



EAST FORK DISTRICT

Intent - One of the most distinctive, nature-oriented Districts, East Fork provides opportunities for people to live close to natural areas yet have a choice of housing and neighborhood types. Commercial and employment uses continue current patterns, with designs that provide compatibility and transition to the residential and natural areas of the District.



DESCRIPTION

The East Fork District (so named because the East Fork of the Trinity River creates its spine from south to north) seeks to make the river and related natural areas an important and distinctive amenity for the area's neighborhoods and business areas. Immediately east of the East Fork floodplain, Urban Living Placetypes offer choices for people who prefer an active outdoor lifestyle or the freedom of a low-maintenance home. To the east, residential densities are reduced so they transition to the lower densities found in adjacent Districts. In the central part of the District, these areas provide for Suburban Living neighborhoods and local-serving

commercial. Areas in the northeastern part of the District offer neighborhoods with larger lot Estate Residential.

Non-residential areas in the northern and southern portions of the East Fork District are designed to take advantage of regional transportation routes and continue existing development patterns. US 75 and State Highway 5 in the north offer easy access for major commercial development, while the rail line offers transportation options for Employment Mix uses. US 380 provides the same benefits in the south.

“Placetypes offer choices for people who prefer an active outdoor lifestyle”

The East Fork District is located in the northeastern portion of the planning area, largely surrounded by non-residential-dominant Districts to the west and the Agricultural Lifestyle District to the east. Despite its internal location within the community, its dominant Placetypes are residential. With the East Fork of the Trinity River running along the western edge of the District, residences benefit from this unifying amenity and its associated open space. Additional attributes in the area include its access to, and frontage along US 380 and SH 5, which favors development of retail centers supporting nighttime populations in this District as well as the Oak Hollow and Agricultural Lifestyle Districts.

Residential densities within the District are programmed at levels supporting estate and suburban product types, with price points concentrated in the middle and higher

end of market averages. In the near- to mid-term, this District's more urban residential products will develop near commercial centers.

Most households that will find this District appealing can generally be described as family-centric, with moderate to high household incomes over the regional median, possessing jobs in the technology sector or other fields requiring professional skills, and a preference for locating near family-oriented recreational activities. A much smaller group includes individuals in the Millennial age cohort, most of which are single and without children, and have varying levels of educational attainment, yet incomes insufficient to live alone.

MARKET ANALYSIS

STRATEGIC DIRECTION

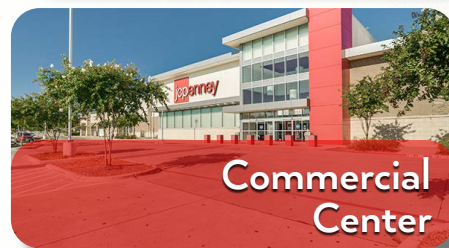
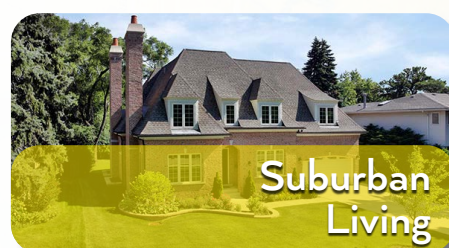
LAND USE DIAGRAM

