



Plano Tomorrow Joint Work Session

City Council and
Planning & Zoning Commission
June 30, 2014



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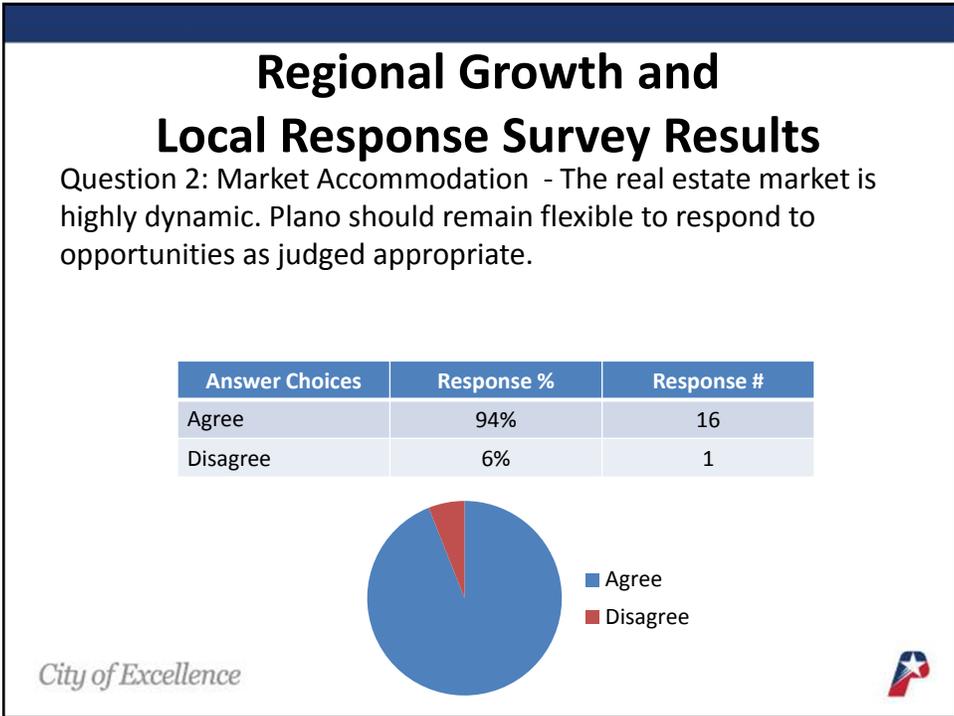
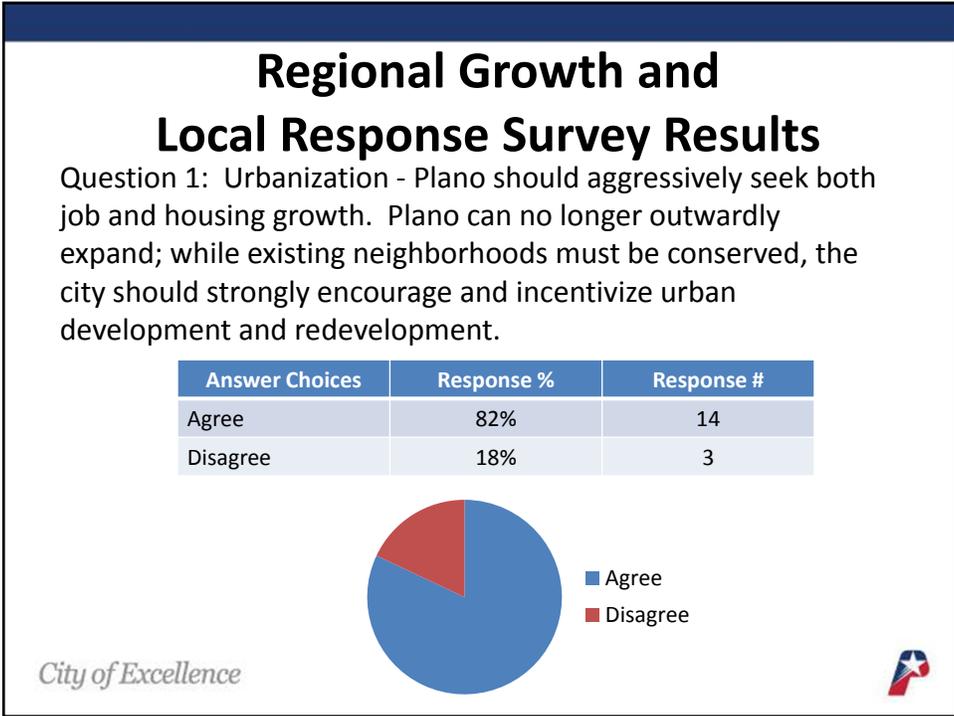


