



TOWN CENTER DISTRICT

Intent - The Historic Town Center remains the heart of McKinney, celebrating the community's past and attracting the residents, businesses and visitors of the future.



DESCRIPTION

The Town Center District includes the community's historic commercial core and its surrounding neighborhoods west of State Highway 5. Since this is the oldest part of McKinney, it is largely developed. The area will continue to thrive through investment in adaptive reuse of existing buildings and infill development on currently-vacant or underutilized parcels. It is also the center of the McKinney community. This historic downtown square is one of the North Texas region's most established and recognized destinations. New uses and buildings in the Town Center District must retain the area's character and supplement the retail, restaurants, offices and other uses around the Square and in the rest of the Town Center area.

The City's Town Center Study Phase I Report and associated Illustrative Vision (collectively known as the Town Center Master Plan) establishes the design criteria, development approach and implementation program for this area. The character-defining Placetype of this District is Historic Town Center. This Placetype refers to the approved vision and emphasizes the importance of its continued implementation. Adopted in 2013, the McKinney Town Center Form-Based Zoning District and associated Regulating Plan provides the regulatory guidance for continued development and redevelopment in the core of the Town Center District.

“Town Center will continue to be the community’s most obvious and genuine mixed-use center”

McKinney's historic Town Center has long been recognized as a regional destination for shopping and entertainment. In recent years, however, it has become equally thought of for its traditional neighborhoods and historic housing inventory. Unlike many communities throughout the Metroplex, McKinney not only preserved, but protected this most authentic and valued asset. While hundreds of communities have sought to create urban cores within suburban settings, few have the essential elements necessary for success including: a history; connection to its residents' pasts; social infrastructure such as churches and schools; and, consistently designed and maintained urban fabric.

While the city of McKinney will continue to grow in every direction outward from the Town Center District, as it always has, Town Center will continue to be the community's most obvious and genuine mixed-use center. Further, commercial and residential uses will continue to be co-located along and within several major arterials, yet at greater densities than existed in the past, with both vertical and horizontal integration. The scale of spaces with potential for development or adaptive reuse are such that only small- and medium-sized businesses will be accommodated over the near- and long-term, in the company of boutique stores and those typically found in a "main street" environment, non-chain lodging facilities, restaurants, public offices and community spaces.

Residential developments will complement the massing of new and redeveloped structures, offering a variety of products at price points supporting service, retail and

professional employees at a range of income levels. While the Mill District is the only one programmed for any significant level of redevelopment activity, this Town Center District is likely to receive interest in adapting existing or building new infill product types. The health of the community's urban core is among the top economic development citing criteria used by expanding and relocating companies. To this end, the Downtown Square is an invaluable asset and should continue to be thought of as such, particularly while development on the fringe of the community continues to command the attention and resources of staff and public officials.

Householders in this District are headed by individuals at the beginning and end of their earning years, both married and single, but the majority with one or two children. Traditional single family homes are the preference among families with those in the higher income brackets owning their homes, and those in the lower income brackets renting them. Younger individuals in the District chose this location for its proximity to the Town Square area, character of its established neighborhoods, and existing infrastructure that supports alternative modes of transportation including walking, biking, and riding public transportation. Educational attainment among area residents largely range from high school graduates to completion of advanced degrees, explaining the presence of retail and service workers, white collar professionals, educators and retirees. Among those individuals either in or near retirement, many lived in the District when they were raising their now adult children, but will inevitably relocate when their lifestyle choices or needs change.

MARKET ANALYSIS

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

Employment Trends

- Mobile Workforce
- Suburban Centers
- Green Tendencies
- Social Trends
- Traditional Neighborhood Design
- Aging Baby Boomers

Residential Trends

- Starter & Retirement Homes

PSYCHOGRAPHICS

EP Enterprising Professionals


BYP Bright Young Professionals

UPF Up & Coming Families

FA Fresh Ambitions

 Floodplain / Amenity Zone

 District Boundary

 District Identity Feature

 Amenity Feature

 Community Asset

 Intensity Transition



STRATEGIC DIRECTION

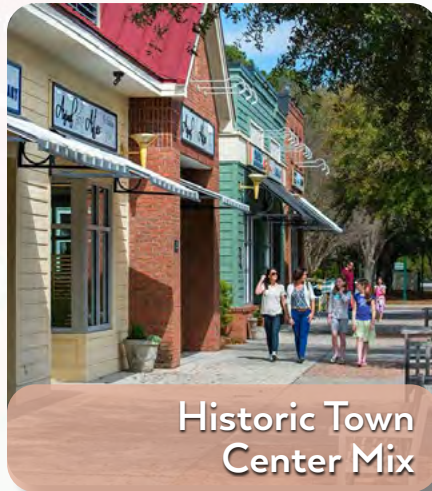
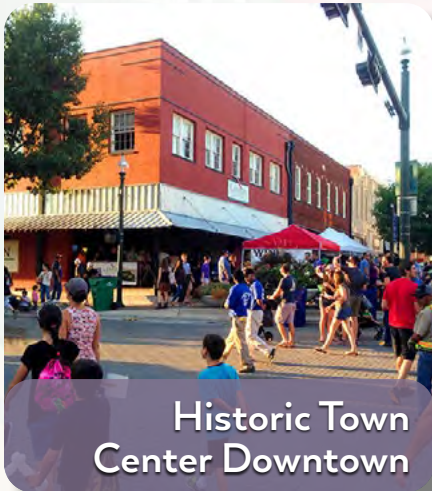
DEVELOPMENT PATTERN

