

CITY OF MCKINNEY

DOWNTOWN REDEVELOPMENT PLAN



NACK
DEVELOPMENT

NELTEX★SPORTS



Cross
architects

POGUE
CONSTRUCTION

Meet Donny Churchman, the man with a passion for Frisco's Rail District

Audrey Henvey Nov 7, 2022



Progressive Heritage

BY AMY DAY RICHMOND



BUSINESS > REAL ESTATE

Developer looks for big impact from small projects in Frisco's old downtown

A handful of small projects on the way in the historic district are designed to build on the city's past.

Progress often leaves heritage behind. The sparkly and new can be powerful lures, causing history to fade from the collective mind. Over time, character and charm can become part of the forgotten past. Frisco, however, has found a way to embrace both the old and new. Nationally known for its forethought and city

planning, Frisco seeks out and embraces the latest concepts in development. Regularly garnering attention from other cities, Frisco has made a name for itself with its rapid and progressive growth.

At the same time, and with the same intentional forethought, Frisco fervently pursues projects that connect the community to the city's strong roots. Indeed, Frisco exudes reverence for its heritage and actively works to ensure its humble beginnings are not forgotten. So, when Donny Churchman, the president of NACK Development, LLC, was looking for a place to start a development in Frisco, downtown became the place to be.

As luck would have it, an iconic part of Frisco's recent history, Double Dio Frozen Cus-

tard, had just moved to be for sale. This

Mr. Churchman could change the landscape perfectly with Frisco. The area that was

Road to the railroad

Downtown Merchants Association, as well as the city, that floated the idea of The Rail District. We loved it, so we took it and ran with it." He adds, "With larger developments in the limelight, like The Star or Wade Park ... that is where everyone's focus has been. We really want to remind Frisco that historic downtown is a jewel, and we can do some really special things down there."

OVER TIME, CHARACTER AND CHARM CAN BECOME PART OF THE FORGOTTEN PAST, BUT FRISCO HAS FOUND A WAY TO EMBRACE BOTH THE OLD AND NEW.

The first development to break ground

Inside one man's vision for Frisco's downtown

Audrey Henvey, ahenvey@starlocalmedia.com Mar 25, 2022

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16 PERSON OF THE YEAR

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LIFESTYLE PROFILES

Donny Churchman – The Man Behind “The Rail District”



Creating Everyone's Neighborhood

NACK'S VISION

When downtown growth is smart, it is thoughtful and considerate of the greater good. It is mindful of its people and places. And it all starts with the perfect setting in a small, southern town. It is a place with a beating heart. Where tradition is its lifeblood. The history can be a bit gritty, but it's with this foundation where the character only adds to its worth. The opportunity to bring new life is exciting, but its success thrives on collaboration.



2021 FINALIST
BEST ECONOMIC GAME
CHANGER

PATIOS AT THE RAIL


Frisco, TX



CAPTURING UNIQUE IDENTITY



COLLABORATING WITH LOCAL BUSINESS



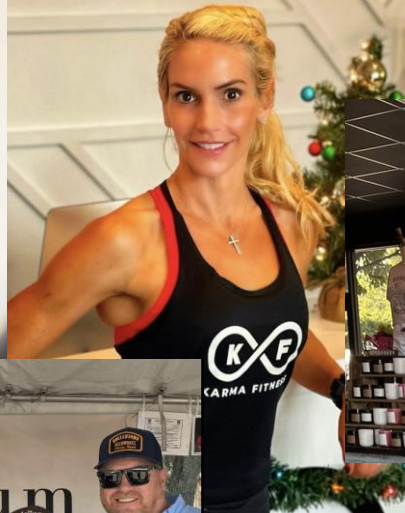
“Frisco is our home and the place where we started our business. It only makes sense to open it in the center of the community.”

“Someone finally came along with a heart and vision for the historic area that matches mine.”

“We love downtown and feel responsible for making it successful for the immediate community and those who visit.”

“We don’t trust just anyone to steward this amazing place, but NACK is a champion for downtown, preserving it’s character and what it stands for.”

