

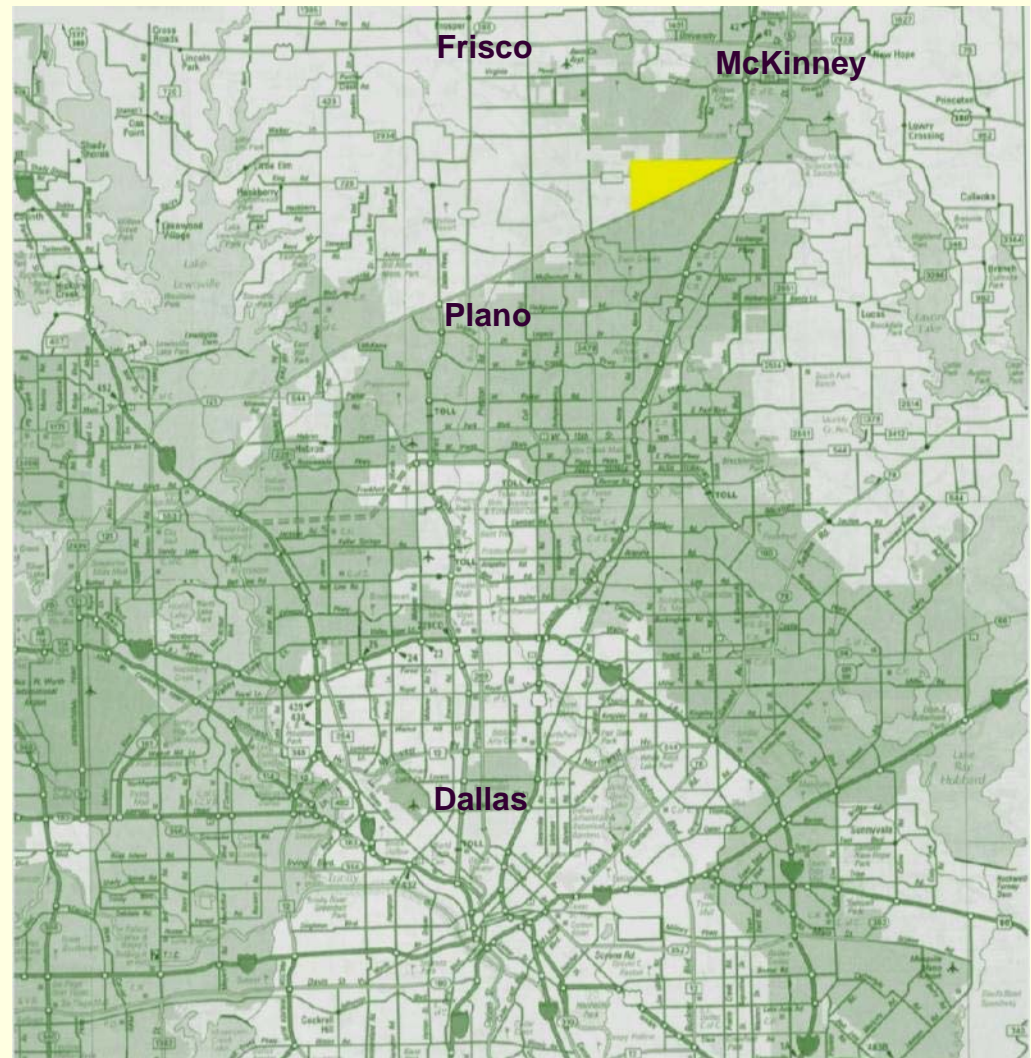
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# Volcano Heights Sector Development Plan

