The Planning & Zoning Commission will convene into Preliminary Open Meeting at 6:00 p.m. on June 15, 2015 in Planning Department Conference Room 2E of the Plano Municipal Center, 1520 K Avenue, as follows:

I. Research/Technology Center Update
II. Agenda Review for June 15, 2015
III. Agenda Review for July 6, 2015
IV. Items for Future Preliminary Open Meeting Agendas

The Planning & Zoning Commission may convene into Executive Session pursuant to Section 551.071 of the Texas Government Code to Consult with its attorney regarding posted items in the regular meeting.

The Planning & Zoning Commission will open their Regular Meeting at 7:00 p.m. in the Senator Florence Shapiro Council Chambers as follows:

1. Call to Order/Pledge of Allegiance
2. Approval of Agenda as Presented

4. **General Discussion:** The Planning & Zoning Commission will hear comments of public interest. Time restraints may be directed by the Chair of the Planning & Zoning Commission. Specific factual information, explanation of current policy, or clarification of Planning & Zoning Commission authority may be made in response to an inquiry. Any other discussion or decision must be limited to a proposal to place the item on a future agenda.
### CONSENT AGENDA

| 5a | ST | Revised Preliminary Site Plan: Legacy Central Theater Addition, Block A, Lot 9 - General office on one lot on 1.4± acres located on the south side of Chase Oaks Boulevard, 660± feet west of U.S. Highway 75. Zoned Corridor Commercial. Neighborhood #21. **Applicant: VGA Leasing, LP** |
| 5b | ST | Preliminary Plat: North 40 Dealership Addition, Block 1, Lots 2, 5, & 6 - General office and parking lot on three lots on 6.5± acres located on the south side of Spring Creek Parkway, 770± feet east of Communications Parkway. Zoned Regional Employment/Dallas North Tollway Overlay District. Neighborhood #26. **Applicant: SC & Comm Plano, LLC** |
| 5c | RA | Final Plat: Ewing Auto Addition, Block 1, Lots 1 & 2 - New car dealer on two lots on 31.4± acres located on the west side of Dallas North Tollway, 1,200± feet south of Spring Creek Parkway. Zoned Commercial Employment/Dallas North Tollway Overlay District with Specific Use Permit #633 for New Car Dealer. Neighborhood #26. **Applicant: The Ratliff Group** |
| 5d | RA | Final Plat: Ewing Auto Addition, Block 1, Lots 3 & 4 - Medical office and office-showroom/warehouse on two lots on 8.0± acres located on the east side of Communications Parkway, 1,110± feet south of Spring Creek Parkway. Zoned Commercial Employment and Regional Employment/Dallas North Tollway Overlay District with Specific Use Permit #633 for New Car Dealer. Neighborhood #27. **Applicant: Communications I, LLC.** |

**END OF CONSENT AGENDA**

### PUBLIC HEARINGS

| 6A | EM | Public Hearing: Zoning Case 2015-16 - Request to rezone 9.0± acres located on the west side of N Avenue, 220± feet north of State Highway 190 from Light Industrial-1 to Planned Development-Light Industrial-1 to allow for the additional use of Multifamily Residence with modified development standards. Zoned Light Industrial-1/190 Tollway/Plano Parkway Overlay District. **Applicant: Ron Valk and Shawn Valk** |
| 6B | EM | Concept Plan: Palisades Business Park No. 6, Block 1, Lot 5 - 432 multifamily residential units on one lot on 8.8± acres located on the west side of N Avenue, 220± feet north of State Highway 190. Zoned Light Industrial-1/190 Tollway/Plano Parkway Overlay District. Neighborhood #67. **Applicant: Ron Valk and Shawn Valk** |
| 7 | RA | Public Hearing - Replat & Revised Site Plan: Ericsson Village Addition, Block A, Lots 2R & 3 - General office and parking lot on two lots on 19.7± acres located at the northwest corner of Tennyson Parkway and Communications Parkway. Zoned Commercial Employment. Neighborhood #15. **Applicant: Ericsson, Inc.** |
CITY OF PLANO

PLANNING & ZONING COMMISSION

June 15, 2015

Agenda Item No. 12

Discussion and Direction: Plano Tomorrow Comprehensive Plan Workshop Results

Applicant: City of Plano

DESCRIPTION:

Summary of the Plano Tomorrow Comprehensive Plan public workshop held on May 21, 2015.

