

## **Land Use and Urban Design Recap Plano Tomorrow Comprehensive Plan**

On September 29, 2014, the Planning & Zoning Commission completed a work session for the Land Use and Urban Design component of the Plano Tomorrow plan. The Commission was provided a summary document containing descriptions of each topic along with policy statement recommendations. After review and discussion with staff, the Commission recommended the following policy statements to address the Land Use and Urban Design issues.

### **Land Use**

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**

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 ensure a citywide pedestrian-friendly environment.

### **Urbanization of High Intensity Corridors**

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

### **Undeveloped Land**

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**

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.

## **Plano Tomorrow Vision**

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

### **LAND USE AND URBAN DESIGN**

*“We shape our buildings, and afterwards our buildings shape us” – Winston Churchill*

One of the most visual components of Plano’s planning is the organization of land uses and the urban design of the city. Land use planning provides general guidance for the development and use of all land within the city, while urban design addresses how the land uses and the circulation systems integrate. Traditionally, design has been associated with the architecture of an individual building. However, the relation of buildings to each other, to the street, and to public spaces can determine the efficiency of their operations, long term sustainability, and character.

As stated in previous components, Plano faces a number of issues that will need to be evaluated in this section. The region’s projected population growth poses one of the greatest challenges in the future. From the Commission’s previous policy discussions, it is interpreted that Plano will assume some of this growth. This will include redeveloping aging retail centers to incorporate residential uses, as well as identifying areas for urbanization. Plano will strive to both improve quality and implement strategies that can mitigate regional growth impacts, such as road congestion, air pollution, and water conservation to improve the quality of life for Plano’s citizens. As Plano continues to transition from a developing to a well-established city, policies and land uses must be adapted to address these changing conditions.

Plano’s existing land use element and land use plan (map) were updated in 2012 and continue to serve as a guide for future development and redevelopment. The land use element includes policies that provide direction to staff and the development community including:

- Redevelopment and Undeveloped Land Policies (2012 Update)
- Rezoning Property to Meet Demand (2004 Update)
- Mixed-Use Policy Statement (2012 Update)

Plano’s existing comprehensive plan also includes an urban design element, which was last updated in 2005. The urban design element provides a framework for incorporating quality urban design components into ongoing growth, development, and redevelopment of Plano.

To encourage mutual dependence, policies addressing land use and urban design are combined in this component to ensure that the physical forms and patterns of future development and redevelopment advance the city's desire for a higher quality of life and a more sustainable future.

The Land Use and Urban Design component of Plano Tomorrow will include five topics as illustrated below:

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

## LAND USE

### **Current Comprehensive Plan Strategies**

- Provide for local land use strategies that reflect changing regional and local trends and conditions.
- Regularly monitor, review, and update the Comprehensive Plan, Zoning Ordinance, and related documents to ensure their effectiveness in meeting the needs of the community. Update the Land Use and Transportation Elements every three years.
- Where possible, zone property and configure development to provide complementary uses and to foster good connections between them using a combination of streets, trails, and sidewalks for vehicular, pedestrian, and bicycle circulation.
- Where appropriate, support opportunities and efforts to develop and redevelop properties in ways that are consistent with established policy goals, such as enhancing the local economy, providing jobs to Plano residents, and improving the City's tax base.
- Continue to identify and consider initiatives for Plano's existing urban centers in terms of their impact on the viability of these locations for residential, employment, entertainment and cultural activities.
- Continue to consider zoning map and text changes that promote a wider range of compatible land uses for excess non-residential zoned properties.
- Provide for a balanced and efficient arrangement of Plano's land resources to accommodate housing, employment, shopping, entertainment, and recreation.
- Make amendments to the Zoning Ordinance (text and atlas) based on the strategies of the Comprehensive Plan. This consideration should include evaluation of the following: Intent of the plan in its entirety; Physical character of the property affected; Adequacy of public facilities (existing and proposed); and Relationship to adjacent land uses (existing and proposed).
- Ensure development standards and zoning are consistent with city-wide goals established in other policy documents, such as sustainability, workforce housing, economic development and urban centers.
- Identify appropriate locations for mixed-use urban centers and develop appropriate standards for their design and development. These standards should focus on the character and scale of such developments to ensure that they create vibrant, pedestrian-oriented places.
- When proposed, residential and a combination of mixed uses should be organized and designed in a mixed use format.
- Consider the use of creative and alternative suburban land use concepts, including mixed-use development areas of the city.

