



# CITYWIDE LAND USE & DEVELOPMENT STRATEGY

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# LAND USE & DEVELOPMENT

## OVERVIEW

The One McKinney 2040 Land Use and Development Component is intended to provide direction related to desired development patterns around the City, and to inform decisions related to the timing and phasing of future infrastructure investments in the City. The component is built upon a series of districts, each district focuses on an existing built or natural community asset. The benefit of the district approach is that it creates a series of unique community districts, each with a distinct purpose, focus and market. This approach helps to prevent developments and uses that are redundant, and that ultimately could compete with each other for the same businesses.

Each district consists of a series of place types. Place types identify a predominate land use, as well as supporting uses allowed within each type. This approach provides flexibility in the zoning process by allowing market forces to drive locations of supporting land uses. Additionally, place types are allocated in each district with an additional level of flexibility so that transition zones between the place types to shift to better accommodate increasing or decreasing demand in specific product types. These unique approaches to McKinney's Land Use element provide flexibility for the City to take advantage of changing market trends while protecting the community from potential incompatibilities between development types.



# INTENDED OUTCOMES

## DEVELOPMENT IMPLICATIONS

ESTABLISH A LAND-USE AND DEVELOPMENT PATTERN THAT:

- Creates unique districts that capitalize and enhance existing assets in the community;
- Offers a variety development types and patterns within the individual districts to allow multiple experiences around the community;
- Encourages a balance of land uses to serve the needs of citizens and visitors, and to ensure a diverse economic base;
- Respects the community's unique environmental features and supports innovative design;
- Establishes transitions between land uses to encourage compatibility, while providing flexibility to respond to real estate market trends; and
- Provides new neighborhoods that offer more housing choices to McKinney residents.

## ATTRACTION OF MARKET AND INDUSTRY PREFERENCES

LAY THE FOUNDATION FOR A STRONG AND RESILIENT ECONOMY THAT:

- Is well-equipped to weather regional, national, and global market fluctuations;
- Captures a sizable share of the growth currently being directed toward secondary real estate markets;
- Appeals to the preferences of burgeoning Millennials and Generation Z;
- Positions McKinney as a leading voice in the Dallas-Fort Worth Metroplex economic development community; and
- Retains and enhances the City's stock of high-quality jobs in growing industries.

## QUALITY OF LIFE

EXPAND UPON THE EXCEPTIONAL QUALITY OF LIFE IN MCKINNEY IN A MANNER THAT:

- Creates distinctive destinations that attract people and encourage social interaction;
- Incorporates natural assets in the open space system, and utilizes that system to connect the individual districts;
- Uses design themes to establish unique identities for new districts;
- Encourages gateways at entrances and identity features to the City and districts to build community character and support wayfinding;
- Enhances McKinney's strong system of parks and recreational facilities for residents of all ages; and
- Expands the trail system so residents, employees and visitors can use it for travel, exercise, and enjoyment.

## HISTORIC PRESERVATION

CONTINUE MCKINNEY'S CULTURE OF HISTORIC PRESERVATION IN A MANNER THAT:

- Celebrates McKinney's history by retaining and explaining its historic assets;
- Protects and enhances those assets, which represent distinctive elements of the City's historic, architectural and cultural heritage;
- Ensures the harmonious, orderly and efficient growth and development of the City;
- Stabilizes and improves the values of historic properties.
- Continue promoting McKinney's Historic Town Center as a unique place to visit, live, and work;
- Encourage infill development that enhances and is consistent with the historic nature, character, and architecture within the Historic Town Center; and
- Promote and encourage unique development and architecture that incorporates McKinney's historic character in appropriate areas throughout the city.

