



OUTER LOOP COMMERCIAL DISTRICT

Intent - Largely shaped by the future Collin County Outer Loop, this District is envisioned as a place for high intensities of regional commercial, employment, and urban living opportunities.



DESCRIPTION

As currently envisioned, the Collin County Outer Loop will include major routes for cars, trucks and transit. The facility is not expected to be constructed until late in the timeframe of this plan. The development patterns envisioned in this plan maximize the benefits from such a major public transportation investment. The character-defining Placetype in this District is Urban Living, while Employment Mix and Professional Center Placetypes

create new locations for business office parks and for distribution or logistics companies. Transit Ready Development patterns at the likely location of a transit stop – the intersection of the Outer Loop and a future extension of Ridge Road – reserve these areas to take advantage of anticipated transit proximity. The eastern part of this District offers a natural amenity and recreational opportunities along Honey Creek.

“These areas to take advantage of anticipated transit proximity”

The future Collin County Outer Loop and related extension of Custer Road, will not only provide additional mobility options to residents, but will inform the type and scale of new development within the District. Representing one of McKinney’s longest-term, yet highest value economic development opportunities, it will be critical for the City to allow for a certain level of flexibility in terms of the timing and location of public improvements, so that it doesn’t compromise its long-term potential. Although existing homes are largely Rural Residential or Estate Residential in character, it is somewhat inevitable that as urban level improvements are introduced, land prices will necessitate the development of higher value residential and non-residential product types at appropriate densities. Businesses that locate in the District will likely be concentrated along regional transportation routes with frontage along the Collin County Outer Loop and in highly-visible locations. Potential future development of a transit village will drive the introduction of residential products at densities supporting transit improvements and price points serving a wide range of income levels along with employment, shopping and entertainment offerings. Despite being among the fourth largest District in the planning area (as measured in acres and anticipated density) employment levels in the District by 2040 are

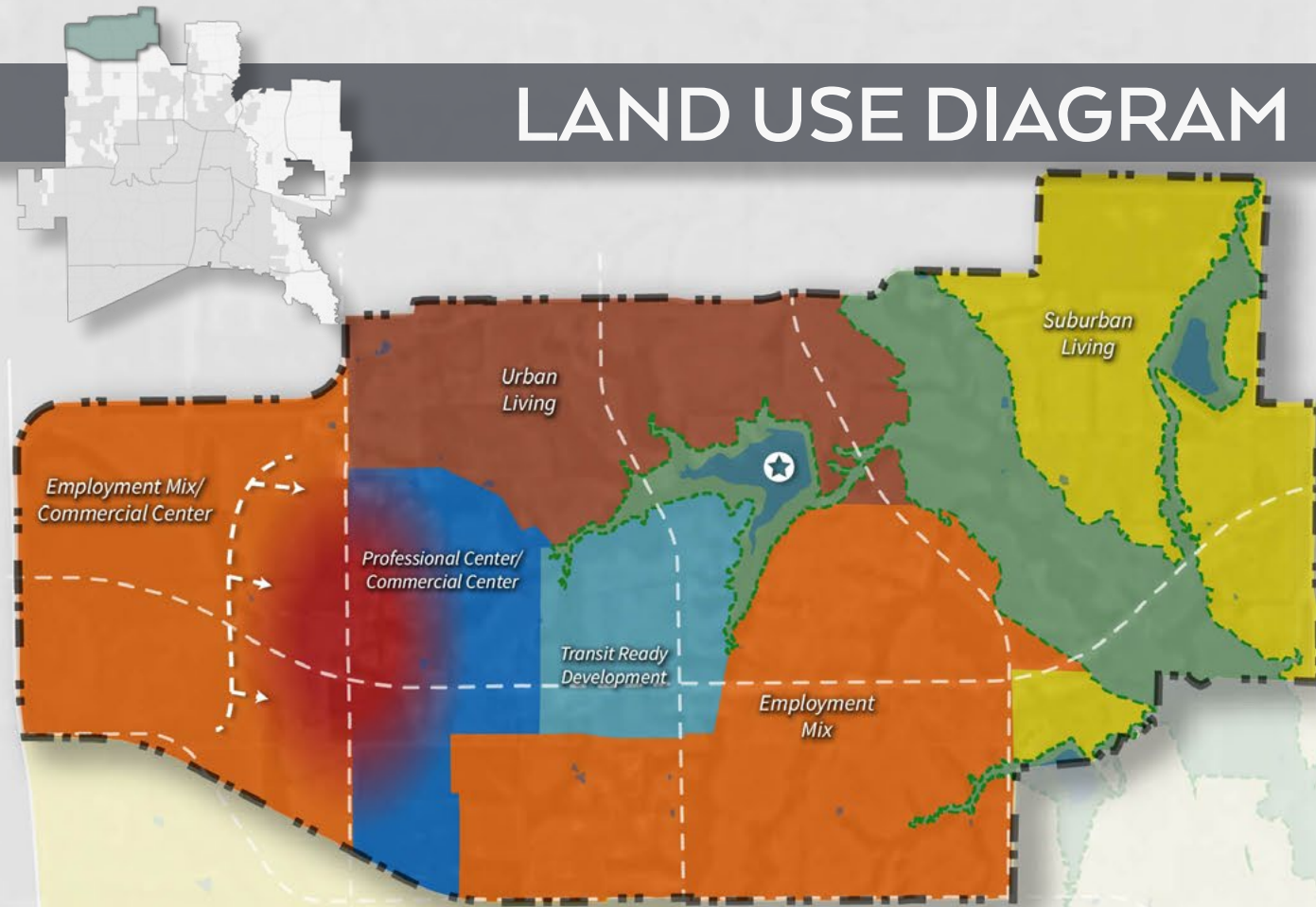
expected to be among the lowest, of which approximately 60% will be service workers employed in office space. This is because the planning and development potential in this particular district is not expected to peak until late in the planning horizon of this plan (2040).

