ESTABLISHED COMMUNITY DISTRICT

Intent - McKinney is a highly-desirable place to live, work and visit because of the strengths of the community that exists today. The continued success and vitality of these areas must make an important contribution to the McKinney community.

DESCRIPTION

The Established Community represents the area of McKinney that is predominately built-out. While this Comprehensive Plan offers strategies and a Preferred Scenario for Districts within 'significantly undeveloped areas', it also supports the continued vitality of McKinney's existing neighborhoods. City leaders understand that the community's appeal to residents, consumers, and businesses will depend on a sustained commitment to quality development and a diverse product mix in all of McKinney, not just the new growth areas.

The Established Community sets the standard of quality development and level of service that residents, consumers, and businesses have come to expect in McKinney. The development pattern for the district is primarily composed of existing residential neighborhoods which is supported by the existing retail, office, and light industrial uses. The character-defining Placetype for the Established Community District is Suburban Living. Any undeveloped land that remains will continue to develop in a manner that supports, promotes and enhances the existing neighborhoods.

"Support the continued vitality of McKinney's existing neighborhoods"

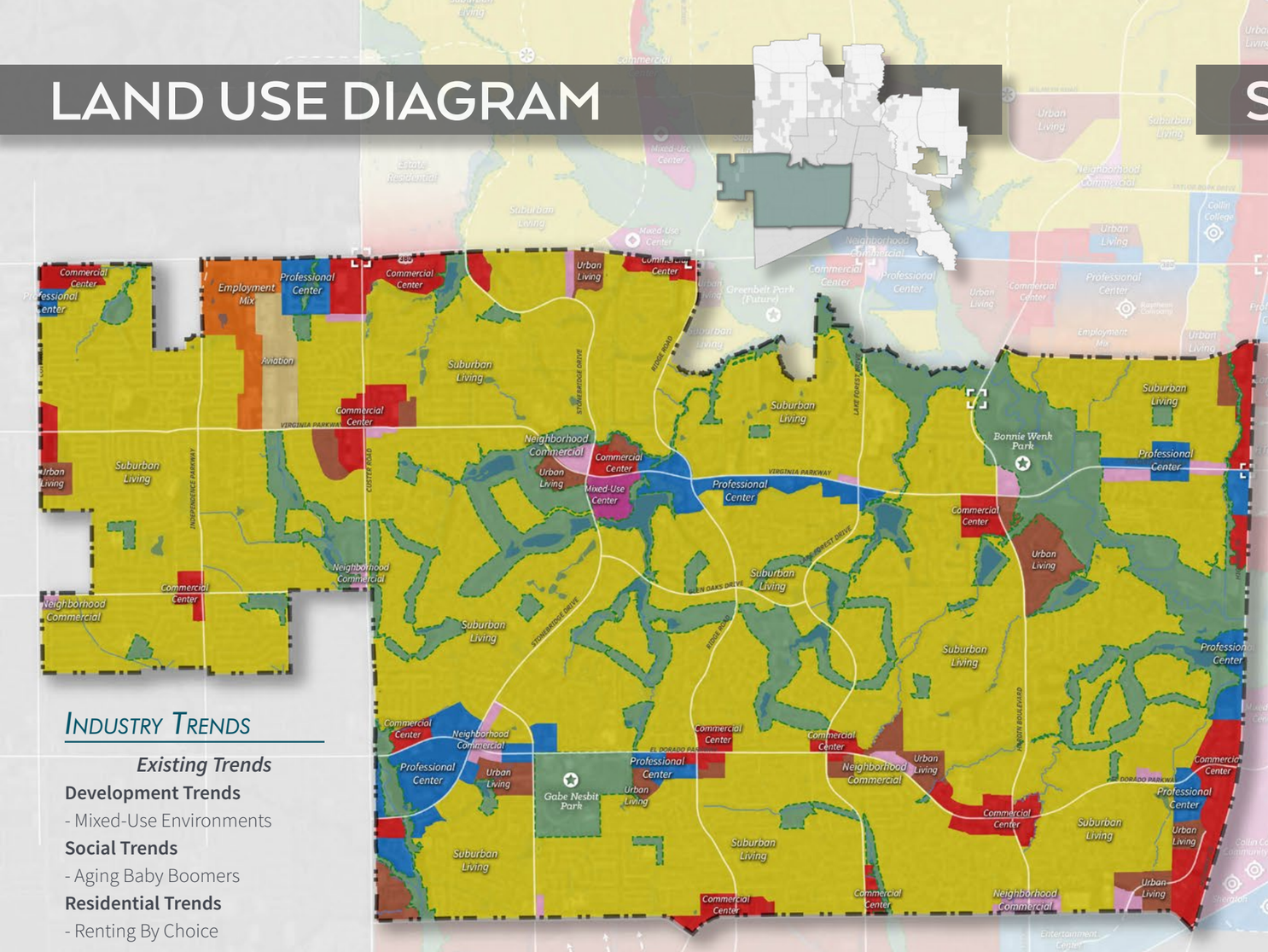
Opportunities within the McKinney market are limited and largely concentrated along the major arterials that traverse the District including, Eldorado Parkway, McKinney Ranch Parkway, Virginia Parkway, and Custer Road. There are no single parcels or assemblages that would allow for a new development project of any significant size; but rather single parcels, primarily in locations that would support a further densification of existing commercial retail centers and possibly low profile primary employment products. Leveraging the Districts location near the confluence of SH 121 and US 75, users that cannot afford a site with frontage along one of these highly sought after roadways might consider an infill site with limited visibility, but easy access.

