Opening Remarks
Agenda

1. Approval of Minutes: August 4, 2020
2. CPRC Work Plan Updates
3. Presentation: Instructions on Virtual Tour
4. Presentation: Special Districts and Incentives for Real Estate Development
5. Discussion and Consideration: Bundles 12-15 and Related Proposals
“Continuous improvement is better than delayed perfection.”

- Mark Twain
Work Plan Overview

- **July – October**: CPRC Initial Review
- **August – November**: P&Z Review & CPRC Follow-up Review
- **November – December**: Public Meetings (dates and format TBD)
- **December – January**: Public Hearings on Revisions
Work Plan – Reminder

• Special Events
  – View information for the Self-Guided Tour and Saturday Workshop
  – View event dates
    › Self-Guided Tour: August 22-31
    › Saturday Workshop: September 19
**Work Plan – New Addition**

- **Tentative Follow-up Meetings**
  - Will occur following a CPRC meeting in the event all items are not completed
  - Follow-up Meeting Dates:
    - August 26\(^{th}\)
    - September 9\(^{th}\)
    - September 19\(^{th}\) (During Saturday Workshop)
    - September 30\(^{th}\)
    - October 7\(^{th}\)
Discussion of Work Plan

Does the Committee have modifications regarding the Work Plan?
Instructions on Virtual Tour
Tour and Interviews

Step 1 – Take the virtual tour
Step 2 – View or listen to the recorded interviews
Step 3 – Visit each site in-person and fill out the corresponding survey
Step 1 – Virtual Tour

• Use a link provided on PlanoCompPlanReview.org to access the virtual tour (More details to come)

• Tour highlights retail corners in Plano

• Consider what features in the environment you enjoy or don't, and why
TOUR LOCATIONS
1. 14th & Jupiter
2. 16th & K
3. Parker & Custer
4. Independence & 15th
5. Parker & Preston
6. Coit & Legacy
7. Custer & Hedgcoxe
Step 1 – Virtual Tour
Step 1 – Virtual Tour

Make the tour full screen
Step 1 – Virtual Tour

Navigate from scene to scene
Step 1 – Virtual Tour

Click to view a description of the intersection and its points-of-interest.
Step 1 – Virtual Tour

14th Street & Jupiter Road
Jupiter Rd, Plano, Texas

The intersection of 14th and Jupiter provides an opportunity for redevelopment in the form of new retail and housing given its geographic location. In Plano Tomorrow, this intersection is considered part of the Transit Corridor (TC) and Neighborhood Center (NC) Future Land Use categories. Additionally, the intersection is considered part of the Evolve Urban category on the Growth and Change Map.

- Proximity to Existing Amenities
  Given that the intersection is near a Transit-Oriented Development (TOD) and Downtown Downtown Development, the intersection is

Scene 1 of 5
Step 2 – Interviews

• Use links provided on the website to listen to all interviews. (More details to come)
  – Christina Day | City of Plano | Director of Planning
  – Peter Braster | City of Plano | Director of Special Projects
  – Lori Schwarz | City of Plano | Director of Neighborhood Services
  – Jason Claunch | Catalyst Commercial | Owner
  – Paris Rutherford | Catalyst Urban Development | Principal
Step 3 – In-Person Tour

- Please visit all sites identified on the virtual tour (Note: CPRC does not need to visit areas outside Plano)
- As you visit the sites, please fill out the survey provided for each intersection (More details to come)
Step 3 – In-Person Tour

Guiding Questions

• Should this area remain exactly the same as it exists today?
• Is this area likely to change for better or worse under market conditions?
• If change is desired, what is the best way for this area to redevelop that benefits both the community and land owner?
• What land uses are economically practical and sustainable, and desirable in a neighborhood center?
• What is your impression of the neighborhood based only on the four-corner retail that supports this intersection?
Special Districts and Incentives for Real Estate Development
City of Plano Uses Three Tools:

- Public Improvement Districts
- Tax Increment Financing
- 380 Agreements
Public Improvement Districts