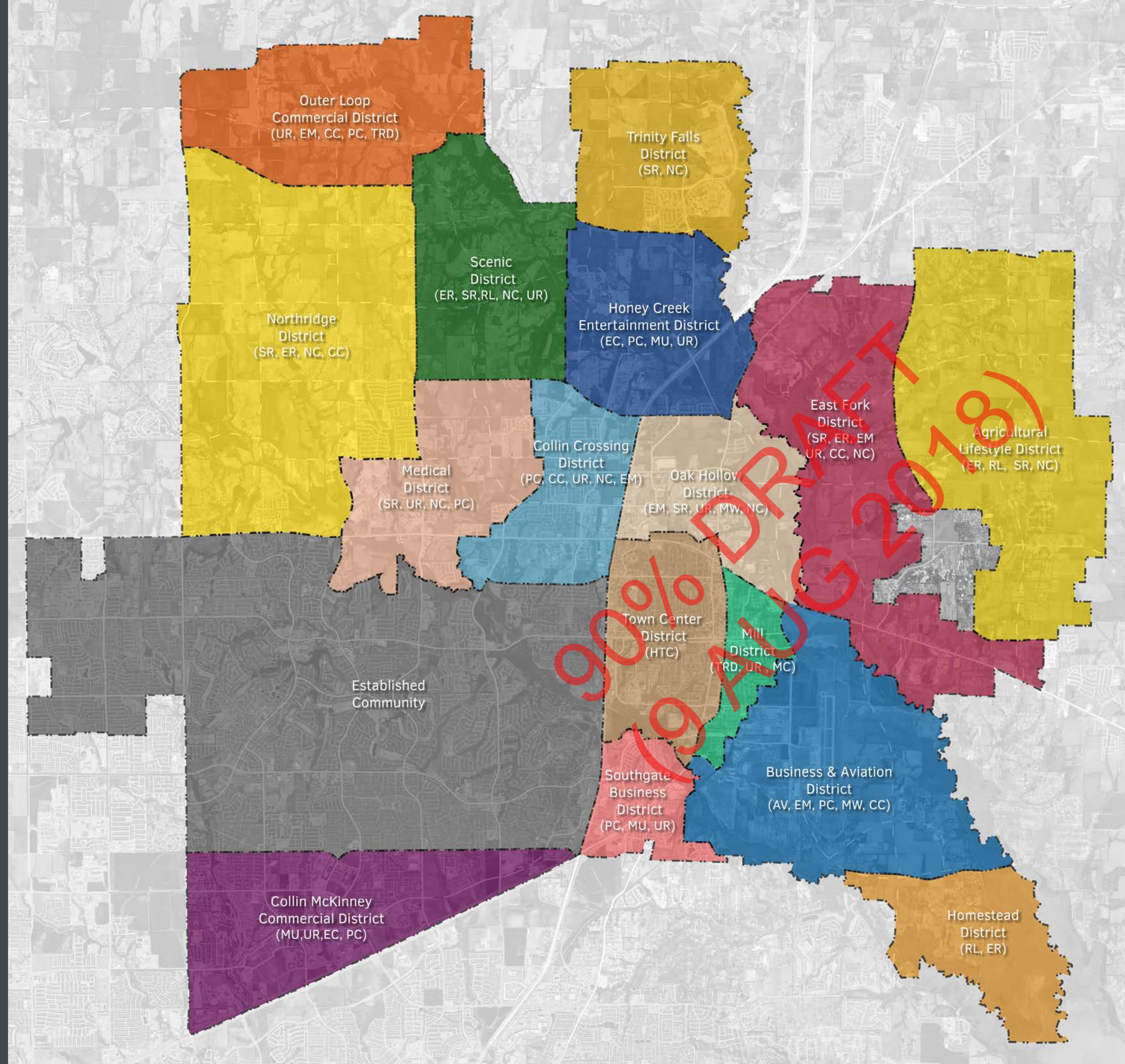


# PREFERRED SCENARIO

The Preferred Scenario, has been developed based on numerous interactive work sessions with the community, Advisory Committee, City Council, and City staff. It is the graphic depiction as it would exist if the vision and guiding principles are realized. As with the vision and guiding principles, the preferred scenario provides additional guidance for investors and decision-makers. By illustrating the general geographic development pattern the community hopes to achieve, the preferred scenario establishes the basic framework that is detailed in the strategies for individual areas.

The Preferred Scenario graphically depicts 17 unique Districts in McKinney, each with an opportunity to attract the different Psychographic Segments that will be attracted to live and work in McKinney in the future. The Preferred Scenario also identifies the different placetypes that reflect the type of built environment that is expected to locate in each District. The placetypes abbreviated with bold letters indicate the placetypes that will form the basic character envisioned for each District.

The following sections of this report further define the placetypes envisioned to occur in McKinney by 2040, and provide more detail related to the specific market, land use, infrastructure and implementation strategies envisioned for each District. Together, these materials should be used by the City to guide future decisions on proposed zoning, development and redevelopment applications and development standards. The placetype descriptions, corresponding map colors and representative pictures on the next few pages are provided to clarify the various placetypes identified on the Preferred Scenario for future land use.





# PLACETYPES FOR MCKINNEY'S FUTURE

Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.

