DESCRIPTION:

Discussion and consideration of suggested revisions to the Comprehensive Plan from the Comprehensive Plan Review Committee.

BACKGROUND:

The City Council adopted an iterative process for review of the Comprehensive Plan that involved a resolution (2019-11-2) whereby:

- The Comprehensive Plan Review Committee “will act as a community sounding board for the Plan and provide input and feedback on policy recommendations from the Planning & Zoning Commission. The Committee will also act as advisors and ambassadors of the planning process.”

- It is the intent that “all policies are reached by broad acceptance, such that a supportive three-quarters vote of the members present for the Committee and a supportive simple majority vote of the members present for the Planning & Zoning Commission is required on each policy before it moves forward as a recommendation to City Council.” The term “policy” is used generally to represent the content of the Plan.
PROJECT SCHEDULE:

To complete the project within the available remaining funds, staff and the consultants anticipate that the comprehensive plan review process will need final approval from City Council by April 2021. This includes publishing the draft plan for public review February 1-14, 2021 online with a Telephone Town Hall event on February 11, 2021. Public outreach would be completed by February 14, 2021. To facilitate this timeline, the Chairs of the P&Z and CPRC have agreed to host joint meetings beginning in early January. Staff requests that the P&Z reserve the following dates for tentative joint P&Z/CPRC meetings:

Draft Plan Preparation:
- Tuesday, January 5, 2021
- Tuesday, January 19, 2021

Final Plan Preparation:
- Tuesday, February 23, 2021
- Monday, March 1, 2021
- Tuesday, March 2, 2021

Public Hearing on Final Plan:
- Tuesday, March 9, 2021

Votes to Send Final Plan to City Council:
- Wednesday, March 15, 2021

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.

POLICY BUNDLES:

Policy bundles include an individual Comprehensive Plan policy with its associated actions and website context. In some instances, there are Comprehensive Plan policies that were separated into multiple bundles to correspond with the City Council assigned topics. For example, the “Population Growth” policy of Plano Tomorrow was separated into Bundle 6 for Transportation-related actions and Bundle 20 for Land-Use-related actions. Although the actions of Bundles 6 and 20 were reviewed separately by the CPRC for these reasons, they share the same policy and website context. For simplicity and efficient review, moving forward, staff and the consultants will recombine bundles, where practical.

More information about the Policy Bundles are found in the P&Z staff reports for September 8, October 5, and October 19, 2020. Additional background information on these bundles, as well as agendas, packets, and recordings of each meeting, can be reviewed at the CPRC project website: www.PlanoCompPlanReview.org.
P&Z First Review Bundles

On November 17 and 18, 2020, the CPRC approved sending six bundles to the P&Z for their consideration. These bundles for the Commission’s first consideration at this meeting represent the following six comprehensive plan policies:

- Bundle 4/12* – Land Use (except Action LU2)
- Bundle 14 – Redevelopment of Regional Transportation Corridors
- Bundle 15 – Undeveloped Land
- Bundle 5/16 – Transit-Oriented Development
- Bundle 18 – Redevelopment of Neighborhood Centers
- Bundle 6/20* – Population Growth (except Action PG2)

*Bundles 4/12 and 6/20 have individual action items that have been tabled to a future CPRC meeting. These items will be brought to P&Z once they recommended language has been approved by CPRC.

Two versions of each of the six first consideration bundles are attached, including:

- A version with changes tracked from the Plano Tomorrow Plan; and
- A clean text version.

Some policies, actions, or website context in Transportation-Oriented Development and Population Growth that have already received preliminary approval by the CPRC and P&Z have been provided in gray italicized text.

P&Z Second Review Bundle

On September 29, 2020, the CPRC approved sending five bundles to the P&Z for their consideration:

- Bundle 10/13 – Community Design
- Bundle 17 – Neighborhood Conservations
- Bundle 19 – Special Housing Needs
- Bundle 21 – Consistency with Neighborhood Cities
- Bundle 22 – Special Education

These were discussed and reviewed by P&Z on October 5, with the majority of changes as suggested by the CPRC approved, and nine proposed modifications. On November 17, 2020, the CPRC considered the nine proposed modifications proposed by P&Z. Of these, the CPRC approved eight in their entirety. The CPRC recommended the P&Z reconsider Action RE2 in Bundle 22 – Regional Education.

