Agenda

1. **Discussion**: Density Guidance Map and Bundles 23 and 24
2. **Consideration**: Density Guidance Map and Bundles 23 and 24
3. **Discussion and Consideration**: Future Land Use Map and Category Descriptions
4. **Discussion and Consideration**: Tabled Actions from Bundles 4/12 and 20 (new to agenda)
5. CPRC Work Plan Updates and Outstanding Items
P&Z Update – Dec. 8 Meeting

1st Consideration (Bundles 4/12, 14, 15, 5/16, & 18)

– All bundles were approved 7-0 as recommended by the CPRC with one minor changes:

1. Bundle 18 – The second paragraph was removed from the Website Context.

2nd Consideration (Bundle 22 – Action RE2)

– Action RE2 was approved 6-1 as recommended by the CPRC
Proposed Project Schedule

• Draft Plan Preparation:
  – Tuesday, January 5, 2021
  – Tuesday, January 12, 2021
  – Tuesday, January 19, 2021 (if needed)

• Telephone Town Hall:
  – Thursday, February 11, 2021

• Final (Joint) Plan Preparation:
  – Tuesday, February 23, 2021
  – Monday, March 1, 2021

• Public Hearing on Final (Joint) Plan and Vote to Send Final (Joint) Plan to City Council:
  – Tuesday, March 9, 2021
  – Wednesday, March 15, 2021 (if needed)

• Public Hearing on Final (Joint) Plan at City Council:
  – Monday, March 22, 2021

** Dates are subject to change **
Summary of Changes – DGM

1. Updated purpose and “how to” sections
2. Updated Density Guidance Map categories
3. Simplified density guidance thresholds
4. Changes to DGM designations on map
5. Other misc. changes
**Purpose of the Density Guidance Map (DGM)**

With limited undeveloped land and significant regional growth, Plano is experiencing increased demand for housing in areas that the city's Comprehensive Plan has historically reserved for employment generating uses. Furthermore, dramatic shifts in the national retail environment may lead to struggling regional shopping malls and neighborhood retail areas in Plano. The city recognizes that additional housing may be needed to address these challenges, however, increasing residential density, especially near established neighborhoods, is not the only solution to maintaining vitality of the community. In response, the Density Guidance Map (DGM) was created to responsibly manage zoning change requests by providing guidance on locations, densities, and characteristics for new residential development that meets citywide goals and community preferences. Likewise, it also shows areas where minimal change is anticipated and existing character should be maintained.

Most areas designated on the map are not anticipated to change to residential uses. Yet, as it is difficult to predict specific locations where zoning changes for residential infill development or redevelopment will be requested, the map is divided into categories with unique criteria that should be considered for all residential zoning requests above the dwelling units per acre (DUA) listed on the map. These categories are generally intended to manage growth by limiting residential development to places that meet one of the five goals for residential development. The numbers on the Density Guidance Map represent the DUA that may be requested as part of a zoning change without requiring additional scrutiny beyond the city's established zoning procedures.

**Steps to Determine the Appropriateness of Proposed Density for a Residential Zoning Request:**

1. **FLU Max** - Using the FLU, determine the maximum DUA of the associated FLU Category for the property (FLU Max). Is the proposed density above or below the FLU Max?
2. **DGM Line** - Locate the DUA number listed on the Density Guidance Map for the property (DGM Line). Is the proposed density above or below the DGM Line?
3. ** Appropriateness** - Use the table to the right to determine if the proposed density is appropriate for the property.

**FIVE GOALS FOR RESIDENTIAL DEVELOPMENT**

1. Replacing excess retail zoning and encouraging reinvestment in underperforming local and regional shopping centers.
2. Redeveloping aging commercial land uses along the US 75 Corridor.
3. Continuing the emergence of Downtown Plano as a thriving transit village while protecting the city's heritage resources.
4. Supporting the Envision Oak Point Plan's vision to "Enhance Community, Establish Place." in northeast Plano.
5. Promoting world-class business and entertainment hubs that contribute to Plano's success as a global economic leader.

