

Land use discussion and 40,000 future apartments.

Since January 1, 2014, over 10,000 apartments have been added or approved in Plano. See the separate map and discussion of those projects. The following discussion shows how the PTP could easily result in 40,000 or more new apartments. Realize that of the 10,000 new apartments that are to be added after January 1, 2014, most of these have not been built as of October 2015. In the discussion below we tally a potential 60,000 additional units from potential sites. Not all of these will get built, however the potential is there and we think that over a long-term horizon of the PTP (20 years), it will easily be 30,000 to 40,000 apartments. The areas and apartment counts at discussed in the back.

These are summarized as follows:

PTP land use description - locations	Potential Apartments
Expressway corridors – Tollway, SH121, part of Bush SH190 and Central Hwy 75	15,000
Compact Complete Centers, Willowbend, Collin Creek Mall, Spring Creek, Shiloh	19,000
Regional Centers including Preston & Park, Lakeside, Preston Center, SH190	10,500
Rail Corridors, the length of the Orange Line from Richardson to Allen and Cotton Belt from Alma to Los Rios	13,000
Neighborhood centers, 15 four corner shopping centers such as along Parker Road intersections with Independence, Custer and Alma	3,500
Total	61,000

This does not include the 3,800 apartments in Compact Complete Centers already approved at Custer/ Alma and Plano Parkway (Heritage Creekside), Mapleshade west of Coit (Beacon Square), Mapleshade east of Coit (Elan Cityscape).

Discussion of the Land Use Map and potential apartments.

Where are **Expressway Corridors**? – The Tollway between Plano parkway and Spring Creek except the West side of the Tollway south of Chapel Hill, the Sam Rayburn Tollway from Preston to Custer Road and the West side of HWY 75 from Park to Legacy. City Zoning does allow Mid-rise residential (5 stories or more) along the expressway corridor and would consider Urban Mixed Use by special use permit. This includes vacant land along the Tollway at Plano Parkway and Windhaven Parkway, Most of SH121 east of Ohio the west side of Central Expressway north of Park. We foresee about 5,000 mid-rise apartments in each of these three corridors, or a total of 15,000 apartments. Examples of this include the 386 apartments at Aura 190 - Executive Drive and Bush 190 and the 465 unit Broadstone Park Place (Preston & 190). The city has also given preliminary approval to 750 units on the East Side of Central Expressway at Spring Creek.

Where are **Compact Complete Centers (CCC)**? 1) From Plano Parkway on the south to Chapel Hill Blvd on the north and from the Tollway west to Midway including Willowbend Mall and the vacant land between Costco and the U-Haul storage, 2) Legacy Town Center and Legacy West, 3) From Custer Road on the West to Hwy 75 on the east and From George Bush SH190 on the south to Park Blvd, including Collin Creek Mall. 4) Shiloh Road and 14th street and 5) in the OakPoint area Between Jupiter and Avenue K North of Parker and south of Legacy. According

to the Plan, these should be high-intensity dense developments full of apartments, offices and retail. It is easy to foresee 3,000 apartments in the Willowbend CCC including the Mall itself and the vacant land, 5,000 units in Legacy and Legacy West (1,900 already under construction), 5,000 in the Collin Creek Mall and north CCC, 3,000 for the Oak Point CCC and 3,000 at 15th and Shiloh for a total of 19,000 apartments.

Where are **Regional Centers**? 1) The 4 Corner shopping of Park & Preston, 2) the southwest and southeast corners of Spring Creek Parkway and Preston Road including the Lakeside and Kohl's shopping centers, 3) Preston Town Center between Preston & Ohio at McDermott / Rasor, 4) the east side of Coit Road between George Bush SH190 and Plano Parkway (Mapleshade), 5) Shiloh Rd and Geo Bush SH190 (Gateway). Mixed Use Housing is encouraged in these areas. We foresee 3,000 apartments at each Preston – Park and Lakeside centers, 2,000 at Preston Town Center (850 now approved for construction), 1,000 additional at Coit & Maple Shade, and 1,500 at Gateway for a total of 10,500 apartments.