1. **Historic Town Center** is the character-defining Placetype in this District which includes three sub-Placetypes; Downtown, Mix and Residential that represents the existing development pattern. It is intended to accommodate a variety of building types that are in keeping with the existing character in the Historic Town Center. Any infill development or redevelopment of sites in this District (residential or non-residential) should be in keeping with this Placetype.

2. The intensity and historic form/character will likely transition to more traditional development patterns in areas near US 75 and US 380 and Redbud Boulevard area.

3. 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.

PLACETYPES



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 Features on the Diagram denote the Historic Town Square and the Grady Littlejohn Softball Complex. These features have the ability to provide amenity for infill or redevelopment that occurs in the District.
2. District identity features should be located at the intersection of State Highway 5 and FM 546, at US 75 and US 380, and where US 75 crosses Wilson Creek. These features should serve as key gateways 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.
3. Multi-purpose trails should be located along the floodplain areas of Wilson Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the various Placetypes to the regional systems.
4. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Wilson Creek and Franklin Branch, and related open space amenities.

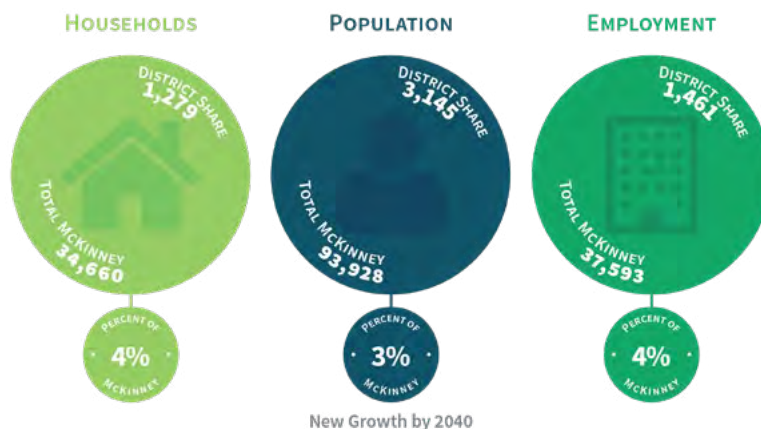


ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Continued public investments in infrastructure for the Town Center area, in accordance with the Town Center Master Plan.
2. Implement a solution to provide additional parking in appropriate locations for the Town Center.
3. Refine the economic development incentives, marketing and other programs encouraging Town Center investment to ensure that they are effective and responsive to current market conditions.
4. Create bicycle and pedestrian connections from the Town Center to other parts of the McKinney community.
5. Update and expand the marketing and outreach to engage McKinney residents and visitors with the Town Center area.
6. Provide regular and engaging updates on the progress of Town Center revitalization to the McKinney community, visitors and future investors.
7. Continue to refine the TIRZ program to encourage reinvestment in private property throughout the Town Center District.
8. Investigate the use of special District or other mechanisms that fund the costs associated with public improvements requiring higher service levels that provided citywide.
9. Redesign State Highway 5 through the Town Center District as consistent with the State Highway 5 Corridor Master Plan and Town Center Master Plan in order to improve connectivity to the Mill District, as well as safety for all users of the roadway.
10. Redesign US 380 to improve safety for all users and improve access to the retail service uses along both sides of the corridor.
11. Consider the creation of a specific development code or other mechanism to ensure that the desired development patterns along the State Highway 5 Corridor are achieved throughout this District.

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





NEIGHBORHOOD COMMERCIAL

Neighborhood Commercial development is typically characterized as small, freestanding buildings containing one or more businesses. Unlike larger shopping centers that may attract regional commercial sites these primarily provide services for the surrounding neighborhoods. These developments may be accessed by a variety of transportation means. Business types may include restaurants, local retail, medical offices, banks, general offices, and other services.

IDENTIFYING FEATURES

1. Neighborhood Adjacent
2. Small Commercial Sites
3. Complementary Transitional Uses
4. Multi-Modal Accessibility



HISTORIC TOWN CENTER PLACETYPES

Town centers are locally serving areas of economic, entertainment, and community activity. The size of a town center makes it an employment core 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.

IDENTIFYING FEATURES

1. Walkable Streets
2. Shared Community Spaces
3. Historic Buildings
4. Cultural Destination



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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.

IDENTIFYING FEATURES

1. *Transition to Surrounding Residential*
2. *Mix of Land Uses*
3. *Walkable Development Style*
4. *Intermediate Density*



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, patio-homes, 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.

IDENTIFYING FEATURES

1. *Single-family Small/Medium Lot*
2. *Historic Character*
3. *Residential Housing Type*
4. *Grid Street Pattern*

