

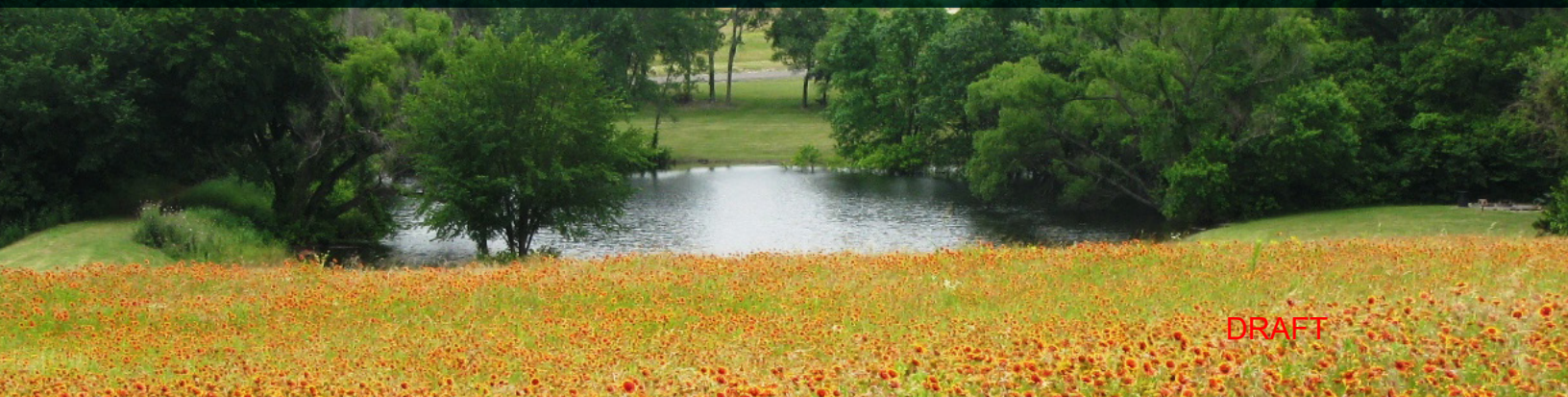


SCENIC DISTRICT



INTENT

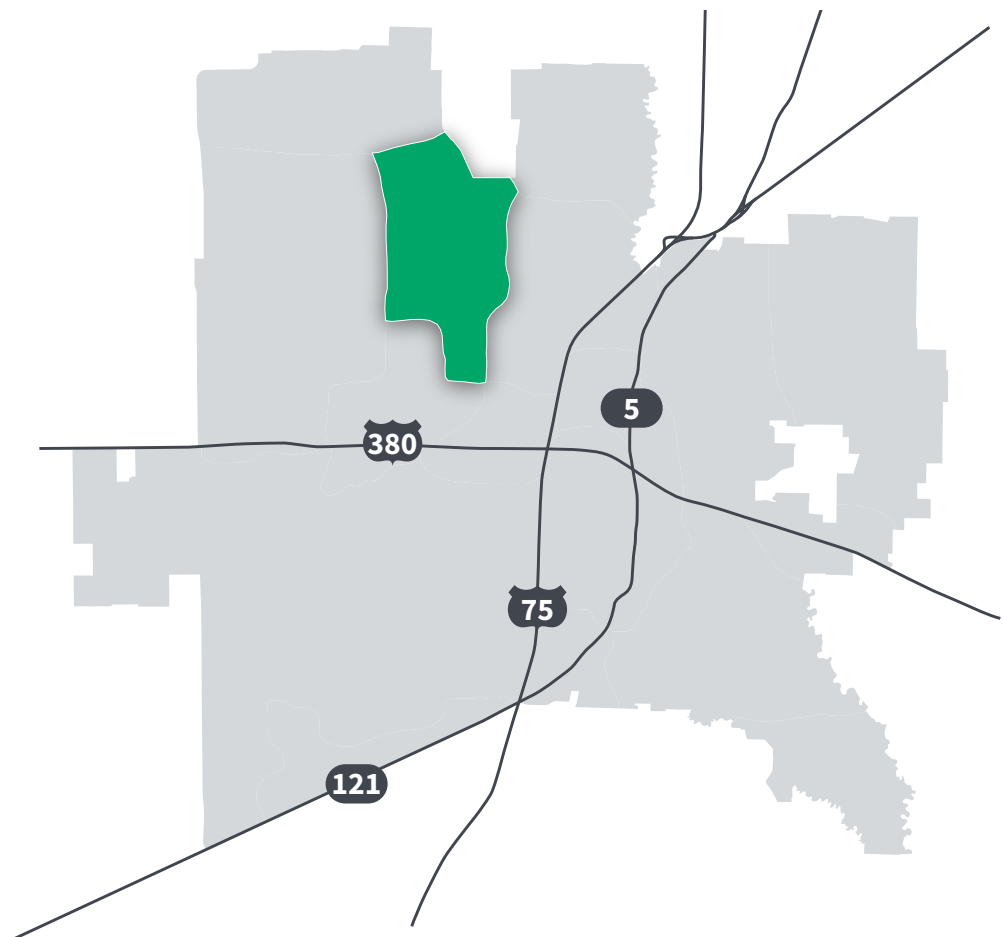
With distinctive topography and Erwin Park and Honey Creek visible from several higher elevation vantage points, the Scenic District offers suburban and Estate Residential choices with scenic character that benefit from close proximity to the City's largest park.



