

**PLANO CITY COUNCIL  
PLANNING AND ZONING COMMISSION  
WORKSESSION  
July 8, 2008**

**COUNCIL MEMBERS**

Pat Evans, Mayor  
Jean Callison, Mayor Pro Tem  
Harry LaRosiliere, Deputy Mayor Pro Tem  
Pat Miner  
Scott Johnson  
Mabrie Jackson  
Sally Magnuson  
Lee Dunlap

**PLANNING & ZONING COMMISSION  
MEMBERS**

James Duggan, Chair  
Maggie Armstrong  
Jeff Bulla, III  
Christopher Caso  
Michael Coleman  
Jim Norton  
Craig Perry  
Beth Weingarden

**STAFF**

Thomas H. Muehlenbeck, City Manager  
Frank Turner, Executive Director  
Bruce Glasscock, Executive Director  
Rod Hogan, Executive Director  
Diane C. Wetherbee, City Attorney  
John Gilliam, First Assistant City Attorney  
Diane Zucco, City Secretary

The worksession was called to order following dinner on Tuesday, July 8, 2008 at 6:38 p.m. at the Plano Municipal Center, Training Room A, 1520 Avenue K. All Planning and Zoning Commissioners were present with the exception of Christopher Caso and Beth Weingarden.

Director of Planning Jarrell advised the meeting would begin as a Commission Worksession and that the Council would be brought in upon their arrival. She spoke to the opportunity to hear from developers regarding mixed-use, discuss Plano's examples of the product and the work on a policy statement.

**General Discussion of Mixed-Use Development**

Senior Planner Perry spoke to interest in mixed-use development and discussion regarding a statement to incorporate into the Comprehensive Plan. Ms. Perry spoke to issues of preserving land for future economic development, land use, transportation, connectivity, changing demographics, an aging and more diverse population and consideration of housing outside the traditional neighborhood setting. She spoke to modern zoning practices which assign land uses according to function and the emergence of mixed-use as a key component of new urbanism, transit-oriented development, livable communities and "smart growth." Ms. Perry spoke regarding potential benefits in creating urban areas that are active throughout the day and evening, increased housing options, reduction in automobile dependence, creating a local sense of place, efficient use of public infrastructure and delivery of public services, increased tax base, and sustainable development.

Ms. Perry spoke to determining a definition of mixed-use, appropriate locations, how they relate to surrounding development and issues of density. She introduced members of the panel including President and COO of Icon Partners Paris Rutherford, Principal Senior Partner – Community and Power Centers for Trademark Property Company Tony Chron, and Executive Vice President of Cencor Realty Services David Palmer.

Mayor Evans advised at 6:47 p.m. that all Council Members were present with the exception of Council Members Magnuson, Dunlap and Jackson.

### **Presentations by Area Mixed-Use Developers**

Mr. Rutherford spoke to defining mixed-use as complimentary uses brought together either horizontally or vertically; creating an energized place from the daytime into the evening and night; capitalizing on the synergy between land use and varying activities; and providing greater densities on a less expansive infrastructure system. He advised that with the help of new urbanism and the reinvigoration of community cores, the past fifteen years has seen the market call for mixed-use more than ever. He spoke to a reemergence of the trend following study of historical patterns, creation of an identity or “brand”; more urban development patterns that support these efforts and the reawakening generating successful results. He spoke to people coming together for various needs; creation of a sense of place; fostering pedestrian districts; transit-oriented results; a focus on quality architecture; and helping to define a stronger sense of community. Mr. Rutherford spoke to community interest and awareness, assistance in redevelopment, opportunities for meaningful public spaces, potential for profitability and a greater tax base. He spoke to cities embracing it as a practical solution and public expectations. Mr. Rutherford spoke to community challenges since the concept does not work everywhere, the use of zoning to regulate its implementation, political pressures, costs and the underlying need for public/private partnerships. He spoke to market challenges including managing the cost and timing, positioning of users, structuring the project to address finance needs and challenges of financing.

Mr. Chron spoke regarding projects of his firm including Market Street in the Woodlands; High Street at Westheimer; Westbend on the Trinity River; Alliance Town Center; and Watters Creek in Allen. Mr. Chron spoke regarding locations, density, public/private partnerships, integration into neighborhoods, evolution of tenants for some projects, blending of retail and residential uses, relocation of traffic signals and the use of structured parking.

