

DOWNTOWN PLANO

RETAIL ACTION PLAN



PRESENTED BY THE DOWNTOWN PLANO
RETAIL TASK FORCE

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DOWNTOWN PLANO RETAIL TASK FORCE

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Downtown Plano Retail Action Plan

Introduction

In the fall of 2005, City Council created the Downtown Retail Task Force in response to concerns about vacancies and store closings in Plano's historic downtown. In the last five years, downtown Plano has undergone a renaissance with the arrival of Dallas Area Rapid Transit (DART) light rail service and the addition of new residential and commercial space, townhouses and condominiums. While apartment and office occupancy rates have been strong, the retail sector has lagged. City Council charged the task force with three main tasks: to contribute to the vitality of downtown Plano by (a) determining a vision for retail development, (b) defining specific retail opportunities and (c) proposing means for improving downtown management.

The task force is composed of representatives from various downtown stakeholders, and includes property owners, merchants, the Chamber of Commerce, the arts community and restaurant operators. Additional participants included area homeowners and the Plano Economic Development Board staff. The task force convened in January, 2006, and has spent the last six months studying downtown development and marketing issues, form of association organization and other related topics. The task force is pleased to present its findings to the City Council and requests consideration and direction on the Action Plan recommendations.

Downtown Plano's Evolution

Downtown Plano served as the commercial and social center for the city when it was a small farming community. However, as Plano grew in a suburban development pattern and as retail trends changed, downtown lost its preeminence to strip shopping centers in other parts of the city. As residents shopped elsewhere for basic goods and services, downtown's offerings shifted to crafts, antiques and other specialty items. By the mid 1990s, downtown Plano was challenged by its eroding economic position, absentee landlords, deferred property maintenance and lack of reinvestment. While downtown had cultivated a regional audience as a center for antiques, it provided few services to surrounding neighborhoods or area employees.

The city adopted the Downtown Development Plan in 1991, focusing on downtown as a center for government and the arts. With a nod to the nascent new urbanism movement, the plan addressed the potential for residential development in downtown and the surrounding neighborhoods as an important component of future development. In 1993, DART's service plan designated a "special events" platform in downtown; this was later changed to a full-service "destination" station with no commuter parking. DART and the city then worked with downtown merchants and property owners to determine the best location for the rail platform – north of 15th Street between 15th Place and 16th Street.



The determination of the rail platform's location in 1997 initiated discussion on the best way to capitalize on the station as a catalyst for redevelopment and revitalization of the downtown area. In 1999, the City Council adopted "Downtown Plano: A Vision and Strategy for Creating a Transit Village" setting the stage for downtown's transformation into a transit village. The plan combined mixed-use, pedestrian-oriented development, reconnection to adjacent neighborhoods and additional housing units within walking distance of the rail platform as a strategy for revitalization. Specific goals included 1,000 new housing units within ¼ mile of the station, with an additional 50,000

square feet of commercial space. City Council had already adopted a concept for the redevelopment of the block adjacent to the east side of the rail platform for mixed use development. By partnering with Amicus Partners to redevelop this block in addition to a second tract at the corner of K Avenue and 14th Street, the city was well on the way to meeting these goals with the completion of 470 new apartment units and 40,000 square feet of commercial space. Two projects now under construction, 15th Street Village and Rice Field, will add 250 for-sale townhouses and condominiums to the residential opportunities in the downtown area.



Public/private partnerships have been critical to the success of these projects. Incentives in the form of upgrades and allowances for infrastructure improvements, favorable ground lease terms, regulatory amendments and fee waivers were made by the city to assist in the Eastside Village I and II, 15th Street Village and Rice Field developments. Eastside Village II included public parking spaces in the parking garage, in exchange for a tract of land owned by the city. The city has also promoted fire sprinkler systems for the older buildings on 15th Street by funding the installation of water lines and risers that will allow individual property owners to install sprinkler systems as they remodel.

As recommended in the Downtown Development Plan, downtown Plano has become a center for the arts. ArtCentre of Plano restored historic buildings in the early 1990s for its galleries and theater. The city partnered with the Plano Independent

School District to restore and reuse the historic Cox School and adjacent gymnasium into a performing arts theater, classrooms and offices. Several art galleries have opened along 15th Street and artists have chosen live/work spaces in the Eastside Village developments. Sculptures in Haggard Park and on the rail platform and the Douglass neighborhood mural "art wall" add to the concentration of art in the downtown area.



The small town, pedestrian-oriented nature of downtown Plano has been key to its revitalization, along with the late-19th/early 20th century streetscape. As the only concentration of historic commercial buildings in the city, downtown and surrounding neighborhoods have been the major focus of the city's heritage preservation efforts. In 2003, downtown Plano was designated as a local heritage district, following the adjacent Haggard Park neighborhood's designation in 2000. Modifications to existing buildings and new construction must be reviewed and approved by the city's Heritage Commission, but designated properties become eligible for property tax exemptions (on the building only) and qualify for reduced parking standards and less stringent building codes. Building restorations and new construction activities in the two heritage districts, along with new housing in the Douglass and Old Towne neighborhoods, have added to the charm and distinctiveness of this oldest part of the city.

Existing Conditions and Issues Affecting Retail

In the last year, several large retail spaces have become vacant, contributing to concerns about the general economic health of downtown Plano. Stores and restaurants

have closed for a variety of reasons, including business failure, job relocation and retirement. Several property owners have chosen to sell their buildings rather than lease to new tenants, which has lengthened the time that the retail spaces have been unoccupied.

The stores, offices and restaurants in the core downtown area are located in a mix of owner-occupied and tenant lease spaces. Approximately 10% of the buildings are owner/occupied. For many years, lease rates did not support much reinvestment and updating in the properties, although this concern had moderated in the last few years, with new owners and tenants conducting major remodeling and historic restoration projects. The types of commercial uses in downtown Plano have expanded as well. There are fewer craft and antique stores and more restaurants, offices and art galleries. Personal care salons have also found a niche in downtown, occupying several of the live/work spaces in the two Eastside Village developments. Several businesses provide basic services to the apartment residents as well as the surrounding neighborhoods. A complete listing of stores and property owners can be found in Appendix H.

Parking, always a critical concern in downtown shopping areas, is provided in a number of surface lots and parking garages located around the downtown core, to supplement the angled on-street spaces along 15th Street directly in front of the shops. In addition to the on-street spaces,



there are 450 surface parking spaces and 100 garage spaces that are available for public use. 742 spaces are also available in shared lots at the Municipal Center, Police and Courts Building, and in the Eastside Village I garage. Since the downtown DART station provides no commuter parking, many

of the on-street spaces and close-in surface lots are restricted to four hour parking, to discourage rail riders from parking all day.

In October, 2005, the City of Plano contracted with Robert Gibbs of Gibbs Planning Group to provide an assessment of the challenges and opportunities for improving retailing in the downtown. Over a two-day period, Mr. Gibbs met with City Council members and staff, held several one-on-one meetings with merchants and property owners, and conducted a well-attended public meeting. Mr. Gibbs outlined his findings and recommendations in a six page report in Appendix B that covers parking and vehicle circulation, business mix, building facades and appearance and long range planning for the downtown.