**1 - FLU MAX**

<table>
<thead>
<tr>
<th>Above</th>
<th>Above</th>
</tr>
</thead>
</table>

**2 - DGM LINE**

<table>
<thead>
<tr>
<th>Below</th>
<th>Above</th>
</tr>
</thead>
</table>

**3 - Appropriateness**

<table>
<thead>
<tr>
<th>Below</th>
<th>Below</th>
</tr>
</thead>
</table>

**Density is not appropriate, map amendment required (see Plan Map Amendment Policy).**

**Density may be appropriate if the proposal meets the criteria listed in pages 2-3. Other considerations remain regarding full support for the request.**

**Density is generally appropriate, however other considerations remain regarding full support for the request.**
FIVE GOALS FOR RESIDENTIAL DEVELOPMENT

1. Replacing excess retail zoning and encouraging reinvestment in underperforming local and regional shopping centers.

2. Redeveloping aging commercial land uses along the US 75 Corridor.

3. Continuing the emergence of Downtown Plano as a thriving transit village while protecting the city’s heritage resources.

4. Supporting the Envision Oak Point Plan’s vision to “Enhance Community. Establish Place.” in northeast Plano.

5. Promoting world-class business and entertainment hubs that contribute to Plano’s success as a global economic leader.
Steps to determine the appropriateness of proposed density for a residential rezoning request:

1. **FLU Max** - Using the FLUM, determine the maximum DUA of the associated FLUM Category for the property (FLU Max). Is the proposed density above or below the FLU Max?

2. **DGM Line** - Locate the DUA number listed on the Density Guidance Map for the property (DGM Line). Is the proposed density above or below the DGM Line?

3. **Appropriateness** - Use the table to the right to determine if the proposed density is appropriate for the property.

**NOTE:** When a property on the map is located in multiple DGM categories, the category covering the majority of the property (based on total acres) will be applied to the entire property. Projects may not be divided based on DGM categories.

* For zoning requests in the Envision Oak Point area, refer to the Envision Oak Point category on page 3.
DGM Category Changes

- Conserve and Enhance | 0 DUA
- US 75 Redevelopment | 20 DUA
- Business/Entertainment Hub | 25 DUA
- Envision Oak Point | DUA Consistent with Envision Oak Point Plan
- Retail Revitalization-1 | 10 DUA
- Retail Revitalization-1 | 15 DUA
- Transit-Oriented Development-1 | 15 DUA
- Transit-Oriented Development-2 | 50 DUA
- Transit-Oriented Development-3 | 100 DUA

MAP LEGEND
See the following pages for more details

- Conserve and Enhance
- Retail Revitalization-1
- Retail Revitalization-2
- US 75 Redevelopment
- Business/Entertainment Hub
- Transit-Oriented Development-1
- Transit-Oriented Development-2
- Transit-Oriented Development-3
- Envision Oak Point

DUA = Dwelling Units per Acre
DGM Line = Numbers on Map
Conserve and Enhance areas are generally not appropriate for any increases in residential density. However, there may be instances where additional density is warranted based upon unique site considerations that meet major city goals, such as economic development or special housing needs (refer to Neighborhood Conservation and Special Housing Needs Policies).

Requests to increase density above what is permitted by the existing zoning of a property should be used only for infill development consistent in character and density with adjacent properties. A major exception is the continued anticipation that all land zoned Agricultural will eventually be changed to other zoning classifications consistent with the Comprehensive Plan as the city proceeds toward full development.
As the oldest of Plano’s major expressways, the US 75 Corridor includes commercial properties in need of revitalization or redevelopment. As described in the Retail Revitalization categories, revitalization is also the preferred path to maintain viability of the corridor. Requests to introduce residential uses above 20 DUA in the US 75 Redevelopment area should only be used in limited circumstances where necessary to support specific redevelopment objectives adopted by the City. This includes providing a 2:1 ratio of non-residential to residential floor area (refer to Redevelopment of Regional Transportation Corridors Policy).
Business/Entertainment Hub areas are the most appropriate locations for higher density development, but these areas should include a thoughtfully planned land use mix and be phased to maximize benefits to residents and the community. Zoning requests to add or increase residential density above 25 DUA in the Business/Entertainment Hub areas should:

• be used where necessary to support specific redevelopment objectives adopted by the City. This includes providing a 2:1 ratio of non-residential to residential floor area;
• meet the city’s requirements under the Community Design Assessment for Mixed-Use Developments, where applicable;
• create a complete new neighborhood, or expansion of an existing neighborhood when appropriate transitions are provided;
• include residential adjacency standards for buildings greater than 2 stories in height, requiring setbacks from existing neighborhoods of no less than 2 ft. of depth per 1 ft. of building height (up to 200 feet);
• provide park-like green spaces at prominent locations within the development;
• where there is an established mix of uses through PD, or UMU zoning, or other means, provide information to justify why a change in the land use mix is required; and
• be consistent with an adopted Small Area Plan, as applicable.
Envision Oak Point

Zoning requests for residential uses in areas designated as *Envision Oak Point* on the Density Guidance Map will be considered for appropriateness based on consistency with the Envision Oak Point Plan.
DGM Categories – Retail Revitalization

**RETAIL REVITALIZATION-1 | 10 DUA**

Most retail corners and shopping areas are not expected to introduce residential uses. Except in situations where retail uses in the immediate area are clearly overbuilt and reduction of retail zoning or square footage is warranted, revitalization is the preferred path, with innovative design solutions combining office or service uses with green spaces. Priority should be given to plans that significantly upgrade remaining retail space and create substantial community green space and active open space. When housing is proposed, it should be clearly demonstrated that residential uses are essential to the success of the project. (Refer to Revitalization of Retail Shopping Centers Policy).

Zoning requests to add or increase density above the applicable DUA limits in all Retail Revitalization areas should:
- be used only where necessary to reduce or replace excess commercial zoning or retail square footage;
- increase opportunities for homeownership;
- include 1.2x the allowable open space requirements of the Zoning Ordinance;
- reduce heat islands and stormwater runoff by providing increased green space and permeable surfaces; and
- be consistent with an adopted Small Area Plan, as applicable.

Zoning requests to add or increase residential density above 10 DUA in the Retail Revitalization 1 areas should:
- When located in the Neighborhood Corners FLU category:
  - include only a mix of one- and two-story single-family residences or appropriately-scaled institutional living;
- When located in the Community Corners FLU category:
  - be used where necessary to reduce or replace excess commercial zoning or retail square footage;
  - provide housing variety consisting mostly of single-family detached and attached homes, with a mix of dwelling sizes and styles; multifamily development should be small-scale buildings for compatibility with residential neighborhoods no more than 3 stories in height and limited to no more than 25% of the total units in a development; and
  - include residential adjacency standards for buildings greater than 2 stories in height, requiring setbacks from existing neighborhoods of no less than 2 ft. of depth per 1 ft. of building height.

**RETAIL REVITALIZATION-2 | 15 DUA**

Zoning requests to add or increase residential density above 15 DUA in Retail Revitalization 2 areas should:
- include residential adjacency standards for buildings greater than 2 stories in height, requiring setbacks from existing neighborhoods of no less than 2 ft. of depth per 1 ft. of building height;
- provide a variety of housing types, prioritizing single-family detached and attached housing, with a mix of dwelling sizes and styles; multifamily should be small-scale for compatibility with surrounding neighborhoods and limited to 3 stories (except up to 4 stories and 35 DUA may be acceptable where located next to offices of at least equal height and scale); and
- meet the city’s requirements under the Community Design Assessment for Mixed-Use Developments, where applicable.
DGM Categories – Transit-Oriented Development

To continue the successful transformation of the greater Downtown Plano area into a thriving transit village with new residential units, shops, and restaurants constructed within walking distance of DART rail stations, residential uses are supported when provided as part of a Transit-Oriented Development (refer to Transit-Oriented Development Policy).

