



TRINITY FALLS DISTRICT



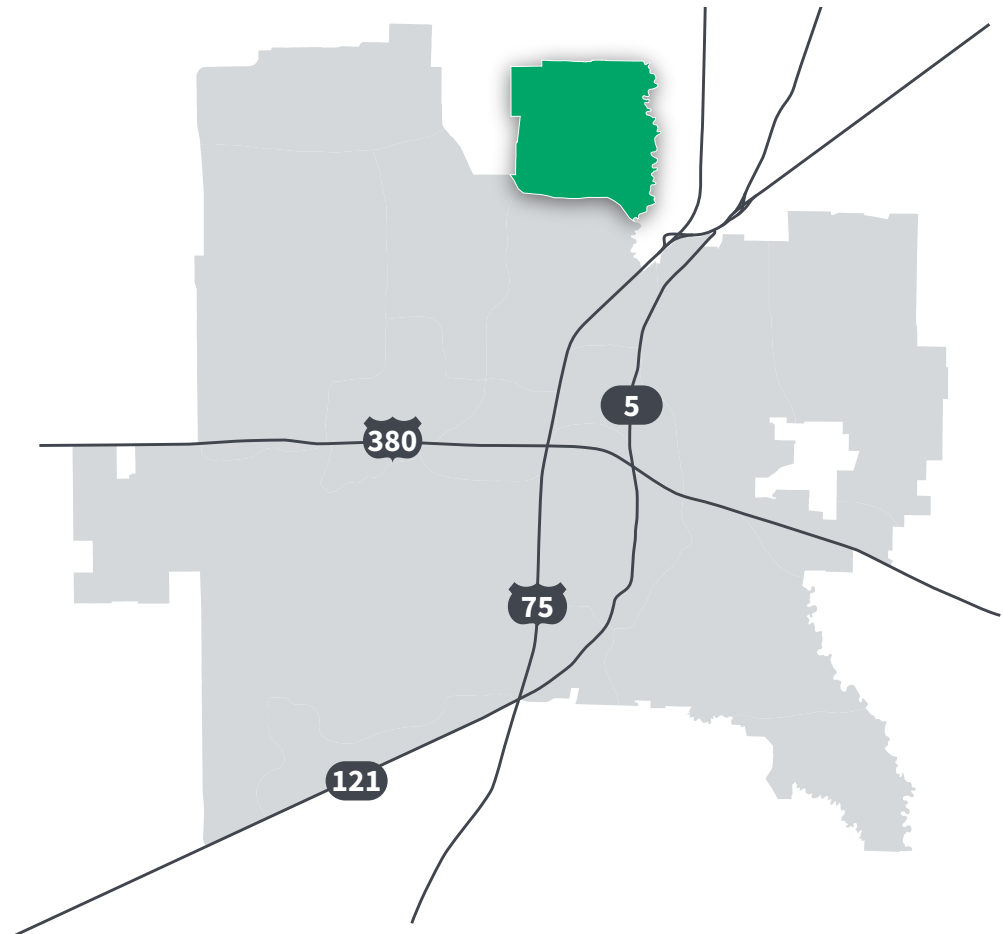
INTENT

New development in this District reflects and supports the Trinity Falls Municipal Utility District master plan and also capitalizes on the natural features of the East Fork of the Trinity River.



DESCRIPTION

The Trinity Falls District reflects the development planned for the Trinity Falls Municipal Utility District (MUD) – neighborhoods of single family detached homes with local-serving neighborhood commercial areas. The character-defining placetype in this District is Suburban Living. Development throughout the District should continue this pattern whether or not the property is included in the MUD. Residential development in this District should maximize the benefits offered by the abundant natural resources in the area, such as the Trinity River and varied topography. These features should be used to create unique open spaces within the traditional suburban development pattern.



PLACETYPE MIX

Suburban Living ◀

Neighborhood Commercial

◀ 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 Boomburbs, Soccer Moms, Up and Coming Families and Professional Pride segments will find this District most supportive of their needs and lifestyle preferences. These households can generally be described as family-centric, with moderate to high household incomes, relative to the regional median. They are equal parts one- and two-earners, with jobs requiring professional skills. Housing preferences among individuals in these groups are largely single family detached ownership units, with the majority living in their second, “move-up” residence.