A main recommendation of the Gibbs report was to focus on one retail niche as the basis for a retail revitalization program. The Task Force identified "restaurants/entertainment" and "arts and culture" as the two predominant niches in downtown Plano that could be



used as a springboard. These two niches were chosen based on their ability to attract a substantial customer base, which will then help to support retail sales in other establishments. The "restaurants/entertainment" niche is represented by several restaurants and Eisenberg's Skate Park; the "arts and culture" niche is represented by the Art Centre of Plano, the Courtyard Theater, the Interurban Railway Museum and African-American Museum, and several art galleries.

Downtown Action Plan

The Task Force spent considerable time reviewing the market area demographics, discussing marketing strategies and considering the form and governance of the merchants and property owners' association. Out of these discussions, the Task Force developed a vision statement for downtown retail, as follows:

“Downtown Plano, weaving arts, entertainment, commerce, shopping and dining into the unique fabric of a historic urban center, is a livable, walkable transit village where community and accessibility are valued.”

To support this retail vision, the Task Force reviewed an extensive list of strategies and programs. These fall into several broad categories and are summarized below. Some of the initiatives are already in place; others would be undertaken as time and funding permit. A complete listing of the strategies, along with cost estimates and priorities, can be found in Appendix A.

Develop a Marketing Program to Increase Public and Visitor Awareness of Downtown

Task Force members recounted many times when customers told them they had no idea that downtown Plano even existed. To improve this lack of awareness, the Task Force recommends several actions:



Recommendations

- Make greater use of the downtown logo to brand Downtown Plano
- Develop a guide and maps for downtown businesses and attractions, to be distributed in hotels, through the Convention and Tourism Bureau, and at the Courtyard Theater, Cox Building and Interurban Railway Museum
- Develop a website that incorporates all aspects of the downtown guide, links to local merchants and a calendar of events
- Conduct joint advertising through a downtown association
- Conduct events involving radio and TV coverage

Maximize the Presence of DART Rail

While some downtown shoppers do use DART for their trips, rail service is unlikely to bring a large number of customers. However, the presence of the rail station and the connections to other “destination” stations along the Red Line offer additional opportunities for advertising and promotional programs.



Recommendations

- Develop joint marketing strategies with other destination stations, such as the West End, Mockingbird Station and City Place.
- Buy advertising on wind-boards and other advertising panels at light rail stations
- Participate in DART business marketing programs

Conduct Major Community Events in Downtown

Downtown Plano’s role as the historic heart of the city is reinforced by the festivals, parades and other events held in the area.



These events promote awareness of downtown stores and attractions by bringing in thousands of people from all parts of Plano and from other area cities, and establish

downtown as a community gathering place.

Existing events include:

- Plano Book Festival
- Blackland Prairie Festival
- Spring Art Walk
- Asian Heritage Celebration
- Plano Community Band Concerts
- Plano International Festival
- Trick-Art-Treat Art Walk
- Dickens Festival and Tree Lighting
- Christmas Parade

Recommendations

• The Task Force recommends that the full program of annual events be continued, but that no additional events be planned unless the downtown organization plays an active role in sponsoring, conducting or planning the activities.

Recruit New Businesses

Focusing on the niches of entertainment/restaurants and culture and the arts will help narrow efforts to recruit new businesses to the downtown area. A variety of independent merchants will help to address these niches as well as provide basic services to residents of downtown and surrounding neighborhoods. While the Task Force discussed the desire to have a significant anchor store in the downtown, such as a grocery store or book store, they also realized that there are no buildings or lease spaces large enough to accommodate these. To date, major national retail chains have not been attracted to downtown Plano. While this may change in the future, this lack of interest keeps rents low enough to attract the specialized independent businesses that will help keep the downtown unique and different from typical suburban shopping areas.

Recommendations

- Develop a recruitment package for potential downtown businesses that includes specific information about vacant buildings and redevelopment sites, downtown development programs and city incentive programs
- Develop a profile on desirable businesses

that are consistent with the downtown vision statement

- Visit similar town center developments and identify businesses that are good candidates to recruit
- Develop a committee of business persons to call on owners of prospective new businesses
- Work with economic development organizations, such as Collin County Community College's Small Business Development Center, to incubate new businesses

Establish a Formal Downtown Association

Downtown Plano's existing business association, the City Centre Association, is a voluntary group with minimal annual dues. The Task Force recommends that the association incorporate as a non-profit corporation with by-laws and a formal dues structure. This action is necessary to allow the group to solicit grant funding and to have the resources to undertake new marketing and advertising initiatives.

The Task Force also studied the possibility of creating a public improvement district (PID). A PID, which must be approved by the City Council, would determine a special assessment for each property owner that could be used for public art, landscaping, public improvements, business recruitment and other related activities. PIDs are created upon the petition of the owners of property that comprises more than 50% of the appraised value of taxable real property or that own property that constitutes more than 50% of the area to be assessed. The Task Force's recommendation is that formation of a PID be considered at a later date, after the association has established a successful track record of fund raising, business recruitment and marketing activities.

Recommendations

- Incorporate a downtown business association, recruit all downtown business operators and building owners as members, and assume the primary responsibility for conducting and financing marketing, promotion and recruitment programs
- Develop a budget and dues structure as required to meet the functions of the organization
- Establish guidelines for business operation, including hours, window displays, signs and other exterior displays
- Use business consultants to conduct

workshops on marketing, merchandizing and general business operation

- Consider creating a public improvement district

Parking Management

The Task Force discussed strategies to better manage parking in the downtown. While there are a sufficient number of parking spaces to serve the downtown stores and restaurants, patrons often do not know where these parking areas are located. Better signage to direct drivers to the public lots may be needed. Valet parking has also been discussed as a response to this problem. A valet parking program could be established and funded by the merchants' association with appropriate city guidelines. As noted earlier, managing DART parking is also an issue. While four hour parking restrictions may effectively keep DART rail riders from parking all day in prime parking spaces, four hours may be too long to allow turnover for shopping needs.



Recommendations

- Consider reducing the time limit for parking in certain areas to two hours
- Allow valet parking under city guidelines
- Prepare maps to better inform the public of parking availability
- Consider installing additional signs directing drivers to public parking lots and garages

Staffing

Many cities with historic downtowns have assigned staff members or have hired Main Street managers to assist with marketing campaigns, educational and historic preservation activities and festival and event management. The Parks and Recreation Department, Convention and Visitors Bureau, and Planning Department have shared these responsibilities for downtown Plano. As part of the Downtown Action Plan, the Planning Department will assign a planner to devote most of his/her time to downtown activities. This assignment will be made for at least one year, during the time the merchants association is incorporating and beginning its fund raising efforts.

Funding

The city already supports a number of downtown initiatives – additional police patrols, festival and event management and marketing, the Village News newsletter, information kiosks, parking enforcement, etc. – and has invested millions of dollars in infrastructure improvements. With the merchants association incorporating as a non-profit organization, the group should be in a better position to raise funds to undertake marketing, promotion and other business improvement activities. The Task Force recommends that the city consider providing matching funds as seed money to help support these initial marketing activities. Matching funds would not be requested until the association raises its corresponding funding. Estimated funding amounts for some of these activities are included in the attached matrix of strategies.

