

## MEMORANDUM

**DATE:** August 16, 2007

**TO:** Planning & Zoning Commission

**FROM:** Jeff Zimmerman, Long Range Planning Manager

**SUBJECT:** Work Session – August 21, 2007

Please be reminded that there will be a Planning & Zoning Commission Work Session on **Tuesday, August 21, 2007 at 6:30 p.m. in the Council Chambers of the Plano Municipal Center, 1520 K Avenue.** A meal will be provided at 6:00 p.m. in Conference Room 2E.

Enclosed for your consideration are the following:

1. The agenda;
2. A staff report and related maps regarding the Research/Technology District; and
3. A staff report on additional issues related to the update of the Transportation Element of the Comprehensive Plan.

At your August 6<sup>th</sup> meeting, you discussed retail/restaurant uses and district boundaries for the RT district and came to some general conclusions regarding those issues. You indicated that you wanted to discuss this matter once more prior to your retreat with the City Council. In response, we have prepared a report that provides background information, outlines options that you considered to address these issues, explains your preferred options, and provides general concepts that might be used to establish criteria for evaluating zoning proposals to allow greater flexibility for retail and restaurant uses in certain locations in the district. RT property owners have also been informed of the work session and may attend.

It has been several weeks since we discussed the updates of the Land Use and Transportation Elements with you and there will be some related discussions at the upcoming retreat with the City Council. In our efforts to draft texts for your consideration, we identified some issues that either had not been included in our previous discussion or which required more detailed consideration. The staff report summarizes these issues and seeks the commission's input on how to address them in the updated text.

I look forward to seeing you at the work session. If you cannot attend and have not already done so, please inform us so that we can plan accordingly.

xc: Phyllis Jarrell  
Paige Mims  
Tom Elgin



# CITY OF PLANO

## NOTICE OF MEETING

PLANNING & ZONING COMMISSION

PLANO MUNICIPAL CENTER

1520 K AVENUE

AUGUST 21, 2007

<b>6:00 PM</b>	<b>Dinner</b>	<b>Planning CR 2E</b>
<b>6:30 PM</b>	<b>Work Session</b>	<b>Council Chambers</b>

1. Discussion & Direction – Research/Technology Center District
2. Discussion & Direction – Comprehensive Plan Revision

### ACCESSIBILITY STATEMENT

Plano Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received 48 hours prior to the meeting time by calling the Planning Department at (972) 941-7151.

**CITY OF PLANO**

**PLANNING & ZONING COMMISSION**

**Work Session - August 21, 2007**

**Agenda Item No. 1**

**Discussion and Direction:** Research/Technology Center District

**Applicant:** City of Plano

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**DESCRIPTION:**

Discussion and direction on the Research/Technology Center District regarding district boundaries, allowed uses and other aspects. The Research/Technology Center District includes approximately 1,100 acres of land in far southeastern Plano.

**PREVIOUS DISCUSSION:**

The Research/Technology Center (RT) District was designated in 1998 to create a low density employment center consisting of office, research and development facilities, and limited assembly operations. In May, staff presented an overview and status report on the RT district to City Council and, at that time, Council members voiced concerns about the lack of retail and restaurants in the RT and about the appropriateness of the district boundaries.

City Council asked the Planning & Zoning Commission to assist in examining the situation in RT and to work with staff to develop some options for the district that can be discussed at the September 11, 2007 joint retreat. Subsequently, the Planning & Zoning Commission discussed these issues at its July 16<sup>th</sup> and August 6<sup>th</sup> meetings. During the latter meeting, the commission considered a series of options for addressing retail/restaurant uses and district boundaries along with pros and cons for each. Several property owners and developers also spoke in regard to these matters. After lengthy discussion, the commissioners indicated a preference for the following options:

- 1. Retail/Restaurant Uses in RT** – As opposed to unilateral text changes to the RT district, consider individual requests from property owners for zoning that includes retail and restaurant uses if the properties include frontage on the Bush Turnpike. It was further recommended that the city consider establishing criteria to review such requests for rezoning. These criteria would be used to evaluate a request's ability to support the district's primary purpose of serving as a major employment center anchored by office and manufacturing uses.
- 2. District Boundaries** – Consider removing the area north of the Cottonbelt Railroad right-of-way, east of Los Rios Boulevard, from the district and rezoning it to Light Commercial (LC) or Light Industrial-1 (LI-1). Do not consider removing the area south and east of the intersection of Los Rios Boulevard and Plano Parkway. The recent

extension of Plano Parkway brings greater visibility and accessibility to the area and should increase marketability of these properties for RT uses.

The commission directed staff to summarize these approaches and to provide examples of criteria that might be used to evaluate requests to rezone properties along the Bush Turnpike for retail and residential uses so that they could be discussed at this meeting for inclusion in a report for the upcoming joint retreat on September 11<sup>th</sup>.

#### REMARKS:

Based on the direction received from the Commission at the August 6<sup>th</sup> meeting, staff has drafted a report for consideration and included it under the "Recommendation" heading. It is comprised of the following:

1. **Background Statement** – a brief overview of the district, its purpose, and the issues recently raised by the City Council.
2. **Options Considered** – a list of the options for addressing each issue as staff presented them to the commission on August 6<sup>th</sup>, along with the pros and cons of each.
3. **Preferred Options** – the two statements noted above along with additional explanation supporting them and preliminary criteria statements for consideration in reviewing requests to modify the retail/restaurant allowances for properties along the Bush Turnpike.