REMARKS:

Meeting Format

The meeting began with welcoming comments, a general description of the workshop activities, and instructions for participants by the Chairman of the Commission. The Planning Director followed with a presentation on the definition and general purpose of the Comprehensive Plan.

For greater efficiency, the City of Plano was divided into four geographic sectors: east, north, south and west. The Planning Director dismissed the meeting participants after the general meeting in the Council Chambers to the sector workshops. Commission members and staff facilitated the sector meetings and asked the public to come up with strengths, weaknesses, opportunities and challenges (SWOC) for each area. Next, the public was asked to review the proposed land use and housing policies along with the Future Land Use Plan Map and the Growth and Change Map to determine if the information was consistent with the SWOC analysis results. If there were inconsistencies, the public was asked to provide ideas to resolve the issues. An attachment, Plano Tomorrow Public Workshop Comments, has been provided containing public comments gathered from regarding the Land Use and Urban Design policies, Housing and Neighborhoods policies, Land Use Map, and Growth and Change Map.

After the workshops, the participants returned to the Senator Florence Shapiro Council Chambers where the Commission members provided a brief presentation of the results from each breakout session. At the conclusion of the sector presentations, participants were dismissed to attend the open house and engage in further discussion regarding the Plano Tomorrow Plan with Commission and staff members.
Resulting Themes

Public comments gathered at the workshop regarding the Land Use and Urban Design policies, Housing and Neighborhoods policies, Land Use Map, and Growth and Change Map resulted in five themes. Staff used these major themes of public comment to suggest revisions to policy statements and maps that were part of the workshop. Resulting changes have been provided for the Commission’s review and comment. Green and red line edits displaying both the original text and proposed changes to the policies and the land use map categories are attached in the document titled Proposed Changes to the Plano Tomorrow Policies, Action Statements, and Land Use Descriptions.

1. Plano Tomorrow’s Land Use and Urban Design policies are vague and need further clarification to understand the purpose.

Results: The policy statements for Land Use, Urban (Community) Design, Redevelopment of (Regional Transportation) Expressway Corridors, and Redevelopment of Neighborhood Centers have been revised to clarify the purpose, since these four statements garnered concern from the public. Though the policy statements are intended to serve as general guidelines, the accompanying action statements are specific and serve as the implementation direction of the Plano Tomorrow Plan. The following language is proposed in an effort to provide clearer and more meaningful policy statements.

- Built Environment – Land Use Policy Statement – Plano will support a system of organized land use to provide greater housing and employment choices, where new and redevelopment areas respect existing neighborhoods and businesses.

- Built Environment – Community Design – Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.

- Built Environment – Redevelopment of Regional Transportation Corridors – Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities.

- Built Environment – Redevelopment of Neighborhood Centers – Plano will encourage investment in and redevelopment of underperforming development within neighborhood centers to accommodate local commercial, retail and entertainment uses within walking distance of surrounding residents.
2. Residential development should be limited, especially in expressway corridors.

Results: The Expressway Corridor future land use category has been revised regarding the appropriateness of residential development. This change precipitated the need to modify the Future Land Use Map at the intersection of Coit Road and the President George Bush Turnpike. The Expressway Corridor land use category has been removed and replaced with Regional Center for the area south of the Kansas City Southern Railroad tracks from Ohio Drive on the west to the President George Bush Turnpike on the east to be more consistent with development and zoning in this area. The Employment Center category has been placed in the area west of the electrical transmission line easement to preserve land for future employment opportunities. The Expressway Corridor category text changes are presented as follows.

- Expressway Corridors – The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of retail, service, office, restaurant, medical, hotel, and technology based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Due to noise and health impacts of expressways, residential development is generally not appropriate in these corridors. Adequate building setbacks must be considered when development is proposed near neighborhoods. Here is an example that displays the relationship of housing and businesses within the Dallas North Tollway corridor.

