Plano Tomorrow
Joint Work Session
City Council and Planning & Zoning Commission
June 30, 2014

Regional Growth and Local Response Survey Results

- Strong Agreement – More than 80% of respondents agreed with the statement. (9 of 16)
- Agreement – Between 60% and 80% of respondents agreed with the statement. (2 of 16)
- Close Calls – Respondents were split with between 40% and 60% percent either agreeing or disagreeing. (5 of 16)
- Disagreement – Majority of respondents disagreed with statement. (1 of 16)
Regional Growth and Local Response Survey Results

Question 1: Urbanization - Plano should aggressively seek both job and housing growth. Plano can no longer outwardly expand; while existing neighborhoods must be conserved, the city should strongly encourage and incentivize urban development and redevelopment.

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<thead>
<tr>
<th>Answer Choices</th>
<th>Response %</th>
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</thead>
<tbody>
<tr>
<td>Agree</td>
<td>82%</td>
<td>14</td>
</tr>
<tr>
<td>Disagree</td>
<td>18%</td>
<td>3</td>
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Regional Growth and Local Response Survey Results

Question 2: Market Accommodation - The real estate market is highly dynamic. Plano should remain flexible to respond to opportunities as judged appropriate.

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<td>Agree</td>
<td>94%</td>
<td>16</td>
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<tr>
<td>Disagree</td>
<td>6%</td>
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</table>
Regional Growth and Local Response Survey Results

Question 3: Conservative Growth - Plano's undeveloped land must be reserved for only the highest quality development with a bias to business development offering high paying employment. Priority should be given to neighborhood conservation and enhancement and business retention and expansion.

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Regional Growth and Local Response Survey Results

Question 4: Housing Expansion - Expanding Plano's housing opportunities is essential to attracting a young, skilled and professional workforce. It is also critical to meeting the housing demands of small and single-person households, seniors and special housing needs.

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<td>Agree</td>
<td>88%</td>
<td>15</td>
</tr>
<tr>
<td>Disagree</td>
<td>12%</td>
<td>2</td>
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Regional Growth and Local Response Survey Results

Question 5: Urbanization - Land price and availability are primary deterrents of urbanization. Municipal land use planning, regulations and incentives should be directed to encouraging urban development and greater land use density and efficiency.

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Regional Growth and Local Response Survey Results

Question 6: Suburban Form - Plano's image and quality of life are derived from its suburban form. While some urban centers and denser development along regional transportation corridors are acceptable, Plano should retain its low-density suburban character.

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<td>Agree</td>
<td>53%</td>
<td>9</td>
</tr>
<tr>
<td>Disagree</td>
<td>47%</td>
<td>8</td>
</tr>
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Regional Growth and Local Response Survey Results

Question 7: Placemaking - Urbanization provides not only expanded opportunity for housing and employment, but also creates rich, walkable, mixed-use centers that enrich the community's visual character and quality of life.

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Regional Growth and Local Response Survey Results

Question 8: Regional Mobility - Plano's economy and attractiveness as a place to live are dependent on regional transportation. The city must place a priority of expanding the capacity of all modes of transportation even when it is disruptive to established business and residential development.

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<td>Agree</td>
<td>41%</td>
<td>7</td>
</tr>
<tr>
<td>Disagree</td>
<td>59%</td>
<td>10</td>
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Regional Growth and Local Response Survey Results

Question 9: Balanced Mobility - Improving regional mobility is important, but projects must be balanced with their impact on residential and business development. Plano and the region must increasingly rely on expanding transportation choices, demand management, and trip reduction strategies to meet mobility needs.

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Regional Growth and Local Response Survey Results

Question 10: Parks and Open Space - Great cities are known for excellent parks and open space that noticeably contribute to the image of the city and its quality of life. Increasing the amount of park land to meet the needs of a growing population, filling service voids and completing linear trails and regional connections are priorities.

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Regional Growth and Local Response Survey Results

Question 11: Park and Open Space Enhancement - The development of park facilities and aesthetic enhancement of parks and open space are essential to improving quality of life and Plano's distinctive image as a city of excellence.

