



COLLIN MCKINNEY COMMERCIAL DISTRICT

Intent - This District provides a highly desirable location for major corporations, regional retail centers and other businesses that prefer a location along a major regional highway and offers McKinney residents substantial job opportunities and many choices for shopping, dining and entertainment.



DESCRIPTION

The Collin McKinney Commercial District will accommodate the majority of new and expanding regional and national retail and commercial service operators. This District is expected to have the highest number of new jobs by 2040. Customers for these businesses will include employees in the McKinney Corporate Center, residents of the Craig Ranch master-planned community, and commuters using the Sam Rayburn Tollway for daily trips between home and work. The character-defining Placetypes of this District are

Mixed-Use Center and Entertainment Center. The Mixed-Use Center and other Placetypes along SH 121 continue the current development pattern with significant regional commercial, office, and vertical mixed-use opportunities. Professional Center areas could accommodate major corporate headquarters as well. The Urban Living Placetype provides convenient housing for people working in this District, commuting to other parts of the North Texas region, or who are looking for a more urbane residential footprint.

MARKET ANALYSIS

Building on the success and momentum of the McKinney Corporate Center at Craig Ranch, the growing resident base within the existing Craig Ranch master-planned community, and its frontage along SH 121, this District will be McKinney's primary target for region-serving commercial retail and office space. It should include supporting lodging and entertainment uses, surrounded by concentrations of residential uses at densities highest near the highway corridor and lowest adjacent to existing neighborhoods.

Given the District's extensive frontage and visibility along SH 121, businesses and office tenants will include those able to support higher than market average rents and those seeking a high-profile regional location in a mixed-use environment. While maintaining a mix of uses similar to those found in the Honey Creek District, overall development levels in this District (despite a higher employee population) will be more modest than those found in Honey Creek, if for no other reason than its fewer developable acres.

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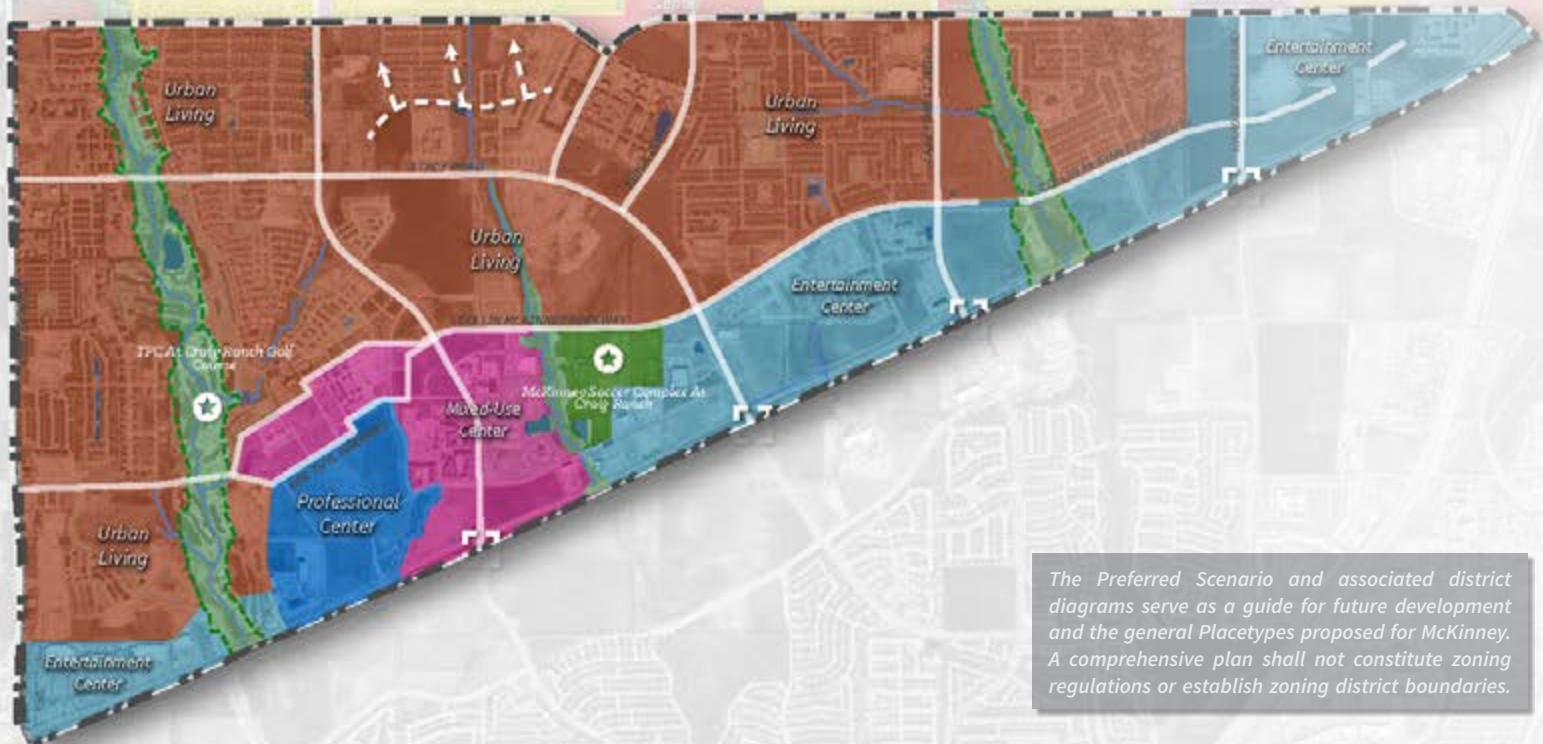


In addition to access and visibility from SH 121, the future extension of Collin McKinney Parkway will further define this District’s identity as a regional activity center. Urban scale residential developments will provide greater diversity to the community’s residential inventory, while raising the District’s physical profile. The Ballfields at Craig Ranch, McKinney Soccer Complex at Craig Ranch, and TPC Golf Course will serve as amenities for both employers and residents of the District, as well as visitors to the region-serving commercial operators.