**Case Studies**  
**Gateway Planning Group**  
June 3, 2013

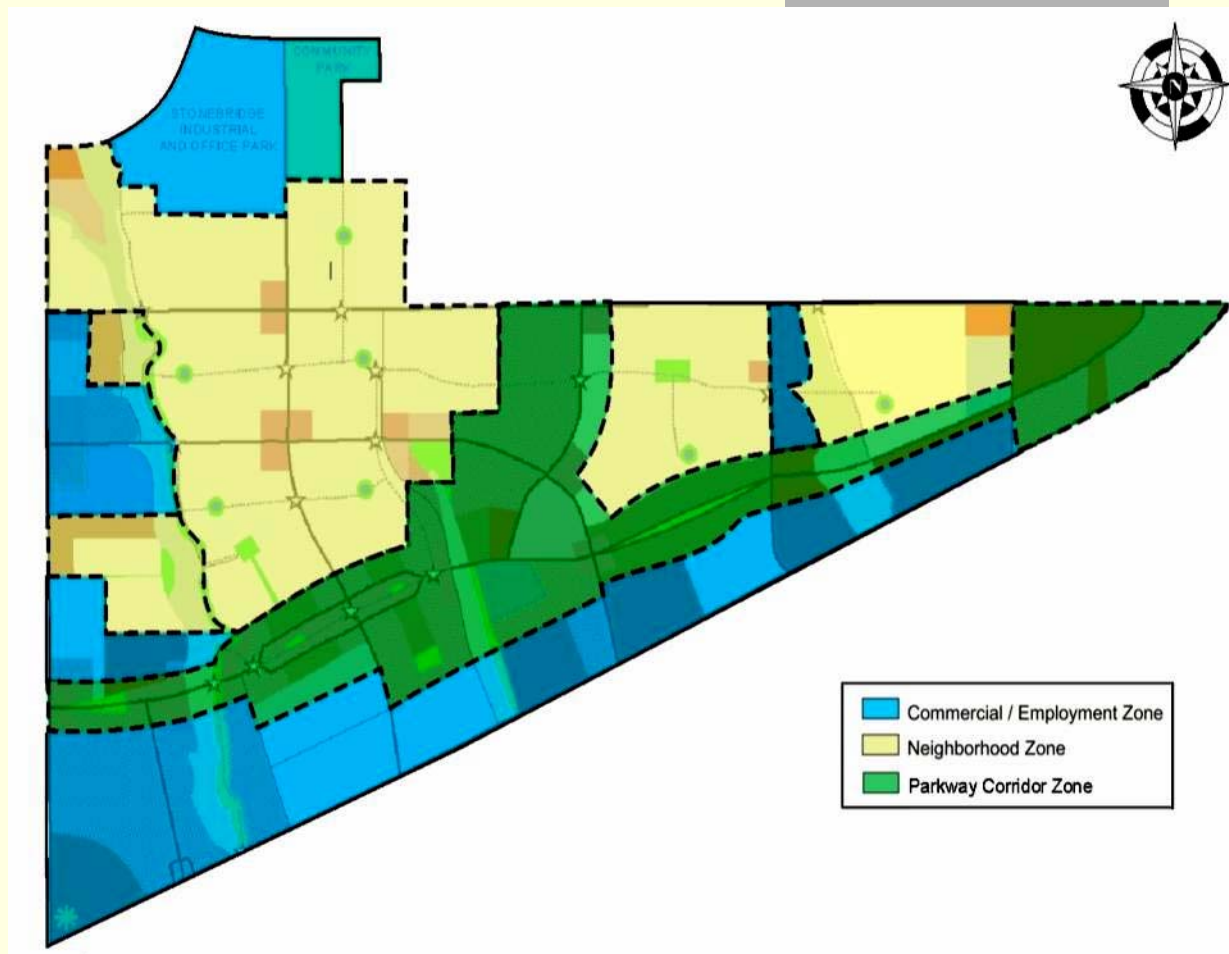
# Case Study #1: McKinney, Texas

The 4,500-acre  
“Regional  
Employment  
Center” sat fallow  
until jumpstarted  
through a form-  
based strategy.



# A Plan for leveraged growth

A master plan and a form-based code were developed through a process engaging the landowners.





# Craig Ranch McKinney, Texas

**D-R HORTON**



The Ballfields at Craig Ranch  
13 Soccer Fields  
Colin McKinney Park

Waterpark

LEGEND

Blue	EMPLOYMENT CENTER
Pink	MIXED USE
Red	COMMERCIAL
Light Green	OTHER
Light Green	SINGLE FAMILY
Dark Green	RECREATION FACILITIES
White	OPEN SPACE
Green	BIKE TRAIL

