

..Title

Conduct a Public Hearing to Consider/Discuss/Act on a Request to Zone a Portion of the Subject Property to “PD” - Planned Development District, Generally for Residential and Commercial Uses; and Rezone a Portion of the Subject Property from “PD” - Planned Development District, “C” - Planned Center District, “O” - Office District, and “SF-5” - Single Family Residential District to “PD” - Planned Development District, Generally for Residential and Commercial Uses; the Subject Property being 1,649 Acres Generally Located East of FM 1461 (Future Lake Forest Drive) and County Road 166 and South of County Road 168 and FM 543

..Summary

COUNCIL GOAL: Direction for Strategic and Economic Growth
(1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space)

MEETING DATE: August 27, 2024

DEPARTMENT: Development Services - Planning Department

CONTACT: Jake Bennett, Planner II
Caitlyn Strickland, AICP, Planning Manager
Jennifer Arnold, AICP, Director of Planning

APPROVAL PROCESS: The recommendation of the Planning and Zoning Commission will be forwarded to the City Council for final action at the September 17, 2024 meeting.

STAFF RECOMMENDATION: Staff recommends approval of the proposed rezoning request with the following special ordinance provisions:

1. The subject property shall be zoned “PD” – Planned Development District and shall be subject to the following special ordinance provision:
 - a. The subject property shall develop in accordance with the attached development regulations.

APPLICATION SUBMITTAL DATE: November 7, 2023 (Original Application)
March 27, 2024 (Revised Submittal)
May 30, 2024 (Revised Submittal)
July 29, 2024 (Revised Submittal)
August 13, 2024 (Revised Submittal)

ITEM SUMMARY: The applicant requests to zone approximately 52.79 acres and rezone approximately 1595.88 acres of land, generally for residential and commercial uses.

An associated voluntary annexation request (23-0006A) will be considered by the City Council at the September 17, 2024 meeting.

EXISTING ZONING AND LAND USES:

Location	Zoning District (Permitted Land Uses)	Existing Land Use
Subject Property	“PD” – Planned Development District, “C” – Planned Center District, “O” – Office District, “SF-5” – Single Family Residential District (Residential and Commercial Uses)	Residential, Agricultural, and Undeveloped Land
North	“PD” – Planned Development District and City of McKinney ETJ (Residential Uses)	Residential, Agricultural, and Undeveloped Land
South	“PD” – Planned Development District, “C” – Planned Center District, “AG” – Agriculture District, and City of McKinney ETJ (Residential and Commercial Uses)	Residential, Agricultural, and Undeveloped Land
East	City of McKinney ETJ	Residential, Agricultural, and Undeveloped Land
West	City of McKinney ETJ	Residential, Agricultural, and Undeveloped Land

PROPOSED ZONING: The applicant requests to zone and rezone the subject property generally for a range of residential and commercial uses. The applicant also proposes to annex and zone approximately 52.79 acres of property into the city limits. The applicant has provided a zoning exhibit and additional exhibits that divide the property into Planning Areas and Districts, with associated development regulations that stipulate the permitted uses and development standards that each must follow. More information regarding the proposed use and development standards are further discussed below:

Planning Areas

The 1,595.88 acres of the subject property currently within the city limits is zoned with “PD” – Planned Development, “C” – Planned Center, “O” – Office, and “SF-5” – Single Family Residential Districts that allow for a multitude of residential and non-residential uses across the site. These districts allow for many of the same uses and development

standards that are included in the proposed PD, but the proposed zoning allows for these uses to develop cohesively in a master-planned style. The requested rezone looks to not only modernize the development standards but also create a regional destination to this part of McKinney. The proposed PD is designed with 5 planning areas and 2 sub-planning areas, which have their own vision for how they are to develop. Additionally, within each planning area are character districts that designate which uses are permitted in specific parts of the development. The districts provided in the PD are very similar to the districts provided in the UDC. Each district type allows for different uses, density, development regulations, and a certain amount of flexibility.

Each planning area has a minimum or maximum unit count for residential and acreage for commercial products. In order to keep track of the number of units or acres provided in each planning area, a project tracking plan is required to be submitted with each individual project.

In total across the entire property, the applicant is looking to create a maximum of 10,500 residential units with a minimum of 80 acres of commercial development being required. The units and acreage, as well as the permitted uses in each individual district and planning area, allow for flexibility as development occurs. Even though each district may allow for different flexibilities, densities, development regulations, and uses, the overall development should be well connected and compatible within itself.

	Area 1	Sub-Area 1	Area 2	Area 3	Sub-Area 3	Area 4	Area 5
SF Acreage	124	n/a	n/a	185	117	193	464
MF Acreage	68	n/a	78	34	n/a	87	61
Com Acreage	14	n/a	15	n/a	3	51	n/a
Flex Acreage	n/a	56	n/a	n/a	n/a	n/a	11
<i>Total Acreage</i>	<i>206</i>	<i>56</i>	<i>93</i>	<i>219</i>	<i>120</i>	<i>331</i>	<i>536</i>

In addition to the areas included above, the applicant is also providing approximately 88 acres of public dedication, which will be used to develop a future school, fire station, and community park.

Development Standards

The development standards for each commercial district mimic the C1, C2, and C3 Districts in the UDC, and the development standards for the residential types are comparable to the residential districts in the UDC.

- Commercial Districts: The applicant is proposing three types of commercial district within the proposed development. They are noting a variety of commercial districts that will help to contribute to the economic growth, community development, and overall success of the newly developing area well into the future.

- The proposed “NC” District is the equivalent of the “C1” District in the UDC and has the same development standards.
- The proposed “LC” District is the equivalent of the “C2” District in the UDC and has the same development standards.
- The proposed “RC” District is the equivalent of the “C3” District in the UDC and has the same development standards.

- Residential Districts

- Single Family: The single family residential areas within the proposed zoning allow for six types of residential development, of which specific densities are permitted within each Planning Area. The variety of housing products proposed helps to promote a housing diversity which staff feels can create a more equitable, sustainable, and vibrant community for this area of McKinney.

	Lot Standards			Building Setbacks [2]				Max. Height	Max. Density
	Lot Area (sq ft)	Lot Width (ft)	Lot Depth (ft)	Front Yard (ft) [5]	Rear Yard (ft)	Side Interior (ft)	Side at Corner (ft)	Building Height (ft)	Density (du/acre)
Single-Family Residential Use Types [8]									
Estate [6]	10,000	80	125	25	20	7.5	20	35	N/A
Traditional [6]	6,900	60	115	20	12 (20 for alley served)	5	15	35	N/A
Cottage [6]	5,500	50	110	20	10 (20 for alley served)	5 [1]	15	35	N/A
Cluster [1,2,9]	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H	Per Ex. H
Villa [1,2,3,7]	3,600	32	55	15	3 or min of 20 for alley served	5 [1]	15	35	N/A
Townhome [2,3,4,7]	1,800	22	80	15	3 or min of 20 for alley served	5 [1]	15	35	N/A

- Multi-Family Districts: The applicant is proposing two multi-family districts within the proposed development regulations. The two districts will allow for a variety of low density and high density multi-family uses, that have been strategically placed throughout the development. Staff finds that the

proposed mix of multi-family housing types should create a more inclusive, resilient, and lively community for the City of McKinney in this area.

	MFC	MFT
Lot Area (sf)	N/A	N/A
Lot Width (ft)	60	60
Lot Depth (ft)	100	100
Front Setback (ft)	20	35
Rear Setback (ft)	20	25
Side Interior Setback (ft)	20	20
Side Corner Setback (ft)	N/A	N/A
Max Height (ft)	35'	55'
Dwelling Units per acre	12 Max	30 Max

- **Multi-Family Cottage (MFC):** Proposed for a wide variety of low intensity multi-family residential units that is less than or equal to 12 dwelling units per acre and will be no taller than three stories or 35 feet. This Type may include a mix of housing types, such as single-family dwellings, duplexes, triplexes, quadplexes and other lower density multi-family buildings.
- **Multi-Family Traditional (MFT):** Proposed as a type of residential development that is typically equal to or less than 30 dwelling units per acre and no more than four stories in height, which follows with our MF30 – Multi-Family Residential District within the UDC. The MFT may develop in an urban manner with approval of a Design Exception by the Director of Planning and shall be strictly limited to increasing the density upward to a maximum of 48 du/ac

This zoning of over 2.5 square miles of land allows for the creation of a cohesive, master planned community in the northern sector of McKinney. The proposed zoning is consistent with what is currently permitted in the existing “PD” – Planned Development District and is also consistent with the Comprehensive Plan, helping solidify the City’s vision within the Scenic District and the Honey Creek District.

