



PLANO TOMORROW

A Comprehensive Plan for Excellence



Plano Tomorrow Work Session Summary

The Natural Environment
and
The Economy

Planning & Zoning Commission

April 7, 2014



April 7 Work Session Summary

- The Natural Environment Policy Recommendations
- The Economy Policy Options



The Natural Environment – Issues

1. Building Efficiency
2. Water Conservation
3. Renewable Energy
4. Waste Reduction
5. Air Quality – Transportation and Urban Heat Islands
6. Stormwater Management
7. Open Space and Natural Resource Preservation



Building Efficiency – Building Codes

With the recommendations of North Central Texas Council of Governments, Plano should consider applicable portions of the International Green Construction Code (IgCC) and integrate these portions into the development process. Plano should also consider providing financial and/or regulatory incentives for green construction.



Building Efficiency – Building Retrofit

Plano should consider expanding energy efficiency incentive and educational programs by partnering with private utility companies and local businesses to encourage the retrofit of existing structures.



Water Conservation

Plano should consider expanding water conservation educational/marketing programs and incentive programs for such items as: drip irrigation systems, rainwater collection and harvesting, air conditioning condensation harvesting, and drought tolerant landscaping.



Renewable Energy – Municipal Buildings

Plano should make significant investments in renewable energy for municipal buildings. Plano's focus shouldn't solely rely on cost-effective environmental improvements, but should also focus on building investments that have a significant impact on citizen health and the natural environment.



Plano Environmental Education Center



Tom Muehlenbeck Recreation Center

Renewable Energy – Electric Providers

Plano should be a leader of the Texas Coalition for Affordable Power (TCAP) (or any other future coalitions) and negotiate higher renewable energy minimums with the city's electric providers regardless if it increases the city's electricity rates.



Renewable Energy – Incentivizing Renewable Energy

Plano should provide incentives (financial or regulatory) for the use of renewable energy and partner with private utility companies and local businesses to encourage the retrofit of existing structures. Plano should also support private initiatives like Solarize Plano.



Waste Reduction

Nearing the city's 40% recycling diversion goal, Plano should increase the diversion goal and increase educational programs and incentives without adding new mandatory regulations.



Air Quality | Transportation Transportation Demand Management (TDM)

Plano should commit to a Transportation Demand Management Program and meet with local corporations to identify the best policies for the program. Plano should actively pursue corporations to take advantage of the program.



Air Quality | Transportation

City Fleet

Plano should pursue converting the city's fleet to alternative fuel or electric vehicles, using only the most cost effective methods.



Air Quality | Urban Heat Islands

Permeable Pavements

Plano should further incentivize the use of permeable pavement for non-residential developments and consider installing permeable pavement on municipal properties only if it is cost effective.



Air Quality | Urban Heat Islands

Urban Forestry

Plano should expand its Urban Forestry initiatives by leading a city-wide tree inventory study to determine the total canopy coverage, species, and long-term health of Plano's urban forest. The City would focus tree planting efforts, maintenance of existing trees, and education to areas of the city where urban heat island (UHI) effect is greatest. Existing developments should be required to add landscaping only for significant redevelopment or expansion projects to bring the site into conformance with the Zoning Ordinance's landscaping requirements. Education on the benefits of trees and urban forests should be provided to the citizens.



Air Quality | Urban Heat Islands

Green/Cool Roofs

Plano should only retrofit municipal building roofs with cool or green roofs at the end of their lifespan if it is cost efficient and incentivize developers to incorporate cool or green roofing materials on residential and nonresidential developments.



Stormwater Management

Plano should only incorporate the most cost effective practices from North Central Texas Council of Governments Best Management Practices (BMPs) to improve water quality on municipal owned sites parkways and roadway projects, and should increase incentives for private new development and redevelopment projects.



Open Space and Natural Resource Preservation

Plano should pursue additional open space and trail connections to improve the quality of life for its citizens. This would include purchasing vacant and underutilized land for parks and open space and/or purchasing floodplain for trail connections.



The Natural Environment Conclusion

- Questions/Comments?