- 372 Texas Local Government Code
- Improvements must be dedicated to a public entity
- City or county levies assessments to pay for the construction of certain improvements
- Cash flow or issuance of bonds
- Can be used by the City to obtain “value add” to the development
Public Improvement Districts

**Improvements that can be financed:**

| (1) landscaping                      | (11) projects similar to (1)-(10) |
| (2) erection of fountains, distinctive lighting, and signs | (12) Acquisition of real property in connection with an authorized improvement |
| (3) sidewalks or of streets, any other roadways, or their rights-of-way | (13) special supplemental services (Downtown Plano PID) |
| (4) pedestrian malls                | (14) expenses incurred in the establishment, administration, and operation of the district |
| (5) pieces of art                   | (15) the development, rehabilitation, or expansion of affordable housing |
| (6) libraries                       | (16) expenses related to the operation and maintenance of mass transportation facilities. |
| (7) off-street parking facilities   |                                   |
| (8) mass transportation facilities |                                   |
| (9) water, wastewater, or drainage facilities or improvements |                                   |
| (10) the establishment or improvement of parks |                                   |
Tax Increment Financing

- 311 Texas Tax Code
- Tax Increment Reinvestment Zone: A geographic area declared “blighted” or that “substantially impairs the sound growth of the municipality”
- Has a separate board of directors
- Dedicates increment for the payment of certain project costs (allowable costs set by statute)
- Created by a city or county; other taxing units can participate
- City of Plano has 3 active zones:
  - #2: Downtown Plano
  - #3 DART Silver Line
  - #4 Collin Creek Mall
Tax Increment Reinvestment Zones (TIRZ)

Tax increment financing is a tool that local governments can use to publicly finance needed structural improvements and enhanced infrastructure within a defined area. These improvements usually are undertaken to promote the viability of existing businesses and to attract new commercial enterprises to the area.

The cost of improvements to the area is repaid by the contribution of future tax revenues by each taxing unit that levies taxes against the property.

The governing body of a city may determine the portion or amount of tax increment generated from municipal sales and use taxes attributable to the zone, above the sales tax base, to be deposited into the tax increment fund.
Tax Increment Reinvestment Zones (TIRZ)

- Base Year Value of All Properties in TIRZ
- Revenue From Base Value to General Fund
- Revenue From Added Value to TIRZ Fund
- Revenue From Total Value of All Properties Formerly in TIRZ To General Fund

Life Span of the TIRZ
Tax Increment Reinvestment Zones (TIRZ)

Base Year Value of All Properties in TIRZ

50% Increment

Project

General Fund

Revenue from Base Value Continues to General Fund

Revenue From Total Value of All Properties Formerly in TIRZ To General Fund

Life Span of the TIRZ
Chapter 380 Grants

Chapter 380 of the Local Government Code provides significant legislative authority for Texas municipalities in the area of economic development. When a city wants to provide a grant or a loan of city funds or services in order to promote economic development, it generally cites its powers under Chapter 380. Cities have utilized Chapter 380 to provide myriad incentives that have drawn businesses and industries to locales throughout Texas.
Tax Abatement

A tax abatement is a local agreement between a taxpayer and a taxing unit that exempts all or part of the increase in the value of the real property and/or tangible personal property from taxation for a period not to exceed 10 years.

The tax abatement must be conditioned on the property owner making specific improvements or repairs to the property, and only the increase in the value of the property may be exempted. The real property's current value may not be exempted. The current value of real property is the taxable value of the real property and of any fixed improvements as of January 1 of the year in which the tax abatement agreement is executed.

Chapter 312 authorizes cities/counties/special districts and Chapter 313 authorizes school districts to give such abatements. Chapter 312 was reauthorized in 2019 through 2029. Chapter 313 was not extended and is set to expire in 2022.