Given the size and scale of the subject property, the overall development should make a significant positive impact to achieving different housing products and commercial developments for the city. When looking at the surrounding area and the applicant’s proposal for the different tracts, Staff is of the opinion that the proposed zoning request should create a quality development that will blend well with the surrounding and future single family residences and commercial developments.

As such, Staff recommends approval of the proposed zoning.

CONFORMANCE TO THE ONE MCKINNEY 2040 COMPREHENSIVE PLAN: A key aspect of the ONE McKinney 2040 Comprehensive Plan is to provide direction related

to desired development patterns in the city and to inform decisions related to the timing and phasing of future infrastructure investments. To assist in guiding these decisions, the plan includes a set of Guiding Principles that provide overall guidance and a Preferred Scenario and Land Use Diagram that illustrates the desired development patterns in the city. The Preferred Scenario and Land Use Diagram are built upon a series of distinctive districts, each with a specific purpose, focus and market. Each district consists of a mix of placetypes that identify the predominate land uses and desired pattern of development for the district.

- Guiding Principles:

The proposed rezoning request is generally in conformance with the Guiding Principle of “Diversity (Supporting our Economy and People)” established by the Comprehensive Plan. In particular, the proposed request has the potential to provide “[...]housing options and neighborhood choices that are accessible, attainable and appealing to people at all stages of their lives.”

- Preferred Scenario and Land Use Diagram Characteristics:

Per the Preferred Scenario and Land Use Diagram, the subject property is located in the Scenic and Honey Creek Districts and is designated as the Estate Residential, Suburban Living, Urban Living, Neighborhood Commercial, and Professional Center placetypes.

Estate Residential includes predominately large lot single-family housing development on the urban-rural fringe. Unlike the Rural Living Placetype, home sites are typically located in a subdivision layout with access to some utility services. Residential uses are oriented interior to the site and may not have farm and livestock restrictions in more rural locations of the Placetype. Lot sizes in the Estate Residential Placetype range from ½ acre to 2 acre lots.

Suburban Living is found in close proximity to neighborhood commercial and commercial centers. Suburban Living provides the population necessary to support the nearby commercial and professional office uses within the surrounding corridors. These neighborhoods generally feature a subdivision layout. Residential uses are typically self-contained with a buffer from non-residential developments through transitional uses and landscaped areas. Lot sizes in Suburban Living areas are consistently less than ½ acre.

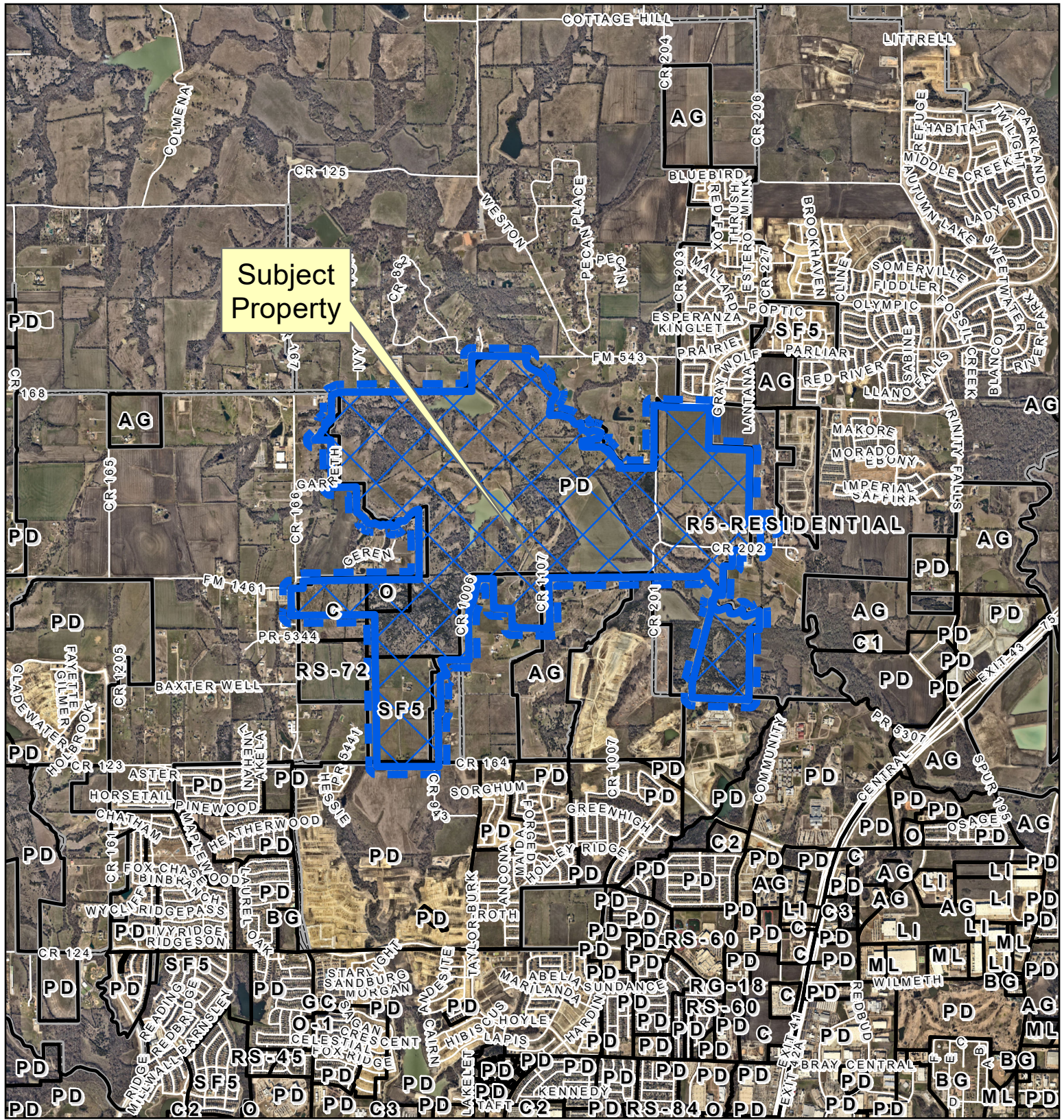
Urban Living supports a mix of housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike, or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serve the smaller and low intensity neighborhoods.

Neighborhood Commercial 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.

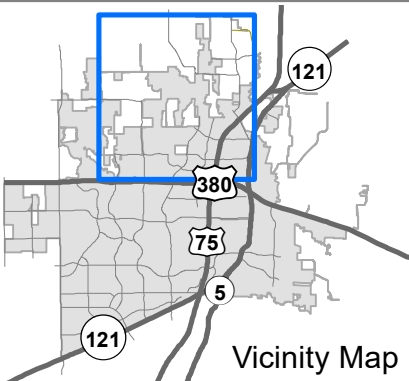
Professional Center generally provides for office uses and jobs that keep people in the city during normal working hours. A Professional Center is typically well landscaped and provides opportunities for small general offices, as well as larger employment uses such as corporate headquarters, institutional facilities and medical campuses. More intense professional uses are typically seen near major transportation corridors, while smaller developments are typically within residential areas and are supportive in nature.

- Land Use Diagram Compatibility:
When considering land use decisions, the City should determine that a project aligns with the Land Use Diagram and/or meets a majority of the plan's established criteria to be considered compatible with the Land Use Diagram. The proposed rezoning request **aligns** with the Estate Residential, Suburban Living, Urban Living, Neighborhood Commercial, and Professional Campus placetypes of the Scenic and Honey Creek Districts, is in conformance with the Land Use Diagram, and should be compatible with the surrounding properties.
- Fiscal Model Analysis: The attached fiscal analysis shows a positive fiscal benefit of \$21,688,872 for the 1649-acre property, which should contribute to achieving an overall fiscal balance in the city.

OPPOSITION TO OR SUPPORT OF REQUEST: Staff has received no letters of support to this request and no letters of opposition. This does not include emails or letters that may have been sent directly to members of the Council. As part of the Planning and Zoning Commission Public Hearing, Staff has not received any citizen comments through the online citizen portal.