Supporting product types that could be found during the District’s mid- to long-term phases of development will include retail, restaurant, service, and lodging facilities supporting both day- and nighttime employment, resident and visitor populations. Despite land prices reflective of expected densities, product values in the area will be enhanced by access to existing natural open spaces, thereby necessitating thoughtful planning and preservation of these desirable amenities.

The households that will find the Outer Loop Commercial District appealing can generally be described as smaller households of single and married individuals, many either pursuing or employed in positions requiring professional or semi-professional skills. The ethnic profile of individuals in these groups are among the most diverse, and their preference is largely to own rather than rent, in either established urban centers or in locations with accessibility to transit improvements.

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.

PSYCHOGRAPHICS

- EP** Enterprising Professionals
- BYP** Bright Young Professionals
- FA** Fresh Ambitions
- BB** Boomburbs
- MB** Middleburg

- Floodplain / Amenity Zone
- District Boundary
- District Identity Feature
- Amenity Feature
- Community Asset
- Intensity Transition

INDUSTRY TRENDS

Development Trends

- Mixed-Use Environments
- 18-Hour Environments
- Urban Centers & Proximity

Employment Trends

- Mobile Workforce
- Business Office Contraction

Business Trends

- High-Growth High-Tech

Social Trends

- Traditional Neighborhood Design

Residential Trends

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

STRATEGIC DIRECTION

DEVELOPMENT PATTERN

1. **Urban Living** is located along the southern edge of the District and is intended to provide a residential base for this highly employment-oriented 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. 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.

2. More intense development, including higher densities of residential associated with **Transit Ready Development**, large-scale offices or **Professional Centers**, and the regional retail of **Commercial Center**, should be located along the frontage of the Outer Loop in order to maximize economic development opportunities in the area while minimizing its impact on the natural environment.

3. The **Transit Ready Development** Placetype is located at the intersection of the Outer Loop and Ridge Road, in the heart of the District. It is intended to provide employment and residential uses that will take advantage of the future

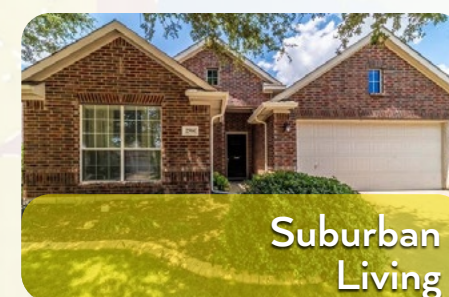
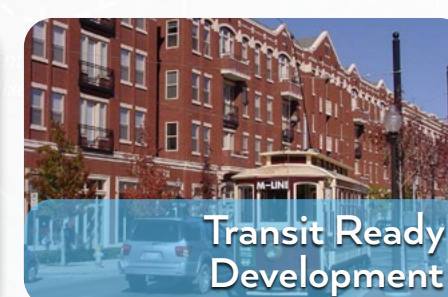
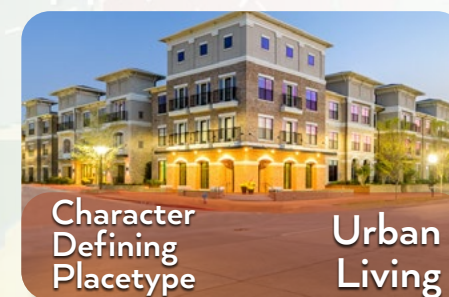
rail component of the proposed Outer Loop corridor. Given its location near an existing Natural Resource Conservation Service lake, any development that occurs in this area should take full advantage of the close proximity to this amenity feature.

4. The **Professional Center** Placetype in this District provides additional employment opportunities along the new Outer Loop corridor. The location along a major regional highway and potential transit corridor, along with proximity to a mixed-use environment of Transit Ready Development make the areas shown on the diagram ideal for future corporate headquarters, multi-tenant high-rise offices, and smaller supporting office developments.

5. **Commercial Center** developments should provide supporting retail services and restaurants for the significant employment base and urban residential uses that will develop in this District.

6. **Employment Mix** should be located throughout the District and will house businesses that need access to, but not necessarily a high level of visibility from the Outer Loop.

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 Feature on the Diagram denotes an existing Natural Resource Conservation Service lake, which should be the focus of surrounding Transit Ready Development and Urban Living area in order to create places that take advantage of this unique feature.
- 2. 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 various Placetypes to the regional systems. Trails should also provide connections into areas of Transit Ready Development, Professional Center, and Commercial Center.

ANTICIPATED PUBLIC INVESTMENTS & INITIATIVES

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

- 1. This District’s development pattern assumes a major public investment in transportation infrastructure. More specific area plans and design standards should be adopted when the timing and design of the Outer Loop are determined.
- 2. Extension of urban or suburban-scale public infrastructure timed in accordance with the construction of the Outer Loop.
- 3. If the region’s plans for the Outer Loop change, a revised District planning process will be needed to provide appropriate land use and development direction.

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

