



# COLLIN CROSSING DISTRICT

*Intent - This area capitalizes on the existing business and educational opportunities created by Raytheon and the Collin College Central Park Campus. Residents of existing neighborhoods and the students and faculty of Collin College can also benefit from appropriate and convenient employment, retail and housing choices.*



# DESCRIPTION

The Collin Crossing District builds on two important existing Community Assets – the Collin College Central Park Campus and Raytheon’s business campus. Due to these assets, the character-defining Placetype of this District is Professional Center. In this particular District, this Professional Center Placetype encourages job growth by companies similar to Raytheon – office, technology and knowledge worker employment. Employment Mix provides a location for businesses that combine the employment found in a Professional Center area with some lighter manufacturing or distribution functions. In this District, businesses can find locations to commercialize new technologies and students from the College can find jobs in their fields. US 75 and US 380 also make these desirable and visible business locations.

A significant part of this District is already developed. Therefore, the businesses that locate in the remaining vacant areas should provide job opportunities close to home for District residents - an advantage that should help

these neighborhoods remain desirable and thriving over time. New areas for Urban Living uses are proposed south of US 380 and the Districts northeast corner in locations that already have momentum for developing as such. Walking and biking connections should make it easy for people who live in these areas to reach the Collin College campus without driving.

While the Collin Crossing District is not envisioned as a major regional commercial center, it does include a location for a Commercial Center at US 380 and Hardin Boulevard. This center should serve residents of this District and areas to its north.

Collin Crossing is envisioned as one of McKinney’s primary destinations for ‘Creative Class’ people and companies. To appeal to this group, the development quality must be high and the District must be a place with a memorable character. High quality public improvements will establish desired quality levels in private investment.

## *“McKinney’s primary destination for ‘Creative Class’ people and companies”*

Among the 17 Districts which comprise the planning area, this District is one of only five with a non-residential use as the character-defining Placetype. The emphasis on non-residential product types is supported by the fact that the Collin Crossing District is forecasted for the third fewest number of households and population totals, yet the fourth highest number of employees.

New Housing planned in this District is limited to urban residential product types, consistent with multi-story market rate rental projects, but also potentially including row homes, townhouses, and stacked flats. Employers within the District will be located in a variety of building types ranging from mid-rise office buildings to lower impact industrial buildings, including flex office, light industrial, research and development, and incubator space, the latter