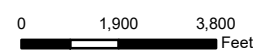


Subject
Property



Aerial Map

ZONE2023-0106



DISCLAIMER: This map and information contained in it were developed exclusively for use by the City of McKinney. Any use or reliance on this map by anyone else is at that party's risk and without liability to the City of McKinney, its officials or employees for any discrepancies, errors, or variances which may exist.



REPUBLIC

PROPERTY GROUP

November 6, 2023

Jennifer Arnold, AICP
Director of Planning
221 N. Tennessee
McKinney, Texas 75069

RE: Letter of Intent – McKinney Ranch Limited, Barcelona 93 Limited, Honey Creek Investments, LLC – Honey Creek – Appx. 1,648 Acres bound generally by Hardin Road, Lake Forest, Bloomdale/380 Bypass and Weston Road

Dear Ms. Arnold:

Please accept this correspondence as my Client's formal Letter of Intent for the submittal of a Rezoning Request for the above referenced property. Currently the property is zoned PD-1703, C-Planned Center, O-Office, SF-5 Single Family Residential, and unincorporated land in McKinney's ETJ.

We would like to rezone the property to PD-Planned Development for development of a cohesive, high quality Master Planned Community. We intend to develop the property for single family residential, multi-family residential, retail, office, parkland, and civic land uses. We have included development standards and proposed land use guidelines that will govern development of the property. This rezoning request is accompanied by an Annexation request for unincorporated property owned by my Client. A Development Agreement that speaks to responsibility for infrastructure, parkland, the special district that will encumber the property, and some public lands that will be donated as a part of the development is currently being created in cooperation with the City.

If you have any questions, please contact me at 214-755-9533 or at jhenry@republicpropertygroup.com

Thank you,

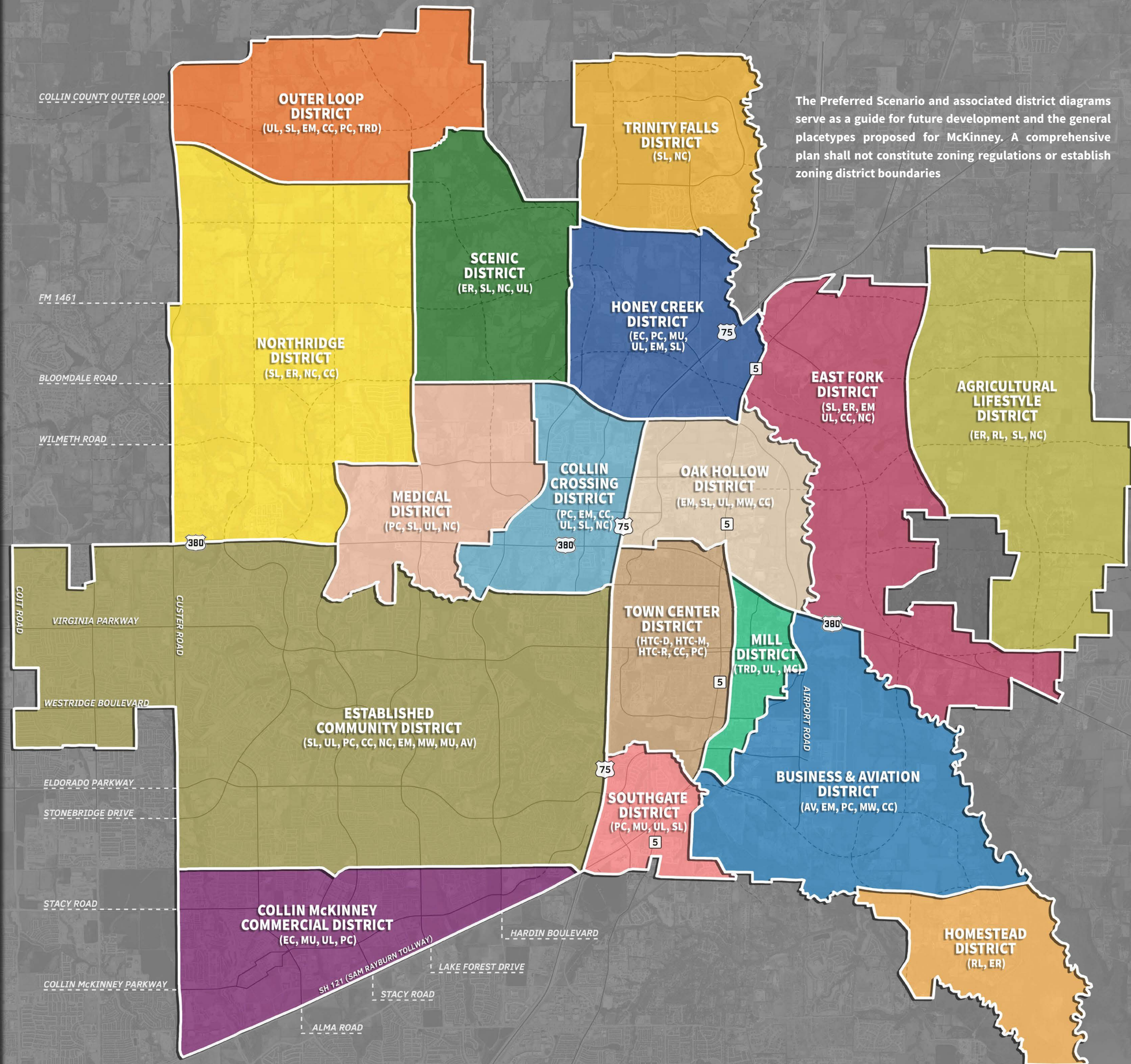


Jim Henry
Sr. VP, Community Operations
Republic Property Group

PREFERRED SCENARIO

PLACETYPES

- Aviation (AV)
- Commercial Center (CC)
- Employment Mix (EM)
- Entertainment Center (EC)
- Estate Residential (ER)
- Historic Town Center - Downtown (HTC-D)
- Historic Town Center - Mix (HTC-M)
- Historic Town Center - Residential (HTC-R)
- Manufacturing & Warehousing (MW)
- Mixed Use Center (MU)
- Neighborhood Commercial (NC)
- Professional Campus (PC)
- Rural Residential (RR)
- Suburban Living (SL)
- Transit-Ready Development (TRD)
- Urban Living (UL)