COLLABORATING WITH LOCAL BUSINESS



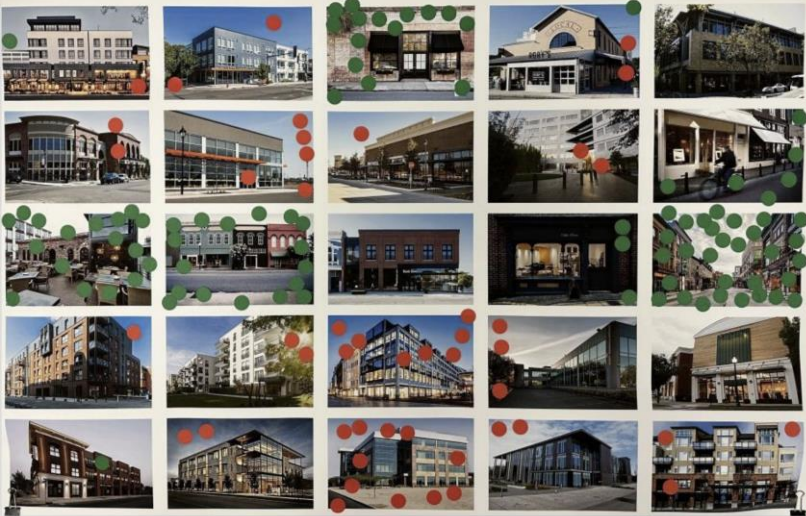
DESIGNING FOR LONG TERM SUCCESS



PUBLIC INPUT

What Do You Want to See: Building Designs and Architecture

● Want to see ● Don't want to see



What Do You Want To See: Streetscape and Public Features

● Want to see ● Don't want to see



Adequate Parking
Wide Sidewalks Interactive Quaint
Buzzing Patios Unique
History Welcoming Mayberry Home
Old Lighting Activated Spaces
Interesting Seating Small Town Public Art
Boring Vibrant Historic Structures
Landscaping Trees Multi-Culture
Hometown Square Collaborative
Downtown Pedestrian Plazas Gathering Spaces
Kickass Friendly Historic Heart
Eclectic Parklets Special Human Scale Decorative Hardscape
Walkable Parking Structure Expensive
Nostalgic
Old School

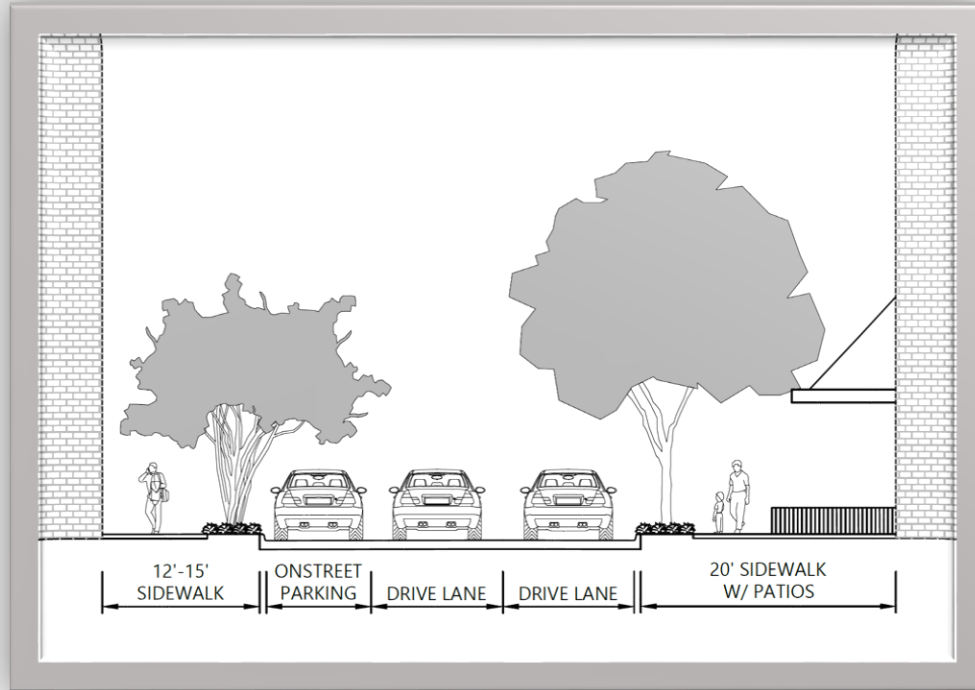




CODE COMPLIANCE

PEDESTRIAN PRIORITY 'A'