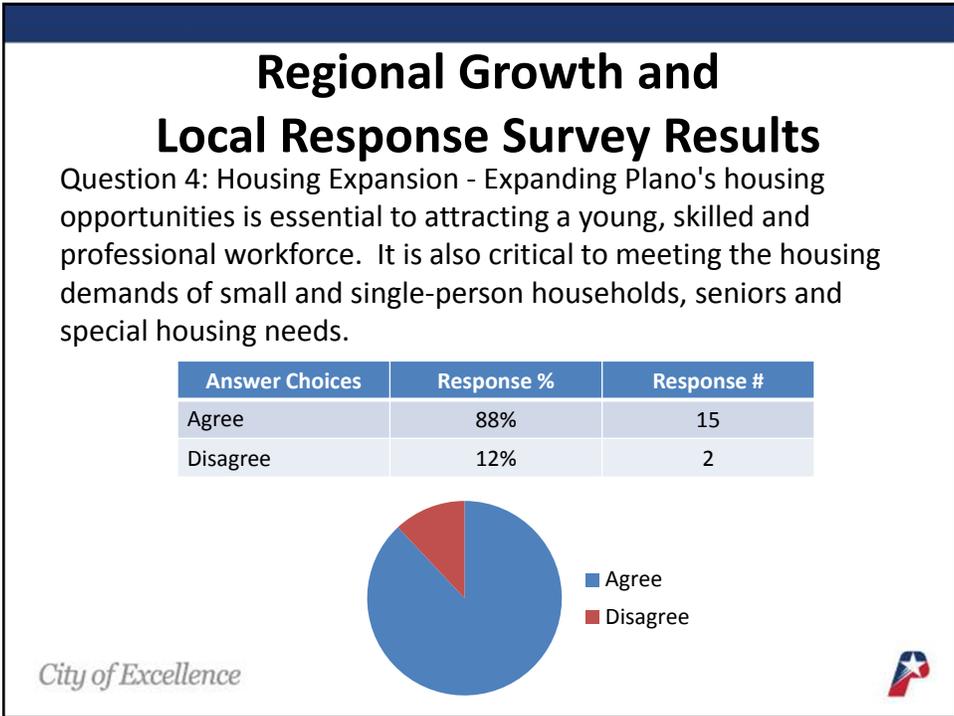
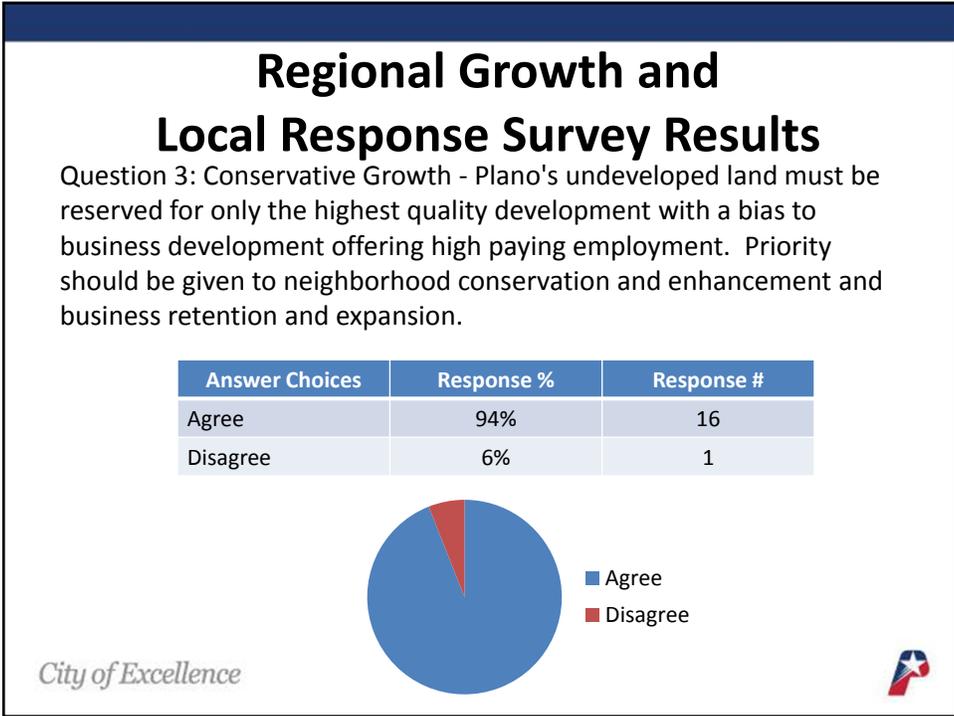
Regional Growth and Local Response Survey Results

- 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)

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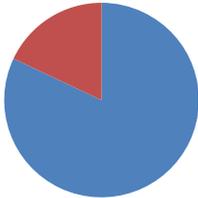




Regional Growth and Local Response Survey Results

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.

Answer Choices	Response %	Response #
Agree	82%	14
Disagree	18%	3



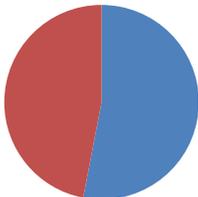
- Agree
- Disagree

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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.

Answer Choices	Response %	Response #
Agree	53%	9
Disagree	47%	8



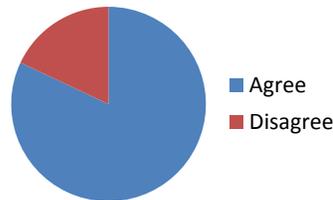
- Agree
- Disagree

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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.

Answer Choices	Response %	Response #
Agree	82%	14
Disagree	18%	3



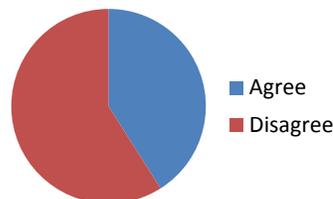
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Regional Growth and Local Response Survey Results

