DATE: September 1, 2020 and September 9, 2020 (if necessary)

TIME: 6:00 p.m.

CALL TO ORDER

OUR VISION: PLANO IS A GLOBAL ECONOMIC LEADER BONDED BY A SHARED SENSE OF COMMUNITY WHERE RESIDENTS EXPERIENCE UNPARALLELED QUALITY OF LIFE.

The Comprehensive Plan Review Committee will open their Regular Meeting at 6:00 p.m. in the Senator Florence Shapiro Council Chambers of the Plano Municipal Center to discuss posted items in the regular meeting as allowed by law. Some members, consultants, and staff may participate remotely via videoconference. The facility will not be open to the public.

If necessary, the committee will reconvene on Wednesday, September 9, 2020 at 6:00 p.m. in the Senator Florence Shapiro Council Chambers of the Plano Municipal Center to complete discussion of posted items as allowed by law. Some members, consultants, and staff may participate remotely via videoconference. The facility will not be open to the public.

For those wanting to watch the meetings, they will be live streamed on Plano’s website at www.planotv.org.

As an ad hoc Committee of the City of Plano, the Open Meetings Act does not apply. This meeting will not include public comments. A recording of the meeting will be made available on www.PlanoCompPlanReview.org.

PLEDGE OF ALLEGIANCE

ITEMS FOR DISCUSSION

1. Approval of Minutes: August 18, 2020  Bell
2. CPRC Work Plan Updates  Sefko
3. Presentation and Discussion: Future Land Use and Growth and Change Maps  Bell
4. Discussion: Four Corner Self-Guided Tour Feedback  Harrison
5. Discussion and Consideration: Bundles 16-19  Sefko

ADJOURN

COUNCIL LIAISONS: Council Member Rick Grady and Council Member Maria Tu
COMPREHENSIVE PLAN REVIEW COMMITTEE
REGULAR MEETING
August 18, 2020

CITY COUNCIL MEMBERS PRESENT VIA VIDEOCONFERENCE
Kayci Prince, Mayor Pro Tem
Lily Bao
Rick Grady

COMMITTEE MEMBERS PRESENT
Doug Shockey, Chair
Michael Bronsky, Vice Chair
Jim Dillavou
Carolyn Doyle
Xinyi Gong
Richard “Larry” Howe
Hilton Kong
Salvator La Mastra
Jijie “Jack” Liu
Yoram Solomon
Sara Wilson

COMMITTEE MEMBERS PRESENT VIA VIDEOCONFERENCE
Jaci Crawford
Erin Dougherty
Mary Jacobs
Michael Lin

COMMITTEE MEMBERS ABSENT
Jeff Beckley

STAFF PRESENT
Michael Bell, Comprehensive Planning Manager
Christina Sebastian, Lead Planner
Linette Magaña, Administrative Support Supervisor
Drew Brawner, Sr. Mobility Planner
David Powell, Planner
Kelsey Poole, Planner
Steve Andrews, Producer

STAFF PRESENT VIA VIDEOCONFERENCE
Peter Braster, Director of Special Projects
Ileana Fernandez, Assistant City Attorney III
Kelsey Poole, Planner

FREESE AND NICHOLS CONSULTANTS PRESENT
Dan Sefko, Project Lead
Daniel Harrison, Project Manager
Colton Wayman, Planner

Chair Shockey convened the Committee into the regular meeting on Tuesday, August 18, 2020, at 6:00 p.m. at the Plano Municipal Center Senator Florence Shapiro Chambers and via videoconference. Eleven members were present. Four members were present via videoconference. Member Beckley was absent. Chair Shockey led the Committee in the Pledge of Allegiance.

Chair Shockey recognized Mayor Pro Tem Kayci Prince, Council Member Rick Grady, and Council Member Lily Bao, who thanked the Committee for their service and shared messages of unity. Upon completion of their remarks, the City Council members exited the meeting.

ITEMS FOR DISCUSSION

1) Approval of Minutes: August 4, 2020

MOTION: Upon a motion made by Vice Chair Bronsky and seconded by Member Liu, the Committee voted 14-0 to approve the August 4, 2020 meeting minutes. Member Lin abstained.

2) CPRC Work Plan Updates – Dan Sefko gave an overview of updates and new additions to the Work Plan. Regularly scheduled meetings and placeholder meetings were updated based upon polling results to allow the Committee to complete bundle and maps revisions on schedule. Some questions were asked and discussion was held. Member Dillavou requested the workshop scheduled for Saturday, September 19th be broken up into multiple sessions. In response, Mr. Sefko proposed starting discussions of the Future Land Use Map on the September 1st and September 15th meeting agendas in preparation for the Saturday workshop. The Committee agreed to this change in the Work Plan.

3) Presentation: Instructions on Virtual Tour – Daniel Harrison gave a presentation showing the format of the virtual tour. Some questions were asked and discussion was held. Committee members were advised they will be asked to present their feedback of tour experiences at the September 1, 2020, meeting.

4) Presentation: Special Districts and Incentives for Real Estate Development – Peter Braster, Director of Special Projects, gave a presentation providing an overview of Public Improvement Districts, Tax Increment Financing, and other incentives for real estate development. Some questions were asked and discussion was held.

Following his presentation, Mr. Braster left the meeting.

5) Discussion and Consideration: Bundles 12-15 and Related Proposals – Due to his absence at the August 4th meeting, Member Lin was allowed to share his thoughts on density, land use, and growth management. Member Solomon gave a presentation on proposals related to the comprehensive plan. No questions were asked. Mr. Sefko then led the Committee in a discussion on Bundles 12-15 and related proposals.
Bundle 12 – Land Use

The Committee provided their feedback on Bundle 12 and discussion was held.

MOTION: Upon a motion made by Member Kong and seconded by Member Howe, the Committee voted 7-8 to approve Bundle 12 as recommended by staff. Chair Shockey, Vice Chair Bronsky, and Members Crawford, Dillavou, Doyle, Gong, La Mastra, and Wilson voted in opposition. The motion failed due to a lack of 75% majority.

Mr. Sefko reminded the Committee that approval of Bundles 12-22 would not move forward to the Planning & Zoning Commission until after discussion of the comprehensive plan maps.

MOTION: Upon a motion made by Member Kong and seconded by Member Howe, the Committee voted 15-0 to approve the policy and actions LU2, LU3, and LU7 of Bundle 12 as presented in Attachment B.

MOTION: Upon a motion made by Member Wilson and seconded by Member La Mastra, the Committee voted 9-6 to table the website context and actions LU1, LU4, LU5, LU6, LU8, LU9, and LU10 of Bundle 12 until discussion of the Future Land Use Map. Members Dougherty, Howe, Jacobs, Kong, Lin and Liu voted in opposition. The procedural motion was approved.

Bundle 13 – Community Design

The Committee provided their feedback on Bundle 13 and discussion was held. Member Kong recommended adding references to Universal Design and Crime Prevention Through Environmental Design (CPTED) into the policy and action CD1.

MOTION: Upon a motion made by Vice Chair Bronsky and seconded by Member Howe, the Committee voted 14-1 to approve Bundle 13 as presented in Attachment B, with modifications to incorporate Universal Design and CPTED into the policy and action CD1. Member Wilson voted in opposition.

Bundle 14 – Redevelopment of Regional Transportation Corridors

The Committee provided their feedback on Bundle 14 and discussion was held.

MOTION: Upon a motion made by Member Kong and seconded by Vice Chair Bronsky, the Committee voted 15-0 to approve sending Bundle 14 as presented in Attachment B.

Bundle 15 – Undeveloped Land

The Committee provided their feedback on Bundle 15 and discussion was had.
MOTION: Upon a motion made by Member Kong and seconded by Vice Chair Bronsky, the Committee voted 15-0 to approve Bundle 15 as presented in Attachment B, with a modification to UL3 to state “existing compatible residential development.”

The Committee requested additional information pertaining to the Land Use Guiding Principles presented by Member Solomon. Staff informed the Committee more information would be prepared addressing this topic. Mr. Sefko informed the group the next meeting will be September 1, 2020.

With no further discussion, Chair Shockey adjourned the meeting at 10:06 p.m.

________________________________________
Doug Shockey, Chair
Agenda Item 2

Discussion: CPRC Work Plan Updates

DESCRIPTION:

Hold a discussion and make any modifications to the Comprehensive Plan Review Committee (CPRC) Work Plan.

REMARKS:

On January 22, 2020, the Committee adopted a CPRC Work Plan that outlined target dates for discussion of key issues related to density, land use, transportation, growth management, and other unclassified topics. This is intended to be a working document that can be modified as needed.

Pursuant to direction at the August 18, 2020, meeting, Freese and Nichols, Inc. has made the following modifications to the Work Plan:

- CPRC meeting #19a discussion topics were updated to reflect the agenda.
- CPRC meeting #20a discussion topics were refined.

These dates are subject to change based upon the pace of the Committee’s progress working through remaining topics, the extensiveness of changes recommended by the CPRC, and input from the P&Z on how to provide adequate time for review of CPRC recommendations in addition to their regular zoning and development caseload.

RECOMMENDATION:

Consider the CPRC Work Plan and make modifications as necessary.

ATTACHMENTS:

Attachment A – CPRC Work Plan
### Items to Consider Throughout the Review Process

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>Continuous</td>
<td>Be mindful of taxpayers – partner with private companies.</td>
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<td>Continuous</td>
<td>How to retain existing population and attract new residents.</td>
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<td>Continuous</td>
<td>Maintain parks and transportation via solid economic development goals and efforts.</td>
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<td>Continuous</td>
<td>Have a plan to prevent crime and support police.</td>
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<td>Continuous</td>
<td>Actions to execute what is in the plan.</td>
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<td>Continuous</td>
<td>The City should move in the same direction of Plano 2045.</td>
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<td>Continuous</td>
<td>The purpose of the comprehensive plan relating to density, land use, growth management, and transportation.</td>
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<td>Continuous</td>
<td>We all want to live in the best community.</td>
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<tr>
<td>Continuous</td>
<td>Think about how we deliver the city to future generations.</td>
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<td>Continuous</td>
<td>Strive for factual support.</td>
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### Education and Training Items

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>Jan-22</td>
<td>Plano Facts and Figures</td>
</tr>
<tr>
<td>Feb-4</td>
<td>Zoning change notice procedures</td>
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<td>Feb-4</td>
<td>Executive Session for Legal Advice: Respond to questions and receive legal advice regarding the Fair Housing Act and legal issues related to comprehensive planning</td>
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<td>Feb-4</td>
<td>Undeveloped Land Map &amp; Population Projections Part-1</td>
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<tr>
<td>Feb-20</td>
<td>Active Residential Projects and Population Projections Part 2</td>
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<tr>
<td>Feb-20</td>
<td>Police Department and Fire-Rescue Facts and Figures</td>
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<tr>
<td>Feb-20</td>
<td>Future Land Use Plans from Surrounding Cities</td>
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<tr>
<td>March-3</td>
<td>Review Middle Housing Types</td>
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<tr>
<td>June-16</td>
<td>Plano ISD Facts and Figures (Presentation by Plano ISD Superintendent)</td>
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<tr>
<td>April-21</td>
<td>How does DART membership work? How is DART funded? (Survey Question Response)</td>
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<tr>
<td>April-21</td>
<td>Define what counts as a “journey to work trip” related to transportation demand management—(Survey Question Response)</td>
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<tr>
<td>August-18</td>
<td>Special Districts and Incentives for Real Estate Development</td>
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### Past Meetings

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Meeting Topic and Agenda</th>
<th>Meeting Dates</th>
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<tbody>
<tr>
<td>CPRC #1</td>
<td><strong>Kickoff Meeting</strong> 1) Introductions 2) Purpose of Project 3) Ice Breaker Exercise 4) Planning 101 5) Review CPRC Survey Results 6) Issue Identification Exercise 7) Discussion of Topics for Next Meeting</td>
<td>Saturday, January 11, 2020</td>
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<tr>
<td>CPRC #2</td>
<td><strong>Vision and Direction</strong></td>
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<td></td>
<td>1) Approval of Minutes: January 11, 2020</td>
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<tr>
<td></td>
<td>2) Discussion: Plano Tomorrow Vision Statement</td>
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<td>3) Discussion and Direction: Analysis of Survey Results and Kickoff</td>
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<td>4) Meeting Feedback</td>
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<td>5) Presentation: Plano Facts and Figures</td>
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<td>6) Discussion: Residential Density</td>
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<td></td>
<td><strong>Tuesday, January 22, 2020</strong></td>
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<tr>
<th>CPRC #3</th>
<th><strong>Density Topic, Housing Type Discussion</strong></th>
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<tbody>
<tr>
<td></td>
<td>1) Approval of Minutes: January 22, 2020</td>
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<tr>
<td></td>
<td>2) Presentation: Zoning Change Public Notification and Participation</td>
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<td>3) Presentation: Undeveloped Land Map</td>
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<td></td>
<td>4) Executive Session for Legal Advice: Respond to questions and receive legal advice regarding the Fair Housing Act, Court Cases, and HUD Interpretations Related to Planning</td>
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<tr>
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<td>5) Presentation: Fair Housing Act, Court Cases, and HUD Interpretations Related to Planning</td>
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<td>6) Discussion and Direction: Housing Types</td>
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<td></td>
<td>7) Discussion: CPRC Work Plan Updates</td>
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<td><strong>Tuesday, February 4, 2020</strong></td>
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<tr>
<th>CPRC #4</th>
<th><strong>Density Topic, Housing Type Discussion Cont.</strong></th>
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<tbody>
<tr>
<td></td>
<td>1) Approval of Minutes: February 4, 2020</td>
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<tr>
<td></td>
<td>2) Presentation: Plano Police Department and Plano Fire-Rescue</td>
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<td>3) Presentation: Population Projections Part 2</td>
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<td></td>
<td>4) Presentation: Future Land Use Plans from Surrounding Cities</td>
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<td></td>
<td>5) Discussion and Direction: Missing Middle Housing</td>
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<td></td>
<td>6) Discussion and Direction: Housing Types</td>
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<td></td>
<td>7) Discussion and Direction: Future Land Use Map Categories and Housing Approach</td>
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<td></td>
<td>8) Work Plan Updates</td>
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<td><strong>Tuesday, February 20, 2020</strong></td>
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<th>CPRC #5</th>
<th><strong>Density Topic, Housing Type Discussion Cont.</strong></th>
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<tr>
<td></td>
<td>1) Approval of Minutes: February 20, 2020</td>
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<td></td>
<td>2) Discussion and Direction: Middle Housing</td>
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<td>3) Discussion and Direction: Housing Types</td>
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<td>4) Discussion and Direction: Future Land Use Map Categories and Housing Approach</td>
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<td>5) Work Plan Updates</td>
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<td><strong>Tuesday, March 3, 2020</strong></td>
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<th>CPRC #6</th>
<th><strong>Meeting Canceled</strong></th>
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<td></td>
<td><strong>Tuesday, March 18, 2020</strong></td>
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<th>CPRC #7</th>
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<tr>
<td></td>
<td><strong>Tuesday, March 31, 2020</strong></td>
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<tr>
<td>CPRC #8</td>
<td>Density Topic, Housing Types Cont. &amp; Housing Mix Discussions</td>
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<td></td>
<td>1) Approval of Minutes: March 3, 2020</td>
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<td></td>
<td>2) Presentation: Changes to Committee Work Plan in Response to COVID-19</td>
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<td></td>
<td>3) Discussion: Freese and Nichols, Inc. Summary of Issues</td>
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<td>4) Discussion: Committee Homework Results</td>
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<td></td>
<td>5) Presentation: Committee Perspectives on the Plano Tomorrow Plan</td>
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<td>6) Work Plan Updates</td>
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<th>CPRC #9</th>
<th>Transportation Topic, Introduction Transportation</th>
<th>Tuesday, April 21, 2020</th>
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<tr>
<td></td>
<td>1) Approval of Minutes: April 14, 2020</td>
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<td></td>
<td>2) Presentation: Transportation Overview</td>
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<td>3) Presentation: Transportation and Comprehensive Plans</td>
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<td>4) Discussion and Direction: Transportation Actions in Plano Tomorrow</td>
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<td>5) Work Plan Updates</td>
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<tr>
<th>CPRC #10</th>
<th>Meeting Canceled</th>
<th>Tuesday, May 5, 2020</th>
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<tr>
<th>CPRC #11</th>
<th>Meeting Canceled</th>
<th>Tuesday, May 19, 2020</th>
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<tr>
<th>CPRC #12</th>
<th>Transportation Topic, Bundles 1 - 3 Discussion</th>
<th>Tuesday, June 2, 2020</th>
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<tr>
<td></td>
<td>1) Approval of Minutes: April 21, 2020</td>
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<td></td>
<td>2) Discussion: Committee Perspectives on Transportation Topics</td>
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<td>3) Discussion &amp; Direction: Transportation Themes Voting Exercise</td>
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<td>4) Work Plan Updates</td>
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<tr>
<th>CPRC #13</th>
<th>Transportation Topic, Bundles 1 - 6 Discussion</th>
<th>Tuesday, June 16, 2020</th>
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<tr>
<td></td>
<td>1) Approval of Minutes: June 2, 2020</td>
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<tr>
<td></td>
<td>2) Presentation: Plano ISD Information</td>
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<td>3) Work Plan Updates</td>
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<td>4) Plano Tomorrow Video Scripts</td>
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<td>5) Discussion and Direction: Transportation Themes Voting Exercise</td>
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<tr>
<th>CPRC #14</th>
<th>Transportation Topic, Bundles 2 - 11 Discussion</th>
<th>Tuesday, June 30, 2020</th>
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<tbody>
<tr>
<td></td>
<td>1) Approval of Minutes: June 16, 2020</td>
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<td></td>
<td>2) Discussion and Direction: Comprehensive Plan Guiding Principles</td>
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<td>3) Discussion and Direction: Transportation Themes Polling Exercise</td>
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<td></td>
<td>4) CPRC Work Plan Updates</td>
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<tr>
<th>CPRC #15</th>
<th>Transportation Topic, Transportation Bundles 1 - 11 Discussion &amp; Vote</th>
<th>Tuesday, July 7, 2020</th>
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<tbody>
<tr>
<td></td>
<td>1) Approval of Minutes: June 30, 2020</td>
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<tr>
<td></td>
<td>2) Consideration: Comprehensive Plan Guiding Principles</td>
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<td>3) Consideration: Transportation Bundle 1</td>
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<td>4) Consideration: Transportation Bundles 2-6</td>
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<td></td>
<td>5) Discussion and Direction: Transportation Bundles 7-11 Polling Exercise</td>
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<td>6) Presentation: Returning to Density Discussion</td>
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<td>7) CPRC Work Plan Updates</td>
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<tr>
<td>CPRC #16</td>
<td><strong>Complete Bundles 8-11 and Preview Bundles 12-22</strong></td>
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<tr>
<td>1) Work Plan Updates: Discuss expansion of schedule</td>
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<tr>
<td>2) Discussion &amp; Consideration of Transportation <strong>Bundles 8-11</strong></td>
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<td>3) Presentation: <strong>Bundles 12-22</strong></td>
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<tr>
<td>a. Description of Bundles</td>
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<td>4) Homework Assigned: <strong>Bundles 12-22</strong> (due August 9, after the next CPRC meeting on August 4)</td>
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<td><strong>Tuesday, July 21, 2020</strong></td>
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<thead>
<tr>
<th>CPRC #17</th>
<th><strong>Open Discussion on Density, Land Use, and Growth Management Topics</strong></th>
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<tbody>
<tr>
<td>1) Discuss work plan and schedule revisions</td>
<td></td>
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<tr>
<td>2) Open Discussion on Density, Land Use, and Growth Management</td>
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<tr>
<td>a. Before the discussion, review the original survey results from the kickoff meeting and discuss related items.</td>
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<tr>
<td>3) Dan’s Big Picture Approach: Dan explains the density solution is both the policies / actions and the maps that control density.</td>
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<tr>
<td>a. Example: Density Guidance Map</td>
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<td>4) Homework due in 5 days, on August 9.</td>
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<tr>
<td><strong>Tuesday, August 4, 2020</strong></td>
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<tr>
<th>CPRC #18</th>
<th><strong>Bundles 12, 13, 14, and 15</strong></th>
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<tbody>
<tr>
<td>1) Discuss work plan and schedule revisions</td>
<td></td>
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<tr>
<td>2) Site Tour Preview</td>
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<tr>
<td>3) PID and TIFs presentation by Peter Braster</td>
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<tr>
<td>4) Discussion &amp; Consideration:</td>
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<tr>
<td>a. <strong>Bundle 12 (Land Use)</strong></td>
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<tr>
<td>b. <strong>Bundle 13 (Community Design)</strong></td>
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<tr>
<td>c. <strong>Bundle 14 (Redevelopment of Regional Transportation Corridors)</strong></td>
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<tr>
<td>d. <strong>Bundle 15 (Undeveloped Land)</strong></td>
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<tr>
<td><strong>Tuesday, August 18, 2020</strong></td>
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<thead>
<tr>
<th><em><strong><strong>Self-Guided Tour</strong></strong></em></th>
</tr>
</thead>
<tbody>
<tr>
<td>1) The purpose of the tour is to help CPRC members understand Plano’s retail corners.</td>
</tr>
<tr>
<td>2) CPRC members are to drive to four locations and consider the future of the retail corners.</td>
</tr>
<tr>
<td>3) The self-guided tour replaces the bus tour.</td>
</tr>
<tr>
<td>4) CPRC members to ask themselves questions similar to the following:</td>
</tr>
<tr>
<td>a. “Should this area remain exactly the same as it exists today?”</td>
</tr>
<tr>
<td>b. “Is this area likely to change for better or worse under market conditions?”</td>
</tr>
<tr>
<td>c. “If change is desired, what is the best way for this area to redevelop that benefits both the community and land owner?”</td>
</tr>
<tr>
<td>d. “What land uses are economically practical and sustainable, and desirable in a neighborhood center?”</td>
</tr>
<tr>
<td>5) CPRC members bring their thoughts and comments to September 1 meeting and present individually.</td>
</tr>
<tr>
<td><em><strong><strong>Self-Guided Tour</strong></strong></em></td>
</tr>
<tr>
<td><strong>Saturday, August 22, 2020 through Monday, August 31, 2020</strong>*</td>
</tr>
</tbody>
</table>
## Upcoming Meetings

