Plano Planning & Zoning Commission
P.O. Box 860358
Plano, TX 75086-0358
Re: Plano Tomorrow Plan

Dear Commissioners and Director Day:

As promised at the Planning and Zoning meeting on June 29, 2015, please find attached our specific comments and observations on the Plano Tomorrow Plan.

We would be pleased to discuss these with you at any time.

Yours truly,

On behalf of the Council of Plano Future .Org

Beth Carruth, Plano, TX
Judy Kendler, Plano, TX
Jim Dillavou, Plano, TX
Comments on the Plano Tomorrow Plan (the “Plan”).
General overview regarding the land use policies, action statements and definitions

We would like to acknowledge that there have been several changes to the Land Use Definitions in the Plan and thank you for making those changes. We believe the Plan still has a number of broad statements in land use policies, actions statements and maps that also need to be amended. We have separately provided a mark-up of those suggested changes and summarize the key points as follows:

1. Citizens believe they are not receiving adequate notice of zoning changes and the Plan should recommend a process to adopt improvements to online information including sufficient notice, adequate meeting materials and explanations of proposed zoning changes. Materials and proposed changes should be posted at least one week before a meeting for specific zoning requests and at least one month in advance for changes to zoning regulations affecting multiple properties.

2. The Plan states that changes should be made to zoning regulations to be consistent with the Plan. We believe the Plan should specify the specific zoning changes that will be recommended as a result of its adoption so the Citizens can better understand the implications of the Plan.

3. The Plan should acknowledge a need to re-visit the interim amendments adopted in 2011-2014 for mixed use and mid-rise developments to address concerns that we have about how the interim amendments are being applied. Citizens did not understand the broad implications of these interim amendments and the City’s intent to widely apply them to many diverse developments.

4. All new development connections – pedestrian and vehicle – to existing neighborhoods must be approved by affected neighborhoods.

5. With the exception of Legacy Town Center, Legacy West and Downtown Plano, the city should maintain the existing zoning standard of dedicated open-space of a minimum of 300 square feet of open space for each bedroom in a multi-family development and require that at least 50% of that open space should be green space. Without adequate green-space for all new developments, existing neighborhood parks and other public facilities will be overburdened. The 5% minimum for open space in the mixed use regulations is wholly inadequate.

6. Enforce the required 1200-foot setback from expressway centerlines for all residential development in order to protect the health, safety and quality of life of residents. Delete the word “generally” as it is too weak.

7. Proposals to add residential to existing commercial space in Neighborhood Centers and Regional Centers should include a process to involve existing residents within 2500 feet of the project. Residential in Neighborhood Centers should have a density limit of 10 units per acre and height limits.

8. Compact Complete Centers (CCC) should limit residential use to 60% of total square footage, and a significant percentage of commercial space should be developed before the residential is permitted. This will avoid a false promise of mixed-use. Explain why these areas were identified as CCC.

9. Review and upgrade fire safety and building codes to address increased dangers of high-density development and to ensure dense developments use quality materials and methods. Safety and aesthetic standards should ensure higher quality and safety when high density zoning (greater than 22 units per acre or more than three stories) is allowed.

10. Amend the Transit Corridor requirement that residential should be within one-half mile walking distance of a station to state “a station or a planned station when the station’s construction is imminent.”

11. Define what is meant by the promise of “more housing choices” in the Plan. It appears to us that as used in the Plan, these words are synonymous with “more dense multi-family housing”
Discussion of the requested amendments and basis for comments

Because of the interaction of the land use policies, actions statements, definitions, descriptions of the Built Environment, the Land Use Map and the Growth and Change Map, it is quite difficult to succinctly comment on changes we recommend. While the proposed changes in the current draft of the Land Use Definitions are helpful, there continue to be several statements in the Built Environment Policies and Statements and in the Growth and Change Map that are inconsistent with the new language. As noted above, we are providing an attachment that is a mark-up of the Plano Tomorrow Plan documents to show the changes we suggest.

We are concerned about the Plan significantly increasing the density of Plano and reducing its suburban appeal. Plano is already headed towards 35% of the total housing stock being comprised of apartments. In the 1990’s the city’s objective was for apartments to be about 25% of the housing stock. As a result of this proliferation in apartments, Plano is already 22% more dense that the city of Dallas and is more dense than any other city in Collin and Dallas counties.

Our point is that mixed-use developments are not the panacea for all that ails Plano. In fact, Plano is not ailing at all, so this appears to be a solution for a disease that does not exist.