In developing criteria for use in evaluating zoning modifications relating to retail/restaurant uses, it will be necessary to provide guidelines that are clear and concise. At the same time, they will also need to be general enough to allow property owners flexibility to prepare proposals that are realistic and consistent with changing market and development trends. The commission may wish to consider the following questions during its discussion of these criteria:

1. **What types of retail and restaurant uses are acceptable along the most visible boundary of the RT district?** For example, is the commission willing to consider the following use categories?
  - Superstore
  - Regional or Neighborhood Theater
  - Restaurants with drive-through facilities
  - Household Appliance Service and Repair
  - Miscellaneous Retail Store
  - Shopping Center
  - Tire Dealer
  - Automobile Parts and Sales (inside)
  - Major or Minor Automobile Repair
2. **Would a mixed-use development with residential uses in addition to retail/restaurant facilities and the other uses currently allowed in RT zoning be appropriate?** Does the commission feel that residential uses will be supportive of the RT purpose or will they utilize valuable land area that should be devoted to employment generating uses? Should a mixed-use development conform to guidelines of the Urban Centers Study? If so, this would require a pedestrian oriented environment and residential uses that are fully integrated with other uses within the development.

3. **Should retail/restaurant uses be restricted to a certain distance from the rights-of-way of the Bush Turnpike and/or Renner Road to avoid “encroachment” into interior of the district?** What is a reasonable distance to apply in order to accommodate the types of retail/restaurant uses that the commission wants to attract to the area?
4. **Should there be a limit on the amount of land area and/or floor area devoted to retail/restaurant uses?** For example, the undeveloped property at the northeast corner of the Bush Turnpike and Renner Road contains approximated 120 acres. Would the commission prefer developing a small portion of the property with retail/restaurant uses and devoting the remainder to office and light manufacturing facilities? A 20 acre retail development could result in more than 200,000 square feet of space. How large a development is considered supportive of and secondary to the RT district?

It is not necessary to answer the above questions at this time or to agree upon a set of criteria, but they could be included in the commission’s report to the City Council and discussed in more detail at the retreat.

**RECOMMENDATION:**

**Staff respectfully requests that commission consider including the following report as a starting point for the discussion on the RT district at the upcoming retreat with the City Council.**

**BACKGROUND:**

**DISTRICT PURPOSE (per Zoning Ordinance):**

“...to create a low density employment center consisting of office, research and development facilities, and limited assembly operations.”

**PREVIOUS ACTIONS:**

**1997** – Eastern Plano Development Task Force report – “10 Big Ideas for Eastern Plano” – Idea No 6 proposes the creation of a technology center in southeastern Plano to attract high technology, employment-generating businesses to the area.

**1998** – City Council adopts an amendment to the Zoning Ordinance creating a new district designation –“Research/Technology” (RT) and rezoning 1100 acres in southeastern Plano to RT from various zoning categories, primarily Light Industrial-1 (LI-1). The new zoning was more restrictive and intended to reserve property for manufacturing and office uses and shift development away from warehousing and distribution, automotive repair, and retail uses.

**2000** – Council denies request to rezone northeast corner of President George Bush Turnpike for retail development.

**2002** –Council adopts an amendment increasing the allowance for loading facilities.

**2003** – Council denies request to rezone southwest corner of Los Rios Boulevard and 14<sup>th</sup> Street for retail development. The proposed shopping center is later developed at the northwest corner which is already zoned Retail.

**2004** – Owners of property on the south side of 14<sup>th</sup> Street between Plano Parkway and Rowlett Creek ask P&Z to consider other zoning options for their properties. After considerable evaluation, the commission decides not to call a public hearing to consider rezoning.

**2005** – Council adopts amendments to the Zoning Ordinance creating three “Manufacturing” use categories and allows two of those categories by right in RT zoning and one by Specific Use Permit (SUP). This reduces confusion related to the types of manufacturing that are appropriate for the district.

**2006** – Owners of property on the south side of 14<sup>th</sup> Street, west of Plano Parkway and north of the Cottonbelt Railroad right-of-way ask P&Z to consider changing the zoning of their properties back to LI-1 or another district category that would permit a broader range of uses. P&Z decides not call a public hearing to consider rezoning.

### **MAJOR COMPONENTS OF RT ZONING:**

**1. Allowed Uses** – Examples of uses allowed in RT zoning are:

- Office – Professional/General Administrative
- Office Center
- Office-Showroom/Warehouse – Warehouse component limited to 70% of floor area (70% limit does not apply to uses existing prior to adoption or with site plan approved prior to adoption.)
- Medical Office
- Hospital
- Church
- School
- Restaurant/Cafeteria – Limited to 10% of built floor area of a development, freestanding restaurant must be at least 5,000 square feet of floor area
- Retail – Allowed as incidental use and limited to 10% of built floor area of a development
- Hotel/Motel
- Manufacturing -Light Intensity & Medium Intensity – Allowed by right
- Manufacturing -Heavy Intensity – Allowed by SUP

**2. Uses Not Permitted** – Examples of uses not allowed by RT zoning but permitted under the previous zoning of the properties are:

- Retail and restaurant uses - Allowed by right with no restrictions
- Warehouse/Distribution Center
- Wholesale Storage/Warehouse
- Truck Terminal
- Heavy Truck Sales
- Theater-Neighborhood
- Theater-Regional
- Superstore
- Portable Building Sales