3. Single-family uses are the most desired residential use for future developments.

Result: Both the Neighborhood Centers and Neighborhood future land use categories as well as the Built Environment land use policy statement have been changed to state that single-family is the most desired residential use for future residential development. When residential uses are introduced in neighborhood centers, single-family should be the preference due to compatibility with existing single family neighborhoods. Single-family should be the predominant use within Neighborhoods throughout the city. Here are the changes to the policy statement and the two Future Land Use Map categories.
• **Neighborhood Centers** – The Neighborhood Center future land use category applies to corner retail sites along major arterials. Redevelopment of existing retail centers is strongly encouraged and should reduce retail square footage, focus on quality design and pedestrian access, and increase the mix of uses. Neighborhood Center uses are typically located in low-rise buildings with retail, service and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers is recommended where it can be accomplished in a context-sensitive manner and integrated into the center. When residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods. Neighborhood centers will be based on the concepts of mixed-use, urban design and transit-oriented design, where possible. Adequate building setbacks must be considered when development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

• **Neighborhoods** – The Neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools and limited service/institutional uses. Single-family residential should remain the primary use within neighborhoods. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are considered secondary uses and may be located along the frontage of arterial
streets and intersections. Adequate building setbacks must be considered when development is proposed near neighborhoods.

4. **Concern of density and impact on schools and traffic.**

Result: Land use and housing policies have been modified since the November Plano Tomorrow open house meetings (see attachment) to exclude the following terms: high density, medium density, and urbanization. The two neighborhood land use categories and the land use policy statements (listed under Theme 3) have been revised to state the preference of single-family in terms of desired future residential development in Plano. Planning staff is currently studying the effects of traffic related to land use assumptions and will present this data on June 29, 2015 at the Planning & Zoning Commission work session. Staff will continue to notify local independent school districts of residential development proposals. All school district comments will be given to elected and appointed officials, and the city will conduct regular meetings with school district officials to exchange information.

5. **Desire for transparency and public engagement.**

Result: The Planning & Zoning Commission staff will continue to provide the public opportunities to speak on the Plano Tomorrow Comprehensive Plan at public meetings. All Plano Tomorrow documents including open house meeting results, frequently asked questions, Plano Tomorrow Executive Summary, draft policies and actions, draft maps, public responses, and public outreach results are posted on the Plano Tomorrow website at www.planning.gov/planotomorrow.
newsletters are sent to the public prior to meetings and for project updates. The public can provide feedback on the plan using the feedback polls on the Plano Tomorrow website. In addition, staff is available to take phone calls and answer emails regarding the plan during the workday.

RECOMMENDATION:

Recommended the Planning & Zoning Commission provide direction regarding revised policy statements and map categories.
Proposed Changes to the Plano Tomorrow Policies, Action Statements, and Land Use Descriptions

The Built Environment

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<thead>
<tr>
<th>Land Use and Urban Design</th>
<th>Housing and Neighborhoods</th>
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</thead>
<tbody>
<tr>
<td>• Land Use</td>
<td>• Neighborhood Conservation</td>
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<tr>
<td>• Urban Community Design</td>
<td>• Redevelopment of Neighborhood Centers</td>
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<td>• Redevelopment Urbanization of Expressway</td>
<td>• Special Housing Needs</td>
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<td>Corridors-Regional Transportation Corridors</td>
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<tr>
<td>• Undeveloped Land</td>
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<td>• Transit-Oriented Development</td>
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This document will illustrate changes that have been made to the ‘Land Use and Urban Design’ and ‘Housing and Neighborhoods’ policies. Markups shown in RED indicate changes that were made following the November 2014 public open houses. Markups shown in GREEN indicate changes that were made following the May 2015 public workshop.
The Built Environment - Land Use

**Policy** - Plano will strategically promote and incentivize higher integration and efficiency of support a system of organized land use to provide greater housing and employment choices, where new and redevelopment areas respecting the existing residential neighborhoods and businesses community, to provide greater housing and employment choices and efficient use of infrastructure, and support regional growth.

**Action Statements**

1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on the policies of the Comprehensive Plan.

2) Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or as necessary, to ensure land use descriptions are consistent with city-wide goals.