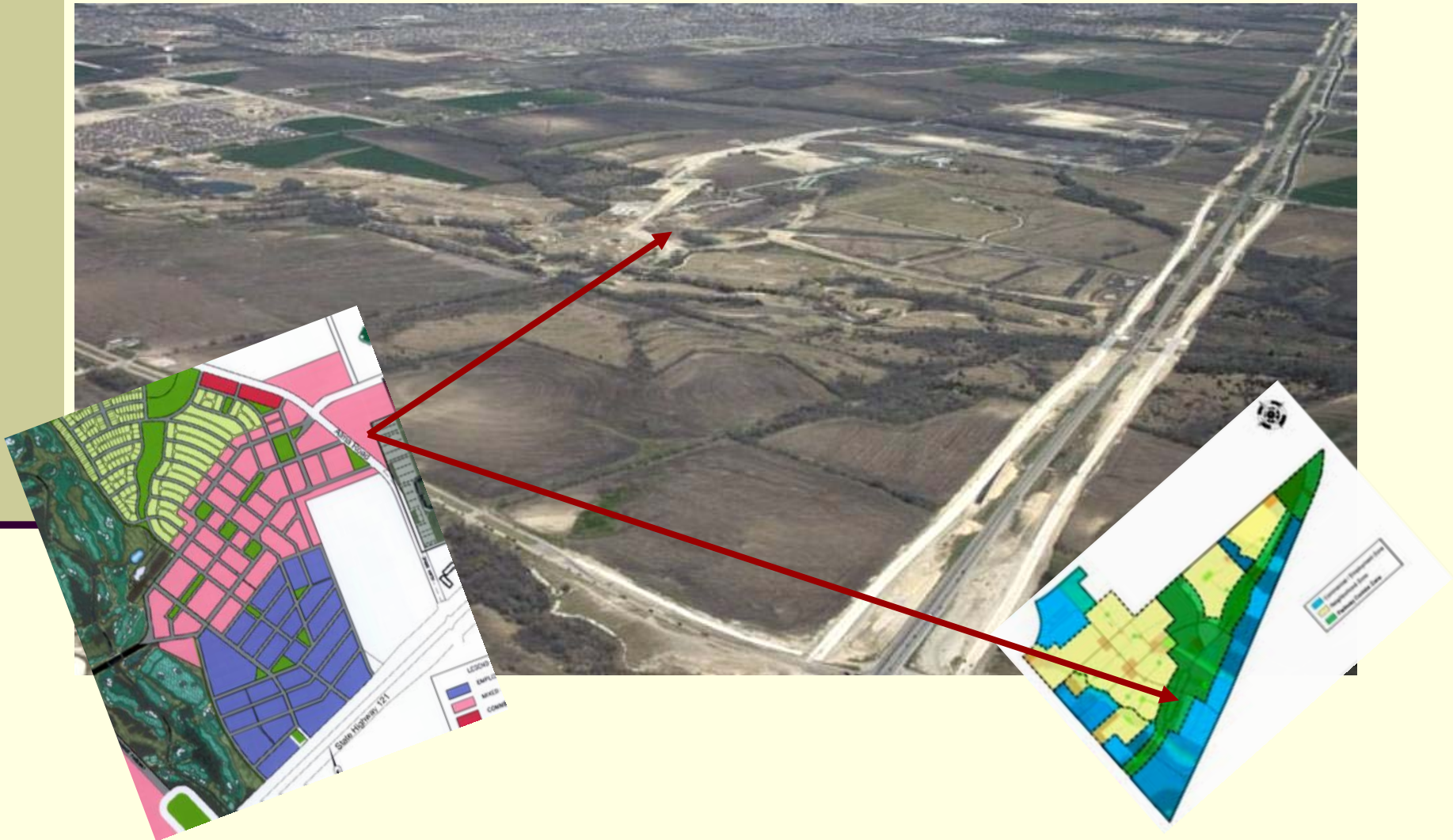
NOTE: THIS PLAN IS CONCEPTUAL IN NATURE AND MAY CHANGE BASED ON FINAL DEVELOPMENT PLAN.



