

**JOINT MEETING**  
**OF THE PLANO CITY COUNCIL AND THE**  
**PLANNING & ZONING COMMISSION**

THE PLANO CITY COUNCIL AND THE PLANNING & ZONING COMMISSION WILL CONVENE INTO A JOINT MEETING AT 6:00 p.m., JUNE 30, 2014, IN THE BUILDING INSPECTIONS TRAINING ROOM IN THE MUNICIPAL CENTER, 1520 K AVENUE.

The purpose of this meeting is to exchange ideas regarding Comprehensive Plan policies as outlined in this agenda. Although several of the areas may relate to pending or future zoning cases, the discussion of these areas is not a substitute for any required public hearings nor shall the discussion be for the purpose of deliberation or determining any future action by either body for any case. The City Council and Planning & Zoning Commission will discuss the following items:

1. Dinner
2. Presentation by Mayor: 2020 Vision of Excellence
3. Regional Growth and Local Response Survey Presentation and Discussion
4. Plano Tomorrow Group Map Exercise
  - a. Introduction
  - b. Group Activity and Discussion: Housing and Employment
  - c. Group Activity and Discussion: Transportation
  - d. Group Activity and Discussion: Placemaking and Public Spaces
  - e. Presentation and Group Discussion of Exercise Results

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# Memorandum

**Date:** June 27, 2014

**To:** City Council  
Planning & Zoning Commission

**From:** Lori F. Schwarz, AICP, Comprehensive Planning Manager

**Subject:** Plano Tomorrow Work Session

In February 2014, the Planning & Zoning Commission members began meeting with staff to discuss policy direction for the development of the Plano Tomorrow plan. The Plano Tomorrow plan is currently organized into eight session topics for the Commission's review. Topics discussed to date include a vision statement as well as recommended strategies for regional issues, the natural environment, the economy and quality of life. This summer, staff will work with the Commission on three of the largest topics: housing and neighborhoods, land use and transportation. In order to provide direction to staff on these topics, a joint work session with City Council and P&Z was requested.

The Plano Tomorrow group exercise was created to address the three major topics noted above. This exercise provides an opportunity for city officials to determine where Plano's future development and redevelopment efforts should take place, what that development will look like, and how people get around the city. Council members and Commissioners will be divided into four groups and work together to determine how Plano should develop and redevelop in the future. Each group will have two staff facilitators assigned to assist with the exercise. The work session will be divided into three segments:

- Part I – Housing and Employment
- Part II – Transportation
- Part III – Placemaking and Public Spaces

Policy decisions on these three topics will frame future work session discussions with the Planning & Zoning Commission.

In preparation for this exercise, staff has included a link in the packet distribution email for an online survey. This survey will provide a list of policy statements for your review and comment. Please complete this survey by noon on Monday, June 30, 2014 so that the results can be tabulated for the evening presentation.

Attachments: Plano Tomorrow Work Session Packet

xc: Bruce Glasscock, City Manager  
Frank F. Turner, FAICP, Deputy City Manager  
Christina D. Day, AICP, Director of Planning



# PLANO TOMORROW

A Comprehensive Plan for Excellence



City Council and Planning & Zoning Commission

**Joint Planning Work Session Packet**

June 30, 2014



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## Joint Planning Work Session Timeline

June 30, 2014 | 6:00 PM | Building Inspections Training Room

Time	Item	Duration
5:45 p.m.	Dinner Served	NA
6:00 p.m.	Mayor's Welcome	15 Minutes
6:15 p.m.	Policy Survey Discussion	15 Minutes
6:30 p.m.	Introduction of Group Exercise	20 Minutes
6:50 p.m.	Part I – Housing and Employment	45 Minutes
7:35 p.m.	Break	10 Minutes
7:45 p.m.	Part II – Transportation	20 Minutes
8:05 p.m.	Part III – Placemaking and Public Spaces	20 Minutes
8:25 p.m.	Group Presentations	35 Minutes
9:00 p.m.	Conclude Work Session	NA

### Introduction to Work Session

In January 2014, Planning staff completed the Public Outreach Campaign for Plano Tomorrow. Nearly 1,800 people provided feedback regarding comprehensive planning issues through the online survey, Take the Case meetings, and outreach efforts at major community events. The top issues which concerned people most included: transportation planning, aging infrastructure and housing in older neighborhoods, underperforming retail centers, quality of schools, employment opportunities, changing demographics and natural resources.

