

Appendix C

Opportunity Site Evaluation

Northwest Sector Study

Opportunity Area Evaluation

Prepared for



Prepared by



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Northwest Sector Opportunity Site Evaluation

Project Objective

The project team identified locations which have emerged as opportunity areas within the Northwest Sector and may serve to strategically stimulate economic development, and thereby catalyze activity in adjacent locations for future development. 17 opportunity areas within the Northwest Sector were identified and characterized into three main categories: Residential Opportunity Areas, Mixed-Use Opportunity Areas and Major Regional Commercial Opportunity areas. These opportunity areas can be seen in Figure 1.

The 17 opportunity areas have been evaluated in order to identify the three most suitable areas that should serve as future **focus areas** of the Northwest Sector Study. The intent of identifying these focus areas is to create reproducible typologies for three different place types and describe how the typology could be used to guide the development of similar places throughout the Northwest Sector.

Process

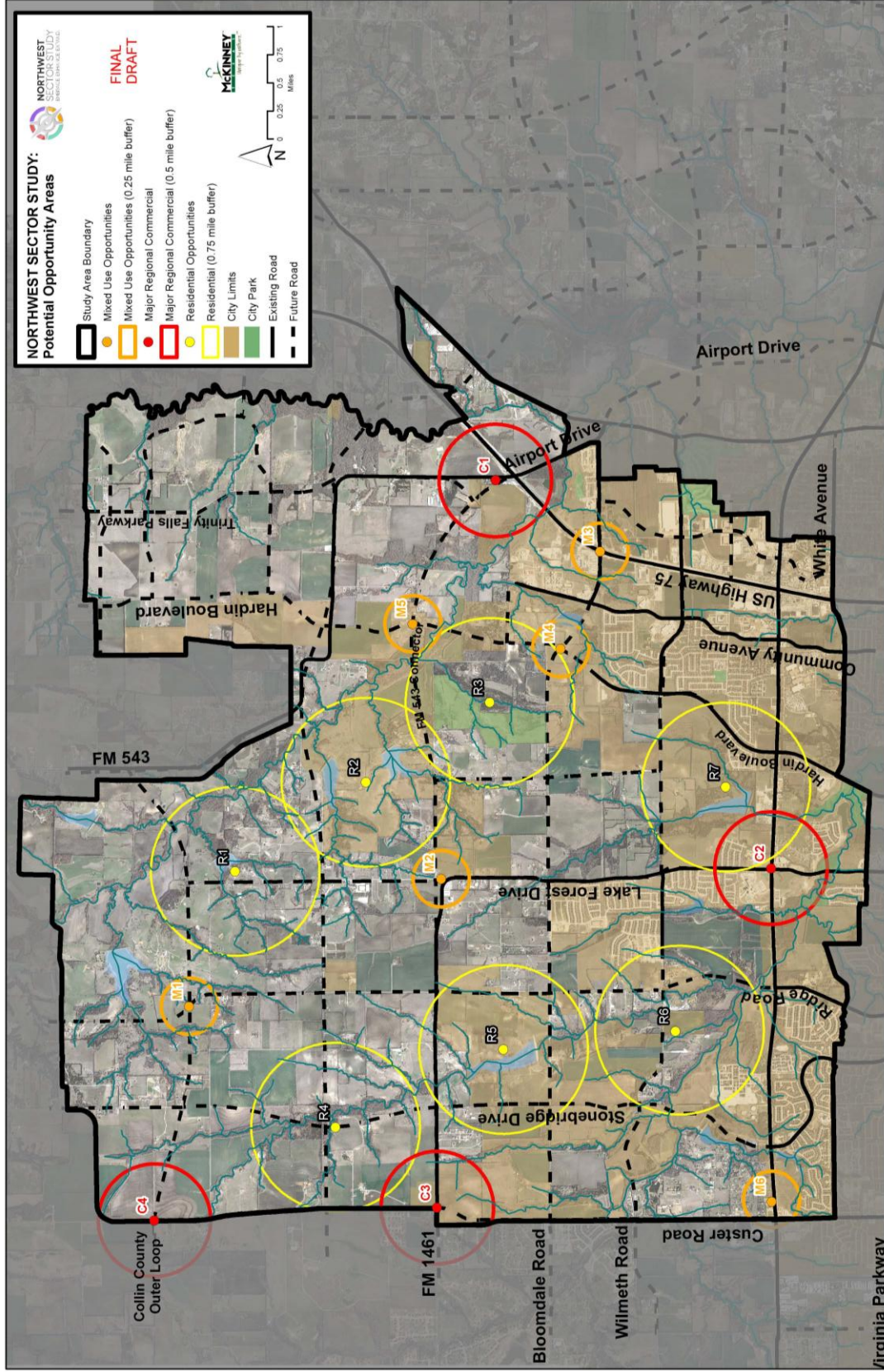
An assessment matrix was developed to objectively evaluate the 17 opportunity areas. Eight evaluation criteria were developed and each criterion was weighted based on its perceived importance to the anticipated development typology. A scoring of one to three points was given to each opportunity site for each evaluation criterion. The evaluation matrix, outcomes and rankings of the opportunity areas are presented below (Figures 2-4).