**CRAIG** CRAIG RANCH AREA EXHIBIT

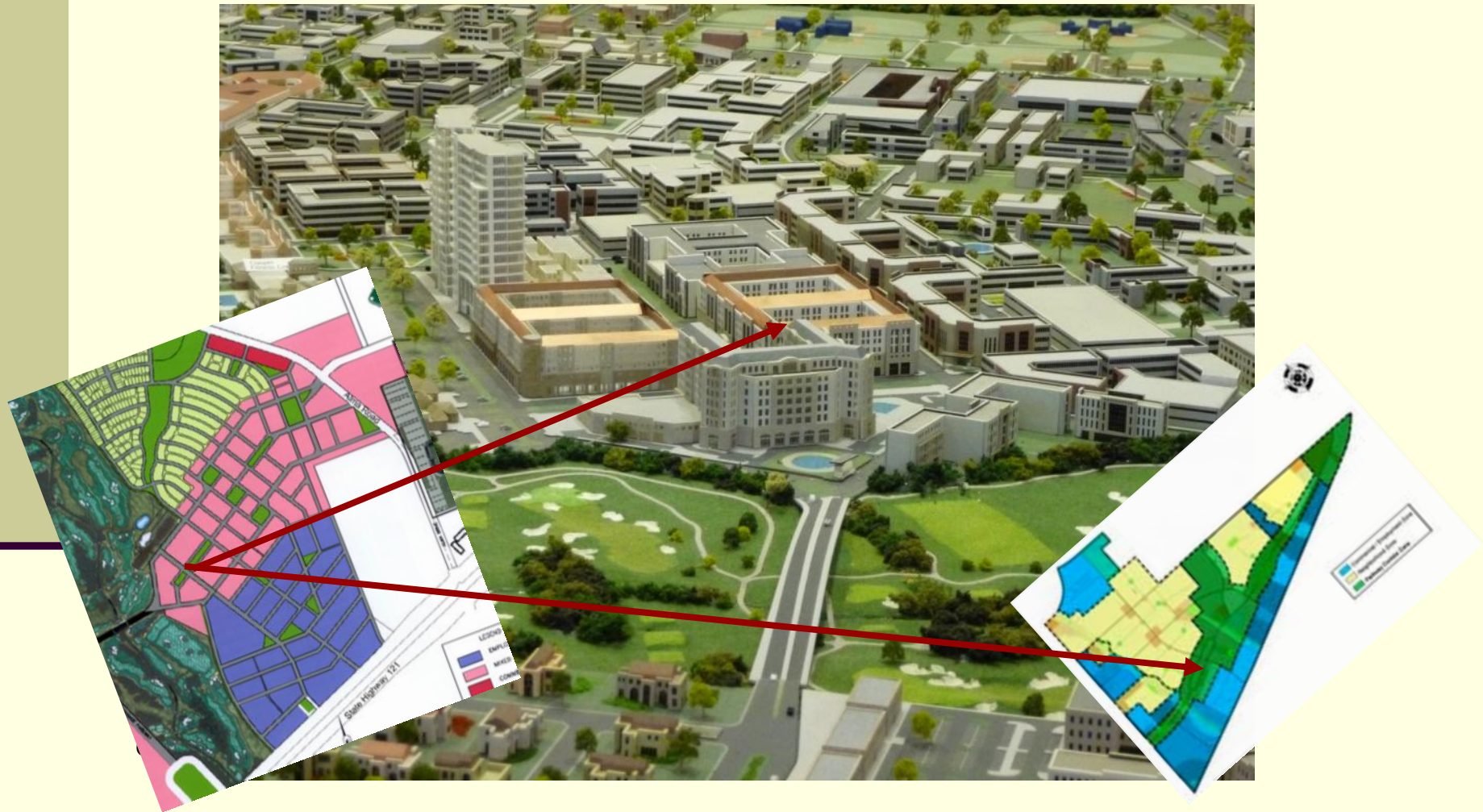
**J&B** Jones & Boyd, Inc.  
10000 Dallas Parkway, Suite 240  
Dallas, Texas 75240  
Tel: (972) 462-0000  
Fax: (972) 462-6164

The MPO's investment in a sustainable street-network created an opportunity for neighborhood—not strip—development.



# Positioning employment centers in a neighborhood context

© Craig International





## Today- \$500 million in tax-base

- Health & Medical
- Training & Youth Sports
- Corporate Headquarters
- Urban flats to large lot homes



