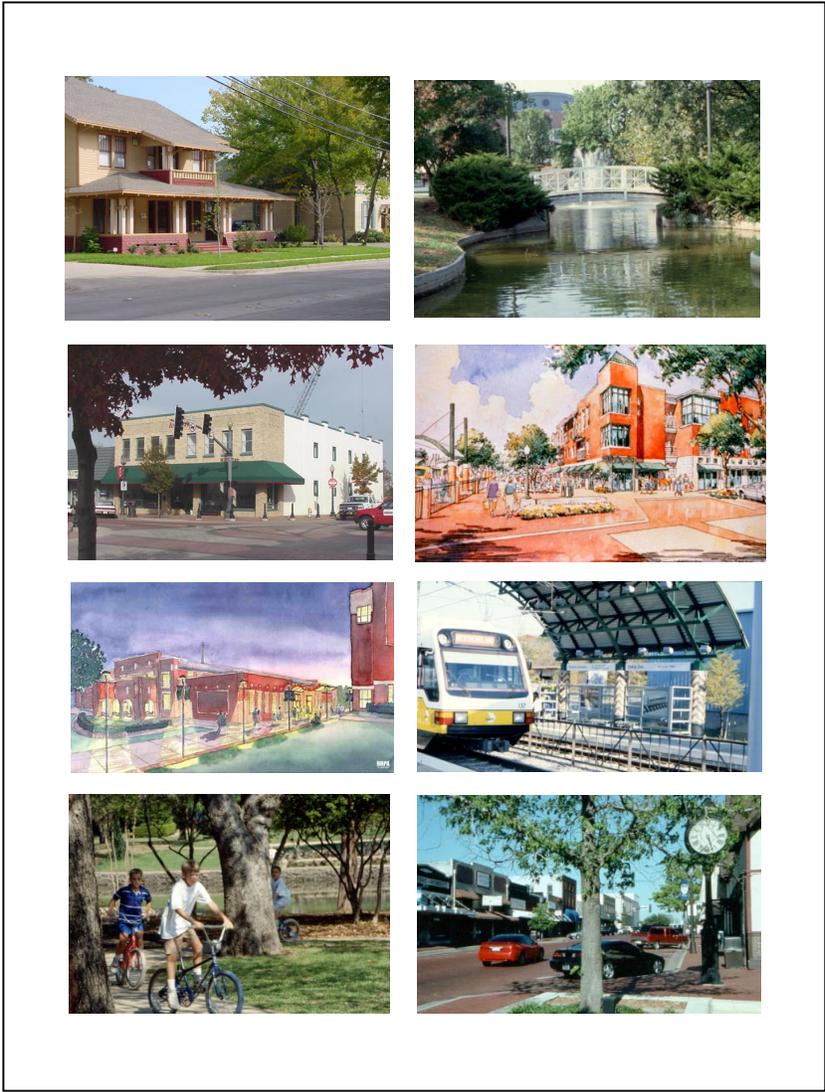


City of Plano
**CITY CENTER PLAN
IN EASTSIDE PLANO**



ACKNOWLEDGEMENTS

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CONSULTANT

J. D. Wilson & Associates

August 2001

CITY CENTER PLAN

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I. INTRODUCTION

PURPOSE

Plano's City Center contains the origins of the City and some of its oldest and most diverse neighborhoods. The City Center area is unique in Plano – there is a healthy mix of new and old development and a mix of uses that is evolving into a thriving livable community. No other area in Plano is more dynamic – with the merging of the new and the old and with unlimited potential for the future.

With this uniqueness and diversity comes both opportunities and problems. It is important to identify the areas of potential conflict and grasp the opportunities that are presented at this exciting time in this special area of Plano.



Community planning is a continuous and dynamic process that helps the community achieve goals that are important to its citizens and to the community at large. Over time, these goals may change. Then, the community must again review where they have been, how they got there, what has changed since their last planning effort, and where they want to go next. Over the past ten or so years, a number of studies, reports and plans have been prepared for the City Center area.

The purpose of this study is to review and update the current recommendations for the City Center Area and to:

- ◆ Integrate key conclusions of previous City Center studies into a compact format.
- ◆ Summarize the numerous studies completed for the City Center area and evaluate their recommendations, and
- ◆ Make recommendations to guide future City Center activities.

This report includes recommendations from previous studies which have not been achieved but which continue to have merit, new recommendations resulting from current development trends, and recommendations from Plano's citizens, its Planning and Zoning Commission and its Transition and Revitalization Commission.

PLAN PROCESS

The City Center is the heart of Plano. It is a unique area within Plano, and has both the oldest development in the City as well as some of the City's newest, with new development trends emerging around the transit stations. This mixture of old and new, and the enormous development pressures which this study area will experience in the next decade are the reasons it is so important to study the entire area that is influenced by these development pressures and to put in place

"...Knowing where we are going helps determine the best way to get there..."

INTRODUCTION

recommendations that will ensure the preservation of existing valuable resources and provide guidelines for future development. As other areas of Plano age, reach maturity and experience redevelopment pressures, these recommendations may have applicability to those parts of the City, as well.