DRAFT

DESCRIPTION

The Scenic District, anchored by Erwin Park and including an extensive natural area along Honey Creek, will host an expanded system of trails and other outdoor amenities. The natural beauty of this area and the range of recreational activities it offers make it a desirable location for unique neighborhoods. The character-defining placetypes of this District are Suburban Living and Estate Residential. South of Laud Howell Parkway, most new development will be of suburban residential character, with neighborhoods of single family homes connected to Erwin Park through trails and open space corridors and supported by local-service commercial uses. Neighborhoods north of Laud Howell Parkway will feature larger estate lots or development clustered to retain substantial areas of open space linked to the Honey Creek natural areas. In addition to the single family neighborhoods that will characterize much of the Scenic District, there is also the potential for small pockets or nodes of higher density Urban Living within in the District located to capitalize on existing natural features.



PLACETYPE MIX

Suburban Living ◀

Estate Residential ◀

Rural Living

Urban Living

Neighborhood Commercial

◀ 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 Boomburbs, Middleburgs, Professional Pride and Soccer Moms segments will find this District most supportive of their needs and lifestyle preferences. These households can generally be described as family-centric, with household incomes over the regional median, and possessing jobs in the technology sector or other fields requiring professional skills. The Scenic District will host products considered desirable by the area's "move up" market, given its highly-amenitized neighborhoods and proximity to higher-end retail development enclaves.

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 Scenic District development program:

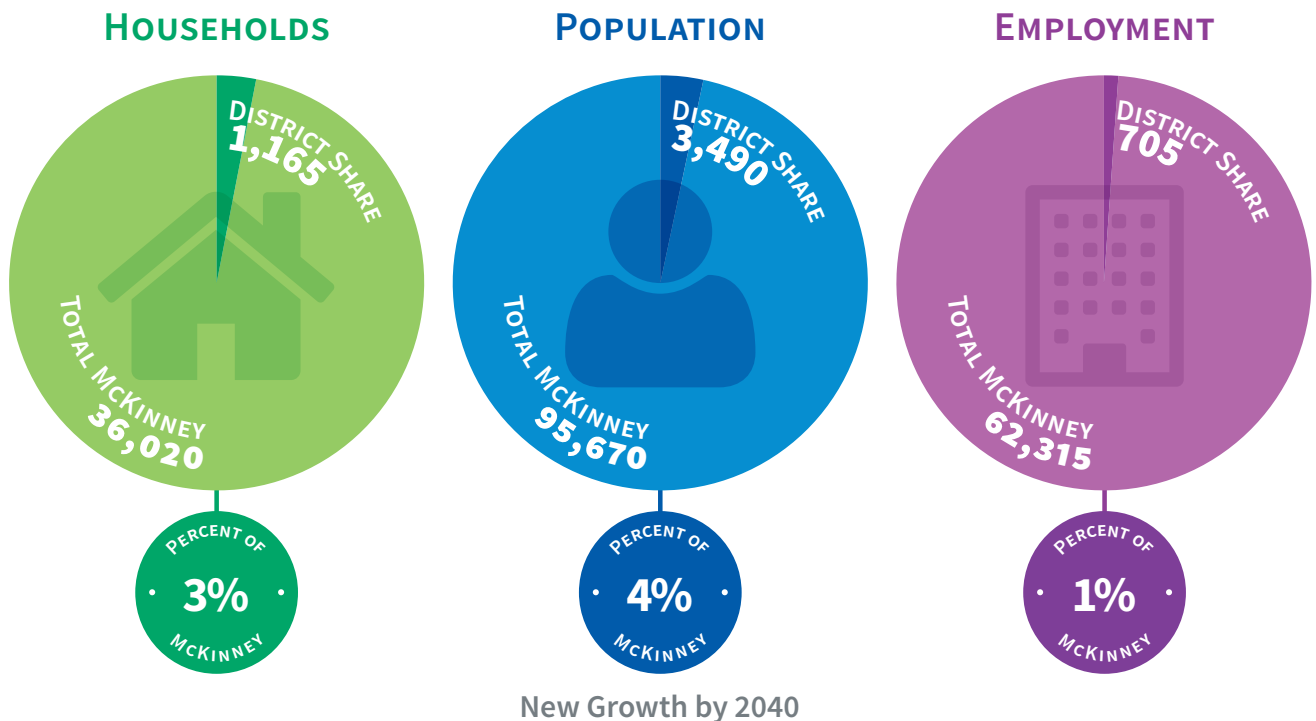
- Housing for individuals at either end of their earning years who desire a home that supports their lifestyle preferences and needs, irrespective of its investment potential.
- Heightened environmental conscience among young employees that translates into a desire for work and living spaces that are low-impact, with Green features, smaller, and preferably an adaptive retrofit.
- 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.

