Mayor’s Welcome

Joint Meeting with the Plano City Council and Planning & Zoning Commission

September 30, 2015
Plano Tomorrow
Comprehensive Plan
Presentation

Joint Meeting with the Plano City Council
and Planning & Zoning Commission
September 30, 2015
What is a Comprehensive Plan?

**LONG RANGE GUIDE...**

for the future growth, development, and redevelopment of our city

Where are we and what challenges do we face today?

Where do we want to go?

How do we get there?
What is a Comprehensive Plan?

Provides a 20- to 30-year **VISION** for a city's future and is typically used by policy makers to **GUIDE** decisions and policies.

*Often referred to as a… GENERAL PLAN*

which focus on the community's *physical* environment

as well as the city's *socio-economic* factors

- Housing and Neighborhoods
- Transportation
- Land Use and Community Design
- Community Involvement
- Quality of Life
- Sense of Community
- Economic Development
- Environmental Quality
Purpose of a Comprehensive Plan

Purpose of a Comprehensive Plan as defined by Chapter 213 of the Texas Local Government Code:
- Promote Sound Development of Municipalities
- Promote Public Health, Safety, and Welfare

Conformance with State law as defined by Chapter 211 of the Texas Local Government Code for zoning and subdivision decisions

Basis for Capital and Annual Budget Decisions

Basis for Economic Development Decisions
### Purpose of a Comprehensive Plan

<table>
<thead>
<tr>
<th>Comprehensive Plan</th>
<th>Zoning Ordinance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Subdivision Ordinance</td>
</tr>
<tr>
<td></td>
<td>Thoroughfare Standards</td>
</tr>
<tr>
<td></td>
<td>Retail Corner Design Guidelines</td>
</tr>
</tbody>
</table>

- General vision excluding numeric regulations
- Anticipates specific regulatory documents will be developed for consistency with the Plan's polices
- Regulatory documents with numeric regulations
- Establishes development rights

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### Subdivision Ordinance

#### Distinctiveness

- Buildings and structures shall be designed and located so as to provide for a sense of place, character, and identity in the development.

#### Screen Fences

2. Living Screen with Screening Fence

- 4' Sidewalk
- Existing Street Row
- 10' Living Screen
- Wooden Fence
- Residential Lot
## Plano’s Comprehensive Plan History

<table>
<thead>
<tr>
<th>YEAR</th>
<th>CITY’S POPULATION</th>
<th>PURPOSE</th>
</tr>
</thead>
</table>
| 1963 | 3,695             | • Laid foundation of Plano  
• Established residential neighborhoods and locations for roadway development |
| 1986 | 107,602           | • Assisted the transition from primarily a residential community to an employment center |
| 2015 | 271,140           | • To successfully manage the transition into a mature city |
Flashback to 1986...

Plano was 46.5% developed in 1986 with a population of 107,602.

Collin County's Population in 1986 was 144,576.

Plano's land area was 41,257 acres.

0 Fortune 1000 Headquarters were present in Plano in 1986.

U.S. Average Cost of a New Home was $89,430 in 1986.

1986

2015

Plano is 92.8% developed in 2015 with a population of 271,140.

Collin County's Population in 2015 was 858,241.

Plano's land area was 46,000 acres.

6 Fortune 1000 Headquarters were present in Plano in 2015.

U.S. Average Cost of a New Home was $352,700 in 2015.
Flashback to 1986...

- Plano ISD has 27,800 students and 34 schools
- Town of Renner Annexed 1983; Town of Buckingham exists
- Dallas North Tollway ends at Trinity Mills Road
- DART is created (1983); begins express bus service from Plano to Dallas (1984)
- Frito-Lay Headquarters Under Construction
- Collin Creek Mall Celebrates 5 Years
1986 Comprehensive Plan Focus

- Become a major economic center in the Dallas-Fort Worth Region
- Continued residential growth with a variety of housing opportunities for residents and workers in the community
- Develop an effective, coordinated local and regional transportation system
- Accommodate and manage future growth

Result of 1986 Plan is Plano Today
Our Evolving City
Data sources: U.S. Census Bureau, City of Plano

