



19-0182

**TITLE:** Zoning Entitlements in the Collin McKinney Commercial District and State Highway 121 Corridor

**COUNCIL GOAL:** Direction for Strategic & Economic Growth  
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space.)

**MEETING DATE:** March 5, 2019

**DEPARTMENT:** Development Services - Planning Department

**CONTACT:** Jennifer Arnold, AICP, Director of Planning  
Aaron Bloxham, Planning Manager  
Samantha Pickett, AICP Planning Manager

**RECOMMENDED CITY COUNCIL ACTION:**

- Discuss existing zoning in the Collin McKinney Commercial District and State Highway 121 (SH 121) Corridor in relationship to the ONE McKinney 2040 Comprehensive Plan.

**ITEM SUMMARY:**

- With the recent adoption of the ONE McKinney 2040 Comprehensive Plan, one of the top priority implementation measures is to update the City's development regulations so that they better align with the vision described in the Comprehensive Plan.
- While a full update to the development regulations is underway, there are some priority areas of the City that could benefit from more immediate, targeted actions in order to better ensure that future development aligns with the ONE McKinney 2040 Comprehensive Plan.
- Given recent investments made by the McKinney Economic Development Corporation (MEDC) in the SH 121 corridor, as well as the launch of several potentially high-impact development projects (i.e. MISD Stadium, Independent Bank Headquarters, Hub 121, Ballfields at Craig Ranch), this area is one that

City Staff feels is important to consider for targeted actions.

- As such, Staff is providing a brief presentation of the developed and undeveloped areas of the Collin McKinney District, including zoning entitlements, and its overall alignment with the ONE McKinney 2040 Comprehensive Plan.

#### **BACKGROUND INFORMATION:**

- The Collin McKinney Commercial District was previously known as the Regional Employment Center (REC). It is generally located in the southwest quadrant of the City along SH 121, west of Custer Road, and generally south of Silverado Trail and McKinney Ranch Parkway.
- Prior to 2001, this area of McKinney was programmed to be an industrial corridor of the City. However, following a special area study in 2001, the industrial vision for the area dissolved and a new vision was established which included principles of new urbanism, mixed use, and urban design. This new vision was formally incorporated into the City's 2004 Comprehensive Plan. It was also incorporated into a special overlay district (known as the REC Overlay) in the City's Zoning Ordinance.
- Though the overlay district was largely dissolved in 2015 for a variety of reasons, the vision for creating a regional commercial corridor and urbane environment along the SH 121 corridor is still very much intact.
- The ONE McKinney 2040 Comprehensive Plan reinforces this vision and continues to call for the area to provide a highly desirable location for major corporations, regional retail centers and other businesses that offer substantial job opportunities and many choices for shopping, dining and entertainment.

#### **SUPPORTING MATERIALS:**

[Presentation](#)