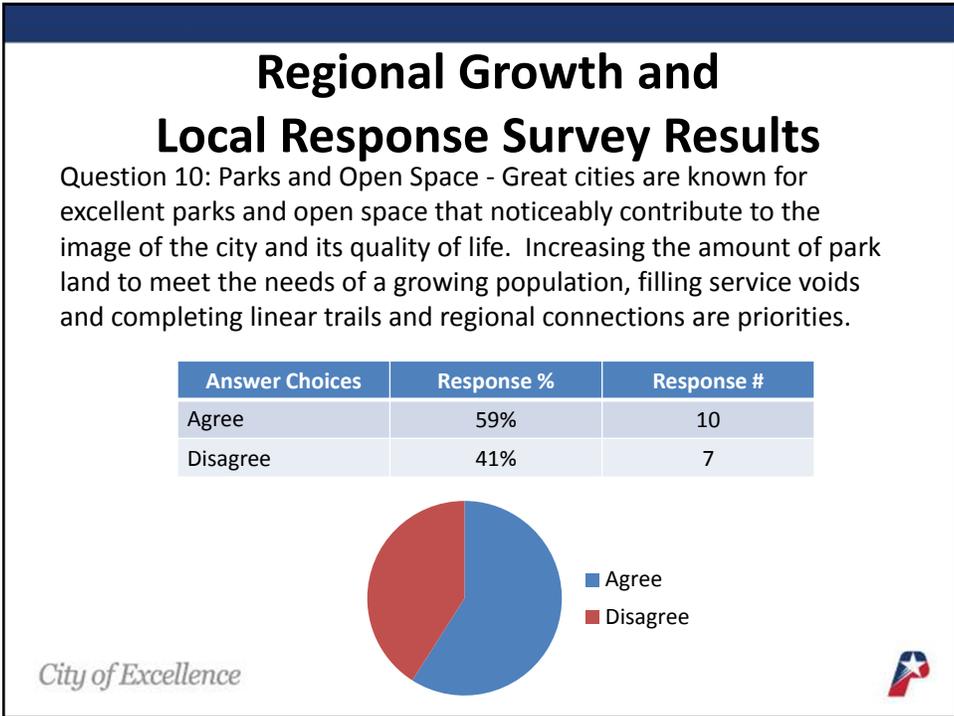
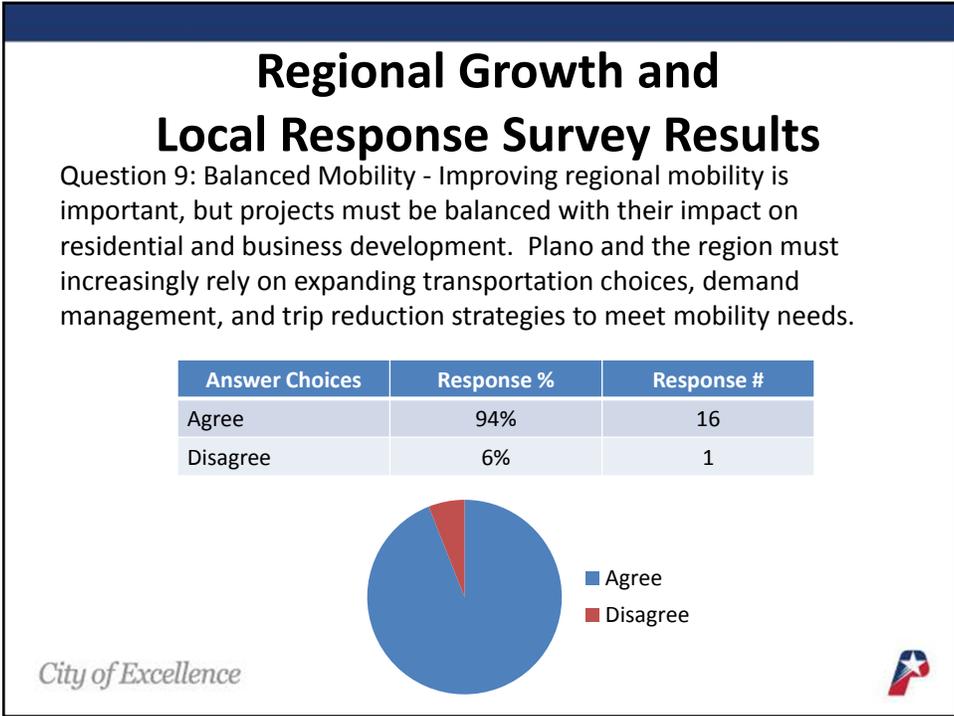
Question 8: Regional Mobility - Plano's economy and attractiveness as a place to live are dependent on regional transportation. The city must place a priority of expanding the capacity of all modes of transportation even when it is disruptive to established business and residential development.