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Meeting Topic and Agenda</th>
<th>Meeting Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPRC #19</td>
<td><strong>Bundles 16, 17, 18, and 19</strong>&lt;br&gt;1) CPRC Work Plan Updates&lt;br&gt;2) Discussion: Comprehensive Plan Maps&lt;br&gt;3) Discussion: Virtual Tour Results&lt;br&gt;4) Discussion and Consideration: Discussion &amp; Consideration:&lt;br&gt;   a. Bundle 16 (Transit-Oriented Development)&lt;br&gt;   b. Bundle 17 (Neighborhood Conservation)&lt;br&gt;   c. Bundle 18 (Redevelopment of Neighborhood Centers)&lt;br&gt;   d. Bundle 19 (Special Housing Needs)</td>
<td>Tuesday, September 1, 2020</td>
</tr>
<tr>
<td>CPRC #19b (if needed)</td>
<td><strong>Bundles 16, 17, 18, and 19 (Continuation Meeting)</strong>&lt;br&gt;If the bundles from the previous meeting are not addressed, CPRC will meet to finish the previous meeting’s agenda.</td>
<td>Wednesday, September 9, 2020</td>
</tr>
<tr>
<td>CPRC #20a</td>
<td><strong>Bundles 20, 21, and 22</strong>&lt;br&gt;1) Discussion &amp; Consideration:&lt;br&gt;   a. Bundle 20 (Population Growth)&lt;br&gt;   b. Bundle 21 (Consistency with Neighboring Cities)&lt;br&gt;   c. Bundle 22 (Regional Education)&lt;br&gt;2) Presentation &amp; Discussion: Future Land Use Map, Growth &amp; Change Map, &amp; new Density Guidance Map&lt;br&gt;3) Discussion and Consideration: Land Use Guiding Principles, RDC Bundle, Zoning Criteria, and Preamble&lt;br&gt;4) Presentation &amp; Discussion: Comp Plan Map Amendment Process</td>
<td>Tuesday, September 15, 2020</td>
</tr>
<tr>
<td>CPRC #20b (if needed)</td>
<td><strong>Bundles 20, 21, and 22 (Continuation Meeting)</strong>&lt;br&gt;If the bundles from the previous meeting are not addressed, CPRC will meet to finish the previous meeting’s agenda.</td>
<td>Saturday, September 19, 2020 Workshop</td>
</tr>
</tbody>
</table>
### Saturday Workshop on Land Use and Maps

1. Purpose of the Saturday Workshop is to discuss land uses and the comprehensive plan’s maps.
2. Discuss the Future Land Use Categories and descriptions. CPRC to have a guided discussion on specific land use categories:
   - Neighborhood Center (NC),
   - Compact Complete Center (CCC),
   - Regional Centers (RC),
   - Transit Corridor (TC), and
   - Expressway Corridor (EXC).
3. Discuss the housing menu types and non-residential types for each land use category.
4. Possible exercises include Lego placements, large map mark-ups with idea presentations, or online exercise (COVID-Safer and allows online participation).
   - Purpose is to engage the CPRC in more creative and interactive ways.
5. One key issue to address is the location of mixed-use areas.

### Discuss and Refine Maps


### Discuss and Refine Maps (Continuation Meeting)

Date reserved if needed to complete the CPRC #21 meeting agenda.

### Vote on Maps & Map Related Impacts to Bundles 12-22

2. CPRC to vote to send all remaining items to P&Z for P&Z’s feedback.
3. CPRC can request map-related edits to any related Bundles 12-22 items.

### Vote on Maps & Map Related Impacts to Bundles 12-22 (Continuation Meeting)

Date reserved if needed to complete the CPRC #22 meeting agenda.

### CPRC Placeholder Meeting

Date reserved for meeting, if needed as determined by the CPRC.
| CPRC #24a | **CPRC Placeholder Meeting**  
Date reserved for meeting, if needed as determined by the CPRC. | Tuesday, November 10, 2020 |
| --- | --- | --- |
| CPRC #24b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
Date reserved if needed to complete the CPRC #24a meeting agenda. | Tuesday, November 17, 2020 |
| CPRC #25a | **CPRC Placeholder Meeting**  
Date reserved for meeting, if needed as determined by the CPRC. | Tuesday, November 17, 2020 |
| CPRC #25b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
Date reserved if needed to complete the CPRC #25a meeting agenda. | Wednesday, November 18, 2020 |
| CPRC #26a | **CPRC Placeholder Meeting**  
Date reserved for meeting, if needed as determined by the CPRC. | Tuesday, December 1, 2020 |
| CPRC #26b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
Date reserved if needed to complete the CPRC #26a meeting agenda. | Wednesday, December 2, 2020 |
|  | ***P&Z REVIEWS CPRC’S EDITS & SENDS COMMENTS BACK TO CPRC*** | OCT-NOV |
|  | ***PUBLIC MEETING ON PLANO TOMORROW REVISIONS*** | NOV-DEC |
|  | ***PUBLIC HEARINGS ON PLANO TOMORROW REVISIONS*** | DEC-JAN |
Agenda Item 3

Presentation and Discussion: Future Land Use and Growth and Change Maps

DESCRIPTION:

Hold a discussion on the background and purpose of the comprehensive plan maps, focused on Future Land Use and Growth and Change Maps.

REMARKS:

Background

At the August 18, 2020, meeting, the Committee requested an introductory discussion on comprehensive plan maps related to future land use in preparation for the workshop on Saturday, September 19, 2020. The purpose of this item to provide background information on the Future Land Use Map (FLUM) and Growth and Change Map (GCM), the two maps most relevant to the topics of land use, density, and growth management.

The Committee previously discussed the FLUM categories as they related to housing at the February 4, 2020, February 20, 2020, and March 5, 2020, meetings. At that time, Freese and Nichols, Inc. recommended adding a “Housing Types Menu” (see Attachment C). They also presented updated descriptions of the FLUM categories including more specific language about housing, employment, land use mix, open space, and other character defining elements (see Attachment D). As part of this item, staff and the consultants will request feedback on these items so they can be refined as necessary in advance of the September 19, 2020, workshop.

Future Land Use Map

The purpose of the FLUM is to implement the long-term, general land use and planning vision of the community through the use of geographic districts. The map locates distinct areas within the city as defined by a shared idea for future uses, design characteristics, and activities. This future is accomplished through preservation of existing development, new development, redevelopment into a new form, or a combination of these means. The map does not constitute zoning regulations or establish zoning district boundaries, but should provide general direction for new development and redevelopment projects. The FLUM categories are described in Attachment A and include:

- Neighborhood (N)
- Neighborhood Center (NC)
- Regional Center (RC)
- Compact Complete Center (CCC)
- Transit Corridor (TC)
- Expressway Corridor (EXC)
- Employment Center (EC)
- Social Network (SN)
- Open Space Network (OSN)

**Growth and Change Map**

The purpose of the Growth and Change Map is to describe the level of change that is expected to occur on sites around the city. The map shall not constitute zoning regulations or establish zoning district boundaries, but should provide general direction for new development and redevelopment projects. The GCM categories are described in Attachment B and include:

- Open and Social Space (OS)
- New Growth (NG)
- Evolve Urban (EU)
- Transform Center (TC)
- Improve and Refine (IR)
- Conserve and Enhance (CE)

**Other Maps**

Although the FLUM and GCM are the two maps planned for discussion at this meeting, it should be noted that there are six total maps in the Plano Tomorrow Comprehensive Plan, all of which are used to guide decisions on land use, transportation, and capital improvement planning:

- [Future Land Use Map](#)
- [Growth and Change Map](#)
- [Thoroughfare Plan Map](#)
- [Bicycle Transportation Map](#)
- [Parks and Master Plan Map](#)
- [Expressway Corridor Environmental Health Map](#)

**RECOMMENDATION:**

No action is required.

**ATTACHMENTS:**

Attachment A – Future Land Use Map and Category Descriptions
Attachment B – Growth and Change Map and Category Descriptions
Attachment C – Housing Types Menu
Attachment D – Future Land Use Categories
The Future Land Use Map shall not constitute zoning regulations or establish zoning district boundaries.
Purpose
The purpose of the Future Land Use Map is to determine appropriate locations for future uses and activities while establishing a set of design characteristics for distinct areas within the city. The map shall not constitute zoning regulations or establish zoning district boundaries, but should provide general direction for new development and redevelopment projects.

Neighborhoods (N)
The Neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools, and limited service/institutional uses. Single-family residential should remain the primary use within neighborhoods. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are considered secondary uses and may be located along the frontage of arterial streets and intersections. Adequate building setbacks must be considered when development is proposed near neighborhoods.

Neighborhood Centers (NC)
The Neighborhood Center future land use category applies to corner retail sites along major arterials. Redevelopment of existing retail centers is strongly encouraged and should reduce retail square footage, focus on quality design and pedestrian access, and increase the mix of uses. Neighborhood Center uses are typically located in low-rise buildings with retail, service, and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers is recommended where it can be accomplished in a context-sensitive manner and integrated into the center. When residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods. Neighborhood centers will be based on the concepts of mixed-use, community design, and transit-oriented design, where possible. Adequate building setbacks must be considered when development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

Regional Centers (RC)
The Regional Center future land use category applies to large commercial developments within high traffic corridors. Regional Center uses are typically located in low to mid-rise buildings and include retail, service, and office uses that serve a regional population. Regional centers are intended to have a mixture of large shopping centers, restaurants, theaters, offices, and other supporting uses. Residential development is supported in these centers and should be incorporated within mixed-use or transit-oriented developments. Adequate building setbacks must be considered when development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.
Compact Complete Centers (CCC)

The Compact Complete Centers future land use category applies to areas that may see new growth or experience significant redevelopment. Compact Complete Centers should include mid-rise buildings with office, retail, service, entertainment, and residential uses, which are based on the concepts of mixed-use, community design, and where possible, transit-oriented design. Uses should be integrated within the development and should create self-contained neighborhoods that are navigable by walking or using bicycles. Uses should also be serviced by parking structures to reduce surface parking and encourage efficient use of land. Useable open space will be included within the centers to create active and interesting public spaces.

Transit Corridor (TC)

The Transit Corridor future land use category applies to the Downtown Plano core and the adjoining rail corridor linking the Dallas Area Rapid Transit (DART) red/orange line and the future Cotton Belt line. It is the intention to continue the transformation of the Downtown Plano core into a distinct and authentic urban center and expand the vision for transit-oriented development within the entire corridor. Major uses within Transit Corridor include housing, retail, cultural facilities, hotels, and government offices. Infill and redevelopment projects should be compatible with the historical character of the area and transit-oriented residential, employment, retail, and civic uses should be located between one-quarter to one-half mile walking distance of a transit stop. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Street, bike trail, and sidewalk improvements will be emphasized to create a more accessible, walkable, and unified corridor. Useable open space will be included to create active and interesting public spaces. Commercial and residential uses within the corridor shall be designed to acknowledge visibility from rail, especially where elevated, as a gateway to the community.

Expressway Corridors (EXC)

The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of retail, service, office, restaurant, medical, hotel, and technology based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Due to noise and health impacts of expressways, residential development is generally not appropriate in these corridors. Adequate building setbacks must be considered when development is proposed near neighborhoods.
FUTURE LAND USE DESCRIPTIONS

Employment Centers (EC)
The Employment Center future land use category applies to business centers. The primary uses for employment centers are commercial uses which provide corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers. Adequate building setbacks must be considered when development is proposed near neighborhoods. Residential development is not appropriate within these centers in order to ensure the city’s ability to attract and maintain employment generating uses.

Social Network (SN)
The Social Network future land use category includes a wide range of public and private uses such as colleges, universities, major public schools (high school/senior high schools) athletic complexes, recreational facilities, libraries, golf courses, country clubs, and large private open spaces. These areas are intended to retain their character to provide regional recreation and social opportunities.

Open Space Network (OSN)
The Open Space Network future land use category includes major public open space preserves, community parks, neighborhood parks, linear parks, and trails. These areas are intended to retain their character to provide regional recreation and leisure opportunities.
The Growth and Change Map shall not constitute zoning regulations or establish zoning district boundaries.
Purpose
The purpose of the Growth and Change Map is to describe the level of change that is expected to occur on sites around the city. The map shall not constitute zoning regulations or establish zoning district boundaries, but should provide general direction for new development and redevelopment projects.

Open and Social Space (OS)
These areas are expected to remain open and social space uses, such as nature preserves, parks, country clubs, and institutional uses, but will improve to meet the changing leisure, recreation, and social desires of the community.

New Growth (NG)
These existing undeveloped areas (>50 acres) are expected to experience new development through master-planned projects.

Evolve Urban (EU)
These existing areas are expected to experience extensive large-scale change through major redevelopment projects that evolve into distinct walkable districts.

Transform Center (TC)
These existing areas are expected to experience significant redevelopment and transformation of the existing form into small-scale pedestrian-friendly centers.

Improve and Refine (IR)
These areas are expected to experience moderate changes through infill, reuse, and redevelopment.

