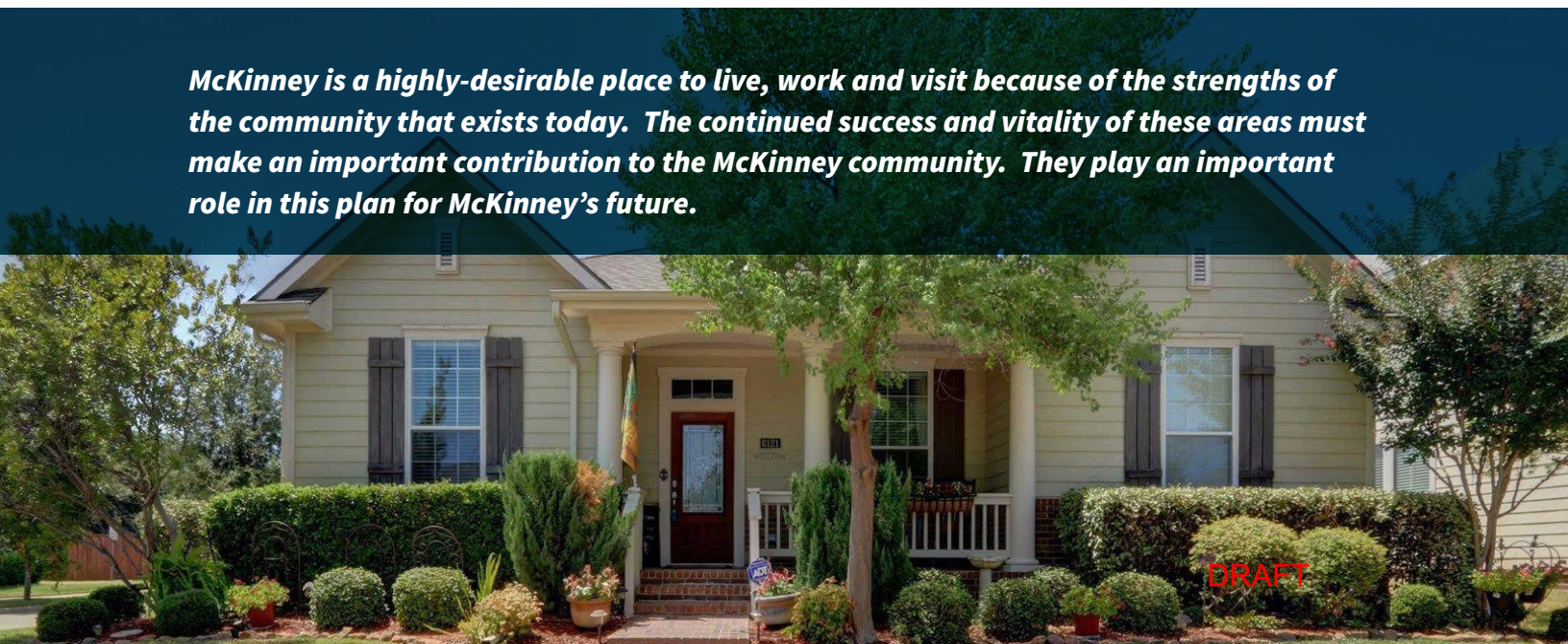# ESTABLISHED COMMUNITY

INTENT

McKinney is a highly-desirable place to live, work and visit because of the strengths of the community that exists today. The continued success and vitality of these areas must make an important contribution to the McKinney community. They play an important role in this plan for McKinney's future.

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DESCRIPTION

The Established Community represents the area of McKinney that is predominately built-out. While this Comprehensive Plan offers strategies and a Preferred Scenario for Districts within 'Significantly UnDeveloped Areas', it also supports the continued vitality of McKinney's existing neighborhoods. City leaders understand that the community's appeal to residents, consumers, and businesses will depend on a sustained commitment to quality development and a diverse product mix in all of McKinney, not just the new growth areas.