City of Plano does not offer tax abatements to properties within TIRZ.
Bundles 12-15 and Related Proposals
The Built Environment – Land Use

**WEBSITE CONTEXT** – Zoning has played an important role for cities in addressing the issue of land use compatibility. The city's Future Land Use and Growth and Change Maps, key components of the Plano Tomorrow Plan, provide recommendations for land use decisions and zoning requests. Advances in technology, building practices, and environmental regulations have made mixing of compatible land uses not only acceptable but desirable advantageous in some cases. Mixed use developments can provide benefits to fitness, public health, and safety, as well as improved municipal services. To provide greater housing and employment choices aligned with the market, Plano will support a system of organized land use where new and redevelopment areas respect viability and quality of life for existing neighborhoods, businesses, and institutions.

**POLICY** – Plano will support a system of organized land use to provide greater housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.

LU1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on direction from the policies of the Comprehensive Plan.

LU2) Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or as more often if necessary, and update accordingly to ensure land use descriptions are consistent with city-wide goals.

LU3) Review development regulations and implement standards that configure development to provide complementary uses and foster good connections, using a combination of streets, trails, and sidewalks for vehicular, pedestrian, and bicycle circulation, that enhance the quality of neighborhoods.

LU4) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts. [Staff recommends moving this action to the Diverse & Resilient Economy Policy.]

LU5) Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.

LU6) Create regulations that incentivize encourage the redevelopment and revitalization of underperforming retail and multifamily development.

LU7) Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.

LU8) Develop locations for special area plans to focus development and redevelopment efforts.

LU9) Develop review criteria that provides guidance on the community's preferences for mixed-use developments, such as desired mix of uses, densities, parking, phasing plans, minimum open space, building placement, quality of building materials, residential adjacency, and other urban design elements for review for mixed-use developments and update as necessary.

LU10) Allow new mid-rise and high-rise residential development to occur only where specifically indicated on the Future Land Use Map.

**See www.PlanoCompPlanReview.org for approved draft language.**
The Built Environment – Community Design*

**WEBSITE CONTEXT** – Community design is the process of utilizing natural and manmade features of a city to create attractive, comfortable, and functional settings that enhance visual and physical connectivity. Plano’s successes in incorporating community design elements have created destinations with attractive amenities, active public spaces, and pedestrian-friendly environments. To create distinctive visual character and ensure a citywide pedestrian-friendly environment, Plano will promote and incorporate unique community design components within all new developments, public spaces, and streetscapes.

**POLICY** – Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and enhance personal and pedestrian safety ensuring a citywide pedestrian-friendly environment.

**CD1** As part of the Community Design Plan, develop review criteria to provide guidance on the desired functional and aesthetic qualities of various development contexts in Plano, such as streetscape design, lighting, signage, building and paving materials, and landscaping. Develop Criteria of Review for Community Design elements and update as necessary.

**CD2** Work with the community to develop a Community Design Plan to identify key corridors and design districts of the city that would benefit from unified design themes and standards. Evaluate the use of overlay districts to require unified design standards in transformation areas of the city.

**CD3** Create a Corridor Community Design Plan to identify unique streetscape design themes along major arterials. [This action was recommended for approval by CPRC and is being considered by P&Z. Staff’s recommendation for CD2 may eliminate the need for this action; see Attachment A for additional detail.]

**CD4** In areas identified by the Community Design Plan, develop strategies to minimize the visual impact of overhead utilities and wireless communication facilities. Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.

**CD5** Develop wayfinding guidelines to apply to special areas and public facilities citywide.

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**Formal Vote** **See www.PlanoCompPlanReview.org for approved draft language.** **

*NOTE: PORTIONS OF THIS BUNDLE ARE CONSIDERED PART OF BUNDLE 10. BUNDLE 10 WAS APPROVED ON 7.21.2020 AND IS PENDING BEFORE P&Z.*
The Built Environment – Redevelopment of Regional Transportation Corridors

**WEBSITE CONTEXT** – Four expressway corridors, one active light rail, and one planned commuter rail line in Plano provide a variety of travel opportunities through the city and around the region. Development along these corridors should be carefully planned as a transition between adjacent residential neighborhoods and the expressways. As new areas are experiencing growth, land uses along the US 75 corridor, the first expressway in Plano, have begun to rezone, providing redevelopment opportunities. To ensure the city’s regional transportation corridors remain vibrant and attractive, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities. When housing is considered, noise and air quality standards will be maintained to protect the quality of life for residents.