Conserve and Enhance (CE)
These areas are expected to retain the current form of development, but will experience some minor infill and ongoing rehabilitation consistent with the present form and character.
The following housing types illustrate the range of housing options that may be compatible in Plano’s neighborhoods or mixed-use activity centers. The descriptions below provide guidelines for the typical setting, density, and design of all the housing types. Refer to the Future Land Use Descriptions for locations where these types of housing may be appropriate in Plano.

### SINGLE-FAMILY DETACHED | 1-10 DWELLING UNITS PER ACRE

**DESCRIPTION**
A residence designed for one or two families, ranging from rural ranchettes and estates to the traditional suburban setting. Houses are typically 1 to 2 stories in height with garages and two parking spaces.

**PRODUCT TYPES**
- Ranchettes
- Estates
- Traditional Single-family
- Patio Homes
- Backyards
- Cottages
- Duplexes

### SINGLE-FAMILY ATTACHED | 7-12 DWELLING UNITS PER ACRE

**DESCRIPTION**
A building with 3-10 dwelling units, where each unit is located on its own individual lot and shares one or more walls with other units. Generally two stories in height with garages and two parking spaces for each unit. Located in a traditional suburban setting.

**PRODUCT TYPES**
- Traditional Townhomes

### MIXED-USE SINGLE-FAMILY | 7-15 DWELLING UNITS PER ACRE

**DESCRIPTION**
A small-lot, single-family residence (attached or detached) situated next to mixed-use activity centers where various housing types are in close proximity to shopping, dining, office, and entertainment uses. Generally 2 to 3 stories in height with two garage parking spaces per unit.

**PRODUCT TYPES**
- Small Lot Single-family (Detached)
- Small Lot Single-family (Attached)
- Small Lot Duplexes

### GARDEN-STYLE MULTIFAMILY | 12-22 DWELLING UNITS PER ACRE

**DESCRIPTION**
Traditional apartment complexes that typically contain at least 11 units, multiple buildings, and are located in an isolated or gated setting. Generally 2-4 stories in height with mostly surface parking and may include carports or garages.

**PRODUCT TYPES**
- Traditional Apartments
- Condominiums
HOUSING TYPES MENU

MAIN STREET-STYLE MULTIFAMILY | 21.5-100 DWELLING UNITS PER ACRE

**DESCRIPTION**
A building or group of buildings that provides multiple residences to seniors, with or without medical care and supporting services. Generally 2-4 stories in height, with or without retail uses on the first floor. Parking is available in multi-level garages and on-street parking spaces.

**PRODUCT TYPES**
- Apartments
- Condominiums
- Mixed-Use Buildings

MID-RISE MULTIFAMILY | 30-100 DWELLING UNITS PER ACRE

**DESCRIPTION**
Apartments or condominiums located within, or in walkable proximity to, mixed-use or transit-oriented developments. Generally 3 to 4 stories in height, with or without retail uses on the first floor. Parking is available in multi-level garages and on-street parking spaces.

**PRODUCT TYPES**
- Apartments
- Condominiums
- Mixed-Use Buildings

HIGH-RISE MULTIFAMILY | UP TO 150 DWELLING UNITS PER ACRE

**DESCRIPTION**
Apartments or condominiums located within, or in walkable proximity to, mixed-use or transit-oriented developments. Generally 11 or more stories in height, with or without retail uses on the first floor. Parking is available in multi-level garages and on-street parking spaces.

**PRODUCT TYPES**
- Apartments
- Condominiums
- Mixed-Use Buildings

RETIREMENT HOUSING | 12+ DWELLING UNITS PER ACRE

**DESCRIPTION**
A building or group of buildings that provides multiple residences to seniors, with or without medical care and supporting services. Generally 2-4 stories in height with surface parking.

**PRODUCT TYPES**
- Assisted Living
- Household Care Institutions
- Continuum of Care
- Independent Living Facilities
**DESCRIPTION**

Middle housing provides a diversity of low-rise, low density housing types, ranging from duplexes to small apartments, which complement single-family and commercial neighborhoods. These housing products provide communities with a greater spectrum of price points, access to local amenities, and additional housing options for individuals in all phases of life. The following are typical examples of middle housing products that would be welcomed in Plano:

**BACKYARD COTTAGE | N/A**

An accessory structure typically located at the rear of a lot providing space for a small residential unit. This unit could be above a garage or at ground level.

**LIVE/WORK UNITS | 7-15 DU/AC**

A small- to medium-sized attached or detached structure consisting of one dwelling unit above or behind a ground floor commercial space. Both the residence and the commercial space are owned or leased by the same entity.

**COURTYARD APARTMENTS | 20-30 DU/AC**

A small apartment building with units accessed from a central courtyard. Each unit may have its own individual entry, or up to three units may share a common entry.

**TRIPLEX/FOURPLEX | 15-35 DU/AC**

A building that often takes the form and scale of a traditional single-family house, but consists of three to four units on multiple floors. Units are accessed through a shared entry.

**BUNGALOW COURT | 19-35 DU/AC**

A series of small, detached dwelling units arranged around a shared court. The shared court takes the place of a private rear yard and is an important community-enhancing element. Units may or may not be located on individual lots.
Neighborhood (N)

The Neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools, and limited service/institutional uses. Single-family residential should remain the primary use within neighborhoods. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are considered secondary uses and may be located along the frontage of arterial streets and intersections. Adequate building setbacks must be considered when development is proposed near neighborhoods.

**HOUSING**

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<tr>
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<tbody>
<tr>
<td>SF-Detached</td>
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<tr>
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<tr>
<td>Mixed-Use SF</td>
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<tr>
<td>Middle Housing</td>
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<tr>
<td>Garden-Style MF</td>
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</tr>
<tr>
<td>High-Rise MF</td>
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<tr>
<td>Retirement Housing</td>
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**EMPLOYMENT**

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<tr>
<th>Compatibility as a New Use</th>
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<tbody>
<tr>
<td>Office</td>
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<tr>
<td>Retail</td>
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<tr>
<td>Service</td>
</tr>
</tbody>
</table>

**LAND USE MIX**

- Residential: X%
- Nonresidential: Y%

**EMPLOYMENT**

- Retail: X%
- Office: Y%
- Service: Z%

**HOUSING MIX**

- Single-Family: X%
- Multifamily: Y%
- Middle Housing: Z%
- Retirement: W%

**OPEN SPACE**

- Open Space: X%
- Buildings: Y%
- Roads: Z%

**CHARACTER DEFINING ELEMENTS**

- Building Height: TBD
- Parking Orientation: TBD
- Block Pattern & Streetscape: TBD
- Civic/Open Space: TBD
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Plano Tomorrow
FUTURE LAND USE CATEGORIES

Transit Corridor (TC)

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**HOUSING**

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**EMPLOYMENT**

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**LAND USE MIX**

- Residential: X%
- Nonresidential: Y%

**EMPLOYMENT**

- Retail: Y%
- Office: Y%
- Service: Z%

**HOUSING MIX**

- Single-Family: X%
- Multifamily: Y%
- Middle Housing: Z%
- Retirement: Z%

**OPEN SPACE**

- Open Space: X%
- Buildings: Y%
- Roads: Z%

**CHARACTER DEFINING ELEMENTS**

- Building Height
  - TBD
- Parking Orientation
  - TBD
- Block Pattern & Streetscape
  - TBD
- Civic/Open Space
  - TBD
Expressway Corridor (EXC)

The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of retail, service, office, restaurant, medical, hotel, and technology-based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Due to noise and health impacts of expressways, residential development is generally not appropriate in these corridors. Adequate building setbacks must be considered when development is proposed near neighborhoods.

**Housing Compatibility as a New Use**
- SF-Detached
- SF-Attached
- Mixed-Use SF
- Middle Housing
- Garden-Style MF
- Main Street-Style MF
- Mid-Rise MF
- High-Rise MF
- Retirement Housing

**Employment Compatibility as a New Use**
- Office
- Retail
- Service

**Land Use Mix**
- Residential
- Nonresidential

**Employment**
- Retail
- Office
- Service

**Housing Mix**
- Single-Family
- Multifamily
- Middle Housing
- Retirement

**Open Space**
- Open Space
- Buildings
- Roads

**Character Defining Elements**
- Building Height: TBD
- Parking Orientation: TBD
- Block Pattern & Streetscape: TBD
- Civic/Open Space: TBD
Employment Center (EC)

The Employment Center future land use category applies to business centers. The primary uses for employment centers are commercial uses which provide corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers. Adequate building setbacks must be considered when development is proposed near neighborhoods. Residential development is not appropriate within these centers in order to ensure the city’s ability to attract and maintain employment generating uses. Structures to reduce surface parking and encourage efficient use of land. Street, bike trail, and sidewalk improvements will be emphasized to create a more accessible, walkable, and unified corridor. Useable open space will be included to create active and interesting public spaces. Commercial and residential uses within the corridor shall be designed to acknowledge visibility from rail, especially where elevated, as a gateway to the community.
The Social Network future land use category includes a wide range of public and private uses such as colleges, universities, major public schools (high school/senior high schools) athletic complexes, recreational facilities, libraries, golf courses, country clubs, and large private open spaces. These areas are intended to retain their character to provide regional recreation and social opportunities.

The Open Space Network future land use category includes major public open space preserves, community parks, neighborhood parks, linear parks, and trails. These areas are intended to retain their character to provide regional recreation and leisure opportunities.
Agenda Item 4

Discussion: Retail Corners Self-Guided Tour Results

DESCRIPTION:
Hold a discussion regarding on results and experiences of the Retail Corners Self-Guided Tour.

REMARKS:
On August 22, 2020, Committee members were asked to complete a Four Corners Self-Guided Tour. The tour consisted of an online virtual tour, video interviews with various developers and city staff, individual travel to the Plano locations in person, and completion of a survey to document their experience. As part of this item, Committee members will be asked to present their feedback of their tour experiences.

RECOMMENDATION:
Recommend the Committee share their feedback on the Retail Corners Self-Guided Tour.

ATTACHMENTS:
None.
Agenda Item 5

Discussion and Consideration: Bundles 16-19

DESCRIPTION:

Hold a discussion and vote to consider proposed revisions on Bundles 16 through 19.

REMARKS:

Members’ comments on Bundles 16 through 19 have been consolidated and included in Attachment A. Staff/consultant recommendations have also been provided in context of the Committee’s proposed edits. Attachment B includes only staff/consultant recommendations in a concise and consolidated format to aid the Committee in their deliberation. Detailed background information for each action is available in Attachment C and on the project website.

The purpose of this agenda item is to allow the Committee to discuss these comments and take a vote on approving the bundles, along with any proposed revisions. For Bundles 16 through 19, no bundles will be forwarded to the Planning & Zoning Commission until after discussion of the comprehensive plan maps at the workshop on Saturday, September 19, 2020. For the clarity and convenience of the Committee, staff will make live edits to the bundles pursuant to discussion and direction by the Committee prior to the vote. At least a 75% majority is needed in order for any bundle to be moved forward in the process.

RECOMMENDATION:

Recommend the Committee hold a vote and consider approval of Bundles 16 through 19, with any revisions.

ATTACHMENTS:

Attachment A – Density, Land Use, and Growth Management Bundles 16-19 with consolidated CPRC feedback and staff recommendations
Attachment B – Density, Land Use, and Growth Management Bundles 16-19 revised per staff recommendations and with changes tracked
Attachment C – Detailed background information on the Density, Land Use, and Growth Management Bundles 16-19
### The Built Environment – Transit-Oriented Development (Bundle 16)

**Transit-Oriented Development (Bundle 16)**

**ORIGINAL WEBSITE CONTEXT**

Transit-oriented development is a mixed-use area designed to maximize access to public transit and encourage ridership. Plano’s downtown is a regional example of successful transformation of a struggling historic main street into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of the DART light rail station. Plano will proactively encourage and incentivize an integrated mix of uses and civic spaces within walking distance of future light rail, commuter rail, and active bus stations.

**Per CPRC vote on 7/7/2020**

Transit-oriented development is a mixed-use area designed to maximize access to public transit and encourage ridership. Plano’s downtown is a regional example of successful transformation of a struggling historic main street into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of the DART light rail station. Plano will proactively encourage an integrated mix of uses and civic spaces within walking distance of planned transit stations.

**Staff Rec.** Staff recommends the language per the CPRC vote on July 7.

**ORIGINAL POLICY**

Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus transit centers to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**Per CPRC vote on 7/7/2020**

Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**Dillavou**

Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**Gong**

Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**Staff Rec.** Staff recommends the language per the CRPC vote on July 7.

---

Commented [CW1]:

- Erin Dougherty: I don't currently have any suggested revisions or comments for bundle 16.
- Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.
- Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.
- Hilton Kong: I support the remaining items as they currently exist in the comprehensive plan.
- Michael Lie: I’m good with the bundle as is.

Commented [CW2]:

- Jaci Crawford, Salvator La Mastra, & Sara Wilson: Add home owner.
## Transit-Oriented Development (Bundle 16)

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
</table>
| **TOD1** | Develop Criteria for Review of Transit-Oriented Developments and update as necessary.  
*The Committee recommended the language above as part of Bundle 5. This action is currently pending before P&Z.*  
**CPRC** vote on 7/7/2020 |
| **TOD2** | Prioritize and prepare area plans within ½ mile of identified light rail stations and future commuter rail corridors, to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership.  
*The Committee recommended the language above as part of Bundle 5. This action is currently pending before P&Z.*  
**CPRC** vote on 7/7/2020 |
| **TOD3** | Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.  
*The Committee recommended the language above as part of Bundle 5. This action is currently pending before P&Z.*  
**CPRC** vote on 7/7/2020 |
| **TOD4** | Implement parking best practices in transit-served areas and identified Compact Complete Centers where increased land productivity provides opportunity for additional open space.  
*The Committee recommended the language above as part of Bundle 5. This action is currently pending before P&Z.*  
**CPRC** vote on 7/7/2020 |
| **TOD5** | Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations.  
*The Committee recommended the language above as part of Bundle 5. This action is currently pending before P&Z.*  
**CPRC** vote on 7/7/2020 |
| **TOD6** | Pursue land banking techniques around existing and future transit stations to ready the environment for redevelopment.  
*Staff recommends the original action language.*  
*(Note: Land banking is a critical tool to ensure development around transit stations consistent the community’s vision for transit-oriented development. By acquiring land around transit stations, the city can market or condition sale of the city-owned property on specific development proposal or requirements, assemble smaller parcels into one larger property, and/or hold the land around future station to prevent development inconsistent with the community vision;)*  
**Staff Rec.**  
Dillavou & Shockey  
Original  
**CPRC** vote on 7/7/2020 |

---

**Commented [CS3]:**  
Jaci Crawford, Sebastian La Mesta, & Sam Wilson: What is land banking?  
**Staff Response:** Land banking is “the process of buying and holding (‘banking’) land for future development or sale.” Land banking provides municipalities an opportunity to acquire vacant, abandoned, tax‐delinquent, foreclosed or blighted properties and put them into productive use. Acquired properties are tax exempt and held in a land bank until the sites are made ready to be sold for economic development, use as city buildings, or retrofitted to become a city park. Many cities hoping to shape redevelopment of a specific area will often purchase properties as they come up for sale, then assemble them into one larger property. This larger property is more marketable and through use of development agreements, the city can help dictate how the land is developed.

**Commented [CS4]:**  
Yoram Solomon: I believe this is an industry term and therefore should be capitalized and explained in a glossary.  
**Staff Response:** A glossary is being prepared.

**Commented [CWS]:**  
Jim Dillavou: I do not believe land banking is needed around the transit stations.  
**Doug Shockey:** Not necessary or appropriate in Plano.
<table>
<thead>
<tr>
<th>Item 5 - Attachment A1</th>
</tr>
</thead>
</table>

**Transit-Oriented Development (Bundle 16)**

<table>
<thead>
<tr>
<th>TOD7</th>
<th>ORIGINAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td>Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements.</td>
</tr>
<tr>
<td>Dillavou</td>
<td>Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements, while maximizing return on investment to Plano taxpayers.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements. When appropriate, sell city-owned property located near transit stations consistent with adopted area plans. (Note: See the Guiding Principles and TOD2.)</td>
</tr>
</tbody>
</table>

**TOD8**

<table>
<thead>
<tr>
<th>per CPRC vote on 7/7/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluate existing and projected DART ridership in planning efforts for Transit-Oriented Developments.</td>
</tr>
</tbody>
</table>

*The Committee recommended the addition of the action above as part of Bundle 5. This action is currently pending before P&Z.*

**Note:** Portions of this Bundle are considered Bundle 5. Bundle 5 was approved on 7.7.2020 to be sent to P&Z for review.
### Neighborhood Conservation (Bundle 17)

**As 2035 approaches, a large segment of the city’s housing inventory will be 25 to 65 years old. If residential areas are not maintained and housing structures deteriorate, the community will become less attractive to potential future residents. While the city has developed innovative programs to address maturing areas, Plano must continue to pursue reinvestment in existing housing and neighborhoods to ensure long-term stability.**

Many people find the city’s suburban character desirable as a place to live. Older neighborhoods typically provide the best opportunities for moderately priced homes since most new housing in Plano is more than double the median home value in the Dallas-Fort Worth region. To ensure a variety of safe and walkable residential options are available, Plano will conserve and enhance established neighborhoods to preserve the city’s suburban character.