Following are comments we have on specific aspects of the Plan and rationale supporting the requested changes above.

Although “urbanization” has generally been removed from the policies and action statements in the Plano Tomorrow Plan, there continues to be a strong underlying theme to develop remaining land and redevelop existing land with “more housing choices.” We know there is virtually no land left for single family detached homes. If we believed that more choices meant smaller single family detached homes, patio homes and traditional town homes we would be supportive of the Plan. We agree there should be more of these choices in Plano. It is clear to us, however, that the “housing choices” referenced in the Plan have a heavy bias towards apartments in “mixed use developments” on undeveloped land and in redeveloping existing land and feel this bias should be changed.

We also believe that it should be acknowledged that the existing built environment in Plano is quite good and fairly complete. We do not need or want wholesale changes, only to work on a few specific areas and see that with the limited land left, what development or re-development occurs is reserved for projects that are truly accretive to the city.

Our concerns can be summarized as follows:

1. We do not agree with the fundamental precept that Plano should aggressively grow its population.
2. The bias towards dense mixed use projects in the Plan is way too strong and does not emphasize quality – experience shows few of these projects will live up to the developer’s hype. Many of the projects we see being built are of no higher quality than the apartments that have been built in Plano for the past 20 years. Yes they may use a few extra sticks of wood to create an oddball protrusion that breaks up the monotony of the building but the few dollars spent doing that do not result in a quality building. They use the same wooden structures and poor sound insulation we already have, yet increase the mass and density by a factor of three to five times while practically eliminating open space, especially green space. This is merely increasing the developers’ profit at the expense of residents’ quality of life. Later, we the Citizens will pick-up the costs of serving this dense population and suffer as the property value fades and investments in infrastructure, parks and services are shouldered by our tax dollars.
3. Experience has shown that several of the mixed use interim zoning amendments adopted over the past four years were not understood by the citizens (and possibly the Staff), and the plan should acknowledge the need to review and reset these amendments. These amendments were adopted without adequate exposure to the citizens and not much attention was paid because, after all, there was almost no remaining land left for residential in Plano. Little did we understand that this was a prelude to a massive rezoning of the remaining land and could allow many mixed use and mid-rise residential projects to be built under these interim amendments.

4. The City has consistently shown it will not adhere to its own standards and will bend to the developer’s request for non-conformance. The Plan should acknowledge the need for standards to be upheld.

5. Other than a passing mention in the vision statement, the Plan does not address the number one issue to the citizens of Plano – keeping our educational system strong. The Plan should state that the impact on our schools should be a focus of land use decisions.

When it comes to redevelopment, the Plan’s primary emphasis should be on land uses that are compatible with existing neighborhoods. For most existing neighborhoods, the preferred land use is a continuation of the existing single family homes. This does not mean that is the only development that can be built, but we should start from a perspective that this is usually the most compatible with the existing neighborhood.

The city’s solution of “mixed use development” is “easy” because so far, most approved developments have been heavily slanted toward multi-family apartments with a small amount of retail. With the exception of the Legacy area, even when offices have been approved as part of a project, the offices have typically been scheduled for later phases and have not been built to date.

Most projects billed as “mixed use” have largely developed as apartments only or apartments with separate retail strip shopping centers including the 1,400 units at Elan / Cityscape, the 2,000 units at Preston Town Center and the 800 units at Gateway Crossing (approved for 1,200 when fully built-out). Additionally, the 386 units at Aura One90 were developed as 100% stand-alone apartments with no other uses.

We are concerned that too many projects are being developed with inadequate open space, especially green space, to meet the needs of residents, children and pets. We refer you to Gateway Crossing, Aura One90, West Plano Village, CityScape Elan and Broadway Park Place. While the Legacy area may be unique and have a city center atmosphere, it too is being built without adequate regard for green space. To provide for residents, Downtown Dallas has been aggressively adding park space to improve the living environment. It’s clear to us that the land designated as a “Complete Compact Center” on west Plano Parkway will be developed by Billingsley – Residences of Austin Ranch to be like the existing Austin Ranch multi-family in the Colony – a dense development with very little green space and marginal retail. At least the Austin Ranch multifamily in the Colony does have some park land and trails nearby that its residents use, although that park land belongs to and is paid for by the Citizens of Plano – not the Colony. There are no parks or other amenities close to this designated “compact center” in West Plano and without a considerable amount of dedicated open space and green space, it will be far from complete.