In the last ten years, numerous studies have been developed to guide the future of the City Center area. The studies make recommendations on a broad range of issues including a development plan for the downtown area, a historic preservation plan and preservation guidelines, infill housing guidelines, transit station area studies, streetscape guidelines, and a tax increment financing district.

In addition, the “10 Big Ideas for Eastern Plano” report was completed in 1997 and had the following mission:

“To develop a strategy for building and maintaining strong viable neighborhoods and business centers in east Plano. This strategy should recognize and reinforce the unique character and lifestyle of east Plano and stimulate public involvement in creating public/private partnerships to achieve community goals.”

“Big Idea #5” in this report made the recommendation to create a City Center with the following recommendations:

Enter into public private partnerships to facilitate the creation of a new mixed-use commercial employment district around Downtown, in the vicinity of DART stations and cross-city transit routes. This development should include innovative new housing, and possibly, a new performing arts center and major hotel.

Prepare an Urban Design Plan for this area that provides for mixed use (New Urbanism) style development, and creates an attractive pedestrian and vehicular environment to support new residential and business development. The boundaries should include 15th Street to the south, Avenue K to the east, Central Expressway to the west, and Parker Road to the north.

In 2000, community residents, business owners and developers came together to share their experiences at an event called the East Side Celebration. The overwhelming consensus was that the City Center was the cultural heart of the community, a place of great opportunity, and one where new investment and growth was underway. Subsequently, the Planning and Zoning Commission and the Transition and Revitalization Commission met to review the recommendations from numerous City Center studies that had been conducted over the last ten years. The Commissions identified which recommendations had already been achieved, which recommendations no longer had merit, and which recommendations were either underway or ongoing. This information was compiled into a master record of recommendations for the City Center area.

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

—Margaret Mead

From this information, the Planning and Zoning Commission and the Transition and Revitalization Commission confirmed the goals and objectives for the City Center area, and identified recommendations and priority implementation measures.

STUDY AREA BOUNDARIES

The core study area boundaries are essentially the same as the Tax Increment Funding (TIF) boundaries established in 1999 and include the area bounded by:

- ◆ Central Expressway on the west
- ◆ The creek approximately 1000 feet north of Parker Road on the north
- ◆ Properties on the east side of K Avenue and both sides of 14th Street to Jupiter on the east
- ◆ SH President George Bush Turnpike on the south

The impact of the City Center, however, extends to neighborhoods on the east and north, to properties on the west side of North Central Expressway, including Colin Creek Mall, and to the Plano Research/Technology Crossroads on the southeast. All of these areas will benefit from proximity to the renaissance that is occurring in the City Center.

CITY CENTER RESOURCES

Plano's City Center is quickly evolving into a vibrant community offering its residents an exciting place to live, work and play – all within walking distance. The area has a wealth of resources, including major parks and open spaces, a historic downtown, excellent regional access, attractive and affordable neighborhoods, and opportunities for new development. Resources include:



- ◆ An historic downtown and neighborhoods that provide a mixture of housing, retail, business, recreational and cultural buildings and activities.
- ◆ New and old “livable” neighborhoods that have a traditional design, are walkable, safe, mature, sustainable and affordable .
- ◆ A downtown Urban Transit Village providing a mixture of pedestrian-oriented uses at an urban density with transit service.
- ◆ Transportation services which link neighborhoods and business centers, and are accessible, regionally connected, and provide a variety of options.
- ◆ Business facilities that are E-linked, and the support and infrastructure for new and evolving businesses.
- ◆ A strong community with a diverse population, business and employment base, numerous community-based institutions, and a sense of heritage.

The EastSide is a thriving mixed-use area which reflects downtown Plano's friendly, family-oriented and exciting place character."

— Eastside Celebration Participant

II. CITY CENTER PLAN RECOMMENDATIONS

The following reflect recommendations from the numerous studies conducted in the City Center area over the last ten years. The recommendations also reflect input from citizen meetings, the Planning and Zoning Commission and the Transition and Revitalization Commission. The purpose of this report is to combine all of these existing recommendations together into a cohesive and comprehensive set of guidelines for the area.

The studies that have been conducted in the City Center area cover a broad range of issues. Out of these diverse issues, it became apparent that there are critical nodes and components of the City Center that must be emphasized. Primary anchors that are emerging include the areas around the three transit stations. Also integral to the City Center is the issue of how the area is connected – between station areas, with other areas of the City, and with the adjacent neighborhoods. In addition, an important issue that needs to be addressed is the area’s retail and commercial areas, how they relate to the adjacent neighborhoods and how they may be improved to contribute to the vibrancy of the City Center.

To address these issues, the recommendations have been organized into the following six topics:

- A. Downtown Area
- B. Parker Station Area
- C. President George Bush Turnpike Station Area
- D. Residential Neighborhoods
- E. Retail Areas
- F. Area-wide Strategies

VISION STATEMENT

The City Center Plan should provide a framework to further guide the development and implementation of policies that promote:

- ◆ Safe, dynamic and sustainable neighborhoods,
- ◆ Pedestrian-oriented mixed use districts and employment opportunities,
- ◆ A vibrant economic climate that will attract and support a wide diversity of business opportunities and community services to provide benefits to the City at large,
- ◆ Urban design and development efforts to ensure an attractive, livable, accessible community, and
- ◆ Responsible protection of the area’s historical and cultural resources.