Bundle 22 – Regional Education Action RE2

The CPRC recommended the P&Z reconsider Bundle 22 with a modification in response to P&Z’s proposed changes. A summary of CPRC’s suggested revisions, with noted explanations as approved in CPRC minutes, are outlined below:
• **CPRC – 1st Consideration:** recommended deleting RE2.

• **P&Z – 1st Consideration:** Encourage the State of Texas to provide adequate funding for education within the City of Plano.

  P&Z Explanation: “It was seen as important to keep this action in the Plan because having an educated population is important to the success of the city. The revised language was intended to respect CPRC concerns about the original language.”

• **CPRC – 2nd Consideration:** Encourage the State of Texas to provide adequate funding for Support initiatives to improve the quality of and accessibility to educational resources in within the City of Plano.

  CPRC Explanation: “It was not seen as the city’s role to affect state legislation regarding school funding, however, the city does have a role to support access to quality education.”

Three versions of the Bundle 22 revisions are attached, including:

- A clean text version;
- A version with changes tracked from P&Z’s first consideration; and
- A version with changes tracked from the original Plano Tomorrow text, for those items with modifications.

The policy, website context, and actions other than RE2 that have already received preliminary approval by the CPRC and P&Z have been provided in gray italicized text.

**P&Z REVIEW:**

The Commission may wish to approve, in whole or in part, or with edits based on Commission discussion, the items presented, depending on Commission feedback and level of consensus on the guiding principles and policy bundles. Items approved as presented will be moved back to the CPRC for public outreach and feedback. If there are bundles needing additional consideration or discussion, those should be tabled to the December 21, 2020, agenda for further review.

**RECOMMENDATION:**

Recommended to approve, or approve with changes, and return these documents to the CPRC for further consideration.

1. If revisions are necessary, a concise statement of explanation to the CPRC from the P&Z Commission would be very helpful in their further deliberation of the issue.

2. If there is a split vote on P&Z regarding changes, a similarly concise dissenting opinion would be appropriate to enter into the record.
The Built Environment – Land Use

WEBSITE CONTEXT – Zoning has played an important role for cities in addressing the issue of land use compatibility. The maps and dashboards in the city’s Future Land Use and Growth and Change Maps, key components of the Plano Tomorrow Comprehensive 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 advantageous in some cases not only acceptable, but desirable. 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, and 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, and 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) << Tabled to a future meeting >>

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. [Recommended to move 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 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 in conformity with the Comprehensive Plan.

LU9+) Develop review criteria for review that provides guidance on the community’s preferences regarding 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 and update as necessary.

+ NOTE: IF LU4 IS MOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Land Use

WEBSITE CONTEXT – Zoning has played an important role for cities in addressing the issue of land use compatibility. The maps and dashboards in the city’s Comprehensive 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 advantageous in some cases. To provide 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 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.

LU2) Review and evaluate the Zoning Ordinance and make appropriate amendments based on direction from the Comprehensive Plan.

LU2) << Tabled to a future meeting >>

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. [Recommended to move 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 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 in conformity with the Comprehensive Plan.
LU9*) Develop review criteria that provides guidance on the community’s preferences regarding 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.

+ NOTE: IF LU4 IS MOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
Bundle 14 – Redevelopment of Regional Transportation Corridors

Context, Policies, and Actions

Changes Tracked from Original Ordinance

**The Built Environment – Redevelopment of Regional Transportation Corridors**

**WEBSITE CONTEXT** – Four expressway corridors, one active light rail, and one planned commuter rail line surround Plano, providing 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 relocate, 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 and housing 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. **Develop other Expressway Corridor Plans as needed.**

**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 incentivize residential, employment, and other diverse land uses in locations identified for compact complete as Urban Activity 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 once every 5 years or as changes in expressway corridor conditions warrant reassessment.

+ NOTE: IF RTC2 AND/OR RTC4 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
Bundle 14 – Redevelopment of Regional Transportation Corridors
Context, Policies, and Actions

The Built Environment – Redevelopment of Regional Transportation Corridors

**WEBSITE CONTEXT** – Four expressway corridors, one active light rail, and one planned commuter rail line 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. 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 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 commercial, retail, and housing 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. Develop other Expressway Corridor Plans as needed.

**RTC2)** << Deleted >>

**RTC3)** Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as Urban Activity Centers.

**RTC3)** << Deleted >>

**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 once every 5 years or as changes in expressway corridor conditions warrant reassessment.

