

**PLANNING & ZONING COMMISSION  
PLANO CITY COUNCIL  
RETREAT  
September 11, 2007**

**PLANNING & ZONING COMMISSION MEMBERS**

Carolyn Kalchthaler, Chair  
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Michael Coleman  
James Duggan, Second Vice Chair  
Jim Norton  
Craig Perry  
Janet Stovall  
Laura Williamson, First Vice Chair

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Sally Magnuson, Mayor Pro tem  
Jean Callison, Deputy Mayor Pro tem  
Shep Stahel  
Scott Johnson  
Loretta Ellerbe  
Harry LaRosiliere  
Lee Dunlap

**STAFF**

Phyllis Jarrell, Director of Planning  
Tom Elgin, Development Review Manager  
Jeff Zimmerman, Long Range Planning Manager  
Tina Firgens, Sr. Planner  
Kate Perry, Sr. Planner  
Steve Sims, Sr. Planner  
Amy Bear, Heritage Preservation Officer

The meeting was called to order following lunch on Tuesday, September 11, 2007, at 12:45 p.m. at Plano Station, 1012 E. 16th Street, Suite 105.

Phyllis Jarrell, Director of Planning, advised the group that discussion during the session would be focused on local issues.

## **Group Discussion of Planning Issues and Potential Development in the Parker Road DART Station area and along the K Avenue Corridor south to the Bush Turnpike DART Station**

Jeff Zimmerman, Long Range Planning Manager, provided a chronology of the Parker Road Station area including a special study initiated in 1998 focused on a pedestrian-oriented layout. He advised that the attention of major developers remained along U.S. Highway 75 and spoke to a follow-up plan in 2002 as an overlay to permit dense, compact mixed-use which was denied based on the lack of a specific development plan and concerns regarding additional residential units. Mr. Zimmerman spoke to the costs related to converting DART surface parking to structure negating specific development efforts. He spoke regarding the ownership of tracts in the area and regarding property south of Park Boulevard which may represent an opportunity for residential development.

Mr. Zimmerman spoke to “End-of-the-Line” issues including there being no timeframe for a northerly extension, DART continuing to expand surface parking, limited examples of successful end-of-the-line transit-oriented districts and the surrounding roadways remaining the focus of development. He spoke to the near-term focus on managing the parking and accessibility to the station, acquiring and consolidating properties, considering a rezoning of the station area to promote development compatible with long-term goals and considering rezoning the area south of Park Boulevard.

Mr. Zimmerman responded to the Council and Commission stating that property immediately adjacent to U.S. Highway 75 would continue as Corridor Commercial even following transit-oriented development near the station. Mayor Evans spoke to creating an area wide enough for a successful project and Mr. Zimmerman spoke to growth of transit development incrementally, even reaching to K Avenue. Mr. Norton spoke regarding ownership of vacant properties along K Avenue.

Tom Elgin, Development Review Manager, spoke regarding the wide variety of uses along the K Avenue Corridor including industrial, service and storage, automotive, residential office and retail. He advised regarding issues including the fact that K Avenue is a Commercial Corridor with no direct access to a regional corridor and aesthetics including shallow lot depth and narrow rights-of-way. Mr. Elgin spoke to early development predating landscaping standards and advised that since 2003 there has been installation of entry features, renovation of properties, new construction and improved landscaping. He spoke to the City’s role in streetscape improvement including widening of sidewalks and adding street trees and/or street lighting.

Chairman Kalchthaler spoke to developing a theme for the downtown area and Mr. Elgin spoke to concentrating on that location. Commissioner Stovall spoke to the possibility of land owners south of Park Boulevard working together on a comprehensive plan. Mayor Evans spoke to contacting the management of large retail centers to determine interest in exchanging pavement for trees. Council Member Stahel spoke to the businesses in the centers not requiring such a high level of parking and to possible trade-offs. City Manager Muehlenbeck advised that Staff would contact owners to determine their interest level. Mr. Elgin advised that there may have been changes in traffic counts since the narrowing of K Avenue.

Ms. Jarrell responded to questions regarding charging for parking along the Parker Road tract, advising that the City has looked at interim uses which could be redeveloped at a later time. Executive Director Turner spoke to DART expanding parking on the "Payless" property and stated that the City is discussing options on its property. He advised that the optimum opportunity for true urban development may not occur until the rail line is extended north to reduce demand at the Parker Road station.

Ms. Jarrell spoke regarding the Brownfields Stewardship Fund/10th Street Industries properties advising that there has been interest in redevelopment. She spoke to the location being a natural site for a future rail station except that it is in close proximity to other stations. Ms. Jarrell further advised that DART staff has indicated that the mode of train service on the Cottonbelt line has not been determined and spoke to consideration of an access point so that traffic does not affect the Douglass Community. Ms. Jarrell spoke to plans for a hike and bike trail linking the Parker Road and George Bush Turnpike stations. She stated that the site offers opportunity for redevelopment and that the City should act as facilitator, not initiator of projects.

Council Member Dunlap spoke to Plano having a position statement with regard to priorities for DART expansion including: Plano's priorities for DART northward; Plano's priorities for development around the DART station; Plano's position on the east/west development of DART rail; and the scale of planning for the area. Ms. Kalchthaler spoke to the use of incentives and Ms. Jarrell spoke to the development of downtown emphasizing protection of single family housing and looking for opportunities to add more housing and additional residents to support retail and restaurants. Council Member Stahel spoke to mixed-use in the area and the use of incentives.

Ms. Jarrell advised that development will begin closest to the rail line and that K Avenue represents a physical and psychological barrier.

The group took a brief recess at 2:13 p.m. and reconvened at 2:35 p.m.

