OAK HOLLOW DISTRICT

Intent - Situated just north of the center of McKinney and along the US 75 corridor, non-residential and employment heavy uses will likely continue to dominate the landscape of the Oak Hollow District.

DESCRIPTION

The character-defining Placetype of this District is Employment Mix, offering locations for new non-residential uses including office, distribution and other businesses. Office suites and business incubators could locate here. In addition, supporting commercial uses such as retail, restaurant, hotel and meeting facilities could be a part of the new development in this District. These types of businesses can benefit from proximity to major regional highways (US 75 and SH 5) as well as the rail line.

The Oak Hollow Golf Course is an important amenity for the District, and will help differentiate this District from the other employment locations in McKinney.

This District includes a substantial amount of existing development, including a major UPS training facility. These retail, office and industrial businesses contribute to the City's tax base and provide jobs and services needed by McKinney residents. These existing business areas should be supported so they maintain or increase their investment value.

The area east of State Highway 5 and north of Wilmeth Road is planned for Suburban Living neighborhoods, while the area between US 75 and Redbud Boulevard is planned for Urban Living. Since it is close to the mixed-use and entertainment destinations of the Honey Creek Entertainment District, this is an appropriate location for compact, walkable urban neighborhoods.

"The Oak Hollow Golf Course is an important amenity for the District"

Building on its central location within McKinney and existing concentrations of office and industrial product types, the Oak Hollow District should continue to attract businesses seeking a highly visible location along US 75, as well as those looking for a secondary location along SH 5, US 380, and possibly a future transit line. Surrounded by region-serving roadways, this District will attract a diverse mix of users desiring manufacturing, warehousing, office, and flex space supported by public amenities and accessible by its resident-employees. Retail, restaurant and lodging uses within the District should support businesses and their employees, while neighborhood shopping centers should target the needs of area residents, particularly along its northern boundary. Concentrations of Suburban and Urban Residential product types should be located independent of each other. Price points will be broad, recognizing the diversity of incomes in the area.

Oak Hollow Golf Course should continue to serve as a recreational amenity for both employees and residents of the area. Additional amenities, both natural and man-made, include planned physical connections and supporting facilities between residential and employment concentrations of a caliber sufficient to draw visitors from the region.

The households that will find the Oak Hollow District appealing can generally be described as smaller households of single and married individuals, some beginning families, with jobs requiring professional and semi-professional skills, with incomes at or above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

MARKET ANALYSIS

STRATEGIC DIRECTION

Development Pattern

1. **Employment Mix** is the character-defining Placetype of this District, and is intended to build upon the employment base that already exists in much of the District. The remaining Placetypes in this District are intended to support the primary intent of creating an employment base with supporting housing for employees and supporting commercial uses. The area developed with the Employment Mix Placetype should be at least as large as that shown on the Land Use Diagram, and should generally infill the undeveloped areas shown.

2. The **Suburban Living** Placetype is located northeast of the intersection of Wilmeth Road and State Highway 5. It is acceptable for development in this District to transition towards higher density Suburban Living uses immediately adjacent to the Employment Mix Placetype. In this District, non-residential development consistent with the Neighborhood Commercial Placetype could be included within the Suburban Living areas to offer small-scale, and supporting commercial developments compatible with suburban residential neighborhoods; however, should be limited.

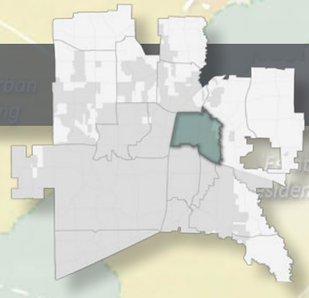
3. The **Urban Living** Placetype is located at the intersection of US 75 and Bloomdale Road, and is intended to provide an additional housing choice for employees working in this District. The design and density of Urban Living development should create a walkable, pedestrian-friendly environment in the public and private spaces between the residential structures. In this particular District, non-residential development should be discouraged within Urban Living due to its relatively small footprint here.

