



Plano Tomorrow

VIDEO SCRIPTS

Video Script - BUILT ENVIRONMENT - LAND USE AND COMMUNITY DESIGN

Land use planning provides general guidance for the development and use of all land within the city, while community design addresses the relationship of buildings to each other, streets, and public spaces. The region's projected population and job growth will be the greatest factors influencing land use decisions and site design. With few vacant properties remaining, the city will encourage the most efficient use of land in both new construction and re-development projects.

Land Use

Zoning has played an important role for cities in addressing the issue of land use compatibility. The city's Future Land Use and Growth and Change Maps, key components of the Plano Tomorrow plan, provide recommendations for land use decisions and zoning requests. Advances in technology, building practices, and environmental regulations have made mixing of compatible land uses not only acceptable, but desirable. Mixed use developments can provide benefits to fitness, public health and safety, as well as improved municipal services. To provide greater housing and employment choices, Plano will support a system of organized land use where new and redevelopment areas respect existing neighborhoods and businesses.

Community Design

Community design is the process of utilizing natural and manmade features of a city to create attractive, comfortable, and functional settings that enhance visual and physical connectivity. Plano's successes in incorporating community design elements have created destinations with attractive amenities, active public spaces, and pedestrian-friendly environments. To create distinctive visual character and ensure a citywide pedestrian-friendly environment, Plano will promote and incorporate unique community design components within all new developments, public spaces, and streetscapes.

Redevelopment of Regional Transportation Corridors

Four expressway corridors, one active light rail, and one planned commuter rail line surround Plano, providing a variety of travel opportunities through the city and around the region. Development along these corridors should be carefully planned as a transition between adjacent residential neighborhoods and the expressways. As new areas are experiencing growth, land uses along the US 75 corridor, the first expressway in Plano, have begun to relocate, providing redevelopment opportunities. To ensure the city's regional transportation corridors remain vibrant, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities.

Undeveloped Land

The amount of undeveloped land remaining in Plano is limited. Though demand for new residential development has consistently remained high, the city has established policies encouraging employment generating uses on vacant land. To ensure adequate land for projected employment growth is provided, Plano will reserve its remaining undeveloped land for businesses offering highly skilled employment.

Transit-Oriented Development

Transit-oriented development is a mixed-use area designed to maximize access to public transit and encourage ridership. Plano's downtown is a regional example of successful transformation of a struggling historic main street into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of the DART light rail station. Plano will proactively encourage and incentivize an integrated mix of uses and civic spaces within walking distance of future light rail, commuter rail, and active bus stations.

These five policies illustrate Plano's vision to build a vibrant city with distinct mixed-use urban centers, walkable neighborhoods, and strong commercial corridors.