Zoning requests to add or increase density above the DGM Line in the Transit-Oriented Development areas should:
- prioritize new housing in closest proximity to transit stations to maximize benefits of Transit-Oriented Development;
- preserve or adaptively reuse designated and potential heritage resources consistent with the Heritage Preservation Plan; and
- be consistent with any Downtown Master Plan, adopted Small Area Plan, and related city policies, as applicable.
DGM Map Changes

1. **Expressway Corridor** areas along Sam Rayburn Tollway (121), Dallas North Tollway, and US 75 south of Plano Parkway to **Conserve and Enhance**.

2. Changed areas within the **Expressway Corridor Environmental Health Area-1 (EHA-1)** to **Conserve and Enhance**.

3. Changed **Suburban Activity Centers** at Coit/Mapleshade, PGBT/Renner, The Commodore, and Mustang Square to **Conserve and Enhance**.

4. Changed all areas within Envision Oak Point to the new **Envision Oak Point** DGM category.
Bundle 23 Changes

- Updated staff recommendation of Action PMA5
- Updated staff recommendation of Action PMA1 to require a 75% approval of City Council to approve Comprehensive Plan amendments
Bundles 23 and 24

**Bundles 23**

- **PMA2** As part of the Plan amendment process, require developers to provide the following data and information relating to their proposal as part of their petition. This data should be backed by current, local data and studies from related professions, whenever available. City staff may also make related information available. This includes, but is not limited to:
  - Impacts to existing neighborhoods;
  - Impacts to public infrastructure, public safety operations, and school capacity;
  - Impacts to the environment, including drainage, flooding, and air/water quality;
  - The appropriate mix of uses in the development and overall balance with the surrounding area;
  - Impacts to traffic congestion;
  - Provision of open and green space and other amenities for existing and future residents;
  - Design considerations (height, screening, buffering, nuisance mitigation, noise, odor, architectural design, etc.); and
  - Market support for development and an explanation of why the proposed development cannot be achieved under existing Plan policies or zoning.

City staff may determine the appropriate parameters and methodology for developers to use in responding to the requirements above.

- **PMA3** Develop and implement a formalized community forum process during which Plan Amendment petitions engage with interested citizens and property owners as part of the Plan amendment process.

- **PMA4** Review the effectiveness of the Density Guidance Map after one year of implementation, or earlier if needed, and make necessary adjustments that continue to meet the intent established by the Comprehensive Plan Review Committee.

- **PMA5** Review and update the Future Land Use Map and Density Guidance Map every two years, or more often as needed, to update density thresholds and growth management priorities.

- **PMA6** Review and update the remaining maps (other than PMA5) of the Comprehensive Plan on a rotating basis, one per year, or more often as needed, to update data and review the effectiveness of the information on guiding policy consistent with current standards.

**Bundles 24**

**The Built Environment – Redevelopment & Growth Management**

**WEBSITE CONTEXT** – Due to the limited amount of undeveloped land and high demand for development in Plano, there is significant pressure for new growth and redevelopment in many parts of the city. Although this is positive for sustaining reinvestment and continuing vitality of the community, zoning requests also often include some component of high density residential and/or high intensity commercial uses in close proximity to established, lower-density neighborhoods. This creates tension between two major priorities for the city: creating a business-friendly environment that promotes a healthy economy and conserving the existing character of established neighborhoods within the city.

To address these priorities effectively, the process for zoning changes in Plano needs to manage change in a way that encourages collaboration and communication between land owners making significant investments in the community and nearby residents and property owners who are the most impacted by zoning decisions. Engaging the community early in the process often leads to more successful outcomes for all parties. To that end, Plano will create innovative tools and update processes that encourage active engagement in zoning decisions. These processes will promote redevelopment and growth management consistent with the Guiding Principles.

**POLICY** – Plano will require new growth and redevelopment to respect the unique development patterns, housing needs, infrastructure capacity considerations, and fiscal constraints of our community.

- **RGM1** Update the Zoning Ordinance to include procedures for zoning requests that exceed the density guidelines established in the Density Guidance Map.