Any additional residential development in the District should complement, rather than compete with, the existing single family detached inventory. Possible products that could effectively diversify and strengthen the area mix include attached products such as townhomes, rowhomes, and stacked flats, the latter if an appropriate urban environment is developed to support this format; and, market rate multi-family rental or other urban residential uses.

Potential threats to the high quality environment that has been established include significant stretches of commercial retail development that effectively "strip" out the commercial corridors. While small scale commercial enclaves located within residential neighborhoods and along smaller arterials rarely experience sustained success; in appropriate locations, they can serve to "break-up" the visual clutter and monotony often associated with commercial thoroughfares.

MARKET ANALYSIS

LAND USE DIAGRAM



Industry Trends

Existing Trends

Development Trends
- Mixed-Use Environments

Social Trends
- Aging Baby Boomers

Residential Trends
- Renting By Choice

Untapped Trends

Development Trends
- 18-Hour Environments
- Suburban Centers

Employment Trends
- Encore Careers
- Office Space Contraction

Social Trends
- Traditional Neighborhood Design
- Demand for "Third Places"

Business Trends
- Broad Retail Market
- Boutique Hotel Growth

Residential Trends
- Starter & Retirement Homes

Floodplain / Amenity Zone

District Boundary

District Identity Feature

Amenity Feature

Community Asset

Intensity Transition

Psychographics

- UPF Up & Coming Families
- PP Professional Pride
- SM Soccer Moms
- BB Boomburbs

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.

STRATEGIC DIRECTION

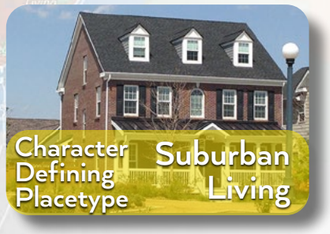
Development Pattern

1. **Suburban Living** is the character-defining Placetype in this District. It provides significant areas for single family development that set the standard for McKinney's reputation of high quality residential neighborhoods. The residential character and branding established by the existing neighborhoods should be continued and promoted throughout the District. Any infill development that occurs within this District 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.

2. The other non-residential Placetypes: Commercial Center, Professional Center, Neighborhood Commercial, Mixed-Use, Employment Mix, Manufacturing and Warehousing, and Aviation, should be located where indicated by the Diagram. These non-residential Placetypes are intended to provide retail amenities and employment opportunities for residents in this District and neighboring communities. Any infill development that occurs within this District 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.

3. The **Urban Living** Placetype is predominantly built out within the district and provides additional housing choice for residents, professionals, and employees living and working in this District. Any infill development that occurs within this District 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. A District Identify Feature should be located at the intersection of US 75 and Virginia Parkway. 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.

2. Key Amenity Features in this District include the Gabe Nesbitt Park and Bonnie Wenk Park along with a future greenbelt park south of US 380 (University Drive) and west of Lake Forest Drive. Future development and infill development should take full advantage of the unique opportunities created by these amenity features.

ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Investment to ensure that the infrastructure in the established parts of McKinney is able to provide the same quality of service to their residents and businesses as are available in newly-development areas.

2. Engage the residents, property owners and businesses in the implementation of this Comprehensive Plan, so they choose to make their own household and business investments here.

3. Develop and fund the implementation of a Community Housing Plan to address the housing needs of McKinney's residents.

4. Retrofit the Established Community with routes for walking and biking that connect residents to businesses, shopping and other destinations where those connections do not yet exist.

5. Invest to meet transportation needs and reduce congestion in the Established Community with design that is compatible with the character of the adjacent neighborhoods and business areas.

6. Where possible, create natural areas, community gardens, public gathering places and other amenities within the Established Community.