The three highest ranking opportunity areas will be identified as a focus area and are anticipated to be further explored in order to establish alternative land use and development frameworks and evaluation of the site's readiness and anticipated potential to catalyze development in the Northwest Sector.

Preliminary Assessment

The following section presents the findings of the assessment for each development category. A brief characterization of the eight evaluation criteria is provided below to explain the results of the assessment for each category.

Figure 1. Northwest Sector Opportunity Areas



Residential Opportunity Areas

There were seven residential opportunity areas identified, each area was rated on the eight evaluation criteria listed below. The following observations contributed to the scoring (Figure 2):

1. Proximity to natural features and amenities: Residential opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity.
2. Market Potential: Residential opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did see a realistic market potential or demand.
3. Proximity to existing municipal utility infrastructure: Residential opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile.
4. Proximity to existing arterial roads: Residential opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Residential opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings.
5. Potential Development Interest: Residential opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Activation Potential: Residential opportunity areas located near areas of existing development activity or located at the junction of potential infrastructure expansion(s) were seen as having a higher activation potential. Residential opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. "leap frog") development pattern were given lower ratings.
7. Age of Existing Zoning: Residential opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.
8. Challenges to development: Residential opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings.

Figure 2. Residential Evaluation Matrix

Residential	Criteria	Criteria Weight	R1	R2	R3	R4	R5	R6	R7
	Proximity to natural features	25%	2	2	3	2	3	2	3
	Market potential	20%	1	1	2	1	2	3	3
	Proximity to existing arterial roads	15%	1	1	1	1	1	2	2
	Proximity to existing municipal utilities	15%	1	1	2	1	2	1	2
	Potential development interest	10%	1	3	3	1	3	1	1
	Activation potential	5%	1	1	2	1	2	2	3
	Existing zoning	5%	3	2	3	3	3	3	3
	Challenges to development	5%	1	1	1	1	1	1	2
<i>Weighted Score (weight x raw score)</i>			<i>1.35</i>	<i>1.50</i>	<i>2.20</i>	<i>1.35</i>	<i>2.20</i>	<i>1.95</i>	<i>2.45</i>

Findings:

Residential Opportunity Area R7 was rated high in a number of areas. It is located near a natural feature (lake) and adjacent to an existing arterial (US 380) as well as having nearby municipal utilities - all which resulted in R7 receiving maximum ratings for those evaluation criteria. Additionally, it received a high rating for its activation potential as it is located near established commercial and residential development and provides for a logical expansion of development north of US 380.

Residential Opportunity Areas R3 and R5 also scored highly, but were not located as close to existing infrastructure and therefore received slightly lower ratings. However, the final rankings are close to R7.

