



OUTER LOOP DISTRICT



INTENT

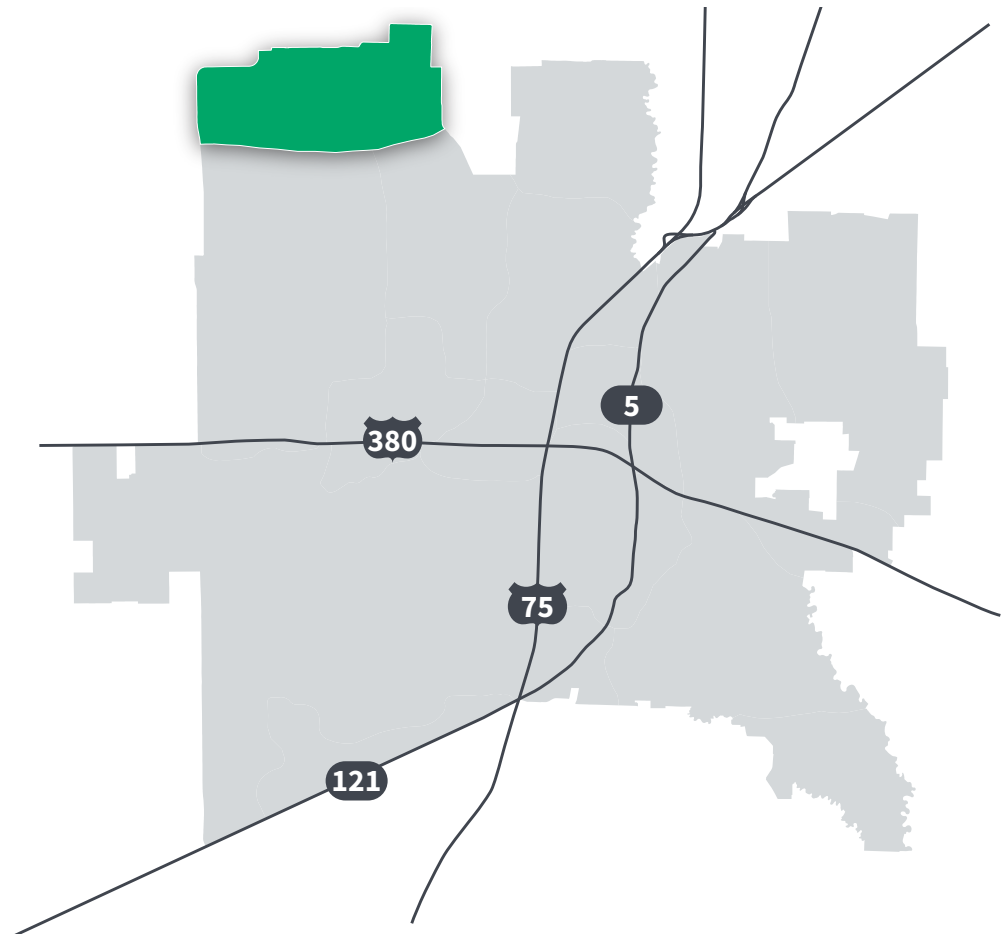
A future Collin County Outer Loop, potentially including rail transit, will dramatically reshape this area, so the plans for this District are designed to guide future development in a way that will make the most of major public infrastructure investments.



DRAFT

DESCRIPTION

As currently envisioned, the Collin County Outer Loop will include major routes for cars, trucks and transit. The facility is not expected to be constructed until late in the timeframe of this plan. The development patterns envisioned in this plan maximize the benefits from such a major public transportation investment. The character-defining placetype in this District is Urban Living, while Employment Mix and Professional Campus placetypes create new locations for business office parks and for distribution or logistics companies. Transit Ready Development patterns at the likely location of a transit stop – the intersection of the Outer Loop and a future extension of Ridge Road – reserve these areas to take advantage of anticipated transit proximity. The eastern part of this District offers a natural amenity and recreational opportunities along Honey Creek.