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

LAND USE DIAGRAM

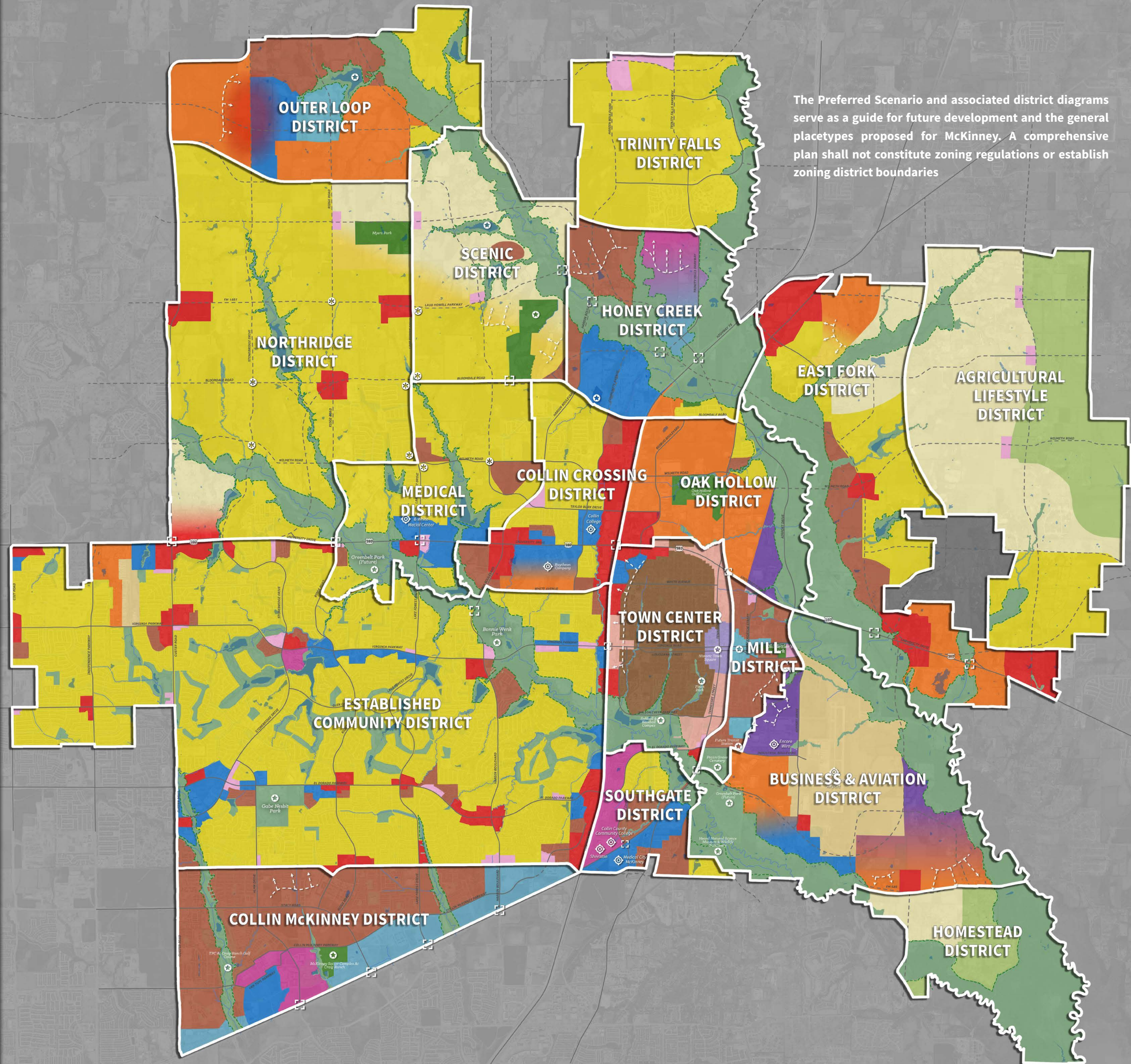
LEGEND

Placetypes

- Aviation
- Commercial Center
- Employment Mix
- Entertainment Center
- Estate Residential
- Historic Town Center - Downtown
- Historic Town Center - Mix
- Historic Town Center - Residential
- Manufacturing & Warehousing
- Mixed Use Center
- Neighborhood Commercial
- Professional Campus
- Rural Residential
- Suburban Living
- Transit-Ready Deveopment
- Urban Living

Other Features

- Floodplain / Amenity Zone
- District Boundary

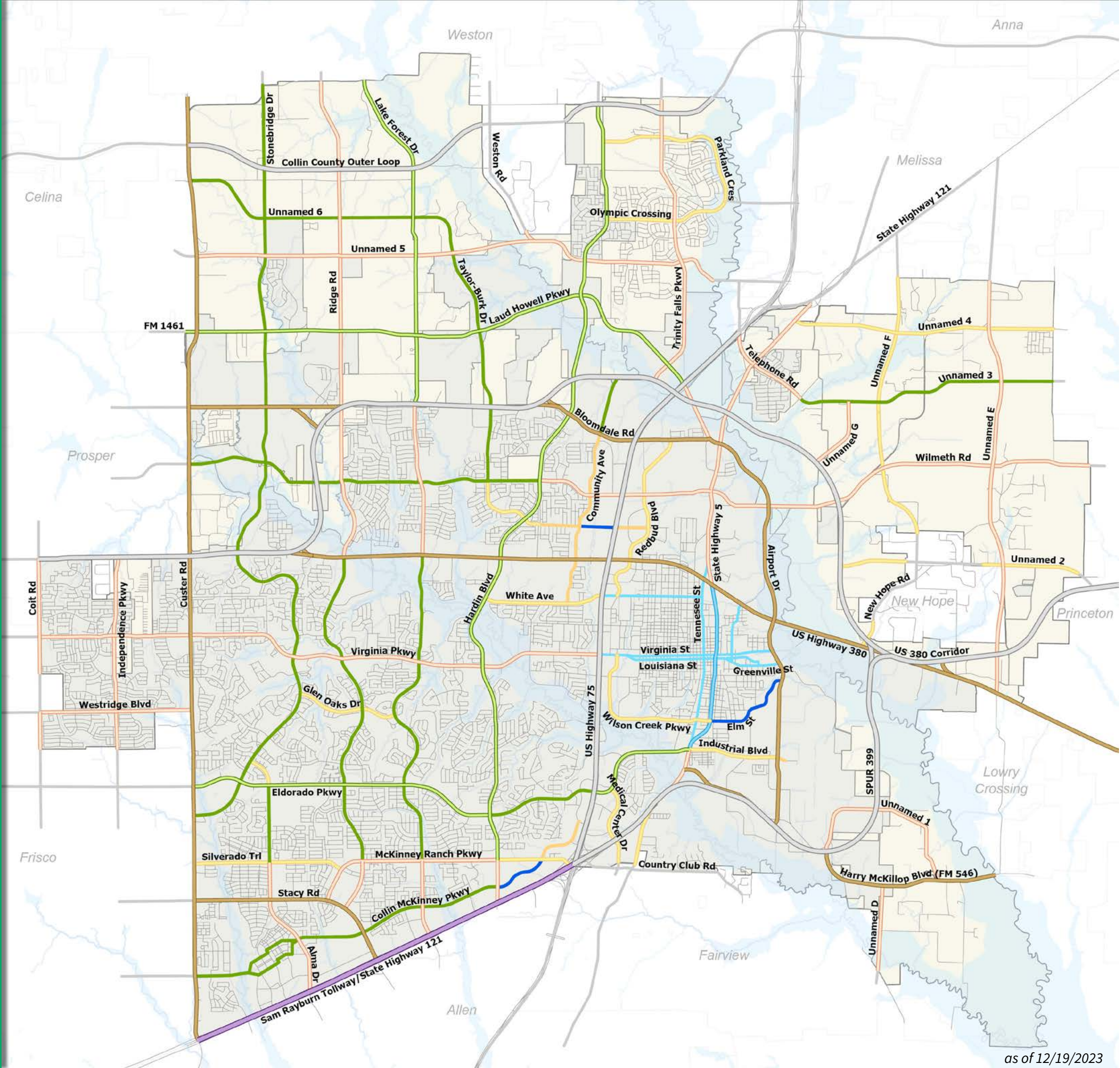


MASTER THOROUGHFARE PLAN

LEGEND

- Major Regional Highway/Multi-Modal
- Tollway
- Principal Arterial (130' - 6 lanes)
- Major Arterial (124' - 6 lanes)
- Greenway Arterial (140' - 6 lanes)
- Greenway Arterial (120' - 4 lanes)
- Minor Arterial (100' - 4 lanes divided)
- Minor Arterial (80' - 4 lanes undivided)
- Minor Arterial (70' - 3 lanes)
- Town Thoroughfare (4 lanes)
- Town Thoroughfare (2-3 lanes)
- McKinney City Limits
- McKinney ETJ
- Other Cities

Disclaimer: The Master Thoroughfare Plan provides generalized locations for future thoroughfares. Alignmnets may shift as roads are engineered and designed to accomodate floodplain areas and to meet sound engineering and urban planning principles. The Roadway lines shown on the plan are not precise (site specific) locations of future thoroughfares.





HONEY CREEK ENTERTAINMENT DISTRICT

Intent - This area is designated to become a major new center for activity, including shopping, entertainment, recreation, restaurants and other regional attractions programmed together in a mixed-use environment.



DESCRIPTION

The Honey Creek Entertainment District will be comprised of two character-defining areas – a mixed-use entertainment center and a Professional Center area.

Within the Mixed-Use entertainment center, private and public uses (including cultural and recreational offerings) appeals to a diverse range of residents and visitors. While many of McKinney’s current entertainment, recreational and cultural offerings appeal to families with children, uses in this District will attract young and retiring professionals as well as entrepreneurs. Supporting uses include retail stores, restaurants, office spaces and residences for individuals employed within the Entertainment Center

or Professional Center areas. Commercial uses include free-standing stores visible from US 75, as well as smaller spaces, vertically and horizontally integrated with office and residential uses.

The Professional Center area is centered southwest of the mixed-use entertainment center, near the intersection of US 75 and Bloomdale Road. Low- and moderate-profile buildings (single- and multi-tenant) will be found here along with corporate headquarters, all supported by local- and region-serving natural and built amenities.

“Uses in this District will attract young and retiring professionals”

Retail and service tenants in the Entertainment Center area will draw consumers from markets beyond McKinney, including those in Prosper and Sherman, portions of Frisco and Allen, and points north to the state line. Residential areas will include a variety of products at densities that support Mixed-Use and entertainment centers.