INDUSTRY TRENDS

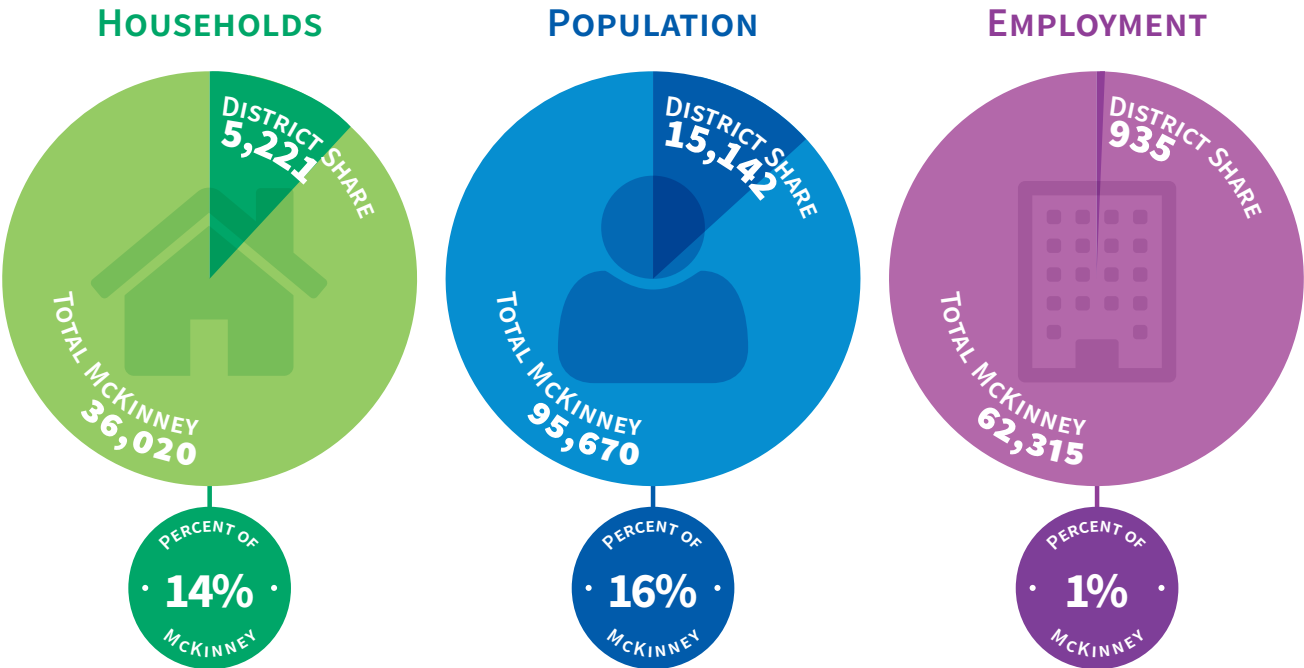
Numerous trends, including demographic, economic and industry-specific are impacting the format and volume of different land uses, real estate products, and place types. What follows are the specific trends that informed components of the Trinity Falls District development program:

- 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.
- Aging Baby Boomers requiring access to services and mobility alternatives, and / or proximity to adult children and grandchildren.

MARKET ANALYSIS

The Trinity Falls District represents McKinney’s northernmost neighborhood-based District, providing concentrations of residential units across a fairly narrow spectrum of product types, yet with a more broad range of price points. With the majority of households in the District able to afford home ownership, even the most basic units will be priced near the middle of the market average. Given its location within the planning area and proximity to Erwin Park, it will also draw the attention of builders serving buyers looking for move-up products in the McKinney market, with access to family-oriented resources. Trinity Falls MUD will largely inform the types of housing products developed in the District, non-residential development will reflect the resident base of this and adjacent Districts. Although direct access to US 75 is not available, it is considered close enough to afford employees of businesses located outside and south of the market to choose housing alternatives in this northernmost District.