**3. Special Standards** – Examples of standards established specifically to address the intent of the RT district are:

- **Landscaped Area (including sidewalks and hardscape treatments)** – minimum of 20% of total land area

- **Maximum Loading Spaces or Berths** – 4 for first 20,000 square feet, 1 for each additional 10,000 square feet, maximum of 12
- **Screening of Loading Spaces or Berths** – must use building orientation, wing walls, and/or landscaping to screen views from streets and other properties
- **Delivery vehicles** – no onsite storage of delivery vehicles
- **Signage** – no pole signs, monument type only
- **Height** – maximum of 20 stories with residential setback slope

**CURRENT ISSUES:**

On May 29, 2007, city staff presented to City Council an overview of the RT district, including current development and occupancy status, and conditions that may relate to its long term success. The City Council then requested that the Planning & Zoning Commission review the RT district and develop recommendations concerning the following issues:

1. **Retail/Restaurant Uses** – Are there reasonable zoning options for encouraging the addition of retail and restaurant uses in the RT district without negatively impacting the original intent of serving as a major employment center focused on office and light manufacturing uses in a low intensity campus environment?
2. **RT District Boundaries** – Are the current district boundaries appropriate? Are there areas that should be added to or removed from the district and given another zoning designation(s)?

In response to the City Council’s direction, the Planning & Zoning Commission held three work sessions in July and August to review current conditions in the district, discuss the above issues, identify and evaluate options to address these issues, receive input from stakeholders, and develop preliminary approaches for discussion at the annual City Council/P&Z Retreat on September 11, 2007. Those options, the pros and cons relating to each, and preferred approaches are outlined below.

**CONSIDERATIONS – RETAIL/RESTAURANT USES**

While the development of both restaurant and retail uses is going to be highly dependent on market conditions, from a regulatory standpoint some options the city can consider are

**1. The City could initiate rezoning for specific locations.**

**Pros**

- This option would allow locations to be established in response to specific objectives for the RT area.
- This option provides more standardized requirements than just responding to property owner requests would (see below).

**Cons**

- This option could place the city in the position of selecting one property owner over another.
- If the criteria are based on proximity to regional roadways or major intersections (the most obvious characteristic to look for), the choices would be very limited and those

property owners may not be interested in restaurants/retail.

**2. The City could rezone land based on appropriate requests from property owners.**

**Pros**

- Property owners could make the decision to request rezoning in order to develop additional uses on their properties.
- The city would not be in the position of determining the approach that individual property owners should take.

**Cons**

- The city would need to develop sound criteria for considering requests in advance or face being caught in a “first come, first served” situation.
- Developers could present a proposed plan with intended users. However, the zoning is property-based and the tenants, site layout, and building design could change before the property is actually developed.

**3. Allow 10% for restaurant and/or retail uses to occur in advance of the development of the remaining 90% of the property.**

**Pros**

- The property owner would still have to establish a plan for the entire site and eventually build the remaining square footage (for primary uses allowed in the district).
- The change could be addressed by a text change to the ordinance and not a series of individual rezoning cases.
- Property owners could present proposals when they have an actual user in mind.
- Most light manufacturing/office buildings/projects are in the range of 50,000 -100,000 square feet and this would allow for maximum of 5,000 -10,000 square feet of restaurant or retail space in the same building or adjacent to it.

**Cons**

- This approach could encourage the submittal of unrealistic development plans for a site. Applicants may maximize the square footage for other uses in order to increase the 10% allowance for restaurant/retail uses. When the time comes for development of the remainder of the property, it will be difficult to force the development to occur at the square footage necessary to obtain the 10%:90% ratio. (It may be appropriate to establish a maximum square footage for restaurant/retail on any one development in addition to the 10% allowance.)
- This could result in property owners trying to “swap” square footage to locate several restaurants at a single location.

**4. Permit restaurants by right or by Specific Use Permit without applying the 10% rule. (Continue to apply 10% to retail.) Freestanding restaurants could also be limited to a minimum square footage, with no drive-thru facilities.**

### **Pros**

- This option assumes that restaurants are the most critical missing component in the RT district and that that employees can find grocery stores and other retailers in proximity to the district when traveling to or from work.
- It is unlikely that many more restaurants will be built in this area of the city, except perhaps along the George Bush Turnpike frontage. Other locations in the district simply do not have the visibility or regional/local access to accommodate both daytime and evening clientele.
- Requiring SUPs would allow City Council and the Planning & Zoning Commission to review projects on an individual basis.

### **Cons**

- Lifting the 10% requirement could allow a particular site to be developed entirely for restaurant and/or pad sites. There would be more control with the SUP process, but the city would need to establish some guidelines or standards based on the size of the property or the distance between restaurants.

## **CONSIDERATIONS – DISTRICT BOUNDARIES**

In the past few years there have been a number of institutional uses built in the RT district. In addition, several properties have been purchased for development with an institutional use (a new Plano Independent School District middle school and several religious uses – please see attached map). Questions have also been raised about accessibility, visibility, and site conditions of certain properties relative to low intensity office and manufacturing uses. Another factor is the noise impact of the Police Academy's outdoor firing range on properties near its location at the southeast corner of 14<sup>th</sup> Street and Plano Parkway on many types of uses. These issues have prompted an inquiry about the appropriateness of district boundaries. The main consideration is whether these areas still meet the purpose for which the district was created or if it would be more appropriate to retain the core area of the RT district and to rezone these areas.