+ NOTE: IF RTC2 AND/OR RTC4 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Undeveloped Land

WEBSITE CONTEXT – The amount of undeveloped land remaining in Plano is limited, primarily located in nonresidential areas, and generally zoned for office and commercial uses. Though demand for new residential development has consistently remained high, the city has established policies encouraging employment generating uses on most remaining 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 compatible residential development, configuration to support housing, and access to neighborhood parks, and ensure any development standards include adequate green space. 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.
Bundle 15 – Undeveloped Land
Context, Policies, and Actions
Changes Tracked from Original Ordinance

The Built Environment – Undeveloped Land

**WEBSITE CONTEXT** – The amount of undeveloped land remaining in Plano is limited, primarily located in nonresidential areas, and generally zoned for office and commercial uses. Though demand for new residential development has consistently remained high, the city has established policies encouraging employment generating uses on most remaining vacant land. To ensure adequate land for projected employment growth is provided, Plano will reserve its remaining undeveloped land for businesses offering 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, prioritizing businesses offering skilled employment. 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.

**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 compatible residential development, configuration to support housing, and access to neighborhood parks, and ensure any development standards include adequate green space. When adjacent to existing residential neighborhoods a compatible transition in building height and bulk should be provided.
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, including existing and projected DART ridership, 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 Urban Activity Centers where increased land productivity provides opportunity for additional open space.

TOD5*) << Deleted >>

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, including, but not limited to, fair-value pricing and regulatory requirements.

* NOTE: THIS LANGUAGE WAS APPROVED BY THE CPRC AND P&Z AS PART OF BUNDLE 5.
NOTE: THIS LANGUAGE WAS APPROVED BY THE CPRC AND P&Z AS PART OF BUNDLE 5; HOWEVER, THE ACTION IS RECOMMENDED FOR REVISION AS A RESULT OF SUBSEQUENT CPRC DISCUSSIONS REGARDING THE FUTURE LAND USE MAP AND DASHBOARDS. CHANGES ARE TRACKED FROM THE LANGUAGE APPROVED FOR BUNDLE 5.

+ NOTE: IF TOD5 AND/OR TOD6 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
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, including existing and projected DART ridership, 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 Urban Activity Centers where increased land productivity provides opportunity for additional open space.

**TOD5**) << Deleted >>

**TOD6**) << Deleted >>

**TOD7**) Prepare developer “Request for Qualifications (RFQ)/Request for Proposals (RFP)” for disposition of city property with language including, but not limited to, fair-value pricing and regulatory requirements.

* NOTE: THIS LANGUAGE WAS APPROVED BY THE CPRC AND P&Z AS PART OF BUNDLE 5.
NOTE: THIS LANGUAGE WAS APPROVED BY THE CPRC AND P&Z AS PART OF BUNDLE 5; HOWEVER, THE ACTION IS RECOMMENDED FOR REVISION AS A RESULT OF SUBSEQUENT CPRC DISCUSSIONS REGARDING THE FUTURE LAND USE MAP AND DASHBOARDS.

+ NOTE: IF TOD5 AND/OR TOD6 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
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 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.

Plano has many retail corners that typically were built at the corners of major intersections to serve surrounding neighborhoods. The total retail acreage zoned for these corners, particularly from the 1970s to 1990s, was greater than demand justified. Since that time, dramatic shifts in the national retail environment have further reduced demand for the types of businesses originally planned for these areas. While many stores have been successfully re-purposed and fulfill a need or niche, in many cases they no longer generate the traffic originally envisioned, resulting in underutilized facilities and excess parking.

Although some sites are successful, others may not generate the cash flows necessary to justify improvements to meet current development standards. Without reinvestment, older centers may not be able to compete with new development in Plano and surrounding communities. Adding to the complexity is the fact that many of these retail corners have multiple ownership, which can make it difficult to redevelop or improve a site with a cohesive plan.

Revitalization of Plano’s underperforming retail corners is desired in a manner that is positive for the businesses and the surrounding neighborhoods. When appropriate, redevelopment of all or part of a retail corner may present opportunities for new uses and reduction of marginal or overbuilt retail space.
POLICY – Plano will encourage reinvestment, revitalization, in and redevelopment of underperforming developments within neighborhood retail corners centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents. Where appropriate transitions can be maintained, redevelopment may present opportunities to introduce residential uses and improve access.

RSNC1) Conduct a study that Working with neighborhoods and property owners, identifies retail corners that are prime candidates for redevelopment and reinvestment opportunities and includes resident input for desired businesses and land use activities.

RSNC2) Target specific retail sites around Plano to serve as catalysts for redevelopment.

RSNC3) 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 retail corners which could include rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.