3) Where possible, zone property and configure development to provide complementary uses and to foster good connections using a combination of streets, trails, and sidewalks for vehicular, pedestrian, and bicycle circulation.

4) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.

5) Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.

6) Create regulations that incentivize the redevelopment of underperforming retail and multifamily development.

7) Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.

8) Develop locations for special area plans to focus development and redevelopment efforts.

9) Develop criteria for review for mixed-use developments and update as necessary.
The Built Environment – *Urban Community Design*

**Policy** - Plano will promote and incorporate unique and functional *urban community* design components within all new developments, public spaces and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.

**Action Statements**

1) Develop Criteria of Review for *Urban Community* Design elements and update as necessary.

2) Evaluate the use of overlay districts to require unified design standards in transformation areas of the city.

3) Create a Corridor *Urban Community* Design Plan to identify unique streetscape design themes along major arterials.

4) Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.

5) Develop wayfinding signage guidelines to apply to special areas and public facilities citywide.

6) Evaluate and make revisions to parking regulations to ensure a balance between the needs of various transportation options and creating good *urban-community* form.
The Built Environment - Urbanization-Redevelopment of Expressway Corridors Regional Transportation Corridors

Policy - Plano will encourage reinvestment and redevelopment and urbanization of identified expressway corridors regional transportation corridors to create mixed-use cohesive developments that incorporate higher density-quality well-designed housing, commercial, and retail opportunities.

Action Statements

1) Develop a U.S. Highway 75 Corridor Plan to guide infill urbanization and redevelopment efforts.

2) Update the Urban Centers Study to reevaluate locations for potential urban centers that may serve as catalyst for redevelopment.

3) Adopt regulatory strategies that permit or incentivize increased residential, and employment densities and other diverse uses in specific transit-served areas and areas identified for compact complete centers.

4) Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.
The Built Environment - Undeveloped Land

Policy - Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth.

Action Statements

1) Develop Criteria for Review of Undeveloped Land and update as necessary.

2) Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city’s website for public use.

3) Situate new housing growth adjacent to existing residential neighborhoods.
The Built Environment - Neighborhood Conservation

Policy: Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

Action Statements:

1) Establish programs and initiatives that enable home owners to maintain and enhance their property and neighborhood.

2) Implement the recommendations adopted from the Housing Value and Retention Analysis study.

3) Conserve Plano's established residential neighborhoods to provide opportunities for work force housing.

4) Monitor and analyze the Great Update Rebate program and modify to improve effectiveness over time.

5) Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies.

6) Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.

7) Identify community character within residential areas and enhance stronger neighborhood identity.
The Built Environment - Redevelopment of Neighborhood Centers

Policy: Plano will promote, and provide incentives, to encourage reinvestment in and redevelopment of strategically located mixed-use neighborhood centers at underperforming developments within neighborhood centers commercial sites to accommodate local commercial, retail and entertainment uses and provide diverse housing opportunities within walking distance of surrounding residents.

Action Statements:

1) Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.

2) Target specific retail sites around Plano to serve as catalysts for redevelopment.

3) Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.

4) Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.

5) Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.

6) Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options and identify opportunities.
The Built Environment - Special Housing Needs

**Policy:** Plano will accommodate senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.

**Action Statements:**

1) Conduct a community needs assessment to identify and prioritize service demands and resources.

2) Create affordable home ownership opportunities through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.

3) Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.

4) Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.

5) Review zoning regulations for inclusiveness of special needs housing.
DRAFT FUTURE LAND USE MAP CATEGORIES

Expressway Corridors – The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of high intensity retail, service, office, restaurant, medical, hotel, and technology based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Due to noise and health impacts of expressways, residential development is generally not appropriate in these corridors, with the exception of high density housing incorporated within mixed-use or transit-oriented developments or self-contained high-rise towers developments. Adequate building setbacks must be considered when development is proposed near neighborhoods.

