



PLANO TOMORROW
A Comprehensive Plan for Excellence



Plano Tomorrow Work Session **Neighborhoods and Housing**

Planning & Zoning Commission
August 4, 2014

City of Excellence



Plano Tomorrow Draft Vision Statement

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

City of Excellence



Potential Supportive Pillars

The Built Environment

- Land Use
- Transportation
- Urban Design
- Redevelopment & Revitalization
- Housing/Neighborhoods
- Utilities and Infrastructure

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
- Heritage Preservation
- 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
- Solutions to Underperforming Retail

City of Excellence



Neighborhoods and Housing

- Neighborhood Conservation
- New Housing and Urbanization
- Special Housing Needs
- Redevelopment



City of Excellence



Neighborhoods Conservation

Neighborhood Conservation Initiatives

1. Affordable/workforce housing
2. City programs
3. Property Standards



City of Excellence



Neighborhood Conservation

Joint Work Session Policy (Agreed 14-3) **Urbanization** - Plano should aggressively seek both job and housing growth. Plano can no longer outwardly expand and while existing neighborhoods must be conserved, the city should strongly encourage and incentivize urban development and redevelopment.

Joint Work Session Policy (Agreed 16-1) **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.

Joint Work Session Policy (Agreed 9-8) **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.

City of Excellence



Neighborhood Conservation

- Comments:
 - There are infill areas needing revitalization.
 - Hybrid approach is best – successful combination of urban and suburban development.
- Plano Tomorrow Survey:
 - Older residential areas identified as areas to change and improve. One of biggest challenges facing Plano in future
 - Responders ranked their neighborhood as excellent or above average.

City of Excellence



Neighborhood Conservation

- Proposed Plano Tomorrow Policy:
 - Plano will conserve and enhance established residential neighborhoods through the utilization of 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.



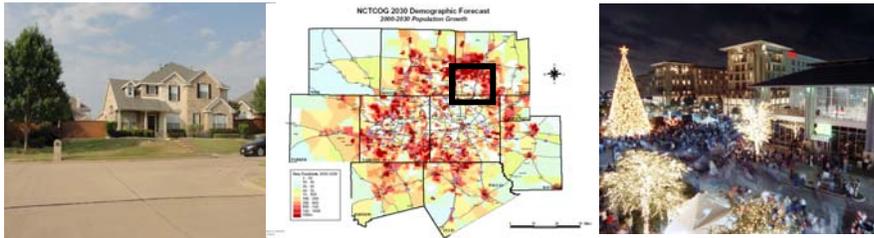
City of Excellence



New Housing and Urbanization

New Housing and Urbanization Initiatives

1. Little land remains for residential development
2. Accommodate regional population growth
3. Undeveloped land policies



City of Excellence



New Housing and Urbanization

Joint Work Session Policy (Agreed 15-2) 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.

Joint Work Session Policy (Agreed 16-1) Market Accommodation - The real estate market is highly dynamic and Plano should remain flexible to respond to opportunities as judged appropriate.

Joint Work Session Policy (Agreed 16-1) 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.

City of Excellence



New Housing and Urbanization

Map Exercise:

- Higher density housing and multifamily within urban centers and mixed-use development
- High density and mid-rise housing placed within expressway corridors
- Medium/low density housing in large undeveloped parcels

Comments:

- Plano should have a variety of housing options
- Focus on housing options for family and maintain city's suburban culture

Plano Tomorrow Survey:

- Smaller single-family homes on smaller lots
- Traditional and contemporary design single-family homes
- Undeveloped land in expressway corridors and employment areas should be developed as commercial for more job opportunities

City of Excellence



New Housing and Urbanization

- **Proposed Plano Tomorrow Policy:**
 - Plano will encourage reinvestment, redevelopment and urbanization of identified major transportation corridors to create mixed use developments that incorporate higher density housing, commercial and retail opportunities.



City of Excellence



Special Housing Needs

Special Housing Needs Initiatives

1. Senior Housing
2. Special Needs Housing
3. Consolidated Plan



City of Excellence



Special Housing Needs

- Joint Work Session Policy (Agreed 15-2) 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.
- Comments:
 - No comments
- Plano Tomorrow Survey:
 - Seniors need smaller housing near medical and personal services
 - Adults with cognitive and physical disabilities need more housing options

City of Excellence



Special Housing Needs

- **Proposed Plano Tomorrow Policy:**
 - Plano will accommodate senior and special needs housing through flexible regulations and the goals stated in the Consolidated Plan.



City of Excellence



Redevelopment

Redevelopment Initiatives

1. New opportunity for economic growth
2. Underperforming retail centers
3. 2013 Bond election



City of Excellence



Redevelopment

Joint Work Session Policy (Agreed 14-3): **Urbanization** - Plano can no longer outwardly expand and while existing neighborhoods must be conserved, the city should strongly encourage and incentivize urban development and redevelopment.

Joint Work Session Policy (Agreed 16-1): **Market Accommodation** - The real estate market is highly dynamic and Plano should remain flexible to respond to opportunities as judged appropriate.

Joint Work Session Policy (Agreed 16-1): **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.

City of Excellence



Redevelopment

- Map Exercise
 - New urban center locations
 - TOD/mixed-use center at Spring Creek Parkway and US 75
 - Multifamily neighborhood center expanded in Downtown Plano
 - Townhouse/patio home neighborhood centers good option for underutilized retail centers in residential areas
- Comments:
 - Urbanization and redevelopment of aging apartments and commercial areas should be encouraged
 - Create implementation programs and incentives
 - Complement surrounding residential areas and not change suburban culture of Plano
 - No incentives- redevelopment should be market driven

City of Excellence



Redevelopment

- Plano Tomorrow Survey:
 - Underperforming retail areas should be replaced with townhouse, patio homes, and senior and special needs housing
 - No more stand-alone multifamily should be built in city
 - Development of walkable neighborhoods for residential and commercial areas
- Proposed Plano Tomorrow Policy:
 - **Plano will promote, and provide incentives, to encourage reinvestment in and redevelopment of strategically located mixed-use neighborhood centers at underperforming commercial sites to accommodate local commercial, retail and entertainment uses and provide diverse housing opportunities within walking distance of surrounding residents.**

City of Excellence



Conclusion

- Questions/Comments?



City of Excellence

