

Plano Tomorrow Work Session

Land Use & Urban Design | September 29, 2014



PLANO TOMORROW

A Comprehensive Plan for Excellence



SPEAKER

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Plano Tomorrow Work Session

Land Use & Urban Design

Planning & Zoning Commission
September 29, 2014



Plano Tomorrow Draft 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
- 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



Land Use & Urban Design

- Land Use
- Urban Design
- Urbanization of High Intensity Corridors
- Undeveloped Land
- Transit-Oriented Development



Land Use Documents

- Zoning Ordinance
- Land Use Component of the Comprehensive Plan
- Land Use Map
- Mixed-Use Policy Statement

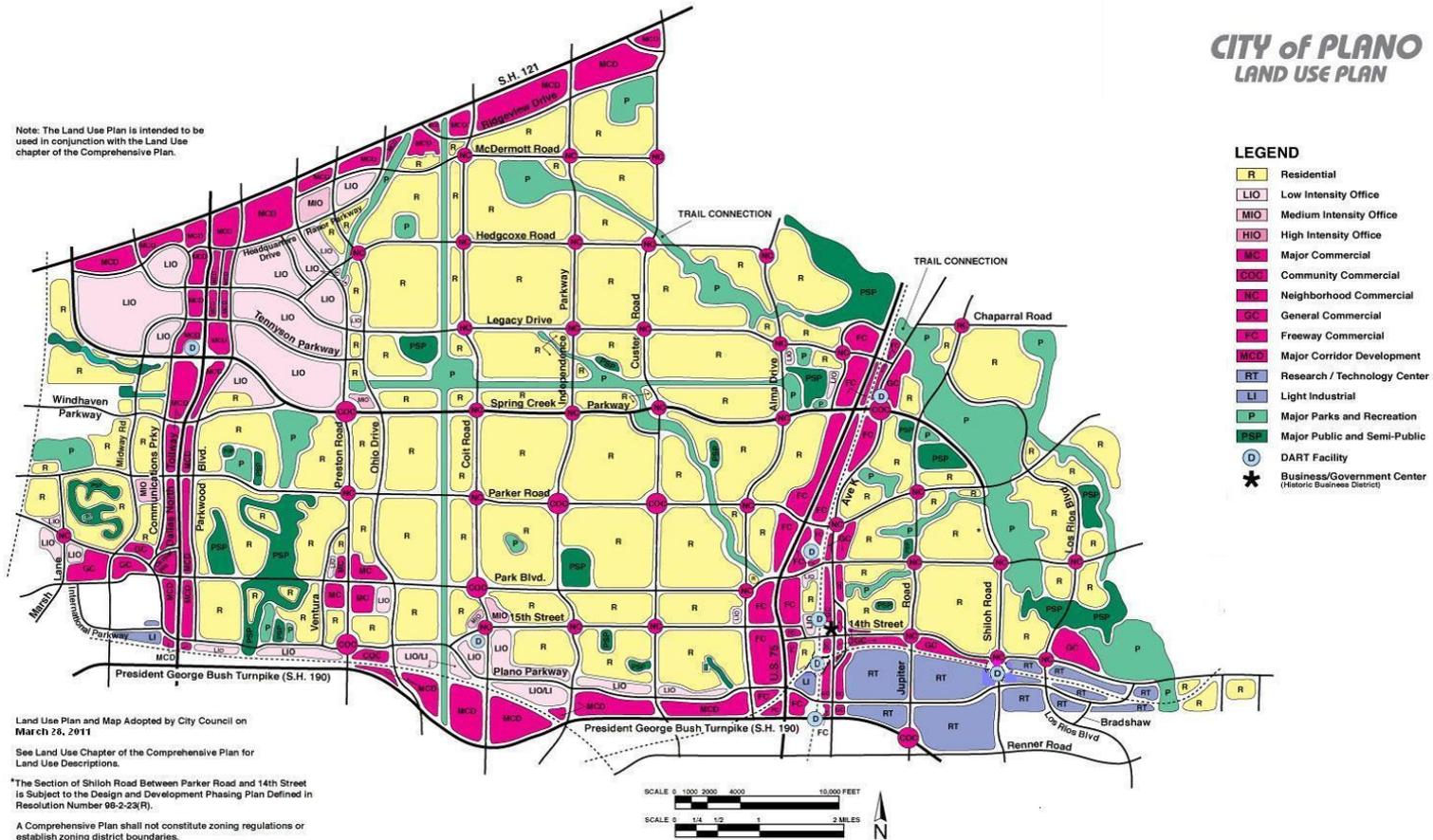


Existing Land Use Map

CITY of PLANO
LAND USE PLAN

March 28, 2011

Note: The Land Use Plan is intended to be used in conjunction with the Land Use chapter of the Comprehensive Plan.



Land Use Plan and Map Adopted by City Council on March 28, 2011

See Land Use Chapter of the Comprehensive Plan for Land Use Descriptions.

*The Section of Shiloh Road Between Parker Road and 14th Street is Subject to the Design and Development Phasing Plan Defined in Resolution Number 98-2-23(R).

A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.