---

<table>
<thead>
<tr>
<th>Commented [CW1]:</th>
<th>Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.</td>
<td></td>
</tr>
<tr>
<td>Michael Lile: I'm good with the bundle as is</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Commented [CW2]:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoram Solomon: Not so fast there, Sparky… I’m not looking to accelerate reaching the age of 70…</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Commented [CW3]:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yoram Solomon: Is 23 years old an issue? Plus, I would think that by 2035, some houses will be much older than that. Do you have any statistics on the age of homes in the city? (I’m sure you do) I would love to see that information.</td>
</tr>
</tbody>
</table>

| Staff Response: | According to the experience of the Neighborhood Services Department, many houses begin showing signs of needed repair around 20 years of age. Although older homes are often more affordable, they also tend to need major repairs and upgrades. |

Plano’s housing units consist of:
- 20.3% constructed in 2000 or later
- 33.4% constructed between 1990 and 1999
- 27.1% constructed between 1980 and 1989
- 14.7% constructed between 1970 and 1979
- <5.0% constructed before 1969

Median year constructed: 1991
Source: 2018 5-Year American Community Survey (U.S. Census Bureau)
### Neighborhood Conservation (Bundle 17)

#### Staff Rec.

As By 2040 approaches, the largest segment of the city’s housing inventory will be 25 to 70 years old. If residential areas are not maintained, and housing causing structures to deteriorate, and values to decline, the community will become less attractive to potential future residents. While the city has developed innovative programs to address maturing areas, Plano must continue to pursue reinvestment in existing housing and neighborhoods to ensure long-term stability.

Many people find the city’s suburban character desirable as a place to live. Older neighborhoods typically provide the best opportunities for moderately priced homes since most new housing in Plano is more than double the median home value in the Dallas-Fort-Worth region. To ensure a variety of safe and walkable residential options are available, Plano will conserve and enhance established neighborhoods to preserve the city’s suburban character.

(Note: Staff recommends removing market-based references that are subject to quick change.)

#### ORIGINAL POLICY

Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

No new changes proposed by Committee or staff.

#### NC1) ORIGINAL

Establish programs and initiatives that enable home owners to maintain and enhance their property and neighborhood.

Solomon

Establish programs and initiatives that enable home owners homeowners to maintain and enhance their property properties and neighborhoods;

Staff Rec.

Establish programs and initiatives that enable home owners homeowners to maintain and enhance their property properties and neighborhoods;

#### NC2) ORIGINAL

Implement the recommendations adopted from the Housing Value and Retention Analysis study.

Staff Rec.

Continue to implement the recommendations adopted from in the Housing Value and Retention Analysis study and update where needed.

Commented [CW4]:

Yoram Solomon: Links, please. I looked this up, and while I think (not 100%) sure that the document I found (https://www.plano.gov/665/Planning Documents - Plans - Studies) was the whole study, it is listed as the “Study Appendix”. Regardless, I strongly think that the plan document itself should make it easy to find the study quickly (via a quick link)

Staff Response: As discussed at the August 18 meeting, links are provided on PlanoTomorrow.org and a glossary will be prepared.
### Neighborhood Conservation (Bundle 17)

<table>
<thead>
<tr>
<th>NC3</th>
<th>Original</th>
<th>Conserves Plano's established residential neighborhoods to provide opportunities for work force housing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td></td>
<td>Conserves Plano's established residential neighborhoods to provide opportunities for work force housing.</td>
</tr>
<tr>
<td>Dillavou</td>
<td></td>
<td>Conserves Plano's established residential neighborhoods to provide opportunities for moderate work force housing.</td>
</tr>
<tr>
<td>Shockey</td>
<td></td>
<td>Conserves Plano's established residential neighborhoods to provide-maintain opportunities an adequate inventory for work force housing.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td></td>
<td>Conserves Plano's established residential neighborhoods to provide opportunities for work force housing</td>
</tr>
</tbody>
</table>

(Note: The 2006 City of Plano Workforce Housing Study defines workforce housing as housing that "is affordable to those workers earning between 80% and 120% of the area median income (often these are the service workers essential to any community such as police officers, firefighters, teachers, government and retail workers). This group is distinct from those defined as "low-moderate income" whose salary is at or below 80% of area median income." This could also be entry-level housing for professional employees who are starting their career in Plano.)

<table>
<thead>
<tr>
<th>NC4</th>
<th>Original</th>
<th>Monitor and analyze the Great Update Rebate program and modify to improve effectiveness over time.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solomon</td>
<td></td>
<td>Monitor and analyze-evaluate the results of the Great Update Rebate program and modify it to improve its effectiveness over time.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td></td>
<td>Monitor and analyze-evaluate the impacts of the Great Update Rebate program and modify to improve effectiveness over time.</td>
</tr>
</tbody>
</table>

Commented [CW5]: Yoram Solomon: I'm not sure why the focus on workforce is here. Why only workforce?

Commented [CW6]: Jaci Crawford, Sabela La Mastra, & Sara Wilson: Delete NC 3 as this is not our job.
Neighborhood Conservation (Bundle 17)

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>Neighborhood Conservation (Bundle 17)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillavou</td>
<td>Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies. Due to limited remaining land, Plano has few sites left for new construction. To best meet demand, the emphasis should be on providing small to moderate sized single-family housing. In addition to providing entry level opportunities to first time buyers, such developments provide an opportunity for those wanting to downsize which in turn will create opportunities for those looking for more family-oriented housing. Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies.</td>
</tr>
<tr>
<td>Solomon</td>
<td>Study current housing options, identify gaps in-between the housing inventory and the demand for different types of housing, and formulate recommendations to address deficiencies.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies. Develop a plan to address housing gaps identified in the Consolidated Plan and implement the recommended policy options outlined in the Housing Trends Analysis and Strategic Plan. (Note: Because the city has zoning and housing developers approach the city about rezoning to build specific housing products, understanding the market and the desires of the community is important. Limited available land may drive competing expectations between owners of developable land and adjacent neighborhoods. See pages 13-17 of the Housing Trends Analysis and Strategic Plan: <a href="http://www.plano.gov/DocumentCenter/View/34436">www.plano.gov/DocumentCenter/View/34436</a>.)</td>
</tr>
</tbody>
</table>

Commented [CW7]: Jaci Crawford, Salvator Lamstra, & Sara Wilson: Question need for NC. Is this our job?

Commented [CW8]: Yoram Solomon: The gaps cannot be “in the eyes of the beholder…”

Staff Response: Housing gaps are identified in the city’s Consolidated Plan. This has been added to staff’s recommendation for clarity.
### Neighborhood Conservation (Bundle 17)

<table>
<thead>
<tr>
<th>Original</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NC6</strong></td>
<td>Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.</td>
</tr>
<tr>
<td>Crawford, La Mastra, Solomon, and Wilson</td>
<td>Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development. Work with PISD to improve underperforming elementary schools to make areas desirable for young families.</td>
</tr>
<tr>
<td>Dillavou</td>
<td>Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.</td>
</tr>
<tr>
<td>Gong</td>
<td>Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Review, and modify as necessary, residential zoning standards to allow for a variety of low-density compatible housing options within the same development.</td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>Review, and modify as necessary, residential zoning standards to ensure housing standards allow for residents to age in place, care for dependents, and meet special needs, while maintaining neighborhood integrity and a variety of compatible housing options within the same development. <em>(Note: In the Housing Value Retention Analysis, housing variety was an indicator of neighborhood stability – see the Detailed Background Information for Bundle 17 for more information. See NC8 for a new action regarding underperforming elementary schools.)</em></td>
</tr>
</tbody>
</table>

| **NC7** | Identify community character within residential areas and enhance stronger neighborhood identity. |
| ORIGINAL | Identify community character within residential areas and enhance stronger neighborhood identity cooperation with the city identity. |
| Crawford, La Mastra, & Wilson | Identify community character within residential areas and enhance stronger neighborhood identity cooperation with the city identity. |
| Dougherty | Identify community character within residential areas and enhance stronger neighborhood identity cooperation with the city identity. |
| Solomon | Identify community character within residential areas and enhance stronger neighborhood identity according to its character. |
| **Staff Rec.** | Identify community character within residential areas and build opportunities to enhance stronger neighborhood identity. |

**Commented [CS9]:**

Yoram Solomon: Variety by itself should not be a goal. I would strike out the entire action.

**Commented [CW10]:**

Erin Dougherty: Who identifies the community character? How do we enhance stronger neighborhood identity? Does this action need to be included in this plan? Consider restating as, “Work with residents to identify community character within residential areas and to build opportunities to enhance stronger neighborhood identity.”

Staff Response: See staff recommendation

**Commented [CW11]:**

Michael Lin: How is this being done? I haven’t really seen much neighborhood identities being enhanced?

Staff Response: See the detailed background information for Bundle 17 for more information on current programs.
### Neighborhood Conservation (Bundle 17)

<table>
<thead>
<tr>
<th>NC8</th>
<th>NC8 does not exist in the current Comprehensive Plan. This would be a new action.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillavou</td>
<td>Work with PISD to improve underperforming elementary schools to make areas desirable for young families.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Prioritize neighborhood services and programs in areas with underperforming elementary schools, as defined by partnerships with Plano and Frisco ISDs.</td>
</tr>
</tbody>
</table>
## Redevelopment of Neighborhood Centers (Bundle 18)

### ORIGINAL CONTEXT

Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.

Crawford, La Mastra, & Wilson

Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing, additional homeownership opportunities, and improved access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.

### ORIGINAL POLICY

Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.

**Shockey**

Plano will encourage investment in revitalization and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.

**Solomon**

Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents.

**Staff Rec.**

Plano will encourage reinvestment, revitalization, in and redevelopment of underperforming developments within neighborhood centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents.

### Commented (CW1):

*Larry Howe*: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.

*Mary Jacobs*: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.

*Hilton Kong*: I support the remaining items as they currently exist in the comprehensive plan.

*Michael Lie*: I’m good with the bundle as is.

### Commented (CW2):

*Yoram Solomon*: The reason I will probably never leave Plano (even though I would love to live on a ranch) is because my wife fell in love with those centers and will never let go. Having said that, we have noticed turnover in those centers. While I (actually, my wife) would love this statement, I think we should adopt a more pragmatic approach and make sure that we are not setting up business for failure.
<table>
<thead>
<tr>
<th>RNC1</th>
<th>ORIGINAL</th>
<th><strong>Redevelopment of Neighborhood Centers (Bundle 18)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Dillavou</strong></td>
<td>Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.</td>
</tr>
<tr>
<td></td>
<td><strong>Solomon</strong></td>
<td>Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities. <strong>Study whether complete demolition of an underperforming center and replacement with small to moderate size single-family housing is a viable option in some locations.</strong></td>
</tr>
<tr>
<td>Staff Rec.</td>
<td><strong>Staff Rec.</strong></td>
<td>Conduct a study that identifies retail corner redevelopment opportunities, along with economic viability, and includes resident input for desired businesses and land use activities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RNC2</th>
<th>ORIGINAL</th>
<th><strong>Shockey</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Shockey</strong></td>
<td>Target specific retail sites around Plano to serve as catalysts for redevelopment.</td>
</tr>
<tr>
<td></td>
<td><strong>Staff Rec.</strong></td>
<td>Target work with neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts for redevelopment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RNC3</th>
<th>ORIGINAL</th>
<th><strong>Shockey</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Shockey</strong></td>
<td>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.</td>
</tr>
<tr>
<td></td>
<td><strong>Solomon</strong></td>
<td>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers, as long as they are economically viable for the city and the business who may choose to reside in those centers.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td><strong>Staff Rec.</strong></td>
<td>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, land banking, rezoning, fee waivers, or other financial and non-financial incentives. When evaluating proposals for site specific redevelopments, utilize only the tools that maximize return on investment to the taxpayers. Additional weight should be given to proposals that enhance surrounding neighborhoods and improve community aesthetics. <strong>(Note: Downtown TIF funds were used to rebuild Mendenhall Elementary School.)</strong></td>
</tr>
</tbody>
</table>

**Commented [CW3]:**

- **Yoram Solomon:** Definitions, definitions...
- **Staff Response:** A glossary is being prepared.
## Redevelopment of Neighborhood Centers (Bundle 18)

<table>
<thead>
<tr>
<th>RNC4) ORIGINAL</th>
<th>Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td><strong>Create the Neighborhood Mixed-Use (NMU), combining home ownership, retail development and establish regulations and standards, zoning district and establish regulations and standards for residential mixed-use development.</strong></td>
</tr>
<tr>
<td>Dillavou</td>
<td><strong>Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.</strong> Emphasize creative solutions that will reduce the retail square footage while increasing the open space and design aesthetics to make these sites more desirable destinations.</td>
</tr>
<tr>
<td>Gong</td>
<td><strong>Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.</strong></td>
</tr>
<tr>
<td>Shockey</td>
<td><strong>Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for limited residential mixed-use development which encourages home ownership.</strong></td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Create the Neighborhood Mixed-Use (NMU) zoning district, combining homeownership opportunities, creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations and establish regulations and standards for residential mixed-use development.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RNC5) ORIGINAL</th>
<th>Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillavou, Gong &amp; Shockey</td>
<td><strong>Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.</strong></td>
</tr>
<tr>
<td>Solomon</td>
<td>Establish design guidelines within the NMU zoning district that provide a direct and convenient connection from the neighborhood center to surrounding residential areas.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Establish design guidelines within the NMU zoning district that provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities from the neighborhood center to surrounding residential areas.</td>
</tr>
</tbody>
</table>

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**Commented [CW4]:**

Yoram Solomon: Goes without saying “Subject to the guiding principles of this plan...” or should it be specifically stated?

Staff Response: The Guiding Principles should address the above concern.

**Commented [CW5]:**

Jaci Crawford, Salvatore La Mastra, & Sara Wilson: What type of direct connection?

Staff Response: Please see the detailed background information for Bundle 18 for more information on this action.

**Commented [CW6]:**

Yoram Solomon: The whole idea here, as stated at the top, was “within walking distance of residents”.
Redevelopment of Neighborhood Centers (Bundle 18)

<table>
<thead>
<tr>
<th>RNC6) ORIGINAL</th>
<th>Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td>Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase home ownership housing options, and identify opportunities.</td>
</tr>
<tr>
<td>Gong &amp; Shockey</td>
<td>Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Develop a Parker Road Corridor Plan to identify locations where there are opportunities to encourage cooperative redevelopment of retail sites, reduce retail square footage, and increase housing options, and identify opportunities.</td>
</tr>
</tbody>
</table>

Commented [CW7]:
Yoram Solomon: Why specifically identify Parker Road? I think some background would be in order.

Staff Response: Please see the detailed background information for Bundle 18 for more information on this action.

Commented [CW8]:
Yoram Solomon: Again, I don’t think that increasing options should be the goal. Maybe increasing inventory? Availability? More options, or variety (as stated before) should not be a goal.

Staff Response: In the Housing Value Retention Analysis, housing variety was an indicator of neighborhood stability – see the Detailed Background Information for Bundle 17 for more information.

Commented [CW9]:
Yoram Solomon: Opportunities for...?
The Built Environment – Special Housing Needs (Bundle 19)

| Original Website Context | Segments of the city’s population, such as disabled adults, seniors and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors wish to remain in their homes long-term, some will require further assistance with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. |
| Dillavou | Segments of the city’s population, such as disabled adults, seniors and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors wish to remain in their homes long-term, some will require further assistance with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. |
| Gong | Segments of the city’s population, such as disabled adults, seniors and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors wish to remain in their homes long-term, some will require further assistance with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. |
| Shockey | Segments of the city’s population, such as disabled adults, seniors and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors wish to remain in their homes long-term, some will require further assistance with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. |
| Staff Rec. | Segments of the city’s population, such as disabled adults, seniors, and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors desire wish to remain in their homes long-term, some will require further assistance to safely age in place with daily activities. There is also a need for housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. Additionally, there are significant gaps in the number of housing units affordable to some Plano households. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means. |

Commented [CS1]:
Michael Lin: Suggest changing name to “Seniors and Special Housing Needs”

Commented [CW2]:
Erin Dougherty: I don’t currently have any suggested revisions or comments for bundle 19.

Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christine Sebastian on July 22nd.

Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.

Commented [CW3]:
Yoram Solomon: Did you mean to write “outside of their means”?

Commented [CW4]:
Jim Dillavou: I do not know what this means. Housing prices in Plano are less than surrounding communities. Also emphasis should be on providing housing options for Plano residents, not attracting people from other towns.
### Special Housing Needs (Bundle 19)

*(Note: This information is summarized from the 2020-2024 Consolidated Plan adopted by Council on July 27, 2020.)*

<table>
<thead>
<tr>
<th>ORIGINAL POLICY</th>
<th>Staff Rec.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gong</strong></td>
<td><strong>Solomon</strong></td>
</tr>
<tr>
<td>Plano will accommodate senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.</td>
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</tr>
<tr>
<td>Plano will accommodate senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.</td>
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</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>Staff Rec.</td>
</tr>
<tr>
<td>Plano will accommodate the needs of its senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.</td>
<td>Plano will accommodate the needs of its senior and special needs housing through inclusive targeted regulations and the goals stated in the Consolidated Plan.</td>
</tr>
<tr>
<td>Plano will accommodate support the special housing needs of residents including seniors, people with disabilities, and low- to moderate-income households senior and special needs housing through inclusive regulations and programs and actions furthering the goals stated in the Consolidated Plan. Proposed locations for special needs housing should be afforded the same health and safety considerations as other housing.</td>
<td>Plano will accommodate support the special housing needs of residents including seniors, people with disabilities, and low- to moderate-income households senior and special needs housing through inclusive regulations and programs and actions furthering the goals stated in the Consolidated Plan. Proposed locations for special needs housing should be afforded the same health and safety considerations as other housing.</td>
</tr>
</tbody>
</table>

**SHN1)**

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>Staff Rec.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gong</strong></td>
<td><strong>Solomon</strong></td>
</tr>
<tr>
<td>Conduct a community needs assessment to identify and prioritize service demands and resources.</td>
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</tr>
<tr>
<td>Conduct a community needs assessment to identify and prioritize service demands and resources.</td>
<td>Conduct a community needs assessment to identify and prioritize service demands and resources of the city’s residents.</td>
</tr>
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</tr>
</tbody>
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Commented [CWS]:

Michael Lin: I feel that we need a few more statements on seniors.