PLACETYPE MIX

Urban Living ◀

Transit Ready Development

Commercial Center

Professional Campus

Employment Mix

Suburban Living

◀ Character-Defining placetype



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 Bright Young Professionals, Fresh Ambitions, Young and Restless, Boomburbs and Middleburgs 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, many either pursuing or employed in positions requiring either professional and semi-professional skills. The ethnic profile of individuals in these groups are among the most diverse, and their preference is largely to own rather than rent, in either established urban centers or in locations with accessibility to transit improvements. Future residents with these values will likely seek out housing options in the Outer Loop District during the later phases of its development, or coincide with the completion of planned regional transportation improvements. Further, many will inevitably work within the dense employment centers that develop at or near transit centers. Among those, households with median incomes above the regional median, who choose homes in neighborhoods on the periphery of a major metropolitan area, they tend to accept that homeownership will come at the expense of longer commute times.

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 Outer Loop 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.
- Renting by choice rather than need, particularly among individuals and small households seeking a low maintenance housing alternative.

- 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.
- 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.
- 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.

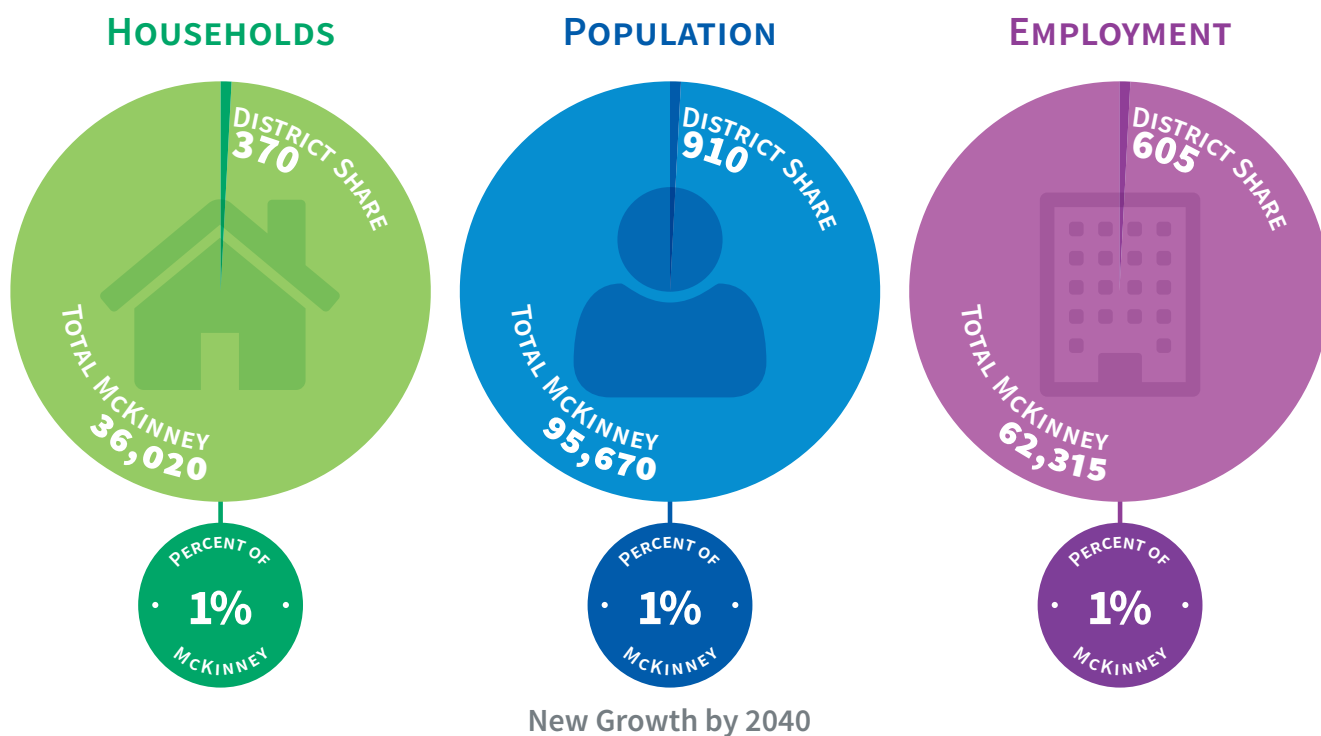
MARKET ANALYSIS