<table>
<thead>
<tr>
<th>Attribute</th>
<th>1986</th>
<th>2015</th>
<th>2045 Estimates</th>
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<tbody>
<tr>
<td>Population</td>
<td>107,602</td>
<td>271,140</td>
<td>300,000</td>
</tr>
<tr>
<td>Asian</td>
<td>1.2%</td>
<td>18.1%</td>
<td>22.0%</td>
</tr>
<tr>
<td>Black</td>
<td>3.2%</td>
<td>6.9%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3.5%</td>
<td>14.6%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Other</td>
<td>0.6%</td>
<td>2.9%</td>
<td>3.6%</td>
</tr>
<tr>
<td>White</td>
<td>91.5%</td>
<td>57.6%</td>
<td>45.6%</td>
</tr>
<tr>
<td>Median Age</td>
<td>27.4 years</td>
<td>37.5 years</td>
<td>47.4 years</td>
</tr>
</tbody>
</table>
Our Emerging Challenges

FOCUS ON REDEVELOPMENT

DFW EXPECTED POPULATION AND JOB GROWTH

INTERNAL MOBILITY CHALLENGES

FOCUS ON REGIONAL ISSUES

ADDRESSING NEW CHALLENGES

City of Excellence
Creating the Draft Plan
Public Involvement Process

Kayci Prince
2nd Vice Chair
Planning & Zoning Commission
Public Involvement Process

**STEP 1**
Survey the public to identify issues

**STEP 2**
Work with P&Z to identify policies and actions based on public comments

**STEP 3**
Confirm actions and policies with public and make necessary revisions

**STEP 4**
Final recommendations presented to P&Z and City Council for consideration
Step 1  Survey the Public to Identify Issues  
2012 – January 2014

Take the Case - 2012 through 2013
Citizen led Take the Case "meeting in a box" workshops were held over a 2 year period. A total of 36 meetings with 250 participants collected input from neighborhood groups, community groups, schools and PTAs.

Online and Paper Surveys - July to November 2013
The City developed and made available a survey for residents to provide input on the future of the city. The survey included multiple choice options, ranking, visuals and the ability to provide suggestions and comments. Nearly 1,400 participated in the online survey!

Virtual Town Hall Meeting - November 21, 2013
A "Virtual Town Hall Meeting" was held on November 21, 2013. This provided residents an opportunity to participate in the planning process in one of 3 ways - attend in person at City Hall, call in to voice comments and concerns, or participate online. A total of 275 citizens participated.
Step 1
Survey the Public to Identify Issues
2012 – January 2014

Plano Balloon Festival and Plano International Festival - September and October 2013
Booths were set up at both the Plano Balloon Festival and the Plano International Festival. Over 200 residents visited the booths to provide their input on the city's future.

Libraries and Recreation Centers - September 2013 to January 2014
Plano residents were given the opportunity to provide further comments and suggestions on "Idea Boards" set up at ALL Plano libraries and recreation centers. Hundreds of people participated and provided the city with over 320 specific comments on varying aspects of Plano's future.

Map Exercise from the Plano Balloon Festival
Comment Board from Carpenter Recreation Center

Creating the Draft Plan
Step 2: Work with Planning & Zoning Commission to identify policies and actions based on public comments.

February 2014 – October 2014

14 Work Sessions 27 Presentations by Subject Experts 40 Hours of Discussion

SPEAKERS INCLUDED:

- North Texas Commission
- Southern Methodist University
- City Staff
  - Economic Development
  - Library
  - Sustainability
  - Public Safety
  - Parks and Recreation
  - Heritage Preservation
- Collin County Realtors Association
- Art Centre of Plano
- Buddy Echols of Region 10 Education Service Center
- Wellness Center for Older Adults
- Plano’s Multicultural Outreach Roundtable
- DART
- Vision North Texas
- North Central Texas Council of Governments

CREATING THE DRAFT PLAN
Step 2
Joint Work Session with Planning & Zoning Commission and City Council
June 30, 2014

HOUSING AND EMPLOYMENT
TRANSPORTATION
PLACEMAKING

CREATING THE DRAFT PLAN
Step 3

Confirm Actions and Policies with Public

November 2014 – September 2015

Community Open House Meetings

Four open house meetings were held in November 2014 to confirm the policies and actions with the public. The meetings occurred over a three week time period and took place at libraries across the city. Nearly 200 individuals participated in these meetings and over 300 comments were received.