Based on the current availability of undeveloped tracts of land in the district, the Planning & Zoning Commission does not recommend expanding the boundaries of the RT district. It did consider removing two areas from the district as noted below:

### **1. Remove the properties north of the railroad right-of-way (RR ROW), east of Los Rios Boulevard and rezone to Light Commercial (LC) or Light Industrial-1 (LI-1).**

#### **Pros**

- These properties are approximately 1¾ to 2½ miles from the George Bush Turnpike and separated from the rest of RT by the RR ROW.
- The landscaping and setback requirements associated with LC or LI-1 would be more accommodating to development of the smaller tracts of land in this area.
- The properties would not be facing single-family residentially zoned land like those RT properties located north of the RR, west of Los Rios Boulevard.
- LC and LI-1 would provide for a broader range of uses, some of which would be less dependent on regional access and visibility than those in RT zoning.
- Some LC and LI-1 uses are less likely to be affected by noise conditions in the area.

### **Cons**

- The properties east of Plano Parkway on the south side of 14th Street would be very visible to traffic heading west on 14th Street to Plano Parkway and through the center of the RT district.
- This would remove 104± acres of land from potential RT development. (It should be noted that a significant portion of the property on the south side of 14th Street, east of Plano Parkway has significant topographical conditions that will affect its development capacity.)

## **2. Remove the properties located on the south of Plano Parkway, east of Los Rios Boulevard and rezone them to Single-Family Residence-Attached (SF-A), Patio Home, or another single-family category.**

### **Pros**

- PISD has recently purchased a middle school site on the west side of Bradshaw Road, south of Plano Parkway.
- The property to the south in Richardson is zoned and developed as single-family.
- Placing residential development in proximity to RT development with its strict standards should not be a negative factor.
- There appears to be an immediate demand for residential development in the area.

### **Cons**

- The middle school property and the residential development to the south would not be negatively impacted by nearby RT development with its strict standards and should not be considered as a reason to change the zoning for residential use.
- The extension of Plano Parkway to 14th Street and the realignment of 14th Street increases access and visibility to this property making it a better candidate for RT uses. RT development may take longer to materialize than residential, but it would be consistent with the Comprehensive Plan and the city's intent to preserve suitable, well-located sites for future economic development.
- This approach would remove 177 acres of land from potential RT development.
- The City has no plans for additional facilities such as parks, libraries, fire stations, and other public facilities to serve residential development in this area.

### **PREFERRED OPTIONS:**

After receiving input from several property owners and developers from the district, the commission generally agreed upon the following:

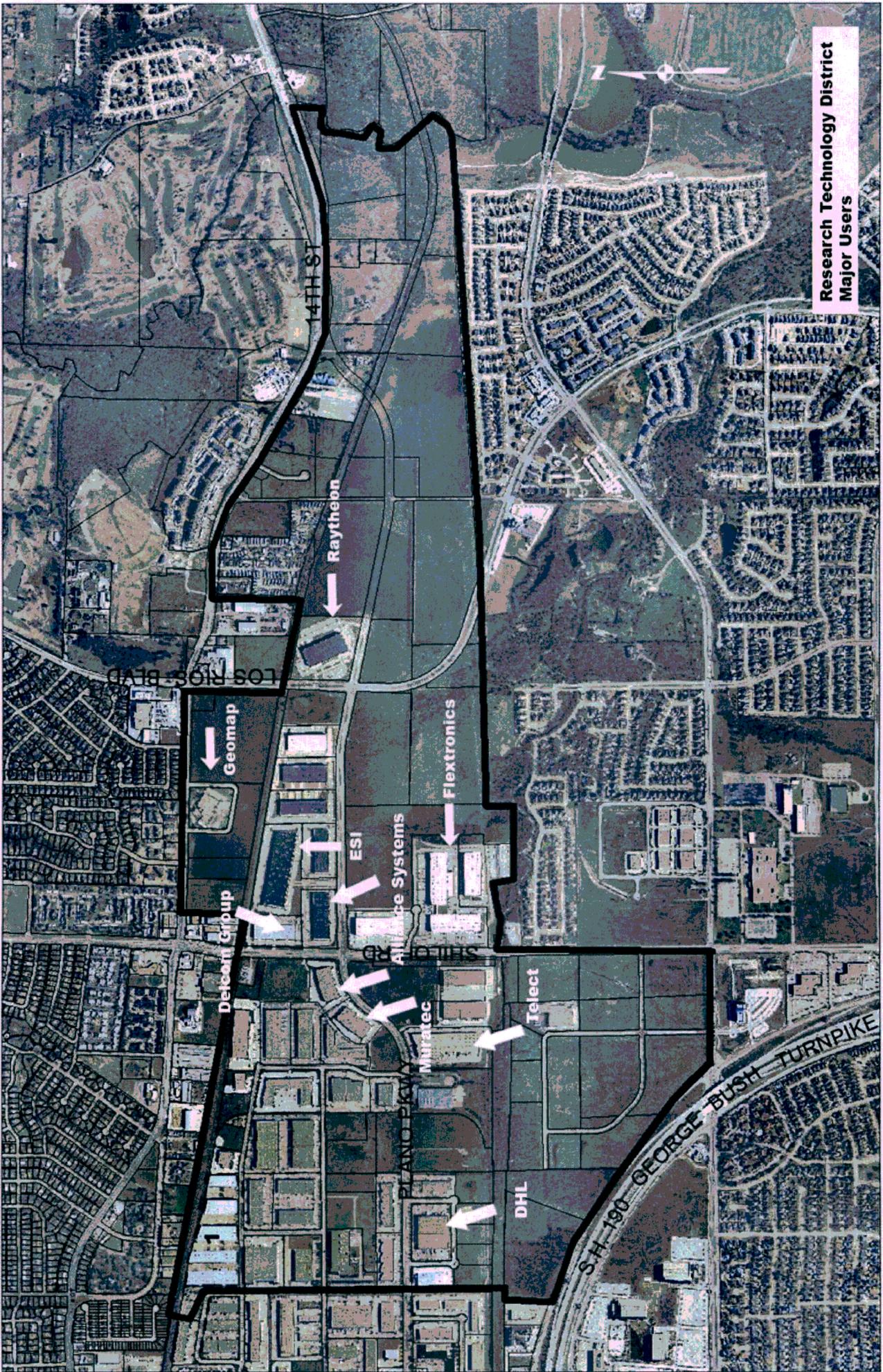
- 1. Retail/Restaurant Uses in the RT District** – It is the recommendation of the Planning & Zoning Commission that the inclusion of retail and restaurant uses in the RT district, beyond that already allotted through the provision for 10% of the total floor area of a completed development, result from the review of individual requests presented by property owners. This approach represents a more appropriate option than unilateral text changes to RT zoning or city-initiated rezoning of selected properties. It is further recommended that any expanded retail/restaurant allowances for properties in the RT should include frontage along the Bush Turnpike or Renner Road. In addition, the city should consider establishing criteria in advance for evaluating property owner requests. General concepts around which those criteria could be established are:

- Limit the types of retail/restaurant uses allowed in the area by excluding superstores, restaurants with drive-through facilities, etc.
- Exclude mixed-use development with residential uses **or** consider allowing this form of development if it meets the guidelines of the Urban Centers Study.
- Restrict retail/restaurant uses to a maximum distance from the Bush Turnpike and Renner Road rights-of-way.
- Limit retail/restaurant use to a maximum land area or floor area within the area rezoned.

2. **District Boundaries** – It is the preference of the Planning & Zoning Commission that the area east of Los Rios Boulevard, south of 14<sup>th</sup> Street and north of the Cottonbelt Railroad right-of-way, be considered for removal from the RT district and rezoned to a more flexible district classification such as Light Commercial (LC) or Light Industrial-1 (LI-1). Reasons for considering this action include:

- There has been no interest shown in the last few years for developing this area with RT uses.
- This area is nearly two miles from the Bush Turnpike and the recent realignment of 14<sup>th</sup> Street and Plano Parkway further reduces its accessibility and visibility.
- The railroad right-of-way establishes a clear point of separation between this area and the remainder of the RT district.
- The noise impact of the police firing range is significant for this area and LI-1 and LC zoning would permit uses that may be more accepting of this condition.

The commission does **not** recommend rezoning the area south of Plano Parkway and east of Los Rios Drive for residential or other uses because the extension of Plano Parkway occurred only thirteen months ago and it is likely to improve the RT opportunities for this area. More time should be given to evaluating the improved visibility and accessibility that the new roadway provides before rezoning is considered as an option. PISD's recent purchase of a future middle school site in this area should not impact the city's decision. The campus office and light manufacturing uses planned for the RT district are certainly compatible with school facilities.