TENNESSEE ST – SOUTH OF HUNT ST
KENTUCKY ST – SOUTH OF HUNT ST



PEDESTRIAN PRIORITY 'B'

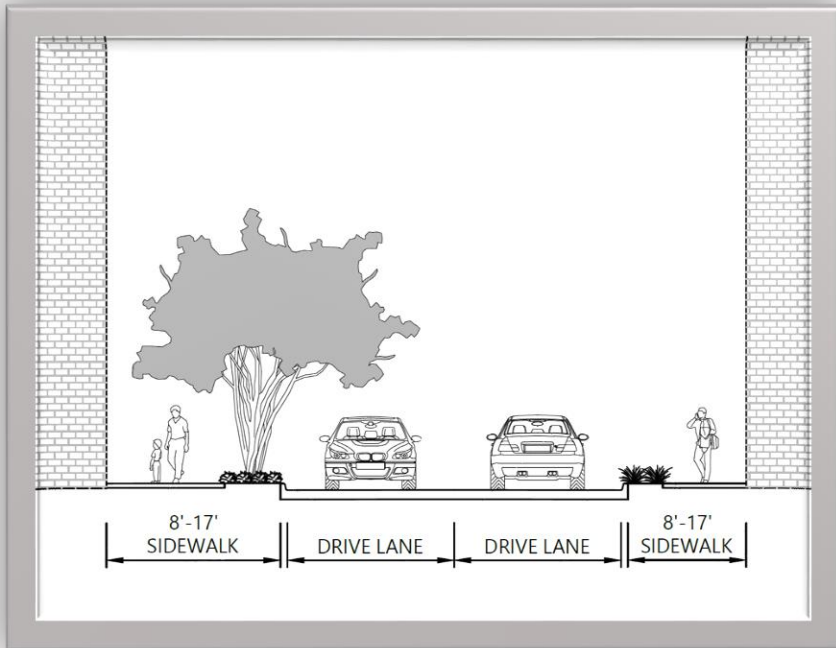
HUNT ST

LAMAR ST

CHESTNUT ST

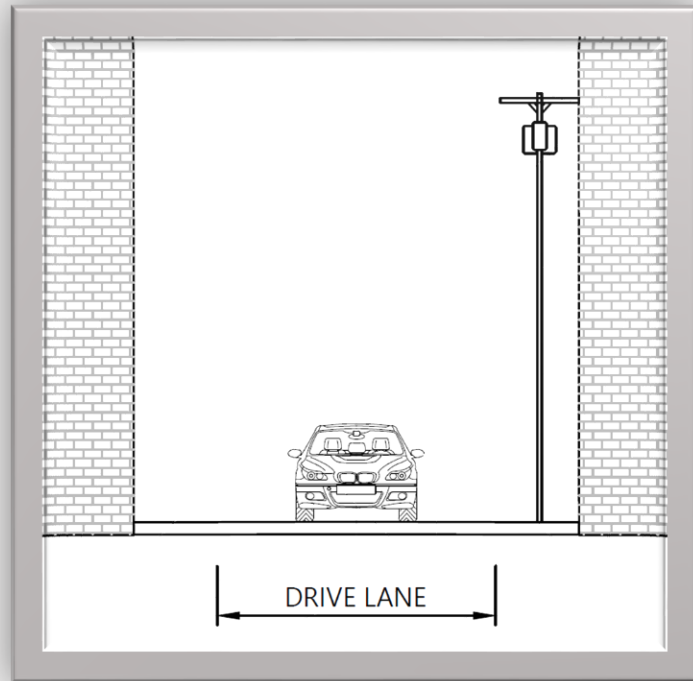
TENNESSEE ST – NORTH OF HUNT ST

KENTUCKY ST – NORTH OF HUNT ST