Developers say that people like mixed use projects and it is true that people like the Shops of Legacy. However, what people like is the few blocks of an entertainment district where they can find many dining choices, shops, nightclubs and other entertainment all in the space of a few blocks. Most people we talk to have never strayed from Bishop Road and Lone Star Drive and don’t think about the housing in Legacy when talking about the Shops of Legacy. It’s worth noting that the retail and entertainment at the Shops of Legacy was successful before much residential was built and is not dependent on the residential units.
The city has repeatedly shown it will readily waive its own requirement that residential not be built within 1200 feet of an expressway centerline. One needs only to look at the Aura One90 Project on Executive Drive to find a massive multi-family project that is practically built under Highway 190. Then there is the mid-rise project at Legacy West. The City granted a variance to allow building within 700 of the expressway centerline. A few months later the developer came back and asked that it be changed to 450 feet and this was passed without challenge. Other projects recently approved within the 1200-foot boundary include Broadstone Park Place, Gateway Crossing and West Plano Village. Unless a stop is put to future variances, this provision will become unenforceable and subject to legal challenge.

Revisiting the Interim Amendments to adopt Urban Mixed Use and Mid-rise Residential standards.

As discussed above, the interim amendments were adopted in 2011-2014 with very little fanfare. The city did not publicize the importance of these amendments or the magnitude of the changes that could result. As there was very little remaining land for residential development in Plano, those citizens that had some knowledge of the proposed changes probably thought that they would have little impact and were primarily for development in Legacy and downtown Plano. Only after the draft of the Plano Tomorrow Plan was released did the citizens begin realize the impact could be much greater. Now that we have some experience actually applying these interim amendments, that experience has pointed out many flaws in these ordinances. Here is a summary of the points worth revisiting:

1. The requirement that new multifamily housing have a minimum density of 40 units per acre is flawed. This may be appropriate for a true urban mixed use development, but it is being applied to many other projects that do not meet the concept of a complete compact center. When an isolated multifamily project is being built, or when residential is being added to an existing retail center, we do not believe these requirements fit.
2. A whole different set of standards should be developed for the addition of residential uses in existing retail centers. Those standards should have requirements that are context sensitive, emphasize congruity with adjacent neighborhoods and do not overly burden the infrastructure in those neighborhoods including streets and parks.
3. The definition of Single Family – Attached that allows a density of 40 units per acre is inappropriate and is misleading and confusing to citizens trying to understand a proposed development.
4. The separate classification that treats Mid-Rise Residential as unique and separate developments that do not have to follow other rules is inappropriate. The dense 5 to 7 story wood structures being built under this classification are no different and of no higher quality than the traditional 2 and 3 story apartments built in Plano for the last 20 years. The image conjured up in the original discussion supporting this classification were for a more traditional inner city twelve story concrete and steel apartment tower. We do not believe the separate classification is appropriate for the 5 to 7 story wood structure apartment buildings that are being proposed under this zoning classification.
5. To be a mixed use project, the residential component should be no more than 60% of the total square footage and the 40% minimum for the commercial space should be required to be maintained as part of the first phase.
6. The open space and green space requirements are inadequate for both mixed use and mid-rise developments and should be required to be at least 300 square feet per bedroom.

We are available to discuss these comments with the City Staff, commissioners of council members.

Thank you

Committee@planofuture.org
Attachment 1

Mark-up to the Land Use Definitions and Map, Policies and Statements and Growth and Change Map of the Plano Tomorrow Plan
Plano Tomorrow Draft Policies, Actions Statements, and Use Descriptions

**Proposed Changes to the Plano Tomorrow Policies, Action Statements, and Land Use Descriptions**

<table>
<thead>
<tr>
<th>The Built Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Use and Urban Design</strong></td>
</tr>
<tr>
<td>• Land Use</td>
</tr>
<tr>
<td>• Community Design</td>
</tr>
<tr>
<td>• Redevelopment of Regional Transportation Corridors</td>
</tr>
<tr>
<td>• Undeveloped Land</td>
</tr>
<tr>
<td>• Transit-Oriented Development</td>
</tr>
<tr>
<td><strong>Housing and Neighborhoods</strong></td>
</tr>
<tr>
<td>• Neighborhood Conservation</td>
</tr>
<tr>
<td>• Redevelopment of Neighborhood Centers</td>
</tr>
<tr>
<td>• Special Housing Needs</td>
</tr>
</tbody>
</table>

This document will illustrate changes that have been made to the ‘Land Use and Urban Design’ and ‘Housing and Neighborhoods’ policies. Markups shown in indicate changes that were made following the November 2014 public open houses. Changes that were made following the May 2015 public workshop are incorporated.
The Built Environment - Land Use

Policy - Plano has a well-established system of organized land use. Changes to existing land use should respect existing neighborhoods and businesses and enhance the existing quality of life for its residents, including maintaining excellent schools, safety and quality employment opportunities.