Transit Corridor - The Transit Corridor future land use category applies to the Downtown Plano core and the adjoining rail corridor linking the Dallas Area Rapid Transit (DART) red/orange line and the future Cotton Belt line. It is the intention to continue the transformation of the Downtown Plano core into a distinct and authentic urban center and expand the vision for transit-oriented development within the entire corridor. Major uses within Transit Corridor include housing, retail, cultural facilities, hotels, and government offices. Infill and redevelopment projects should be compatible with the historical character of the area and higher density residential, employment, retail, and civic uses should be located between one-quarter to one-half mile radius walking distance of a transit stop. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Street, bike trail and sidewalk improvements will be emphasized to create a more accessible, walkable, and unified corridor. Useable open space will be included to create active and interesting public spaces. Commercial and residential uses within the corridor shall be designed to acknowledge visibility from rail, especially where elevated, as a gateway to the community.

Employment Centers – The Employment Center future land use category applies to business centers. The primary uses for employment centers are commercial uses which provide corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers. Adequate building setbacks must be considered when high density mid-rise offices are development is proposed near neighborhoods. Residential development is not appropriate within these centers in order to ensure the city’s ability to attract and maintain employment generating uses.

Compact Complete Centers - The Compact Complete Centers future land use category applies to areas that may see new growth or experience significant redevelopment. Compact Complete Centers should include mid-rise buildings with high
intensity office, retail, service, entertainment, and residential uses, which are based on the concepts of mixed-use, urban design, and where possible, transit-oriented design. Uses should be integrated within the development and should create self-contained neighborhoods that are navigable by walking or using bicycles. Uses should also be serviced by parking structures to reduce surface parking and encourage efficient use of land. Useable open space will be included within the centers to create active and interesting public spaces.

**Regional Centers** – The Regional Center future land use category applies to large commercial developments within high traffic corridors. Regional Center uses are typically located in low to mid-rise buildings and include medium to high intensity retail, service, and office uses that serve a regional population. Regional centers are intended to have a mixture of large shopping centers, restaurants, theaters, offices, and other supporting uses. Residential development is supported in these centers and should be incorporated within mixed-use or transit-oriented developments. Adequate building setbacks must be considered when non-residential development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

**Neighborhood Centers** - The Neighborhood Center future land use category applies to corner retail sites along major arterials. Redevelopment of existing retail centers is strongly encouraged and should reduce retail square footage, focus on quality design and pedestrian access, and increase the mix of uses. Neighborhood Center uses are typically located in low-rise buildings with low to medium intensity retail, service and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers is recommended where it can be accomplished in a context-sensitive manner and should be integrated into the center. When residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods. Neighborhood centers will be based on the concepts of mixed-use, urban design and transit-oriented design, where possible. Adequate building setbacks must be considered when non-residential development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

**Neighborhoods** - The Neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools and limited service/institutional uses. Single-family residential should remain the primary use within neighborhoods. These uses are not typically located within urban centers, neighborhoods centers, or along high intensity expressway corridors. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are
considered secondary uses and may be located along the frontage of arterial streets and intersections. Adequate building setbacks must be considered when nonresidential development is proposed near neighborhoods.

**Social Network** - The Social Network future land use category includes a wide range of public and private uses such as colleges, universities, major public schools (high school/senior high schools) athletic complexes, recreational facilities, golf courses, country clubs, and large private open spaces. These areas are intended to retain their character to provide regional recreation and social opportunities.

**Open Space Network** - The Open Space Network future land use category includes major public open space preserves, community parks, neighborhood parks, linear parks, and trails. These areas are intended to retain their character to provide regional recreation and leisure opportunities.
DRAFT GROWTH AND CHANGE MAP CATEGORIES

Open and Social Space: These areas are expected to remain for as open and social space uses, such as nature preserves, parks, country clubs and institutional uses, but will improve to meet the changing leisure, recreation, and social desires of the public.

Conserve and Enhance: These areas are expected to retain the current form of development, but will experience some minor infill and ongoing rehabilitation consistent with the present form and character.

Improve and Refine: These areas are expected to experience moderate changes through infill, reuse, and redevelopment to improve the existing form.

Transform Center: These existing areas are expected to experience significant redevelopment and transformation of the existing form into small-scale pedestrian-friendly centers.

Evolve Urban: These existing areas are expected to experience extensive large-scale change and urbanization through major redevelopment projects that evolve into distinct walkable districts.