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<td>15</td>
</tr>
<tr>
<td>Disagree</td>
<td>12%</td>
<td>2</td>
</tr>
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Regional Growth and Local Response Survey Results

Question 12: Parks and Open Space Conservation - The existing parks and recreation facility systems are largely adequate for the community's future needs. The city's primary focus should be ensuring quality maintenance and recreation programs.

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Regional Growth and Local Response Survey Results

Question 13: Cultural Amenities - The city should assume significant responsibility directly, or through public/private partnerships, to provide cultural amenities (theaters, amphitheater, plaza, meeting/event space, galleries, etc.) that enrich quality of life in the city.

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<td>10</td>
</tr>
<tr>
<td>Disagree</td>
<td>41%</td>
<td>7</td>
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</tbody>
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Regional Growth and Local Response Survey Results

Question 14: Private Amenities - The development of cultural amenities (theaters, amphitheaters, plazas, meeting/event space, etc.) is primarily a private and non-profit sector responsibility consistent with community desire and market demand.

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<tr>
<td>Agree</td>
<td>65%</td>
<td>11</td>
</tr>
<tr>
<td>Disagree</td>
<td>35%</td>
<td>6</td>
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Regional Growth and Local Response Survey Results

Question 15: Redevelopment Incentives - The city should provide financial and regulatory incentives (e.g. increased lot coverage and density) to encourage major reinvestment and redevelopment of aging apartments and commercial properties.

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<td>Disagree</td>
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Regional Growth and Local Response Survey Results

Question 16: Market Based Redevelopment - With rare exception, reinvestment in and redevelopment of aging apartments and commercial properties are market-based decisions of property owners and developers.

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<tr>
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<tr>
<td>Agree</td>
<td>71%</td>
<td>12</td>
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<tr>
<td>Disagree</td>
<td>29%</td>
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Regional Growth and Local Response Survey Results

• Close Calls Subjects
  • Maintenance of Suburban Form (Q6)
  • Regional Mobility (Q8)
  • Increasing Parks and Open Space (Q10 and Q12)
  • Public Responsibility for Cultural Amenities (Q13)

Plano Tomorrow

Planning and Zoning Commission created a vision statement:

“Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.”
Purpose of Work Session

- Collect ideas regarding:
  - Land Use, including ideal locations of housing and jobs
  - Transportation
  - Placemaking and Public Spaces
- Participate in a group exercise relating to the possible future development and redevelopment of areas within the city.
- Provide direction for the development of the new Comprehensive Plan policies.
Exercise: Plano Tomorrow

Part I
Housing and Employment

Part II
Transportation

Part III
Placemaking and Public Spaces
Part I
Housing and Employment

Plano’s Population

• Today, Plano has approximately 270,000 population

• If all of the potential housing units were completed, Plano would have a population of approximately 280,000

• Today, the Dallas-Fort Worth region has a population of approximately 6.8 million and is expected to grow to 9.1 million by 2030.

• Plano is approximately 4% of the region’s population today and would need to grow to 360,000 by 2030, if the city chooses to remain at 4%.
Plano’s Employment

- Plano is an employment center
- Plano has approximately 150,000 jobs today
- Today, Plano has about 1.5 jobs for every 3 residents (population)

Housing and Employment Map Exercise

Exercise Objective
Determine where Plano’s future development and redevelopment efforts will take place.