**POLICY** – Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

RTC1: Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts.

RTC2: Update the Urban Centers Study to reevaluate locations that may serve as catalysts for redevelopment.

RTC3: Adopt regulatory strategies that permit and encourage a viable mix of or incentives: residential, employment, and other diverse land uses in locations identified for compact centers.

RTC4: Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.

RTC5: Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses such as schools, daycares, parks, senior housing, and other residential uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least every 5 years or as changes in expressway corridor conditions warrant reassessment.

*NOTE: IF RTC4 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.*

**Formal Vote** **See www.PlanoCompPlanReview.org for approved draft language.** **
The Built Environment – Undeveloped Land

WEBSITE CONTEXT – The amount of undeveloped land remaining in Plano is limited. Though demand for new residential development has consistently remained high, the city has established policies encouraging employment generating uses on vacant land. To ensure adequate land for projected employment growth is provided, Plano will reserve its remaining undeveloped land for businesses offering highly skilled employment and limit new housing where consistent with the Future Land Use Map.

POLICY - Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing prioritizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards.

UL1) Develop review criteria to provide guidance on rezoning undeveloped properties including such considerations as appropriate location, environmental conditions, and impact on public service facilities, infrastructure, and adjacent land uses. Criteria for Review of Undeveloped Land and update as necessary.

UL2) Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city’s website for public use.

UL3) Ensure that new housing growth on undeveloped land provides functional and appropriate environments for residential uses and activities such as proximity to existing residential development, configuration to support housing, and access to neighborhood parks. When adjacent to existing residential neighborhoods a compatible transition in building height and bulk should be provided. Situate new housing growth adjacent to existing residential neighborhoods.

** See www.PlanoCompPlanReview.org for approved draft language. **
Few Thoughts for Consideration

- Normative Status of the Guidelines
- Increase Plan Clarity and Accessibility
- Future Plan Modification Process
- Priority of Interests
- Population Growth and Density
What % of P&Z cases required exceptions from PTP?

Bottom line: there is not a simple or specific answer to your question regarding the percentage of P&Z cases that required exceptions from the PTP. However, I will do my best to explain why.

Comprehensive plans are complex policy documents with a large number of considerations. As policy is generally broad in all comprehensive plans, most requests require some level of compromise. It is a matter of prioritizing policies when competing goals contradict. Policies are not regulations, but guides. In comparison, zoning regulations are objective standards.

For example, the language in the plan states that residential is “generally not appropriate” in Expressway Corridors due to health concerns; it also encourages redevelopment of areas in regional transportation corridors to “create cohesive developments and incorporate well-designed housing, commercial, and retail opportunities”. These may be competing interests. Is it an exception to the Expressway Corridor policy if residential development is proposed in redevelopment of areas in regional transportation corridors to create cohesive developments and incorporate well-designed housing, commercial, and retail opportunities with protections from environmental issues? In my view, it means the community has preferences with regard to residential development in certain areas, but has noted that a certain amount of flexibility is allowed where there are competing community interests, in the use of the term “generally”. Some may see the support for residential to be a challenge to the land use standards of Expressway Corridor, but others see it as compliant with Redevelopment policy, therefore warranting the flexibility in the term “generally”. Rational minds may disagree on which perspective is more accurate. This flexibility is an important legal protection for the community in defending zoning decisions; it gives the City Council guidance and protection.

With zoning cases, there may be some policies in support and some in opposition. Staff, P&Z, and Council are duty-bound to weigh the comparative compliance or lack thereof to determine a recommendation or decision.

To these ends, many cases are in one way or another an exception since they do not comply fully with all applicable policies. Determining the full extent of each of the 150+ cases’ compliance would be an undertaking outside the scope of existing resources. I hope this explanation provides some insight into the issue of “exceptions”.