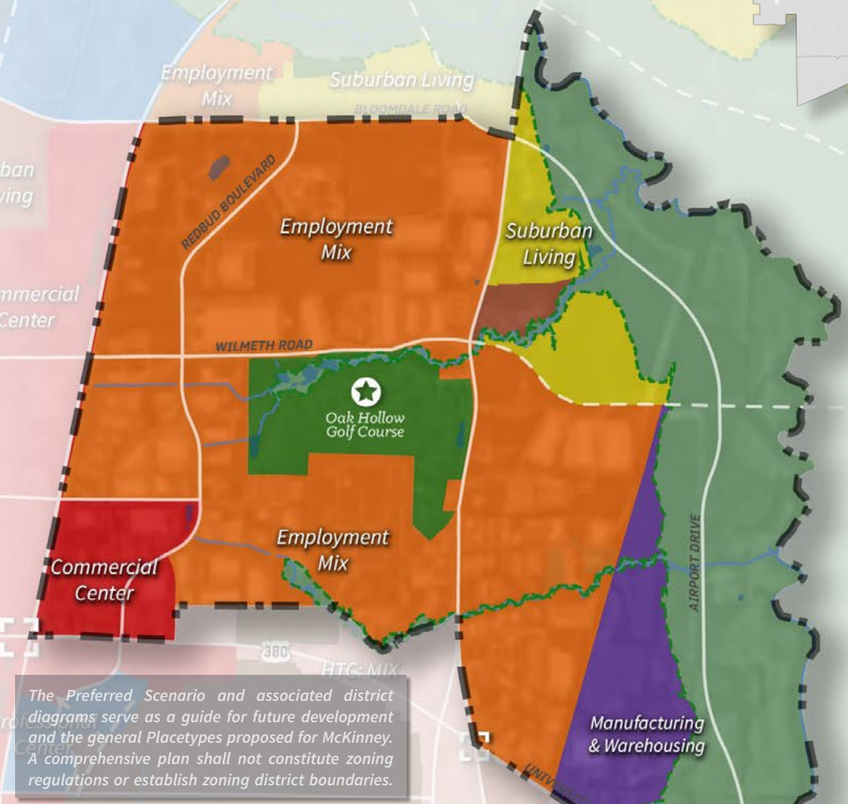
4. **Neighborhood Commercial** uses should be located where indicated by the Diagram. This Placetype is intended to provide supporting retail services and restaurants for both the employees and residents in this District.

5. **Manufacturing & Warehousing** uses with higher intensities should be limited to the area between Airport Drive and the rail line. Access points should be located to provide access to US 75 via routes along Airport Drive and Wilmeth Road as to not overwhelm US 380.

Placetypes

LAND USE DIAGRAM





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.

Industry Trends

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

Employment Trends
- Green Tendencies
- Mobile Workforce
- Office Space Contraction

Business Trends
- Return to Manufacturing
- Texas Economic Growth

Social Trends
- Expanding Millennial Market
- Aging Baby Boomers

Residential Trends
- Starter & Retirement Homes

Psychographics

- EP Enterprising Professionals
- BYP Bright Young Professionals
- UPF Up & Coming Families
- FA Fresh Ambitions
- BU Barrios Urbanos
- BB Boomburbs
- MB Middleburg

- Floodplain / Amenity Zone
- District Boundary
- District Identity Feature
- Amenity Feature
- Community Asset
- Intensity Transition

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 Amenity Feature on the Diagram denotes the Oak Hollow Golf Course which will offer a unique amenity for both businesses and residents that choose to locate in this District.

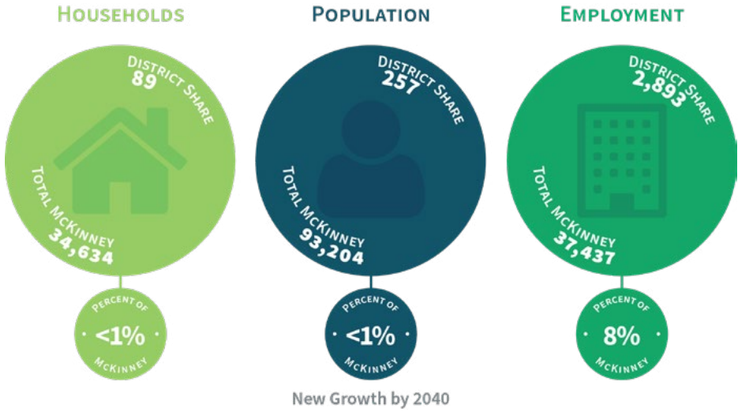
2. Transportation, water, wastewater and stormwater infrastructure in this District should be planned to adequately support and maximize the desired non-residential uses that are planned here.

3. 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 Oak Hollow District.

4. The design of Wilmeth Road, SH 5 and Airport Drive in this District should enhance the visibility and community value of the floodplain and open space areas.

5. A district identify feature should be located at the intersection of US 380 and State Highway 5. This feature should serve as a key gateway and should establish an overall character and brand for the City of McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.

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



New Growth by 2040

ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Creation of a Secondary Gateway at US 380 and SH 5.

2. Extend Wilmeth Road east of SH 5 and Airport Drive north of US 380 to provide new connections to US 75 and to the Business & Aviation District.

3. Conduct outreach to the businesses located in the Oak Hollow District to determine if there are opportunities for the City, the Chamber of Commerce, the McKinney Economic Development Corporation, or other entities to support business growth and attraction in this District.

4. Continue to invest in capital improvements, programming and maintenance to ensure that the Oak Hollow Golf Course retains its desirability among golfers.