The future Collin County Outer Loop and related extension of Custer Road, will not only provide additional mobility options to residents, but will inform the type and scale of new development within the District. Representing one of McKinney's longest-term, yet highest value economic development opportunities, it will be critical for the City to allow for a certain level of flexibility in terms of the timing and location of public improvements, so that it doesn't compromise its long-term potential. Although existing homes are largely rural living or estate residential in character, it is somewhat inevitable that as urban level improvements are introduced, land prices will necessitate the development of higher value residential and non-residential product types at appropriate densities. Businesses that locate in the District will likely be concentrated along regional transportation routes, with frontage along the Collin County Outer Loop and in highly-visible locations. Potential future development of a transit village will drive the introduction of residential products at densities supporting transit improvements and price points serving a wide range of income levels; along with,

employment, shopping and entertainment offerings. Despite being among the fourth largest District in the planning area, as measured in acres and anticipated density, employment levels in the District by 2040 are expected to be among the lowest, totaling slightly more than 600 employees, of which approximately 60% will be service workers employed in office space. This is because the planning and development potential in this particular District is not expected to peak until late in the planning horizon of this plan (2040).

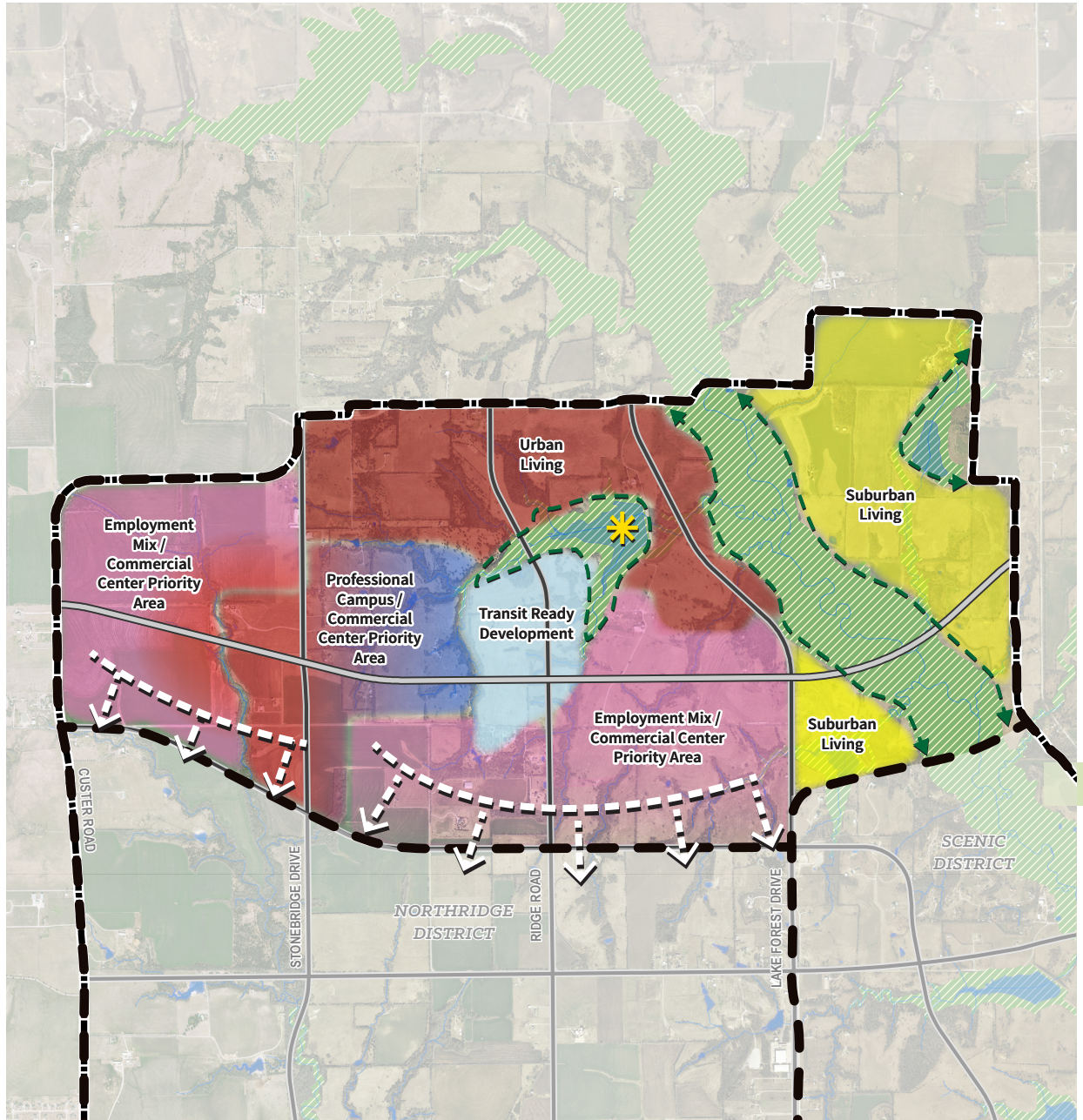
Supporting product types that could be found during the District's mid- to long-term phases of development will include retail, restaurant, service, and lodging facilities supporting both day- and nighttime employment, resident and visitor populations. Despite land prices reflective of expected densities, product values in the area will be enhanced by access to existing natural open spaces, thereby necessitating thoughtful planning and preservation of these desirable amenities.