(Communication from Christina Day)
Unintended Consequences of Exceptions

Question the value of the Plan

Question the value of us working on the Plan

Makes P&Z decisions appear arbitrary and inappropriately motivated
Proposed language: “Whenever a contradiction between policies takes place, the guiding principles take precedence and the contradiction should be settled according to the guiding principles.”
Increase Clarity and Accessibility of the Plan

• The plan should be easy to read by and accessible to all people, and not only professionals
• The plan includes industry terms and jargon that might not be familiar (non-professionals may not even know that those terms have specific meaning)
  • Overlay Districts, Unified Design Standards, land banking techniques, …
• The plan references sources (within the city and outside sources) that are not easily accessible
  • Future Land Use Map, Urban Centers Study, Expressway Corridor Environmental Health Guidelines, …
• The plan should have a glossary of terms and definitions, and references and links to industry terms and other documents

Proposal: The plan has quite a few “industry terms” that, while appearing to be simple to understand, have special meaning either by law, or common use. I would like to ask that whenever a “special meaning” term is used, it will be capitalized, and a reference be made to a part of the plan that will be called “Glossary of Terms” or “Definitions,” in which the term will be explained, and a reference to its origin be made. This way, when the definition at the origin is changed, we will know where to look for it. We must remember that the plan needs to get the support of the entire community, and not only the people who know and understand some of those special terms.
Future Plan Modifications Process

• How often should the plan be reviewed and changed?
• Who can change it?
• What should be the process?
• How easy should it be to change—
  • Guiding principles
  • Policies
  • Actions

Proposal: Address those questions in the preamble of the plan
Source of Divide in Plano?

• Is it really **density**?
• Is it really **apartments**?

• Could it be **perceptions** of whose interests are being considered when making zoning decisions (or even PTP)?
• When you receive feedback, keep in mind that—
  • 10% of it is true.
  • 100% is true in perception.
  • Is that what you want the perception to be?

• How do you fight perceptions? With **clarity**!
Priority of Interests/Impact

- Based on their **Reasonable Expectations** of what will be built around them.

- Based on what **was already zoned** when they purchased their properties.

- If you bought a house near an existing airport, you can’t complain about the noise!

- City must be **proactive in seeking input**, and not limit to what the law requires.
When requests for zoning changes are presented, decisions to amend zoning classifications on undeveloped land in Plano, or to redevelop areas of the city where development has already occurred, should be guided by the following three criteria. In order of priority the criteria are:

- At the highest priority, the process would consider the impact to the Plano residents in closest proximity to the subject property, sub-prioritized based on their distance from the area to be developed or redeveloped, and the level of impact to them of such development or redevelopment. The impact to be considered should include, but not be limited to value of their properties and the impact on transportation, education, and safety.

- At the second priority, the process would consider the best use of the subject property that will further the status of Plano as the City of Excellence, considering the economic and social impact of any changes.

- At the third priority, the process should encourage developers and landowners to propose ideas and projects for development and redevelopment of areas of the city that are desirable to Plano citizens and institutions. Within this priority, the priority of landowners who plan to live or operate a business or institution on that land would be prioritized higher than those who don’t.

To assure that this process reflects those priorities, the city will actively seek and consider input from its residents to the extent possible and feasible, and not limit those efforts to what is dictated by law.
Current language: “By 2045, the DFW area is expected to increase by 4 million people and the City of Plano is likely to accommodate a portion of this population growth.”

- Plano should be compared to Collin County, and not DFW.
  Current Language: “Plano will accommodate regional population growth in identified areas while preserving the suburban character of the community”

- Collin County expected to have over 2.4 million residents by 2050 (Texas Demographic Center)

- Should Plano absorb all of them?
  - 1,680,000?
- Based on current population?
  - 672,000?
- Based on available land?
- Based on expected density when all cities in Collin County are built out

Proposed Land Use Guiding Principle
Next Meeting

- Prepare for the next meeting
  - Date: Tuesday, September 1, 2020
  - Time: 6:00 p.m.
  - Location: Plano Council Chambers
- Topics:
  - Present thoughts from virtual and self-guided tours
  - Review staff recommendations from Bundles 16-19
Thank you
For more information, please visit
www.PlanoCompPlanReview.org