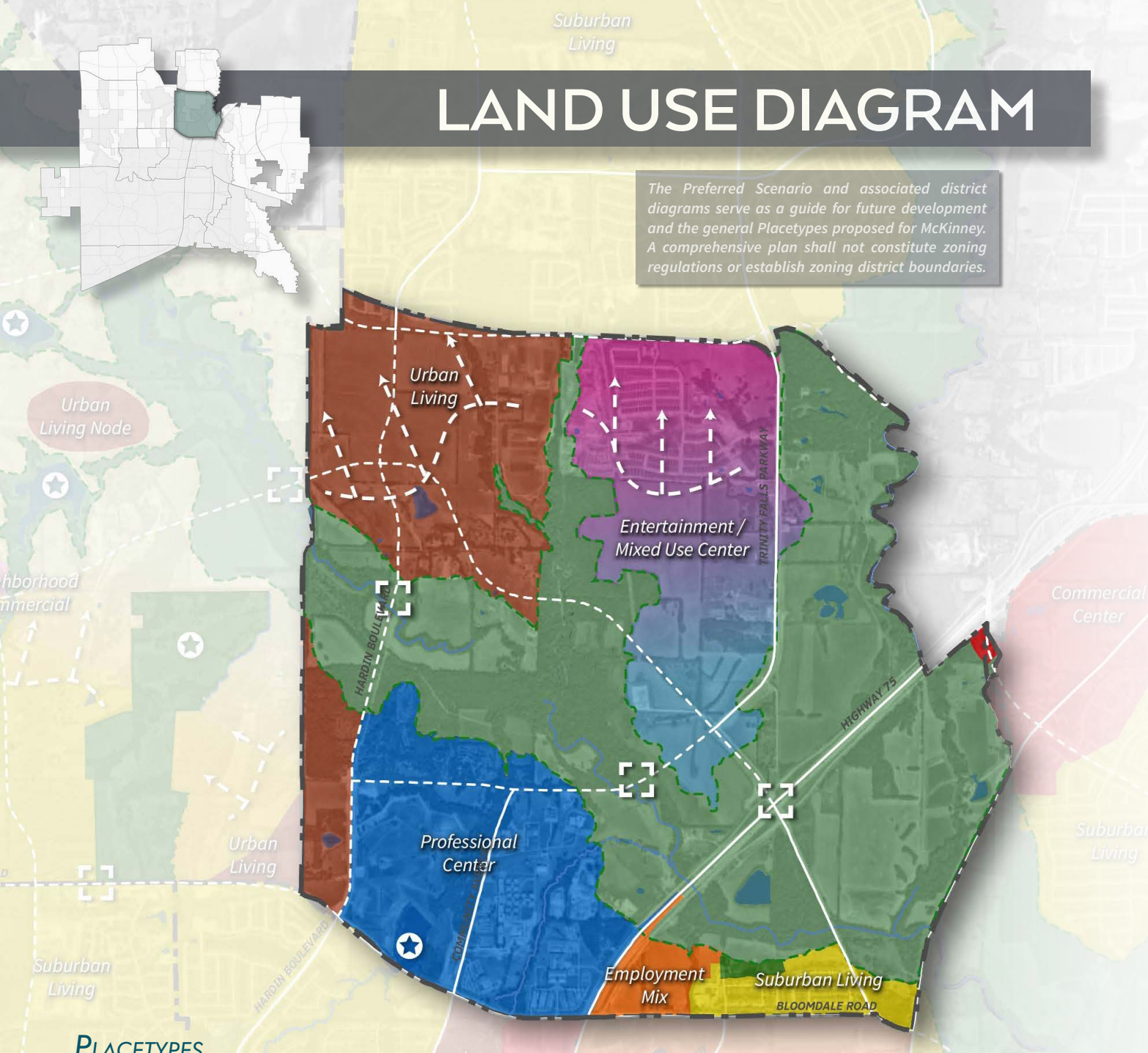
Businesses which locate in the Professional Center area will be seeking an attractive setting with connections to US 380 and US 75 and proximity to the Collin County Government Center, Raytheon and the Baylor, Scott & White Medical

Center. Retail stores and restaurants will primarily serve the area’s daytime population and supplement commercial developments located within the entertainment center. The households that will find this district appealing can generally be described as smaller households of single and married individuals, with jobs requiring professional and semi-professional skills, with incomes above the regional median, and a preference to rent or own in either established neighborhoods or urban centers.

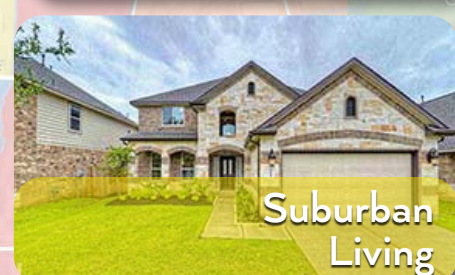
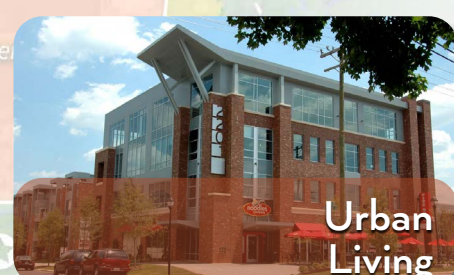
MARKET ANALYSIS

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.



PLACETYPES



STRATEGIC DIRECTION

DEVELOPMENT PATTERN

1. **Entertainment Center** is the first of two character-defining Placetypes. Its success is most critical to Honey Creek's desired character. The primary focal point for this Placetype should be located along Laud Howell Parkway, between Trinity Falls Parkway and US 75. Depending on market support, the mixed-use Placetype would be appropriate to locate in the northernmost areas if they are not supportable as entertainment center. The color gradient in the Entertainment Center and Mixed-Use Area on the diagram indicates that the darker shaded areas should have the highest intensity of uses, with a transition to less intense products in the lighter shaded areas next to adjoining single-family residential Districts.

2. Three sides of the **Entertainment Center** area are bounded by floodplain. Future development at and around the intersection of US 75 and Laud Howell Parkway should integrate these natural areas into project design and development. Any floodplain reclamation or modification in this area should be designed to enhance the Entertainment Center Placetype and its natural setting. Due to this desired integration, no other Placetypes should be allowed to locate between the Entertainment Center and the amenity zone.

3. **Professional Center** is the second character-defining Placetype in this District. It is intended to attract companies that want proximity to the Entertainment Center as part of their identity or because of their customer base. This is a unique location for businesses interested in sites near natural amenities, for companies desiring close proximity to the Collin County Government Center, and for companies whose employees want nearby choices for urban living. Design standards and technology infrastructure should be enhanced to compete for these employers.

4. 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.

5. The **Urban Living** Placetype offers residential choices for people who work in the Entertainment Center or who choose to live close to its attractions. 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. While it includes a mix of housing types, lower-density and auto-oriented residential uses do not take full advantage of the area's potential and thus should be a minor part of the development pattern and should only be considered as a means by which to transition to existing residential uses. Accordingly, the color gradient in the Urban Living areas on the diagram indicates that the darker shaded areas should have the highest density of Urban Living uses, with a transition to less dense products in the lighter shaded areas next to adjoining single-family residential neighborhoods.

6. The Entertainment Center and the Urban Living areas should share adjoining open space amenities and should be connected with streets and pathways that encourage walking and biking between the two areas.