Appendix A

Downtown Retail Strategy Evaluation and Assignment

Action	Impact	Cost	Timing	Responsibility		
				Private	Public	
1) Develop a marketing program to increase public and visitor awareness of downtown						
1.a.	Create a vision statement for downtown business.	Medium	\$0	Immediate	X	X
1.b.	Develop a demographic and area based target market profile.	Medium	\$0	Immediate		X
1.c.	Increase our presence in the primary trade area through targeted advertising and cross promotion with area businesses.	High	\$50k to \$100k	Later	X	SF
1.d.	Make greater use of the downtown logo to brand Downtown Plano.	Medium	\$0	Immediate	X	
1.e.	Develop a downtown guide that includes lists and maps of downtown businesses and attractions and place it in visitor racks in hotels, especially those located near DART.	Medium	\$15k to \$20k	Later	X	SF
1.f.	Develop a website that incorporates all aspects of the Downtown Guide, links to local merchants, listings for merchant specials and a comprehensive calendar of events.	Medium	\$10k	Later	X	SF
1.g.	Conduct joint advertising through a downtown association.	High	\$50k to 100k	Later	X	SF
1.h.	Conduct events involving radio and TV coverage.	Low	TBD	Later	X	
1.i.	Place information about downtown businesses at the Courtyard Theater, Cox Building, Interurban Railway Museum and apartments.	Low	TBD	Later	X	
2) Maximize DART						
2.a.	Develop joint marketing strategies with other destination stations.	Low	TBD	Later	X	
2.b.	Buy advertising on wind-boards at DART stations.	Medium	TBD	Later	X	SF
2.c.	Participate in DART business marketing programs.	Medium	TBD	Later	X	
3) Conduct major community events						
3.a.	Conduct a program of annual downtown events, including: Plano Book Festival	Medium	TBD	Immediate		X

	Blackland Prairie Festival Spring Art Walk Asian Heritage Celebration Plano Community Band Concerts Plano International Festival Trick Art Treat Art Walk Dickens Festival Christmas Parade Martin Luther King Day Parade Memorial Day Observance					
3.b.	Undertake only those events that have active community and business involvement in sponsoring, planning and conducting the activities.	Medium	TBD	Immediate	X	
4) Recruitment new business						
4.a.	Develop a recruitment package for potential downtown businesses.	High	Low	Immediate		X
4.b.	Develop a profile on desirable businesses that are consistent with the downtown vision.	Medium	Low	Immediate	X	
4.c.	Develop specific information about vacant buildings and redevelopment sites.	High	Low	Immediate	X	X
4.d.	Prepare materials on downtown development programs and incentives.	High	Low	Immediate		X
4.e.	Visit similar town center developments and identify businesses that are good candidates to recruit.	High	Low	Immediate	X	X
4.f.	Develop a committee of business persons to call on owners of prospective new businesses.	High	TBD	Immediate	X	
4.g.	Work with economic development organizations to incubate new businesses.	Medium	Low	Later	X	
4.h.	Develop temporary window displays for vacant store fronts.	Low	Low	Later	X	
5) Establish a formal downtown association						
5.a.	Incorporate a downtown business association.	High	Low	Immediate	X	
5.b.	Consider creating a public improvement district.	High	TBD	Later	X	
5.c.	Recruit all downtown business operators and building owners as members.	High	TBD	Immediate	X	
5.d.	Develop a budget and dues structure as required to meet the functions of the organization.	High	TBD	Immediate	X	

5.e.	The association should assume the primary responsibility conducting and financing marketing, promotion and recruitment programs.	High	TBD	Immediate	X	SF
5.f.	Assign a city staff member to assist the association and serve as a business liaison.	High	\$50k to \$75k	Immediate		X
5.g.	Establish guidelines for business operation, including hours, window displays, signs and exterior displays.	Medium	TBD	Later	X	SF
5.h.	Use business consultants to conduct workshops on marketing, merchandizing and general business operation.	Medium	TBD	Later	X	SF
6) Continue refinement of downtown parking management						
6.a.	Consider reducing the time limit for parking in certain areas to two hours.	Medium	TBD	Immediate	X	X
6.b.	Consider additional signs designating public parking lots.	Medium	\$7,000 each	Later	X	X
6.c.	Allow valet parking under city guidelines.	Low	TBD	Later	X	
6.d.	Prepare maps to better inform the public of parking availability.	High	\$0	Immediate		X

MATRIX NOTES:

Impact – the impact of strategy is rated as high, medium or low.

Cost – where possible, dollar amounts represent rough estimate of cost of strategy.

TBD - Cost to be determined when considering implementation of strategy.

Timing – the strategy should happen now (immediate) or can wait until a (later) date after an association has been put into place.

Responsibility – the responsibility for ensuring the strategy is acted upon is either going to be private (downtown association) or public (City of Plano).

X - assignment of responsibility

(SF) seed funding – the city may consider seed funding to initiate some of the strategies; however, the responsibility for the implementation of the strategy will belong to the downtown association.

Appendix B

Historic Plano Downtown Observations & Recommendations Gibbs Planning Group, Inc. October 10, 2005



Downtown Plano has numerous popular restaurants and specialty shops.

General Observations

Located in one of the Dallas' largest and wealthiest suburbs, Plano's historic downtown is in the midst of a significant revitalization. During the past ten years, the downtown area has gained a DART light rail station, over 400 new multi-family dwellings, a performing arts theatre, an improved park, parking decks and significant streetscape enhancements. Unfortunately, these improvements have not resulted in a noticeable improvement in the downtown's retail sales and tenant mixture.

Although a few popular businesses have recently opened, for the most part, the downtown is primarily made up of small specialty boutique gift shops appealing to recreational shoppers. With few exceptions, the downtown is not servicing the commercial needs of most of its surrounding residents and workers.

However, the present condition of the historic business district does not appear to be representative of the region's market potential or consumer demand. This

study finds that it is likely that historic downtown Plano will continue to attract popular new restaurants and retailers.

However, Plano's historic downtown has not fully reached its potential as an attractive shopping and dining destination. The pace of the downtown's commercial expansion can be enhanced with various management and planning actions of the city and property owners.



Downtown Plano is an attractive historic shopping district.

Purpose and Limits of Study

Gibbs Planning Group was commissioned by the City of Plano to conduct a general analysis of the historic commercial district. The purpose of GPG's observations and recommendations is to explore potential opportunities, and to increase commerce and retail sales in downtown. During this analysis, GPG visited the general entire Plano region on October 3-5, 2005 touring the downtown, surrounding shopping centers and neighborhoods. During this analysis, GPG also met with downtown property owners, business owners, the Chamber of Commerce, elected officials and city staff to gain insight into the local demographics, market preferences and their suggestions for the study area.

The findings of this study are only based upon GPG's three day visit and brief interviews with the public and local stakeholders. These interviews and information received has not been independently verified. This report's observations and recommendations should not be the sole basis of any master

planning, design, land purchases, capital improvements, leasing, financing or development.

Business Mix

Although the City of Plano has over 14 million square feet of existing retail development or 60 square feet per person, the historic downtown area likely has the opportunity to provide additional goods and services. Many downtown residents and employees expressed a desire for additional restaurants, groceries and specialty retail.

Given the areas surrounding 60,000 plus households, downtown Plano can likely support specialty foods such as Trader Joes's, Whole Foods, coffee shops, gourmet foods and casual restaurants. In addition, home furnishings, apparel, shoes, gifts and books may be supportable in the historic downtown, if properly managed and grouped into a critical mass. Also neighborhood services such as hardware, dry cleaning, hair salons, banks, video stores and take-out foods could fill a missing void for the surrounding neighborhoods and residents.