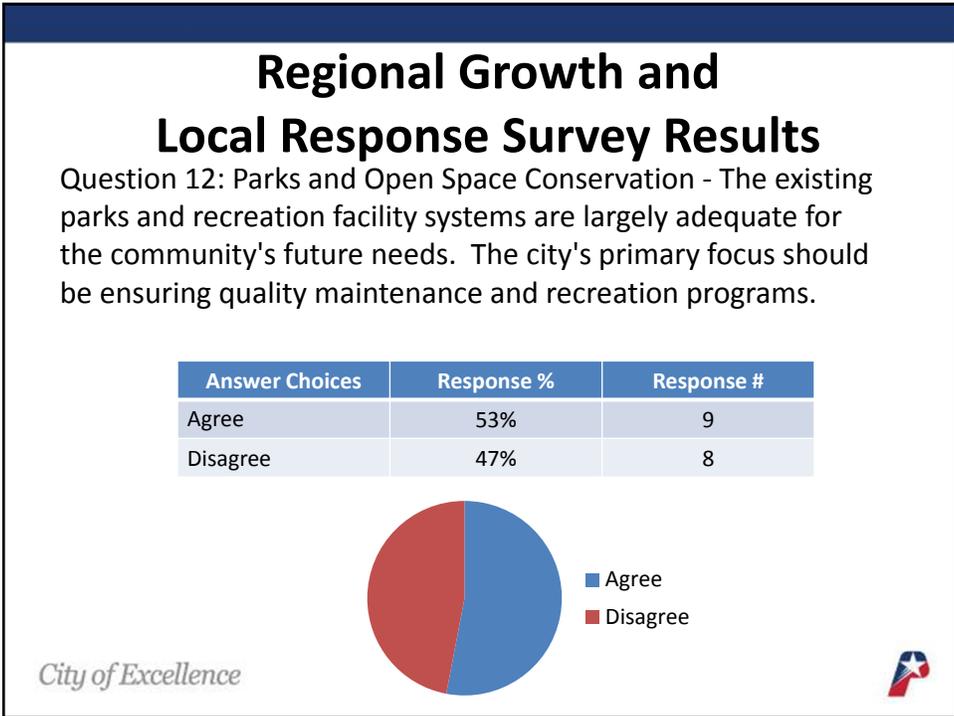
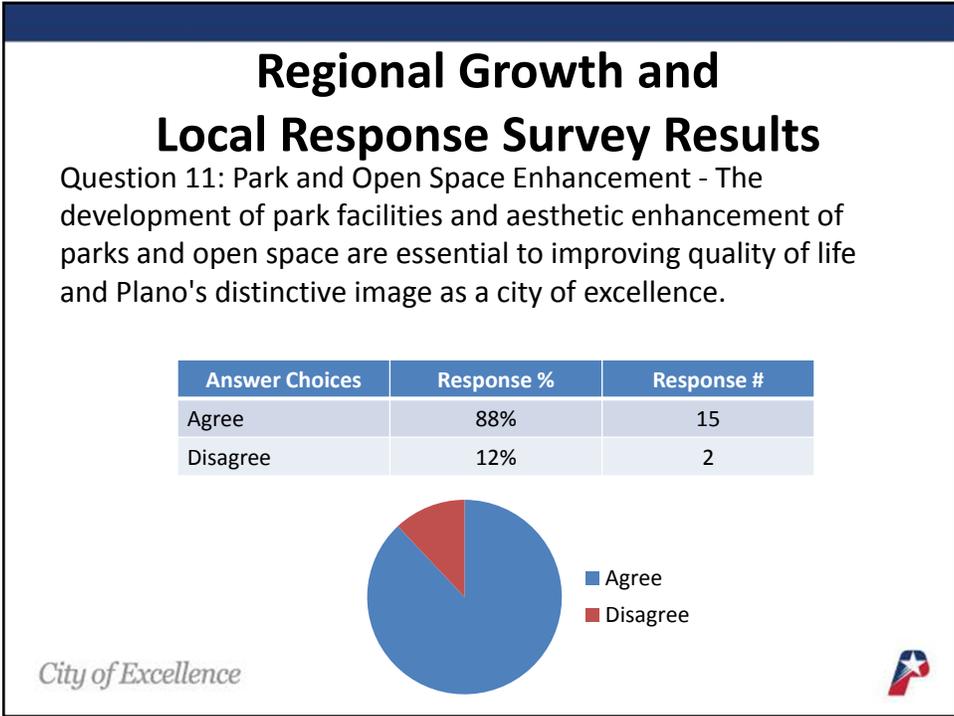
Answer Choices	Response %	Response #
Agree	41%	7
Disagree	59%	10

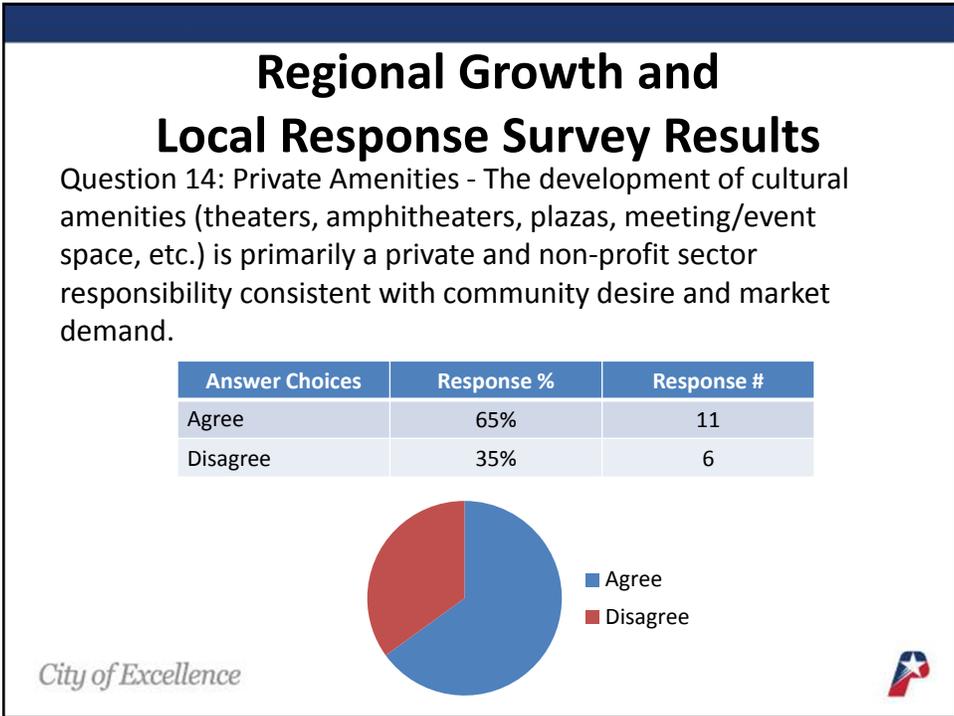
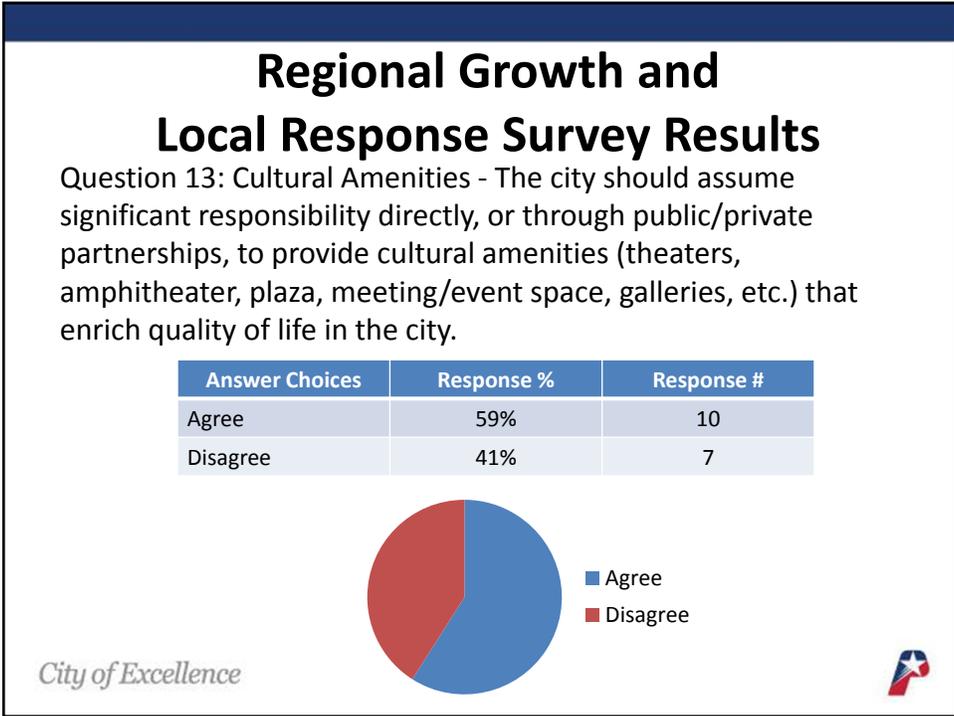