MARKET ANALYSIS

The Scenic District is located in the north-central portion of the planning area and is recognized for its abundance of natural features, open spaces, rolling terrain, ponds and floodplains. New development should be organized around intersections, maximizing the number of residential units that can benefit from views of, and access to, the areas natural amenities. Improvements planned to complement these biological features should include enhancements where major roadways cross Honey Creek and at the entrance to Erwin Park; along with a multi-purpose system of trails located along the floodplain areas of Honey Creek, connecting neighborhoods within the District, as well as activity centers in the larger community.

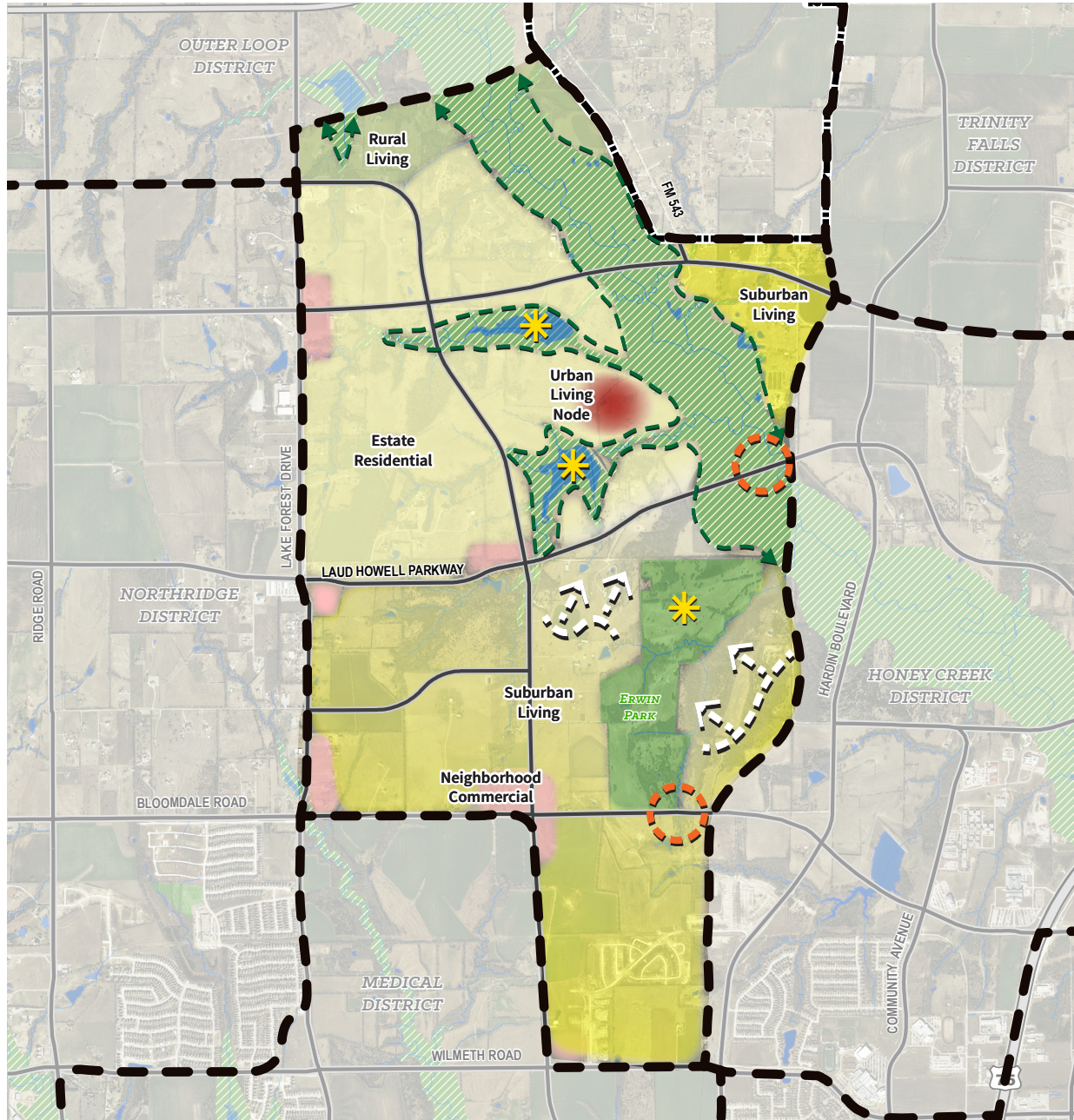
While supporting a mix of uses and product types similar to those programmed in the Northridge District, the design of neighborhoods in the Scenic District should be consistent with the natural setting, as opposed to the higher-finish and urban character of developments in other locations. Similar to development in all of these Districts, emphasis should be placed on the quality, rather than quantity, of residential and non-residential development. This said, price points among housing products in this District will be among the highest in the community. Non-residential development should be limited to neighborhood-supporting commercial centers. These will also be the only opportunities for employment in the District.

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



LAND USE DIAGRAM

SCENIC DISTRICT



LEGEND

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





STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| Suburban Living is the first of two character-defining placetype in this District. It is intended to provide significant areas for single family development to support the housing needs of employees in the Medical District and Honey Creek District. The primary areas for the Suburban Living placetype in this District are located south of Laud Howell Parkway and in the areas adjacent to the Honey Creek 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.