Recommendations:

As much as possible, historic Plano should attempt to both retain its existing unique retail mix, while attracting new businesses that service local residents and tourists.

Because of its small size and historic nature, Historic Plano should attempt to focus on one primary business theme such as active sporting goods, arts, or quality neighborhood goods and services.

The area should avoid directly competing with the regional mall, but should consider attracting a major region of national anchor tenants such as a coffee shop, bakery, restaurant, drug store or green grocery.

Consider locating primary commercial businesses in key locations.

There should be special emphasis in attracting businesses that reinforce the needs of the local residents such as groceries, restaurants and neighborhood goods and services.

Parking & Vehicular Circulation

Parking was often mentioned as one of the primary issues facing downtown Plano. On the whole, it appears to GPG that downtown Plano has an adequate amount of parking, given its existing commercial space. However, the existing parking management policies may need to be measured and fine-tuned to better respond to present shopper trends. For example, four hour "free" parking is

presently allowed along the main street (15th), even though the entire downtown can be shopped in less than two hours.



The City has installed numerous off-street parking lots and decks to provide the downtown business district with a variety of parking options.

Parking is one of the most critical issues facing any shopping district. People do not need to shop, and when parking is difficult, most potential shoppers will avoid the visit, often never returning. The parking problem is typically compounded in urban locations because of the multi-uses and tight space. In addition, the parking problem is often made worse by employees and business owners occupying the prime spots.

In contrast, these same shoppers will demand parking directly in front of a convenience store such as a video store or take-out food. Should such a space not be available, the typical shopper will believe that the parking is problematic and inconvenient. As a result, shoppers will tend to avoid the center for shopping in the future.

Many of neighborhood shoppers prefer to run in and out of specific retailers and are unwilling to park in remote lots. This double standard held by American consumers is not necessarily fair to the small downtown merchant, but the behavior is a reality that must be addressed. The unwillingness to park in remote lots or underground decks could put many of the smaller neighborhood shops at risk. A grocery store or anchor type tenant's shopper will often use garages because of the longer duration of their visit.

Shoppers have different parking expectations for destination businesses than they do for neighborhood and convenience types of shops. When visiting restaurants, fashion and home furnishings stores, shoppers tend to make multiple store visits, often totaling more than an hour. In exchange for the greater variety of stores and merchandise offered in a destination type center, shoppers are willing to park further away from storefronts than they would be in a neighborhood center. Destination visitors will also perceive parking to be more convenient (and closer), if they can see the store entry from their parking stall, even if its hundreds of feet away.

Recommendations:

Consider reducing 15th Street parking from 4 hours to 2 hours.

Measure and record parking patterns and trends including: length of time, violations, and use of existing decks.

Consider parking meters in prime spots, then measure response to shopping habits.



Over 400 new residential dwellings have recently opened in downtown Plano.

Building Facades:

Historic downtown Plano has a variety of pre- and post-war buildings that combine to create a desirable urban shopping district. Such buildings are not only interesting, but help to make the commercial district unique and therefore, competitive with modern shopping malls and future lifestyle centers. New residential construction has been designed to be both sensitive to the existing historic buildings, while offering an exciting modern alternative.

Recommendations:

Continue the existing policy of encouraging quality historic restorations to downtown buildings.

Continue the use of creative modern new buildings, with the use of high quality materials and design.

Long Range Planning:

Given the region's excellent economy, DART station and many improvements, the downtown will likely continue to remain a viable commercial district. Recent store closings or the present vacancies represent an opportunity for new businesses to locate into the historic downtown, and should not necessarily be considered an indicator of the downtown facing a downward spiral.

An organized analysis, with a planning and management strategy if implemented could provide for a more predictable and speedy improvement to Plano's historic downtown area.

Recommendations:

Begin an accurate program to measure and record shopper and economic trends in the downtown, including: vehicular and pedestrian circulation, retail sales, employment, rents and consumer habits.

Consider a detailed analysis of the downtown's market potential.

Based upon realistic market options, consider selecting a desirable commercial segment to specialize in: restaurants, apparel, home furnishings, entertainment, neighborhood goods and services, etc.

Consider establishing a Public Improvement District (or equal) to collect revenues to be spent on specific marketing and management efforts to improve downtown sales.

-- END OF REPORT --

Appendix C

Downtown Plano Development Incentive Programs

Downtown development is being spurred by a variety of incentives provided by the City of Plano. Eastside Village demonstrates the city's ability to join with business to create development opportunities and tailor partnership responsibilities to meet the specific needs of each project. The city continues to amend development regulations to achieve good design and sound development economics, while protecting downtown's historical and architectural character. The city expedites plan review and inspections to keep projects on schedule. In addition to these incentives, the city has created several programs, described below, to further encourage development downtown and in the surrounding neighborhoods.

Tax Increment Financing: In 1999, the City of Plano, PISD, Collin County and Collin County Community College created a tax increment finance (TIF) district to encourage economic reinvestment along the DART LRT corridor. As authorized by Chapter 311 of the Tax Code, a TIF receives funding through ad valorem taxes derived from the growth of the total appraised value of property within the district occurring after the district is established. TIF funds can be spent for infrastructure, facilities and land within the district to facilitate economic reinvestment. State law also grants municipalities broader development powers within a TIF district. The Eastside TIF district extends along the DART rail corridor from the southern city limit to approximately ½ mile north of Parker Road. At the time the TIF was created, the total appraised value of property within the district was \$328 million. Four years later, the total appraised value has grown to nearly \$451 million, yielding \$3.6 million in revenue to date. The total revenue generated during the district's 15-year life (expires 2014) should exceed \$20,000,000. Thus far, three projects (including the Courtyard Theater) have been specified for TIF funding, creating an obligation of \$11.2 million. The remaining TIF funds are available for additional economic development projects within the area.

380 Agreements: Chapter 380 of the Local Government Code gives municipalities authority to make grants and loans of funds or services to further economic development. This authority combined with that associated with tax increment financing was used to structure the partnerships that created Eastside Village I and II and 15th Street Village. A development agreement was drafted for each project that defined the public and private development responsibilities; grants of property, improvements, cash reimbursements and fee waivers.

Neighborhood Empowerment Zone: Authorized under Chapter 378 of the Local Government Code, the City of Plano created a Neighborhood Empowerment Zone, including downtown and surrounding neighborhoods, in August 1999. Among the powers granted by the law, cities may waive development fees within an empowerment zone to stimulate economic development, including the production and rehabilitation of affordable housing. Plano's empowerment zone waives all development related fees for construction, remodeling and rehabilitation of commercial buildings and single-family housing. Fees are also waived for the rehabilitation of multi-family units, provided the cost of work is greater than \$8,000 per unit. The neighborhood park fee is waived for new multi-family construction. As of April 2004, \$221,027 in fees has been waived, resulting from construction valued at \$27,678,678, including 26 new single-family houses.

Smart Commute: Created as a pilot program by FannieMae, the Smart Commute program establishes a partnership among local government, area lenders, transit agencies and FannieMae to provide mortgage financing near transit stations. Under the program, borrowers may qualify for larger loans based on a transit benefit (presumed savings) added to their monthly income. The program provides 100% financing for low and moderate income families and 97% financing for other borrowers. This program will be launched in Plano September 1st.