**Plano Tomorrow Regionalism P&Z Direction from March 3<sup>rd</sup> Work Session**

Population Growth: Plano should develop a policy on new growth, which would identify where it should occur.

**Plano Tomorrow Environment P&Z Direction from March 17<sup>th</sup> Work Session**

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.

**Plano Tomorrow Housing and Neighborhoods P&Z Direction from August 8<sup>th</sup> Work Session**

Neighborhood Conservation: 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.

Interaction of land uses became a focus during the 1800s after public health concerns arose regarding the proximity to certain industries. This led to more separation of development types, particularly industrial and housing, and eventually to the development of zones (zoning). Zoning has played and continues to play an important role for municipal governments in addressing the issue of compatibility of uses. In recent years, however, there has been an increased understanding that a community and its public health, resource conservation, liveliness, and aesthetics can be served by reconsidering some of the traditional approaches to integrating development types. Advances in technology, building practices, and environmental regulations have made the possibility of mixing some land uses not only acceptable, but desirable. Such development can result in benefits to fitness and public health, public safety, municipal services, and resource conservation.

Plano's existing future land use categories were established in 1986 and separate office, retail and residential uses into 14 different categories. Staff has consolidated the districts and identified nine future land use categories, which will be discussed in this section. These categories build on the concept of mixed-use design to enhance the attractiveness and livability of the city. A future land use map showing the locations of the categories will be provided to the Commission at the October 20, 2014 meeting for discussion.

1. Compact Complete Centers - The Compact Complete Center future land use category applies to areas that may see new growth or may experience significant redevelopment. Compact Complete Centers should include high density office, retail, service, entertainment and residential uses, which are based on the concepts of mixed-use, urban design and where possible transit-oriented design. Uses should be integrated within the development and should create self-contained walkable and bikeable neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.
2. Neighborhood Centers - The Neighborhood Center future land use category applies to corner retail sites along major arterials. Redevelopment of existing retail centers is strongly encouraged and should reduce retail square footage, focus on quality design and pedestrian access, and increase the mix of uses. Neighborhood Center uses typically include low to medium intensity retail, service and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers is recommended where it can be accomplished in a context-sensitive manner and should be integrated into the center. Neighborhood centers will be based on the concepts of mixed-use, urban design and transit-oriented design, where possible. Adequate building setbacks must be considered when nonresidential development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.
3. Plano Rail Corridor - The Plano Rail Corridor future land use category applies to the Downtown Plano core and the adjoining rail corridor linking the Dallas Area Rapid Transit (DART) red/orange line and the future Cotton Belt line. It is the intention to continue the transformation of the Downtown Plano core into a distinct and authentic urban center and expand the vision for transit-oriented development within the entire corridor. Major uses within Plano Rail Corridor include housing, retail, cultural facilities, hotels, and government offices. Infill and redevelopment projects should be compatible with the historical character of the area and higher density residential, employment, retail, and civic uses should be located between one-quarter to one-half mile radius of a transit stop. Street, bike trail and sidewalk improvements will be emphasized to create a more accessible, walkable, and unified corridor. Useable open space will be included to create active and interesting public spaces.
4. Employment Centers – The Employment Center future land use category applies to corporate business centers and office parks. The primary uses for employment centers are be corporate office campuses, medical centers, educational facilities,

and hotels. Limited retail and service uses may be allowed to support the employment centers. Adequate building setbacks must be considered when high density offices are proposed near neighborhoods. Compatible integration of mid to high density housing may be considered as part of a mixed-use development. However, such development should not compromise the city's ability to attract and maintain employment generating uses.