Result: Plan Modified

Business Community Meeting

A meeting was held with 30 Chamber of Commerce business community members was held in January 2015.

Organization Workshops and Presentations

Workshops were held with Leadership Plano, Plano Youth Leadership, Young Professionals of Plano, AARP Plano Chapter, Plano Rotary Club and the Multicultural Outreach Roundtable. Over 200 individuals participated from these organizations.
Step 3: Confirm Actions and Policies with Public
November 2014 – September 2015

Public Workshop
A special public workshop was held on May 21, 2015 with staff and the Planning & Zoning Commission to refine the policies and actions of the plan. Over 80 individuals attended the workshop.

Result: Plan Modified

Plano Independent School District
On September 15, 2015, a meeting was held with the Plano Independent School District Board of Trustees.

Work Sessions & Public Forums
Eight work sessions and two public hearings were conducted with the Planning & Zoning Commission to present the results from the public and organizational workshops and to refine the policies and actions of the plan.
Creating the Draft Plan

9 Open Houses & Public Hearings

Approximately 4,000 participated

Created over a 26+ month period

P&Z hosted 22 Work Sessions

3 Draft Plans

Over 40 Organizations Participated

The Built Environment - Urbanization

Regional Transportation Corridors

Policy - Plano will encourage reinvestment and redevelopment along identification of expressway corridors, regional transportation corridors, and other transit-oriented developments that incorporate higher-density, quality, walkable, multi-use, and mixed-use developments.

Action Statements

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

2) Update the Urban Centers Study to reevaluate local centers that may serve as catalysts for redevelopment.

3) Adopt regulatory strategies that permit or incentivize higher 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 Plan

Visions – Pillars - Components

Doug Bender
Chair
Planning & Zoning Commission

Nathan Barbera
1st Vice Chair
Planning & Zoning Commission
Plano Tomorrow Structure

PLANO TOMORROW VISION
Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.

5 PILLARS | 10 COMPONENTS | 41 POLICIES | 274 ACTIONS
Plano Tomorrow Pillars

**Built Environment**

- Plano is a vibrant city with attractive and walkable neighborhoods, distinct mixed-use urban centers with active nightlife, strong commercial corridors, and a multimodal transportation system that includes a variety of transit options.

**Three Built Environment Components**

**LAND USE & COMMUNITY DESIGN**
Support a system of organized land use to provide greater housing and employment choices where new and redevelopment areas respect existing neighborhoods and businesses

**TRANSPORTATION**
Improve safety and efficiency for vehicles, public transit, bicycles, and pedestrians

**HOUSING & NEIGHBORHOODS**
Conserve and enhance established neighborhoods and preserve suburban form
The Future Land Use Map shall not constitute zoning regulations or establish zoning district boundaries.
Future Land Use Descriptions

Suburban Neighborhood-Type Development
52% of land

Service-Oriented Neighborhood Center-Type Development
3% of land
Future Land Use Descriptions

Education and Recreation Focused Social Network – Type Development
7% of land

Open Space Network – Type Development
9% of land
Future Land Use Descriptions

Employment Center-Type Development
13% of land

Expressway Corridor-Type Development
5% of land
Future Land Use Descriptions

Compact Complete Center-Type Development
4% of land

Regional Center-Type Development
3% of land

Transit Corridor-Type Development
4% of land
Most Appropriate Locations for Residential
Neighborhood focused with single family residential preferred

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Percentage Total Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood (Single-Family Uses Preferred)</td>
<td>52%</td>
</tr>
<tr>
<td>Neighborhood Center (Single-Family Uses Preferred)</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>55%</strong></td>
</tr>
</tbody>
</table>
Potential Locations for Residential Development

Locations where Residential may be Appropriate
Most of this is the focus of redevelopment in corridors, large shopping areas or transit-oriented locations