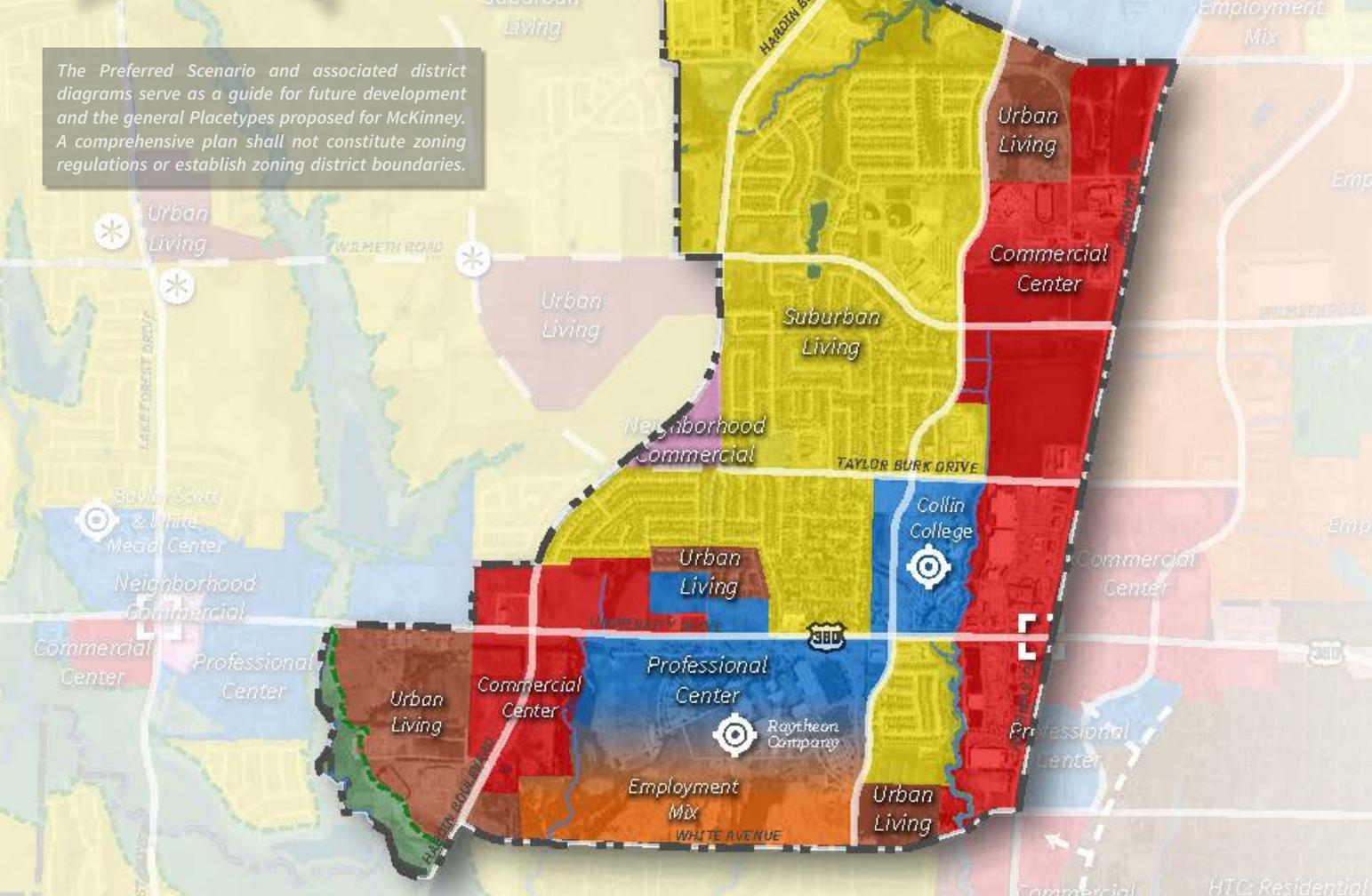
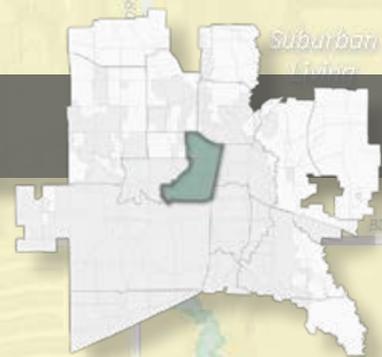
tailored to the cost-sensitive needs of young and retired entrepreneurs. Commercial stores, restaurants and lodging facilities will be among several supportive uses primarily targeting the District’s daytime population.

Whereas new housing in this District is largely limited to urban product types at densities higher than those found in most of the other Districts with any sizable concentration of housing, the development emphasis is on growing the community’s primary job base. Among its limited number of residents, they primarily fall within the Millennial and Generation Y age cohorts. They are diverse in their ethnic profile, primarily single, living in one- and two-person households, and the latter are generally unrelated individuals.

# 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 district boundaries.



## INDUSTRY TRENDS

### Employment Trends

- Mobile Workforce
- Office Space Contraction
- Logistics Sector Growth
- Texas Economic Growth

### Business Trends

- Flexible Use Space
- High-Growth High-Tech

### Residential Trends

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

## PSYCHOGRAPHICS

- EP** Enterprising Professionals
- BYP** Bright Young Professionals
- UPF** Up & Coming Families
- PP** Professional Pride
- FA** Fresh Ambitions
- SM** Soccer Moms
- BB** Boomburbs

