



PLANO TOMORROW

A Comprehensive Plan for Excellence



Comprehensive Plan Online Survey Phase I Outreach Campaign

42 participants in Survey in 2011/2012

1. Why did you choose to live in Plano?
 - New city with attractive development and good schools
 - Close proximity to work (11)
 - Easy access to Interstates
 - Shopping /retail corridors (2)
 - Location (4)
 - City services (4)
 - Employment requirement (2)
 - Schools (17)
 - Owned rent house and moved into it
 - Grew up here
 - Safety (4)
 - Parks (2)
 - North Dallas suburbs the place to move
 - Friends (2)
 - Reminder of home town
 - Liked house (3)
 - Cost of housing (30 years ago) (4)
 - Return to Texas to someplace different
 - Good city planning
 - Stable property values (3)
 - Lower taxes (2)
 - Return to home
 - Infrastructure
 - Good quality of life (5)
 - Good roads
 - Libraries
 - Medical facilities
 - Creek property
 - Good family environment (2)
 - Realtor/literature recommendations
 - Close to family
 - City embracing diversity and culture

- Live with family due to recession

2. Which places do you visit in Plano the most?

- Downtown Plano (11)
- Legacy (7)
- Chase Oaks
- Plano/Preston
- Park and Preston (2)
- Collin Creek Mall (10)
- Church (6)
- Grocery stores (14)
- Restaurants (11)
- Parks and recreation facilities (7)
- Shopping (9)
- Banks (2)
- Home improvement stores (4)
- Willow Creek Park
- Bike trails (5)
- Oak Point Recreation Center (3)
- Genealogy Department of Haggard Library
- Libraries (7)
- Plano Senior Center (2)
- Buckhorn Park
- Haggard Park
- Plano Centre
- Composting Center
- Animal Shelter
- Post office
- The Shops at Willow Bend Mall (4)
- East Plano businesses
- Friends
- Work (3)
- Medical and dental facilities (2)
- Collin College
- Bob Woodruff Park
- Arbor Hills Nature Preserve (2)
- Liberty Recreation Center
- Spring Creek Recreation Center
- Walking trails (2)
- Gas station
- Businesses close to home

3. What are the three biggest challenges facing Plano's neighborhoods?

- Property Maintenance to reverse decline (7)
- Continued investment of current residents
- Aging Infrastructure (14)

- Aging homes and neighborhoods (16)
- Aging population (4)
- Aging retail centers (6)
- Sameness of home styles
- Lack of amenities to create a walkable community/unsustainable design (2)
- Stop growth of Payday Loans and auto repair services in neighborhoods
- Rejuvenation of vacant old large grocery store buildings (2)
- Residential street parking
- Crime (6)
- Water/Drought (5)
- Traffic congestion (3)
- Lack of emphasis on value of diverse neighborhoods
- Elderly care options for aging population
- Keep property values high
- Lack of traffic control (2)
- Inconsistent code enforcement (3)
- Empty retail centers on the corners (4)
- City services in alignment with current demographics
- Communication with citizens
- Include citizens indecision making process
- Diversifying power base to be more inclusive
- East Plano
- Extreme politicization of Council decisions
- Over use of tax incentives to attract businesses to Plano
- City Council's abdication of leadership to staff/margining citizen input
- Lack of funds for incentives to revitalize existing development
- Changing diversity and views of government
- Declining property values
- Lack of desire for change to keep Plano relevant
- Need more art in city and a performing arts venue
- Decline in quality of PISD schools (3)
- Safe bicycle routes
- Property taxes too high
- Remain attractive city to younger people
- Retain desirable shopping/restaurants despite competition of neighboring cities
- Transient residents
- Security
- Changing demographics (2)
- Changing tax base due to demographics shifts and aging population (2)
- Alleyways in residential subdivisions
- Central Plano
- Appearance of public areas
- Deteriorating apartments
- Future market demand for large homes that are expensive to maintain
- Rental vs. home ownership impacting upkeep in neighborhoods maintenance

- Lack of renewable resources
- Air quality
- Need more green spaces
- Fostering strong sense of community within Plano
- Keep Plano schools strong
- Affordable housing (2)
- Affordable transportation
- Low density development/lack of multi-use planning makes uses too far away
- Transit options