Proposed Land Use

Proposed Land Use Categories

1. Compact Complete Centers
2. Neighborhood Centers
3. Plano Rail Corridor
4. Employment Centers
5. High Intensity Corridors
6. Moderate Intensity Corridor
7. Neighborhoods
8. Open Space Preserves and Golf Courses
9. Major Public and Semi Public Facilities



Land Use Direction

“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.” **Agree 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.” **Agree 14-3**

“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.” **Agree 9-8**



Land Use

Plano Tomorrow Survey:

- Aging infrastructure is the most important challenge facing Plano
- Favorite places in Plano include: The Shops at Legacy and Downtown
- Adding a mix of uses to office parks was rated as a desirable option to ensure Plano is a strong, viable, and resilient city.

Proposed Plano Tomorrow Policy:

Plano will strategically promote and incentivize higher integration and efficiency of land use, in both new and redevelopment areas, while respecting the existing residential and business community, to provide greater housing and employment choices, reduce infrastructure costs, and support regional growth.



Urban Design

Urban Design Documents

- Urban Design Component of the Comprehensive Plan

Urban Design Attributes

- Place
- Linkage
- Paths
- Corridors
- Landmarks/Focal Points
- Entryway
- Edge
- Streetscape



Urban Design Direction

“Placemaking - Urbanization not only provides expanded opportunity for housing and employment, it offers great opportunity for creating rich, walkable mixed use centers enriching the community’s visual character and quality of life.” **Agree 14-3**

Plano Tomorrow Survey:

What will improve the living and working environment of the city?

- **Improving the appearance of the overall built environment (screening walls, street trees, lighting, sidewalks, building materials, etc.)**
- **Enhancing open space areas to encourage neighborhood interaction and pedestrian friendly activity**



Urban Design

Proposed Plano Tomorrow Policy:

Plano will promote and incorporate unique and functional urban design components within all new developments, public spaces and streetscapes to enrich areas throughout the city, create distinctive visual character, and assure a citywide pedestrian-friendly environment.



Urbanization of High Intensity Corridors

Moved from Housing/Neighborhoods

Proposed Plano Tomorrow Policy:

Plano will encourage reinvestment, redevelopment and urbanization of identified high intensity transportation corridors to create mixed use developments that incorporate higher density housing, commercial and retail opportunities.



Undeveloped Land

Undeveloped Land Documents

- Redevelopment and Undeveloped Land Policies
- Rezoning Property to Meet Demand



Undeveloped Land Direction

“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 giving to neighborhood conservation and enhancement and business retention and expansion.” *Agree 16-1*

Plano Tomorrow Survey:

Survey respondents were asked to identify desirable uses for the city’s remaining vacant land. The results are indicated below (in order of preference):

- General and corporate offices
- Retail and entertainment uses
- Research and development businesses
- Special needs housing
- Agriculture
- Manufacturing
- Residential



Undeveloped Land Direction

P&Z and City Council Map Direction on Major Undeveloped Land:

- **280 Acres at the southeast corner of Spring Creek Parkway at Dallas North Tollway (Haggard West)**
 - *Urban Center, Neighborhood Center, Midrise Employment Center, Midrise Residential Condominium, Patio Home/Townhome*
- **208 Acres at the Moore Farm located at the southeast corner of Spring Creek Parkway at US Highway 75 directly behind the Plano Centre**
 - *Low Density Detached Residential, Patio Homes/Townhomes, Suburban Employment Center*
- **147 Acres at Legacy West**
 - *Urban Center, Suburban Employment Center, Midrise Residential Condominium*
- **134 Acres at the northeast corner of Coit Road and President George Bush Turnpike**
 - *Neighborhood Center, Midrise Employment Center,*
- **133 Acres in Legacy North located west of Granite Park along Sam Rayburn Tollway (S.H. 121)**
 - *Neighborhood Center, Suburban Employment Center, Midrise Employment Center*
- **129 Acres at the northwest corner of Spring Creek Parkway at Dallas North Tollway (south of J.C. Penney Headquarters and north of Park Place Lexis)**
 - *Suburban Employment Center, Midrise Employment Center*



Undeveloped Land

Proposed Plano Tomorrow 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.



Transit-Oriented Development

Transit-oriented development (TOD) is a mixed-use residential and commercial area designed to maximize access to public transit that often incorporates features to encourage transit ridership.

TOD Documents:

- Downtown Plano Vision and Strategy Update



Transit-Oriented Development Direction

“Balanced Mobility – Improving regional mobility is important, but the 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.” **Agree 16-1**

Several sites were identified for future transit-oriented developments during the Map Exercise. These included:

- Future Spring Creek Parkway DART Station
- Future Cotton Belt 12th Street Station
- Future Cotton Belt Shiloh Road Station
- Collin Creek Mall
- Downtown Plano
- Parker Road DART Station
- Legacy West



Transit-Oriented Development

Proposed Plano Tomorrow Policy

Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus transit centers to create an integrated mix of medium to high density uses including residential, employment, retail and civic spaces.



Conclusion

- Questions/Comments?

Next Steps:

- October 6 - Part I Action Statements
- October 20 - Part II Action Statements
- November 3 - Follow Up on Action Statements/Maps
- Public Meetings Scheduled November 8th, 12th, 13th, and 19th
- January 5th and 20th - Final Recommendations/Policy Statements to P&Z

