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.

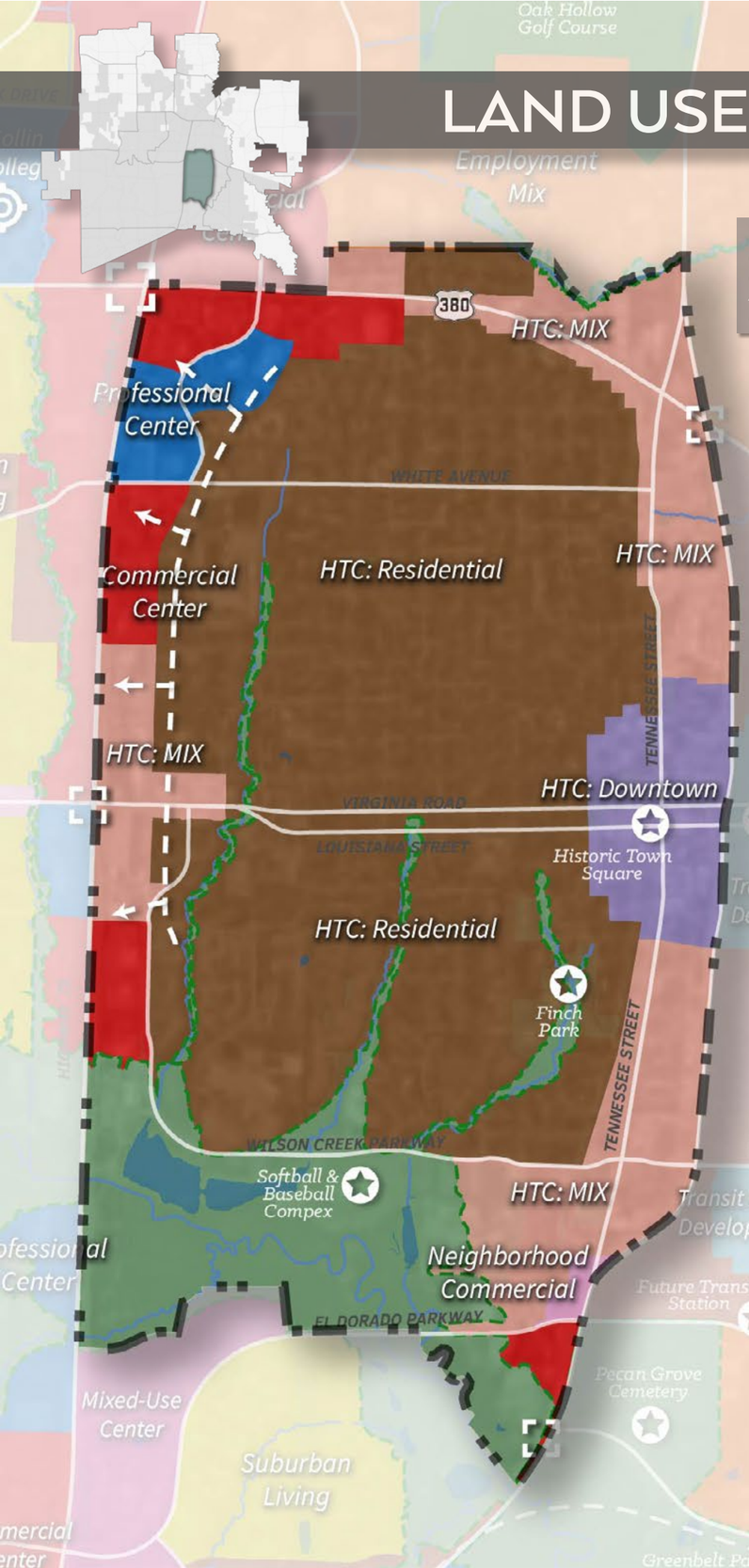
While the city of McKinney will continue to grow in every direction outward from the Town Center District, as it always has, Town Center will continue to be the community's most obvious and genuine mixed-use center. Further, commercial and residential uses will continue to be co-located along and within 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

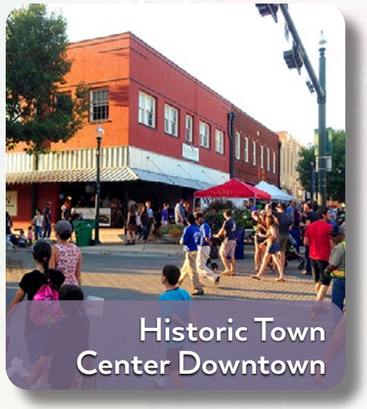
Development Pattern

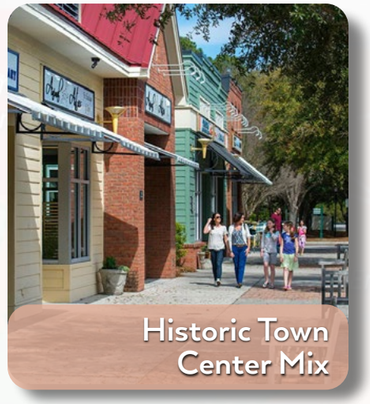
1. **Historic Town Center** is the character- defining Placetype in this District which includes three sub-Placetypes; Downtown, Mix and Residential that represents the existing development pattern. It is intended to accommodate a variety of building types that are in keeping with the existing character 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.

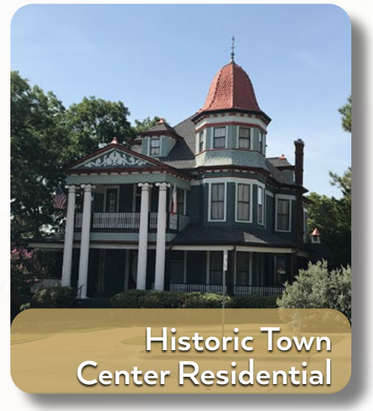
2. The intensity and historic form/character will likely transition to more traditional development patterns in areas near US 75 and US 380 and Redbud Boulevard area.

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


Historic Town Center Downtown


Historic Town Center Mix


Historic Town Center Residential

Professional Center

Commercial Center

Neighborhood Commercial

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.

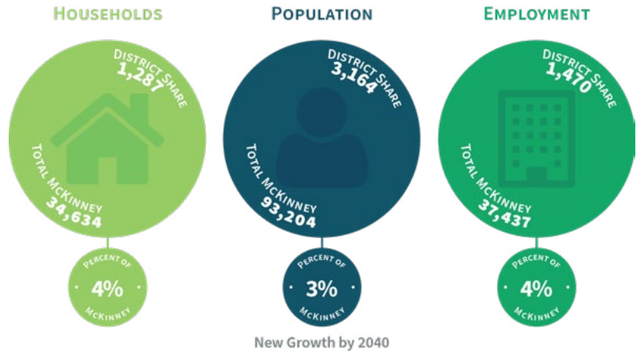
6. Provide regular and engaging updates on the progress of Town Center revitalization to the McKinney community, visitors and future investors.

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.