4. What do you like most about living in Plano?

- Close proximity to work, church, cultural activities and entertainment (2)
- Access to all of my needed services (5)
- Walkable park areas
- Close access to transportation like DART (3)
- Good location (6)
- City services (9)
- East Plano
- Parks and recreation facilities (7)
- Quality education facilities
- Strong fiscal management (2)
- Safety (7)
- Strong community college presence
- Transportation options
- Ease of access to major highways (5)
- Close proximity to all levels of retail shopping
- Green spaces
- Friends (3)
- Plano Senior Center
- Libraries (2)
- Good streets (2)
- Special events
- City's emphasis on caring for environment (3)
- Community (2)
- Convenience (3)
- Shopping (2)
- Property tax freeze for seniors
- Fire Department
- Police Department
- Hospitals
- Cleanliness (4)
- Responsiveness of city government (3)
- Home
- Planned infrastructure maintenance
- Excellent curbside recycling (2)
- Desirable city (2)

- Restaurants (2) (non-chain, individually owned)
- Good schools (4)
- Law abiding citizens
- Established neighborhoods
- Heritage preservation
- Arts community
- Great business culture
- International population

5. What do you believe should be the City's comprehensive planning priorities for the future?

- Encourage continued investment in the city by current residents and property owners, redevelopment opportunities, and address impacts of global and national issues on local areas.
- Revitalize suburb corridors for livability and lifestyle services (dining, retail, office) (3)
- Revitalize existing strip centers and accommodate new needs (6)
- A plan to transition some commercial properties to residential properties
- Emphasis on infrastructure (10)
- Revitalize declining neighborhoods (8)
- Stop Collin County Performing Arts Center from using any city funds
- Cost and taxes
- DART expansion
- More maintenance at city parks (2)
- More bicycle and hiking trails (3)
- More progressive thinking in terms of housing density and mixed-use development (2)
- Keep present city services as desired
- Funding city services (2)
- Expanding services
- Communication with citizens
- More businesses in east and central part of city (2)
- Proud in Plano campaign – emphasis on positives in City of Plano
- Diversification of businesses to mitigate negative impacts of economic downturns
- Redevelopment of older housing/retail areas
- Stop use of tax incentives to lure jobs to Plano
- Increased number of and better transportation options (2)
- More cooperative ventures with area cities
- Planned maintenance instead of reaction
- Fiscal responsibility (2)
- Support heritage preservation
- Support all areas of Plano
- Develop parklands
- Code enforcement
- Perfuming arts center and development of public art (3)

- Attract new and clean businesses to city (2)
- Emphasis of funding of necessary city services
- Internet access everywhere
- Improve quality of schools (2)
- Redevelopment of Collin Creek Mall into an urban center (2)
- Home ownership
- Moderate residential density
- Access to government representatives
- Update recreation programs
- Focus on community/social gathering places (parks/rec facilities)
- Central Plano
- Park improvements
- Redevelopment of aging four corner retail centers
- Redevelopment of Central Expressway corridor
- Encourage alternative forms of transportation
- Reduce concrete and impervious cover
- Preserve open/green space
- Increase ROI of DART investment
- Differentiate Plano from neighboring cities by developing a compelling vision
- Graceful transition from high growth to mature city
- Keep neighborhoods friendly and safe
- Solar energy policy/solar power (2)
- Encourage sustainable development
- Integration of green spaces
- Trail system interconnectivity with neighboring cities
- Provide more opportunities for children to interact with natural environment
- Improve bicycle lanes on city streets with buffers safe connectivity
- Promote Plano's green initiatives
- Parker Road DART Station
- Reevaluating transportation and infrastructure needs to support new development modeling
- Enabling smaller housing options
- Facilitate greater self-sufficiency in energy use

6. What type of housing would you prefer most to live in?
- a. Single-family detached house (31)
 - b. Patio home (smaller home on smaller lot) (2)
 - c. Historic home (built before 1940) (2)
 - d. Townhouse and condominiums (1)
 - e. Apartment
 - f. Apartment or townhouse in an urban center (2)
 - g. Urban loft (1)
 - h. Retirement community (apartments and smaller homes dedicated to residents age 55 years and older for independent living) (1)
 - i. Assisted living and long term care facilities