Planning & Zoning Commission (P&Z) members began meeting with Planning staff in February 2014 to discuss policy direction for the development of the Plano Tomorrow plan. The Plano Tomorrow plan is currently organized into eight session topics which include:

- Regionalism
- Natural Environment
- Economy
- Quality of Life
- Sense of Community
- Housing and Neighborhoods
- Transportation
- Built Environment/Land Use

This work session exercise is designed to address Plano Tomorrow's largest topics: housing and neighborhoods, transportation and built environment/land use. Policy decisions made on these three topics will frame future work session discussions with the Planning & Zoning Commission and move toward a final draft for Council consideration in early 2015.

## **Plano Tomorrow Group Exercise**

To address the housing, transportation and built environment/land use topics, the Planning staff has created a Plano Tomorrow group exercise. This exercise provides an opportunity for city officials to determine where Plano's future development and redevelopment efforts should take place, what that development will look like, and how people get around the city. The Council and Commission will be divided into groups of four with two members from each board sitting at a table with a set of Lego bricks and a specialized zoning map of Plano. Each group will have two staff facilitators assigned to assist with the exercise. The work session will be divided into three segments:

- Part I – Housing and Employment
- Part II – Transportation
- Part III – Placemaking and Public Spaces

### *Part I – Housing and Employment Background*

Part I of the exercise will focus on housing and employment. Plano's current population is approximately 270,000. If all of the potential housing units in Plano were completed, the city would have a population of approximately 280,000. Potential housing units include property that is currently zoned for housing, property that is platted for residential but is undeveloped, and property designated as residential on the Future Land Use Plan. The Dallas-Fort Worth region has a population of approximately 6.8 million today and is expected to grow to 9.1 million by 2030. It is anticipated that many of the additional 2.3 million people will continue to locate further out from the Dallas-Fort Worth core as they have done in the past. This will create a heavy demand on existing and future infrastructure. However, many individuals wishing to escape the long commutes will begin to look closer to the Dallas-Fort Worth core, in places like Plano. The Plano Tomorrow vision will guide how much of the expected population growth Plano is willing to accommodate in the future.

Plano's population is approximately 4% of the region's population today. If the city chooses to remain at this same ratio, in 2030, Plano would have approximately 360,000 residents. This would be an increase of approximately 90,000 people from Plano's current population. In order to accommodate significant growth in population, Plano would have to increase the residential density in targeted areas and begin to build more vertically. The city has approximately 7% of vacant land remaining, so new development will likely include redevelopment of underutilized land.

Plano has approximately 150,000 jobs today, which is equal to nearly 1.5 jobs for every 3 residents. Plano has become a regional employment center, landing headquarter locations of several large corporations, including six Fortune 1000 businesses. However, as more businesses are recruited to Plano, there will be a greater demand on the existing housing stock. If Plano desires to provide housing for new employees moving to the Dallas-Fort Worth region, it would need to increase its housing inventory as well as provide a variety of housing options for future residents.

