



## SCENIC DISTRICT

*Intent - With distinctive topography, the city's largest park, and a significant creek corridor, the Scenic District offers a unique neighborhood character with convenient connections to destination activities and amenities.*



# DESCRIPTION

The Scenic District, anchored by Erwin Park and including an extensive natural area along Honey Creek, will host an expanded system of trails and other outdoor amenities. The natural beauty of this area and the range of recreational activities it offers make it a desirable location for unique neighborhoods. The character-defining Placetypes of this District are Suburban Living and Estate Residential. South of Laud Howell Parkway, most new development will be of suburban residential character, with neighborhoods of single family homes connected to Erwin Park through trails

and open space corridors and supported by local-service commercial uses. Neighborhoods north of Laud Howell Parkway will feature larger estate lots or development clustered to retain substantial areas of open space linked to the Honey Creek natural areas. In addition to the single family neighborhoods that will characterize much of the Scenic District, there is also the potential for small pockets or nodes of higher density Urban Living within the District located to capitalize on existing natural features.

*“Retain substantial areas of open space linked to the Honey Creek natural areas”*

The Scenic District is located in the north-central portion of the planning area and is recognized for its abundance of natural features, open spaces, rolling terrain, ponds and floodplains. Improvements planned to complement these ecological features should include enhancements where major roadways cross Honey Creek and at the entrance to Erwin Park; along with a multi-purpose system of trails located along the floodplain areas of Honey Creek, connecting neighborhoods within the District, as well as activity centers in the larger community.

While supporting a mix of uses and product types similar to those programmed in the Northridge District, the design of neighborhoods in the Scenic District should be consistent

with the natural setting. Emphasis should be placed on the quality, rather than quantity, of residential and non-residential development. Non-residential development should be limited to neighborhood-supporting services.

The households that will find the Scenic District appealing can generally be described as family-centric, with household incomes over the regional median and possessing professional jobs in the technology sector or other fields. Given its highly-amenitized neighborhoods and proximity to higher-end retail development enclaves, the Scenic District will host products considered desirable by the area’s “move-up” market.