- **RGM2** Develop and implement a formalized community forum process during which rezoning requests adjacent to established neighborhoods engage with interested citizens as part of the rezoning process. [See link to ordinance as a template here.]

- **RGM3** Develop zoning and design guidelines incentivizing single-family housing options compatible with current market conditions and community needs.

- **RGM4** Amend regulations and administrative procedures to ensure new residential and mixed-use development provides sufficient public open space, green space, and pedestrian connectivity.
Population Projections

Note: Population Projections are subject to change as Map edits are made during Plan review process.
Where have we been?

Land Developed Since 2010

- Approximately 2,400 acres developed since 2010.
- On average, 70 acres developed with residential per year.
- Approximately 13,200 new housing units issued during that time.
Undeveloped Land Since 2010:
Long-Term Housing Permit Trends:

- Single-Family Permits
- Multifamily Permits
- Retirement Housing Permits
Where are we now?

- Population as of Jan 1, 2020: 286,400
- Housing Units as of Jan 1, 2020: 116,451
- Distribution:
  - Total Single-Family: 74,394 (64%)
  - Total Multifamily: 37,516 (32%)
  - Other (including Retirement): 4,541 (4%)

Sources: 2020 NCTCOG Population Projections and City of Plano Planning Department
What is anticipated from existing zoning + Oak Point?

• Projected Population: 308,050 (+21,630)

• Approved Housing Units: 129,100 (+12,649)

• Distribution:
  – Total Single-Family: +3,787 (61%)
  – Total Multifamily: +7,636 (35%)
  – Other (including Retirement): +1,850 (4%)

Sources: 2020 NCTCOG Population Projections and City of Plano Planning Department
Population Projections

- **Scenario 1 – Future Land Use Maximums (FLU Max)**
  - Apply the FLU Max maximum densities
  - Distribute land area using the land use and housing mixes in the FLU dashboards

- **Scenario 2 – Density Guidance Map Numbers (DGM Line)**
  - Apply the DGM Line densities
  - Distribute land area using the land use and housing mixes in the FLU dashboards
NOTE: Areas in Envision Oak Point and with existing residential zoning were excluded from total acreages to avoid duplication in population projections.
## Population Projection Scenarios

<table>
<thead>
<tr>
<th>FLU Category</th>
<th>Residential Area (per Land Use Mix)</th>
<th>FLU MAX</th>
<th>DGM LINE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Density (DUA)</td>
<td>Acreages</td>
</tr>
<tr>
<td>NC</td>
<td>30%</td>
<td>15</td>
<td>157</td>
</tr>
<tr>
<td>CC</td>
<td>40%</td>
<td>22</td>
<td>222</td>
</tr>
<tr>
<td>SA</td>
<td>35%</td>
<td>50*</td>
<td>327</td>
</tr>
<tr>
<td>UA</td>
<td>45%</td>
<td>120**</td>
<td>65</td>
</tr>
<tr>
<td>DT</td>
<td>30%</td>
<td>100**</td>
<td>214</td>
</tr>
<tr>
<td>EX</td>
<td>10%</td>
<td>75</td>
<td>175</td>
</tr>
</tbody>
</table>

*except at Park & Preston max is 35 DUA

**22 DUA for SF uses and 50 DUA for Midtown
Neighborhood Corners (FLUM)
Community Corners (FLUM)
Neighborhood and Community Corners (DGM)

Retail Revitalization-1
Envision Oak Point
Suburban Activity Centers (FLUM)
Suburban Activity Centers (DGM)

Retail Revitalization-2
Conserve and Enhance
Envision Oak Point
Urban Activity Centers (FLUM)
Urban Activity Centers (DGM)

Business/Entertainment Hub
Conserve and Enhance
Downtown Corridors (FLUM)
Downtown Corridors (DGM)

Transit-Oriented Development 1, 2, and 3
Conserve and Enhance
Expressway Corridors (FLUM)
Expressway Corridors (FLUM)

US 75 Redevelopment
Conserve and Enhance
Envision Oak Point
Residential Acreages by Category