## **Part I – Housing and Employment Exercise**

The four groups will be given the task to determine where Plano’s future development and redevelopment efforts will take place. Staff facilitators will present a number of development types (**Exhibit B**) and groups will determine where the development types should occur. Development types will be represented with Legos and the groups will place the Legos on a map of Plano. Planning staff will provide the groups with maps of the city and three handouts, which include:

- **EXHIBIT A:** Housing and Employment Block Descriptions (what each Lego block represents)
- **EXHIBIT B:** Development Type Guide (pre-determined development types and Lego calculations)
- **EXHIBIT C:** Things to Consider Guide (existing zoning and land use plan regulations)

For this exercise, Planning staff has identified a number of opportunity sites for development and redevelopment. These areas include:

- Future Urban Centers as defined by the Urban Centers Study
  - Park and Preston (labeled UC-A on the map)
  - Collin Creek Mall Area (labeled UC-B1,B2,B3 on the map)
  - Parker Road Station Area (labeled UC-C1 on the map)
- Transit Corridors
  - U.S. Highway 75 Corridor North of Parker Road
  - K Avenue Corridor/Downtown Rail Corridor (labeled UC-C2 and UC-C3)
- Four-Corner Retail Sites
  - 16 four-Corner retail sites which were identified in the preliminary Neighborhood Sustainability Analysis as being in poor/deteriorated condition or fair condition.
- Vacant Land
  - Areas with over 50 continuous acres have been identified on the exercise map. In addition, all vacant land is illustrated on the map. These areas are primarily located along State Highway 121/Sam Rayburn Tollway, the Dallas North Tollway, and State Highway 191/President George Bush Turnpike.

After the groups have completed the exercise, the populations and employment numbers will be calculated by Planning staff as an indicator of how much population and employment each group has added in their “ideal” Plano 2035.

When completing the exercise:

- Groups need to come to a consensus (or a majority) on decisions.
- Groups should 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 – owner willing; financing available; market ready.

*Part I of the Exercise complete. Exhibits A-C are provided as follows.*

**EXHIBIT A - HOUSING AND EMPLOYMENT BLOCK DESCRIPTIONS**

<b>SINGLE FAMILY RESIDENTIAL (YELLOW) LEGO BLOCK DESCRIPTION</b>			
	<b>4 Point Lego Block</b>	<b>One 8 Point Lego Block</b>	<b>Two 8 Point Lego Blocks</b>
			
Single-Family Type	Single-Family Detached	Patio Homes/Townhomes*	Midrise Residential
Population Density (per block)	250 People	350 People	500 People

<b>MULTIFAMILY RESIDENTIAL (BLUE) LEGO BLOCK DESCRIPTION</b>			
	<b>4 Point Lego Block</b>	<b>6 Point Lego Block</b>	<b>8 Point Lego Block</b>
			
Population Density (per block)	1,000 People	2,000 People	2,500 People

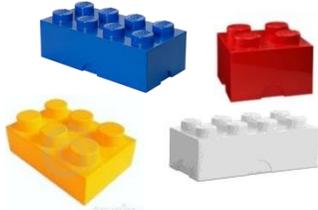
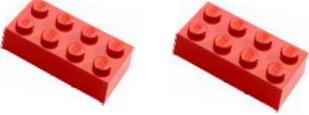
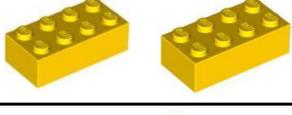
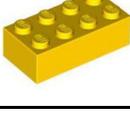
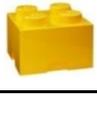
<b>COMMERCIAL (RED) LEGO BLOCK DESCRIPTION</b>			
	<b>4 Point Lego Block</b>	<b>6 Point Lego Block</b>	<b>8 Point Lego Block</b>
			
Job Density (per block)	Up to 600 Office Jobs	Up to 1,200 Office Jobs	Up to 2,400 Office Jobs

<b>RETAIL (WHITE) LEGO BLOCK DESCRIPTION</b>			
	<b>4 Point Lego Block</b>	<b>6 Point Lego Block</b>	<b>8 Point Lego Block</b>
			
Job Density (per block)	Up to 500 Retail/Service Jobs	Up to 1000 Retail/Service Jobs	Up to 2000 Retail/Service Jobs

<b>MANUFACTURING - OFFICE/WAREHOUSE (ORANGE) LEGO BLOCK DESCRIPTION</b>	
	<b>8 Point Lego Block</b>
	