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Percentage of Total Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Corridor</td>
<td>2%</td>
</tr>
<tr>
<td>(¼ - ½ mile walking distance from station)</td>
<td></td>
</tr>
<tr>
<td>Compact Complete Center</td>
<td>4%</td>
</tr>
<tr>
<td>Regional Center</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>9%</strong></td>
</tr>
</tbody>
</table>
Potential Locations for Residential Development

Locations where Residential is Inappropriate
Reserved for parks, trails, commercial, and employment uses

<table>
<thead>
<tr>
<th>Land Use Category</th>
<th>Percentage of Total Land Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Corridor (over ½ mile walking distance from station)</td>
<td>2%</td>
</tr>
<tr>
<td>Expressway Corridor</td>
<td>5%</td>
</tr>
<tr>
<td>Employment Center</td>
<td>13%</td>
</tr>
<tr>
<td>Social Network/Open Space Network</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>36%</strong></td>
</tr>
</tbody>
</table>
Undeveloped Land in Plano

**Plano Tomorrow 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.

Plano has **7%** of land remaining undeveloped.

**0.9%** of undeveloped land in Plano is within the Compact Complete Centers designation.
Growth and Change Map

The Growth and Change Map shall not constitute zoning regulations or establish zoning district boundaries.
### Growth and Change Map Descriptions

| Conservative and Enhance | Conserve and Enhance
| 64% of land | 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. |

| Open and Social Space | Open and Social Space
| 16% of land | These areas are expected to remain 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 community. |
Growth and Change Map Descriptions

**Improve and Refine**

5% of land

These areas are expected to experience moderate changes through infill, reuse, and redevelopment.

**New Growth**

6% of land

These existing undeveloped areas (>50 acres) are expected to experience new development through master-planned projects.
Growth and Change Map Descriptions

**Evolve Urban**

8% of land

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

**Transform Center**

1% of land

These existing areas are expected to experience significant redevelopment and transformation of the existing form into small-scale pedestrian-friendly centers.
Plano Tomorrow Pillars

Social Environment

- Plano provides a strong sense of community and high standard of living for its citizens through sustaining strong local partnerships and programs that ensure superior services, diverse cultural amenities, and quality educational opportunities.

Two Social Environment Components

**QUALITY OF LIFE**

- Provide superior city and social services
- Improve the health and safety of citizens
- Support investment in the local education system

**SENSE OF COMMUNITY**

Establish a strong sense of belonging through

- local partnerships,
- community building efforts,
- civic participation, and
- enhancement of public spaces and community character
Social Environment Components

City of Excellence
Park Master Plan Map

CITY OF PLANO PARK MASTER PLAN
Park Master Plan adopted by Council on March 24, 2015 as part of the Plano Tomorrow Comprehensive Plan.

Legend
- Existing Parks
- Proposed Parks
- Private Open Space
- Schools
- Plano-City Limit
- Proposed Trails Not On Park Land
- Existing Trails Not On Park Land
- Rail Roads
- Trail Connection
- DART Station
- Existing Lighted Athletic Fields
- Proposed Lighted Athletic Fields
- Existing Uplighted Athletic Fields
- Park Center
- Existing Dog Park
- Proposed Dog Park
- Existing Recreation Center
- Existing Senior Center
- Proposed Skate Park
- Existing Swimming Facility
- Proposed Swimming Facility
- Existing Tennis Center

DRAFT

The locations of proposed sites, trails and facilities are subject to change.
Plano Tomorrow Pillars

Natural Environment

– Plano is a healthy and sustainable city, whose policies and investments focus on building and site efficiency, protecting and restoring natural resources, and improving the resiliency of the community.

Two Natural Environment Components

**Building & Site Efficiency**

- Improve the relationship of buildings and their natural settings

**Environmental Quality**

- Conserve and restore open spaces and natural resources
Natural Environment Components
Economic Environment

Plano has a diverse and resilient economic base with a variety of businesses and employment opportunities for a well-educated and highly-skilled resident population.

Two Economic Environment Components

JOBS & WORKFORCE DEVELOPMENT

Assist the education and business communities in developing a competitive workforce

DIVERSE & RESILIENT ECONOMY

Focus efforts to retain existing businesses while targeting outreach to new innovative companies
Economic Environment Components
Plano Tomorrow Pillars

Regionalism

- Plano is a leader and an innovator in the Dallas-Fort Worth region by working with other communities to address population growth, transportation demand, air quality and water conservation measures, and educational opportunities.