New Growth: These existing undeveloped areas (>50 acres) are expected to experience new development through new large-scale development master-projectsplanned projects.
To begin the workshop, participants signed up for the geographic area of their interest (East, North, South, West). The Planning & Zoning Commission and Planning Staff facilitated the four geographic groups. Participants were first asked to identify the Strengths, Weaknesses, Opportunities, and Challenges (SWOC) of their particular area. Below are the results from the SWOC Analysis.

**STRENGTHS**

**EAST**
1. Green Space/Parks
2. Less Traffic
3. Historical Character
4. Collin College
5. DART line and stations
6. City and county offices
7. Growing Arts District
8. Downtown Walkability
9. Organic growth of Downtown
10. Apartments with above market rate
11. More mom and pop businesses
12. Redevelopment opportunities
13. Stability of residents – longevity
14. Pride
15. Transportation – close to highways
16. Research Technology – Business and Jobs
17. Plano East Senior High School

**NORTH**
1. Good families
2. Good schools
3. Green space
4. Legacy Town Center/Legacy West
5. Good mix of single family/quiet neighborhoods
6. Legacy business/employment base

**SOUTH**
1. Nuclear family orientation
2. Accessibility to schools
3. Nice county place park
4. Suburban feel
5. Larger lots
6. Haggard Farm
7. Bike trails
8. Small town feel
9. Stability
10. Low crime
11. Strong family values
12. Churches
13. Starbucks
14. Good balanced of residential and commercial
15. Potential redevelopment
16. Being open minded to new generation
17. Farm land

**WEST**
1. Accessible – easy access to toll ways/highways
2. Maintain existing housing mix MF, SF, Townhomes
3. West Plano – Nice Community
WEAKNESSES

EAST

1. Sidewalks in Downtown too narrow
2. Collin Creek Mall
3. Plano Market Square Mall
4. Old General Cable/Boat Area south of Downtown along the rail – possible Brownfield
5. Area surrounding Plano Center
6. Downtown Parking
7. Size of performing arts
8. Aging of Housing Stock
9. Maintenance and landscape of housing
10. Underperforming retail centers
11. Perception

West

1. Schools – PISD
2. Transportation – NTTA – TDOT
3. Traffic flow
4. Lack of single-family land
5. Management of water (flushing tanks)
6. Change in zoning/unstable zoning
7. Need stronger development standards
8. Need more citizen engagement and involvement

NORTH

1. Undeveloped land
2. Aging families/lack of housing (single story/smaller units)
3. Retain quality of housing
4. Empty nesters
5. Safety at risk with more multifamily
6. Increase of density
7. Transportation/traffic/noise

SOUTH

1. Collin Creek Mall
2. Cut through traffic
3. Bad traffic
4. Getting to East Plano
5. Overhead power lines
6. Deteriorating residential walls
7. 4 Corner Retail
8. Road Repair
9. Multifamily deteriorating/needs repair
10. Future of water/growth
11. Schools are maxed out
12. Bike trail connection to Richardson/Dallas
13. Not adequate roadway size
15. Nice affordable housing
16. Lacking code enforcement/property standards
EAST

1. Grow performing arts
2. Refurbish/redevelop strip centers
3. Shouldn’t have to be rich to live in a nice home
4. Growth in neighboring cities
5. Los Rios Golf Course – keeping the golf club

West

1. Traffic flow
2. Redevelopment
3. UMU – Impact to adjacent developments
4. MF – Adjacency zoning plan, stable zoning

NORTH

1. Public transportation needed in area
2. Walkable/bikeable routes – increased connectivity
3. Underperforming retail – reinvestment
4. Upscale business offices – small
5. Great Update Rebate/reinvestment into aging homes

SOUTH

1. Expanded roadway size
2. Provide different housing types
3. Look at roadway lights
4. Rebuild subdivision walls/add nicer landscaping
5. Beautification of existing areas
6. Define units and dwellers per unit
7. City to encourage neighborhoods to foster HOA and create more communities
CHALLENGES

EAST

1. Incentives for refurbishment
2. More affordable housing – affordable doesn’t mean run down
3. Competition from neighboring cities
4. School crowding
5. Maintenance of creeks
6. Keeping Chamber in East Plano