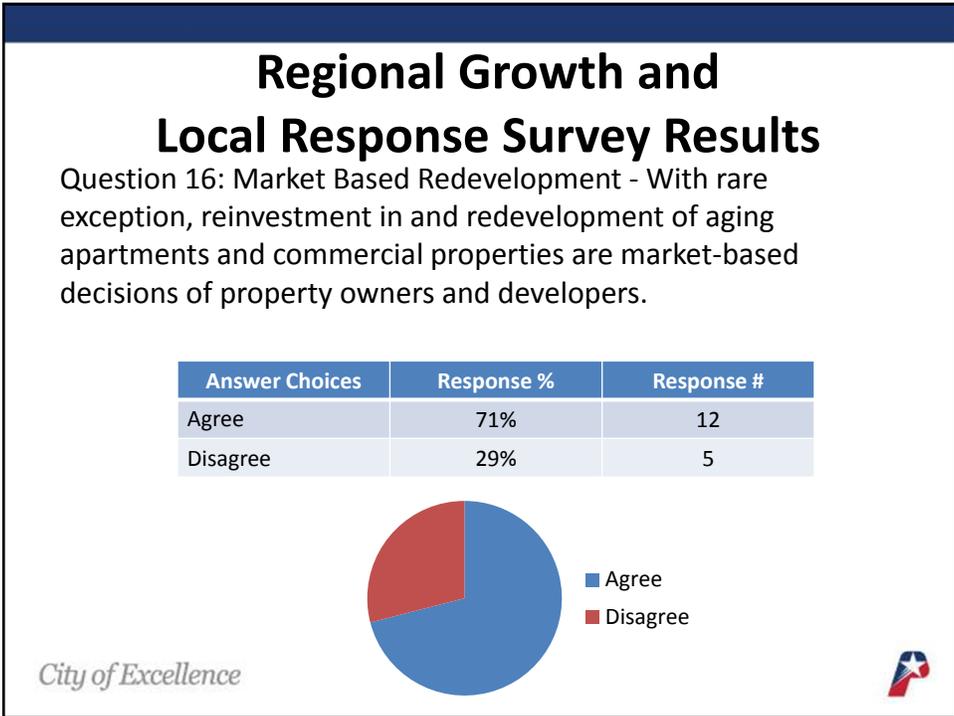
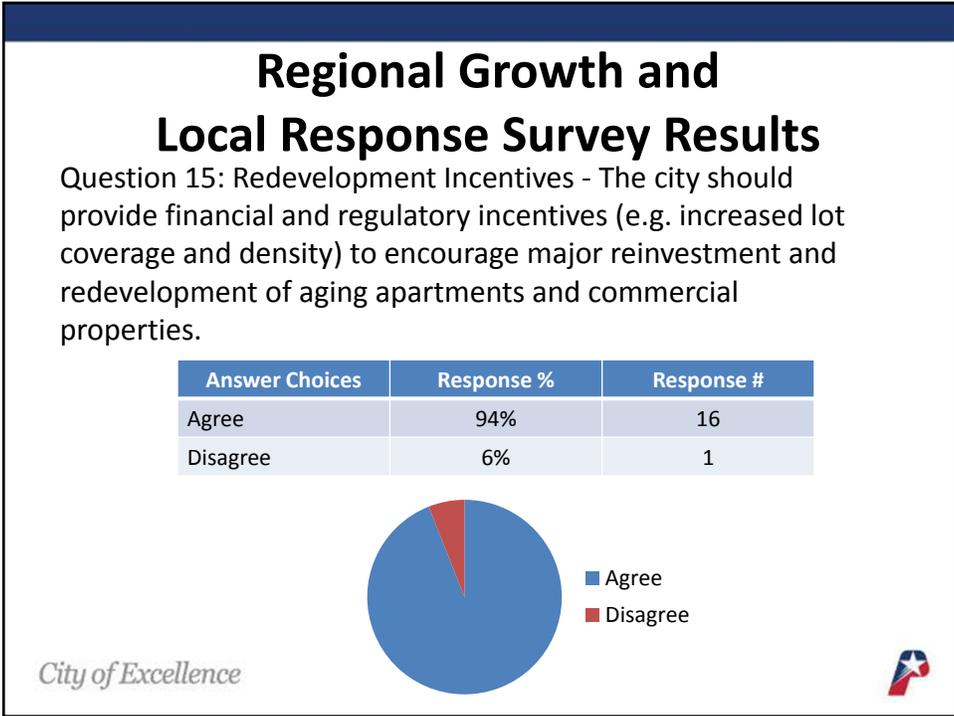
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Regional Growth and Local Response Survey Results

- 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)

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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.”