“Our vision for EastSide is to extend the feel of the historic downtown area, so all of EastSide is enhanced by new residential, retail, commercial and cultural activities.”
— Eastside Celebration Participant

Attaining this vision for Plano City Center requires clear, attainable goals and recommendations which address central issues facing the City Center area. These goals and recommendations are

PLAN RECOMMENDATIONS

dynamic, and it is important that citizens and organizations continue to share their concerns regarding the future of Plano's City Center.

OBJECTIVES

The following are overall objectives to achieve the desired vision for Plano's City Center:

- ◆ Preserve the historic character of the City Center, including the original business district.
- ◆ Provide for vehicular circulation to serve the transit facilities, redevelopment areas, and downtown.
- ◆ Provide pedestrian amenities that ensure transit patrons and downtown customers an exceptional pedestrian environment.
- ◆ Enhance the character and visual identity of the City Center.
- ◆ Continue to improve streets, utilities and drainage facilities to provide the necessary framework for high-quality private investment in the City Center.
- ◆ Encourage land use patterns that promote Plano's City Center as a diverse community with a strong sense of heritage; and a place with livable neighborhoods, mixed-use transit oriented developments, cultural amenities and strong transportation links to the community and region.
- ◆ Develop funding and incentive programs that stabilize and enhance the economic viability of the City Center.

AREA RECOMMENDATIONS

A. DOWNTOWN AREA

Plano's downtown is evolving into a thriving, livable community with housing, employment, entertainment, retail and regional transit all within walking distance of each other. Basic elements such as schools, churches, parks, open space, offices, stores, police and fire stations, health care, cultural and human services facilities, libraries and all types of housing, make it a major focus and destination in the region.



Downtown Recommendations:

1. Encourage a mix of uses, including retail, cultural, residential and entertainment uses.

A mixture of uses properly sited and linked with pedestrian connections creates a focus for the community. It attracts people and investment in businesses and improvements.



2. Provide conveniently located public parking facilities.

Consolidated public parking is a key to the long term success of the downtown and transit station areas. A greater efficiency of parking can be achieved by massing parking together, it is more easily identifiable, and it frees up property frontages for development that will enhance the pedestrian experience. Strategically locating on-street parking spaces and small lots in visible and accessible locations is also essential.

3. Address parking management issues such as a comprehensive signage program, time limits, access prohibitions, enforcement, employee parking, code revisions and neighborhood parking management strategies.

Creating a successful pedestrian-oriented district requires careful attention to such things as

- Providing easy to follow signage to public parking;
- Providing short term on-street loading accommodation for businesses and customers;
- Establishing street parking limitations for businesses; and
- Establishing a parking management program for adjacent neighborhoods, and enforcing it.

In addition, parking standards of the Zoning Ordinance should be evaluated and adjusted to ensure that they are consistent with the needs of the area.

4. Create facilities and activities that establish the City Center as Plano’s cultural center.

City Center is Plano’s cultural center. Though some cultural facilities should be distributed throughout the City, this area should contain a broad variety of facilities and to the greatest extent possible, be considered the cultural center of the City. The Courtyard Theater, which is a primary focus point in downtown, and the Repertory Theater establish the area as Plano’s center for the performing arts. The Interurban Museum, the ArtCentre of Plano and the Visitor’s Center also contribute to the cultural focus of downtown. The City Center area provides cultural opportunities for the City’s residents as well as for artisans. Recently downtown’s residential zoning was changed to allow for artisan’s workshops and studio residential to accommodate a community of artists who live and work in the City Center.



5. Continue to enhance rear entrances, improve rear facades, and screen service areas of existing uses that back up to 15th Place and the Municipal Center South parking lot.

The downtown DART station has been constructed just behind the historic buildings facing 15th Street. The rear of these buildings have the potential of attracting transit visitors and residents from the Plano Transit Village mixed use development adjacent to the station. Additionally, where public parking is being provided behind buildings, the rears of those buildings should be enhanced with screening of services and public entries.



B. PARKER STATION AREA

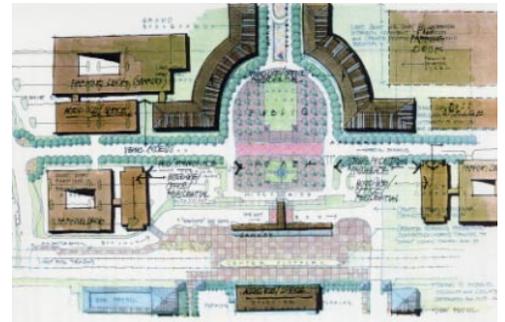
The Parker Station area provides a major opportunity for new transit-oriented development. It has excellent freeway and transit access; it is within easy walking distance of established neighborhoods; and it contains a large amount of developable land. A large portion of that land is presently owned by DART.