Job Density (per block)	Up to 400 Manufacturing Jobs

\*Patio Homes/Townhomes are represented as  in Urban Centers and  in Patio Home/Townhome Neighborhood Centers

**EXHIBIT B - DEVELOPMENT TYPE GUIDE**

	Development	Lego Combinations	Examples	Characteristics
MIXED USE	URBAN CENTER		Legacy Town Center or Fort Worth's West 7 <sup>th</sup>	Multifamily + Townhomes + Retail/Service + Office 50 Acres <i>(1/4 size of Legacy)</i>  <b>2,800 Population</b> <b>2,600 Jobs</b>
	PATIO HOME/TOWNHOME NEIGHBORHOOD CENTER		Village at Colleyville or Southlake Town Square	Townhomes/Patio Homes + Retail/Service + Office 25 Acres  <b>350 Population</b> <b>1,100 Jobs</b>
	MULTIFAMILY NEIGHBORHOOD CENTER		Allen's Watters Creek or Downtown Plano	Multifamily + Retail/Service + Office 25 Acres  <b>1,000 Population</b> <b>1,100 Jobs</b>
COMMERCIAL	COMMERCIAL NEIGHBORHOOD CENTER		Highland Park Village or Richardson's Shire	Office + Retail/Service Only 25 Acres  <b>1,100 Jobs</b>
	EMPLOYMENT CENTER SUBURBAN		JC Penney Headquarters	Office Only (3-5 Stories) 100 Acres  <b>4,800 Jobs</b>
	EMPLOYMENT CENTER URBAN		Granite Park	Office Only (5-15 Stories) 10 Acres  <b>1,200 Jobs</b>
	MANUFACTURING OFFICE/WAREHOUSE		Research Technology Crossroads	Office/Warehouse 25 Acres  <b>400 Jobs</b>
RESIDENTIAL	MULTIFAMILY		Apartments without ground retail	Multifamily Only 25 Acres <b>2,000 Population</b>
	HIGH DENSITY SINGLE-FAMILY		Midrise Residential (Up to 20 Stories)	Midrise Residential Only 10 Acres <b>500 Population</b>
	MEDIUM DENSITY SINGLE-FAMILY		Patio Homes/Townhomes	Patio Homes/Townhomes Only 25 Acres <b>350 Population</b>
	LOW DENSITY SINGLE-FAMILY		Single Family Detached	Single Family Detached Only 25 Acres <b>250 Population</b>

## EXHIBIT C –THINGS TO CONSIDER GUIDE

Below are existing policies and regulations from the Zoning Ordinance and the existing Comprehensive Plan, which may be considered when completing Part I of the Plano Tomorrow exercise.

### Residential

- There is a 1,200 foot setback for residential uses from the centerline of State Highway 121/Sam Rayburn Tollway, the Dallas North Tollway, State Highway 191/President George Bush Turnpike, and U.S. Highway 75.  
– *Existing Comprehensive Plan*
- Isolated residential development is restricted. Residential developments should be limited to new neighborhoods or expansion of existing neighborhoods or an urban mixed use center. Midrise multifamily development and special needs housing could be an exception if the surrounding land use is compatible.  
– *Existing Comprehensive Plan*
- No new low-rise multifamily development less than five stories in height should be allowed south of Windhaven Parkway, along the Dallas North Tollway between Communications Parkway and Parkwood Boulevard. Midrise development (5 to 12 stories) may be considered by SUP.  
– *Existing Comprehensive Plan*
- New multifamily developments should require a minimum density of 40 dwelling units per acre.  
– *Zoning Ordinance*
- Mixed use projects must contain three or more primary uses (residential, retail, office, institutional).  
– *Zoning Ordinance*
- Multifamily residential included in mixed use projects should contain a minimum of 250 units.  
– *Zoning Ordinance*

### Height/Density

- Urban Centers should not exceed 200 acres in size and no more than two urban center districts should abut and exceed 200 acres collectively in size.  
– *Existing Comprehensive Plan*
- The Corridor Commercial Zoning District allows 20 stories in height by right and 70% lot coverage if structured parking is included.  
– *Zoning Ordinance*

## **Part II – Transportation**

Part II of the exercise will determine the types of transportation improvements that are necessary to ensure a high degree of internal mobility.