Where are the **Rail Corridors**? The Plan has designated the entire stretch of rail from city border to city border to be designated "Rail Corridor." This includes the entire north-south area between Central Expressway and Avenue N from Richardson to the Allen City limits and the Cotton Belt the area along Plano Parkway / 14th street from Hwy 75 to the Murphy city limits. It comprises approximately 4% of the land in Plano. Currently DART has no approved plan to expand the Orange Line (north - south along Central) beyond the current two stations as the cities of Allen and McKinney are not in DART. DART had previously announced that the Cotton Belt (the east-west line along Plano Parkway) will not be considered for development for at least 15 years as Dart focuses on other projects and paying down its huge debts. Although DART recently announced it will try to open and limited use Cotton Belt line at Plano's insistence, the limitations will make it desirable for transportation. The Plan says the Rail Corridor should be for high intensity mixed use projects. However, it also acknowledges that should be within a ½ mile walking distance of a rail station. If the Rail Corridor was limited to this walking distance standard, it would be far less than 1% of the land in Plano. Contrary to these statements, the Plan designates the complete stretch of land along the rail lines that could accommodate large numbers of apartments. The Orange line could include 3,000 apartments around the DART Parker Station, 2,000 near Park Boulevard, and 1,500 near the downtown 15th Street Station (500 apartments recently announced). Additionally, there could 4,000 apartments around the Cotton Belt at Shiloh Road and an addition 2,500 apartments scattered along the rest of the Cotton Belt rail line. This is a total of 13,000 apartments.

Where are **Neighborhood Centers**? These are the typical four corner shopping centers in Plano. The City has concluded that Plano is over-retailed and these sites are underutilized. The City's solution is to add housing to these centers in a mixed-use environment. In May 2015, after the city heard strongly from citizens, the city modified the language regarding neighborhood centers to state that when residential is added, single family housing is "preferred". Our concerns with this are that the discussion only says preferred. Adding single family housing will be more challenging and as the economics would be better for a developer to add dense apartments. In September 2016, the city approved a 500-unit complex in an area designated as "Neighborhood" along Rasor Road. We fear the city will give to the first offer that comes along. Secondly, the city developed a definition of single family – attached (townhome) for mixed use developments that it says should have a minimum density of 18 units per acre and a maximum density of 40 units per acre. By contrast, the traditional townhome projects we know in Plano have a density of less than 10 units per acre. Townhomes that exceed 20 per acre are likely to be rental units because of

their small size and density and will be virtually indistinguishable from apartments. There are at 15 neighborhood centers targeted for re-development. While not all will be re-developed and some may have true single family use we estimate that these re-development efforts will yield about 3,500 apartments spread throughout these centers.

The total potential apartments above are 58,000. Yes not all will get built, but even if it is only 30,000 apartments, these will be in addition to the 10,000 already approved and on the way. 40,000 apartments would translate to 70,000 people based upon an assumed occupancy of 1.8 people per apartment.

It is instructive to discuss the evolution of the plan.

Here is information from the survey as included in a document prepared by the P&Z staff at the September 29, 2014 joint meeting between City Council and P&Z. The document states:

“The Plano Tomorrow Survey provided information regarding undeveloped land. Survey respondents were asked to identify desirable uses for the city’s remaining vacant land. The results are indicated below (in order of preference):

1. General and corporate offices
2. Retail and entertainment uses
3. Research and development businesses
4. Special needs housing
5. Agriculture
6. Manufacturing
7. Residential

Although the staff mentioned the survey results above, they did not mention that the survey also asked what type of housing should be built in Plano. Dense urban apartments and mid-rise apartment buildings scored last in the survey (single family homes scored highest).

Then the staff went on to state:

“The consensus from the Plano Tomorrow Survey, joint work session survey, and map exercise is that undeveloped land should be reserved for economic development purposes. However, based on the map exercise results, staff has interpreted that the city is open to the development of residential and retail uses on remaining undeveloped land as long as it is incorporated into a mixed-use environment and is integrated with the employment centers.”

Amazingly, citizens said they did not want it, but Planning & Staff said, “However we are going to give it to you anyway. “ Then in spite of statements in the staff document that said the residential would only be in "Compact Complete Centers," the city staff suggested land use definitions that would allow high density housing in expressway corridors, rail corridors, regional centers, neighborhood centers and employment centers.