RSNC4) Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development. Modify regulations to promote retail center redevelopment inclusive of creative design solutions, active open space, adequate green space, sustainable retail, and walkable streetscapes to create desirable destinations.

RSNC5) Establish design guidelines within the NMU zoning district that provide direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities in retail centers. Implementation should be limited to locations where connections are desired by the adjoining neighborhood from the neighborhood center to surrounding residential areas.

RSNC6) Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.

+ NOTE: IF RRSC2 (RNC2) IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Revitalization of Retail Shopping Centers

WEBSITE CONTEXT – Plano has many retail corners that typically were built at the corners of major intersections to serve surrounding neighborhoods. The total retail acreage zoned for these corners, particularly from the 1970s to 1990s, was greater than demand justified. Since that time, dramatic shifts in the national retail environment have further reduced demand for the types of businesses originally planned for these areas. While many stores have been successfully re-purposed and fulfill a need or niche, in many cases they no longer generate the traffic originally envisioned, resulting in underutilized facilities and excess parking.

Although some sites are successful, others may not generate the cash flows necessary to justify improvements to meet current development standards. Without reinvestment, older centers may not be able to compete with new development in Plano and surrounding communities. Adding to the complexity is the fact that many of these retail corners have multiple ownership, which can make it difficult to redevelop or improve a site with a cohesive plan.

Revitalization of Plano’s underperforming retail corners is desired in a manner that is positive for the businesses and the surrounding neighborhoods. When appropriate, redevelopment of all or part of a retail corner may present opportunities for new uses and reduction of marginal or overbuilt retail space.

POLICY – Plano will encourage reinvestment, revitalization, and redevelopment of underperforming neighborhood retail corners to accommodate a viable combination of local commercial, retail, and entertainment uses. Where appropriate transitions can be maintained, redevelopment may present opportunities to introduce residential uses and improve access.

RRSC1) Working with neighborhoods and property owners, identify retail corners that are prime candidates for redevelopment and reinvestment.

RRSC2) << Deleted >>

RRSC3) Develop a reinvestment toolkit for neighborhood retail corners which could include rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.
RRSC4') Modify regulations to promote retail center redevelopment inclusive of creative design solutions, active open space, adequate green space, sustainable retail, and walkable streetscapes to create desirable destinations.

RRSC5') Establish design guidelines that provide safe connections for residents to conveniently access commercial businesses, open space, and other amenities in retail centers. Implementation should be limited to locations where connections are desired by the adjoining neighborhood.

RRSC6') << Deleted >>

+ NOTE: IF RRSC2 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
Regionalism – Population Growth

**WEBSITE CONTEXT*** – 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. With established city boundaries and limited undeveloped land, Plano will need to identify areas appropriate for new housing and redevelopment. This increased regional population will also have an impact on the area’s transportation network although infill and urban development are more efficient than continued regional expansion.

**POLICY*** – Plano will plan for regional population growth in identified areas while preserving the suburban character of the community.

PG1) Develop a policy on new growth based on the Growth and Change map, which identifies appropriate locations for growth and redevelopment opportunities.

PG2*) << Tabled to a future meeting >>

PG3*) If required, rezone land at Evaluate the potential of preferred growth and redevelopment locations to accommodate anticipated future growth recommendations in a way that compliments and respects existing neighborhoods. Where potential is found to align with community priorities, initiate action to support desired outcomes.

PG4*) Collaborate with neighboring cities to determine compatibility with residential development policies. Whenever possible, seek solutions that are mutually beneficial.

PG5**) Coordinate with the North Central Texas Council of Governments to ensure Plano’s projected residential development is included within regional traffic modeling.

PG6*) Participate in regional discussions regarding population change and migration into the Dallas-Fort Worth area and its impact on cities and the region.

+ NOTE: IF PG1 IS MOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
Regionalism – Population Growth

**WEBSITE CONTEXT** – 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. With established city boundaries and limited undeveloped land, Plano will need to identify areas appropriate for new housing and redevelopment. This increased regional population will also have an impact on the area’s transportation network although infill and urban development are more efficient than continued regional expansion.

**POLICY** – Plano will plan for regional population growth in identified areas while preserving the suburban character of the community.

PG1) **<< Deleted >>**

PG2*) **<< Tabled to a future meeting >>**

PG3*) Evaluate the potential of preferred growth and redevelopment locations to accommodate anticipated growth in a way that compliments and respects existing neighborhoods. Where potential is found to align with community priorities, initiate action to support desired outcomes.