7. Are there a variety of housing types to choose from in Plano or is there a need for more options?
 - Variety of options is improving, however, more is needed (5)
 - I wish there were more contemporary , urban design homes
 - Potential future problems with large expensive new housing being built at this time
 - Terrible question, look around
 - Okay as is (20)
 - Not enough lower income housing (2)
 - Retirement communities (2)
 - Single story housing options for elderly
 - Increase variety of affordable housing options
 - Higher density housing in urban center community (2)
 - More options
 - Single story custom homes
 - Walkable communities
 - Need housing for aging parents and boomers
 - Need more patio homes
 - Too many run down apartments
 - Options are too tradition and too few
 - Improved connection between businesses and residences
 - More options for single who require little space

8. If the following transportation options were available, which ones would you use?
 - a. Single occupant vehicle (32)
 - b. Rideshare (car pool or van) (7)
 - c. Bicycle (dedicated trails and bike ways) (17)
 - d. Walking (27)
 - e. Rail Transit (31)
 - f. Bus (13)
 - g. Bus Rapid Transit (limited stops between major destinations within dedicated bus lanes) (11)

9. What types of transportation investments are most important to you?
 - a. Maintenance of existing road system (33)
 - b. Improve/expand bus service (10)
 - c. Build a street car system or expand commuter rail service (16)

10. What areas of Plano do you like the most and where would you like to have that area replicated elsewhere in the city?
 - Agriculture areas within city with livestock
 - Alma Road corridor from Parker Road north
 - Arbor Hills Nature Preserve,
 - Bob Woodruff Park (2)
 - C Plano
 - Chisholm Trail and Parks
 - Create a more affordable Legacy Town Center

- Create more locations with character and energy
- Create more walkable business areas close to or within neighborhoods
- Develop small urban style environment surrounded by bungalows and historic homes
- Douglass Community
- Downtown Plano (19)
- E Plano (5)
- Haggard Park
- Historic homes near downtown (2)
- Legacy (16)
- Major street intersections
- NE corner of 15th Street and Alma Drive (Creekside Shopping Center)
- NE Plano
- Not sure this is necessary
- N-S bike trails and greenbelts (3)
- Oak Point Park and Nature Preserve
- Older areas of Plano with trees
- Park and Preston retail area
- Park and Recreation facilities
- Pittman Creek neighborhood (3) (replicate at Custer/Plano)
- Plano Parkway and Jupiter Road intersection
- Replicate Legacy in Downtown and Parker Road Station
- Residential area along Mira Vista and Willow Bend south of Park Boulevard
- Residential neighborhood near Custer and 15th Street
- Secondary street bicycle trails
- Shops at Willow Bend
- W Plano (2)
- Walking trails in greenbelt areas
- Watters Creek in Allen

11. What areas of Plano do you believe are appropriate for redevelopment?

- All areas of the city (2)
- Areas of Plano south of Spring Creek Parkway, east of Preston Road, north of Plano Parkway and west of Rowlett Creek.
 - i. Retail corridors at SE corner of 14th and Jupiter
 - ii. 15th & Alma (2)
 - iii. 15th & Independence
 - iv. Custer & Parker
 - v. Shiloh & Park
 - vi. Park & Preston
 - vii. Custer & 15th
 - viii. Mexican shopping district at 18th & K Avenue
 - ix. NE Custer & Spring Creek
 - x. SE Custer & Spring Creek
- 15th Street from downtown Plano to Collin Creek Mall
- All residential areas in city changed

- Areas contiguous to downtown
- C Plano (3)
- Central Expressway corridor
- Collin Creek Mall (13)
- Corner retail centers (4)
- Custer Road and State Highway 121
- Dallas North Estates
- DART corridor
- Downtown Plano (2)
- E Plano (5)
- E-W arteries of 15th, Legacy, Park, Parker, Plano Parkway, and Spring Creek
- Housing areas south of downtown
- Independence Parkway and George Bush Turnpike
- K Avenue corridor (4)
- N-S arteries of Coit, Custer, Independence, and Preston
- Parker Road DART Station
- Parks
- Plano Centre
- Remove industrial areas of East Plano and replace with corporate headquarters
- Research/Technology area (2)
- Residential areas contiguous to Collin Creek Mall (2)
- Retail shopping centers in Central Plano (2)
- S Plano (3)
- Shops at Willow Bend
- South of Parker and east of Custer
- Vacant strip malls (2)
- West side of Alma Drive from Plano Parkway to President George Bush Turnpike
- What do you mean by this question?