Staff Response: See the Active Living and Citizen Well-Being Policy for more policies and actions relates to seniors.

Commented [CW6]:

Yoram Solomon: It needs to be clear that this plan should accommodate the needs of its CURRENT residents.
**Special Housing Needs (Bundle 19)**

<table>
<thead>
<tr>
<th>SHN2</th>
<th>ORIGINAL</th>
<th>Create affordable home ownership opportunities through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gong</td>
<td>Create affordable home ownership opportunities through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.</td>
</tr>
<tr>
<td></td>
<td>Solomon</td>
<td>Create affordable home ownership opportunities for city residents through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.</td>
</tr>
<tr>
<td></td>
<td>Staff Rec.</td>
<td>Create affordable home ownership opportunities in Plano for income qualifying households including, but not limited to, through homeownership assistance programs, construction of new housing construction, and or rehabilitation of existing housing structures for income qualifying households.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHN3</th>
<th>ORIGINAL</th>
<th>Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gong</td>
<td>Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.</td>
</tr>
<tr>
<td></td>
<td>Solomon</td>
<td>Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants to residents of the city who need such assistance.</td>
</tr>
<tr>
<td></td>
<td>Staff Rec.</td>
<td>Support organizations residents with special needs through by providing financial assistance from federal, state, and local government grants to qualified social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHN4</th>
<th>ORIGINAL</th>
<th>Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gong</td>
<td>Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.</td>
</tr>
<tr>
<td></td>
<td>Staff Rec.</td>
<td>Staff recommends keeping the existing action language.</td>
</tr>
</tbody>
</table>

Commented [CWT]: YoramSolomon: See? Here you do refer to CURRENT residents.
### Special Housing Needs (Bundle 19)

<table>
<thead>
<tr>
<th>SHN5</th>
<th>Review zoning regulations for inclusiveness of special needs housing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gong</td>
<td>Review zoning regulations for inclusiveness of special needs housing.</td>
</tr>
<tr>
<td>Lin</td>
<td>Review zoning regulations for inclusiveness of senior and special needs housing.</td>
</tr>
<tr>
<td>Solomon</td>
<td>Review zoning regulations for inclusiveness of special needs housing to support the goals stated above.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Review zoning regulations to provide reasonable opportunities for inclusiveness of safe and healthy housing in support of special needs populations housing. (Note: Staff tried to better define special needs housing in the policy to include seniors and will also include the term in the glossary.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SHN6</th>
<th>SHN6 does not exist in the current Comprehensive Plan. This would be a new action.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kong</td>
<td>Identify lost cost methods to incorporate universal design and encourages their implementation.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Identify cost efficient methods to incorporate universal design practices and encourage their implementation in new housing projects and home renovations.</td>
</tr>
</tbody>
</table>

Commented [CW8]: Yoram Solomon: I don't think the issue is inclusiveness as it is affordability for current residents.

Commented [MB9]: Hilton Kong: I hope staff can help with the wording of this point. My desire is to find low cost ways that can make the city more accessible to all. For example, I am hoping that during any construction phase we could identify universe designs that could be executed with similar cost to alternatives. Anything that would not take too much extra cost should be encouraged.
Density, Land Use, and Growth Management Bundles 16-19
Context, Policies, and Actions
With Staff Recommendations
Changes Tracked from Original Ordinance

The Built Environment – Transit-Oriented Development*

**WEBSITE CONTEXT** – Transit-oriented development is a mixed-use area designed to maximize access to public transit and encourage ridership. Plano’s downtown is a regional example of successful transformation of a struggling historic main street into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of the DART light rail station. Plano will proactively encourage and incentivize an integrated mix of uses and civic spaces within walking distance of future light rail, commuter rail, and active bus-planned transit stations.

**POLICY** – Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus-planned transit centers to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**TOD1**) Develop Criteria for Review of Transit-Oriented Developments and update as necessary.

**TOD2**) Prioritize and prepare area plans within ½ mile of identified light rail stations and future commuter rail corridors to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership.

**TOD3**) Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.

**TOD4**) Implement parking best practices in transit-served areas and identified Compact Complete Centers where increased land productivity provides opportunity for additional open space.

**TOD5**) Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations.
TOD6) Pursue land banking techniques around existing and future transit stations to ready the environment for redevelopment.

TOD7) Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements. When appropriate, sell city-owned property located near transit stations consistent with adopted area plans.

TOD8*) Evaluate existing and projected DART ridership in planning efforts for Transit-Oriented Developments.

*NOTE: PORTIONS OF THIS BUNDLE ARE CONSIDERED PART OF BUNDLE 5. BUNDLE 5 WAS APPROVED ON 7.7.2020 AND IS PENDING BEFORE P&Z.
The Built Environment – Neighborhood Conservation

**WEBSITE CONTEXT** – As By 2040, the largest segment of the city’s housing inventory will be 25 to 70 years old. If residential areas are not maintained, and housing causing structures to deteriorate, and values to decline, the community will become less attractive to potential future residents. While the city has developed innovative programs to address maturing areas, Plano must continue to pursue reinvestment in existing housing and neighborhoods to ensure long-term stability.

Many people find the city’s suburban character desirable as a place to live. Older neighborhoods typically provide the best opportunities for moderately priced homes since most new housing in Plano is more than double the median home value in the Dallas-Fort Worth region. To ensure a variety of safe and walkable residential options are available, Plano will conserve and enhance established neighborhoods to preserve the city’s suburban character.

**POLICY** – Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

NC1) Establish programs and initiatives that enable homeowners to maintain and enhance their property and neighborhood.

NC2) Continue to implement the recommendations adopted from the Housing Value and Retention Analysis study and update where needed.

NC3) Conserve Plano’s established residential neighborhoods to provide opportunities for workforce housing and moderately-priced housing.

NC4) Monitor and analyze the impacts of the Great Update Rebate program and modify to improve effectiveness over time.

NC5) Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies. Develop a plan to address housing gaps identified in the Consolidated Plan and implement the recommended policy options outlined in the Housing Trends Analysis and Strategic Plan.
NC6) Review, and modify as necessary, residential zoning standards to ensure housing standards allow residents to age in place, care for dependents, and meet special needs, while maintaining neighborhood integrity for a variety of compatible housing options within the same development.

NC7) Work with neighborhoods to identify community character within residential areas and build opportunities to enhance stronger neighborhood identity.

NC8) Prioritize neighborhood services and programs in areas with underperforming elementary schools, as defined by partnerships with Plano and Frisco ISDs.
The Built Environment – Redevelopment of Neighborhood Centers

WEBSITE CONTEXT – Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing, additional homeownership opportunities, and improved access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.

POLICY – Plano will encourage reinvestment, revitalization, and redevelopment of underperforming developments within neighborhood centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents.

RNC1) Conduct a market study that identifies retail corner redevelopment opportunities and includes resident community input for desired businesses and land use activities.

RNC2) Target Work with neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts for redevelopment.

RNC3) Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, land banking, rezoning, fee waivers, or other financial and non-financial incentives. When evaluating proposals for site specific redevelopments, utilize only the tools that maximize return on investment to the taxpayers. Additional weight should be given to proposals that enhance surrounding neighborhoods and improve community aesthetics.

RNC4) Create the Neighborhood Mixed-Use (NMU) zoning district, combining homeownership opportunities, creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations and establish regulations and standards for residential mixed-use development.
RNC5) Establish design guidelines within the NMU zoning district that to provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities from the neighborhood center to surrounding residential areas.

RNC6) Develop a Parker Road Corridor Plan to identify locations where there are opportunities to encourage cooperative redevelopment of retail sites, reduce retail square footage, and increase housing options, and identify opportunities.
The Built Environment – Special Housing Needs

**WEBSITE CONTEXT** – Segments of the city’s population, such as disabled adults, seniors, and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s future seniors wish to remain in their homes long-term, some will require further assistance to safely age in place with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Additionally, there are significant gaps in the number of housing units affordable to some Plano households. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means.

**POLICY** – Plano will accommodate support the special housing needs of residents including seniors, people with disabilities, and low- to moderate-income households through inclusive regulations and actions furthering the goals stated in the Consolidated Plan. Proposed locations for special needs housing should be afforded the same health and safety considerations as other housing.

**SHN1)** Conduct a community needs assessment to identify and prioritize service demands and resources of the city’s residents.

**SHN2)** Create affordable home ownership opportunities in Plano for income qualifying households including, but not limited to through homeownership assistance programs, construction of new housing, and rehabilitation of existing housing structures for income qualifying households.

**SHN3)** Support organizations residents with special needs through by providing financial assistance from federal, state, and local government grants to qualified social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.

**SHN4)** Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.

**SHN5)** Review zoning regulations to provide reasonable opportunities for inclusiveness of safe and healthy housing in support of special needs populations.

**SHN6)** Identify cost efficient methods to incorporate universal design practices and encourage their implementation in new housing projects and home renovations.
The Built Environment – Transit-Oriented Development*

**WEBSITE CONTEXT** – Transit-oriented development is a mixed-use area designed to maximize access to public transit and encourage ridership. Plano’s downtown is a regional example of successful transformation of a struggling historic main street into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of the DART light rail station. Plano will proactively encourage an integrated mix of uses and civic spaces within walking distance of planned transit stations.

**POLICY** – Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**TOD1***) Develop Criteria for Review of Transit-Oriented Developments and update as necessary.

**TOD2***) Prioritize and prepare area plans within ½ mile of identified light rail stations and future commuter rail corridors, to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership.

**TOD3***) Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.

**TOD4***) Implement parking best practices in transit-served areas and identified Compact Complete Centers where increased land productivity provides opportunity for additional open space.

**TOD5***) Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations.

**TOD6***) Pursue land banking techniques around existing and future transit stations to ready the environment for redevelopment.
TOD7) When appropriate, sell city-owned property located near transit stations consistent with adopted area plans.

*TOD8*) Evaluate existing and projected DART ridership in planning efforts for Transit-Oriented Developments.

*NOTE: PORTIONS OF THIS BUNDLE ARE CONSIDERED PART OF BUNDLE 5. BUNDLE 5 WAS APPROVED ON 7.7.2020 AND IS PENDING BEFORE P&Z.*
The Built Environment – Neighborhood Conservation

**WEBSITE CONTEXT** – By 2040, the largest segment of the city’s housing inventory will be 25 to 70 years old. If residential areas are not maintained, causing structures to deteriorate and values to decline, the community will become less attractive to potential residents. While the city has developed innovative programs to address maturing areas, Plano must continue to pursue reinvestment in existing housing and neighborhoods to ensure long-term stability.

Many people find the city’s suburban character desirable as a place to live. Older neighborhoods typically provide the best opportunities for moderately priced homes. To ensure a variety of safe and walkable residential options are available, Plano will conserve and enhance established neighborhoods to preserve the city’s suburban character.

**POLICY** – Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

**NC1)** Establish programs and initiatives that enable homeowners to maintain and enhance their properties and neighborhoods.

**NC2)** Continue to implement the recommendations adopted in the Housing Value and Retention Analysis study and update where needed.

**NC3)** Conserve Plano’s established residential neighborhoods to maintain an inventory of entry level and moderately-priced housing.

**NC4)** Monitor and evaluate the impacts of the Great Update Rebate program and modify to improve effectiveness over time.

**NC5)** Develop a plan to address housing gaps identified in the Consolidated Plan and implement the recommended policy options outlined in the Housing Trends Analysis and Strategic Plan.

**NC6)** Review, residential zoning to ensure housing standards allow residents to age in place, care for dependents, and meet special needs, while maintaining neighborhood integrity.

**NC7)** Work with neighborhoods to identify community character within residential areas and build opportunities to enhance neighborhood identity.
NC8) Prioritize neighborhood services and programs in areas with underperforming elementary schools, as defined by partnerships with Plano and Frisco ISDs.
**The Built Environment – Redevelopment of Neighborhood Centers**

**WEBSITE CONTEXT** – Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing, additional homeownership opportunities, and improved access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.

**POLICY** – Plano will encourage reinvestment, revitalization, and redevelopment of underperforming neighborhood centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents.

**RNC1)** Conduct a market study that identifies retail corner redevelopment opportunities and includes community input for desired businesses and land use activities.

**RNC2)** Work with neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts for redevelopment.

**RNC3)** Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, land banking, rezoning, fee waivers, or other financial and non-financial incentives. When evaluating proposals for site specific redevelopments, utilize only the tools that maximize return on investment to the taxpayers. Additional weight should be given to proposals that enhance surrounding neighborhoods and improve community aesthetics.

**RNC4)** Create the Neighborhood Mixed-Use (NMU) zoning district, combining homeownership opportunities, creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations.

**RNC5)** Establish design guidelines within the NMU zoning district to provide safe connections for residents to conveniently access commercial businesses, open space, and other amenities.

**RNC6)** Develop a Parker Road Corridor Plan to identify locations where there are opportunities to encourage cooperative redevelopment of retail sites, reduce retail square footage, and increase housing options.
The Built Environment – Special Housing Needs

**WEBSITE CONTEXT** – Segments of the city’s population, such as disabled adults, seniors, and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano’s seniors desire to remain in their homes long-term, some will require further assistance to safely age in place. Provision of housing is also needed for adults with disabilities that are unable to live alone. Additionally, there are significant gaps in the number of housing units affordable to some Plano households.

**POLICY** – Plano will support the special housing needs of residents including seniors, people with disabilities, and low- to moderate-income households through inclusive regulations and programs and actions furthering the goals stated in the Consolidated Plan. Proposed locations for special needs housing should be afforded the same health and safety considerations as other housing.

**SHN1)** Conduct a community needs assessment to identify and prioritize service demands and resources of the city’s residents.

**SHN2)** Create affordable homeownership opportunities in Plano for income qualifying households including, but not limited to, homeownership assistance programs, construction of new housing, and rehabilitation of existing structures.

**SHN3)** Support residents with special needs by providing financial assistance from federal, state, and local government grants to qualified social service agencies.

**SHN4)** Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.

**SHN5)** Review zoning regulations to provide reasonable opportunities for safe and healthy housing in support of special needs populations.

**SHN6)** Identify cost efficient methods to incorporate universal design practices and encourage their implementation in new housing projects and home renovations.
The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- Public Outreach Process
- Advisory Committee Workshops
- Adoption Process

**The Built Environment – Transit-Oriented Development**

**POLICY** – Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus transit centers to create an integrated mix of uses including residential, employment, retail, and civic spaces.

**TOD1)** Develop Criteria for Review of Transit-Oriented Developments and update as necessary.

*Action TOD1 was part of Bundle #5 and given preliminary approval as shown above during the Transportation theme discussion on July 7, 2020. The below background information was first provided in the June 2, 2020, packet.*

**Status:**
- Pending

**Background:**
A myriad of land use, design, and mobility components need to be considered to develop sustainable TOD. This action will help the city create the necessary criteria to review the appropriate intensity and type of developments needed to sustain TOD while protecting existing neighborhoods; notably a mix of commercial, recreational, and residential uses; and parking, street, and building requirements that create an inviting public realm that is automobile, pedestrian, and multi-modal friendly. Similar to building codes and thoroughfare standards, the city should continuously review these criteria to ensure that TOD in Plano is economically viable and achieves the long-term vision of the Transit Corridor future land use designation. More information can be found in DART's Transit-Oriented Development (TOD) Guidelines.
TOD2) Prioritize and prepare station area plans to guide development patterns within ½ mile of identified transit stations.

*Action TOD2 was part of Bundle #5 and given preliminary approval as shown above during the Transportation theme discussion on July 7, 2020. The below background information was first provided in the June 2, 2020, packet.*

**Status:**
- Pending
- A one-time funding of $75,000 to conduct a Market Assessment & Economic Development Strategy Study of the Silver Line rail corridor was approved in the budget for FY2019-20.

**Background:**
Land owners around the new stations will likely see opportunity in transit adjacency, so the city benefits from having a plan in place to guide development with principles supported by the community. Preparing plans that consider the area surrounding Plano’s transit stations will help to create complete TOD neighborhoods that afford the community high quality walking environments and convenient access to transportation; all of which are necessary to support a mix of housing, businesses, retail, services, and local jobs. It is a standard planning practice to plan a half-mile radius surrounding a transit station because the distance most people are willing to walk to reach a destination is about 10 minutes, or half a mile. Like any special area planning process (Envision Oak Point, for example), preparing station area plans will include robust public outreach, stakeholder engagement, and a market assessment to ensure the plan is viable for the expected market. Learn more about the Principles of TOD here. The scope and definition of TOD areas in Plano were addressed during the September 29, 2014 Planning & Zoning Commission Work Session.

TOD3) Rezone property within ½ mile of transit stations to encourage urban design and increase development opportunities.

*Action TOD3 was part of Bundle #5 and given preliminary approval as shown above during the Transportation theme discussion on July 7, 2020. The below background information was first provided in the June 2, 2020, packet.*

**Status:**
- Pending
- Funding for a Market Assessment & Economic Development Strategy Study for the Silver Line rail corridor was approved as part of the FY2019-20 budget. This study will help determine the criteria needed to support existing and future TOD in Plano.

(continued on next page)
Background
Following the completion TOD1 and TOD2, staff will work proactively with surrounding property owners to implement the policies and strategies outlined in any adopted station area plan, including rezoning properties to better align with market potential and future land use recommendations. Private sector efforts will be the primary driver for redevelopment in these areas, which will be reviewed for consistency with station area plan policies and strategies and other adopted TOD policies or criteria.

TOD4) Establish parking maximums in transit-served areas and identified Compact Complete Centers.

Action TOD4 was part of Bundle #5 and given preliminary approval as shown above during the Transportation theme discussion on July 7, 2020. The below background information was first provided in the June 2, 2020, packet.