5. High Intensity Corridors – The High Intensity Corridor future land use category applies to development along major expressways. Development in these corridors is expected to include a mix of high density commercial, office, medical, hotel, and technical production uses. Residential development is generally not appropriate in these corridors with the exception of high density housing incorporated within mixed use or transit-oriented developments. Adequate building setbacks must be considered when development is proposed near neighborhoods.
6. Moderate Intensity Corridor – The Moderate Intensity Corridor future land use category applies to the land situated between Preston Road and Ohio Drive. Development in this corridor is expected to include a mix of low to medium density commercial, office, retail and residential uses. Corner retail sites should function as Neighborhood Centers and should encourage connectivity along the corridor. Streetscapes and median treatments should be compatible along the corridor to provide a visual connection and sense of place. Single family uses should be preserved and enhanced. Multimodal transportation is likely to exist along this corridor and design and configuration of sites should accommodate pedestrian, bicycle, and bus/trolley modes of transportation. As existing apartments redevelop, residential integration should be encouraged with adjacent retail and office uses to stimulate pedestrian activity.
7. Neighborhoods - The neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools, and limited service/institutional uses. These uses are not typically located within urban centers, neighborhoods centers, or along high intensity corridors. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are considered secondary uses and may be located along the frontage of arterial streets and intersections. Adequate building setbacks must be considered when nonresidential development is

proposed near neighborhoods. Neighborhoods also include neighborhood, linear, and community parks.

8. Open Space Preserves and Golf Courses - The open space preserves and golf courses future land use category includes major public open space preserves and city-owned golf courses. These areas are intended to retain their character to provide regional recreation and leisure opportunities.
9. Major Public and Semi Public Facilities - The public and semi-public category includes a wide range of public and private uses such as colleges, universities, major public schools (high school/senior high schools) athletic complexes, golf courses, country clubs, and large private open spaces.

### ***Plano Tomorrow Survey***

Several questions on the Plano Tomorrow Survey relate to land use. In summary, the results of the Plano Tomorrow Survey included:

1. Aging infrastructure was rated as the most important challenge facing Plano.
2. The favorite places in Plano include (in order): The Shops at Legacy, bike trails and green belts, Downtown Plano, Oak Point Park and Nature Preserve, and Arbor Hills Nature Preserve.
3. “Attracting more employment opportunities to the city” was rated as the most important action to improve the living and working environment of the city.
4. Implementing “targeted neighborhood improvements” was rated as the most desirable option to ensure Plano is a strong, viable, and resilient city. “Adding a mix of uses to office parks” was rated the second most desirable option.

### ***Council and Commission Direction***

At the Council and Commission’s joint use work session on June 30, groups were asked to identify areas for urban centers, neighborhood centers, employment centers, and manufacturing/light industrial centers as part of the map exercise. Residential areas were also identified at the joint use work session; however, these topics were addressed during the Housing and Neighborhoods component discussion. Some of the most reoccurring placements included:

- Urban Centers (Compact Complete Centers)
  - Legacy West
  - Collin Creek Mall
  - Downtown Plano
  - Vacant Land on Spring Creek Parkway and Dallas North Tollway (Haggard West)
  - Park Boulevard and Preston Road
  - Parker Road DART Station
  - Future Spring Creek Parkway DART Station

- Neighborhood Centers
  - Legacy North (east of Granite Park)
  - Parker Road and Custer Road
  - Parker Road and Independence Parkway
  - President George Bush Turnpike (SH 190) and Coit Road
- Employment Centers
  - Legacy North (east of Granite Park)
  - Legacy West
  - Dallas North Tollway and President George Bush Turnpike (SH 190)
  - Vacant Land on Spring Creek Parkway and Dallas North Tollway (Haggard West)
  - President George Bush Turnpike (SH 190) and Coit Road
  - Park Boulevard and Preston Road
  - Parker Road DART Station
- Manufacturing/Light Industrial Centers (Employment Centers)
  - Plano Road and Shiloh Road
  - Dallas North Tollway and President George Bush Turnpike (SH 190)
  - President George Bush Turnpike (SH 190) and Coit Road