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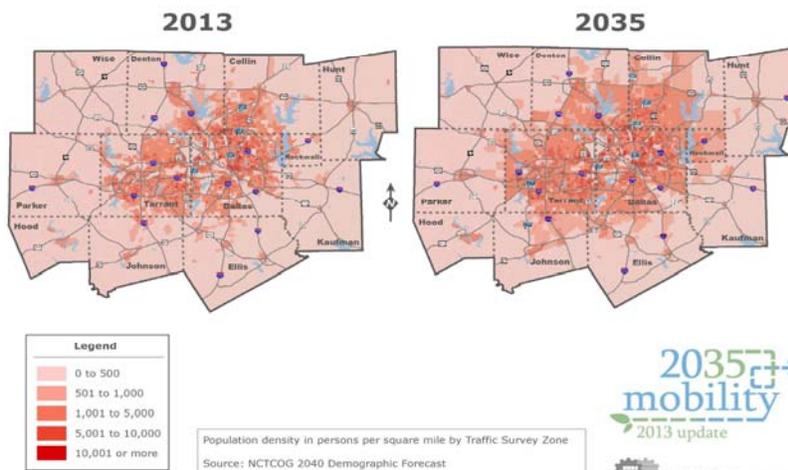
Purpose of Work Session

- 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.

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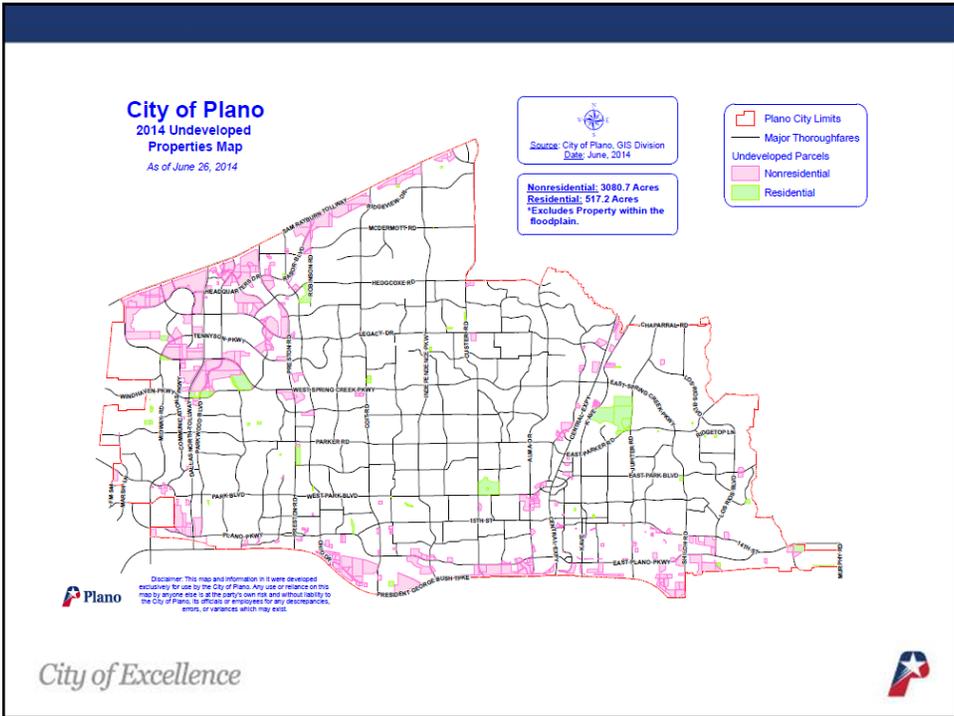
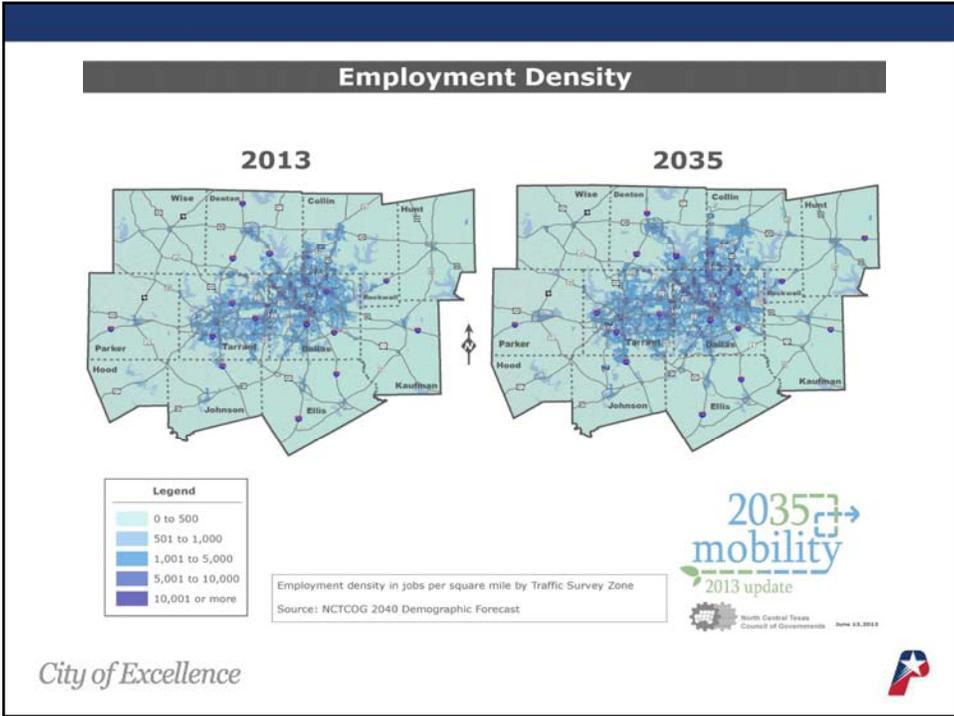