12. How should the areas identified in question 11 be redeveloped?

- Reduce number of retail centers
- Encourage preservation of existing open spaces
- Redevelop existing homes with newer housing
- Create urban center at Collin Creek Mall (5) Watters Creek, or Legacy, or Shops at Willow Bend
- Create urban center at Park and Preston
- Create urban center at George Bush Turnpike and Coit
- TIFs
- Business improvement districts
- TIRZs for older areas that need incentives to recruit businesses and developers
- Upgrade and cleanup (2)
- Strong win-win agreement with property owners coupled with strong, long term municipal growth strategy.
- Less automotive business and more restaurants along K Avenue corridor
- Mixed-use development

- Mini town centers with:
 - i. high density residential
 - ii. Retail
 - iii. indoor/outdoor entertainment
 - iv. green spaces
 - v. each center with unique venue and or characteristic to provide a city with a blend of town center options
- Jupiter and 14th – Southeast Plano Transit Center?
- SW corner of Plano Parkway and K Avenue – design district?
- West side of Alma Drive from Plano Parkway to President George Bush Turnpike – business or municipal office?
- Keep neighborhoods up to date
- Improve Collin Creek Mall
- Code enforcement in East Plano
- Dallas North Estates needs code enforcement
- Social services for low income residents
- Better businesses
- Less short term loan businesses
- More landscaping
- Move utilities underground
- Short term rent subsidies to encourage new businesses to come to Collin Creek Mall and the Shops at Willow Bend
- Consider medical businesses for the Research Technology Crossroads
- Private /public partnership to make Collin Creek Mall and JK Avenue corridor economically profitable
- Retail corners should be encouraged to redevelop as “multi-use” centers with housing (2)
- Re-purpose empty retail
- Affordable artist housing/lofts n Plano Arts Districts
- Remove old retail/gas stations for new development or green spaces
- Low cost urban renewal loans
- Create urban center in S Plano
- Custer and 15th – revitalize intersection with more restaurants
- Put in library branch in Old Wal-Mart site on Custer
- Higher density housing that could benefit from DART Take advantage of Spring Creek for office, retail, parks, residential , and hotel uses
- Reduce parking lot coverage for aging retail
- Redevelop apartments and Southfork Hotel on east side of U.S. Highway 75
- Repurpose use of area at Collin Creek Mall or redesign/remodel to incorporate nature
- Change/build brick walls
- Affordable/livable transit oriented mixed-use development along DART corridor in Plano
- Remove Collin Creek Mall, open up creek channel, create a walkable town center style development with parking garages, trolley/bus connection to the rail line, stripe bike lane buffers

- N-S and E-W arteries ideal for electric streetcar/trolley system connecting neighborhoods with major shopping areas reducing traffic and promoting Plano's green initiative
- Creative and innovative uses for commercial centers such as North town Mall at I-635 & Webb Chapel
- Vertical development to reduce sprawl and mandatory car ownership
- Expand green spaces and bicycle trails
- Add community garden space and local farms to reduce grocery transport costs
- Walkable communities and social gathering spaces
- Smaller, less expansive housing with optional shared common areas
- Allow for smaller housing units in rear of existing units
- Enable more freedom in painting houses using brighter colors
- Provide more disc golf courses

Demographic questions:

The following questions are optional. However, your response is important in the planning process, as it helps us to know what people living in different areas within Plano think about the city, and to identify possible issues.

1. What is your zip code?
 - 75023 (6)
 - 75024 (2)
 - 75035
 - 75074 (14)
 - 75075 (17)
 - 75093
2. What is your gender?
 - Male (22)
 - Female (19)
3. How long have you lived in Plano?
 - Less than 1 year (2)
 - 1 to 5 years (3)
 - 6 to 10 years (3)
 - 11 to 15 years (2)
 - 16 to 20 years (7)
 - More than 20 years (24)

4. What is your connection to Plano (select all that apply to you):
 - Resident – full-time (live within city nine to twelve months per year) (38)
 - Resident – part-time (live outside of city three or more months per year)
 - Non-resident
 - Business owner (5)
 - Employed in Plano (8)
 - Land owner (13)
 - If other – please specify

5. What is your age?
 - Under 18 years
 - 18 to 29 years
 - 30 to 44 years (7)
 - 45 to 64 years (23)
 - 65 years and older (11)