Additionally, Parker Station, ¾ of a mile north of the Downtown Station, provides an opportunity to attract investment on properties along K Avenue which link the two areas.

The developable properties in this area tend to be smaller properties oriented towards the major thoroughfares. A new development strategy that is centered around transit-oriented development could result in the reconfiguration of properties along K Avenue, with buildings oriented inward toward the station. This would reduce the emphasis on strip shopping centers that are focused on major intersections.

Parker Station Area Recommendations:

- 1. Review and refine the Parker Road Transit Station Plan. Develop an implementation plan for the area that includes a detailed zoning plan and development standards to ensure appropriate development.**



The Parker Road Station Plan was completed in 1998, just prior to the development of large “big box” retail buildings that are oriented toward a large parking lot and the freeway. A revised plan should address a full ¼ to ½ mile radius in order to address additional properties that may redevelop, facilitate access from adjacent neighborhoods, and address how pedestrian access to the “big box” buildings along Central Expressway can be accomplished.

- 2. Enhance pedestrian connections within the station area, and develop pedestrian-ways into the station area from the surrounding neighborhoods.**

Opportunities exist for enhancing pedestrian access within the station area and into the station area from adjacent residential and commercial areas. For example, pedestrians who live south of the Parker station would be required to go out onto K Avenue to access the station. More direct pedestrian connections would enhance both the neighborhoods and the station areas.

- 3. Encourage adjacent freeway-oriented retail development to provide an orientation and easy access to transit. Address the large areas of parking by creating pedestrian corridors within existing private development.**

Recent development to the west of the station is all oriented towards Central Expressway. This development is not currently pedestrian friendly. Additional walkways, building access and other measures can enhance the pedestrian access to this commercial area.

4. Encourage redevelopment of older low-intensity uses with transit-oriented development and mixed uses, including residential.

A number of older commercial buildings are currently vacant or underutilized. These buildings present opportunities for transit-oriented uses to be developed in the station area.



C. PRESIDENT GEORGE BUSH TURNPIKE STATION AREA

A large portion of the primary impact zone of the President George Bush Turnpike Station is located within Plano. This provides a major opportunity to create a high intensity employment center by capitalizing on transit as stimulation to business and employment growth. This area also affords an opportunity to build on the momentum of high technology, job-intensive development that is occurring in Gallatyn Park, to the south, and the Plano Research/Technology Crossroads, to the east.

President George Bush Turnpike Station Area Recommendations:

1. Encourage technology-related industries and limit warehouse and distribution uses.

This area contains zoning that would allow low employment light industrial uses. However, its proximity to the DART rail station provides a unique opportunity to create a high intensity employment center.

2. Continue to work with DART on the use of the Cottonbelt rail line for connections into east Plano.

An east-west commuter rail would significantly reinforce and enhance the research and technology district in this area by providing timely access to D-FW Airport and other key locations.



3. Create a pedestrian-oriented district with standards such as reduced setbacks, walkways and plazas throughout.

Development standards should encourage buildings to be constructed close to the street, and parking to be located in the center of blocks in order to create an attractive pedestrian-oriented district.

4. Develop pedestrian connections to the President George Bush Turnpike rail station.

The elevated toll road presents an opportunity to provide an at-grade pedestrian connection from the Plano employment center area directly to the station, which is located immediately adjacent to the southern service road.

5. Implement an overlay district to address new uses, transit-oriented design and appropriate development standards.

A zoning overlay district could address the special development features and parking reductions that would make the employment area a successful district that is linked to the transit station.

D. RESIDENTIAL NEIGHBORHOODS

The creation, preservation and enhancement of neighborhoods are essential to the success of the City Center. Strong, viable neighborhoods create a sense of place within the community. Safe, dynamic and sustainable neighborhoods help define the unique character of the City Center area.



Neighborhood Recommendations:

1. Encourage the development of housing for both retirees and young adults by permitting higher densities and parking reductions, and by locating them in mixed use settings or in close proximity to retail and entertainment activities.

An expanding aging population necessitates new living opportunities for the elderly. The pedestrian communities in eastside Plano provide the perfect environment for elderly housing. In addition, many young adults without children prefer low maintenance housing in proximity to activity centers and transit facilities.

2. Adopt additional conservation districts or heritage designation to stabilize existing neighborhoods. Implement appropriate districts in the Douglass Neighborhood, the Haggard Addition, and Old Towne.

A number of eastside neighborhoods have distinct design qualities that should be conserved and encouraged. A conservation district in these neighborhoods would preserve special characteristics of existing development and ensure that new, infill development is compatible with the existing uses. As redevelopment pressures increase in these neighborhoods, both the “character-defining” and historic structures should be preserved.



3. Continue neighborhood planning and code enforcement efforts to stabilize existing neighborhoods.

Neighborhood plans have been completed in Old Towne and Village Creek and the City is continuing to identify, inform and work with additional area neighborhoods to conduct

PLAN RECOMMENDATIONS

neighborhood plans, as appropriate. The City has adopted a new registration and inspection program for rental properties and is expanding code enforcement efforts in older neighborhoods.