Three specific policy statements that addressed land use were evaluated by the Council and Commission members as follows:

*“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***

The first two policies had a strong consensus; however, the third policy was split with approximately half supporting and half in disagreement. As discussed in the Housing and Neighborhoods component, staff analyzed comments from both sides and determined there was more consensus than indicated in the vote. The comments included:

- Yes, but there are still infill areas needing revitalization;
- Successful combination of urban and suburban growth;
- This doesn't need to be either-or;
- A hybrid approach is best.

It is clear that while there is support to maintain and enhance the character of our established neighborhoods, other opportunities for growth throughout the city should be explored. Based on the Plano Tomorrow Survey, joint work session survey, and map exercise, staff has drafted a proposed policy statement for the Commission's review.

**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

### **Current Comprehensive Plan Strategies**

- Continue to expand and enhance Plano's park system as a major urban design asset.
- Encourage visually distinctive yet functional private sector designs.
- Use both public and private development projects as opportunities to create gathering places.
- Review codes and ordinances to ensure that they do not unintentionally limit the potential for innovative, distinctive design.
- Establish zoning provisions for commercial development that encourage the creation of plazas, courtyards, and other attractive environments where people can congregate.
- Develop a plan for enhancing Chisolm Trail as a major gathering place.
- Use new public facilities as opportunities to establish positive urban design precedents.
- Provide for the development of pedestrian-friendly, urban environments in appropriate locations.
- Enhance the visual image along Plano's major thoroughfares.
- Continue to formulate and apply special development standards for major corridors and other economic development areas that include signage, landscaping, and/or other appropriate design elements.

### **Plano Tomorrow Sense of Community P&Z Direction from August 8<sup>th</sup> Work Session**

Placemaking and Public Spaces: Plano will create public spaces that enhance community character, create memorable and unique experiences, and build neighborhood identity.

Urban design is the process of employing natural and manmade features of a city to create a cohesive environment between individuals and their surroundings. Plano and most other cities are formed around a basic framework of urban design attributes. When properly organized and presented, these attributes create an attractive, comfortable, and functional setting. As defined in our current Urban Design component of the Comprehensive Plan, these attributes include:

- **Place:** an area or location that can be distinguished from others by its own unique characteristics or attributes.
- **Linkage:** connecting places, either by a physical connection or a visual connection.
- **Paths:** basic routes of travel or movement between places such as streets, sidewalks, transit lines, and hike/bike trails.

- Corridors: heavily traveled linkages with development along either side that is integrally associated with their identity.
- Landmarks/Focal Points: attributes that give places visual and symbolic interest.
- Entryway: identifiable characteristics or features that establish a sense of “arrival” into a community or place.
- Edge: physical or visual separation between places; defining the limits of a space physically or visually, which can enhance a sense of place.
- Streetscape Amenities: special details and components that are part of the overall character of a city, and within the immediate view of pedestrians and passengers in a vehicle.

Plano has two successful examples of incorporating urban design elements within developments: Legacy Town Center and Downtown Plano. These two areas create unique and distinct destinations with attractive amenities, public gathering places, and pedestrian-friendly environments.

### ***Plano Tomorrow Survey***

The Plano Tomorrow Survey provided information regarding urban design. Survey respondents identified the following two actions as important for improving the living and working environment of the city:

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

### ***Council and Commission Direction***

One specific policy statement that addressed urban design was evaluated by the Council and Commission members as follows:

*“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**

The consensus was agreement for the statement; however, the individuals in disagreement recognized that not all dense, urban places are positive. Based on the joint work session survey and map exercise, staff has drafted a proposed policy statement for the Commission’s review.