## ESTATE RESIDENTIAL

Predominately single-family housing on the urban fringe in large lot development. Unlike rural living, home sites are located in platted subdivision that has water service, but may have septic wastewater treatment. Residential uses oriented interior to the site and may or may not have farm and livestock restrictions. Lot sizes in the Estate Residential Place Type range from ½ acre to 2 acre lots.



## URBAN LIVING

Urban Living areas support a mix housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serves the smaller and low intensity neighborhood.



## SUBURBAN LIVING

Suburban Living areas are found in close proximity to neighborhood commercial and commercial centers, and provide rooftops necessary to support the commercial and professional office uses within the corridors. These neighborhoods are generally formed as subdivisions. Residential uses oriented interior to the site are typically buffered from surrounding development by transitional uses or landscaped areas. Lot sizes in a Suburban Living areas typically less than ½ acre.



## RURAL LIVING

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high-degree of separation between buildings. The lots are typically larger than 2 acres and residential home sites are located randomly throughout the countryside, which helps to maintain the rural character, scale, and scenic values of the surrounding area. This Place Type is associated with either farmland or pastureland.





## TRANSIT READY DEVELOPMENT

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets.



## ENTERTAINMENT CENTER

Entertainment centers are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. These centers typically include a variety of housing types, though not always. The master plan for a regional entertainment center reinforces the interdependence of uses in the development, even though the uses are typically designed as separate pods or neighborhoods. The regional entertainment center may have a traditional shopping mall, event center or lifestyle area as an anchor of the Place Type.



## COMMERCIAL CENTER

A Commercial Center is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and sometimes along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile. Buildings are typically set back from the road behind large surface parking lots, with little or no connectivity between adjacent businesses.



## MIXED-USE CENTER

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. This Place Type typically includes a higher intensity of uses developed in an urbane style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets.





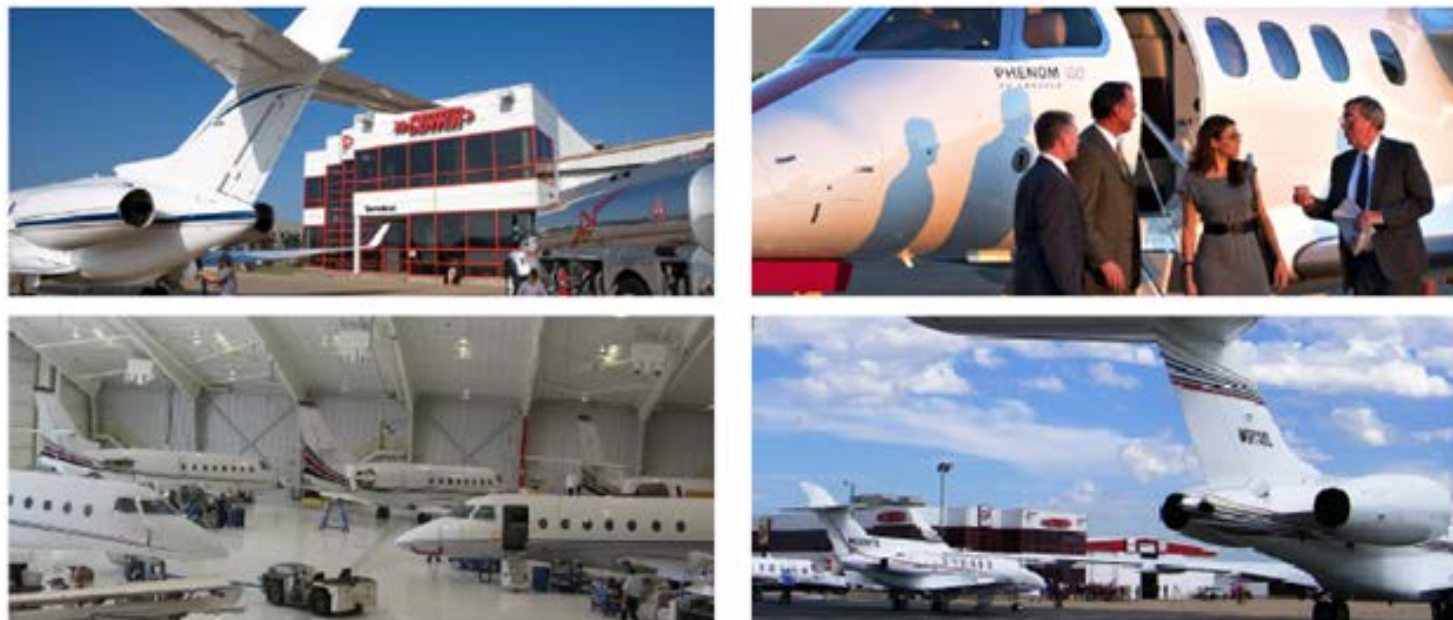
## PROFESSIONAL CAMPUS

The Professional Campus Place Type generally provides office jobs and keeps people in the city during normal work hours. A Professional Campus is typically well-landscaped and provides opportunities for a number of employment uses such as corporate headquarters, institutional facilities and medical campuses. They typically locate near major transportation corridors and may include office parks or technology centers.