Status:
- Pending

Background:
Demand for parking around transit stations and in mixed-use areas is typically less than traditional development. In these areas, individuals live in closer proximity to supporting shops and businesses and have the opportunity to utilize alternative modes of transportation, including transit, walking, bicycling, etc. As a result, these areas typically require less on- and off-street parking than required in standard Zoning Ordinance regulations. This action will help reduce the amount of land dedicated to parking, which will increase land productivity, increase opportunities for open space, and, in turn, help foster these specific areas as vibrant, walkable, and human-scaled destinations.

- DART Transit-Oriented Development (TOD) Guidelines
- NCTCOG DART Red & Blue Line Corridors TOD Parking Study
- Memo #3

TOD5) Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations.

Action TOD5 was part of Bundle #5 and given preliminary approval as shown above during the Transportation theme discussion on July 7, 2020. The below background information was first provided in the June 2, 2020, packet.

Status:
- In progress
- A one-time funding of $75,000 to conduct a Market Assessment & Economic Development Strategy Study of the Silver Line rail corridor was approved in the budget for FY2019-20.

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Background:
This action will help the city prepare for the future development around the existing DART rail line stations and the new Cotton Belt (now called Silver Line) stations at 12th Street and Shiloh Road by creating a transit corridor plan that takes into consideration the key factors needed to develop and sustain successful TOD. This statement builds on Action TOD2.

- DART Transit-Oriented Development (TOD) Guidelines
- Principles of TOD

**TOD6)** Pursue land banking techniques around existing and future transit stations to ready the environment for redevelopment.

**Status:**
- In progress
- Identification of strategic parcels is constantly being reviewed.

**Background:**
Land banking is the process of buying and then holding, or "banking," land for future development or sale. Land banking provides municipalities an opportunity to acquire vacant, abandoned, tax-delinquent, foreclosed, or blighted properties and put them into productive use. Acquired properties are tax exempt and held in a land bank until the sites are made ready to be sold for catalytic economic development or used as city facilities. Many cities hoping to shape redevelopment of a specific area will often purchase properties as they come up for sale, then assemble them into one larger property. This larger property is more marketable and, through use of development agreements, the community can help revitalize an area. City-led efforts with land assembly or banking can make the area more attractive to developers, especially when land is chopped up among multiple owners. If developers face the prospect of negotiating individual land purchases among multiple property owners, the lack of available land can be a deal-breaker for many projects. When the city controls the banked land reserves, it may be sold to a developer with contractual agreements or land use guidelines specifying the transit-oriented nature of future development on the site. This practice can be beneficial to a community as it can take underperforming properties and transform them to a development form that provides long term social and financial returns to the citizens of the community. Find more information from the Transit Cooperative Research Program here.
TOD7) Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property and include language describing vision, incentives available, and regulatory requirements.

Status:
- In progress
- City property at the Parker Road station is currently on the market.

Background:
Joint development, which includes the acquisition and disposition of land, is a common practice among transit agencies and cities that enter into an agreement with private development partners on publicly-owned land to ensure that it is built with uses that will support transit ridership, or development that maximize benefits to the community. While cities often do not own enough land at stations or have the resources to create truly catalytic projects on their own, working with developers through an RFQ/RFP process invites private developers to bring their own resources, including additional property, and expertise to joint development projects, which can result in a more successful development. This practice is noted among other strategies in an Environmental Protection Agency case study report, Encouraging Transit Oriented Development.
The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- Public Outreach Process
- Advisory Committee Workshops
- Adoption Process

The Built Environment – Neighborhood Conservation

**POLICY** – Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable neighborhoods; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

**NC1) Establish programs and initiatives that enable home owners to maintain and enhance their property and neighborhood.**

**Status:**
- Recurring and on track

**Background:**
According to the 2018 American Community Survey, Plano’s housing stock is fairly new with the median year for construction at 1991. As 2035 approaches and new housing opportunities further diminish, a large segment of the city’s housing inventory will be over 25 years old. If the city’s residential areas are not maintained and housing structures are not renovated, the city would become less attractive to future residents. Additionally, home maintenance is important as seniors age in place – AARP’s Here to Stay Program notes that it can help homeowners to stay safe and healthy, and save money.

The city has taken several steps to address aging neighborhoods through programs such as Love Where You Live (LWYL), Neighborhood Vitality and Beautification Grants (see action NC2), The Great Update Rebate (see action NC4), the Smart Energy Loan Program, and the Housing Rehabilitation Program (see action SHN4). The Property Standards Division of the Neighborhood Services Department also plays a critical role in the care and preservation of Plano’s established neighborhoods through addressing complaints regarding exterior property maintenance issues, such as deteriorating housing and commercial structures, landscaping and debris. Property Standards also offers periodic property maintenance workshops to teach home maintenance topics including tree trimming, grading and erosion, foundations, electrical, plumbing, and hiring a contractor.
NC2) Implement the recommendations adopted from the Housing Value and Retention Analysis study.

Status:
- In progress
- The Neighborhood Vitality and Beautification Grant is in its fifth fiscal year. On average, 50 neighborhood projects are funded with the $300,000 allocated annually. During FY2018-2019, changes were made to the program to encourage more participation from voluntary neighborhood groups, allowing more of these groups to be awarded funding.

Background:
During the last recession, the City of Plano contracted the consulting firm Catalyst to conduct an extensive analysis of the current inventory and condition of the City’s housing stock with the objective of developing a strategic operational plan to protect Plano’s housing values as the housing stock ages. Studying historical housing data and current neighborhoods, the analysis evaluated factors that impact the change in home values over time, how demographics and other indicators have changed over time, determine what influences loss in home values, and recommend how neighborhood stability may be maintained as the housing stock ages.

The analysis focused on examining the effectiveness of the City of Plano’s current neighborhood analytical tools, the current levels of service by department, best practices to ensure neighborhood vitality and stabilization, impacts of ownership type on value and marketability, and implementation strategies that can provide long-term sustainability of Plano’s neighborhoods. Based on the analysis, four broad issues were identified:
- 1. Neighborhood Quality
- 2. Lack of Diversification of Housing Stock
- 3. Neighborhood Gateways, and
- 4. Retail Quality.

To address the broad issues above, the following strategies and initiatives were recommended:
- Identify target areas to diversify housing stock
- Develop a home finance corporation for implementation
- Strengthen and expand existing community outreach and participation programs such as Love Where You Live and Citizens Assisting Plano Police
- Enhance proactive property standards enforcement and outreach
- Implement a rental inspection program for single family housing
- Create an incentive based home reinvestment program
- Create commercial performance based incentive program
- Create a neighborhood vitality program & beautification grant
- Screening walls
- Develop a proactive retail merchandising plan

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• Create executive level partnership from different sectors including municipal government, nonprofit organizations, and the business community
• Centralized Database and Online Mapping Tool
• Measure what matters
• Increase education and awareness of programs available for low income and financially distressed households
• Enhance trail network to create interconnectivity of neighborhoods and commercial areas
For more detail, please refer to the Housing Value Retention Analysis.

NC3) Conserve Plano’s established residential neighborhoods to provide opportunities for work force housing.

Status:
• Recurring and on track
• The Neighborhood Services Department maintains a broad range of programming and partnerships that support the conservation of residential neighborhoods.

Background:
The 2006 City of Plano Workforce Housing Study defines workforce housing as housing that “is affordable to those workers earning between 80% and 120% of the area median income (often these are the service workers essential to any community such as police officers, firefighters, teachers, government and retail workers). This group is distinct from those defined as “low-moderate income” whose salary is at or below 80% of area median income.” It is often difficult for these workers to find housing in Plano at a reasonable cost. According to the Housing Trends Analysis and Strategic Plan, most new housing under construction in the city starts at over $330,000, approximately one and a half times the median housing value of the Dallas-Fort Worth region. Older neighborhoods typically provide the best opportunities for workforce housing in Plano but may be less attractive due to the costs of renovating properties compared to similarly-priced newer options in surrounding communities.

NC4) Monitor and analyze the Great Update Rebate program and modify to improve effectiveness over time.

Status:
• Recurring and On Track
• The program has had over 700 applicants since its inception in 2014. In October 2017, Council approved the following program changes:
  1. Maximum CAD value of the home is 85% of the Single family FHA limit, and
  2. Minimum homeowner investment is the lesser of $20,000 or 10% of CAD value.

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Background:
The Great Update Rebate program was created to assist Plano homeowners with the financial burden of caring for older homes in the city. More than $2.5 million has been dedicated to this program since inception (2014), which will be distributed to program participants in the form of a rebate. The program includes certain eligibility requirements including home age, appraised value, and value of improvements. Up to $5,000 can be rebated per property per 12 months for both interior and exterior improvements.

This popular program won the 2016 City Livability Award from the U.S. Conference of Mayors.

NC5) Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies.

Status:
- In progress
- The Housing Trends Analysis and Strategic Plan was approved by City Council in November 2018.

Background:
The City of Plano is committed to responding and adapting to the housing needs of its residents. The Housing Trends Analysis and Strategic Plan was conducted to identify gaps in housing needs by both type and size, with consideration given to the income level needed to obtain various types of housing. The plan helps to:
1) understand the housing needs of Plano residents,
2) prepare for future growth and redevelopment, and
3) guide community investment and sustainable development.

In August 2019, City Council approved three housing policies based on recommendations within the plan:
1) conserve and preserve housing affordability of existing units through dedicated programs,
2) accommodate the growing need for home safety modifications, and
3) improve the quality of both new and existing housing.

NC6) Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.

Status:
- In progress
- Backyard Cottages (small residential units on the same lot as a primary dwelling) were added as approved uses when meeting specific standards by City Council in 2019.

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Background:
Providing more housing type flexibility in appropriate locations can provide benefits such as additional price points and the ability for residents to age in place, while still fitting into the look and feel of a neighborhood. This type of housing is often called “Missing Middle” housing. This subject was discussed by the Committee at the March 3, 2020, meeting – agenda item 2.

NC7) Identify community character within residential areas and enhance stronger neighborhood identity.

Status:
- In progress
- The BEST Neighborhoods Designation Program will begin its fifth program year in FY2020-2021.

Background:
Enhancing neighborhood identity can help to build stronger, more connected neighborhoods. Plano’s Neighborhood Services department assists in this effort through the BEST Neighborhoods Designation Program – Beautiful, Engaged, Safe, and Thriving, which recognizes neighborhoods that have gone above and beyond to create a community that is Beautiful, Engaged, Safe, and Thriving - BEST! Applications are accepted on an annual basis from resident groups who are working collaboratively to create strong neighborhoods that make Plano a desirable place to live, work, and play.

Eligible neighborhoods must be registered through the Neighborhood Services Department. BEST Neighborhoods are recognized at three levels: Silver, Gold, and Platinum. Neighborhoods that are awarded designations receive a number of benefits based on their award level, including mentorship, a custom, interactive neighborhood map, and designation signs.

An additional program of the BEST Neighborhoods division that helps enhance neighborhood identity is the Pop-Up Party Trailer, which is available for free for registered neighborhood groups holding neighborhood-wide block parties. The trailer will be delivered and picked up for free and includes items such as tables, chairs, umbrellas, coolers, traffic cones, barricades, and yard games.
The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- Public Outreach Process
- Advisory Committee Workshops
- Adoption Process

### The Built Environment – Redevelopment of Neighborhood Centers

**POLICY** – Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.

**RNC1** Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.

**Status:**
- Pending

**Background:**

Plano, like many communities with numerous neighborhood retail centers and commercial corners, has seen a mix of success and vacancies in its retail development. As noted in an Environmental Protection Agency report *Restructuring the Commercial Strip: A Practical Guide for Planning the Revitalization of Deteriorating Strip Corridors*, in the last 50 years, commercial strip corridors have accounted for a substantial amount of retail and development activity in the United States, but in many communities, the full hierarchy of commercial development is aging and many sites are losing their attractiveness as development locations. These locations are experiencing disinvestment, resulting in vacant, abandoned, and underused property, such as underperforming gas stations and outdated retail centers. But despite disinvestment, many centers remain key parts of the city’s commercial infrastructure and are well positioned for reuse and redevelopment because of the high volumes of traffic that they continue to experience. Others may need to be repurposed as the market changes over time. This report suggests that in order to realign aging retail corners with the forces of market demand, a site should be significantly and deliberately restructured into a form which property owners, developers, and communities will once again invest.

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A city-led study with public input can help identify these redevelopment opportunities. Plano previously participated in a joint study with the cities of Carrollton and Richardson focusing on underperforming and vacant retail areas, however the study is from 2002, and a new study would be appropriate. The Gibbs Shopping Center Review from 2013 is another example of preliminary work that would be part of a full study with resident input. Resident input will be critical as individual sites are considered.

**RNC2)** Target specific retail sites around Plano to serve as catalysts for redevelopment.

**Status:**
- Pending

**Background:**
Orchestrating strip corridor revitalization requires leadership by local government. Plano’s retail corners are often composed of numerous separate parcels, with many individually owned properties. Most often the cost and/or risk is too high for any single property owner or developer to take on assembling these corners for revitalization of the corner. Also, with the future of a prominent part of the neighborhood at issue, stakeholder and resident involvement in the redevelopment process will be critical to making sure the revitalization meets local needs, can receive regulatory approval, and is implementable. Offering the city as a partner, to work with land owners and neighborhoods toward positive change, is a model that may be most productive.

Catalyst redevelopment sites are locations where initial redevelopment that can spur further adjacent redevelopment and continue to energize an area. This can be expected to occur around the Collin Creek redevelopment site as that project redevelops.

**RNC3)** Provide incentives such as public improvement districts (PIDs), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.

**Status:**
- Recurring and on track

**Background:**
*The following is also provided as background for action LU4:*

  Public Improvement Districts (PIDs) serve as economic stimulators that help revitalize an area, and continue the momentum gained through economic investment. [Chapter 372 of the Texas Local Government Code](http://example.com) authorizes the creation of PIDs by cities. The owners of the properties in the defined area can request the City to form a PID through a petition, which may include the establishment of an Advisory Body. Within the Downtown Plano PID, it is another way to carry out special events and festivals, and improve landscaping and beautification efforts within public spaces.

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**Tax increment financing** (TIF) is an economic development tool permitted by the Texas Tax Code Chapter 311 and used to promote investment in a defined area. The TIF has historically been used to finance public improvements in blighted or underdeveloped areas identified as reinvestment zones. If a municipality determines that development or redevelopment would not occur through private investment alone, within a reasonable timeframe, a reinvestment zone may be created after a public hearing process. The public hearing allows an opportunity for property owners to contest inclusion in the reinvestment zone.

Once the zone is created, revenue from the TIF district is divided into two categories: property tax value prior to the formation of the TIF (tax base), and property tax value from new development or redevelopment and investment in the district (tax increment). The difference of these two categories is deposited into a tax increment fund maintained by the city for investment in projects such as property acquisition, public right-of-way construction and repair, infrastructure development, demolition, site preparation, implementing and/or enhancing public utilities, streetscape improvements, and beautification. Investment in these public improvements are important because they serve as a catalyst for private investment and development in the blighted area.

The following is also provided as background for action CD4:

Relocating utilities underground can help create a safe and inviting public realm for all users. In addition to elevating community aesthetics, developing underground utilities can be more economical in the long term because utilities are protected from extreme weather events and environmental hazards, such as debris, wind, tree branches, which often damage overhead utilities. This, in turn, prevents power outages and physical damages to power lines, which can be costly and hazardous to the public.

The city can also finance utility upgrades to encourage reinvestment and redevelopment through the **Community Investment Program (CIP)**, which is the five-year financial plan for infrastructure and facility projects, focused on expansion or upgrades to existing streets, utilities, parks, trails, and city facilities.
**RNC4** Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.

**Status:**
- In progress

**Background:**
The initial concept for the creation of a neighborhood-scaled district that offered design alternatives to the current retail center development form stemmed from the Transition and Revitalization Commission’s 2008 “Future Dimensions” report, which called for nodes that would “provide neighborhood businesses and services within walking distance of people’s homes.” Eventually the idea was adopted into the 1986-based Comprehensive Plan, which included a recommendation to create a Neighborhood Mixed-Use (NMU) zoning district.

The Neighborhood Mixed-Use (NMU) zoning district concept is intended to regulate the redevelopment of commercial properties adjacent to existing neighborhoods using buildings that are similar in scale to the surrounding neighborhood. With an increased supply of retail development along major highways and thoroughfares, retail investors may pass over properties that are not well located, and typical retail-only zoning leaves property owners with limited use options and thus often is a barrier to reinvestment.

One strategy recommended in the EPA Restructuring the Commercial Strip report is that mixed-use zoning ordinances should be used to foster the development of both activity-generating uses and a local customer base for those uses. This type of zoning can enable new, appropriate residential investment as an alternate use for retail areas experiencing disinvestment and also support a core base of retail and services. The same market preferences driving the surge in demand for walkable, mixed-use centers are driving demand for a wider range of housing types. Older strips across the United States are a vast supply of underused land that can be made available to meet much of that demand. Restructuring these retail corners with new homes not only captures value for property owners, it can also improve the neighborhoods that flank the sites. It replaces uses and development types that conflict with neighborhood character with ones that enhance and complete the neighborhood along its natural boundary. Two examples of new housing built on underutilized retail sites in Plano are:
- [Redhill Springs](#)
- [Villas of Los Rios](#)
RNC5) Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.

Status:
- In progress
- The draft Neighborhood Business Design (NBD) and Residential Community Design (RCD) zoning districts include language for connectivity to adjacent transportation facilities including sidewalks, trails, and transit stops.