Historic Preservation Tax Abatements: Under the authority of Chapter 11.24 of the Tax Code, properties designated as a heritage resource by the city are eligible to receive a property tax exemption to encourage proper restoration and maintenance. The size of the exemption ranges from 38% to 100% of the structure's value based on the use of the property and its historical significance. All four governmental entities that levy a property tax in Plano participate in the program. Designated properties are reviewed annually to ensure they are properly maintained and qualified to continue to receive the exemption. In addition to designating individual properties, Plano has established two historic districts – downtown and the adjacent Haggard Park neighborhood.

Fire Sprinkler Program: Fire protection of downtown has been a long-standing concern. Downtown was repeatedly destroyed by fire in the 1890s. Today, only a few buildings in the historic commercial core have fire sprinklers. The fire department is working with downtown merchants and building owners to reduce risk and install a shared fire sprinkler system. As an incentive, the city will pay the cost of extending water lines and installing fire valves and risers to serve building groups. The merchants will pay the cost of internal service lines and sprinkler heads. Three sprinkler line extensions are currently being constructed.

Regulatory Incentives: A number of regulatory incentives and amendments have been adopted to accommodate development and reduce cost. No existing building is required to provide parking regardless of occupancy. Up to 4,000 square feet of building area may be added to a building without providing parking. New buildings are required to provide parking but at a much lower rate than required elsewhere in the city. The Planning & Zoning Commission may also decrease the amount of required parking by giving credit for nearby public parking. Buildings may cover 100% of the lot and may be four stories in height. Live/work units are permitted on the ground floor of buildings. Building stoops, awnings, balconies, and signs are permitted to extend into the street right-of-way. Where sidewalks are sufficiently wide, the city permits outside dining under a license agreement with the restaurant. The 2003 International Building Code for Existing Buildings is used for regulating restoration and remodeling of historic commercial buildings.

Additional Information: More information on downtown Plano planning and development regulation can be found at <http://www.planoplanning.org>.

Appendix D

List of Incentives to Attract Businesses to Downtown Plano

City and Metropolitan Information

- Location
- Geographic Size
- Demographics
- Economic Facts
- Major Employers
- Government Facts
- Form of Government
- Taxes

Downtown Profile

- Description
- Location
- Size
- Business Mix
- Demographics
- Vision
- Recent Development
- History

Business Development Opportunities

- Existing Building/Business Inventory
- Occupancy and Redevelopment Opportunities
 - Building Description
 - Ownership
 - Rent Levels/Sales price
 - Contacts
- Redevelopment Sites
 - Site Inventory
 - Ownership

Contacts

Service Providers

Electric

Gas

Water/Waste Water

Solid Waste

Telephone

Internet

Regulatory Agencies

Planning Department

Building Inspections Department

Engineering Department

Environmental Health Department

Fire Department

Business Assistance Services

Chamber of Commerce

Plano Economic Development Board

CCCCD Small Business Development Center

Incentive Programs

Tax Increment Finance District

Historic Preservation Tax Abatements

Fire Sprinkler Cost Participation

Neighborhood Empowerment Zone

Regulatory Incentives

Marketing and Special Events

References and Contacts

Appendix E

Expenditures for Downtown

	Annual	Source	One-time	Source
Events/Management/Maintenance				
Kate Singleton 1997-2001			218,724	GF
Security				
Neighborhood Police FY03-04	84,323	GF		
Patrol Cart			10,000	GF
Downtown Events & Marketing (also includes holiday light, and support of interurban) FY 05-06	117,622	GF, Rec. Rev., Grant		
Caretaker Parks and Grounds	90,000	GF		
Environmental Waste Pick-up	465	GF		
Interurban Railway Museum				
Part-time support & Ops. FY 05-06	18,229	GF		
Haggard Park				
Land			362,000	Bond
Improvements			1,400,000	Bond, Cap. Res.
Courtyard Theater				
Construction			6,000,000	TIF, GF, Hotel
O&M FY 04-05	298,687	GF		
Revenue	67,620	Income		
Net Subsidy	231,067			
First Christian Church				
Purchase of land			25,000	Bond
Landscaping/Irrigation @ 15th/G			35,000	Bond
Modifications to Parking Lot for Landscaping			32,500	Bond
Plano Station				
O&M	22,700	Plano Centre		
Revenue	30,900	Income		
Cox Building Restoration*			5,800,000	TIF
Eastside Village I				
Infrastructure not DART related			969,902	Bond
Fees Waived (see NEZ below)				
Eastside Village II				
Infrastructure			800,000	Bond
Fees Waived (see NEZ below)				
15th Street Village				
Infrastructure*			124,000	TIF
Fees to be Waived*			165,199	NEZ
Infrastructure				
14th Street Reconstruction			771,000	DART
15th Street Reconstruction Proposed*			1,750,000	Grant, TIF
Hike and Bike Trails			1,500,000	Grant, TIF

Downtown Parking			354,000	Bond
Fire Sprinkler Program			90,800	Water
Tax Abatement (Historic) 2001-03			43,621	Lost Income
Historic Preservation Grants 2002-03			440,000	Hotel
Neighborhood Empowerment Zone 1999-2004			219,390	Lost Income
Total	\$533,506		\$20,314,136*	

* Includes \$8,539,199 in future expenditures.

Appendix F

List of Plans and Projects for Downtown Plano

Purpose

This report lists the planning documents and projects that have been completed for downtown Plano dating back to 1991.

Planning Documents

August 2001 – City Center Plan

This document reviewed various plans and reports relating to the area roughly encompassed by Spring Creek Parkway, Jupiter Road, the President George Bush Turnpike, and Alma Drive; identified valid recommendations from each; and consolidated them into a single program for the study area.

March 1993 – Design Guidelines for Plano’s Historic Areas

These guidelines were developed to assist property owners when they were considering façade improvements to existing historic structures or new construction. It applies to the original downtown core district and surrounding residential areas covering a variety of exterior components including the treatment of original materials, window and door replacement, awning design, signage design and placement, maintenance, and new building design and placement.

1991 – Downtown Development Plan

This plan covered the original business district and surrounding residential areas and was developed to address the area’s changing role in a growing community. It examined demographics, historic preservation, land use and zoning, public facilities and infrastructure, transportation and urban design. Its appendix included the “Master Streetscape Plan” for the area which has been the basis for a variety of street, sidewalk, lighting, landscaping, and other public improvements in the downtown area over the years. Its land use and zoning recommendations were the basis for the establishment of the Downtown Business/Government (BG) District which was the first in Plano to allow both commercial and residential uses. Although BG regulations have been amended over time to address new conditions such as the DART light rail station, its key elements remain intact.

May 1999 – Downtown Plano: A Vision and Strategy for Creating a Transit Village

The “Transit Village Report,” as it is commonly identified, starts with the Downtown Development Plan and establishes a framework for taking full advantage of the addition of DART’s light rail system to the area. It identifies primary and secondary impact areas and establishes development and investment expectations for each. Taking a “New Urbanist” approach to development, it recommends concentrating dense residential development in walking distance of the rail station to facilitate transit use and increase retail demand.

It was updated in 2004 with new data on development activity and public improvements.

