



MEDICAL DISTRICT

Intent - With Baylor, Scott & White Medical Center as an anchor, the Medical District provides jobs in the fast-growing health care industry, locations for medical facilities and their support services and housing options for the people who work in these facilities.



DESCRIPTION

The Medical District will evolve as a multi-use health District with a mix of medical, commercial, business, institutional and residential uses in a supportive built environment. At its center is the Baylor, Scott & White Medical Center. Close to the Medical Center are areas for Professional Center development. While this Placetype is used in many Districts, it is intended to have a specific medical focus here. These areas should provide locations for smaller medical offices, specialty clinics, labs, health and wellness facilities and similar businesses that provide conveniently-located services to the Medical Center's patients and practitioners.

A number of neighborhoods already exist in this District. These existing housing choices will be supplemented by new housing in areas that are currently undeveloped. The character-defining Placetype of this District is Suburban

Living. New Suburban Living neighborhoods should add to McKinney's supply of housing and should provide the opportunity for people who work at the Medical Center or nearby businesses to live close to their jobs. Urban Living uses are also envisioned in this District. These should appeal to the health care professionals in the early stages of their career.

Several large floodplain areas cross this District. These areas will provide an amenity to residents and employees. They should include trails and facilities that support wellness and exercise initiatives. Similarly, the District should be well-connected with mobility choices in addition to automobile travel. Medical Center employees who live in the District should be able to get to work without adding vehicle trips to the major roadways that cross this District.

“Suburban Living neighborhoods should add to McKinney’s supply of housing”

Capitalizing on a growing trend among medical facility developers and operators, the Baylor, Scott & White Medical Center will serve as an anchor to an environment of related and supporting operators and facilities, surrounded by enclaves of housing designed and priced to meet the needs of employees within multiple income groups and consumers of medical services who will benefit from their proximity. Developments within the District will reflect the overall theme of “healthy living” with ample public improvements that promote non-vehicular mobility and outdoor recreation. A significant portion of the District's residential base will be comprised of empty nesters and older individuals who have left their single family detached homes for a maintenance free, yet highly-amenitized, housing alternative. Another significant portion will include medical employees, both professional and service workers, the former either in the early years of their profession or still in school. Commercial stores, restaurants and lodging facilities will serve the District's day- and nighttime populations, including residents, visitors and as medical service consumers and providers.

Residential product types include urban apartments and independent living facilities within a compact, urbane setting and both attached and detached single family products at densities most typical of those found in similar suburban locations. Although the Medical District is located fairly close to the community's central core, it will eventually become an infill location once development on the fringe of the community accelerates. By 2040, housing development within this District will be neither among the highest or lowest, but rather average; while non-residential development activity will be among the highest, compared to similar activity in other Districts.

The households that will find the Medical District appealing can generally be described as a mix of younger and older households, diverse in their ethnic profile and mostly one- or two-person. Regardless of age, residents in these groups are active, with advanced degrees and currently or once employed in professional position, and they prefer physical connections between residential and non-residential land uses.

MARKET ANALYSIS

LAND USE DIAGRAM

STRATEGIC DIRECTION

DEVELOPMENT PATTERN

1. **Suburban Living** is the character-defining Placetype in this District. It is intended to provide for a variety of single-family housing products to support the needs of the employees at Baylor, Scott & White Medical Center and supporting medical facilities. 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. The **Professional Center** Placetype is located along US 380 (University Drive) in close proximity to the Baylor, Scott & White Medical Center, the major employer in this District. It is intended to attract medical oriented businesses of all sizes that would typically support major hospitals. Design standards and technology infrastructure should be enhanced to support the needs of the medical center and supporting businesses.
3. The **Urban Living** Placetype is located along Wilmeth Road adjacent to Franklin Branch, and is intended to provide an additional housing choice for healthcare professionals working in this 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. The

Urban Living Areas on the diagram should have a transition to less dense products in the areas next to adjoining Suburban Living development. Non-residential development consistent with the Neighborhood Commercial Placetype could also be included within the Urban Living areas at appropriate locations that offer support and integration with urban residential development types.

4. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should primarily be focused around the key intersections indicated on the Diagram and should provide supporting neighborhood services for residents in this District. However, an over-concentration of these uses could create problems with viability and community character over time. As such, some deference should be shown to the market for determining the appropriate amount and specific location of this Placetype around these intersections.

5. 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.