INDUSTRY TRENDS

Development Trends

- Mixed-Use Environments
- 18-Hour Environments

Employment Trends

- Mobile Workforce
- High-Growth High-Tech

Social Trends

- Expanding Millennial Market

Residential Trends

- Starter & Retirement Homes
- Renting By Choice

PSYCHOGRAPHICS

EP Enterprising Professionals

BYP Bright Young Professionals

UPF Up & Coming Families

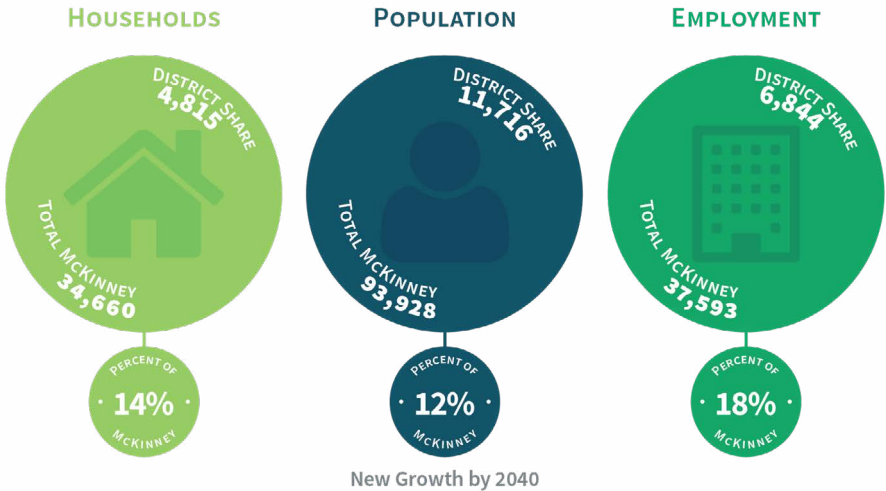
FA Fresh Ambitions

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 (including specially enhanced bridges) should establish an overall character and brand for the Honey Creek District. Specifically, the feature identified at US 75 and Laud Howell Parkway should serve as a major gateway and should focus on creating an overall character and brand for the City and / or the Honey Creek Entertainment District. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
2. The Amenity Feature on the Diagram denotes an existing lake that should be maximized as an amenity feature for future developments in this area.
3. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, as well as the mixed-use development context of the District.
4. Mobility networks in this District should balance two different objectives. The major thoroughfares must provide adequate capacity to meet vehicular travel demand to regional destinations. At the same time, a network of streets and paths should provide convenient and inviting choices for non-auto travel between destinations within the District. This balance is particularly critical in this District because its compact, mixed-use character results in a high number of short trips, which will be feasible on foot or by bike if the area’s design is appropriate and appealing.
5. The design of roadways in this District should enhance the visibility and community value of the floodplain and open space areas. For example, single-loaded roadways along the District’s creeks could provide amenity value to those using the roads and higher property value to the properties facing the road and amenity.

The graphic that follows provides a profile of the Honey Creek Entertainment 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 Honey Creek Entertainment 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.





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

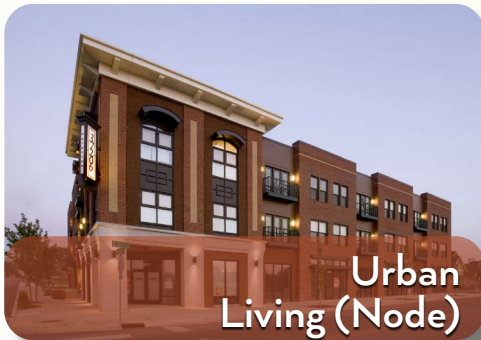
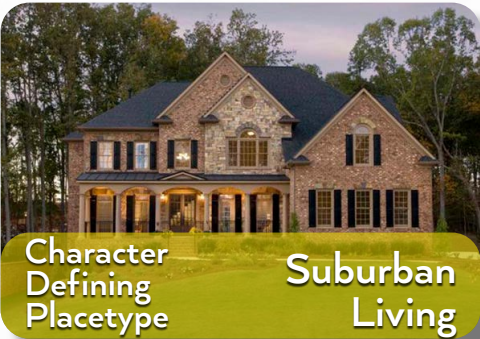
STRATEGIC DIRECTION

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.

PLACETYPES



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.

LAND USE DIAGRAM



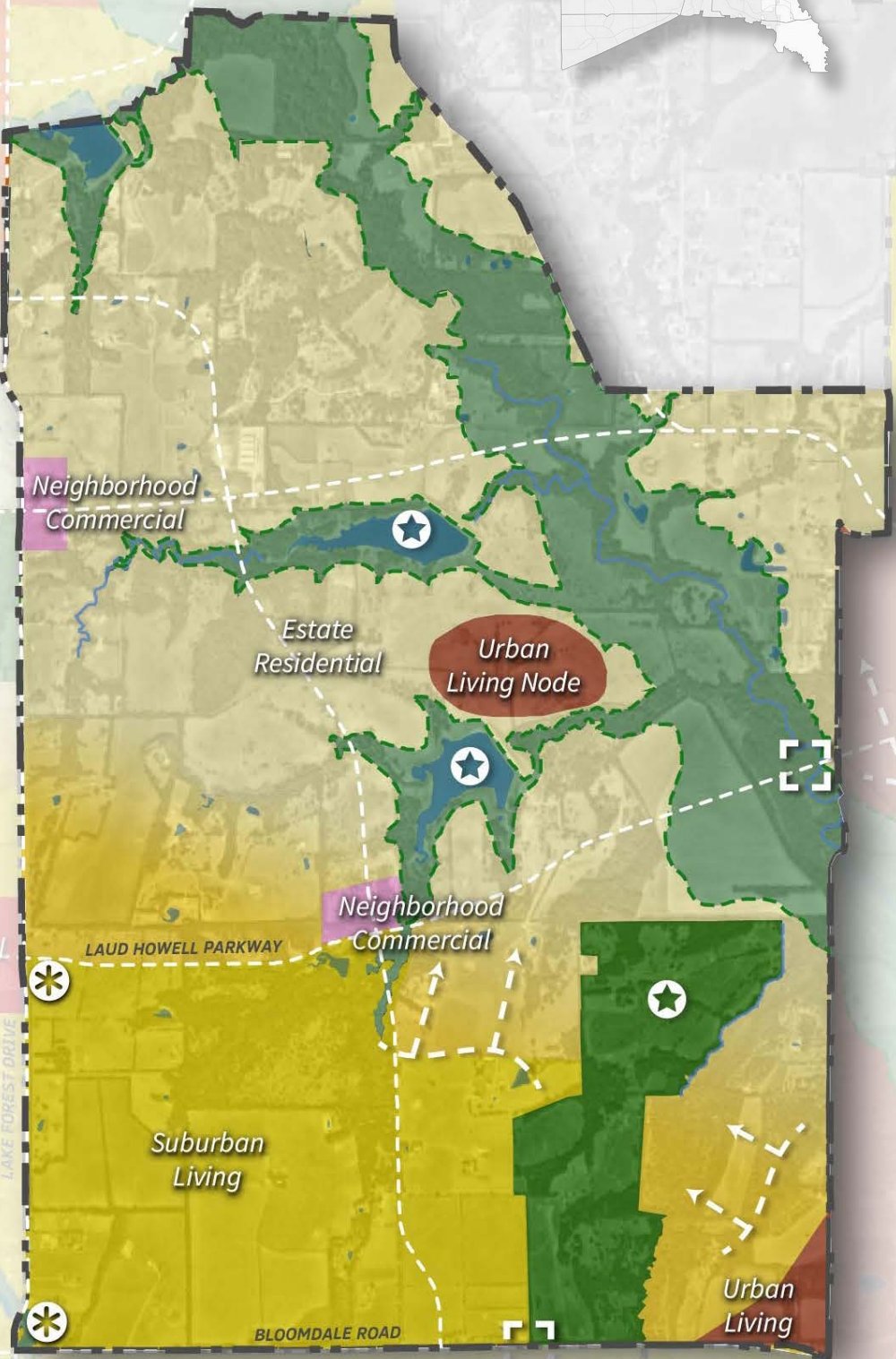
PSYCHOGRAPHICS

- UPF Up & Coming Families
- PP Professional Pride
- BB Boomburbs

INDUSTRY TRENDS

- Employment Trends
 - Green Tendencies
- Residential Trends
 - Starter & Retirement Homes

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.

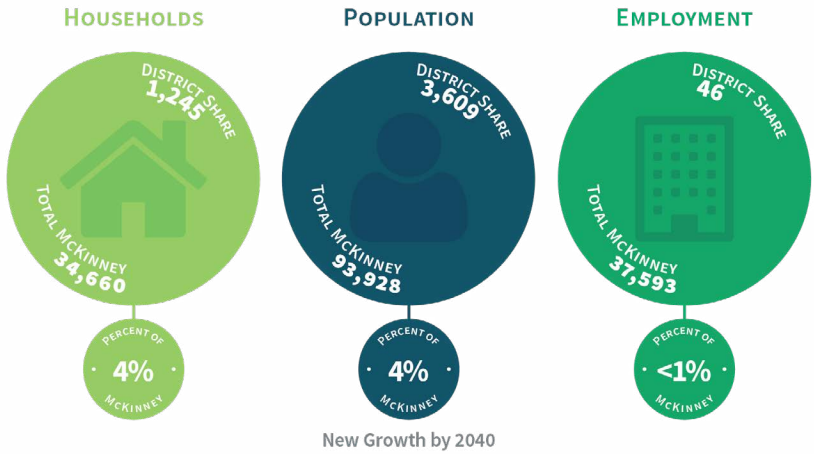
1. The Amenity Features on the Diagram denote existing Natural Resource Conservation Service lakes and Erwin Park, each of which should be the focus of surrounding residential development in order to create neighborhoods that take advantage of these major amenity features.
2. District Identity Features (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.