July 1999 – Eastern Plano Streetscape Features

This document was developed in response to one of the proposals from “10 Big Ideas for Eastern Plano” – “Create a Front Door Initiative.” It includes a hierarchy of “softscape” and “hardscape” treatments for various streets, intersections, and entrance points in eastern Plano. The Eastern Plano Advisory Committee reviewed the document and recommended it to the City Council for implementation over time.

September 1997 – 10 Big Ideas for Eastern Plano

This report resulted from the efforts of the East Plano Development Task Force to define major proposals that could take advantage of eastern Plano’s primary attributes and address concerns about the area’s aging development and long-term viability.

October 2002 – Preservation Plan

The current document represents the fourth edition of the Preservation Plan, which was first adopted in 1981. This document is based on an inventory of buildings, sites, and areas that meet or could meet with further study the criteria for Heritage Resource Designation as prescribed in the Heritage Preservation Ordinance. It highlights the relationship of Plano’s built environment to the community’s formation over time. It focuses on preserving structures that connect the community with its past.

July 2002 – Retail Study of Underperforming and Vacant Areas

Sometimes referred to as the Tri-Cities Retail Study, this document represents a joint effort of the cities of Carrollton, Plano, and Richardson to improve the productivity of their retail properties, both developed and undeveloped. It included a statement of “Best Practices,” a framework for evaluating the challenges and opportunities facing individual sites, and examples of how actual retail properties could be converted for other uses.

Downtown Plano Improvement Projects

1999 through 2002

The North Central DART light rail line was extended to Plano. Service to the Downtown Plano light rail station began in December of 2002.

2000 – Development of Eastside Village Phases I and II

A mixed-use facility with 471 apartment units, ground floor businesses and offices, and two vehicle parking garages was built in downtown replacing aging structures and greatly improving the city's tax base. The projects have brought people to live in downtown Plano.

2002 and 2003 – Expansion of Downtown/Business Government Zoning District

The Downtown/Business Government (BG) zoning district was expanded to over 90 acres in size. Permitted land uses were amended to allow businesses more conducive to downtown's economic health and townhouses were added to the district. The rezoning allowed for the development of three high quality restaurants to downtown that have increased the number of people coming to the area for entertainment and shopping.

2002 – Courtyard Theater

An historic auditorium and gymnasium that served the Plano Independent School District was remodeled into a performing arts theater. The theater hosts productions and concerts throughout the year and is within walking distance of the businesses and restaurants in downtown Plano.

2002 through 2004

Surface parking lots were added to the downtown area near Haggard Park and the Interurban Museum, along the DART railroad tracks south of 15th Street and at the southwest corner of 14th Street and K Avenue. There are now 750 parking spaces in downtown Plano available for people to use who visit the merchants and businesses in the area.

2005 – K Avenue improvements

The far left lane of K Avenue was removed for travel and converted into parking for Downtown Plano. This improvement now allows two lanes of traffic and has helped to reduce the speed of vehicles traveling through the downtown area.

The new parking spaces have provided customers with closer access to the businesses and restaurants in downtown Plano.

Appendix G						
Downtown Plano Demographics						
2000 Census	1/2 mile summary		1 mile summary		5 mile summary	
Demographic Attribute	Number	Percent	Number	Percent	Number	Percent
Total Population	2207		8603		234041	
Gender Distribution						
Male	1151	52.2	5014	58.3	117394	50.2
Female	1056	47.8	3589	41.7	116647	49.8
Age Distribution						
Under 5 years	153	6.9	720	8.4	17555	7.5
5 to 9 years	148	6.7	546	6.4	17792	7.6
10 to 14 years	124	5.6	468	5.4	17785	7.6
15 to 19 years	184	8.3	808	9.4	16624	7.1
20 to 24 years	177	8.0	928	10.8	12261	5.2
25 to 34 years	396	17.9	1657	19.3	35987	15.3
35 to 44 years	320	14.5	1360	15.8	45387	19.4
45 to 54 years	223	10.1	828	9.6	36000	15.4
55 to 64 years	145	6.5	601	7.0	19934	8.5
Over 64 years	337	15.3	687	8.0	14716	6.4
Ethnicity Distribution						
Hispanic	888	40.2	4539	52.8	25611	10.9
Non-Hispanic	1319	59.8	4064	47.2	208430	89.1
Racial Distribution						
<i>Non-Hispanic, one race</i>						
American Indian Alaska Native	12	0.5	39	0.5	780	0.3
Black or African American	348	15.8	453	5.3	12058	5.2
Asian	14	0.6	51	0.6	21017	9.0
Native Hawaiian Other Pacific Islander	1	0.0	0	0.0	117	0.0
Some other race	1	0.0	0	0.0	397	0.2
White	902	40.9	3487	40.5	169344	72.4
<i>Non-Hispanic, two or more races</i>						
	41	1.9	34	0.4	4717	2
Housing Units						
Total Housing Units	893		2832		89039	
Occupied Housing Units	853	95.5	2734	96.5	85804	96.4
Vacant Housing Units	40	4.5	98	3.5	3235	3.6
Household Tenure						
Owner Occupied Households	280	32.8	1146	41.9	59493	69.3
Renter Occupied Households	573	67.2	1588	58.1	26311	30.7
Persons Per Household						
	2.55		3.46		2.76	
Educational Attainment						
People age 25 years and over	791		5133		152024	
No high school diploma	280	35.4	2053	40.0	11163	7.3

High School diploma/GED	285	36.0	1148	22.4	22044	14.5
Some college, no degree	115	14.5	871	17.0	36322	23.9
Associates Degree	23	2.9	216	4.2	9817	6.5
Bachelor's Degree	60	7.6	534	10.4	48943	32.2
Graduate/Professional degree	28	3.5	311	6.1	23735	15.6
High School diploma or higher	511	64.6	3080	60.0	140861	92.7
Bachelor's degree or higher	88	11.1	845	16.5	83841	47.8
Employment by Occupation						
Employed people age 16 years and over	573		4532		128863	
Management/Professional/Technical	115	20.1	930	20.5	67706	52.5
Service Occupations	93	16.2	1365	30.1	11403	8.8
Sales and Office Occupations	137	23.9	810	17.9	35739	27.7
Farming, Fishing, Forestry	0	0.0	14	0.3	66	0.1
Construction, Extraction, Maintenance	158	27.6	869	19.2	7132	5.5
Production, Transportation, Material Moving	70	12.2	544	10.3	6817	5.3
Household Income						
Households Surveyed	553		2802		85972	
Under \$10,000	124	22.4	280	10.0	2694	3.1
\$10,000 to \$24,999	202	36.5	647	23.1	6860	8.0
\$25,000 to \$49,999	139	25.1	959	34.2	18193	21.1
\$50,000 to \$74,999	49	8.9	504	18.0	18734	21.8
\$75,000 to \$99,999	14	2.5	195	7.0	14794	17.2
\$100,000 to \$149,000	20	3.6	158	5.6	15821	18.4
Over \$150,000	5	0.9	59	2.1	8876	10.3
Median Household Income	\$21,625		\$36,176		\$72,471	
2005 Population estimate	2979		9375		*	
2006 Housing Units	1384		3323		*	
Sources: North Central Texas Council of Governments, City of Plano, and the United States Census Bureau						
* The five mile radius falls into areas within other cities. Staff cannot account for new housing built outside of the city.						
	1/2 mile radius	1 mile radius	5 mile radius			
Northern limits of radius	20th Street	N of Park Blvd	Bethany Road			
Eastern limits of radius	P Avenue	Jupiter Road	Murphy Road			
Southern limits of radius	10th Street	Turnpike (SH 190)	Beltline Road			
Western limits of radius	E Avenue	Alma Drive	Ohio Drive			