4. *Work with neighborhoods to address sidewalk needs and to create easy pedestrian access within neighborhoods.*

Continuous sidewalks within neighborhoods should be provided in neighborhoods that request or support the provision of sidewalks. It is important that these neighborhood sidewalks be coordinated with area walkways so the neighborhoods can enjoy the full benefit of the new pedestrian-oriented development.



5. *Explore opportunities for buffering existing neighborhoods from industrial and commercial uses.*

As development and redevelopment occurs in the station areas, there will be opportunities to improve the transition between non-residential uses and the neighborhood edges. An example of a neighborhood that could benefit from increased transitioning is the northern edge of the Haggard Addition. This transitioning could include an enhanced landscaped edge.

6. *Consider incentives for requiring affordable housing in conjunction with joint public/private housing developments.*

New development in and around the station areas will increase housing costs in the entire area and may adversely affect the supply of affordable housing. An incentive package should be developed to assure the continuing supply of affordable housing.



E. RETAIL AREAS

Healthy retail areas are essential to both serve area residents and to assist in making the City Center a distinct destination.

Many of the retail areas in the City Center are aging and in poor condition. Several are substandard for today’s market demands and have high vacancies. However, if some of these centers can be re-merchandized and oriented more to serving nearby neighborhoods, they could once again become amenities to the area. Others may need to convert to another use or mix of uses which are appropriate to the area.

Retail Area Recommendations:

- 1. Develop a plan to review existing retail and commercial zoning; development patterns; and opportunities for alternative uses in retail centers that have consistently low occupation levels.***

A study that addresses aging retail areas has recently been initiated in conjunction with the cities of Carrollton and Richardson. Its result may provide applicable approaches for some of the retail centers in the City Center area.

- 2. Identify and implement incentives to encourage redevelopment and revitalization of the centers.***

Once the retail study has been completed, incentives should be developed to implement the study recommendations.

- 3. Make retail areas more pedestrian-oriented when located within one-half mile of a station.***

Emphasis should be placed on the streetscape in areas close to station areas to encourage people to walk to their destinations.

- 4. Retail should support residential neighborhoods by facilitating pedestrian access.***

Often residents who live adjacent to a retail area are forced to travel through the neighborhood and along an arterial street to reach the retail area next door. Retail access from neighborhoods should be accommodated to encourage pedestrian as well as vehicular access.



5. Encourage the location of a broad range of restaurants.

Locally-owned, unique restaurants will result in downtown activity that goes beyond the daytime hours and will attract people from across the region. As cultural and retail amenities increase, the demand for more varied restaurants will also increase.

F. AREA-WIDE STRATEGIES

Pedestrian connections within the station areas and into the stations from adjacent uses are key to a vibrant, livable community.

The streetscape determines how an area looks, “feels” and functions. Striving for a well-designed streetscape on key thoroughfares can greatly impact the visual character of the area.

Historical and cultural resources are essential components in defining the unique character of Plano’s eastside. These resources contribute to the scale, color, texture and sense of time and place important to the identity of the City Center. It is important to preserve and enhance the remaining historical and cultural resources in the City Center, and to be sensitive to them in future development.

Area-wide Recommendations:

1. Improve the area’s connectivity by promoting:

- Additional pedestrian connections. Shift the focus from exclusively car usage to walking, running, bicycling and other non-automobile modes.
- East/west bikeway connections. Ensure that bike ways connect across Central Expressway.
- A full network of sidewalks and street trees.
- An improved the pedestrian environment should be created in the downtown area in conjunction with redevelopment by providing a minimum of 8 to 10 foot sidewalks, and by providing bulb-outs where on-street parking exists, in order to shorten the pedestrian path across streets.
- Rubber tired vehicles to connect primary use areas, such as downtown, Collin Creek Mall, Oak Point Recreation Center, and Plano Center. Facilitate transporting bicycles on vehicles to encourage bicycle use.
- Well-located consolidated parking.
- DART usage for getting people to and from downtown and other key locations
- Pedestrian connections from the Haggard Addition to the Parker Station.
- Continued improvements to 13th and 14th Streets and other roadways on the perimeter of downtown to control through-traffic and allow traffic to pass through the City Center with the least disruption possible.
- The provision of adequate bus feeder service for residents who have jobs in the area.
- Directional signs for both pedestrians and vehicles that provide direction to key facilities and attractions in the area.
- An east-west rail connection that would connect major employment centers is Plano with key destinations such as D-FW Airport.



2. Implement corridor and streetscape programs to upgrade the image of K Avenue and 14th Street.

- Develop an overall streetscape and sidewalk plan.
- Explore accommodating commuter bike traffic.
- Encourage retail and personal service uses within one-quarter mile of the DART stations
- Review zoning to determine if existing permitted uses are appropriate, and if there are additional uses which should be encouraged.
- Explore alternatives for street profiles to facilitate pedestrian activity and facilitate traffic movement, but reduce speeding.

3. Continue to implement the Streetscape Plan, including plans to enhance entrances and portals.

- Continue to improve streetscape features.
- Continue to enhance landscaping
- Explore using fountains, water features, and public art. Consider requiring a percentage of new construction to be contributed to public art in downtown.
- Explore the use of matching street lights, trash cans, and street furniture on 15th Street, in the neighborhoods and on 18th Street.
- Screen dumpsters to minimize their visibility.