Residential Acres

<table>
<thead>
<tr>
<th>Category</th>
<th>FLU Max</th>
<th>DGM Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>NC</td>
<td>157</td>
<td>157</td>
</tr>
<tr>
<td>CC</td>
<td>222</td>
<td>222</td>
</tr>
<tr>
<td>SA</td>
<td>327</td>
<td>208</td>
</tr>
<tr>
<td>UA</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>DT</td>
<td>214</td>
<td>176</td>
</tr>
<tr>
<td>EX</td>
<td>175</td>
<td>65</td>
</tr>
</tbody>
</table>
Max Population Generated by Category

Population Generation

- NC: FLU Max 2,872, DGM Line 1,915
- CC: FLU Max 5,120, DGM Line 2,327
- SA: FLU Max 13,370, DGM Line 2,990
- UA: FLU Max 3,540, DGM Line 773
- DT: FLU Max 16,017, DGM Line 4,596
- EX: FLU Max 10,145, DGM Line 1,550
Max Housing Units Generated by Category

Housing Unit Generation

- NC: 1,205
- CC: 2,505
- SA: 8,926
- UA: 2,202
- DT: 8,200
- EX: 5,772

Legend:
- FLU Max
- DGM Line
Total Max Population and Housing Units Generated

- Population: FLU Max = 51,065, DGM Line = 14,152
- Housing Units: FLU Max = 28,811, DGM Line = 6,237
Max Housing Units By Type

Housing Unit Distribution

- FLU Max:
  - Other: 3,122
  - Midtown: 6,132
  - Multifamily: 13,191
  - Single-Family: 3,122

- DGM Line:
  - Other: 1,544
  - Midtown: 1,786
  - Multifamily: 1,339
  - Single-Family: 1,544
Max Population and Housing Unit Projections

**Scenario 1 – FLU Max**

- **Max Population**: 359,115
- **Max Housing Units**: 143,252

**Scenario 2 – DGM Line**

- **Max Population**: 322,202
- **Max Housing Units**: 135,337

**NOTE**: Areas in Envision Oak Point and with existing residential zoning were excluded from total acreages to avoid duplication in population projections.
Is This Realistic?

• Averaged 70 acres of residential development per year since 2010.
  – That was new development on undeveloped land
  – Easier to develop, more predictable than redevelopment

• Highly unlikely that redevelop occurs uniformly across all FLU categories.
  – More likely higher in some locations and lower in others
  – No redevelopment in most locations
Bottom Line

• Redevelopment is going to be the key driver of the city’s ultimate population.
  – Difficult to predict locations
  – Driven mostly by the market, property owner interest, and individual site conditions

• Density Guidance Map gives much clearer direction to staff on preferable locations, priorities, and characteristics of redevelopment than Future Land Use Map alone.
  – Higher densities than DGM should only be warranted based on furthering city’s major goals

• Staff maintains that 2,500 to 10,000 units may be anticipated through infill and redevelopment. Final population projection: 315-325k
Reasonable Assumptions

- 20% of NC areas redevelop: ~500 units
- 20% of CC areas redevelop: ~800 units
- DT focus on TOD: ~1,300 units
- EX develops according to DGM: ~800 units
- UA develops at average 40 DUA: ~2,600 units
- SA develops according to DGM: ~1,900 units
- **TOTAL NEW UNITS:** 7,900 units
- **TOTAL NEW POPULATION:** +14,000 pop.
Work Plan Updates
Work Plan – Recommendation

• It is recommended that the January 12, 2021 meeting be anticipated as a regular meeting, rather than a continuation meeting.
Work Plan – Revisions

- Regular meeting schedule extended through City Council adoption of the Plan.
- Updated the meeting discussion topics to reflect the agenda.
- Updated the tracking status and meeting dates for the remaining items to be considered by CPRC and P&Z.
Discussion of Work Plan

Does the Committee have modifications regarding the Work Plan?
Next Meeting

- Prepare for the next meeting
  - Date: Tuesday, January 5, 2021
  - Time: 6:00 p.m.
  - Location: Plano Council Chambers
Thank you
For more information, please visit
www.PlanoCompPlanReview.org