### **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 ensure a citywide pedestrian-friendly environment.**

## URBANIZATION OF HIGH INTENSITY CORRIDORS

### **Current Comprehensive Plan Strategies:**

- Continue to identify and consider alternatives for Plano's existing urban centers in terms of their impact and viability of these locations for residential, employment, entertainment and cultural activities.
- Disperse high-density housing across the city in small concentrations except for retirement housing and urban centers.

### **Plano Tomorrow Regionalism P&Z Direction from March 3<sup>rd</sup> Work Session**

Regionalism - Plano will expand existing housing opportunities to accommodate population growth.

As part of the Housing and Neighborhoods discussion, Urbanization was identified as a policy for the Plano Tomorrow plan. However, this policy is more appropriate in the Land Use/Urban Design component of the plan and has been moved to this section. The detailed background for this section can be found in the "Housing and Urbanization" policy for Housing and Neighborhoods. As a result of the discussion, the Commission recommended the policy below.

The Urbanization component specifically addresses redevelopment along high intensity corridors. The policies relating to the redevelopment of neighborhood retail centers (four corner retail) are included in the Housing and Neighborhoods as a supporting development type to neighborhoods.

### **Proposed Plano Tomorrow Policy:**

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

## UNDEVELOPED LAND

### **Current Comprehensive Plan Strategies**

- Reconcile the land use supply with reasonable uses that are consistent with demand and suitable for their surroundings.
- Preserve land for future employment generating opportunities, particularly within major development corridors and business parks.
- Ensure remaining undeveloped land is used to support the long-term economic viability of the community, including the preservation of major corridors and business parks for economic development.
- Identify and market undeveloped land along major transportation corridors and within major business parks for nonresidential development.

### **Plano Tomorrow Economy P&Z Direction from April 7<sup>th</sup> Work Session**

Major Employment Areas: Plano will evaluate commercial development along all of the expressway corridors. The city will reassess land reserved for corporate campuses, consider utilizing different models for the redevelopment of established areas and review new concepts for the development of vacant land found within the expressway corridors.

Today, Plano has approximately 7% of vacant developable land remaining in the city limits. A majority of this vacant land is located along the expressways, specifically President George Bush Turnpike, Dallas North Tollway, and Sam Rayburn Tollway (S.H. 121). Approximately 1% of the vacant developable land is currently zoned for residential, which has created a large demand for rezoning non-residential property to residential uses. In 2012, the city adopted the Interim Amendment for Redevelopment and Undeveloped Land Policies, which created special guidelines when reviewing rezoning requests for additional housing. These guidelines are intended to be included in the Zoning Ordinance, which most have already been incorporated. These policies include:

1. Evaluating infrastructure, public safety, school capacity, and access and available to amenities and services for all residential rezoning requests.
2. Discouraging isolated residential development.
3. Requiring a 1,200 setback for all residential uses along expressways.
4. Restricting low-rise multifamily development along the Dallas North Tollway south of Windhaven Parkway between Communications Parkway and Parkwood Boulevard.
5. Requiring a minimum 40 dwelling units per acre for new multifamily zoning.
6. Establishing two new zoning districts: Urban Mixed-Use and Neighborhood Mixed-Use.

Staff will work with the Commission to adopt the remaining policies into the Zoning Ordinance this spring. However, an “Undeveloped Land Use Policy” may be created as

part of the Comprehensive Plan to assist staff, P&Z, and the development community when evaluating zoning requests and development plans on vacant land.