## AVIATION

The Aviation Place Type emphasizes employment types and uses that are related aviation. Proximity to airports is essential for the purpose of transportation needs and logistics. Aviation uses can range in scale and intensity and can vary in employment types. Large buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.



## MANUFACTURING & WAREHOUSE

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They typically locate near major transportation corridors (e.g., highways and railways) and may include manufacturing centers, warehousing, or logistic hubs.



## EMPLOYMENT MIX

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than business campuses. This type of development may support a variety of occupations including offices, research and development facilities, medical clinics, and business incubators. These uses are typically located with access to arterial thoroughfares, and street frontage of the businesses are appealing and have an increased level of aesthetics and landscaping.





## HISTORIC TOWN CENTER (HTC)

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment center and shopping destination for surrounding mixed-use or urban neighborhoods. The design and scale of the development in a town center encourages active living, with a comprehensive and interconnected network of walkable streets.

The Historic Town Center is a group of sub-placetypes that are located solely within the Town Center District. There are three in total: Town Center - Downtown, Town Center - Mix, and Town Center - Residential. These sub-placetypes were created in order to better describe the nuances of the Historic Town Center—from bustling McKinney Square to the quiet residential streets that surround it—and plan and preserve the area's assets appropriately.

### HISTORIC TOWN CENTER (HTC) - DOWNTOWN

Historic Town Center - Downtown is the sub-placetype that represents downtown: the city's historic seat of government, commerce, and community activity. The size of downtown also makes it a major destination for shopping and entertainment for the surrounding neighborhoods, city, and region. The design and scale of development encourages active living and a mix of uses within a comprehensive and interconnected network of walkable streets. In addition to its role as the community's traditional center of business and social life, downtown is also home to a burgeoning residential population. Residences are often intermingled within larger structures, and buildings typically stand two or more stories tall with condominiums or apartments over storefronts.



### HISTORIC TOWN CENTER (HTC) - MIX

Historic Town Center - Mix represents a transitional area between the relatively intense use of land downtown and along the highway corridors and the surrounding, urban neighborhoods. These areas display an intermediate density in both residential and commercial offerings that transition from an urban to suburban development pattern as development approaches the HTC – Residential sub-placetype. Commercial buildings tend to be multi-tenant. Residential structures are typically compact. While less dense than HTC - Downtown, streets and sidewalks are still navigable on foot and scaled to the pedestrian experience.



### HISTORIC TOWN CENTER (HTC) - RESIDENTIAL

The Historic Town Center - Residential sub-placetype describes the established urban neighborhoods surrounding downtown. Medium-lot, single-family detached homes are the predominant use of land in this placetype. Attached residential structures, including townhomes, patiohomes, and duplexes, are less common but still a presence. Many of the community's oldest and most historic homes are found here, requiring a layer of municipal protection so as to maintain their integrity and historic character.





## CITYWIDE DECISION MAKING CRITERIA

In evaluating development proposals, capital investments and requests for financial participation in projects, the City should determine that a project meets the majority of the following criteria in order for it to be considered compatible with this Land Use Diagram.

The project should:

1. Help McKinney achieve the Comprehensive Plan's Vision and Guiding Principles;
2. Advance the District's intent;
3. Demonstrate compatibility with the District's identity and brand;
4. Include uses compatible with the Land Use Diagram;
5. Leverage and protect natural and built amenities and infrastructure;
6. Strengthen or create connections to activity centers within and beyond the District;
7. Create a positive fiscal impact for the City through the timeframe of the Plan (2040);
8. Demonstrate that the project's travel demand estimates can be accommodated by the planned transportation network;
9. Demonstrate that the project's demand on other public infrastructure can be accommodated by planned facilities;
10. Demonstrate that the life-cycle costs to the public of constructing, maintaining and operating infrastructure included in the project is consistent with this plan's fiscal responsibility policies.

*Projects proposing placetypes other than those shown in the Land Use Diagram may be deemed consistent with this plan if they meet a majority of the decision-making criteria identified above.*