4. Continue to support historic preservation programs.

Historic preservation is a key element and focus of the City Center Plan as it provides the basic uniqueness to the area. Designating the downtown core as a Historic Resource District will have a significant impact on its long term preservation and viability. In addition, the Preservation Plan is currently being updated and additional recommendations are being made through that plan.



5. Develop funding and incentive strategies as well as development standards to facilitate the objectives of this plan.

- Utilize the Plano Economic Development Board and the Plano Housing Corporation and similar entities such as a Community Development Corporation that have the ability to acquire land and assist in the development and redevelopment process.
- Continue to explore opportunities to purchase and consolidate land parcels.
- Develop an Investment Incentives Program particularly for start-up businesses and for adaptive reuse of existing facilities.
- Explore incentives for new tenants to fill vacant structures, and programs to keep existing tenants stable and expanding.



6. Encourage the use of sidewalk seating areas for restaurants.

PLAN RECOMMENDATIONS

The zoning ordinance currently permits outdoor seating and this should be promoted wherever possible. Outdoor cafes can add to the vitality and pedestrian atmosphere of urban areas.

7. Consider expanding the Business Government zoning district to increase the opportunities for urban development.

As investment opportunities increase in and around the Downtown area, it may be appropriate to offer its provisions for land use, setback, parking and height to a larger area, provided that it is contiguous with the existing boundaries.

8. Continue to make streetscape improvements that are consistent with the existing development and that address revitalization and renovation issues in conjunction with redevelopment activities.

9. Continue to monitor activities in the City Center and consider opportunities to expand its boundaries outward.

As reinvestment and redevelopment occurs in the study area, there will be a significant impact on the “area of influence” and beyond. The City should note these effects and encourage reinvestment in the surrounding areas. Such activities should be consistent with the neighborhood preservation recommendations of this Plan.

PLANO CITY CENTER

- AREA OF INFLUENCE
- TRANSIT STATION PEDESTRIAN ACCESSIBLE AREAS (1500FT)
- Study Area



0 1000 2000 Feet

PLANO CENTRE
OAK POINT CTR
C.C.C.C.

U.S. 75

VILLAGE CREEK

PARKER ROAD STATION AREA *

K AVENUE CORRIDOR

OLD TOWNE

DOWNTOWN AREA *

14TH STREET CORRIDOR

DOUGLASS

LOWER EASTSIDE

COLLIN CREEK MALL

RESEARCH / TECHNOLOGY CROSSROADS

PRESIDENT GEORGE BUSH TURNPIKE STATION AREA *

CITY OF PLANO
PLANNING DEPARTMENT
MAP DATE:
JULY, 2001

III. IMPLEMENTATION PRIORITIES

HIGH PRIORITY ACTION ITEMS

The following six items are key to achieving the goals and recommendations identified in this planning project.

1. *Refine the Parker Road Transit Station Plan. Develop an implementation plan with detailed zoning and development standards.*
2. *Develop a station area plan for the President George Bush Turnpike Station.*
3. *Conduct a retail and commercial area analysis to determine appropriate uses and development patterns.*
4. *Develop an overall streetscape and sidewalk plan for K Avenue south of 14th Street.*
5. *Continue to implement the Eastern Plano Streetscape Features Plan as funding is available.*
6. *Explore the use of overlay districts to implement design guidelines, with the use of transit area and corridor overlays.*
7. *Provide bikeway connections across Central Expressway.*
8. *Continue to work with DART on the provision of an east-west rail connection into the Center City area.*
9. *Work with merchants and property owners to establish the downtown core area as a Heritage Resource District.*



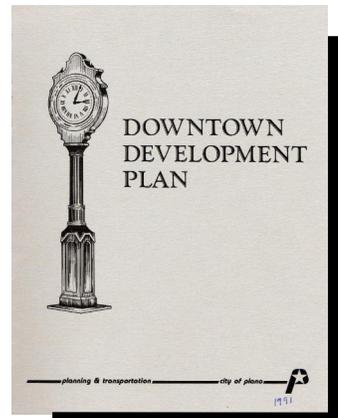
APPENDIX A - SUMMARY OF PREVIOUS PLANS AND ACTIVITIES

For more detailed information on the following items, please contact the Planning Department to obtain copies.

DOWNTOWN PLANO DEVELOPMENT PLAN, 1991

This plan set the stage for much of the development and improvements that have occurred in Plano’s eastside. This plan defines the “big picture” for the approximately 12 blocks of downtown Plano. It guided existing and future redevelopment initiatives for all Downtown Plano. The plan provided planning data, major policies and recommendations, and an historic preservation context. It also defined needs in key areas such as transportation and urban design.