Currently, there are five modes of transportation used in Plano including: automobiles, light rail, bus, bicycle and walking. During the Public Outreach Campaign, the public was asked to state the top preferences for transportation choices they would like to see increase today and in the future. Rail transit was the most desirable followed by personal vehicle and bicycle. The public was also asked to rate certain aspects of mobility within Plano today and the three lowest rated aspects were ease of use of bus transportation, ease of walking, and ease of bicycle travel.

The four groups will be asked to evaluate seven transportation modes including:

1. Automobile (expansion of expressways and thoroughfares)
2. Rail Transit (light rail and commuter rail)
3. Bus Rapid Transit (dedicated bus lanes with limited stops)
4. Bus (Bus routes (use any lane) with multiple stops)
5. Trolley (cable car (electric tram) and tourist trolley (bus built to resemble a trolley car))
6. Bicycle (dedicated on-street bike lanes and shared bike routes)
7. Walking (trails, off-street shared use paths, and sidewalks)

Participants will also evaluate the option of complete streets and transit-oriented developments (TODs):

- *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.
- *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.

The groups will be given the task to determine what transportation modes and routes will be necessary to improve mobility in Plano. Groups will place black Legos in places where they see future transit oriented development existing for bus or rail access. Groups will also be given tape to illustrate future transportation routes, Post-It Notes to label the transportation mode, and the following transportation handout as a guide:

- **EXHIBIT D** –Transit Center and Transportation Types

*Part II of the Exercise complete. Exhibit D is located on the following page.*

**EXHIBIT D - TRANSIT CENTER AND TRANSPORTATION TYPES**

TRANSIT STATIONS (BLACK) LEGO BLOCK DESCRIPTION	
Transit Stations for Rail/Bus	

TRANSPORTATION TYPE	EXAMPLES	
<p>Automobile</p> <p>Transportation Description: Expansion of expressways and thoroughfares</p>		
<p>Rail Transit</p> <p>Transportation Description: Light rail and commuter rail (Cotton Belt)</p>		
<p>Bus Rapid Transit</p> <p>Transportation Description: Dedicated bus lanes with limited stations</p>		
<p>Bus</p> <p>Transportation Description: Bus routes (use any lane) with multiple stations</p>		
<p>Trolley</p> <p>Transportation Description: Cable car (electric tram) and tourist trolley (bus built to resemble a trolley car)</p>		
<p>Bicycle</p> <p>Transportation Description: Dedicated on-street bike lanes and shared bike routes</p>		
<p>Walking</p> <p>Transportation Description: Trails, off-street shared use paths, and sidewalks</p>		

### Part III – Placemaking and Public Spaces

Placemaking is an urban design technique that cities across the United States are using to improve and modernize the city's appearance. It 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.

Incorporating placemaking techniques into building and site designs creates a sense of place for cities. Placemaking not only enhances the public realm, it encourages social interaction by bringing people out of their private homes and into the community. There are a number of ways that cities today are implementing placemaking techniques in their communities, including:

- Creating squares and parks as multi-use destinations;
- Improving streets as public spaces;
- Building local economies through markets and festivals;
- Linking public health to public space;
- Designing buildings to support public spaces; and
- Building on the historical fabric.