DEVELOPMENT PATTERN

1. **Estate Residential** is the first of two character-defining Placetypes in this District. It is intended to provide housing for residents of McKinney that desire larger lot neighborhoods. It begins the transition between the more traditional suburban residential neighborhoods in McKinney and less intensely developed areas of Collin County. As shown on the Diagram, Estate Residential uses should focus on the areas surrounding Fitzhugh Branch and other natural features.
2. The **Suburban Living** Placetype is the second character-defining Placetype in this District. It is located on the eastern edge of the District and is a transitional Placetype between the denser urban residential Placetype located along the East Fork of the Trinity River and the lower density residential Placetypes in the Agricultural Lifestyle District. Non-residential development consistent with the Neighborhood Commercial Placetype could be distributed at appropriate locations within the Suburban Living Placetype.
3. The **Urban Living** Placetype is located along the East Fork of the Trinity River and is intended to provide an additional housing option for employees working in this District, the Oak Hollow District, and the Business & Aviation 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. 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. The **Employment Mix** Placetype is located along the highly accessible US 380 corridor and is intended to provide opportunities for businesses to locate along this major east/west corridor through Collin County. There is also space reserved for Employment Mix in the northern portion of the District along State Highway 5 and the rail line.
 5. The US 380 Corridor is also an attractive location for Commercial Centers that will provide regional retail and services to residents and employees in this District, as well as those in eastern Collin County. US 75 and SH 5 also provide access and visibility for Commercial Centers. Special care should be taken to balance highway frontage development with the residential development south of SH 5. The intersection of Wilmeth Road and the future North-South regional highway is also a key location for this type of development to serve population of the surrounding residential Placetypes as well as those in the Agricultural Lifestyle District to the east.
 6. In addition to appropriate locations within the Suburban Living areas, **Neighborhood Commercial** should be located where indicated on the Diagram and is intended to provide supporting neighborhood services for residents in this District.

PLACETYPES



INDUSTRY TRENDS

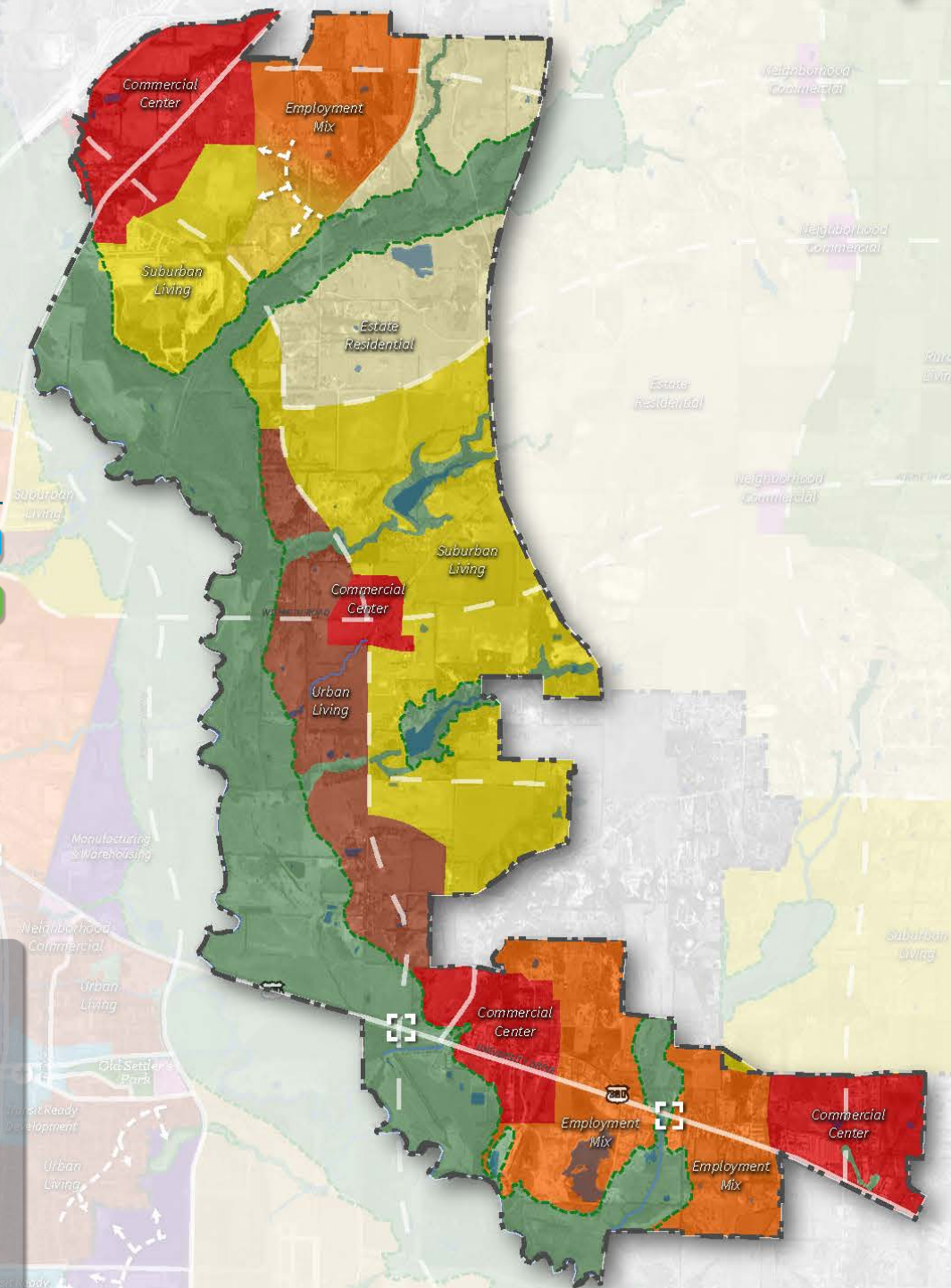
- Employment Trends**
- Mobile Workforce
- Business Trends**
- Broad Retail Market
- Social Trends**
- Expanding Millennial Market
- Aging Baby Boomers
- Residential Trends**
- Starter & Retirement Homes
- Renting by Choice
- Living With Friends