Exercise Documents/Materials
- Yellow/Blue/Red/White/Orange Legos
- Exhibit A – Housing and Employment Block Descriptions Handout (Lego descriptions)
- Exhibit B – Development Type Guide Handout
- Exhibit C – Things to Consider Guide
- Opportunity Area Descriptions and Photographs Handout
Exhibit B
Development Type Guide Illustrations

Urban Center – 50 Acres
2,800 Population
2,600 Jobs

Example: Legacy Town Center or Fort Worth’s West 7th
Townhomes + Multifamily + Retail + Office

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Development Type Guide Illustrations

Patio Home/Townhome Neighborhood Center – 25 Acres
350 Population
1,100 Jobs

Example: Village at Colleyville or Southlake Town Center
Townhomes + Retail + Office

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Development Type Guide Illustrations

**Multifamily Neighborhood Center – 25 Acres**
1,000 Population
1,100 Jobs

Example: Allen’s Watters Creek or Downtown Plano
Multifamily + Retail + Office

![Multifamily Neighborhood Center Illustrations](image1)

City of Excellence

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Development Type Guide Illustrations

**Retail Neighborhood Center – 25 Acres**
1,100 Jobs

Example: Highland Park Village or Richardson's Shire (Jupiter/PGBT)
Retail + Office

![Retail Neighborhood Center Illustrations](image2)

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Development Type Guide Illustrations

Employment Center Suburban – 100 Acres
4,800 Jobs

Example: JC Penney Corporate Campus
Office Only

Employment Center Urban – 10 Acres
1,200 Jobs

Example: Granite Park III Midrise
Office Only
Development Type Guide Illustrations

Manufacturing (Office/Warehouse) – 25 Acres
400 Jobs

Example: Research Technology Crossroads
Office/Warehouse Only

Multifamily – 25 Acres
2,000 Population

Example: Apartments without ground retail
Multifamily Only
Development Type Guide Illustrations

SF HD (Midrise Residential) – 10 Acres
500 Population

SF MD (Patio Homes/Townhomes) – 25 Acres
350 Population

SD LD (SF Detached) – 25 Acres
250 Population

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Housing and Employment Map Exercise Tasks

Step 1 – Group facilitators will explain map contents.

- Aerial/Zoning
- Potential Urban Centers as defined by the Urban Centers Study
- Suggested areas for redevelopment have been highlighted on the map
  - Collin Creek North and South, US Highway 75 Corridor,
    Downtown/Rail Corridor, targeted four corner retail sites
    (Appendix)
- Vacant Land (>50 acres Highlighted)
- Existing and Future Rail Lines and Stations

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Housing and Employment Map Exercise Tasks

**Step 2** – Using Exhibit B (Development Type Guide), facilitators will ask groups to locate areas for mixed use, commercial, and residential developments.

**Step 3** – Facilitators will calculate projected population and employment based on exercise results.

When completing the exercise...

- Groups need to come to a consensus (or a majority) on decisions.
- Think long term – what will Plano look like in 2035?
- Just because it has always been a certain way does not mean it cannot change - this is your vision.
- Ideal Environment!

BEGIN!
Plano Tomorrow
Joint Work Session

10 Minute Break

Part II
Transportation
Transportation Improvement Terms

• **Complete Streets** is a transportation policy that requires streets to be convenient and comfortable for all users of ages and abilities regardless of their mode of transportation.
  – Walking, biking, driving, and public transportation.

• **Transit-Oriented Development (TOD)** is a development type that includes mixture of housing, office, retail, and other amenities integrated into a walkable neighborhood located within a half-mile of quality public transportation.

Exhibit D Transportation Types

• **Automobile** – expansion of expressways and thoroughfares
• **Rail Transit** – light rail and commuter rail
• **Bus Rapid Transit** – dedicated bus lanes with limited stops
• **Bus** – bus routes (use of any lane) with multiple stops
• **Trolley** - cable car (electric tram) and tourist trolley
• **Bicycle** - dedicated on-street bike lanes and shared bike routes
• **Recreational Trails** - Trails, off-street shared use paths and sidewalks
Transportation Map Exercise

**Exercise Objective**
Determine what transportation modes and routes will be necessary to improve mobility in Plano.

**Exercise Documents/Materials**
Exhibit D – Transit Center and Transportation Types

**Exercise Steps**
1. Place black Legos where transit-oriented developments should be located.
2. Use tape to show desired transit improvement routes.
3. Using Post-It notes, label desired transit routes with the desired transit type (roadway expansion, rail, bus, bike, complete street, etc.)