The final weighted score resulted in R7 having the highest ranking of all seven residential opportunity areas. **Therefore, the project team recommends that Residential Opportunity Area R7 be evaluated as a focus area.**¹ However, with its proximity to a significant natural feature and potential to activate important east-west connections, Site R5 is a preferred second choice in terms of focus area. With the merits of Site R3 also recognized, City Staff will actively engage with property owners to synergize private planning efforts with the public planning goals and objectives.

¹ Following the presentation of this report to the McKinney City Council on March 31, 2014, city staff met with the property owner of site R7 and found that the property owner preferred to not be evaluated as a focus area. Therefore, the second-highest scoring site (R5) has been pursued as the Residential Focus Area.

Mixed Use Opportunity Area

Six mixed use opportunity areas were identified. As with the previous evaluation, each mixed use opportunity area was rated on the eight evaluation criteria listed below. The following observations contributed to the scoring (Figure 3):

1. Market Potential: Mixed use opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did not see a realistic market potential or demand for a given area.
2. Proximity to existing arterial roads: Mixed use opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings. More specifically, mixed use opportunity areas which are located next to major arterials such as US 380 or US 75 received the highest ratings.
3. Proximity to existing municipal utility infrastructure: Mixed use opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile. More specifically, mixed use opportunity areas located next to US 380 or US 75 which have existing municipal waterlines in the ROW received the highest scores.
4. Activation Potential: Mixed use opportunity areas located near existing residential or commercial development were seen as having the potential to activate additional development and received the highest ratings. In addition, opportunity areas located at the junction of potential infrastructure expansion(s) were also seen as having a higher activation potential. Similar to the residential criteria, opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. “leap frog”) development pattern were given lower ratings.
5. Potential Development Interest: Mixed use opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Challenges to development: Mixed use opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings. The majority of the mixed use opportunity areas were located in areas that had existing roadway and utility infrastructure and received high ratings.
7. Proximity to natural features and amenities: Mixed use opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity. By and large, natural amenities such as parks, water features and trails were not located adjacent to any of the mixed use opportunity areas; therefore ratings for almost all opportunity areas in this category were low.

8. Existing Zoning: Mixed use opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.

Figure 3. Mixed Use Evaluation Matrix

Mixed- Use	Criteria	Criteria Weight	M1	M2	M3	M4	M5	M6
	Market potential	30%	1	1	3	3	1	3
	Activation potential	25%	1	1	3	3	1	2
	Proximity to existing arterial roads	10%	1	3	3	2	1	3
	Proximity to existing municipal utilities	10%	1	3	3	2	1	3
	Potential development interest	10%	1	1	3	3	3	3
	Challenges to development	5%	1	3	3	2	2	2
	Proximity to natural features	5%	1	1	1	3	1	1
	Age of existing zoning	5%	3	3	1	3	2	2
<i>Weighted Score (weight x raw score)</i>			<i>1.10</i>	<i>1.60</i>	<i>2.80</i>	<i>2.75</i>	<i>1.30</i>	<i>2.55</i>

Findings:

Sites M3 and M4 scored the same on the two highest weighted criteria (market potential and activation potential). Objectively, Site M3 scored higher overall because of its location to adjacent an existing arterial (US 75) and water utilities. However, subjectively, Site M4 provides a greater opportunity for the City to effectuate proactive planning in association with Site R3 and Erwin Park. Site M4 also provides a better opportunity to examine some of the significant infrastructure challenges seen west of Community Avenue. With this in mind, **the project team recommends that Mixed Use Opportunity Area M4 be evaluated as a focus area.**

Regional Commercial Opportunity Area

Four commercial opportunity areas were identified. As with the previous evaluation, each commercial opportunity area was rated on the eight evaluation criteria which are listed below. The following observations were made which contributed to the scoring (Figure 4):