Background:
This action is based around the idea that residents should be able to easily walk or bike to their nearest neighborhood shopping center, either by sidewalks or trails. For many existing neighborhoods in Plano, this may be impractical, as they are designed in a way so that most only have a few entrances and exits or are separated by a masonry screening wall. Additionally, most older shopping centers are not designed to be easily walkable either, as walking across a parking lot is unpleasant. It is unlikely that any direct connections, other than sidewalks along the edge of a neighborhood, will happen in these areas.

But where it is possible, such as in new development and redevelopment, new housing could be designed to allow a connection with the neighborhood shopping center. This is primarily accomplished by having a grid street pattern with short blocks, rather than curvilinear streets and cul-de-sacs. Per the description of Neighborhood Center, “when residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods.” These actions work together to call for regulations that encourage any new residential uses to be integrated into the development through neighborhood design and direction connections such as sidewalks, streets, and trails. An example of a location where a shopping center and a neighborhood were built in a way to allow these connections is the northwest corner of Parker and Custer, shown below:
RNC6) Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.

Status:
- Pending

Background:
Corridor planning can focus on many different characteristics of a corridor, with a focus on transportation, land use, or a functional relationship between the two. For example, corridor planning can address high-crash locations, increasing levels of congestion, freight movements, changing land-use patterns, and the individual or cumulative effects of each on the current or future corridor transportation system. The Institute of Transportation Engineers’ (ITE) Designing Walkable Urban Thoroughfares: A Context Sensitive Approach notes that corridor planning identifies and provides a link between corridor land-use planning and corridor transportation planning while providing an opportunity to direct future development within the corridor. An important benefit of corridor planning is that it addresses issues prior to reaching the project development stage for transportation improvements within the corridor. With public and stakeholder involvement, corridor plans typically address a long-range vision for the corridor, expected future travel demand and performance of existing and programmed transportation improvements, and short- and long-term needs. See the City of Lewisville's I-35E Corridor Redevelopment Plan for an example of how corridor plans have been used elsewhere in the region.

Parker Road was specifically targeted for a corridor redevelopment plan due to the larger size of the four corner retail sites at the intersections with Custer and Independence, which were originally planned for “Community Commercial” (CC) in the 1986 Comprehensive Plan. CC areas were described as retail centers serving a 3 to 5 mile radius, anchored by discount or junior department stores, and ranging from 15 to 50 acres in size. This is in contrast to the “Neighborhood Commercial” (NC) designation for most other four corner sites in Plano, which serve a 1 to 1½ mile radius, anchored by supermarkets and/or drugstores, and ranging from 10 to 15 acres in size. This volume of retail planned for CC sites on arterial intersections on Parker Road is no longer sustainable at these locations given the current retail market.

Though there has been some reinvestment by property owners at some locations, a few of the corners continue to have issues regarding empty storefronts and lack of improvements. These areas provide an opportunity for redevelopment and the consideration of additional housing opportunities. Parker Road serves as a transportation link supporting several modes including vehicles, bicycles, pedestrians, and mass transit. These facilities could use improvement to enhance usage and increase safety for all transportation options. Enhancements and improvements of the retail facilities at the major intersections would also improve the overall visual image of the area and serve as an attractive gateway into surrounding residential neighborhoods.
The Plano Tomorrow Policies and Actions were developed through meetings with the Planning & Zoning Commission, City Council, and extensive public outreach. Information on this process can be found here:

- Public Outreach Process
- Advisory Committee Workshops
- Adoption Process

**The Built Environment – Special Housing Needs**

**POLICY** - Plano will accommodate senior and special needs housing through inclusive regulations and goals stated in the Consolidated Plan.

**SHN1) Conduct a community needs assessment to identify and prioritize service demands and resources.**

**Status:**
- Recurring and on track
- The 2020-2024 Consolidated Plan was approved by City Council on July 27, 2020.
- The Regional Assessment of Fair Housing was approved by City Council in January 2019 and was included as an Analysis of Impediments in the Consolidated Plan.
- The Love Where You Live (LWYL) program conducts smaller community needs assessment prior to beginning a LWYL program in a neighborhood where resources are needed. The assessment also helps to determine which departments and outside agencies will be invited to speak at a LWYL meeting to address the needs identified in the assessment.

**Background:**
The U.S. Department of Housing and Urban Development (HUD) requires local jurisdictions to assess their affordable housing, community development needs, and market conditions, and to make data-driven, place-based investment decisions every five years. These decisions dictate how HUD funds will be invested into the community for the benefit of low and moderate income residents during the five year time period. The five year Consolidated Plan of Housing and Community Development Needs (ConPlan) highlights plan priorities and identifies specific goals to be undertaken by the jurisdiction. The ConPlan is then carried out through annual Action Plans which state the activities to be carried out through the use of HUD funds. Progress towards ConPlan goals are reported annually through the submittal of the Consolidated Annual Performance Evaluation Report (CAPER).

The 2020-2024 Consolidated Plan was approved by City Council on July 27, 2020.
SHN2) Create affordable home ownership opportunities through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.

Status:
- Recurring and on track
- In FY18-19, the City provided federal funds to one nonprofit housing developer to provide homeowner housing rehabilitation assistance to low and moderate income households.

Background:
Plano’s 2020-2024 Consolidated Plan identified homeownership assistance as a need for Plano, nothing that “with little flexibility in their budget to save for a large down payment, and the high monthly payment that would accompany a mortgage without a significant down payment, homeownership in Plano is out of reach for many low and moderate income families. Down payment assistance is needed to make homeownership available to this population.”

To assist these homeowners, Plano’s First Time Homebuyers Assistance and Educational Programs (FTHB) is provided with funds from the U.S. Department of Housing and Urban Development (HUD), through the Community Development Block Grant (CDBG) and HOME Investment Partnerships Program (HOME). The FTHB program is designed to assist eligible low and moderate income households to buy a home in Plano by providing down payment and closing costs assistance in the form of deferred payment loans.

Eligible Plano homeowners may also participate in various programs to rehabilitate their home: the Housing Rehabilitation Program (see action SHN4), The Great Update Rebate (see action NC4), and the Smart Energy Loan Program. Grant funds are sometimes used to facilitate housing rehabilitation (see action SHN3).

SHN3) Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.

Status:
- Recurring and on track
- HUD, state, and city general funds provide funding to four nonprofit, social service agencies for housing construction, rehabilitation, rental assistance, or semi-permanent housing programs.
- 16 other nonprofit agencies receive funding for social programs related to health and human care and homelessness prevention, which are covered under the Social Services Policy.

Background:
The city of Plano receives entitlement funds from the U.S. Department of Housing and Urban Development (HUD) in the form of two grants, the Community Development Block Grant (CDBG) and the HOME Investment Partnerships Grant (HOME). These grants require long-
term planning for expenditures through a Consolidated Planning process (see action SHN1) and regular accountability to HUD throughout each grant year. Funds from these grants are distributed annually through a competitive process. The Texas Department of Housing and Community Affairs also provides funding for these organizations through the Homeless Housing and Services Program.

Grant recipients through the city must sign a contract, can only use funds to serve income-eligible, Plano residents, and must maintain standards outlined in a compliance manual. Funds are provided on a reimbursement basis. Find more information on these grants.

SHN4) Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.

Status:
- Recurring and on track
- Federal funds are used to provide housing rehabilitation to residents.

Background:
Ensuring Plano’s existing housing stock remains well-maintained is essential to providing secure and safe housing for Plano’s residents. Plano’s 2020-2024 Consolidated Plan notes that “27% of households in Plano are cost burdened, regardless of income,” with cost burdened defined as spending more than 30% of household income on housing.

Plano’s Housing Rehabilitation Program is a HUD-funded program that can help rehabilitate the homes of these Plano residents, offering two opportunities to assist with housing repairs to eligible, income qualified Plano families who own and occupy their homes:
- Limited Repairs Assistance is made for essential repairs to revitalize the neighborhood, stop further deterioration of the home, and improve energy efficiency. These repairs are offered in the form of partially forgivable loans up to $55,000 depending on qualifications, with 10-year terms and competitive rates.
- Emergency Assistance is provided for unexpected conditions that pose a serious and immediate threat to the health or welfare of the family. Examples include inoperable air conditioners or heaters and broken sewer and water supply lines. These repairs are offered in the form of a grant.

All Plano residents may also be eligible for Plano’s other home rehabilitation programs: The Great Update Rebate (see action NC4) and the Smart Energy Loan Program, along with property maintenance workshops (see NC1).
SHN5) **Review zoning regulations for inclusiveness of special needs housing.**

**Status:**

- Recurring and on track
- Staff encourages universal design improvements when discussing potential projects for Great Update Rebate Program (see action NC4).
- The Backyard Cottages ordinance was adopted in 2019 (see action NC6).
- The [Regional Assessment of Fair Housing](#) was approved by City Council in January 2019 and the plan was included as an [Analysis of Impediments](#) in the Consolidated Plan.

**Background:**
In some cases, zoning ordinances may be an impediment to providing special needs housing, as they may be older and slow to adapt to “changing demographics and housing needs, making it difficult, if not impossible, for new housing models to emerge” ([AARP: Making Room](#)).

For example, Plano’s zoning ordinance allows retirement housing by right in retail and office zoning districts. Setbacks from single family zoning are established based on building height as follows:

<table>
<thead>
<tr>
<th>Height</th>
<th>Minimum Setback</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Story</td>
<td>20 feet</td>
</tr>
<tr>
<td>Two Story</td>
<td>60 feet</td>
</tr>
<tr>
<td>Three Story</td>
<td>150 feet</td>
</tr>
</tbody>
</table>

Retirement housing has been allowed in this manner since 2003.

Staff continues to review city codes to ensure that special housing needs are addressed. Plano’s zoning regulations currently accommodates special needs housing by allowing backyard cottages in all residential zoning districts, subject to site design standards, and allowing group homes licensed by the State of Texas for operation.
The purpose of this memo is to provide staff’s perspective on the email forwarded to the Committee from Ms. Judy Kendler, as well as additional data and context to the items discussed by the Committee at the August 4th CPRC meeting.

**INFORMATION RELATED TO EMAIL FROM JUDY KENDLER:**

General Comments:

Not everyone in a community has the same priorities or preferences in regard to development, so there is a balancing act in providing the best standards to meet everyone’s needs. What gets approved and built in any city is the result of a wide variety of considerations and actions, a few of which are as follow:

- Land owner expectations and goals
- Developer proposals, business practices, and goals
- Public input via letters, public speaking, direct contact with officials, and other means
- Existing public policy and development standards of the community
- City staff recommendations based on public policy and professional standards
- Appointed official recommendations based on their priorities, perspectives, and consideration of information provided from all sources
- Elected official decisions based on their priorities, perspectives, and consideration of information provided from all sources
- Negotiations and relationships between stakeholder parties
- Real estate market environment

These factors have varying influence depending on the community and may also change over time.

A comprehensive plan is an aspirational document. It is long-range in nature, not all ideas will be implemented in the short-term. A plan is a vision for the future and should provide direction that is implemented through aligned actions, budgeting, and regulations.

City Council zoning decisions are legislative in nature. Risk to the city is increased by disregarding adopted policy. Legislative actions often balance a number of factors and cannot be mandated to take specific action through any of the Comprehensive Plan policies.

Staff has observed a blurring/mixing of prior policies and actions under the 1986-based plan with those of Plano Tomorrow that lead to a misunderstanding of both documents. We are open to ideas from the CPRC and P&Z on how to create a clearer understanding and distinction of these issues. Some are noted herein.
The following items are in response to the numbered sections of Ms. Kendler’s email:

1. Setbacks from the Street and from Expressways

The origin of setbacks in America is largely tied to the government’s role in protecting public health. As discussed in this article from the National Institute of Health, building forms of the 19th and early 20th century promoted a more active lifestyle, yet infectious diseases were a concern. During the 20th century, building standards were developed that shifted to a more sedentary, auto-dependent lifestyle, which resulted in more chronic diseases. Based on these two situations, modern planning thought believes the best setbacks need to strike a balance between the hazards of proximity to high-volume, high-speed roadways (which are noisy and more polluted), and the walkability of smaller streets with reduced speed and traffic volumes (less noise and pollution).

Also of note, due to the increasing scarcity (and corresponding increasing value) of land in Plano, there is substantial market pressure to institute a more efficient use of land if investment in the community is desired. This market reality often results in requests to reduce setbacks or utilize zoning without large setbacks to keep development costs competitive in the market.

In regard to setbacks from major highways, the 1986-based plan does recommend a residential setback of 1,200 feet from the centerline of expressways. However, there are exceptions to that policy based on land use and the terrain, so there are notable exclusions which have resulted in numerous developments within 1,200 feet of the expressways, examples include:

- Estancia at Ridgeview Ranch near Independence Pkwy and 121, zoned in 2001
- Northglen 1 subdivision near Coit and 121, zoned in 2012
- Kathryn Park subdivision near Custer and 121, zoned 2011
- Westbrook at Ridgeview near Independence and 121, zoned 2001

The Expressway Corridor Environmental Health Study and related policy and zoning standards adopted in 2019 (though the policies are no longer in effect) are more specific than the current 1986-based plan and base recommendations on site-specific scientific analysis of air quality and noise along Plano’s expressways. Between March and October 2019, there were four substantive presentations and five meetings with public hearings on the results of the study and proposed modifications to the Comprehensive Plan and Zoning Ordinance at Planning & Zoning Commission and City Council, respectively; no one from the public appeared to speak or provide feedback on these items.

2. Open Space

The City of Frisco requires open space in multifamily developments as a percentage. Plano’s zoning ordinance requires open space based on a certain square footage per bedroom. Comparing these standards would be difficult absent a study of various sites and considering the variety of densities in numerous districts.

Frisco’s single family districts, such as townhouse and patio home/cluster housing, that require open space do require more than Plano’s, typically 15% vs. 10%. Plano’s standards are not a recent requirement, the standard dates back to at least 2006, while Frisco’s ordinance dates to 2013. Without additional research, we are unsure exactly how long these standards may have been in effect.

To our knowledge, the city has not reduced open space standards, but this perception may exist because of the institution of new development types. These development types are consistent with market trends in the region and nationally. Comparative information on sample projects in the area:
There are advantages and disadvantages to each project, and none is perfect, as related to the factors in the general comments above.

Reduced open space standards may be perceived due to the inclusion of a zoning standard defining mid-rise residential use in the ordinance in 2013. This tracks with area development trends noted above and allows 100% lot coverage. Per the ordinance, “Mid-rise residential development is intended as a complementary use to large-scale commercial districts and corridors. It should be used to diversify land use, increase pedestrian activity, and reduce auto dependency. Mid-rise residential development should be integrated with other land uses and amenities conducive to a residential environment.”

The letter also discusses the open space in Legacy North (continued on next page).
Legacy North includes numerous outdoor green spaces or amenities, the largest of which is part of Baccus Cemetery and includes the iconic cattle drive bronzes statues. Below, green outlines the open space areas.
3. Why did the city reduce the amount of space previously required between residential buildings containing a minimum number of units?

The answer to this question relates to changes in the market noted above under question 2. The same standards exist today for garden-style apartments, those have not changed. Newer development standards, consistent with market trends seen throughout Collin County and surrounding cities, are where the distinction lies.

4. Stand Alone Residential Uses vs. Integration in Mixed-Use Developments

The Plano Tomorrow plan was approved in October 2015 and was not affiliated with the review and decision on the Broadstone Evoke zoning case in February 2015. Broadstone Evoke (Mid-rise residential development at the southwest corner of Preston and Plano Parkway) was submitted in 2014 and approved by City Council in February 2015. In February of 2015, the Plano Tomorrow Plan was not in final form (still being developed). Clips from the agenda packet demonstrating use of the 1986-based plan in Item 8A on 1/20/05 P&Z write-up for ZC 2014-42 follow, since Community Commercial (COC) land use is not in the Plano Tomorrow Plan.
There has been confusion in the community about the relationship of the Plano Tomorrow Plan to those zoning cases approved during public outreach phase of the Plano Tomorrow Plan. Zoning and planning are complicated, technical, and process driven. It is easy to misunderstand details for those not thoroughly involved. However, this has not helped the community understand the function and policy basis of the plan itself, as actions of the 1986 plan are attributed to Plano Tomorrow, providing a substantial basis for misperception.

When developing a new plan, there needs to be a clear understanding of which plan is judging any zoning petition under review. The plan adopted at the time a petition is submitted is the only Comprehensive Plan considered in reviewing an active case. To this end, staff only includes related plan support in the staff write up and tracks this information for each case. For example, the P&Z and Council should not be utilizing any Interim Plan (current adopted, 1986-based plan) policies to guide decisions for cases submitted under Plano Tomorrow prior to the joint meeting on August 5, 2020; conversely, they will not utilize Plano Tomorrow policies to judge new cases submitted after August 5, 2020.

5. Concept Plans and Building Materials

One of the challenges with tying specific materials to a project is that the architecture on buildings is often incomplete at the time of zoning. Since rezoning is not guaranteed, designing a full building is a substantial investment when it may or may not be approved. However, the State has restricted cities in their ability to make and enforce requirements on buildings.

The Texas Legislature passed HB 2439 in the last session, limiting cities’ ability to regulate building products, materials, or methods used in the construction of residential or commercial structures beyond the International Building Code requirements. The city was not in support of this legislation. Upon passage, it required the organization to reduce the standards for building materials within our zoning ordinance and building code amendments.

This will have a substantial impact on the way Plano appears over time, since material requirements, in excess of national codes, have been in place for over three decades, during much of the city’s development. The ability to exceed minimum national codes is key to establishing community identity, adapting to local environmental and economic conditions, meeting public expectations, and maintaining property values.

Most older, non-historic neighborhoods would not have the ability to protect themselves from incompatible infill construction (if a house were to burn down and rebuild) because they do not have the protection of deed restrictions. They rely on city codes for some element of compatibility. This has eliminated long-standing residential material standards that have protected these neighborhoods for years.