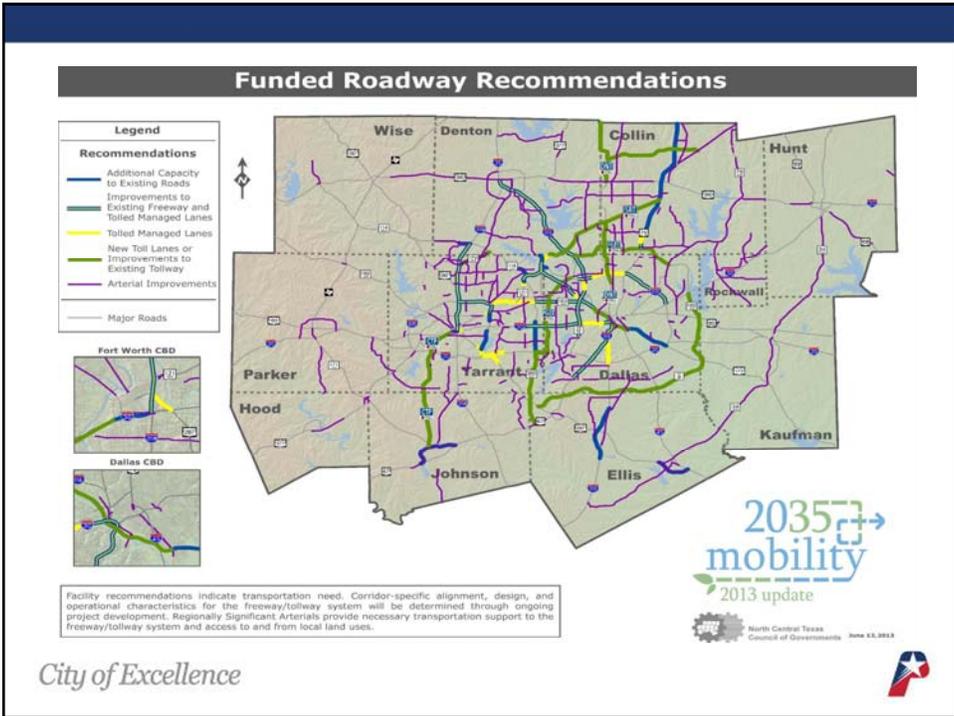
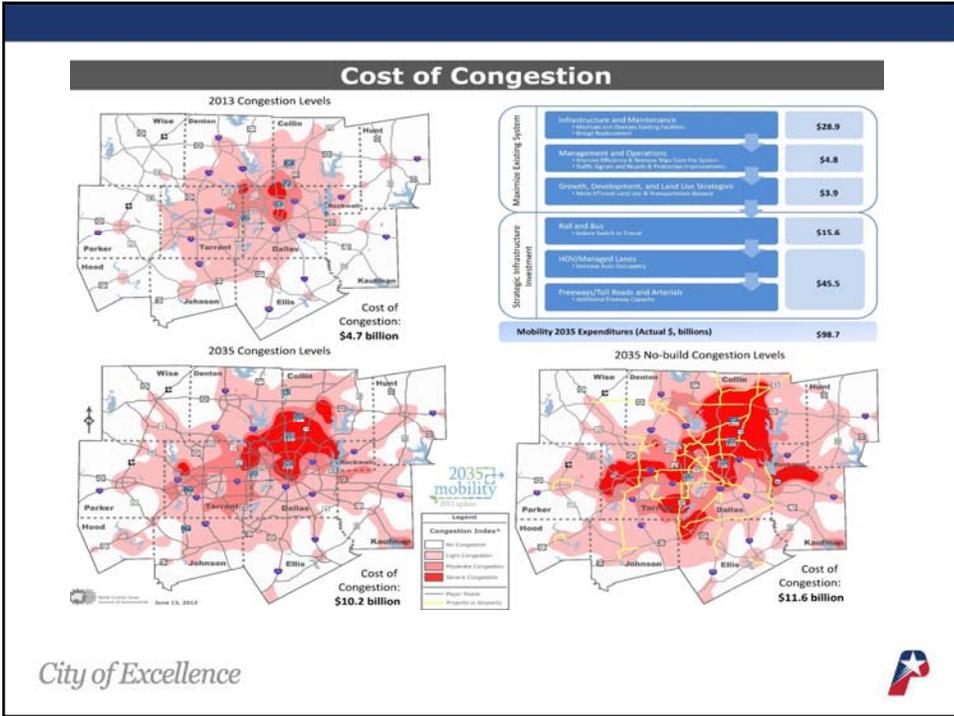
Population Density