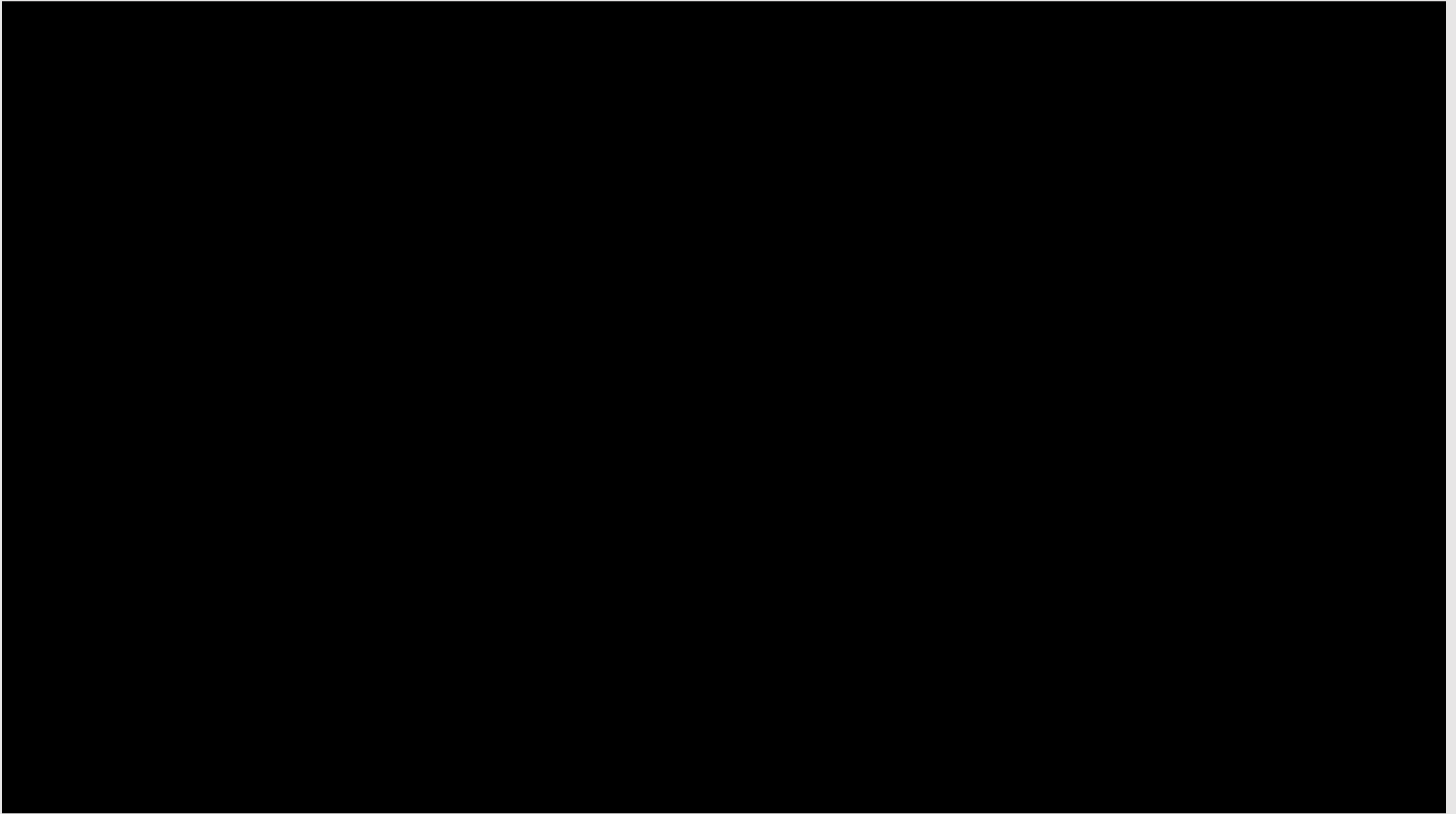


SERVICE CORRIDOR

HERNDON ST
JOHNSON ST
LOGAN ST



DEVELOPMENT CONCEPTS





BLOCK 1

ENTERTAINMENT VENUE WITH
ROOFTOP PATIOS



BLOCK 2

BOUTIQUE HOTEL & OFFICE





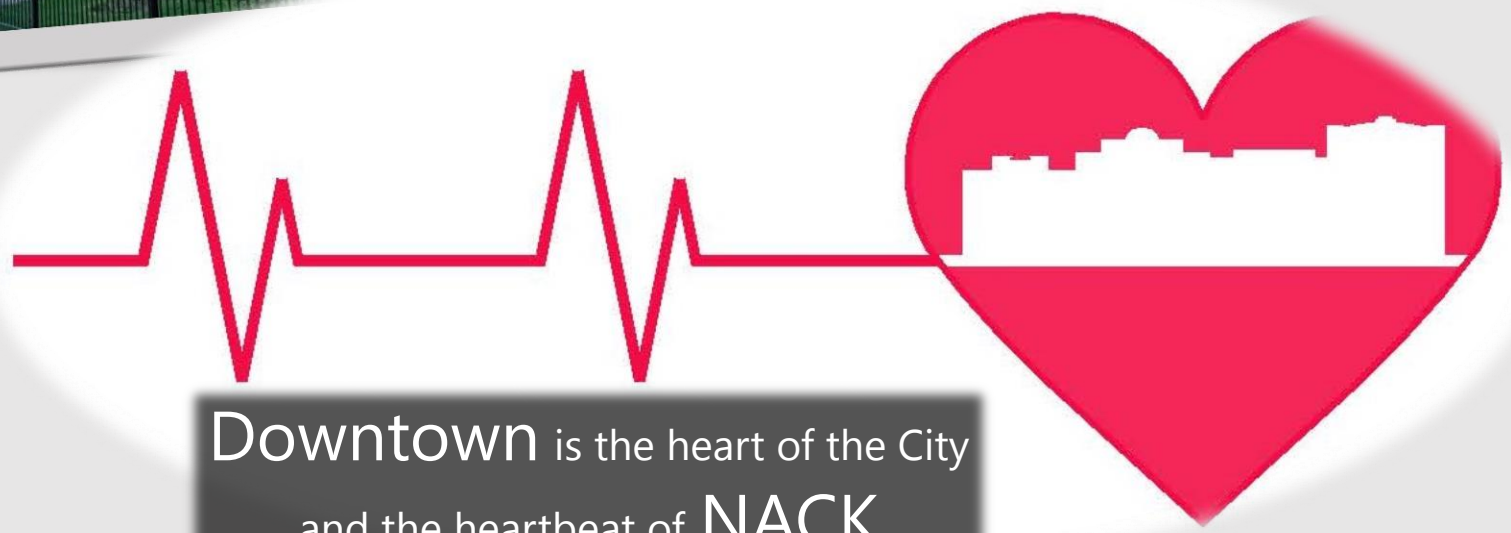