- 2| The second character-defining placetype in this District is Estate Residential. This placetype is located primarily north of Laud Howell Parkway and is intended to take advantage of the significant scenic character present in this area by rolling topography and existing ponds and floodplain areas. Like the Suburban Living placetype, Estate Residential is intended to provide significant areas for single family development to support the housing needs of employees in the Medical District and Honey Creek District.
- 3| A pocket or node of Urban Living is identified on the diagram in between the two lakes north of Laud Howell Parkway. Though not a predominate placetype in this District, Urban Living in this location provides a unique opportunity for housing choices of active lifestyle individuals who desire close proximity to the amenities of Erwin Park or the adjacent Honey Creek 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. This placetype is located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to less intense development patterns.

IDENTITY, AMENITIES & INFRASTRUCTURE

- 1| The Amenity Features  on the Diagram denote existing Soil Conservation Service lakes and Erwin Park, each of which should be the focus of surrounding residential development in order to create neighborhoods that take advantage of these major amenity features.
- 2| Identity features  (including specially enhanced bridges) should be located where the District's major roadways cross Honey Creek and at the entrance of Erwin Park along Bloomdale Road.
- 3| 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 adjacent neighborhoods to the regional systems.
- 4| Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Honey Creek, and related open space amenities.
- 5| Mobility networks in this District should focus on providing capacity to support the residential neighborhoods desired in the area while also focusing on creating character that brands the overall Scenic District.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Greenway Arterial design and streetscape improvements on Laud Howell Parkway and other designated greenways.
- 2| Continue to maintain and enhance Erwin Park as a major asset for this District.
- 3| Creation of trails and other amenities in the Honey Creek natural areas.

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