# 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***









## 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***

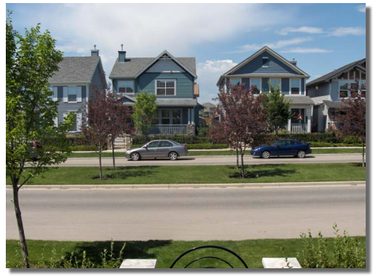
***2. Open Spaces & Amenities***

***3. Subdivision Orientation***

***4. Suburban-Rural Transition***









## 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***

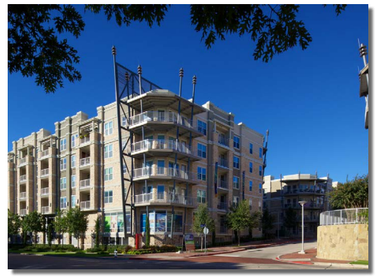
***2. Parks & Amenities***

***3. Complements Neighborhood Commercial***

***4. Subdivision Orientation***









## 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***





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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***









## 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***









## 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***

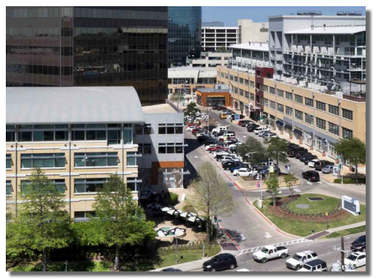
***3. Big Box Anchor, Small Outlots Around***

***4. Infill Potential***









## 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***





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## 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***

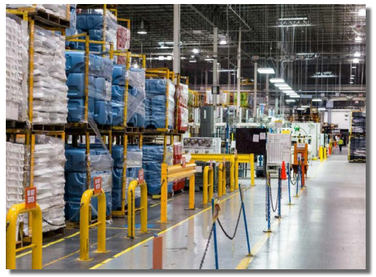
***2. Corporate, Institutional & Medical Uses***

***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

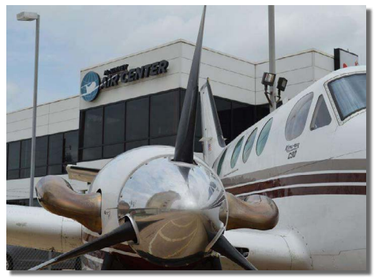
***1. Local Airport Adjacent***

***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

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### *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***