Appendix H			
Downtown Property Owners and Merchants List			
Map #	Business	Property Address	Property Owner
1	Courtyard Theater and Cox Building	1509 H Avenue	Plano Independent School District
2	Let's Practice	1520 G Avenue	First Christian Church of Plano
3	First Christian Church of Plano	805 E. 15th Street	First Christian Church of Plano
4	Loan Star Mint	805 E. 15th Street	First Christian Church of Plano
4	Mattress USA	811 E. 15th Street	First Christian Church of Plano
4	First Christian Church	813 E. 15th Street	First Christian Church of Plano
5	15th Street Village	806 E 15th St	15th Street Village LP
6	15th Street Village	806 E 15th St	15th Street Village LP
7	A Better Answer	1410 G Avenue	Dolores Hawkins
8	Hubcap Homer	1406 G Avenue	John Young, ETUX
9	Texas Jewelry and Loan	1400 G Avenue	Bennie Bridgefarmer, ETUX
10	Howard Hamilton, Jr. Attorney	802 E. 15th Street	Howard D. Hamilton, Jr.
11	15th Street Village	806 E 15th St	15th Street Village LP
12	City of Plano	1520 K Avenue	City of Plano
13	City of Plano	1520 K Avenue	City of Plano
14	Vehicle parking	629 14th Street	City of Plano
15	Police Department, Municipal Court and Jail	909 14th Street	City of Plano
16	Collin Intervention to Youth	P.O. Box 860070	Collin Intervention to Youth, Inc.
17	Interurban Railway Museum/Haggard Park	901 E. 15th Street	City of Plano
18	Charles Stice	908 E. 15th Street	Charles Stice
19	Custom Scooters	912 E. 15th Street	Charles Stice
20	Georgia's Farmers Market	916 E. 15th Street	Charles Stice
21	Auto Fix It	1421 I Avenue	Charles Stice
22	Anthony's Barber & Beauty, Inc.	926 E. 15th Street, Suite 101	City of Plano
22	Hearing Aid Express	926 E. 15th Street, Suite 102	City of Plano
22	Williams Family Barber Shop	926 E. 15th Street, Suite 103	City of Plano
22	Ye Ole Butcher Shop	926 E. 15th Street, 105 & 106	City of Plano
23	Eisenberg's Skatepark	930 E. 15th Street	J & A Family Partners Limited
24	DART	DART RR and 15th Street	Dallas Area Rapid Transit
25	DART	DART RR and 15th Street	Dallas Area Rapid Transit
26	A.R. Schell & Son Insurance	1001 E. 15th Street, #100	A. R. Schell, III
27	Beverly and James Hiegel	1005 E. 15th Street	Beverly and James Hiegel
28	Tutco, Inc.	1011 E. 15th Street	Tutco, Inc.
29	Simple Country Pleasures	1013 E. 15th Street	Julia Ann Huntman
30	Akers & Associates	1015 E. 15th Street	Jeran M. Akers
30	Peggy Green-Ernst & Associates	1015 E. 15th Street	Jeran M. Akers

30	Stephen H. Miller, Attorney	1015 E. 15th Street	Jeran M. Akers
31	Into My Garden Tea Room	1017 E. 15th Street	Michael R and Mary Jo Montgomery
31	Nooks 'N Krannies	1017 E. 15th Street	Michael R and Mary Jo Montgomery
31	Victoria's Doll House	1017 E. 15th Street	Michael R and Mary Jo Montgomery
32	Eastside Art Gallery	1021 E. 15th Street	Alvin L. and Sandra Dahl
33	MF Robert	1023 E. 15th Street	MF Robert
33	The Rupp Fine Art Gallery	1025 E. 15th Street	MF Robert
34	Keller & Stark	1027 E. 15th Street	Laman/Stark JV
34	Luke Laman, PC	1027 E. 15th Street	Laman/Stark JV
35	Natural Elegance	1029 E. 15th Street	Robert A. Lynch
36	Plano Barber Shop	1031 E. 15th Street	Frances Bates Wells
36	New Addition Infant and Children	1033 E. 15th Street	Frances Bates Wells
37	Candy Bouquet & Gifts	1035 E. 15th Street	Richard Gene Sutton
38	Jorg's Café Vienna	1037 E. 15th Street	Joerg W. and Cathy A. Fercher
39	Art Centre of Plano	1039 E. 15th Street	Cultural Arts Council of Plano
39	Grand Realty Services	1039 E. 15th Street	Cultural Arts Council of Plano
40	Old Shed Joint Venture	1020 E. 15th Place	Old Shed Joint Venture
41	Michael Holter Creative	1013 15th Place, #101	Plano RPFIV Multi Family Assoc LTD, City of Plano
41	Neuromed	1013 15th Place	Plano RPFIV Multi Family Assoc LTD, City of Plano
42	AAA Realtor / O.K. Mortgage	1545 K Avenue, Suite 169	Compass Homes, Inc.
42	Edward Jones Investments	1045 15th Place #157	Plano RPFIV Multi Family Assoc LTD, City of Plano
42	Plano Mini Mart	1045 15th Place	Plano RPFIV Multi Family Assoc LTD, City of Plano
43	Richard Howe	1004 E. 15th Street	1006 E. 15th Street LP
44	Red Awning Antiques and Collectibles	1006 E. 15th Street	1006 E. 15th Street LP
45	Love Photography	1008 E. 15th Street	Love Photography, Inc.
46	Fairway Group Real Estate/Smith Exploration/Taco Delite	1416 J Avenue	Historic Plano - 25 LTD
47	Plano Masonic Lodge	1414 J Avenue	Plano Lodge 768 AF & AM
47	Warner Richeson Home Design	1414 J Avenue	Plano Lodge 768 AF & AM
48	Brodhead Family LTD	1410 J Avenue	Brodhead Family Limited Partnership
49	Cobweb's Antique Mall	1400 J Avenue	First CMC Properties, LLC
49	Lillian's Back Porch	1400 J Avenue	First CMC Properties, LLC
49	Nanny Granny's Antiques	1408 J Avenue	First CMC Properties, LLC
50	Jessie Christie	1001 14th Street	Jessie Christie
51	Vehicle parking	SE 15th Street and DART RR	City of Plano
52	Plano Municipal Center South	1409 K Avenue	City of Plano
53	Ambience Décor	1010 E. 15th Street	Franklin W. Neal
54	Kay Askew Gallery	1012 E. 15th Street	Katherine S. Moore
54	Old Towne Gallery and Frame	1012 E. 15th Street	Katherine S. Moore
55	Nature's Finest Art	1016 E. 15th Street	Judith Smith Moore
56	Creative Imprints	1018 E. 15th Street	Judith Smith Moore