Action Statements

1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on the policies of the Comprehensive Plan. Reconsider interim amendments made over the past several years based on citizen input received in recent zoning cases and in responses to the adoption of the Plano Tomorrow Plan.

2) Evaluate the Future Land Use Map and Growth and Change Policy Map every five to seven years, or as necessary. Significant proposed changes to land use descriptions should be solicited through outreach such as the homeowner’s association president’s breakfasts and a dedicated P&Z newsletter that is emailed to interested residents that have subscribed to the mail list.

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. Encourage policy to require every project involving new or major reconstruction of existing streets to include adequate sidewalks that encourage pedestrian and recreational uses and provide improvements to bicycle safety.

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

5) The Future Land Use Map primarily adds residential uses to the existing Zoning Map. To assure that proposed developments are consistent with the policies of the Comprehensive Plan and citizen expectations, zoning changes to add residential uses should only be implemented upon the submission of a proposed development plan for a specific parcel.

6) Create incentives for the revitalization of poorly-maintained and vacant commercial retail and residential development.

7) Review and ensure residential adjacency standards provide appropriate transitions in building height, bulk, and density that are sensitive to the physical

Deleted: will support a
Deleted: to provide greater housing and employment choices, where new and redevelopment areas

Deleted: to
Deleted: ensure
Deleted: are consistent with city-wide goals

Deleted: Review and update the Zoning Map to resolve land use inconsistencies between t
Deleted: and

Deleted: regulations that
Deleted: iz
Deleted: development
Deleted: underperforming
Deleted: multifamily
Deleted: and
8) **Suggest locations that could qualify for special re-vitalization efforts that could receive city support subject to meeting criteria for enhancing the quality of life in Plano.**

9) **Develop criteria for review for mixed-use developments and update as necessary.**

Reconsider interim amendments made over the past several years based on citizen input received in recent zoning cases and in responses to the adoption of the Plano Tomorrow Plan. Develop separate criteria when inserting mixed uses into existing developments as the current UMU standards were intended for large blocks of undeveloped land. Consider whether designations that are confusing to citizens such as the Urban SF-A allowing 40 units per acre should be eliminated or renamed Multi-Family40.
The Built Environment –Community Design

Policy - 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.

Action Statements

1) Develop Criteria of Review for 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 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) To improve safety, transportation alternatives and recreational opportunities, emphasize the improvement of sidewalks, bicycle paths and increased minimum green space per bedroom, especially in higher density and higher traffic areas.

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

Policy - Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed commercial, and retail opportunities.

Action Statements

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

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

3) Adopt strategies that encourage submission of a master plan for employment, recreational and residential mixed uses that are compatible with surrounding development in areas identified for compact complete centers.

4) As residential development within 1200 feet of expressways is not appropriate due to noise and health impacts of expressways, consider whether there are exceptional standards under which a variance would be considered. Such standards should include extensive use of barriers to heights well above all expressway levels that reduce exterior noise and exhaust levels, utilization of extensive soundproofing construction materials to reduce interior noise levels and equipment to provide for proper interior filtering, ventilation, and exhaust of vehicle air emissions.

Comment [A1]: We do not understand "Regional Transportation Corridors." The Land Use Map does define "Transportation Corridors." Expressway Corridors generally should not include residential, yet items 3 and 4 address residential in these corridors. The definition of Compact Complete Center does not refer to Transportation Corridors.

Deleted: regulatory
Deleted: permit or incentivize
Deleted: residential,
Deleted: other diverse
Deleted: in locations identified
Deleted: Develop design guidelines for
Deleted: adjacent to
Deleted: that

Deleted: 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 noting any proposed zoning changes involving two or more acres at least 30 days before any proposal is considered and post to the city's website for public use.

3) Situate new housing growth adjacent to existing residential neighborhoods. Adjacent housing should be complementary to the existing residential neighborhood.
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, particularly focusing on code enforcement and licensing of rental properties.

3) Conserve Plano's established residential neighborhoods to maintain the quality of housing stock and livability of the neighborhood.

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

5) ____________

6) ____________

7) Identify community character within residential areas and enhance stronger neighborhood identity.

---

Comment [A2]: With so little land, what is there to study? Housing options appears to be a code word for dense multi-family.