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

# STRATEGIC DIRECTION

## DEVELOPMENT PATTERN

1. **Professional Center** is the character-defining Placetype in this District and is predominately characterized by the Raytheon campus and Collin College Central Park Campus. In this particular District, the Professional Center Placetype is intended to attract companies desiring close proximity to the Collin County Government Center, Collin College or Raytheon. Design standards and technology infrastructure should be high to attract these employers.
2. Although not a character-defining Placetype, **Employment Mix** in this District should include businesses that provide supporting services to Raytheon and other new corporations that will locate in the District that desire a location with close proximity to those corporations.
3. The **Commercial Center** Placetype is shown at the intersection of US 380 and Hardin Boulevard and along US 75 from Bloomdale Road to White Avenue. Given the District's central location in McKinney along two of the community's major regional arteries (US 75 and US 380), developments in these locations should provide major retail services and restaurants for the significant residential and employment base in this area.
4. **Neighborhood Commercial** in this District should be located along White Avenue and Hardin Road, and should

provide smaller, neighborhood supporting businesses for the existing residential areas in this District, as well as the adjacent Medical District and Established Community to the west and south.

5. The **Urban Living** and **Suburban Living** Placetype shown in this District is intended to provide housing choices for employees of Raytheon and for the nearby Collin County Government Center just north of the 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. This Placetype should be located in a manner that utilizes floodplain / amenity areas, and existing or future commercial developments as a transition to existing suburban neighborhood development. 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.

6. 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

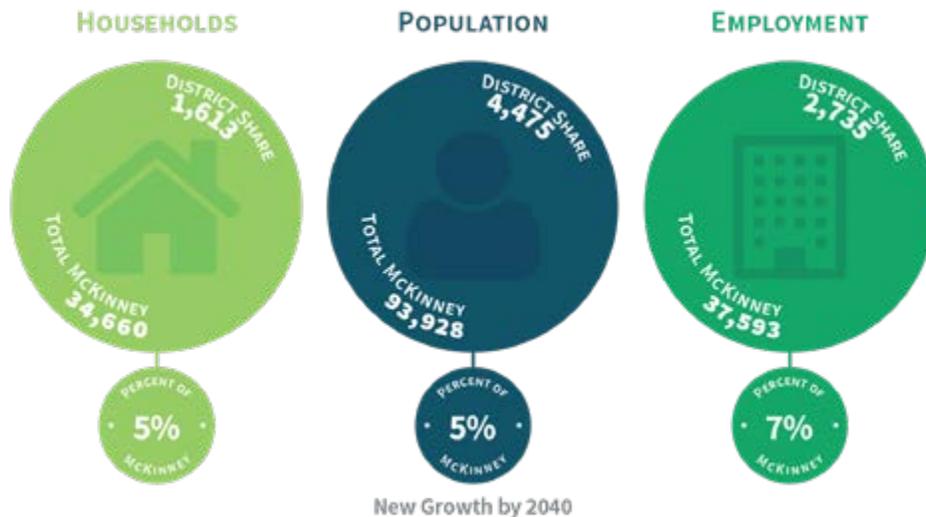


# IDENTITY, AMENITIES, & INFRASTRUCTURE

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 Community Assets on the Diagram denote the Collin College Central Park Campus and the Raytheon campus. New development in this District should be focused on the synergies created by having these assets in the District.
2. A District Identity Feature should be located at the intersection of US 380 and US 75. This feature should serve as a key gateway and should establish an overall character and brand for the district. More information about this and other gateway features can be found in the Parks and Recreation Master Plan.
3. A multi-purpose trail should be located along the floodplain area adjacent to the Urban Living Placetype. This trail will provide additional amenity to the future development in the area, and should provide connectivity to the regional system.
4. Mobility networks in this District should focus on providing capacity to support the employment base desired in the area while also focusing on creating character that brands the overall Collin Crossing District.

The graphic that follows provides a profile of the Collin Crossing 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 Crossing District.*

1. Creation of a Major Gateway for McKinney at US 75 and US 380.
2. Extension and expansion of Hardin Boulevard and Wilmeth Road.
3. Way-finding, streetscape design and other investments that encourage non-automobile travel between Collin College, employment centers and neighborhoods within the District.
4. Partnerships between the College, MISD, the City and area employers to offer job training and placement, mentoring and similar opportunities for District residents and College students to find jobs with companies in the District.
5. Partnerships between the College and area employers to offer support technology transfer based on Collin College research and development.