The households that will find the Collin McKinney Commercial District can generally be described as smaller households of single and married individuals, some with and others without children; the latter two-earner households employed in jobs requiring professional or semi-professional skills, and incomes, either earned or investment, at or above the regional median; and, a preference for renting higher-end products within urban centers, or owning either attached or detached housing product types, either in new urban centers or modest neighborhoods located on the fringe of the community, but in the path of development.

LAND USE DIAGRAM

PLACETYPES



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. The **Entertainment Center** Placetype is the first of two character-defining Placetypes in this District. It is intended to provide a variety of regional entertainment venues that support the needs of residents in southwest McKinney and beyond. These areas should match the character and feel of adjacent Placetypes. Along SH 121, moving towards the Highway 75 corridor, development patterns will transition to more closely resemble those of the Established Community District.

2. The **Mixed-Use Center** Placetype is the second character-defining Placetype in this District. As denoted on the diagram, Mixed-Use Center is located to provide supporting retail, office and residential uses in a mixed-use environment to the Professional Center area. The design and density of the Mixed-Use Center development should create a walkable, pedestrian-friendly environment that has strong connections to the key amenities in the District.

3. The **Professional Center** Placetype is generally in the location of McKinney Corporate Center at Craig Ranch, and is intended to attract a variety of corporations desiring to take advantage of the site's prominent location along SH 121. Design standards and technology infrastructure should be enhanced to support the needs of corporations and supporting businesses locating in this area.

4. The **Urban Living** placetype is intended to provide housing choices for employees of the Professional Center and Entertainment Center placetypes. 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.

INDUSTRY TRENDS

Development Trends

- 18-Hour Environments
- Suburban Centers
- Mixed-Use Environments

Employment Trends

- Mobile Workforce

Social Trends

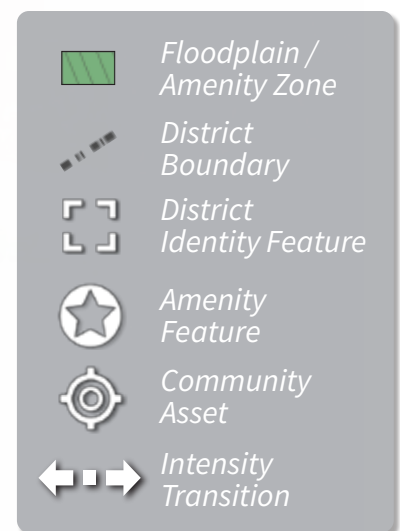
- Traditional Neighborhood Design
- Aging Baby Boomers

Residential Trends

- Starter & Retirement Homes
- Renting by Choice
- Living With Friends

PSYCHOGRAPHICS

- EP** Enterprising Professionals
- BYP** Bright Young Professionals
- RC** Retirement Communities
- UPF** Up & Coming Families
- FA** Fresh Ambitions
- MB** Middleburg

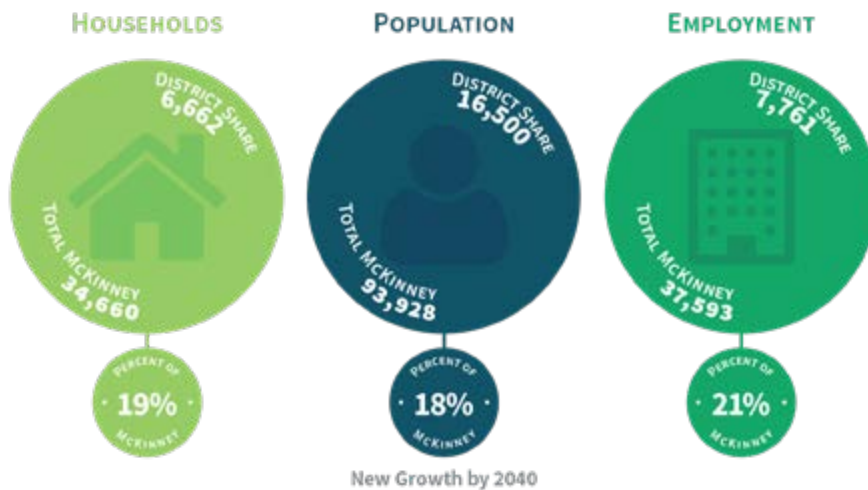


IDENTITY, AMENITIES, & INFRASTRUCTURE

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 where the District's major roadways intersect with the regional frontage of SH 121. These Identity Features signify locations for gateways/monuments into the City of McKinney with a focus on creating an overall character and brand for the Collin McKinney Commercial District. More information about these and other gateway features can be found in the Parks and Recreation Master Plan
2. Multi-purpose trails should be located along the floodplain areas of Watters Creek, Rowlett Creek, and Cottonwood Creek to provide non-motorized connectivity to the rest of McKinney and to the region. This District should also have additional trails connecting the various Placetypes to the regional systems.
3. Transportation, water, wastewater and stormwater infrastructure in this District should maximize compatibility with the creeks and related open space amenities, but should also specifically support the critical mass created by the Professional Center / Mixed-Use development context of the District.
4. Key Amenity Features in this district include the McKinney Soccer Complex at Craig Ranch , TPC Ranch Golf Course, and the Ballfields at Craig Ranch. Future development in this District should take advantage of the unique opportunities created by these amenity features.

The graphic that follows provides a profile of the Collin McKinney Commercial 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 Collin McKinney Commercial 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.