One Regionalism Component

Strengthen partnerships with neighboring communities, educational providers, and other government institutions to address regional challenges that affect DFW.
Regionalism Components
Compatibility with Existing Plan and Implementation

Doug McDonald
Comprehensive Planning Manager
Key Similarities with Existing Plan

- Single-family residential uses will continue to be the primary land use in Plano.
- Builds on the importance of reserving land for employment generating uses.
- Further expands the city’s transportation system to include alternative modes of transit.
- Both the current plan and the Plano Tomorrow plan have a planning time frame of 20- to 30-years and identify the location of recommended land use activities around the city.
Key Differences from Existing Plan

Focus on Retail Corners

Regionalism Component

Neighborhood Stabilization

Opportunities for housing reduced

Social and Environmental

Refines urban center locations

Growth and Change map

Preferred single-family uses in neighborhood centers
How is the Plan Implemented?

- Delivery of City Services
- Budget Review Process
- Development Review Conformance
- Community Investment Program
These existing undeveloped areas (>50 acres) are expected to experience new development through master-planned projects.

Web-Based Characteristics

INNOVATIVE
INTERACTIVE
SUSTAINABLE
COMPREHENSIVE
ACTION-BASED
VISUAL
ACCESSIBLE
LIVING

FIRST WEB-BASED PLAN TO BE INTRODUCED BY A TEXAS COMMUNITY
Web-Based Characteristics

![Visits Over Time Graph]

- 1,420 VISITS
- 3,220 DOWNLOADS
- 134 SMART PHONE VISITS
- 126 TABLET VISITS
- 1,061 DESKTOP VISITS

**Give Your Feedback**

**How important is the Water Conservation policy to you?**

- Very Important
- Important
- Somewhat Important
- Not Important

700+ Feedback Votes

**Water Conservation Action Statements**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apply adopted water conservation measures even during periods of adequate supply, not just during drought.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Create incentives for water conservation techniques such as drip irrigation systems, rainwater collection and harvesting and drought tolerant landscaping, and create demonstration projects on city facilities to increase awareness.</td>
<td>PENDING</td>
</tr>
<tr>
<td>Utilize traditional and emerging marketing methods such as large-scale media, social marketing campaigns, and presence at public events to improve awareness and participation for the city’s water conservation programs.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Study potential of air conditioning condensation harvesting and grey water use as a water conservation measure.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Provide educational materials, seminars, and workshops on conservation and sustainability practices for water resources.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Evaluate environmental impacts of artificial turf or synthetic grass as an alternative for residential and commercial developments.</td>
<td>IN PROGRESS</td>
</tr>
</tbody>
</table>
These existing undeveloped areas (>50 acres) are expected to experience new development through master-planned projects.
Plano Fire-Rescue
Sam Greif
Fire Chief
What I actually said that was published in the Community Impact

[Fire and EMS calls average a 5:47-minute response time in this area, which is nearly one minute longer than the department’s 2014 overall average, Fire Chief Sam Greif said.

Greif said that average is still a favorable response time given Plano’s land area and population density.

“If that’s the area we say we’re having the hardest time getting to … I would say that’s a stellar response comparatively speaking,” he said.]
Fire-Rescue Calls
Ohio Dr & W Spring Creek Pkwy

<table>
<thead>
<tr>
<th>Response Type</th>
<th>Last Year</th>
<th>5 Years ago</th>
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<tbody>
<tr>
<td></td>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>FD Response</td>
<td>5:47</td>
<td>5:57</td>
</tr>
<tr>
<td>Travel Time</td>
<td>4:58</td>
<td>5:03</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Response Goals</th>
<th>NFPA 1710</th>
<th>CFAI (Best Practice)</th>
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</thead>
<tbody>
<tr>
<td>FD Response</td>
<td>5:20</td>
<td>6:43</td>
</tr>
<tr>
<td>Travel Time</td>
<td>4:00</td>
<td>5:12</td>
</tr>
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</table>
Questions