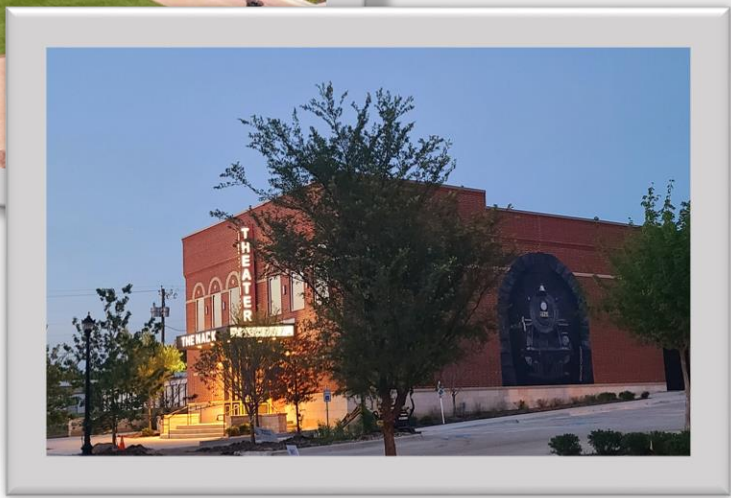
BLOCK 3

VERTICALLY INTEGRATED MIXED USE,
VARIED RESIDENTIAL TYPES & OPEN SPACE

BLOCK 4

PARKING GARAGE





Downtown is the heart of the City
and the heartbeat of NACK



NACK
DEVELOPMENT

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