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

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

Comment [A3]: We do not understand what is meant by “housing options.” The nature of options should be defined before inclusion of such a statement.
The Built Environment - Redevelopment of Neighborhood Centers

Policy: Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail and entertainment uses 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. When residential is introduced, single-family uses with a maximum density of 10 units per acre are desired for compatibility with existing adjacent neighborhoods.

5) Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas when the affected residents within 1500 feet agree this is a compatible connection that is unlikely to increase vehicular traffic on residential streets.

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 housing for special needs individuals such as those with physical or mental disabilities and seniors on fixed income.

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 special needs 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, to assure adequate consideration is provided to housing opportunities for those with physical or mental disabilities and seniors on fixed income.
Plano Tomorrow Draft Policies, Actions Statements, and Use Descriptions

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 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 within 1200 feet of the expressway centerline is not appropriate. 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 residential, employment, retail, and civic uses should be located between one-quarter to one-half mile walking distance of an existing transit stop, or a new transit stop when opening is imminent. 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. At least 300 square feet per bedroom of open space (of which at least 50% shall be green space), will be included to create active and interesting public spaces, and recreational opportunities for residents and pets. 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 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 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. Residential use should not exceed 50% of the total land use. At least 300 square feet per bedroom of open space (of which at least 50% shall be green space), will be included to create active and interesting public spaces and recreational opportunities for residents and pets. 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 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 allowed in these centers, the introduction of residential uses within Regional Centers is permissible where it can be accomplished in a context-sensitive manner and integrated into the center. Residential uses introduced to existing centers should consider input from residents living within 2500 feet of the proposed development. Adequate building setbacks must be considered when development is proposed near neighborhoods. Useable open space will be considered 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 retail, service and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers may be allowed where it can be accomplished in a context-sensitive manner and integrated into the center with no more than three stories. When residential is introduced, single-family uses, with a maximum density of 10 units per acre are desired for compatibility with existing adjacent neighborhoods. 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. Direct connection from the neighborhood center to surrounding residential areas should only be considered when the affected residents within 1500 feet agree this is a compatible connection that is unlikely to increase vehicular traffic on residential streets.

**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.
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 could experience moderate changes through infill, reuse, and redevelopment to improve the existing form.

Transform Center: These are existing areas where redevelopment may be appropriate and may include small-scale pedestrian-friendly centers and other neighborhood uses.

Evolve: These areas include existing parcels that could experience change through redevelopment projects.

New Growth: These existing undeveloped areas (>50 acres) are expected to experience new development through new master-planned projects.
Examples of Recent Developments
Recent Inferior Development in Plano

Where is the unique high quality design?
Placemaking?
Open space?
Mixed use?

Elan

CityScape
Plano Parkway at Park - a CCC?

Is this an appropriate area for residential development?
Gateway Crossing (Turnpike Commons) “Mixed Use”

1. Phase 3 apartments – estimated 370 units (authorized up to 600). Phase 1 and 2 are approx 600 units (1,200 total authorized) for all 3 phases, Estimated that 970 units will be constructed thru Phase 3.

2. Principal greenspace is a children's playground - in middle of the parking lot, less than 500sq ft.

3. Common area does include 2 pools.

4. Existing industrial space is warehouse & manufacturing – not open to the public.
Gateway Crossing Issues

- Although billed as mixed use, to date all that has been built are apartments. No promise of any specific development or timing. Regardless apartments will be totally separate from any other development.

- Much of apartments are within 1200 of expressway centerline (George Bush/190). This is contrary to policy on 1200 foot minimum setback.

- Up to 1200 apartments authorized, 600 built so far in phase 1 and 2. Phase 3 is approved and will likely 370 units (970 units total thru phase 3). This violates general Plano policies that complexes should be a maximum of 500 units and there should be a minumum separation of 1500 feet between complexes of 500 units.

- Other than swimming pools, green/open space is comprised on 1 small children’s playground of less than 500 square feet built in the middle of a parking lot.

- Only nearby development to date is an extended stay motel and RaceTrac gas station. No sidewalks exist to access to those businesses. Pre-existing development consisted of manufacturing/distribution that is not open to the public.

- Land is surrounded by the City of Richardson. Zoning was approved in spite of objections raised the City of Richardson.
Gateway Crossing has almost no greenspace – primarily just buildings and parking lots.
Gateway Crossing
Where is the green space?
Where is the mixed use?
Aura One90

Practically built under George Bush Highway 190
Very little green space. Is this the quality development our residents deserve?
Urban Mixed Use

This is what people find interesting in UMU – not a massive apartment complex