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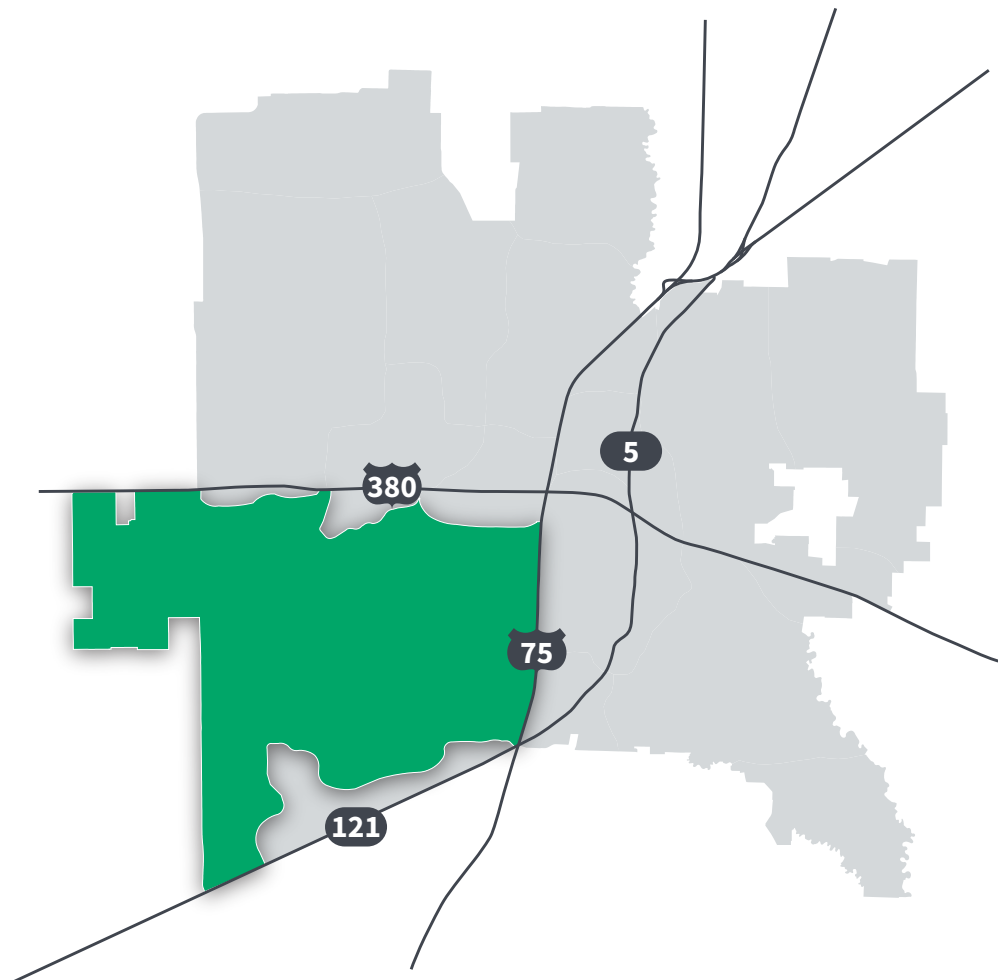
PLACETYPE MIX

Suburban Living ◁ ─────────────────────

Neighborhood Commercial ─────────────

Commercial Center ──────────

◁ *Character-Defining placetype*

MARKET ST

Physicians

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ECONOMIC & MARKET SUPPORT

PSYCHOGRAPHICS

Tapestry population segments reflect characteristics including employment and marital status, education levels, residential product and geographic living preferences. Segments with the highest concentrations (in terms of total households) in the city of McKinney are presented in the table below. Although supply does not always reflect demand, analysis of the area's building inventory, including its residential product types and price points, suggest that among these top groups, those most represented in the Established Community District include Boomburbs, Soccer Moms, and Professional Pride.

Households in these segments generally include more families than singles, most of which have children. Some have one-, while others have two-earners, with jobs requiring professional or semi-professional skills, and earning incomes above the median average. Other groups, with less of a presence, include Bright Young Professionals and Up and Coming Families. Collectively, households in these segments are a balanced distribution of young professionals and diverse couples, with full- and part-time kids, with easy access to schools and recreation facilities.

PSYCHOGRAPHIC COMPARISON

City vs. Trade Area

City of McKinney

Tapestry Segment	2015 Households	% of Total Households	U.S. Index=100*
Boomburbs	17,437	33.4%	2,272
Up and Coming Families	12,621	24.2%	1,098
Soccer Moms	5,236	10.0%	356
Professional Pride	3,610	6.9%	435
Middleburg	2,153	4.1%	147
Bright Young Professionals	2,087	4.0%	182
Barrios Urbanos	1,533	2.9%	282
Retirement Communities	991	1.9%	156
Fresh Ambitions	957	1.8%	282
Young and Restless	875	1.7%	99
Total Above Segments	**47,500**	**90.9%**	**--**
Total Trade Area	**52,230**	**100.0%**	**--**

* Indicates concentration of this segment relative to U.S. average. A segment
  index of 200 would mean that this group contains 2 times the concentration
  of households compared to the average U.S. neighborhood.
Source: ESRI and Ricker|Cunningham.