PG4*) Collaborate with neighboring cities to determine compatibility with residential development policies. Whenever possible, seek solutions that are mutually beneficial.

PG5**) Coordinate with the North Central Texas Council of Governments to ensure Plano’s projected residential development is included within regional traffic modeling.

PG6*) Participate in regional discussions regarding population change and migration into the Dallas-Fort Worth area and its impact on cities and the region.

+ NOTE: IF PG1 IS MOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
Regionalism – Regional Education

**WEBSITE CONTEXT** – Other partners for the City of Plano are the local and regional education providers. Educational opportunities and quality of education are major factors in determining a community of choice. While school districts serving Plano receive strong local support that enables academic excellence, the city should advocate for reliable and adequate state funding for education. In addition, access to Tier 1 research institutions and other quality colleges and universities enhance the economic competitiveness of Plano and the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas-Fort Worth area.

**POLICY** – Plano will partner with education institutions to provide quality educational opportunities to retain students in the region and for economic development opportunities to attract businesses seeking universities to provide research and development opportunities.

**RE1***) Participate in research and economic development opportunities with local colleges and universities.

**RE2**) Encourage the State of Texas to provide adequate funding for Support initiatives to improve the quality of and accessibility to educational resources in within the City of Plano.

**RE3**) Attract and retain the presence of higher education institutions within the City of Plano.

**RE4**) Support Collin College’s efforts for academic excellence and provide student opportunities for professional work experience including corporate and business partnerships.

**RE5**) Support the efforts of educational institutions in utilizing new technologies that improve access to higher education and vocational training for Plano residents.

**RE6**) Participate in partnerships with local schools and businesses to provide student opportunities for internships, job skills, and professional workplace experience.

* NOTE: THE TEXT IN GREY HAS RECEIVED APPROVAL BY BOTH CPRC AND P&Z.
Bundle 22 – Regional Education
Context, Policies, and Actions

Changes Tracked from Original Ordinance

Regionalism – Regional Education

WEB SITE CONTEXT* – Other partners for the City of Plano are the local and regional education providers. Educational opportunities and quality of education are major factors in determining a community of choice. While school districts serving Plano receive strong local support that enables academic excellence, the city should advocate for reliable and adequate state funding for education. In addition, access to Tier 1 research institutions and other quality colleges and universities enhance the economic competitiveness of Plano and the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas-Fort Worth area.

POLICY* – Plano will partner with education institutions to provide quality educational opportunities to retain students in the region and for economic development opportunities to attract businesses seeking universities to provide research and development opportunities.

RE1*) Participate in research and economic development opportunities with local colleges and universities.

RE2) Advocate with the State of Texas to provide for adequate funding of public support initiatives to improve the quality of and accessibility to educational resources in Plano.

RE3*) Attract and retain the presence of higher education institutions within the City of Plano.

RE4*) Support Collin College’s efforts for academic excellence and provide student opportunities for professional work experience including corporate and business partnerships.

RE5*) Support the efforts of educational institutions in utilizing new technologies that improve access to higher education and vocational training for Plano residents.

RE6*) Participate in partnerships with local schools and businesses to provide student opportunities for internships, job skills, and professional workplace experience.

* NOTE: THE TEXT IN GREY HAS RECEIVED APPROVAL BY BOTH CPRC AND P&Z.
Regionalism – Regional Education

WEBSITE CONTEXT* – Other partners for the City of Plano are the local and regional education providers. Educational opportunities and quality of education are major factors in determining a community of choice. While school districts serving Plano receive strong local support that enables academic excellence, the city should advocate for reliable and adequate state funding for education. In addition, access to Tier 1 research institutions and other quality colleges and universities enhance the economic competitiveness of Plano and the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas-Fort Worth area.

POLICY* – Plano will partner with education institutions to provide quality educational opportunities to retain students in the region and for economic development opportunities to attract businesses seeking universities to provide research and development opportunities.

RE1*) Participate in research and economic development opportunities with local colleges and universities.

RE2) Support initiatives to improve the quality of and accessibility to educational resources in Plano.

RE3*) Attract and retain the presence of higher education institutions within the City of Plano.

RE4*) Support Collin College’s efforts for academic excellence and provide student opportunities for professional work experience including corporate and business partnerships.

RE5*) Support the efforts of educational institutions in utilizing new technologies that improve access to higher education and vocational training for Plano residents.

RE6*) Participate in partnerships with local schools and businesses to provide student opportunities for internships, job skills, and professional work place experience.

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