Plano Tomorrow Work Session Economy

Planning & Zoning Commission
April 7, 2014



Tonight's agenda

- Introduce Economy section to Commission
- Receive recommendation of policy options
- Summary of next step



Vision Statement

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



Potential Supportive Pillars

The Built Environment

- Land Use
- Transportation
- Urban Design
- Redevelopment & Revitalization
- Housing/Neighborhoods
- Historic Preservation

The Natural Environment

- Efficient Buildings
- Waste Management
- Air Quality
- Future Adaptation
- Renewable Energy
- Preservation of Open Space

The Regional Environment (Regionalism)

The Social Environment

- Education
- Public Safety
- Arts and Culture
- Parks and Recreation
- Social Services/Health
- Community Involvement

The Economic Environment

- Economic Development
- Jobs and Workforce Development
- Targeted Industries
- Business Retention & Development
- Major Employment Areas
- Diversified Economic Base



Economy Topics

- Economic Development
- Jobs and Workforce Development
- Diversifying Economy Base through Targeted Industries
- Business Retention and Development
- Solutions to Underperforming Retail Centers
- Major Employment Areas



Economic Development

1. Attract corporate businesses which match skill sets of city residents/retention and expansion of existing businesses
2. Focus ED activities on new companies and small businesses
3. Seek variety of companies from different business sectors



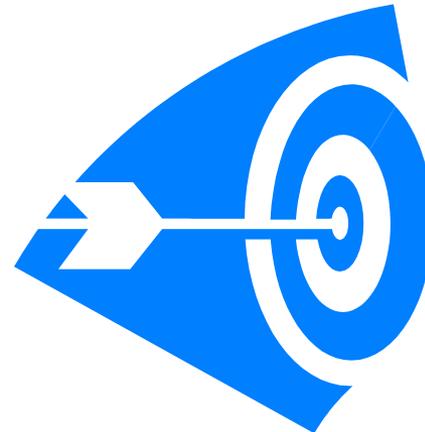
Jobs and Workforce Development

1. Meet with education service providers to determine employer trends and skills sought in the market place.
2. Serve as liaison between the business and education communities in regard to workforce development
3. Concentrate development efforts on lower skill and undereducated population segment of city



Diversifying Economic Base through Targeted Industries

1. Target medical, corporate, and technology companies
2. Make Plano interesting to younger workers through unique companies and businesses - artisan restaurants
3. Diversify economic base with companies in emerging trends along with traditional targets for success



Business Retention and Development

1. Develop relationships with business leaders and encourage companies to stay and expand
2. Work with local entrepreneurs to start new businesses and assume responsibilities for small business development activities in city
3. Increase ED staff and serve as a resource center for new companies and small businesses



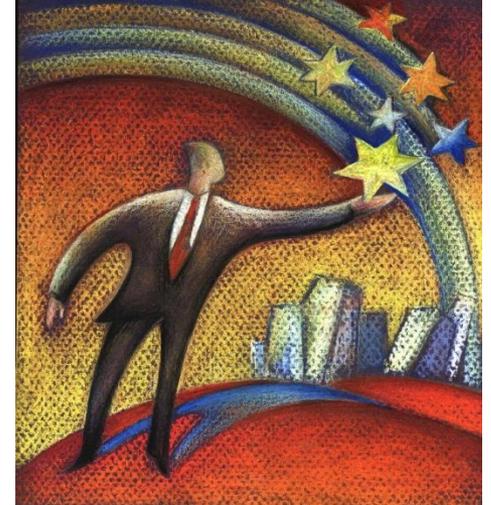
Solutions to Underperforming Retail Centers

1. Let market place address vacancy issues of retail centers and pursue residential development as alternative to new retail
2. Plano will explore options and devise strategies to engage struggling retail center property owners and developers
3. Target specific retail sites to serve as catalyst in the redevelopment process, create incentives, and develop new criteria for redevelopment



Major Employment Areas

1. Focus on Legacy and the RT area for future economic development and employment opportunities
2. Look for opportunities for redevelopment along U.S. 75 and consider different development models for Sam Rayburn Tollway corridor
3. Reexamine role and viability of Legacy and RT to accommodate future development needs



Conclusion

- Questions/Comments?
- What is next?
 - Summary of discussion and direction on April 21, 2014
 - Quality of Life – 2 Sessions
- Feedback on process for this section

