

# McKinney Regional Employment Center + Craig Ranch

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Fearing that McKinney, Texas, would become just another “bedroom” community, McKinney sought to jump-start development within the 4,500-acre corridor along State Highway 121 known as the Regional Employment Center (REC). Aided by Gateway Planning Group’s market-based approach, McKinney’s Economic Development Corporation became convinced that urbanism provides greater potential for economic development and can preserve McKinney’s unique character.

Gateway Planning facilitated community consensus for an urban vision; developed a master plan and transportation network for the region; ensured the vision would translate into a fiscal benefit for the city; and crafted an urban design-based code for implementation. This work was awarded Best Current Planning, Project Plan and Community of the Year by the Texas American Planning Association.

## Public-Private Synergy

The largest of the privately owned parcels—2,000 acres owned and developed by Craig International, Inc.—has been transformed into Craig Ranch, consisting of a vertically mixed-use town center surrounded by an employment center, sports district and three pedestrian-friendly neighborhoods, plus a dozen pocket parks and plazas. Craig Ranch was designed under Gateway’s Urban Code by town planners, Duany Plater-Zyberk, with the assistance of Gateway Planning principals Scott Polikov and Milosav Cekic. As a result of the work, the North Central Texas Council of Governments provided a \$2.3 million sustainable development grant for Collin-McKinney Parkway, which anchors the town center.

## Return on Investment

Since the Regional Employment Center Plan and Code were implemented in 2001, the results include:

- 2,000-acre mixed-use Craig Ranch developing with a projected assessed value of approximately \$2.9 billion
- Key lifestyle destinations: PGA Tournament Players Club, North Texas Baseball Complex, Michael Johnson Olympic Training Center, Stars Center, Cooper Living Center
- Craig Ranch Employment Center and Medical Complex with over 1 million square feet already under development, including new hospital, surgery center, professional medical offices and the Traxxus Headquarters.

### Site Details

5000 Acre Mixed-Use  
Employment Center

### Scope/Services

Master Planning  
Infrastructure Planning  
Public-Private Funding  
Form-Based Zoning  
Developer Recruiting

### Cost

\$500,000

### Projected Value

\$2 - 3 Billion

### Start/Completion Date

1999 - 2003