### ***Plano Tomorrow Survey***

The Plano Tomorrow Survey provided information regarding undeveloped land. Survey respondents were asked to identify desirable uses for the city's remaining vacant land. The results are indicated below (in order of preference):

1. General and corporate offices
2. Retail and entertainment uses
3. Research and development businesses
4. Special needs housing
5. Agriculture
6. Manufacturing
7. Residential

### ***Council and Commission Direction***

At the Council and Commission's joint use work session on June 30, undeveloped land was identified as part of the map exercise. Below is a list of the largest remaining undeveloped parcels in the city and what uses were desired for each parcel:

- 280 Acres at the southeast corner of Spring Creek Parkway at Dallas North Tollway (Haggard West)
  - o *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
  - o *Low Density Detached Residential, Patio Homes/Townhomes, Suburban Employment Center*
- 147 Acres at Legacy West
  - o *Urban Center, Suburban Employment Center, Midrise Residential Condominium*
- 134 Acres at the northeast corner of Coit Road and President George Bush Turnpike
  - o *Neighborhood Center, Midrise Employment Center,*
- 133 Acres in Legacy North located west of Granite Park along Sam Rayburn Tollway (S.H. 121)
  - o *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)
  - o *Suburban Employment Center, Midrise Employment Center*

One specific policy statement that addressed undeveloped land was evaluated by the Council and Commission members as follows:

*“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*

The consensus from the Plano Tomorrow Survey, joint work session survey, and map exercise is that undeveloped land should be reserved for economic development purposes. However, based on the map exercise results, staff has interpreted that the city is open to the development of residential and retail uses on remaining undeveloped land as long as it is incorporated into a mixed-use environment and is integrated with the employment centers. Based on this analysis, staff has drafted a proposed policy statement for the Commission’s review.

**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

### **Current Comprehensive Plan Strategies**

- Continue to facilitate the development of Transit Oriented Developments (TODS) such as those recommended in the Urban Centers Study.
- Facilitate the development of TODs such as those recommended in the Urban Centers Study.

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. A TOD neighborhood typically has a center with a transit station or stop (train station or bus stop), surrounded by relatively high-density development. TODs generally are located within a radius of one-quarter to one-half mile from a transit stop, as this is considered to be an appropriate scale for pedestrians as determined by Eric Guerra and Robert Cervero in their 2013 study “Is a Half-Mile Circle the Right Standard for TODs”.

Plano’s downtown serves as a regional example of a successful transformation to a transit village. Since the opening of the rail station in 2002, over 500 apartments and 65 townhomes have been constructed within one-quarter of a mile from the transit stop. Another 400 apartments and 61 single family units are either under construction or in design. By constructing additional dwelling units around the station, it increases the chances that residents will commute by train and alleviate traffic congestion. The increased density also supports new retail, restaurants and services and creates a complete community with amenities and transit all within walking distance. Other regional examples of successful transit-oriented developments include Mockingbird Station and Cedars Station in Dallas. In addition, new TODs are currently being constructed along the DART’s Green Line in Downtown Carrollton, Downtown Farmers Branch, and the Las Colinas Urban Center.

Plano will have the opportunity to encourage additional TODs around the Parker Road Station and future stations at Spring Creek Parkway, 12<sup>th</sup> Street Cotton Belt Station, and the Shiloh Road Cotton Belt Station. TODs can also be developed around active bus stations. As Plano evaluates the use of Bus Rapid Transit, TODs may be appropriate around the bus stations to encourage ridership.

### ***Plano Tomorrow Survey***

The Plano Tomorrow Survey did not include any specific questions regarding transit-oriented developments; however, Downtown Plano was identified as one of the respondent’s favorite places in the city and rail transit was the most preferred transportation choice of the future.

### **Council and Commission Direction**

At the Council and Commission's joint use work session on June 30, several sites were identified for future transit-oriented developments. These included:

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

There were no specific policy statements that addressed transit-oriented developments; however, there was a transportation policy statement, which was evaluated by the Council and Commission members as follows:

*"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**

This policy statement promotes the direction to provide a balanced mobility, which can be supported by encouraging and incentivizing transit-oriented developments.

Based on the information gathered from the Plano Tomorrow Survey, joint work session survey, and map exercise, staff has drafted a policy statement for the Commission's review.

### **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.**