PLACETYPES FOR MCKINNEY'S FUTURE

Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.



RURAL LIVING

Rural Living areas are characterized by very large lots, abundant open space, pastoral views, and a high-degree of separation between buildings. The lots are typically larger than 2 acres and residential home sites are located randomly throughout the countryside. This type of development helps to maintain the rural character, scale, and scenic values of the surrounding area. This Placetype is intended to be the home of McKinney's farmland and pastureland.

IDENTIFYING FEATURES

1. Single-family Large Lots
2. Country Atmosphere
3. Agricultural Uses



SUBURBAN LIVING

This Placetype is found in close proximity to neighborhood commercial and commercial centers. Suburban Living provides the population necessary to support the nearby commercial and professional office uses within the surrounding corridors. These neighborhoods generally feature a subdivision layout. Residential uses are typically self-contained with a buffer from non-residential developments through transitional uses and landscaped areas. Lot sizes in Suburban Living areas are consistently less than ½ acre.

IDENTIFYING FEATURES

1. Single-family Mid-Size Lots
2. Parks & Amenities
3. Complements Neighborhood Commercial
4. Subdivision Orientation

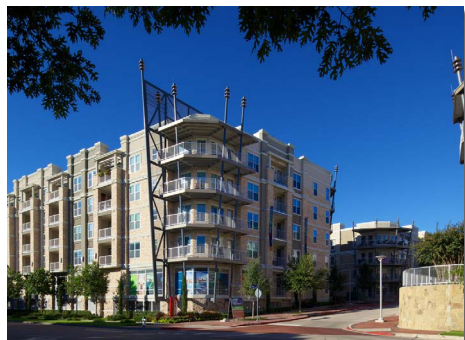


ESTATE RESIDENTIAL

Predominately large lot single-family housing development on the urban-rural fringe. Unlike the Rural Living Placetype, home sites are typically located in a subdivision layout with access to some utility services. Residential uses are oriented interior to the site and may not have farm and livestock restrictions in more rural locations of the Placetype. Lot sizes in the Estate Residential Placetype range from ½ acre to 2 acre lots.

IDENTIFYING FEATURES

1. Single-family Large Lots
2. Open Spaces & Amenities
3. Subdivision Orientation
4. Suburban-Rural Transition

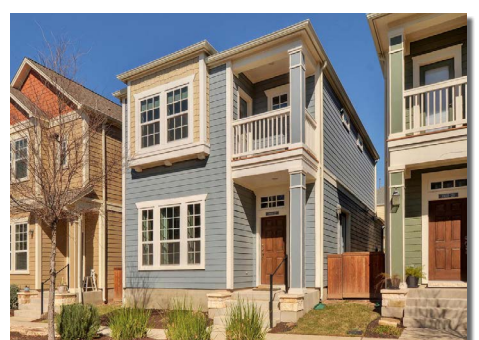


URBAN LIVING

Urban Living areas support a mix of housing options in a walkable development pattern. Urban neighborhoods are relatively compact and easy to get around by car, bike, or walking. They may contain one or more of the following housing types: small lot, single-family detached, townhomes, duplexes, condominiums, or apartments. The design and scale of the development in an urban neighborhood encourages active living, with a complete and comprehensive network of walkable streets. Although minimal, urban residential neighborhoods provide a small amount of local retail and services that serves the smaller and low intensity neighborhoods.

IDENTIFYING FEATURES

1. Compact Development
2. Mix of Residential Uses
3. Neighborhood Supporting Retail
4. Multi-modal Connectivity



PLACETYPES FOR MCKINNEY'S FUTURE

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TRANSIT READY DEVELOPMENT

Transit Ready Developments (TRD) are regional-serving areas of economic, entertainment, and community activity. The size of TRD makes it an employment center and shopping destination for surrounding areas. Its focus on being a transit hub makes it a regional destination. The design and scale of the development in a TRD area encourages active living, with a comprehensive and interconnected network of walkable streets. TRD areas should feature a higher density development to utilize the limited space surrounding transit centers.

IDENTIFYING FEATURES

1. Transit-Oriented Developments (TODs)
2. Mix of Land Uses
3. High Density
4. Walkable Streets



COMMERCIAL CENTER

The Commercial Center Placetype is characterized by big box stores or multi-tenant commercial uses. They are typically located at high volume intersections and along both sides of a highway or arterial. Commercial Centers are accessible primarily by one mode of travel, the automobile; though walkable pedestrian access should be encouraged wherever possible. Buildings are typically set back from the road behind large surface parking lots that may be prime locations for infill development.

IDENTIFYING FEATURES

1. Near Major Thoroughfares
2. Large Clusters of Commercial
3. Big Box Anchor, Small Outlots Around
4. Infill Potential



ENTERTAINMENT CENTER

Entertainment Centers are emerging commercial centers planned or developed with large-scale master plans. These centers include a horizontal mix of uses including destination retail, restaurants, employment opportunities, and commercial uses that serve a regional scale. Residential uses support these destination developments and offer a variety of urban housing products. The master plan for a regional entertainment center reinforces the interdependence of uses to create an experience for visitors in the development. The Entertainment Center may have a shopping center, lifestyle area, or something similar as a prominent feature.

IDENTIFYING FEATURES

1. Interdependent Land Uses
2. Master Planned Areas
3. Regional Destinations
4. Cultural & Community Amenities

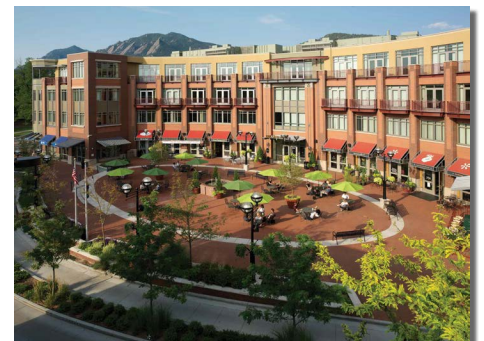


MIXED-USE CENTER

A Mixed-Use Center offers people the ability to live, shop, work, and play in one community. They include a mixture of housing types and multiple residential housing choices within close proximity to the goods and services residents need on a daily basis. This Placetype typically includes a higher intensity of uses developed in an urban style that are supported by nodes of activity. The design and scale of development in a mixed-use center encourages active living, with a complete and comprehensive network of walkable streets enhanced by a vertical style of development.

IDENTIFYING FEATURES

1. High Density Development
2. Community & Amenity Spaces
3. Walkable Streets
4. Interdependent Land Uses



PLACETYPES FOR MCKINNEY'S FUTURE

Placetypes represent the various categories of land use permitted in the city. Placetypes are assigned to general areas of the City that are expected to exhibit characteristics similar to those outlined below and consistent with the overarching policies and land planning policies which have been developed. The Preferred Scenario builds upon 14 different placetypes which are identified and described on the following pages.



PROFESSIONAL CENTER

The Professional Center Placetype generally provides for office uses and jobs that keep people in the city during normal working hours. A Professional Center is typically well landscaped and provides opportunities for small general offices, as well as larger employment uses such as corporate headquarters, institutional facilities and medical campuses. More intense professional uses are typically seen near major transportation corridors, while smaller developments are typically within residential areas and are supportive in nature.

IDENTIFYING FEATURES

1. General Office Facilities
2. Corporate, Institutional & Medical Uses
3. Amenity Spaces
4. Employment Centers



MANUFACTURING & WAREHOUSE

Manufacturing and Warehouse areas provide basic jobs and keep people in the city during different working hours. The employee per square foot of building space is usually low in these areas due to the large buildings that are needed for storage and logistics. They are well distanced from any nearby residential and are typically located near major transportation corridors like highways and railways.