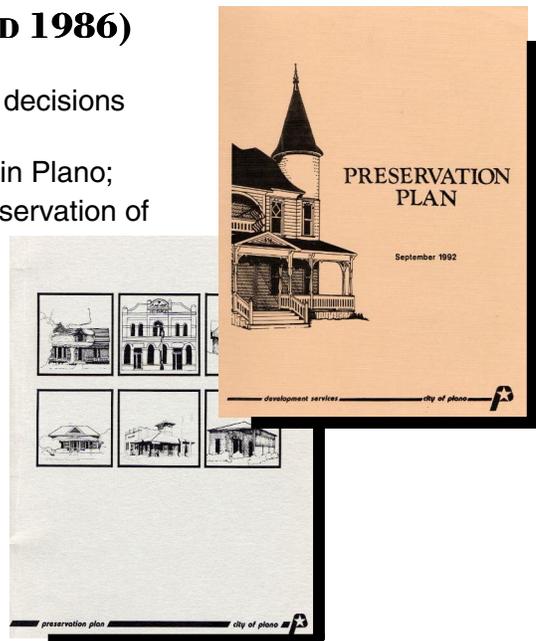
The Downtown Development Plan guided the establishment of the Business/Government and Urban Residential zoning districts, streetscape improvements, location of the DART stops and the promotion of downtown as a center for arts and culture.



PRESERVATION PLAN, 1992 (AND 1981 AND 1986)

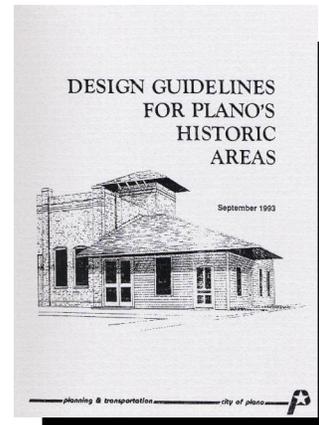
The 1992 Preservation Plan set guidelines for policy decisions made by the Historic Landmark Committee and:

- Provided a current inventory of historic properties in Plano;
- Identified sites, structures and areas critical to preservation of the community’s heritage;
- Provided guidelines for the decision-making process for historic designations;
- Outlined programs and activities for the Historic Landmark Committee (now the Heritage Commission); and
- Served as a resource for historical development information.
- Established an implementation plan.



DESIGN GUIDELINES FOR PLANO’S HISTORIC AREAS, 1993

This report encouraged renovations and new construction in the downtown area to contribute to the area’s special role in providing citizens and tourists with a sense of Plano’s history, providing visitors with an historically significant commercial and residential town center, and citizens with a comfortable and attractive place to live and conduct business.



INFILL HOUSING STUDY, 1995

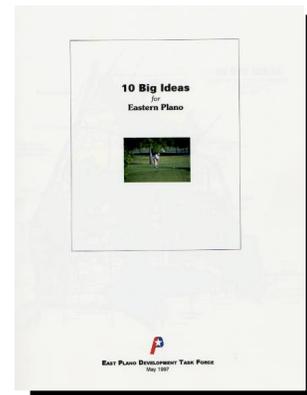
This report illustrated the economic potential for residential construction on approximately 100 vacant lots in the older areas of Plano. The study showed that new homes can be designed in a manner consistent with Plano’s older neighborhoods and that there was a market for this type of construction.

The report addressed product design; housing demand; marketing; and the financing needed to establish a successful infill housing program.

10 BIG IDEAS FOR EASTERN PLANO, 1997

This effort was the result of work by the East Plano Development Task Force which was charged to develop 10 big ideas to revitalize and enhance eastern Plano. The Council charged the task force to:

“develop a strategy for building and maintaining strong viable neighborhoods and business centers in east Plano. This strategy should recognize and reinforce the unique character and lifestyle of east Plano and stimulate public involvement in creating public/private partnerships to achieve community goals.”

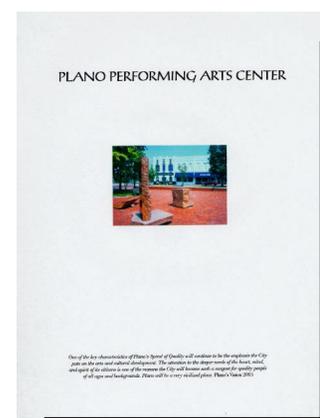


REVIEW OF THE DOWNTOWN DEVELOPMENT PLAN, PRESERVATION PLAN AND CITY ORDINANCES, 1997

This document assessed the plans and programs that affect downtown Plano. The document discussed the effectiveness of the programs and identified instances where multiple programs are complementary and where their effects may be contradictory.

THE PLANO PERFORMING ARTS CENTER REPORT, 1998

This report illustrated that Downtown is an emerging cultural district within the City and recommended it as the primary site for the proposed Plano Performing Arts Center.

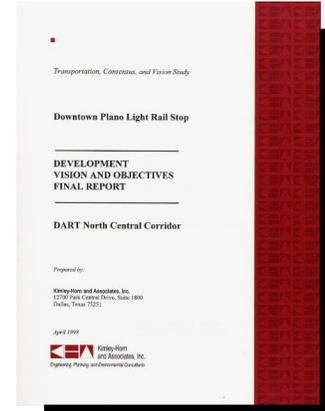


SITE COMPARISON SUMMARY REPORT, 1998

This report compared potential sites for the transit stop and considered transit stop location, traffic and other factors.