INDUSTRY TRENDS

Development Trends

- Mixed-Use Environments
- 18-Hour Environments
- Urban Centers & Proximity

Employment Trends

- Mobile Workforce
- Encore Careers
- Office Space Contraction

Business Trends

- High-Growth High-Tech
- Changing Service Market

Social Trends

- Traditional Neighborhood Design
- Aging Baby Boomers
- Demand for "Third Places"

Residential Trends

- Starter & Retirement Homes
- Renting By Choice

PSYCHOGRAPHICS

EP Enterprising Professionals

BYP Bright Young Professionals

RC Retirement Communities

UPF Up & Coming Families

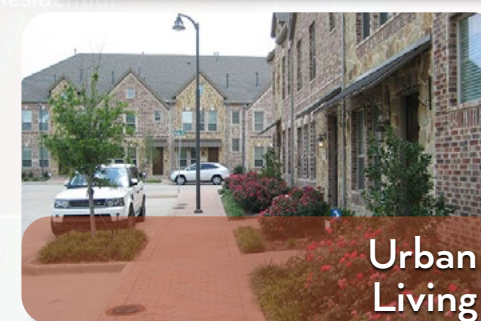
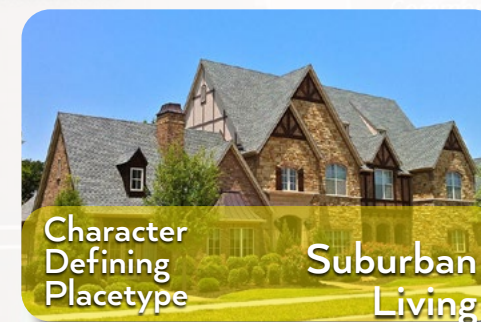
PP Professional Pride

FA Fresh Ambitions

SM Soccer Moms

BB Boomburbs

PLACETYPES



The Preferred Scenario and associated district diagrams serve as a guide for future development and the general Placetypes proposed for McKinney. A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

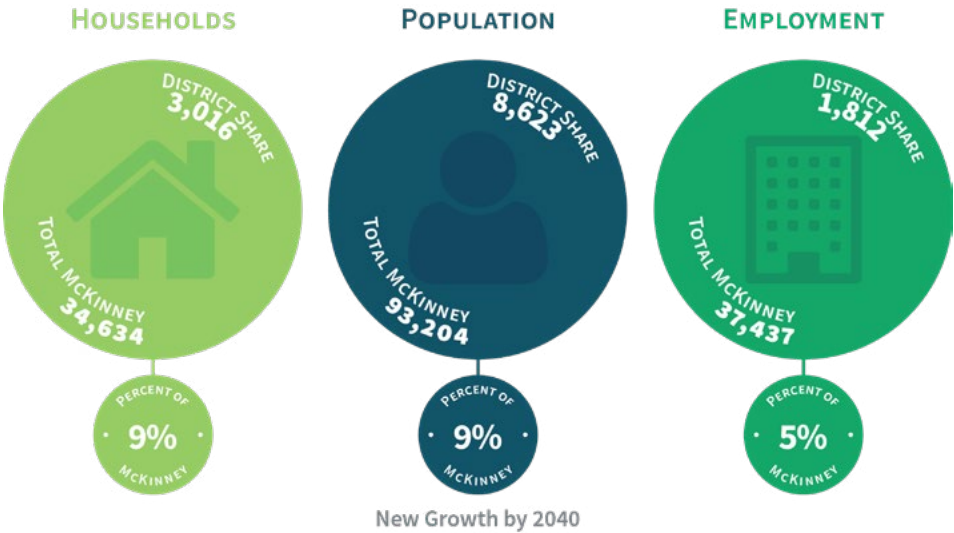


IDENTITY, AMENITIES, & INFRASTRUCTURE

Key identity and amenity features such as gateways, trails and parks are described in detail in the City of McKinney Parks and Recreation Master Plan. Additionally, the following considerations are key to reinforcing the vision for and intent of this District.

1. The Community Asset on the Diagram denotes Baylor, Scott & White Medical Center which is the primary employment driver in the District.
2. A District Identify Feature should be located at the intersection of US 380 (University Drive) and Lake Forest Drive. 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.
3. Transportation, water, wastewater, stormwater, and other infrastructure in this District should maximize compatibility with Wilson Creek and Franklin Branch and related open space amenities. Infrastructure should also support new development similar to that of Baylor, Scott & White Medical Center.
4. Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Medical District.

The graphic that follows provides a profile of the Medical District if the District develops as outlined above. These graphics relate to new development only.



ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Creation of a gateway at US 380 (University Drive) and Lake Forest Drive.
2. Construction of streetscape improvements on Wilmeth Road.
3. Construction of connected trails, bikeways paths and other facilities to encourage residents and employees of this District to use these travel modes.
4. Partnerships between Baylor, Scott & White Medical Center, MISD, Collin College, the City of McKinney, and other organizations and the City to offer job training and placement, mentoring and similar opportunities so District residents can benefit from job opportunities in the health and wellness industry.