6. Neighborhood Centers

The Neighborhood Center future land use category does not support 4- or 5-story buildings. The category specifically states low-rise buildings are expected and single family is the preferred housing type. One- and two-story buildings – consistent with Retail zoning most often in place, would be appropriate. A third story could be appropriate if adequate building setbacks were in place from smaller structures.

7. Minimum Density Requirements

The Plano Tomorrow Plan does not include any policies or references to a minimum density of 40 dwelling units per acre for mixed-use development. This policy was in the prior plan, but was not continued in Plano Tomorrow. The Urban Mixed-Use (UMU) zoning category, which does include a
minimum 40 du/ac, was created in 2014 based upon policies from the 1986-based comprehensive plan. The 2012 Interim Redevelopment and Undeveloped Land Policies, part of the 1986-based Plan (and now current interim plan) included the following recommendation:

New multifamily zoning should require a minimum density of 40 dwelling units per acre on the project site. Phased development should have a minimum average density of 40 dwelling units per acre. However, no phase having less than 40 units per acre may be constructed, unless preceded by or concurrently built with a phase which maintains the minimum 40 dwelling units for the overall project. Additionally, mid-rise multifamily development and neighborhood mixed-use zoning districts could be exceptions to this minimum density requirement.

This recommendation was removed from the city’s comprehensive plan in 2015 with adoption of the Plano Tomorrow Plan, which describes the desired form and context of mixed-use in the future land use designations in lieu of minimum densities.

8. Mixed Use Development Goals

This is summarized in the current, 1986-based comprehensive plan’s mixed-use policy statement.

**RESPONSE TO COMMITTEE DISCUSSIONS:**

1. Does Plano have a higher density than the six largest cities in Texas?

Due to a number of variables, effectively illustrating the different in densities between multiple cities can be difficult to achieve. Using a simple ratio of total population to total land area gives a perspective worthy of consideration, but it is also limited because it fails to account for differences in how land use is distributed in each city. Some examples of questions that must also be considered:

- Is a city landlocked or does it have room to grow?
- Is it mostly built-out or is there an abundance of undeveloped land?
- How much land is dedicated to parks, rivers, lakes/reservoirs, floodplains, or natural areas?
- What is the breakdown of residential land vs. non-residential land?
- Does the city have large commercial or industrial areas?
- Is density spread out evenly or is it in high density nodes? How large are these nodes?
- Does the city have uses that typically require a large amount of land, such as airports, universities, military bases?

Staff suggests the committee consider five alternative approaches to calculating density that can provide additional context to the density of Plano compared to surrounding cities:

- Method 1: Population Density per Square Mile of Total Land Area
- Method 2: Population Density per Square Mile of Residential Land Area
- Method 3: Housing Density by Acreage
- Method 4: Housing Density by Population
- Method 5: Ratio of Population to Land Area and Housing Mix
Method 1: Population Density per Square Mile of Total Land Area

To calculate this method, divide the total population by the total land area for each city.

- **Pros:** Provides a high-level comparison of each city’s residential density using a basic calculation of population divided by land area.

- **Cons:** Does not account for differences in the distribution of residential and non-residential land uses in each city (i.e., larger total percentages of nonresidential land could offset higher concentrations of population density in the residential portions of the city).

### Selected Texas Cities Ranked by Gross Population Density (Persons per Total Square Miles)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University Park</td>
<td>24,954</td>
<td>3.7</td>
<td>6,744.3</td>
<td>+6.0%</td>
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<td>2</td>
<td>Garland</td>
<td>237,982</td>
<td>57.0</td>
<td>4,175.1</td>
<td>+3.4%</td>
</tr>
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<td>3</td>
<td>Arlington</td>
<td>392,462</td>
<td>95.8</td>
<td>4,096.7</td>
<td>+5.7%</td>
</tr>
<tr>
<td>4</td>
<td>Richardson</td>
<td>114,402</td>
<td>28.6</td>
<td>4,000.1</td>
<td>+12.7%</td>
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<tr>
<td>5</td>
<td>Plano</td>
<td>284,579</td>
<td>71.6</td>
<td>3,974.6</td>
<td>+6.7%</td>
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<tr>
<td>6</td>
<td>Dallas (3)</td>
<td>1,318,806</td>
<td>340.8</td>
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<tr>
<td>7</td>
<td>Allen</td>
<td>99,255</td>
<td>26.4</td>
<td>3,759.7</td>
<td>+13.8%</td>
</tr>
<tr>
<td>8</td>
<td>Houston (1)</td>
<td>2,295,982</td>
<td>637.4</td>
<td>3,602.1</td>
<td>+7.6%</td>
</tr>
<tr>
<td>9</td>
<td>Irving</td>
<td>238,637</td>
<td>67.0</td>
<td>3,561.7</td>
<td>+8.1%</td>
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<td>Addison</td>
<td>15,626</td>
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<td>3,551.4</td>
<td>+10.7%</td>
</tr>
<tr>
<td>11</td>
<td>San Antonio (2)</td>
<td>1,486,521</td>
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<td>3,225.3</td>
<td>+9.4%</td>
</tr>
<tr>
<td>12</td>
<td>Austin (4)</td>
<td>935,755</td>
<td>312.7</td>
<td>2,992.5</td>
<td>+11.8%</td>
</tr>
<tr>
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<td>McKinney</td>
<td>173,460</td>
<td>63.0</td>
<td>2,753.3</td>
<td>+26.0%</td>
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<tr>
<td>14</td>
<td>El Paso (6)</td>
<td>680,354</td>
<td>256.7</td>
<td>2,650.4</td>
<td>+3.0%</td>
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<tr>
<td>15</td>
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<td>855,786</td>
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<td>+12.4%</td>
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<td>165,700</td>
<td>67.7</td>
<td>2,447.6</td>
<td>+34.0%</td>
</tr>
</tbody>
</table>

Sources: 2013 & 2018 American Community Survey 5-Year Estimates (U.S. Census Bureau)
(#) – Population Ranking for Six Largest Texas Cities

Using this method, the City of Plano has a higher population density than the six largest cities in Texas; as do similar cities like Garland, Arlington, and Richardson. University Park also has the highest population density of all North Texas cities. Frisco and McKinney are quickly catching up with a 5-year percentage increase in population density of 34% and 26%, respectively, from 2013 to 2018.

Method 2: Population Density per Square Mile of Residential Land Areas

To calculate this method, divide the total population by the residential land area for each city.

- **Pros:** Eliminates non-residential land from the equation and provides a better comparison of densities in the residential portions of each city.

- **Cons:** Data available on the amount of residential land in each city is inconsistent and can be difficult to calculate due to differing methodologies used to determine what is classified as “residential land.”
Freese & Nichols, Inc. provided the following data using Urban Footprint, a privately-sourced data and mapping software commonly used for city planning, mobility and emergency response organizations.

<table>
<thead>
<tr>
<th>No.</th>
<th>City</th>
<th>Total Population</th>
<th>Residential Land (Square Miles)</th>
<th>Persons per Square Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Addison</td>
<td>15,626</td>
<td>0.8</td>
<td>19,532</td>
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<tr>
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<td>Irving</td>
<td>238,637</td>
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<td>3</td>
<td>Dallas (3)</td>
<td>1,318,806</td>
<td>103.3</td>
<td>12,767</td>
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<td>4</td>
<td>El Paso (6)</td>
<td>680,354</td>
<td>56.0</td>
<td>12,149</td>
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<tr>
<td>5</td>
<td>University Park</td>
<td>24,954</td>
<td>2.2</td>
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<td>6</td>
<td>Garland</td>
<td>237,982</td>
<td>21.8</td>
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<td>7</td>
<td>Arlington</td>
<td>392,462</td>
<td>36.7</td>
<td>10,694</td>
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<td>8</td>
<td>Richardson</td>
<td>114,402</td>
<td>11.1</td>
<td>10,307</td>
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<td>9</td>
<td>Plano</td>
<td>284,579</td>
<td>27.7</td>
<td>10,274</td>
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<tr>
<td>10</td>
<td>San Antonio (2)</td>
<td>1,486,521</td>
<td>145.6</td>
<td>10,210</td>
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<tr>
<td>11</td>
<td>Allen</td>
<td>99,255</td>
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<td>Fort Worth (5)</td>
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<td>Frisco</td>
<td>165,700</td>
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<tr>
<td></td>
<td><strong>Houston (1)</strong></td>
<td><strong>2,295,982</strong></td>
<td><strong>NA</strong></td>
<td><strong>NA</strong></td>
</tr>
</tbody>
</table>

Sources: Urban Footprint & 2018 American Community Survey 5-Year Estimates (U.S. Census Bureau)
(#) – Population Ranking for Six Largest Texas Cities

Method 3: Housing Density by Acreage

An alternative approach to comparing densities between cities is to calculate housing density rather than population density. Using this calculation, cities with a higher density of single-family homes are assumed to be lower density overall. Conversely, cities with a higher density of multifamily units are assumed to be higher density overall.

- **Pros:** Provides a different perspective on density, using the number of single-family (detached) and multifamily (3+ units per lot) units relative to the land area in each city. (Note: Duplex and townhouse units are not compared.)

- **Cons:** Based on assumption of housing density being relative to population density when comparing housing types; does not account for differences in persons per household, which could result in similar population densities despite a difference in housing density.

The tables below (continued on next page) illustrate the cities with the highest single-family and multifamily housing densities by total land area and residential land area.
**Method 4: Housing Density by Population**

A fourth approach that completely removes land area from the density equation is to compare the number of housing units relative to the total population for each city. For example, Addison has one multifamily unit for every two residents, compared to University Park that has one multifamily unit for every 21.6 residents.
- **Pros:** Removes land area and associated limitations with Methods 1, 2, and 3; illustrates the “feel” of housing density by showing how many residents are located in each city per single-family or multifamily unit.

- **Cons:** Not a true measure of density, only a relative comparison of population to housing units; does not account for differences in persons per household, which could result in similar densities despite a difference in housing density.

### Method 5: Ratio of Population to Land Area to Housing Mix

When trying to compare large and medium cities, incorporating the mix of housing types provides an additional factor that can help illustrate the difference in densities. This is because as a city grows, if population, land area, and housing mix increase at the same rate, it will maintain a similar overall density (e.g., a large-sized city five times the population of a medium-sized city would have the same average density if it also has five times the acreage and five times the number of single-family and multifamily units). However, if a city grows at the same rate of population and land area, but with a higher mix of multifamily units, it can rationally be assumed that the city has a higher residential density.

- **Pros:** Helps overcome the drawback of Methods 1 and 2 by providing an additional variable in the comparison of population densities among cities.

- **Cons:** Does not account for differences in persons per household, which could result in similar densities despite a higher mix of multifamily units; and is dependent upon similar increases in population and land area (which is true in most cases for the selected Texas cities) to be an effective measure of density.

By comparing the population, land area, and housing mix of other Texas cities relative to Plano, it can be determined which have a similar density using this method:

- **Arlington:** Having 1.4 times the population and 1.3 times the land of Plano, Arlington has similar density with 1.3 times the number of SF-D units and over 1.2 times the number of MF units.

- **Richardson:** Having 40.2% of the population and 39.9% of the land area of Plano, Richardson has similar density with 43.3% the number of both SF-D and MF units.
- **San Antonio**: Having over 5.2 times the population and 6.4 times the land area of Plano, San Antonio has similar density with 5.1 times the number of SF-D units and 4.7 times the number of MF units.

**Summary**

None of the methods above provide a definitive comparison of housing density, but together offer additional context to the question of Plano’s density relative to other Texas cities.

2. **What is the existing and future distribution of housing types in Plano? With all the properties already zoned for apartments, will the city reach 40% multifamily?**

The answer to these questions varies depending upon how retirement housing, assisted living centers, and other similar uses are classified. The 34.7% multifamily figure cited at the August 4th meeting is from the U.S. Census Bureau’s 2018 1-year American Community Survey, which classifies these uses as “multi-unit” structures.

The Planning Department’s annual report includes figures for total housing units and distribution by housing type, but calculates retirement housing, assisted living centers, and other similar uses among the “Other” category rather than multifamily, since they are restricted by law and not open to the general population. This provides the community a better understanding of how many apartments/condominiums are located in the city. According to the [2020 Planning Department Annual Report](#), Plano had 116,451 total housing units as of 01/01/2020, of which 64% are single-family types, 32% are multifamily types, and 4% are other (i.e., retirement housing, assisted living, mobile homes).

**Total Housing Units:** 116,451

- **SF:** 64%
- **MF:** 32%
- **Other:** 4%

The annual report also includes a 20-year projection for total housing distribution, based upon existing zoning, planned residential areas, and future land use assumptions as discussed with the committee during previous discussions on population projections. According to the report, Plano is projected to add approximately 15,800 total units over the next 20 years. This will adjust the total housing distribution to 59% single-family types, 34% multifamily types, 4% other types, and an additional 3% anticipated to take the form of redevelopment but not assigned to a particular housing type.

(continued on next page)
Multifamily is currently projected at 34% for the year 2040. The “other” category includes institutional uses, such as retirement housing, that could be considered multifamily in their form, though access is age- or ability-restricted. Including those units would increase the total to 40% if approximately 1,600 units were added to the 8,728 units already projected (7,529 Multifamily Types + 749 Other** in table above). If institutional units are excluded in defining multifamily, 10,500 additional units would need to be added to reach 40% multifamily.

The city anticipates redevelopment of some sites will result in additional housing; however, the mix of housing types is yet undetermined. The table above includes a 3% redevelopment projection while maintaining the projected number of housing types.

** For the purposes of simplicity, staff did not net out existing mobile homes and recreational vehicles (519 in total) from the Other** figure above. Doing so would likely have a negligible effect on the projections above.
3. 500 multifamily units were approved at the southeast corner of Preston Road and Rasor Boulevard within an area designated as “Neighborhood” on the Future Land Use Plan. Is this an example of an “exception” to the comprehensive plan?

This development is commonly referred to as “The Commodore” and was approved for 500 multifamily units, 99 single-family units, and retail space. It is located in an area designated as Neighborhood on the Future Land Use Plan. Although this designation states that “single-family should remain the primary use within neighborhoods,” it later states “…new residential infill products to be within the context of the surrounding environment.”

This is similar to policies from the 1986-based plan which also included a “Residential” designation in much of the same areas as Plano Tomorrow. This future land use description for Residential stated:

Residential

Neighborhoods

The City seeks attractive, inclusive and cohesive residential neighborhoods with a mix of housing opportunities. Low, medium and high-density residential uses are not individually designated. Specific proposals regarding housing are included in the Housing Element of the Comprehensive Plan.

Non-Neighborhood

With few large tracts left for residential development, many infill and redevelopment opportunities may not fit the traditional neighborhood context. Because of this, some residential development may occur in non-neighborhood settings such as in mixed-use developments and specialized housing complexes.

Furthermore, the Urban Design element of the 1986-based plan included the following illustration for a typical neighborhood design.
When analyzing the context of The Commodore site, staff considered that there are no existing single-family neighborhoods in the area. It is surrounded by commercial, civic, office, and multifamily uses. The single-family units approved as part of the project were small-lot, urban style typical for a mixed-use environment. The Commodore project is a good example of how the Planning Department evaluates zoning requests based upon multiple layers of policies within the comprehensive plan. It should be noted that, despite the intense context of the Preston Road Corridor in that location, the majority of the land, over 50%, in The Commodore is utilized for single family development. While single-family is the primary land use in Residential and Neighborhoods future land use categories, both plans leave flexibility to accommodate areas that may be better suited for supporting uses to support and protect single family housing by providing a transition where needed and appropriate.

4. Does the Urban Mixed-Use District (UMU) have a requirement to provide a main street?

This was discussed at the P&Z and City Council hearings during the recent request to revise UMU-2 zoning. UMU zoning requirements, including the provision of a main street, are technically “required” for all UMU districts; however, the zoning district, similar to a Planned Development district, also specifies that amendments and supplements are allowed, with five exceptions. The following are the five items that cannot be changed as taken from the Zoning Ordinance:

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regulations. In considering the establishment of a UMU district, the Planning & Zoning Commission and City Council may amend and supplement the base UMU regulations and related development regulations in the Zoning Ordinance and Subdivision Ordinance to implement individual development plans, with the exception of:
(ZC2019-003; Ord. No. 2019-5-8)

i. Requirement for an adopted development plan;
ii. Requirement for a governance association;
iii. Minimum residential densities for multifamily development;
iv. Requirement to maintain three or more uses; and
v. Requirement for nonresidential uses to be constructed within the first phase of development.
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At the July 20, 2020, P&Z Commission meeting, staff noted that the requirement to provide a main street was not one of the five development regulations listed as non-negotiable in the section above. By implication, the main street is then a “requirement” that can be changed if necessary “to implement individual development plans.”

Video of the P&Z meeting can be viewed here: http://planotx.swagit.com/play/08052020-629.
Video of the City Council meeting can be viewed here: https://planotx.swagit.com/play/08112020-538.
5. **What is Plano’s median household income? How does that compare to Texas’ median income?**

Median household income for Plano: $92,121  
Median household income for Texas: $59,570  
*Source: 2018 5-Year American Community Survey (U.S. Census Bureau)*

For more information about Plano’s housing market, please visit:  

6. **Is there information about Plano's housing affordability relative to the median income?**


**Figure 92  Percent of Home Sales Affordable to Median Income, 2016**

(cropped for larger view of Plano)
7. What are the occupancy rates of mixed-use multifamily (MUMF) compared to traditional multifamily (MF)?

Occupancy Rate for MF - 89.3%
Occupancy Rate for MUMF - 92.5%

Source: City of Plano using data from the 2018 5-year American Community Survey