**Research Technology District  
Major Users**

14TH ST

LOS RIOS BLVD

Detectant Group

Geomap

Raytheon

ESI

Alliance Systems

Flextronics

SHILOH RD

Miratec

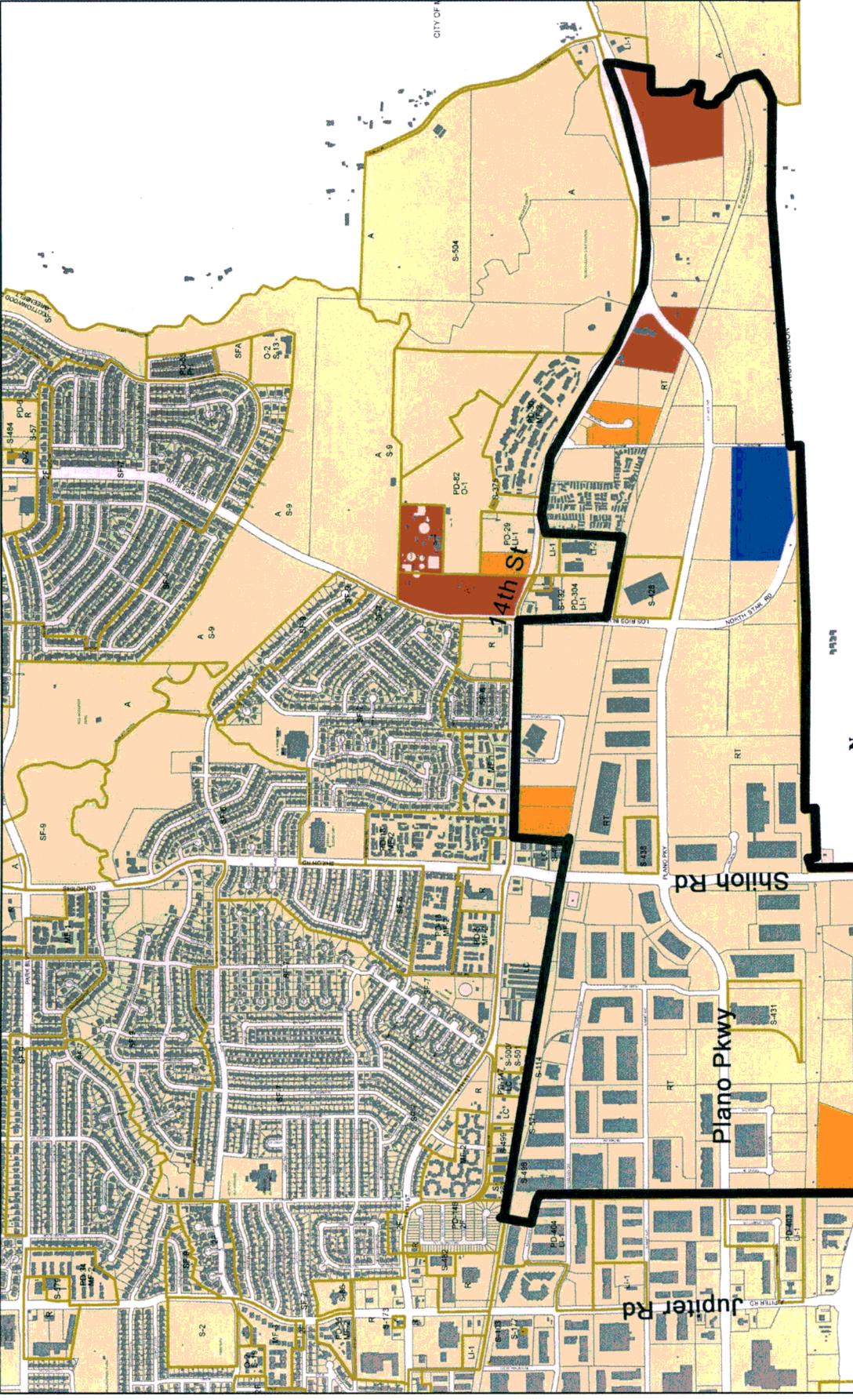
Telect

DHL

PLANO PKWY

S.H. 190 GEORGE BUSH TURNPIKE





**Research Technology District**

 RT Boundary Line

-  Building
-  School Property
-  City Property
-  Religious Institution Property





Shiloh Rd

City of Richardson

President George Bush Turnpike / SH 190

City of Richardson

City of Richardson

600'

400'

200'

200'

400'

600'

800'

200'

400'

600'

800'

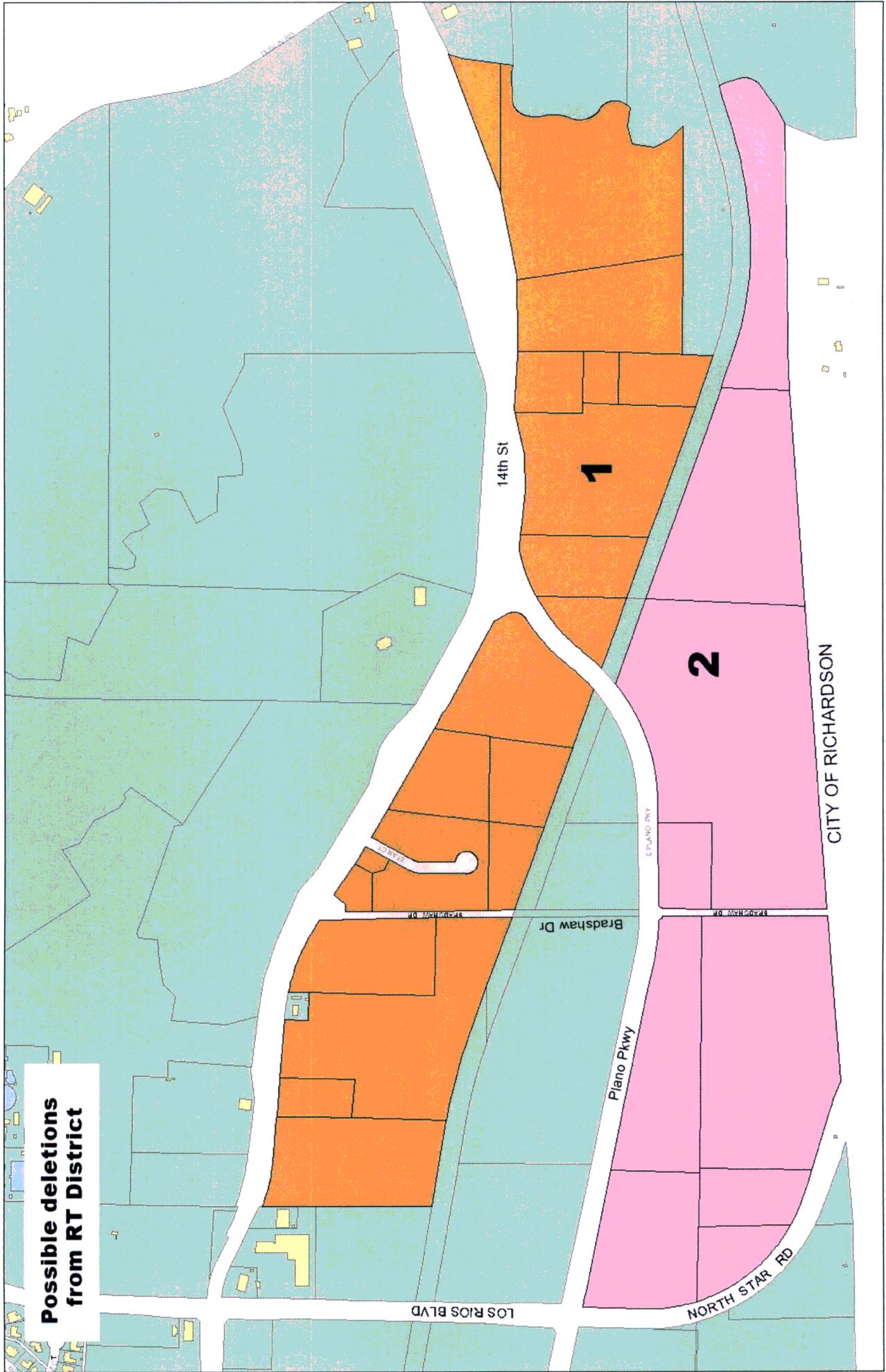
200'