## **Group Discussion of the Appropriate Boundaries for and Allowed Uses in the Research Technology Zoning District, which is located in the general area south of 14th Street to the southern City limits and east of Jupiter Road to Rowlett Creek**

Kate Perry, Sr. Planner, spoke to issues in the Research Technology (R/T) district including the level of restaurants and retail uses and the appropriateness of its boundaries. She reviewed the purpose of the district to create a low-density employment center and advised regarding current occupancy and rental rates. Ms. Perry reviewed development in the district along with challenges and opportunities to match the amenities and services to the needs of a daytime population and to address vacant/underused properties and evolving market conditions.

Ms. Perry reviewed the locations of restaurants in the area and the options including allowing restaurants without a 10% restriction, rezoning specific locations for retail, or considering retail rezoning requests on an individual basis. She spoke to the Commission's proposal to consider individual requests from property owners for zoning that included restaurant/retail uses if the properties include frontage on the George Bush Turnpike or Renner Road and support the district's primary purpose. Mr. Zimmerman responded to the group regarding the floodplain in the eastern portion of the district and the number of lots with limited access. Ms. Perry spoke to the limited options allowed in R/T zoning when property owners are looking to sell and Mr. Norton spoke to issues related to the gun range.

Mr. Zimmerman spoke to developing a starting point for identifying uses, possibly a planned development. He spoke to rezoning the area east of Los Rios Boulevard and north of the railroad tracks to Light Commercial or Light Industrial and the area east of Los Rios Boulevard and south of Plano Parkway for residential uses.

Ms. Perry spoke to consideration of uses along George Bush Turnpike and Renner Road only when proposed by a property owner and responded regarding the definition of a restaurant. Mayor Evans spoke to information from the Economic Development Board that there is a need for restaurants in the area. Ms. Perry spoke to making sure that development does not interfere with the R/T district and Mr. Zimmerman spoke to there being eight or nine retail/restaurant sites possible at the location.

Ms. Jarrell spoke to being cautious in mixed-use development, and Ms. Stovall stated concern in opening up residential zoning in the entire district. Council Member Stahel spoke to minimizing the residential component of mixed use and Ms. Kalchthaler spoke to starting a conversation on criteria but not initiating rezoning. Ms. Perry restated the group's consensus to establish criteria and remain flexible and to looking at the previous planned development (PD) proposal as a starting point.

Commissioner Williamson requested clarification regarding use of a PD and Deputy Mayor Pro Tem Callison spoke to not implementing Light Industrial zoning and Council Member Stahel urged caution regarding what uses are allowed under a PD.

The group took a brief recess at 3:30 p.m. and reconvened at 3:47 p.m.

### **Group Discussion of Planning and Development Issues Related to the Update of the Land Use and Transportation Elements of the Comprehensive Plan**

Steve Sims, Sr. Planner, spoke to updates of the Economic Development, Land Use, and Transportation elements of the Comprehensive Plan. He provided a recap of discussion during the 2006 retreat and spoke to issues that carry over including population growth and future economic development opportunities. Mr. Sims spoke to regional growth having an impact on local conditions, trends, capacity of the transportation system and balancing the demand for residential and future economic development. He reviewed data on growth projects, advising that there is the potential for 30,000 additional residents in the City.

Mr. Sims spoke to considering changing land use to allow for residential development, increasing the density of single family development, and consideration of urban centers. He spoke to the benefits of a larger population including increased housing opportunities, additional residents to support retail businesses, more efficient use of infrastructure and economic incentives to support redevelopment. Mr. Sims spoke to addressing the job/housing imbalance, creation of mixed-use urban centers and drawbacks including the increase in traffic, upgrades needed to sanitary sewer lines and impact on schools.

Mr. Sims spoke to conditions should the growth not be accommodated including: unmet housing demands, inflated housing values, decreased supply of affordable housing, increased urban sprawl in the region with longer commutes and the difficulty in attracting the workforce required for businesses in the City. He spoke to the over abundance of land zoned for office/retail, the Tri-City Retail Study, the demand for more housing and reviewed undeveloped land in the City.

Mr. Sims advised the group regarding recent concerns raised related to the amount of office zoning in the City based on the amount available for leases. City Manager Muehlenbeck stated concern regarding residential zoning along S.H. 121 and spoke to residents who would trade in other cities. Commissioner Williamson stated concern grouping Office zoning with Retail and Mr. Elgin spoke to the number of religious developments being a possible indicator of the softening of the office market. Mr. Sims spoke to retaining high density at the DART station, Collin Creek Mall and Legacy Town Center. Ms. Jarrell spoke to the potential for residential development at Park Boulevard and Preston Road.

Mayor Evans spoke to removing Office zoning from the calculation and to the need for quality Office developments to continue economic development. Executive Director Turner spoke to the level of vacant land in the City. Ms. Jarrell spoke to the major corridors and the Legacy area and to interest in single family zoning in that area in the future as available land becomes scarce. She spoke to planning ahead and to residential supporting retail and to balancing opportunities. Ms. Jarrell spoke to maintaining workforce housing, incentives for individuals to reinvest in their homes and new housing in older neighborhoods. Council Member Ellerbe spoke to the needs of “empty nesters” and retirees. Ms. Jarrell spoke to being selective in considering mixed-use development and Mr. Turner spoke to uses that are integrated and support one another. Mr. Sims spoke to setting aside as much land as possible for economic development of non-residential uses and Mr. Turner spoke to consideration of major corridors and specific sites for infill.

Nothing further was discussed. The meeting was adjourned at 4:36 p.m.

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Planning & Zoning Commissioner

xc: Honorable Mayor and City Council  
Thomas H. Muehlenbeck, City Manager