IDENTIFYING FEATURES

1. Employment Centers
2. Large Warehouse Structures
3. Non-Residential Adjacent
4. Major Thoroughfare Adjacent

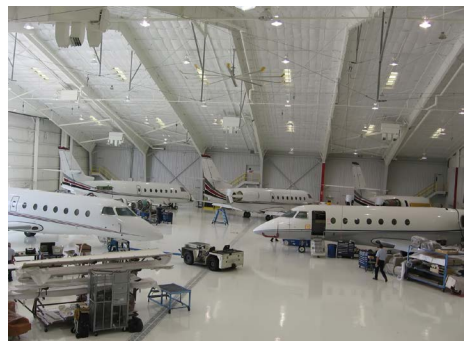


AVIATION PLACETYPE

The Aviation Placetype emphasizes employment types and uses that are related to aviation. Proximity to airports is essential for the purpose of transportation needs and logistics. Aviation uses can range in scale and intensity and provide a variety of employment types. Large low-profile buildings and hangars may be seen in Aviation areas, but also small shops and aviation office services.

IDENTIFYING FEATURES

1. Local Airport Adjacent
2. Airport Supporting Uses
3. Employment Driven Developments
4. Large Low-Profile Structures



EMPLOYMENT MIX

Employment Mix includes professional and service uses typically on smaller sized parcels with lower intensities than a traditional business campus. This type of development may support a variety of occupations including general office, research and development facilities, medical clinics, light industrial, and business incubators. These uses are typically located with nearby access to arterial thoroughfares. These businesses have appealing street frontages with an increased level of aesthetics and landscaping.

IDENTIFYING FEATURES

1. Non-Residential Mix of Uses
2. Employment Driven Developments
3. Medium to Lower Intensity Uses
4. Large Low-Profile Structures





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



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.

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



City of McKinney
Fiscal Impact Model
Dashboard Summary

Case: 23-0106Z

Site Analysis			
Annual Operating Summary	Proposed Zoning	Existing Zoning	2040 Plan Placetype
	PD - Planned	PD - Planned	Scenic District:
Annual Operating Revenues	\$37,137,841	\$31,943,063	\$30,151,510
Annual Operating Expenses	\$15,448,969	\$13,860,961	\$14,153,534
Net Surplus (Deficit)	\$21,688,872	\$18,082,102	\$15,997,975

Development Value	Proposed Zoning	Existing Zoning	2040 Plan Placetype
Total Residential Development Value	\$3,556,472,400	\$3,290,759,109	\$2,411,796,690
Residential Development Value (per unit)	\$364,766	\$424,888	\$299,602
Residential Development Value (per acre)	\$2,279,790	\$2,124,441	\$1,618,655
Total Nonresidential Development Value	\$174,457,800	\$156,816,000	\$752,669,755
Nonresidential Development Value (per square foot)	\$180	\$180	\$177
Nonresidential Development Value (per acre)	\$1,960,200	\$1,568,160	\$4,933,922

Projected Output			
Total Employment	1,066	1,917	8,604
Total Households	9,750	7,745	8,050

Projected Market Analysis			
Market Share Analysis (Communitywide*)	Proposed Zoning	Existing Zoning	2040 Plan Placetype
% Residential	28.1%	22.3%	23.2%
% Retail	27.7%	0.0%	11.5%
% Office	0.0%	15.8%	66.5%
% Industrial	0.0%	0.0%	3.6%

*Includes City and Extraterritorial Jurisdiction

Market Share Analysis (Districtwide*)	Proposed Zoning	Existing Zoning	2040 Plan Placetype
% Residential	783.1%	622.1%	646.6%
% Retail	9058.4%	0.0%	3771.9%
% Office	0.0%	21827.8%	91698.5%
% Industrial	0.0%	0.0%	0.0%

*ONE McKinney 2040 Comprehensive Plan

Land Use	SF-5	C	O	Existing PD	Proposed PD
Accessory building, detached	A			A	A
Accessory dwelling unit	A			A	A
Accessory structure	A			A	A
Agricultural and ranching, private or wholesale	P	P	P	P	P
Agricultural and ranching, retail		S			S
Airport terminal					
Airport, heliport, landing field, and aircraft hangar					
Amenity center, neighborhood	P			P	P
Animal care and services, indoor only		P	P	P	P
Animal care and services, outdoor area		P		S	P
Animal care and services, outdoor boarding		S		S	S
Arts or cultural center	S	P	P	P	P
Assisted living facility		P	S	P	P
Auto, motorcycle, truck, or boat, rental or sales		S			S
Banks and financial services		P	P	P	P
Batch plant					
Batch plant (outdoor), temporary	T	T		T	
Bed & breakfast	S			S	
Body art studio		C			C
Car wash		C		S	P
Caretaker's or watchman's quarters		A		A	
Cemetery					
Civic club or fraternal organization		P	S	P	P
Clinic, medical or dental		P	P	P	P
College or university		P	P	P	P
Commercial entertainment, indoor		P		P	P
Commercial entertainment, outdoor		S		S	S
Commercial laundry					S
Community care facility		P		S	C
Community care home	C			C	P
Community garden	C	C	C	C	C
Community transition facility					
Construction field office	T	T	T	T	T

Contractor's yard					
Cottage industrial		C		C	C
Country club	P	C	C	P	P
Crisis support facility		C		C	C
Crisis support home	C			C	C
Data center		S			S
Day care center		C	C	C	C
Dirt or topsoil extraction, sand or gravel mining or storage					
Dispatch office		C	C	C	C
Displacement shelter		S		S	S
Donation collection container		A	A	A	
Duplex				P	P
Electric vehicle charging facility		C		C	C
Electric vehicle charging station	A	A	A	A	A
Fairgrounds or rodeo grounds					
Farmers' market, permanent		P		S	P
Food and beverage processing					
Food trucks, operation sites, and food truck courts		S	S	S	
Fuel sales, passenger vehicles		C		S	C
Fuel sales, truck					
Funeral home or mortuary		P		S	P
Government facilities (city, excluding airport uses)	P	P	P	P	P
Government or public facility (non-city)		C			C
Greenhouse or plant nursery		P			P
Gun range, indoor		P			P
Gun range, outdoor					
Gym or fitness studio		P	C	C	P
Heavy machinery, rental, sales, and storage		S			
Helistop		A	A	A	A
Home occupation	A			A	A
Hospital		P	S	P	P
Hotel or motel		P	P	P	P
Impound lot or yard					
Independent living		S	S	P	P

Junk or salvage yard					
Livestock auction					
Manufactured home					
Manufacturing, heavy					
Manufacturing, light					
Microbrewery, distillery, winery or cidery		P			P
Model home	T			T	T
Motor freight terminal					
Multi-family, cottage				C	P
Multi-family, traditional				P	P
Office		P	P	P	P
Office showroom/warehouse		P			P
Oil and natural gas well drilling and operations					
Outdoor storage		A	A	A	A
Parking garage or lot, paid or private		P	S	P	P
Pawn shop					
Personal service		P	P	P	P
Portable storage container	T			T	
Power plant or electrical generating station					
Private club		S		S	
Quadplex					
Radio or TV broadcast station		P	C	C	P
Railroad freight terminal					
Reception or event center outdoor		C			C
Reception or event center, indoor		P	P	P	P
Recreational vehicles, rental or sales		S		S	S
Recreation area, private	P	P	P	P	P
Recycling facility					
Refining or storage of petroleum, natural gas, butane, or propane					
Religious assembly	C	C	C	C	C
Religious or philanthropic uses	T	T	T	T	
Restaurant, brew pub		C	C	C	C
Restaurant, carry out and delivery only		P		C	P
Restaurant, dine-in		C	C	C	C

Restaurant, drive-in or drive-through		C		S	C
Retail sales		C	S	C	C
Sanitary landfill					
School, business or trade		P	P	P	P
School, public, private or parochial	P	P	P	P	P
Seasonal sales	T	T	T	T	T
Self-storage		S			S
Sexually-oriented business					
Single-family attached				P	P
Single-family detached	P			P	P
Solar farm					
Stable, commercial		S			S
Stockyard or slaughterhouse					
Storage, automobile		S			S
Storage, boat, truck, or recreational vehicle					
Swimming pool	A				
Telecommunication Structure, High Rise		S	S	S	
Telecommunication Structure, Low Rise	C	C	C	C	
Telecommunication Structure, Stealth	C	C	C	C	
Traders' village					
Transportation station		S			S
Triplex					
Truck stop					
Utility substation	S	S	S	S	S
Vehicle repair, major		S			S
Vehicle repair, minor		P			P
Warehouse					
Warming station	T	T	T	T	T
Water or wastewater treatment plant					
Wind energy conversion system (WECS)		C	C	C	C