For instance, regarding neighborhood centers, the September 2014 document said, "Neighborhood centers will be based on the concepts of **mixed-use, urban design** and transit-oriented design, where possible."

The staff also proposed the following policy,

Proposed Plano Tomorrow Policy:

Plano will encourage reinvestment, redevelopment, and urbanization of identified high intensity corridors to create mixed use developments that incorporate higher density housing, commercial, and retail opportunities.

Here is the original text of proposed land use categories proposed by the Staff at the September 2014 joint P&Z and City Council meeting. Note the emphasized words (we added emphasis) related to Urban Mixed Use and medium to high density.

1. Compact Complete Centers - The Compact Complete Center future land use category applies to areas that may see new growth or may experience significant redevelopment. Compact Complete Centers should include high density 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 walkable and bikeable neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.
2. 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 typically include 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. **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 nonresidential development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.
3. Plano Rail Corridor - The Plano Rail 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 Plano Rail 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 of a transit stop. 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.
4. Employment Centers – The Employment Center future land use category applies to corporate business centers and office parks. The primary uses for employment centers are be corporate office campuses, medical centers, educational facilities, and hotels. Limited retail and service uses may be allowed to support the employment centers. Adequate building setbacks must be considered when high density offices are proposed near neighborhoods. Compatible integration of mid to high density housing may be considered as part of a **mixed-use development.** However, such development should not compromise the city’s ability to attract and maintain employment generating uses.
5. High Intensity Corridors – The High Intensity Corridor future land use category applies to development along major expressways. Development in these corridors is expected to include a

mix of high density commercial, office, medical, hotel, and technical production uses. Residential development is generally not appropriate in these corridors with the **exception of high density housing incorporated within mixed use or transit-oriented developments**. Adequate building setbacks must be considered when development is proposed near neighborhoods.

6. Moderate Intensity Corridor – The Moderate Intensity Corridor future land use category applies to the land situated between Preston Road and Ohio Drive. Development in this corridor is expected to include a **mix of low to medium density commercial, office, retail and residential uses**. Corner retail sites should function as Neighborhood Centers and should encourage connectivity along the corridor. Streetscapes and median treatments should be compatible along the corridor to provide a visual connection and sense of place. Single family uses should be preserved and enhanced. Multimodal transportation is likely to exist along this corridor and design and configuration of sites should accommodate pedestrian, bicycle, and bus/trolley modes of transportation. **As existing apartments redevelop, residential integration should be encouraged with adjacent retail and office uses to stimulate pedestrian activity.**
7. 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. These uses are not typically located within urban centers, neighborhoods centers, or along high intensity 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.

This is the Land Use Map Categories of the Plano Tomorrow Plan as released in November 2014. Even though we had begun to make noise and question the City's definitions, the wording only changed moderately. Notice the references to high intensity and high density urban housing in practically all categories except for existing Neighborhoods (existing houses, schools and parks) and Employment Centers where the city dropped the language about the integration of mid to high-rise residential. The Plan includes redevelopment of much of the existing retail sites to include high intensity residential uses. Note that subsequent to this January 2015 version another version has released in June 2015. After our challenges, the city dropped the offensive words like "high density" and "urban" but it appears after close analysis, the city has not changed its plan, it only dropped the most offensive words. As to the map itself, there was almost no change. The changes were the Compact Complete Center at Legacy was expanded and the land West of Coit at Mapleshade (Near Geo Bush SH190) was changed from Regional Center to Expressway Corridor. It seemed odd to change to Expressway Corridor where "residential is generally not appropriate," as the City had just approved 1300 apartments on this land.

Following are the January 2015 definitions

PROPOSED 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, office, restaurant, medical, hotel, and technology based uses. **Residential development is generally not appropriate in these corridors with the exception of high density housing incorporated within mixed-use, transit-oriented developments or self-contained high-rise towers**. Adequate building setbacks must be considered when development is proposed near neighborhoods.

Rail Corridor - The Rail 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 Plano Rail 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 of a transit stop. 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 offices are 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. 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. 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. These uses are not typically located within urban centers, neighborhoods centers, or along high intensity 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 public and private uses such as colleges, universities, public schools athletic complexes, recreational facilities, golf courses,

Open Space Network - major public open space preserves, community parks, neighborhood parks and trails.