# Case Study #2: Oak Street

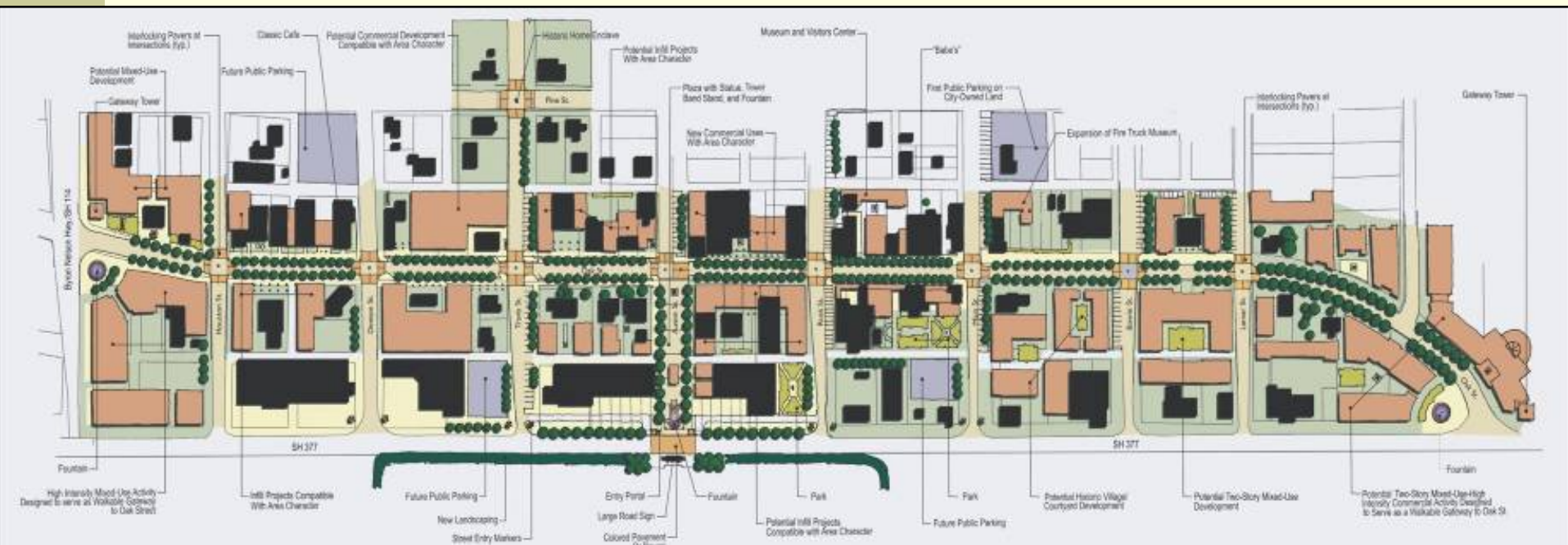
## Downtown Roanoke, Texas

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# Master plan and form-based code based on market study and analysis of authentic drivers





2006



2012

# Today, downtown flourishes



**Oak Street Property Values - Parish Lane to Byron Nelson Blvd. Year 2006 - 2011**  
**Roanoke, Texas**

ID#	Property Address	Property ID <sup>1</sup>	Land Area (SF) <sup>1</sup>	2006 Land Value <sup>1</sup>	2006 \$ per SF	2011 Land Value <sup>1</sup>	2011 \$ per SF	% Increase
53A	Oak Street	471242	3,049	-	-	-	-	-
53B	Oak Street	471240	3,049	-	-	-	-	-
54	N Oak Street	-	-	-	-	-	-	-
55	307 S Oak Street	68599	12,197	\$ 42,960	\$ 3.52	\$ 170,758	14.00	297%
56	SH 114	69839	8,000	\$ 32,000	\$ 4.00	\$ 80,000	10.00	150%
57A	112 Oak Street	71773	7,000	\$ 28,000	\$ 4.00	\$ 70,000	10.00	150%
57B	Oak Street	158526	3500	12250	3.5	35000	10	186%
57C	Oak Street	71770	3500	14000	4	35000	10	150%

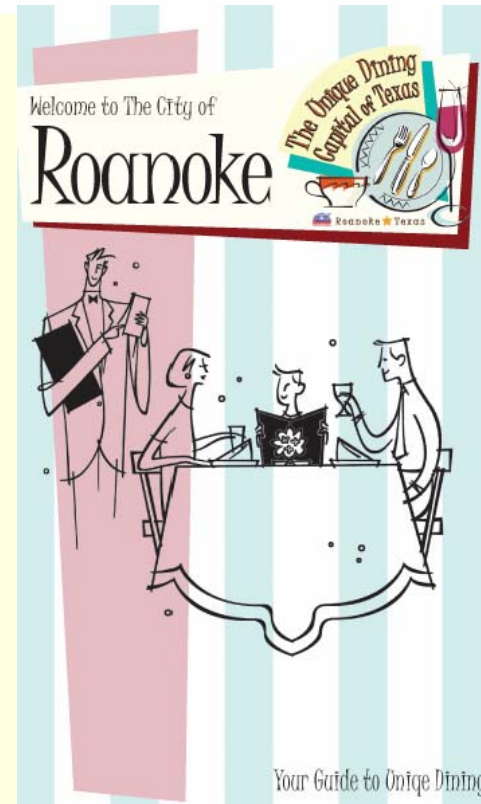
Notes:

1. Property information was taken from Denton County Central Appraisal District (DCAD) available at [www.dentoncad.com](http://www.dentoncad.com). Property values are based on land values only; land improvements were not considered.

## Taxable Value of land

2006     \$4.06 per SF

2011     \$12.25 per SF



# Placemaking positions larger parcels for new development