400'

600'

800'

**Possible deletions  
from RT District**

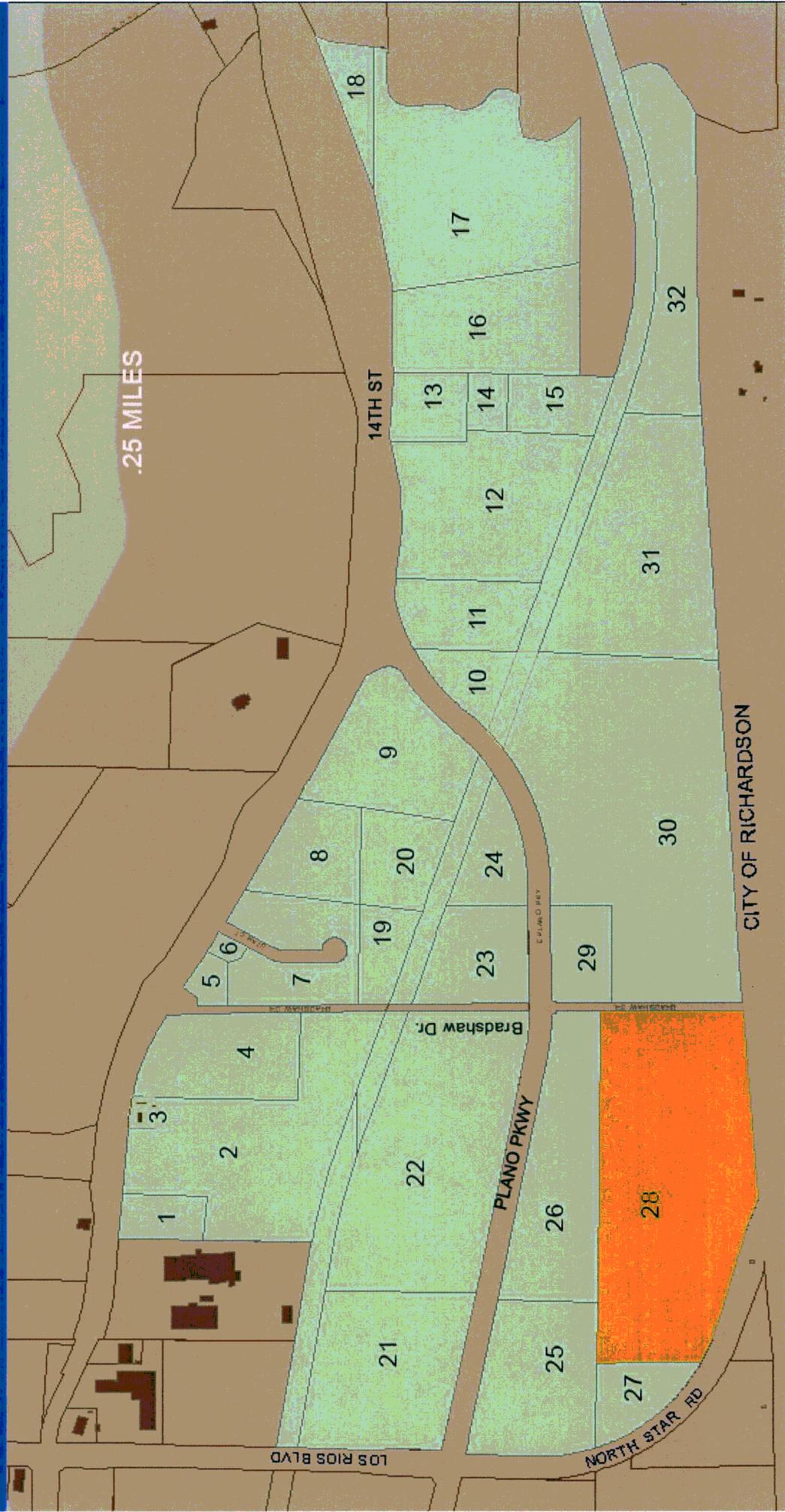


# Research Technology District - East of Los Rios Blvd Property Owners

- 1. NELSON DIANE REVOC LIV TRUST
- 2. COTTONWOOD GROVE MANUFACTURED HOME COMMUNITY
- 3. COTTONWOOD GROVE MANUFACTURED HOME COMMUNITY
- 4. ROGER LAWLER
- 5. 544 JOINT VENTURE
- 6. SUNSET CORP
- 7. EAST PLANO ISLAMIC CENTER
- 8. MAJESTIC CAST INC
- 9. CITY OF PLANO
- 10. CITY OF PLANO
- 11. CITY OF PLANO
- 12. MELODY BURTON