The following graphic provides a profile of the new growth expected in the Outer Loop District as projected by 2040. These graphics relate to new development only.



LAND USE DIAGRAM

OUTER LOOP DISTRICT



LEGEND

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




STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| Urban Living is the character defining placetype in this District, and is located west of Honey Creek, which will provide amenities for the District. This placetype is intended to provide a residential base for this highly employment-oriented 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. 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.
- 2| More intense development, including higher densities of residential associated with Transit Ready Development, large-scale offices or Professional Campuses, and the regional retail of Commercial Center, should be located along the frontage of the Outer Loop in order to maximize economic development opportunities in the area while minimizing its impact on the natural environment.
- 3| The Transit Ready Development placetype is located at the intersection of the Outer Loop and Ridge Road, in the heart of the District. It is intended to provide employment and residential uses that will take advantage of the future rail component of the proposed Outer Loop corridor. Given its location near an existing Soil Conservation Service lake, any Transit Ready Development that occurs in this area should take full advantage of the close proximity to this amenity feature.
- 4| The Professional Campus placetype in this District provides additional employment-oriented opportunities along the new Outer Loop corridor. The location along a major regional highway and potential transit corridor, along with proximity to a mixed-use environment of Transit Ready Development make the areas shown on the diagram ideal for future corporate headquarters and multi-tenant high-rise offices.

- 5| Commercial Centers should be located in the District and are intended to provide supporting retail services and restaurants for the significant employment base and urban residential uses that will develop in this District.
- 6| Employment Mix should be located throughout the District and will house businesses that need access to, but not necessarily a high level of visibility from the Outer Loop.
- 7| The northeast corner of this District has creeks and other natural features that should be capitalized upon as amenities for the Suburban Living placetype located there.

IDENTITY, AMENITIES & INFRASTRUCTURE

- 1| The Amenity Feature  on the Diagram denotes an existing Soil Conservation Service lake, which should be the focus of surrounding Transit Ready and Urban Living development in order to create places that take advantage of this unique feature.
- 2| Multi-purpose trails should be located along the floodplain areas of Honey 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. Trails should also provide connections into non-residential areas of Transit Ready Development, Professional Campus, and Commercial Center.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| This District's development pattern assumes a major public investment in transportation infrastructure. More specific area plans and design standards should be adopted when the timing and design of the Outer Loop are determined.
- 2| Extension of urban or suburban-scale public infrastructure timed in accordance with the construction of the Outer Loop.
- 3| If the region's plans for the Outer Loop change, a revised District planning process will be needed to provide appropriate land use and development direction.

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