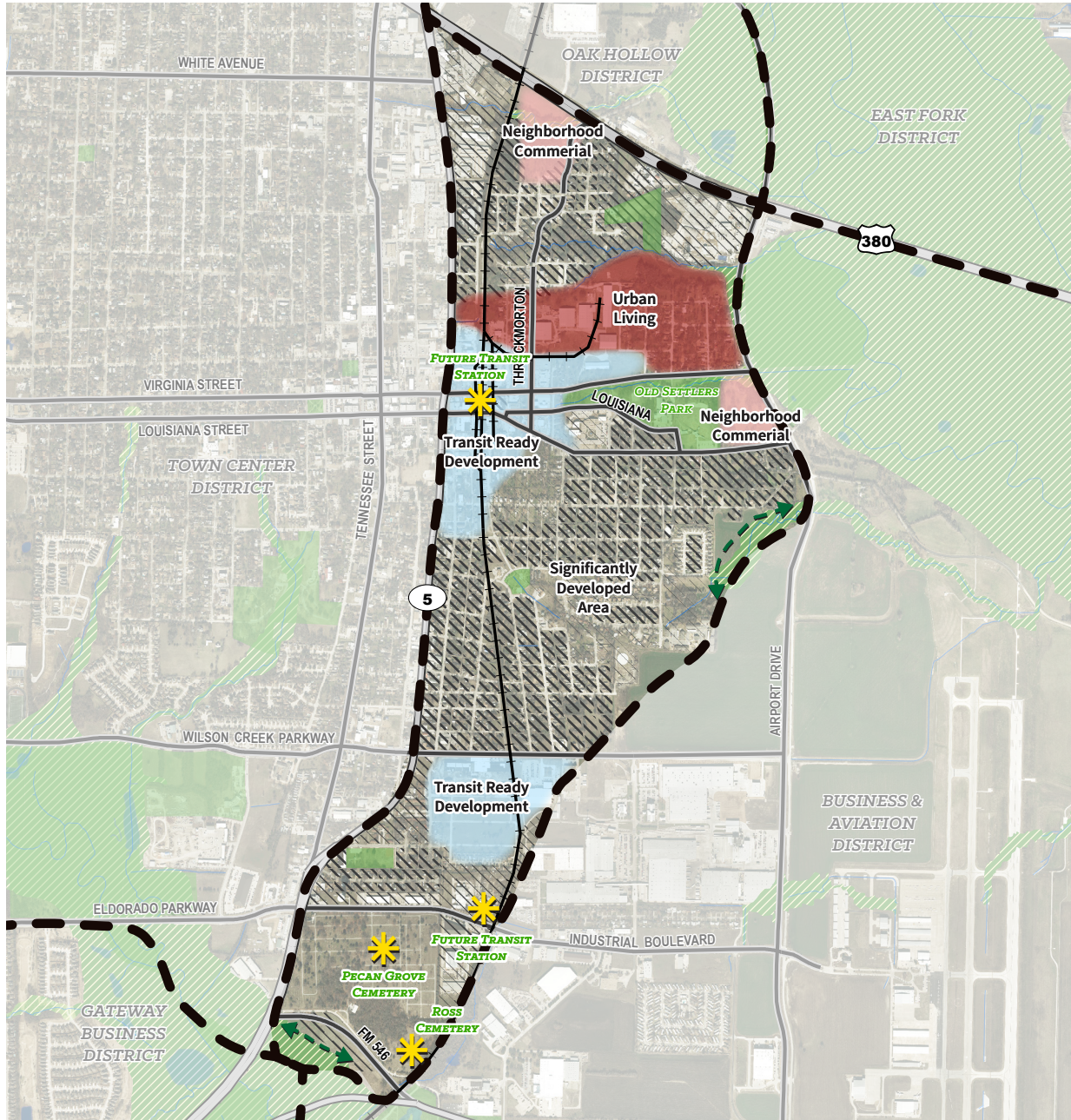
Given the limited number of opportunities for any sizable new development and the current pattern of development, residential and non-residential future investment and reinvestment activity will likely replicate what is already in place - perhaps with greater intensity in the vicinity of public transportation or transit improvements. Whereas a community's urban core is frequently the ideal setting within which to introduce otherwise untested residential product types, the mix of formats envisioned here include row houses, townhomes, stacked flats, zero lot line and potentially transitional housing for seniors.

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



# LAND USE DIAGRAM

## MILL DISTRICT



### LEGEND

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





# STRATEGIC DIRECTION

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## DEVELOPMENT PATTERN

- 1| Transit Ready Development is the first of two character-defining placetypes and is located near the intersections of SH 5 between Virginia and Louisiana Streets along the rail corridor and a potential future transit station, as envisioned by the Town Center Master Plan. The area developed with this placetype would occur through redevelopment and adaptive reuse of existing buildings in the area and new construction. The limits of this placetype should mirror that of the Transit Village Core and Edge character Districts of the McKinney Town Center Zoning District and should create a strong connection to Old Settlers Park.
- 2| A second location for this placetype is along the rail corridor just north of the future potential transit station located between Wilson Creek Parkway and Industrial Boulevard. While this station is currently envisioned to be a park-and-ride facility, opportunities for a higher intensity of Transit Ready Development in this area should be entertained as proposals come forward. This area is generally the same as the Cotton Mill Core character District of the McKinney Town Center Zoning District.
- 3| Urban Living is the second character-defining placetype in this District, and is located immediately adjacent to the Transit Ready Development. This placetype is intended to provide a transition in development intensity between the Transit Ready Development, which includes retail and office uses in a mixed-use environment, and the existing residential uses in 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.
- 4| Neighborhood Commercial should be located at the intersection of US 380 and Throckmorton, and at Greenville Street and Airport Boulevard. These sites are intended to provide supporting retail services and restaurants for the significant employment base that will develop in this District, as well as the current and future residents.
- 5| The hatched areas on the Diagram indicate those that are, significantly developed. Any infill development or adaptive reuse 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| Key amenity features  in this District include two potential transit stations and two historic cemeteries. Future development in the District should take full advantage of the unique opportunities created by these amenities. The cemeteries should be properly protected from nearby development.
- 2| As transportation, water, wastewater and stormwater infrastructure in this District is upgraded to support the future development envisioned in the area, a focus should be placed on the look of these improvements in order to create a high-quality public realm in the area that is attractive to new investment.
- 3| Multi-purpose trails and enhanced pedestrian amenities should be among the priorities in this areas in order to encourage and promote an active, truly urbane environment at and around the Transit Ready Development.



## ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Investment in needed repair and rehabilitation of infrastructure in the Mill District's existing neighborhoods.
- 2| Initiatives to record and celebrate the history of the neighborhoods and buildings in the Mill District.
- 3| Active participation in regional dialogues about funding and location of transit service in Collin County.
- 4| Focused planning, design and economic development incentives for Transit Ready Development in the area surrounding the future transit station.
- 5| Continued refinement of the TIRZ program to encourage rehabilitation of aging structures, adaptive reuse, and other private improvements.
- 6| Consider the creation of a specific development code or other mechanism to ensure that the desired development patterns along the State Highway 5 Corridor are achieved throughout this District.
- 7| Redesign State Highway 5 through the Mill District as consistent with the State Highway 5 Corridor Master Plan and Town Center Master Plan in order to improve connectivity to the Town Center District, as well as safety for all users of the roadway.

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