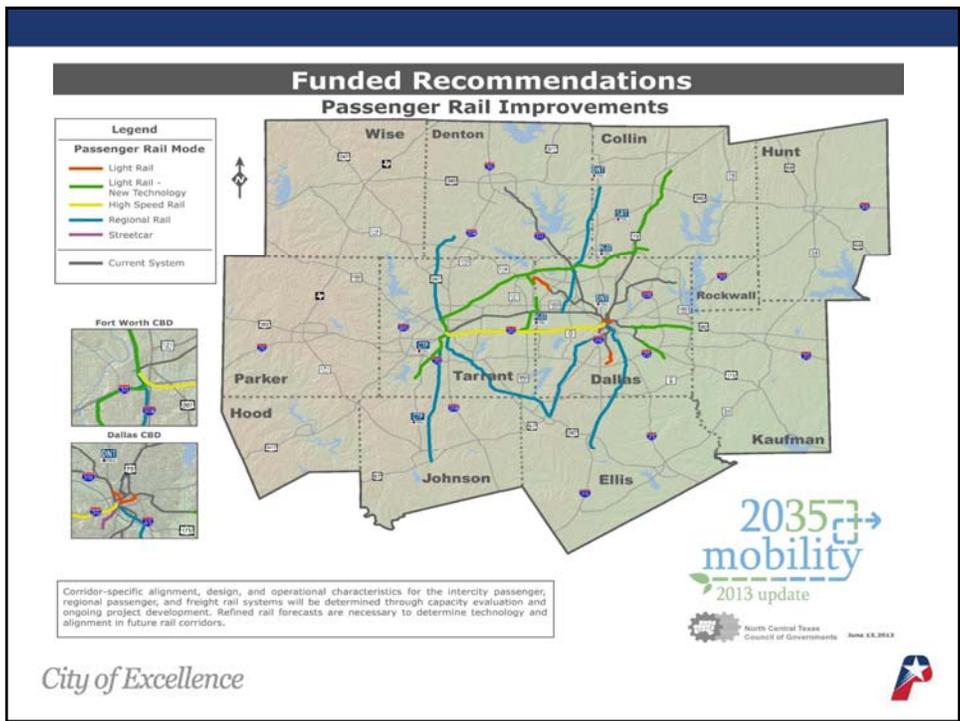


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Exercise: Plano Tomorrow



Part I
Housing and Employment

Part II
Transportation

Part III
Placemaking and Public Spaces

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Plano
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Part I Housing and Employment



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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%.

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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)

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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

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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



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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



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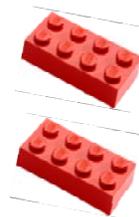
Development Type Guide Illustrations

Employment Center Suburban – 100 Acres

4,800 Jobs

Example: JC Penney Corporate Campus

Office Only



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Development Type Guide Illustrations

Employment Center Urban – 10 Acres

1,200 Jobs

Example: Granite Park III Midrise

Office Only



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Development Type Guide Illustrations

Manufacturing (Office/Warehouse) – 25 Acres

400 Jobs



Example: Research Technology Crossroads

Office/Warehouse Only



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Development Type Guide Illustrations

Multifamily – 25 Acres

2,000 Population



Example: Apartments without ground retail

Multifamily Only

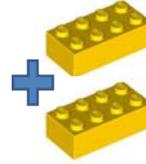


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Development Type Guide Illustrations

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.

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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!

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Plano Tomorrow Joint Work Session

10 Minute Break

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Part II Transportation



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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.



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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



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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.)

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Part III Placemaking and Public Spaces



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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

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Plano's Park and Trail Inventory



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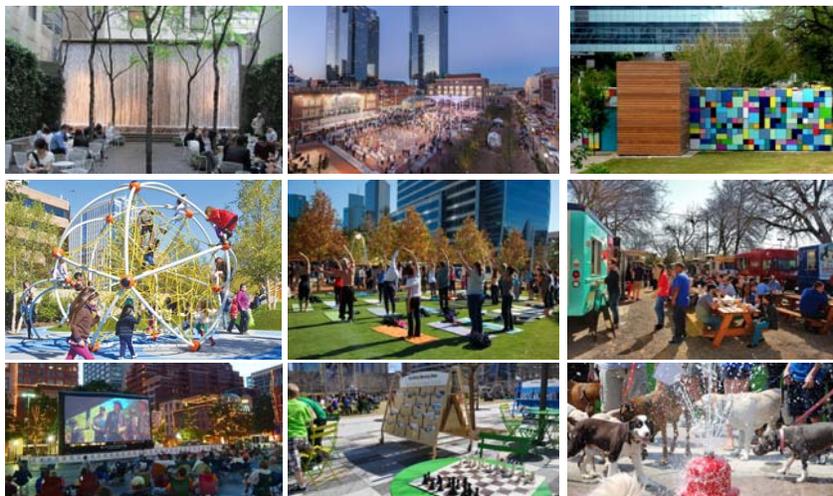
Emerging Trend: Urban Parks



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Urban Parks – Multi-Use Destinations



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Streets as Public Spaces



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Building Local Economies Through Markets/Festivals



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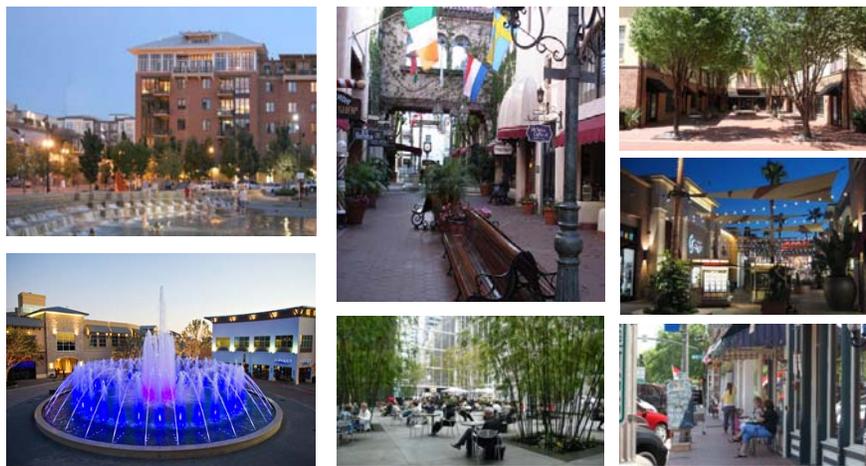
Public Health and Public Space Relationship



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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

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Exhibit E - Examples of Local Placemaking



Haggard Park

- 6 Acres (public)
- Festivals
- Interurban 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

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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

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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

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Exhibit E - Other National Placemaking Examples



Discovery Green

- Houston, TX (public/private)
- 12-acre park
- includes a lake, sculptures, and venues for public performances, two dog runs, a children's area and multiple recreational areas.



Larkin Square

- Buffalo, NY (private)
- > 1 acre
- multi-purpose public space
- casual indoor and outdoor dining options
- retail market stalls, free concerts and author readings, Food Truck Park



Campus Martius Park

- Detroit, MI (public/private)
- 1.2-acre park that
- two performance stages, sculptures, public spaces
- seasonal ice skating rink which converts to a sand "beach" during the summer.

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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.

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Group Presentations



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