PSYCHOGRAPHICS

- BYP** Bright Young Professionals
- EP** Enterprising Professionals
- RC** Retirement Communities
- BU** Barrios Urbanos
- FA** Fresh Ambitions
- MB** Middleburg

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

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.

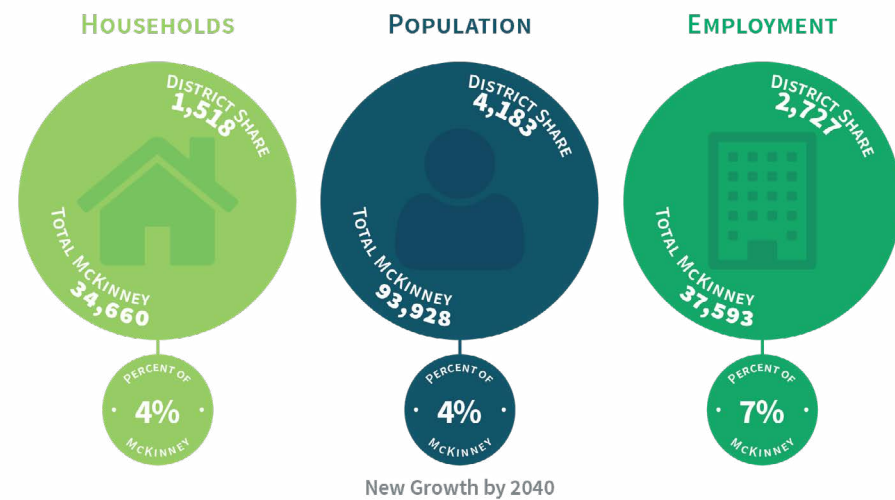


IDENTITY, AMENITIES, & INFRASTRUCTURE

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. District Identity Features should be located along US 380. These Identity Features should focus on creating an overall character and brand for the East Fork District. Specifically, US 380 is the main route to and through McKinney from eastern Collin County and a major gateway should signify the entrance to McKinney. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
2. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, and should respond to the multiple residential densities in the District.
3. Multi-purpose trails should be located along the floodplain areas of the East Fork of the Trinity River and its tributaries to provide non-motorized connectivity to the rest of McKinney and to the region.

The graphic that follows provides a profile of the East Fork 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 East Fork District.

1. Introduction of cultural venues and community amenities that diversify the entertainment mix in McKinney.
2. Design and finance of Identity Features at public locations within the District (i.e., creek crossings), consistent in design and character with those in adjacent private projects.
3. Investigate the use of special districts or other mechanisms that fund the costs associated with public improvements requiring higher service levels than provided citywide.
4. Consider the creation of a specific development code or other mechanism to ensure the desired development pattern within this District.