McKinney Residential Trade Area

Tapestry Segment	2015 Households	% of Total Households	U.S. Index=100*
Boomburbs	71,796	22.2%	1,428
Professional Pride	35,039	10.9%	681
Up and Coming Families	34,573	10.7%	444
Soccer Moms	18,447	5.7%	197
Young and Restless	16,797	5.2%	287
Enterprising Professionals	**15,004**	**4.6%**	**307**
Savvy Suburbanites	**14,507**	**4.5%**	**145**
Home Improvement	**12,797**	**4.0%**	**221**
Metro Renters	**12,548**	**3.9%**	**230**
Middleburg	12,117	3.8%	139
Total Above Segments	**243,625**	**75.5%**	**--**
Total Trade Area	**322,719**	**100.0%**	**--**

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 in markets across the country, including those in the Dallas – Fort Worth Metroplex. What follows are specific trends that have informed recent investment in the McKinney market, followed by those that have not yet been capitalized on in the local market, but for which there appears to be market support for development within the existing municipal boundaries and Established Community.

- Emphasis on walkable, mixed-use environments with access to multiple modes of vehicular and non-vehicular transportation (primarily in the Town Center District)

- Renting by choice, rather than need, particularly among individuals and small households seeking a low maintenance housing alternative (limited in number largely based on past concerns regarding potential adverse impacts within neighborhoods and to the community overall)

- Aging Baby Boomers requiring access to services and mobility alternatives, and / or proximity to adult children and grandchildren (neighborhoods with similar single family product types, yet slight differences in price point; still ignoring need for more low maintenance products proximate to traditional neighborhoods)

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Untapped Trends:

- Development of 18 hour-environments, offering the ability to live, work, dine and be entertained within the same neighborhood

- 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

- Retail that caters to consumers at either end of the spectrum – price conscious to luxury

- 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, that allow for socialization and exchange of ideas absent in home offices

MARKET ANALYSIS

Opportunities within the McKinney market are limited and largely concentrated along the major arterials that traverse the District including, Eldorado Parkway, McKinney Ranch Parkway, Virginia Parkway, and Custer Road. There are no single parcels or assemblages that would allow for a new development project of any significant size; but rather single parcels, primarily in locations that would support a further densification of existing commercial retail centers, and possibly low profile primary employment products. Leveraging the Districts location near the confluence of SH 121 and US 75, users that cannot afford a site with frontage along one of these highly sought after roadways might consider an infill site with limited visibility, but easy access.
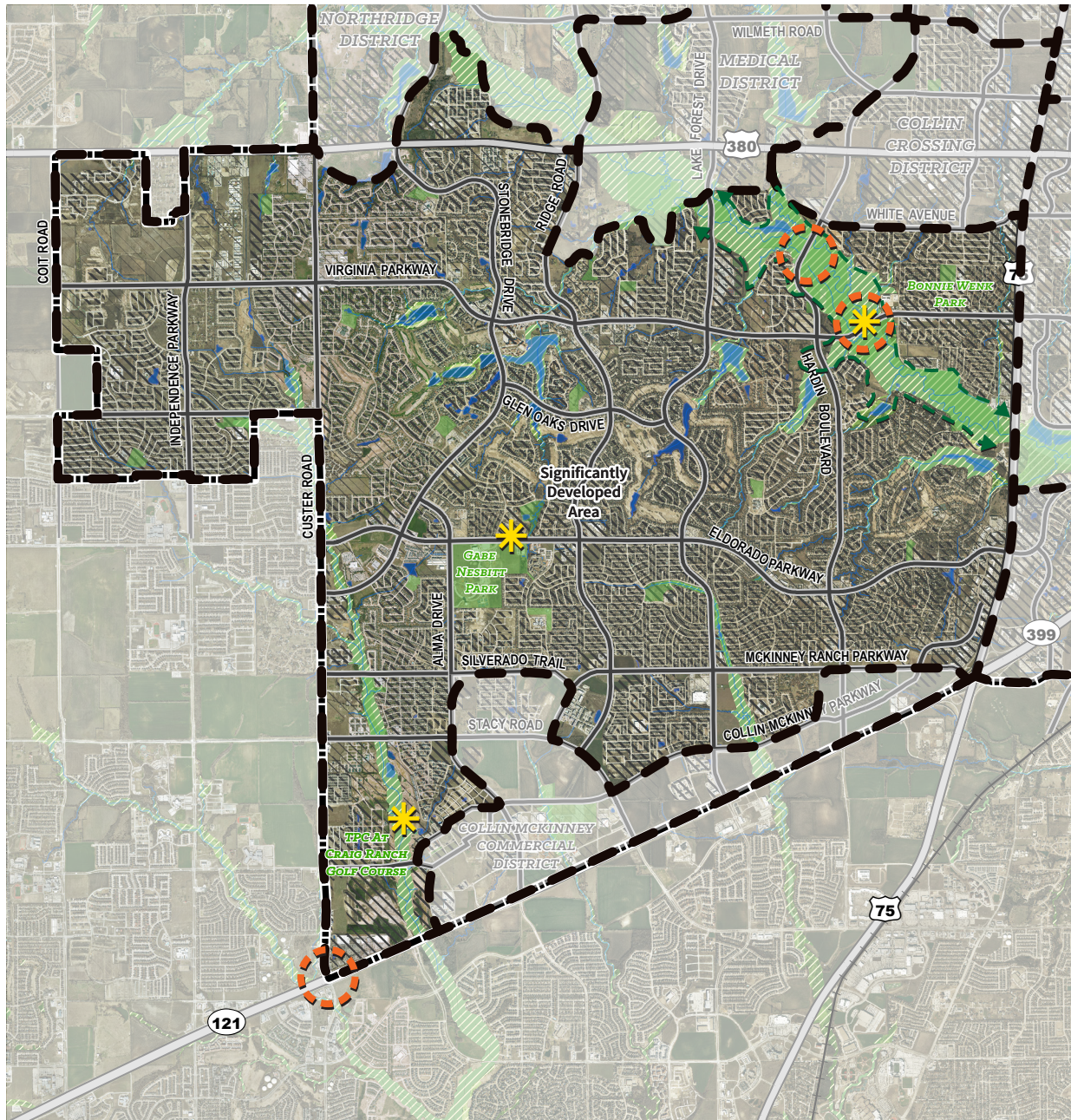
Any additional residential development in the District should complement, rather than compete with, the existing single family detached inventory. Possible products that could effectively diversify and strengthen the area mix include attached products such as townhomes, rowhomes, condominiums and stacked flats, the latter if an appropriate urban environment is developed to support this format; and, market rate multi-family rental or other urban residential uses.