Mr. Palmer advised that mixed-use projects do not work everywhere and that there must be a demand for all uses, sensitivity to neighbors and a layout and mix that meet the evolving needs of the community. He spoke to development of The Triangle, a mixed-use project in Austin, which represents a long-term commitment to create the best possible environment. Mr. Palmer spoke to several false starts and a decade of effort resulting in a project that meets the needs of the community, features an economically viable mix of uses, creates a true destination and has become what Austin refers to as “real” mixed-use. He spoke to the original plan which was retail-oriented, opposition from neighborhoods, City politics and continued work to create 750 apartments, 125,000 square feet of small shop retail, major parks, and incentives to support the returns of the final site plan. Mr. Palmer spoke to the benefits when existing infrastructure is in place and obligations when it is not.

## **Question and Answer Session**

The panel responded to a question from Mayor Evans, advising that the more urban and dense the site, the smaller the development may be but that it needs to have mass to draw people and that they are economic driven models. They advised that it does not have to be limited to one owner, location will drive the rents and fuel the level of amenities that can be provided; and stated that in some cases, tax increment financing zones are utilized for amenities and that in almost every case there is city participation. The panel responded to Deputy Mayor Pro Tem LaRosiliere regarding the life cycle stating that the concept is a way of life in Europe, in its infancy in America and while malls are closing, mixed-use developments are exciting places to live and work. They spoke to developments that are created with care and attention and which will not “go away.”

The panel responded to Planning and Zoning Chair Duggan, advising that a policy statement should be flexible with few standard rules since some projects will be more residential than others and some may require more density. They spoke regarding form-based codes, but stated that at times these do not make economic sense; spoke to the challenges of more dense residential use; the importance of studying trends, lifestyle images and values and connection with the consumer. They spoke to residential units which can be converted from rental to sale; the focus on quality of product and connectivity; and to efforts at creating form-based codes. Mayor Pro Tem Callison left the meeting at 8:05 p.m. and did not return. They spoke to being creative when considering locations, creating denser projects in small areas close to urban infrastructure; the need to provide retail for citizens, and to the demolition of existing malls or changing their dynamics to preserve integrity and bring in the outdoors. The panel spoke to the decline of Collin Creek Mall and keeping tax dollars in the City, engaging the owners on a national level, the need for creativity and reinvention and community involvement.

The panel responded to Deputy Mayor Pro Tem LaRosiliere regarding challenges at the Park Boulevard/Preston Road intersection including the need to create connectivity without simply creating an illusion, an urban-center feel, addressing the open green space, the possible use of structured parking, canopied sidewalks and the challenge of reaching consensus with the key property owners. The panel responded to Council Member Johnson stating that the key from a developer’s point of view is how easy or difficult a municipality is to work with and that while flexibility is the key, the vision or goal for the area should be absolute. They spoke to setting forth a goal and leading by vision with the City at times acting as a master developer in brokering relationships. Executive Director Turner spoke to the difficulty when the City’s role is that of a regulator and the panel spoke to communities who may not have money in the project, but do have a basic partnership.

The panel spoke to the City becoming educated regarding the project/market, having a clear and well-defined vision with relevant case studies and looking for proof that projects are sustainable. They spoke to becoming involved in understanding the impact of projects and to “getting ahead of the curve.” They spoke to municipal participation in projects and the need when structured parking is considered, the costs for developments and consumers who will drive to different areas to find a product. Planning and Zoning Commission member Norton spoke to creating a mixed-use vision and goals.

The panel spoke to varying the density of apartments in projects, the use of planned development designations on projects, and to creating a legitimate investment in retail uses with parking, flow, and pedestrian areas. Mayor Evans left the meeting at 8:35 p.m. and did not return. The panel spoke to partnering between retail and residential developers or architects in the design phase to ensure both sides are considered. Executive Director Turner spoke to the use of contemporary design as well as historic. The panel spoke to open space representing the “new anchor,” the integration of office uses, the high level of rents for properties and providing employees the opportunity to walk to venues during the day. They spoke to revitalizing office properties by incorporating them into the fabric of a mixed-use and being driven by dollars spent during residential hours.

Nothing further was discussed. The meeting was adjourned at 9:06 p.m.

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**Pat Evans, MAYOR**

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**James Duggan, Chair – Planning and Zoning Commission**

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Diane Zucco, CITY SECRETARY