- 13. DALE BURTON
- 14. HAROLD WARNICK
- 15. RONNIE RUSHING
- 16. THOMAS JETER
- 17. CITY OF PLANO
- 18. CITY OF PLANO
- 19. EAST PLANO ISLAMIC CENTER
- 20. MAJESTIC CAST INC
- 21. GLENDALE HTS LLC
- 22. ST LOUIS SW RAILROAD
- 23. INDUSTRIAL DEVELOPMENT INTERN
- 24. INDUSTRIAL DEVELOPMENT INTERN
- 25. DISTRIBUTION CENTER LTD
- 26. ST LOUIS SW RAILROAD

- 27. CATELLUS LAND & DEV CORP
- 28. PISD
- 29. INDUSTRIAL DEVELOPMENT INTERN
- 30. INDUSTRIAL DEVELOPMENT INTERN
- 31. INDUSTRIAL DEVELOPMENT INTERN
- 32. TXU ELECTRIC



**CITY OF PLANO**  
**PLANNING AND ZONING COMMISSION**

**Work Session – August 21, 2007**

**Agenda Item No. 2**

**Discussion and Direction: Comprehensive Plan Revision**

**Applicant: City of Plano**

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**DESCRIPTION:**

Discussion and direction on the revision of the Transportation Element of the Comprehensive Plan.

**REMARKS:**

**Background**

Work has commenced on developing the first draft text of the Transportation Element of the Comprehensive Plan. During this process and in preparation for the upcoming City Council/P&Z Retreat, additional issues have surfaced that warrant the attention of the commission. Staff feels that a detailed discussion of these matters would be preferable to simply adding them to text for your review.

First, staff would like the commission to consider expanding the chapter's introductory section to explain the city's basic vision for transportation and highlight approaches to address issues that will increase in importance over the coming years. Some of the topics that could be addressed in the vision section include:

- Shifting focus from the completion of the Thoroughfare Plan to more efficient use of the roadway system already in place.
- Finding ways to expand and enhance bus transit service and increase ridership.
- Reducing peak hour traffic volumes by cost effective utilization of the various components of the existing transportation system.
- Exploring both regional and local solutions to transportation issues. Plano should apply innovative solutions and lead by example where necessary, and consider "non-transportation" solutions to transportation issues by focusing on issues such as jobs/housing imbalance and workforce housing. Peak hour commuting from other cities to jobs in Plano significantly impacts traffic congestion. According to the 2000 Census, over 62,000 people per day traveled to Plano from other locations for work. If more of those persons employed in Plano could live closer to their workplaces, peak hour travel volume and trip length could be reduced.

If the commission agrees, staff could expand the introductory section to include a vision statement and provide an overview of efforts that will be necessary to move the City's transportation program forward.

Secondly, in direct response to the vision statement, staff also suggests that the commission consider taking a more aggressive stance on Transportation Demand Management (TDM) such as adopting the following strategy:

- Offer incentives to local major employers to participate in Transportation Demand Management (TDM).
  - Classifying businesses based on their necessity to operate “normal” 9-5 business hours.
  - Arrange for DART subsidies for the purchase of vehicles for van pooling and establish a program to link prospective riders living and working in common geographic areas together. Provide incentives for persons to volunteer as van pool drivers.
  - Provide media exposure and award programs for companies that participate in TDM measures.

Finally, staff suggests that the commission consider developing a strategy for prioritizing investments in the transportation system. It might be worded as follows:

Prioritize future transportation projects and initiatives based on the following:

1. Ability to mitigate traffic impacts for the least amount of cost.
2. Ability to improve the utilization of existing transportation facilities.
3. Relationship to other City issues such as changing demographics, growing reverse commute, and new employment centers.
4. Regional as well as local significance such as potential to improve air quality.
5. Fostering public/private partnerships to solve common problems including those using private investment in long term transportation solutions. Examples include large employers embracing TDM measures and private development and operation of major transportation infrastructure improvements.
6. Fostering coordination between efficient land use and transportation system investments.

These criteria would allow city leaders to select transportation improvement projects and programs that would provide for the most efficient use of tax dollars. Selected projects and programs could be used to develop the Community Investment Program (CIP) and future bond elections. City leaders would be updated annually on the status of the projects once approved in the CIP and by bond elections.

**RECOMMENDATION:**

Staff is seeking input and direction on inclusion of the vision statement in the introductory text, the additional issues, and criteria for prioritizing transportation projects, and strategy statements to encourage participation in TDM programs and for the prioritization criteria.

Here are some questions to consider for encouraging further discussion on transportation planning issues at the work session:

- What are the top three transportation problems in Plano?
- What are some suggestions on how to address these problems?
- How can the City maximize efficient use of the existing transportation system?
- How should transportation improvement projects be prioritized?
- What criteria should be used to prioritize transportation improvement projects?
- What are some ideas for incentives to encourage employers to participate in Transportation Demand Management (TDM) programs?