A number of local, citywide, regional, and national examples of placemaking techniques have been included on **Exhibit E**. These include:

- Neighborhood Level: Haggard Park (Public)
  - Multi-Use Destination; Building on the Historical Fabric
- Neighborhood Level: Continental Bridge Park – Dallas (Public)
  - Multi-Use Destination; Streets as Public Spaces
- Neighborhood Level: Main Street Garden – Dallas (Public)
  - Multi-Use Destination; Designing Buildings to Support Public Spaces
- City Level: Legacy Town Center (Private)
  - Multi-Use Destination; Streets as Public Spaces, Building Local Economies
- City Level: Trinity Groves – Dallas (Private)
  - Building Local Economies; Building on the Historical Fabric
- City Level: Clearfork Food Park – Fort Worth (Private)
  - Multi-Use Destination; Building Local Economies
- Regional Level: Arts District – Dallas (Public/Private)
  - Multi-Use Destination; Designing Buildings to Support Public Spaces; Improving Streets as Public Spaces
- Regional Level: Klyde Warren Park – Dallas (Public/Private)
  - Multi-Use Destination; Designing Buildings to Support Public Spaces; Building Local Economies; Linking Public Health to Public Spaces
- Regional Level: Sundance Square Plaza – Fort Worth (Public/Private)
  - Multi-Use Destination; Designing Buildings to Support Public Spaces; Building Local Economies; Linking Public Health to Public Spaces; Improving Streets as Public Spaces

Three other national placemaking examples include:

- Discovery Green – Houston, Texas (Public/Private): Opened in 2008, Discovery Green is a 12-acre park that includes a lake, sculptures, bandstands and venues for public performances, two dog runs, restaurants, a children's area and multiple recreational areas.
- Larkin Square – Buffalo, New York (Private): Larkin Square is a 1-acre multi-purpose public space in the heart of Buffalo's Larkin District featuring casual indoor and outdoor dining options, colorful furniture, retail market stalls, free concerts, Food Truck Tuesdays, and more.
- Campus Martius Park – Detroit, Michigan (Public/Private): Campus Martius Park is a 1.2-acre park that includes two performance stages, sculptures, public spaces and a seasonal ice skating rink which converts to a sand "beach" during the summer.

The four groups will be asked to evaluate three levels of placemaking:

1. Local Level
2. Community Level
3. Regional Level

The groups will be asked to place green Legos at places they feel placemaking techniques should be incorporated. Groups will be given Post-It Notes to label the type of placemaking site features that should be incorporated. A Placemaking and Public Spaces handout has also been included for reference:

- **EXHIBIT E** –Placemaking and Public Spaces

Placemaking site features include, but are not limited to:

- Food based placemaking (food trucks/Cafés, farmers markets)
- Health based placemaking (exercise equipment, trails, yoga)
- Event based placemaking (concerts, markets, festivals)
- Arts/culture based placemaking (performance venues, arts, movie nights)
- Specialty parks (dog parks, community gardens, skate parks)

*Part III of the Exercise complete. Handout E is located on the following page. After the end of Part III, the four groups will present their scenarios.*

**EXHIBIT E - PLACEMAKING AND PUBLIC SPACES**

Placemaking Type	City and Regional Examples		
<p>Local Level</p>  <p>4 Point Lego Block</p>	<p>Haggard Park Plano</p> 	<p>Continental Avenue Bridge Park - Dallas</p> 	<p>Main Street Garden Dallas</p> 
<p>Community Level</p>  <p>6 Point Lego Block</p>	<p>Legacy Town Center – Plano</p> 	<p>Trinity Groves – Dallas</p> 	<p>Clearfork Food Park – Fort Worth</p> 
<p>Regional Level</p>  <p>8 Point Lego Block</p>	<p>Arts District - Dallas</p> 	<p>Klyde Warren Park - Dallas</p> 	<p>Sundance Square Plaza- Fort Worth</p> 

Other National Placemaking Examples		
<p>Discovery Green – Houston, TX</p> 	<p>Larkin Square – Buffalo, NY</p> 	<p>Campus Martius Park – Detroit, MI</p> 

Placemaking site features include, but are not limited to:

- Food based placemaking (food trucks/Cafés, farmers markets)
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