1. Market Potential: Regional commercial opportunity areas which are anticipated to see a higher market potential/demand given its location and current economic/development trends received higher points than those that did not see a realistic market potential or demand for a given area.
2. Proximity to existing arterial roads: Regional commercial opportunity areas that are adjacent to or within one-half mile of existing arterial roads were given higher ratings. Opportunity areas that are located outside of a one-half mile radius of existing arterial roads received lower ratings. More specifically, opportunity areas which are located next to major arterials such as US 380 or US 75 received the highest ratings.
3. Proximity to existing municipal utility infrastructure: Regional commercial opportunity areas located adjacent to or within one-half mile of existing municipal utility infrastructure received higher ratings than those areas where municipal utility services would need to be extended beyond one-half mile. More specifically, opportunity areas located next to US 380 or US 75 which have existing municipal waterlines in the ROW received the highest scores.
4. Activation Potential: Regional commercial opportunity areas located near existing residential or commercial development were seen as having the potential to activate additional development and received the highest ratings. In addition, opportunity areas located at the junction of potential infrastructure expansion(s) were also seen as having a higher activation potential. Similar to the residential criteria, opportunity areas located where little or no development exists or located in an area that could perpetuate a disjointed (i.e. “leap frog”) development pattern were given lower ratings.
5. Potential Development Interest: Regional commercial opportunity areas which have seen active development interest within the past 12 months received higher ratings.
6. Challenges to development: Regional commercial opportunity areas with known or potential significant development challenges such as environmental mitigation and/or extraordinary costs for constructing roads, bridges and/or utility infrastructure were given lower ratings.
7. Proximity to natural features and amenities: Regional commercial opportunity areas which are adjacent to or within a one-quarter mile of natural features and amenities such as large bodies of water, parks or trails received higher points than those not located within close proximity to a natural feature or amenity. By and large, natural amenities such as parks, water features and trails were not located adjacent to any of the regional commercial opportunity areas; therefore ratings for most opportunity areas in this category were low.
8. Existing Zoning: Regional commercial opportunity areas with no zoning in place (i.e. located in the ETJ) or with zoning that is older than 10 years received higher ratings.

Figure 4. Regional Commercial Evaluation Matrix

Major Regional Commercial	Criteria	Criteria Weight	C1	C2	C3	C4
	Activation potential	30%	3	2	1	1
	Market potential	25%	3	3	1	1
	Proximity to existing arterial roads	10%	3	3	3	1
	Proximity to existing municipal utilities	10%	1	3	1	1
	Potential development interest	10%	3	3	1	1
	Age of existing zoning	5%	2	2	3	3
	Challenges to development	5%	3	3	1	1
	Proximity to natural features	5%	2	2	1	1
<i>Weighted Score (weight x raw score)</i>			2.70	2.60	1.30	1.10

Findings:

Commercial Opportunity Areas C1 and C2 scored relatively the same on most categories. However, Area C1 had the highest ranking. Its location adjacent to a major existing arterial (US 75) combined with its proximity to the anticipated momentum from the US 75 improvement project, FM 543 connector project and the Trinity Falls development make it a desirable focus area.

The project team recommends Commercial Opportunity Area C1 as the preferred focus area.

Conclusion

A review of this assessment shows that some generalizations can be made about the opportunity areas. The highest rated opportunity areas in each category shared some similarities: they are predominately located near existing development as well as near existing arterial roads and/or municipal utilities; and they also received a high rating in the activation potential evaluation criteria.

Other conclusions can be drawn from this assessment as well. The highest rated residential opportunity areas were also areas adjacent to natural amenities. Market potential was highest for those mixed use opportunity areas which were located adjacent to existing development. The commercial opportunity areas located near existing development and infrastructure also ranked highest in market potential and activation potential. As a final observation; the evaluation criteria which seemed to differentiate the rankings in each category was the proximity to existing municipal utility infrastructure and existing arterials roads.