NORTH

1. Public transportation bus vs rail
2. Some neighborhoods don’t have HOAs
3. Aging apartment buildings
4. Maintaining all infrastructure and housing
5. Enforcing standards

WEST

1. Schools – PISD
2. Smart mix of housing
3. Redevelopment and reinvestment in older housing stock.
4. Code enforcement
5. Newer housing/Frisco-Proper

SOUTH

1. Schools dropping in rankings (i.e. population, density)
2. How to mitigate traffic
3. Quality vs Quantity
4. More transparent information
5. Light synchronization
6. Push from developers to build high density housing
7. Email communication/public boards
8. City and PISD cooperation
9. Define percentage of MF to residential to patio homes to townhomes to SF
10. Add more definition to policies
11. Townhouses and Patio Homes in Coit/Mapleshade area
12. How much percentage of housing composition
Next, participants were asked to provide feedback on the draft policies for Land Use & Urban Design and Housing & Neighborhoods, and the Future Land Use Map. Not all groups completed the second portion of the exercise. Comments are categorized by color (geographic area).

**GROUP COLORS:** East Group | North Group | South Group | West Group

### LAND USE POLICY

Plano will strategically promote and incentivize higher integration and efficiency of land use, in both new and redevelopment areas, while respecting the existing residential and business community, to provide greater housing and employment choices, reduce infrastructure costs, and support regional growth.

- No Comments; refinement for “higher integration and efficiency of land use”
- How does land use impact education
- Federal funding (incentivize)
- “integration” - Density used in places in Plano – that’s concerning
- “efficiency” - efficiency can be translated to density/can be misleading
- Want single-family homes
- Don’t want more people
- Want less people
- Want single-family homes
- Want to provide housing for more people, only want you to build single family homes
- What does “reduce infrastructure costs” mean
- “Regional growth” – we’re Plano
- Define development – what is meant by new?
- Details in strategy
- Disagree with supporting regional growth

### URBAN DESIGN POLICY

Plano will promote and incorporate unique and functional urban design components within all new developments, public spaces and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.

- Change “Urban” to “Community Design”
- Statement is too broad
- Needs to focus on the character of development
- Needs to be more distinctive
- Needs to be architecturally interesting
- Shops at Legacy is great, but we don’t want that everywhere
- Not applicable for “all new developments”
- Not to be urban
- No walkable communities
- More streetscape/public spaces
REDEVELOPMENT OF EXPRESSWAY CORRIDOR POLICY

Plano will encourage reinvestment and redevelopment, of identified expressway corridors to create cohesive developments that incorporate quality housing, commercial, and retail opportunities.

- What does "quality" mean?
- Like the word "cohesive"

UNDEVELOPED LAND POLICY

Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth.

- More openess and flexibility for businesses
- Less flexibility for new development – higher standards
- Like "high quality"
- High employment center – no MF/SF
- Dislike "integrated"
- Need more green space
- Don't want to be adding more residents and adding more traffic

TRANSIT ORIENTED DEVELOPMENT

Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus transit centers to create an integrated mix of uses including residential, employment, retail and civic spaces.

- No Comments

NEIGHBORHOOD CONSERVATION

Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

- Agreement
- Agreement
REDEVELOPMENT OF NEIGHBORHOOD CENTERS
Plano will promote, and provide incentives, to encourage reinvestment in and redevelopment of strategically located mixed-use neighborhood centers at underperforming commercial sites to accommodate local commercial, retail and entertainment uses and provide diverse housing opportunities within walking distance of surrounding residents.

- 3 of 12 Participants did not agree with the policy
- Promote ownership
- Not just more apartments

SPECIAL HOUSING NEEDS
Plano will accommodate senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.

- No Comments
- Lock and leave housing
- Careful and cautious – needs to be in appropriate context

FUTURE LAND USE MAP

- Support for Transit Corridor
- Housing needs to be compatible with existing housing stock.
- No apartments
- No residential in Expressway Corridor
- Willow Bend Compact Complete Center – needs to be similar to redevelopment of Preston Center (and not like Valley View redevelopment)
The Future Land Use Map shall not constitute zoning regulations or establish zoning district boundaries.