Potential threats to the high quality environment that has been established include significant stretches of commercial retail development that effectively "strip" out the commercial corridors. While small scale commercial enclaves located within residential neighborhoods and along smaller arterials rarely experience sustained success; in appropriate locations, they can serve to "break-up" the visual clutter and monotony often associated with commercial thoroughfares.

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LAND USE DIAGRAM
ESTABLISHED COMMUNITY DISTRICT

NORTHRIDGE DISTRICT

WILMETH ROAD

MEDICAL DISTRICT

COLLIN CROSSING DISTRICT

WHITE AVENUE

380

LAKE FOREST DRIVE

BONNIE WENK PARK

COIT ROAD

VIRGINIA PARKWAY

STONEBRIDGE DRIVE

RIDGE ROAD

INDEPENDENCE PARKWAY

HARDIN BOULEVARD

78

GLEN OAKS DRIVE

Significantly Developed Area

CUSTER ROAD

ELDORADO PARKWAY

GABE NESBITT PARK

ALMA DRIVE

SILVERADO TRAIL

MCKINNEY RANCH PARKWAY

399

STACY ROAD

COLLIN MCKINNEY PARKWAY

TPC AT CRAIG RANCH GOLF COURSE

COLLIN MCKINNEY COMMERCIAL DISTRICT

75

121

LEGEND

- ☐ ETJ Boundary
- ◯ District Identity Feature
- ▨ Floodplain
- ☐ Amenity Zone
- ✹ Amenity Feature

Suburban Living

Neighborhood Commercial

Commercial Center

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STRATEGIC DIRECTION

DEVELOPMENT PATTERN

1| 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.

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IDENTITY, AMENITIES & INFRASTRUCTURE

1| A district identify feature ⬭ should be located at the intersection of SH 121 and Custer Road. 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.

2| Key Amenity Features ✳ in this District include the TPC at Craig Ranch Golf Course, Gabe Nesbitt Park, and Bonnie Wenk Park. Future development and infill development in this District should take full advantage of the unique opportunities created by these amenity features.

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ANTICIPATED PUBLIC INVESTMENTS AND INITIATIVES

The City of McKinney intends to consider the following major public investments to support the success of the Established Community.

1| Investment to ensure that the infrastructure in the established parts of McKinney is able to provide the same quality of service to their residents and businesses as are available in newly-development areas.

2| Engage the residents, property owners and businesses in the Established Community in the implementation of this Comprehensive Plan, so they choose to make their own household and business investments here.

3| Develop and fund the implementation of a Community Housing Plan to address the housing needs of McKinney's residents.

4| Assist neighborhood residents and business area owners in recording and celebrating their history and contribution to McKinney's heritage.

5| Retrofit the Established Community with routes for walking and biking that connect residents to businesses, shopping and other destinations where those connections do not yet exist.

6| Invest to meet transportation needs and reduce congestion in the Established Community, with design that is compatible with the character of the adjacent neighborhoods and business areas.

7| Where possible, create natural areas, community gardens, public gathering places and other assets within the Established Community areas.

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