57	Bert B. Carpenter, Jr.	1020 E. 15th Street	Bert B. Carpenter, Jr.
58	Dish Neighborhood Cuisine	1022 E. 15th Street	East Side Partners LTD
59	CYA Design Collaborative	1024 E. 15th Street	Judith Smith Moore
60	Sutton Place	1030 E. 15th Street	Geraldine Stubbs
61	Mane Design	1423 K Avenue	Chaddick Center Leasing Office
61	Queen of Hearts Costume & Magic Shop	1032 E. 15th Street	Chaddick Center Leasing Office
62	Plano Municipal Center	1520 K Avenue	City of Plano
63	Verizon	1508 K Avenue	GTE Southwest, Inc.
64	Las Brisas Inn	1426 K Avenue	Las Brisas Properties, Inc.
64	15th Street Café & Bakery	1112 E. 15th Street	Las Brisas Properties, Inc.
65	Body Grafix	1428 K Avenue	Las Brisas Properties, Inc.
65	Two Brothers Cigars	1424 K Avenue	Las Brisas Properties, Inc.
66	Kelly's Eastside	1422 K Avenue	Las Brisas Properties, Inc.
67	Aegis 1 Computer Services	1416 K Avenue	Scott Copeland
67	Baxter's Salon	1420 K Avenue	Scott Copeland
67	Plano Nailery	1418 K Avenue	Fred L. & Patricia M. Musgrove
68	D.K. Wireless Networks	1410 K Avenue, Suite #1105-A	Plano RPFIV Multi Family Assoc LTD, City of Plano
68	Dora's Salon	1425 Vontress Drive #1113	Plano RPFIV Multi Family Assoc LTD, City of Plano
68	Feels Like Home	1410 K Avenue, Suite #1109-B	Plano RPFIV Multi Family Assoc LTD, City of Plano
68	Film Depot	1405 Vontress Drive #1103	Plano RPFIV Multi Family Assoc LTD, City of Plano
68	Mode Design Studio	1425 Vontress Drive, #1110	Plano RPFIV Multi Family Assoc LTD, City of Plano
68	Sisters Two Salon	1405 Vontress Drive #1104	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Central Vision Clinic	1145 E. 14th Street	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Creative Collections	1425 Vontress Drive #1115	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Dallas Digital Video Productions	1410 K Avenue, Suite #1105 D	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Eastside Village Apartments	1404 Vontress Drive #2119	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Farmer's Insurance Group	1404 Vontress Drive #2117	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Hair'em and Nail'em	1465 Municipal Avenue #3125	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Landis Realty Group	1404 Vontress Drive, #2123	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Megan Rachel	1405 Vontress Drive, #1101	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Michael Dover	1405 Vontress Drive, #1101	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Tax Rx	1404 Vontress Drive, #2127	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	The Behavior Exchange	1405 Vontress Drive, #1102	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	The Village Spa	1145 E. 14th St, #2109	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Today's Tan & Nails	1465 Municipal Ave. #3027	Plano RPFIV Multi Family Assoc LTD, City of Plano
69	Transitions to Life	1405 Vontress Drive, #1106	Plano RPFIV Multi Family Assoc LTD, City of Plano
	Businesses in regular font		
	Property owners with no business at the property in bold		



16th St

G Ave

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14th St

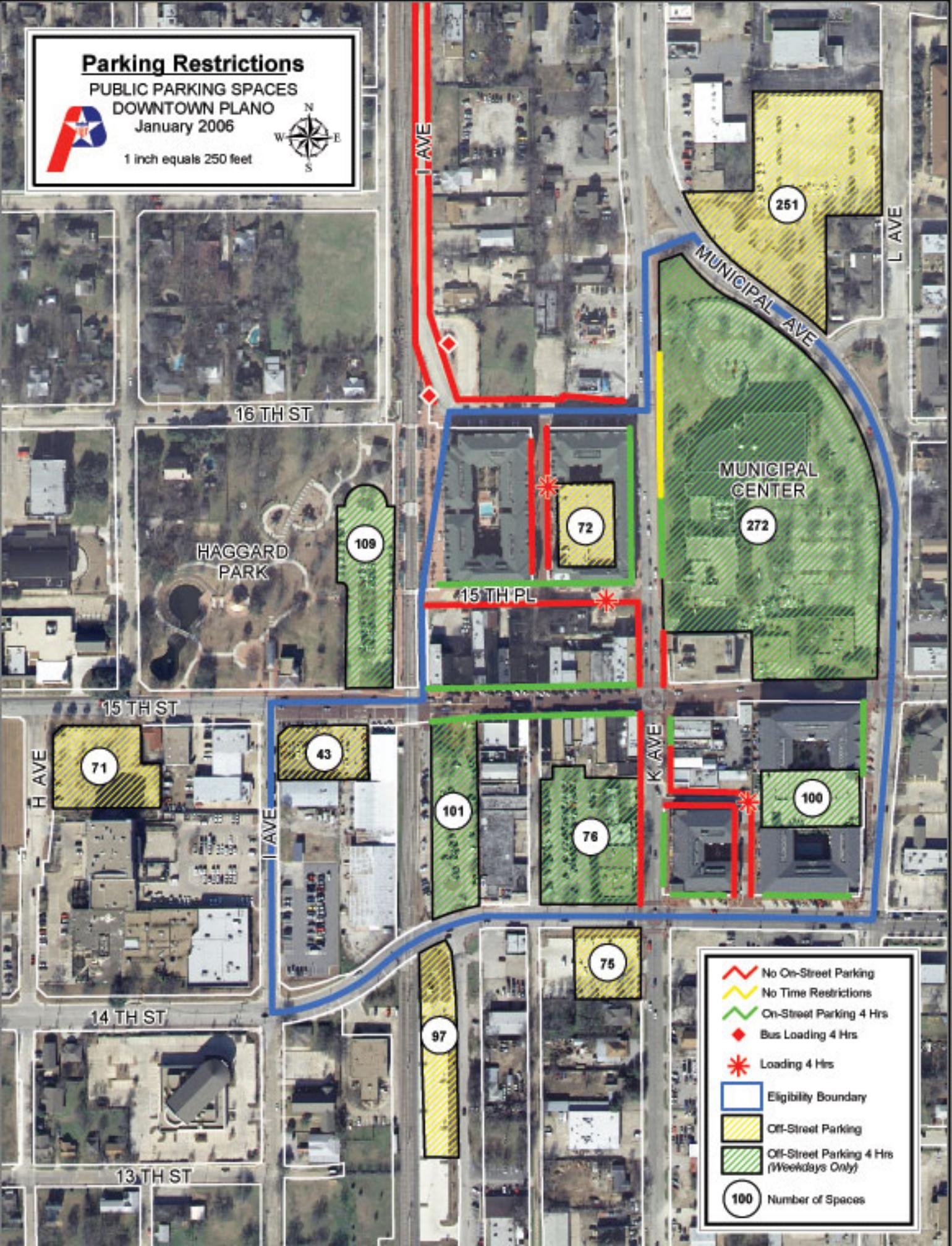
**Downtown Task Force
STUDY AREA**

Parking Restrictions

PUBLIC PARKING SPACES
DOWNTOWN PLANO
January 2006



1 inch equals 250 feet



- No On-Street Parking
- No Time Restrictions
- On-Street Parking 4 Hrs
- Bus Loading 4 Hrs
- Loading 4 Hrs
- Eligibility Boundary
- Off-Street Parking
- Off-Street Parking 4 Hrs (Weekdays Only)
- 100 Number of Spaces