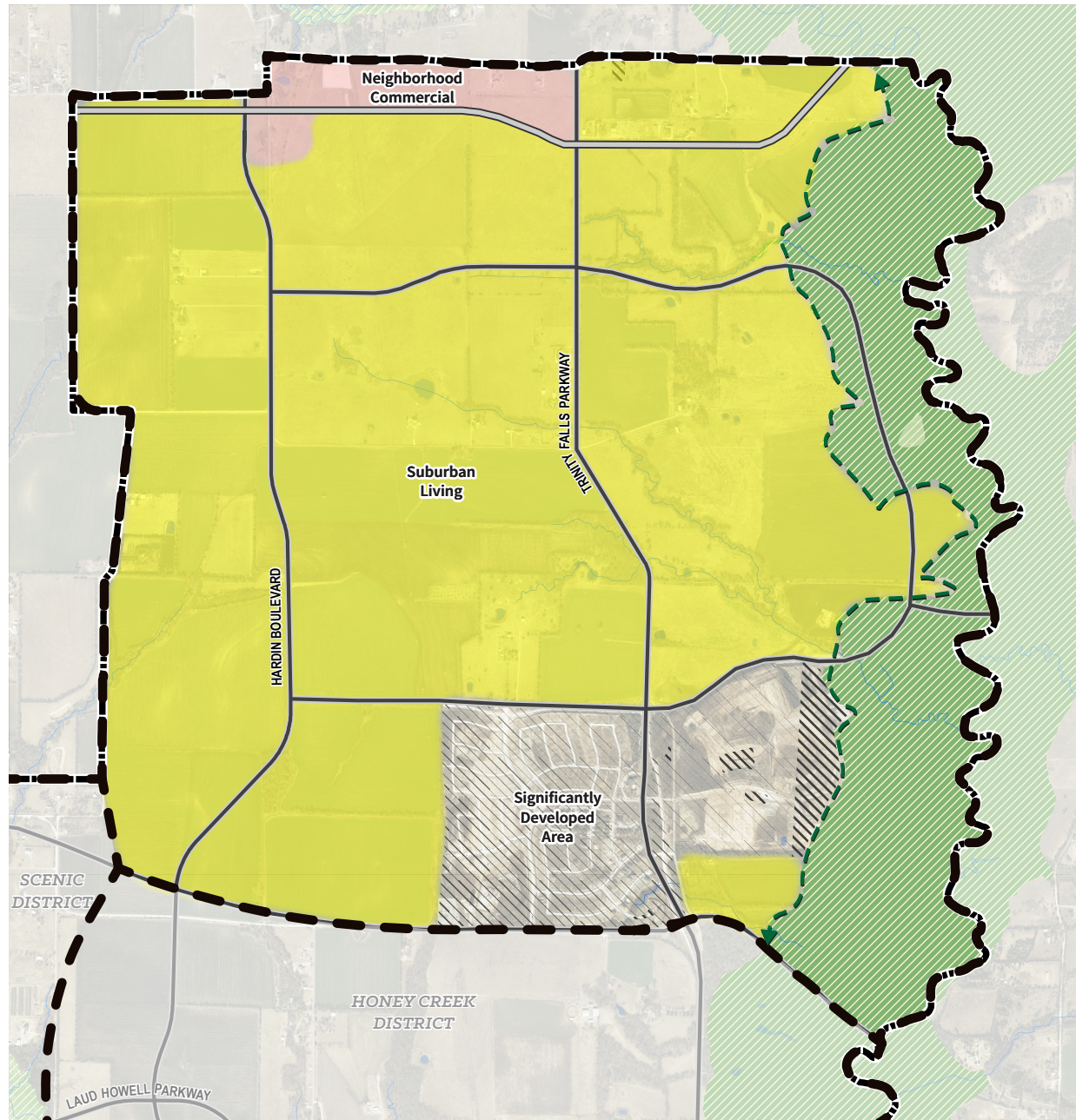
The graphic that follows provides a profile of the new growth expected in the Trinity Falls District as projected by 2040. These graphics relate to new development only.



New Growth by 2040

LAND USE DIAGRAM

TRINITY FALLS DISTRICT



LEGEND

- ETJ Boundary
- Floodplain
- Amenity Zone



STRATEGIC DIRECTION

DEVELOPMENT PATTERN

- 1| Suburban Living is the character-defining placetype in this District. It is intended to continue the current development pattern in the District with additional single family developments that reinforce McKinney's reputation for high quality neighborhoods. 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| Specifically, the Neighborhood Commercial placetype should be located where indicated by the Diagram. These locations are intended to provide supporting neighborhood services for residents in this District. In all locations, special attention should be paid to the way these areas are integrated into and connected with adjacent residential neighborhoods. Commercial development should also be prioritized along the frontage of the future Collin County Outer Loop in order to capitalize on the visibility and access that this large-scale transportation facility provides.
- 3| 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| Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River 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.

ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

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

- 1| Investment in trails and other amenities along the East Fork floodplain consistent with the Parks Master Plan.
- 2| Connectivity between the neighborhoods and commercial areas within the District for people walking or biking.