Part III
Placemaking and Public Spaces
What is Placemaking?

*Placemaking* is a multi-faceted approach to the planning, design and management of public spaces. *Placemaking* capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

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**Placemaking Initiatives**

1. Creating squares and parks as multi-use destinations
2. Improving streets as public spaces
3. Building local economies through markets and festivals
4. Linking public health to public space
5. Designing buildings to support public places
6. Building on the historic fabric
Plano’s Park and Trail Inventory

Emerging Trend: Urban Parks
Urban Parks – Multi-Use Destinations

Streets as Public Spaces
Building Local Economies Through Markets/Festivals

Public Health and Public Space Relationship
Designing Buildings to Support Public Spaces

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Building on the Historic Fabric

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Exhibit E – Exercise Examples of Placemaking

Local Level
• Places that may draw residents from a neighborhood level

Community Level
• Places may draw residents from around the city

Regional Level
• Places that may draw residents and visitors from around the region

Exhibit E - Examples of Local Placemaking

Haggard Park
• 6 Acres (public)
• Festivals
• Intercity Railway Museum
• Directly adjacent to Courtyard Theatre, Downtown, and Historic District

Continental Avenue Bridge Park
• Dallas (public)
• 1,500 foot bridge
• Opened 2014
• Bridge constructed in 1933; now only open to pedestrians

Main Street Garden
• Dallas (public)
• Opened 2009
• 1.75-Acres
• Café, splash fountain, urban dog run, garden rooms and concert space
Exhibit E - Examples of Community Placemaking

Legacy Town Center
• 200 Acres (private)
• Urban, Mixed Use District
• Entertainment/Night life
• Wide sidewalks for outdoor patios
• Festivals

Trinity Groves
• Dallas (private)
• 15-acre restaurant, retail, artist and entertainment destination
• Restaurant Concept Incubator Program
• Microbrewery and a culinary events center

Clearfork Food Park
• Fort Worth (private)
• >1-acre
• Food trucks
• Riverfront
• Dog-Friendly
• Live Music

Exhibit E - Examples of Regional Placemaking

Klyde Warren Park
• Dallas (public/private)
• 5.2 acres
• Multi-Use Park (food trucks, dog park, children's playground)
• Fitness activities
• Wi-Fi
• Movie/stargazing nights

Arts District
• Dallas (public/private)
• 68 Acres
• Block parties
• Food trucks
• Art shows
• Festivals
• Venues (theatres, museums, performance halls)

Sundance Square Plaza
• Fort Worth (public/private)
• Outdoor plaza
• >1 acre
• Water features
• Outdoor restaurant patios overlooking plaza
• Festivals, events, movie nights
Exhibit E - Other National Placemaking Examples

<table>
<thead>
<tr>
<th>Discovery Green</th>
<th>Larkin Square</th>
<th>Campus Martius Park</th>
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<tbody>
<tr>
<td>• Houston, TX (public/private)</td>
<td>• Buffalo, NY (private)</td>
<td>• Detroit, MI (public/private)</td>
</tr>
<tr>
<td>• 12-acre park</td>
<td>• &gt; 1 acre</td>
<td>• 1.2-acre park that</td>
</tr>
<tr>
<td>• includes a lake, sculptures, and venues for public performances, two dog runs, a children's area and multiple recreational areas.</td>
<td>• multi-purpose public space</td>
<td>• two performance stages, sculptures, public spaces</td>
</tr>
<tr>
<td></td>
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<td>• seasonal ice skating rink which converts to a sand “beach” during the summer.</td>
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Placemaking and Public Spaces
Map Exercise

**Exercise Objective**
Determine what type of urban design and placemaking techniques are desired and where should they be located.

**Exercise Documents/Materials**
Exhibit E – Placemaking and Public Spaces

**Exercise Steps**
1. Place green blocks where local, community, and regional destination/placemaking concepts should be located.
2. Using Post-It notes, label placemaking areas with the type of placemaking site features that should be incorporated.
Group Presentations

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