# MARKET ANALYSIS

# STRATEGIC DIRECTION

# LAND USE DIAGRAM

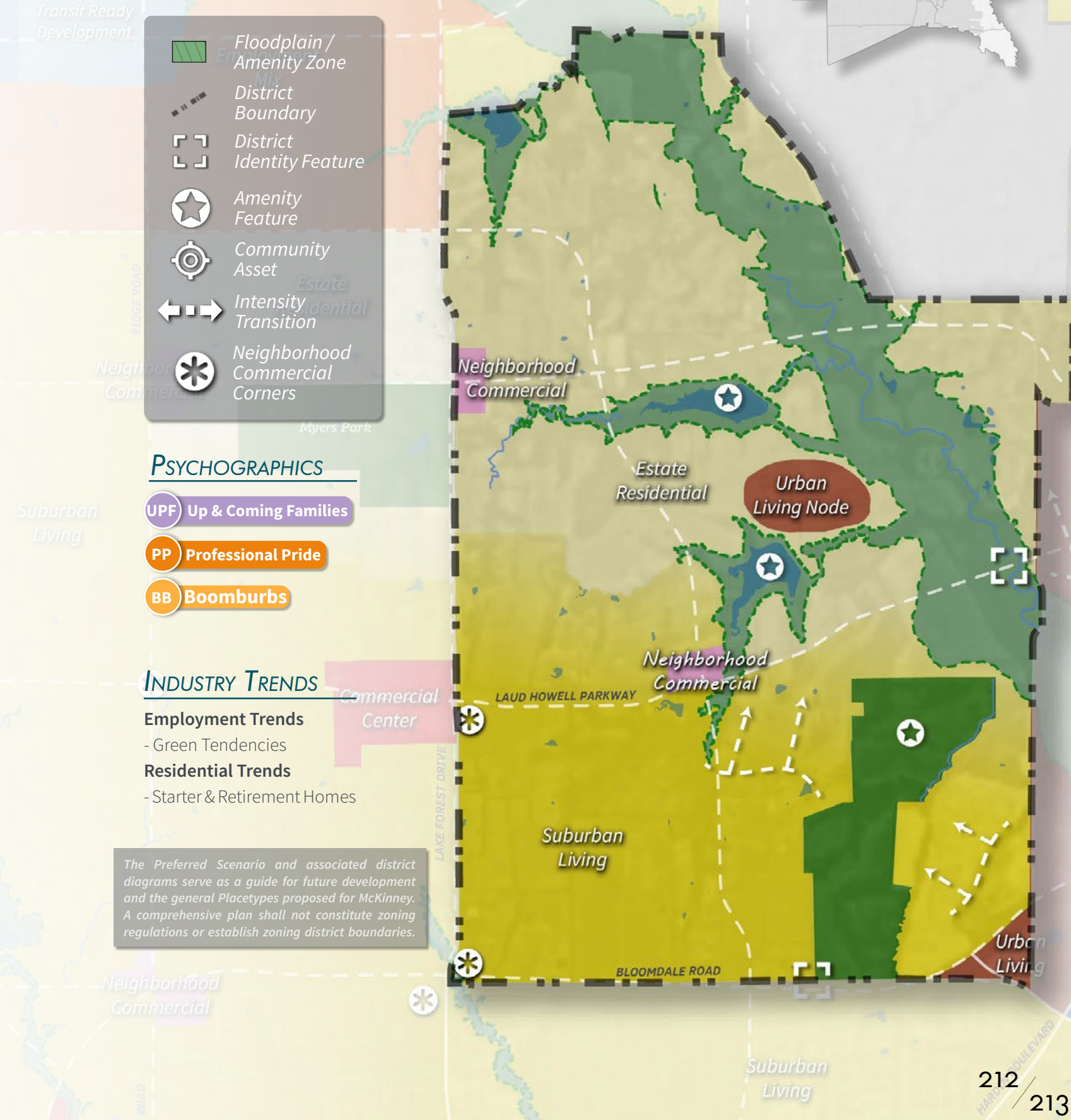
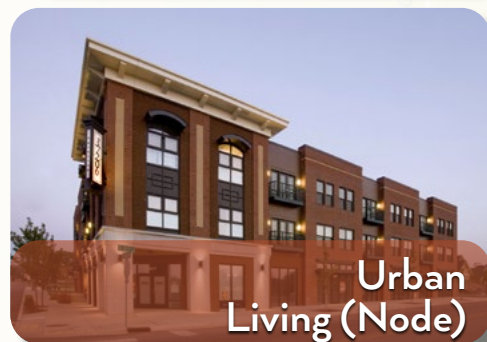
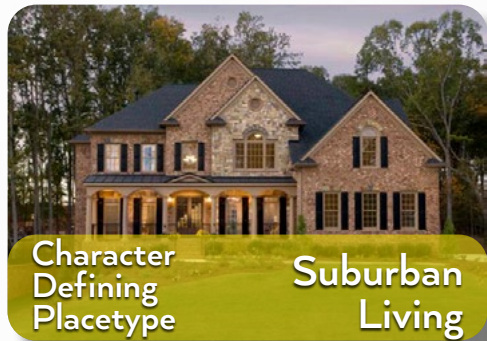
## DEVELOPMENT PATTERN

1. **Suburban Living** is the first of two character-defining Placetypes in this District. It is intended to provide significant areas for single family development and support the housing needs of employees in the Medical District and Honey Creek District. The primary areas for the Suburban Living Placetype in this District are located south of Laud Howell Parkway and in the areas adjacent to the Honey Creek District. 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 second character-defining Placetype in this District is **Estate Residential**. This Placetype is located primarily north of Laud Howell Parkway and is intended to take advantage of the significant scenic character presented in this area by rolling topography and existing ponds and floodplain areas. Like the Suburban Living Placetype, Estate Residential is intended to provide significant areas for single family development and support the housing needs of employees in the Medical District and Honey Creek District.

3. A pocket or node of **Urban Living** is identified on the diagram in between the two lakes north of Laud Howell Parkway. Though not a predominate Placetype in this District, Urban Living in this location could provide a unique opportunity for active lifestyle housing choices of individuals who desire close proximity to the amenities of Erwin Park or the adjacent Honey Creek Entertainment 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. This Placetype is located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to less intense development patterns. If market demand does not support walkable, pedestrian-friendly, active lifestyle urban living choices, this location should develop as Estate Residential.

## 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 existing Natural Resource Conservation Service lakes and Erwin Park, each of which should be the focus of surrounding residential development in order to create neighborhoods that take advantage of these major amenity features.
2. District Identity Features (including specially enhanced bridges) should be located where the District's major roadways cross Honey Creek and at the entrance of Erwin Park along Bloomdale Road.
3. Multi-purpose trails should be located along the floodplain areas of Honey Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should have additional trails connecting the adjacent neighborhoods to the regional systems.
4. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with Honey Creek, and related open space amenities.
5. Mobility networks in this District should focus on providing capacity to support the residential neighborhoods desired in the area while also focusing on creating character that brands the overall Scenic District.

# ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

1. Greenway Arterial design and streetscape improvements on Laud Howell Parkway and other designated greenways.
2. Continue to maintain and enhance Erwin Park as a major asset for this District.
3. Creation of trails and other amenities in the Honey Creek natural areas.

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