DOWNTOWN PLANO LIGHT RAIL STOP – DEVELOPMENT VISION AND OBJECTIVES FINAL REPORT, 1998

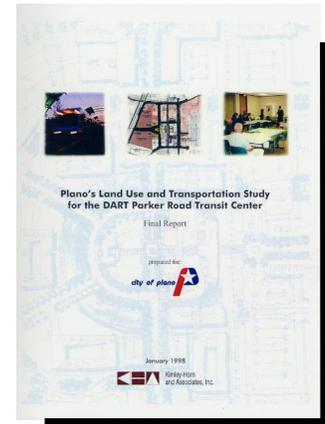
This report described the initial vision and objectives toward redevelopment of the block adjacent to the transit station and defined “New Urbanism” concepts. The report also described the transit station, its operation and spatial requirements in relation to downtown, as well as fundamental redevelopment guidelines for the block.



PLANO’S LAND USE AND TRANSPORTATION STUDY FOR THE DART PARKER ROAD TRANSIT CENTER, 1998

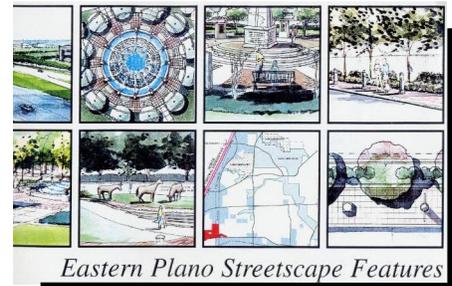
This study addressed the approximately 160 acres around the Parker Road station. The purpose of this study was to:

- Optimize all transportation elements within and affecting the Parker Road Station area to reduce congestions, increase accessibility, and maximize the utility of mass transit.
- Develop land use plans and/or development guidelines to help create a transit-oriented vision for all future land uses within the study area.
- Promote effective public and private development by creating a sense of place.
- Build consensus for the plan among area land owners, DART, and the City.



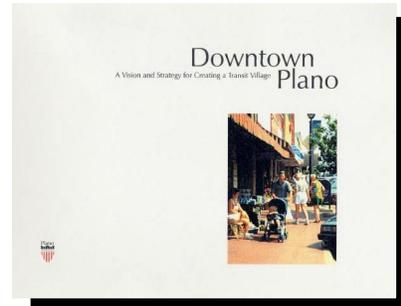
EASTERN PLANO STREETScape FEATURES, 1999

This study addressed Big Idea #1 –“Create a Front Door Initiative” and made recommendations for enriching the streetscapes of eastern Plano. The intent of the streetscape master plan was to be used as a guidebook for public and private development to improve entrances and corridors to create attractive, inviting gateways and roadways.



DOWNTOWN PLANO – A VISION AND STRATEGY FOR CREATING A TRANSIT VILLAGE, 1999

This report presented a vision and strategy for downtown Plano's future. The report discussed design elements important to traditional neighborhood development, and the opportunities to promote this type of development through a transit village concept in the City Center. The importance of maintaining the historic and architectural character of downtown and the surrounding areas was stressed; new development and redevelopment encouraged to be carefully designed to complement existing historic structures and to enhance the overall integrity and heritage of the City Center.



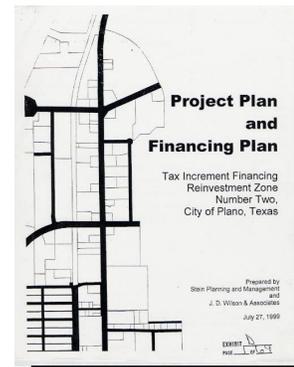
The transit village concept provided the framework for an effective strategy to revitalize downtown and maximize the benefits of nearby DART rail service.

ESTABLISHMENT OF NEIGHBORHOOD EMPOWERMENT ZONE #1, 1999

This neighborhood empowerment zone was created to promote the creation and rehabilitation of affordable housing; increase economic development and the quality of social services and public safety.

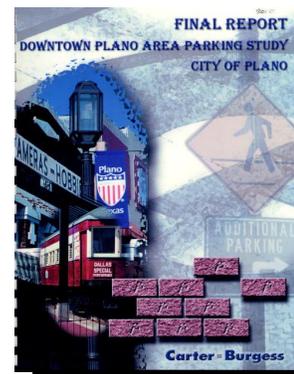
PROJECT PLAN AND FINANCING PLAN – TAX INCREMENT FINANCING REINVESTMENT ZONE NUMBER TWO, 1999

This study provided a project plan and financing plan to implement a TIF district in eastern Plano.



DOWNTOWN PLANO PARKING STUDY AND EXECUTIVE SUMMARY, 2000

The purpose of this study is to enhance the vitality of the downtown area by ensuring adequate and efficient parking through development of a Parking Management Strategy and physical improvements to the parking supply.



GYM ANNEX – COURTYARD THEATER, 2000

Plans are completed and construction is underway for a theater which seats 325 people on two levels.

EASTSIDE CELEBRATION, 2000

A workshop was held to celebrate Eastside Plano success stories and begin the visioning process for the future.