DATE: June 16, 2020

TIME: 6:00 p.m.

CALL TO ORDER

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

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

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

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

PLEDGE OF ALLEGIANCE

ITEMS FOR DISCUSSION

1. Approval of Minutes: June 2, 2020 Zarate
2. Presentation: Plano ISD Information Bonser/McDowell
3. Work Plan Updates Sefko
4. Plano Tomorrow Video Scripts Sefko
5. Discussion and Direction: Transportation Themes Voting Exercise Sefko

ADJOURN

COUNCIL LIAISONS: Council Member Rick Grady and Council Member Maria Tu
COMPREHENSIVE PLAN REVIEW COMMITTEE
REGULAR MEETING
June 2, 2020

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

COMMITTEE MEMBERS PRESENT VIA VIDEOCONFERENCE
Erin Dougherty
Michael Lin
Jeff Beckley
Hilton Kong

COMMITTEE MEMBERS ABSENT
None

STAFF PRESENT
Christina Day, Director of Planning
Michelle D’Andrea, Deputy City Attorney
Michael Bell, Comprehensive Planning Manager
Christina Sebastian, Lead Planner
Linette Magana, Administrative Support Supervisor
Denise Zarate, Senior Administrative Assistant
Steve Andrews, Producer

STAFF PRESENT VIA VIDEOCONFERENCE
Kendra Cobbs, Senior Planner
Kelsey Poole, Planner
Drew Brawner, Senior Mobility Planner
Brian Shewski, Transport Engineering Manager

FRESE AND NICHOLS CONSULTANTS PRESENT
Dan Sefko
Daniel Harrison
Colton Wayman
Chair Shockey convened the Committee into the regular meeting on Tuesday, June 2, 2020, at 6:03 p.m. at the Plano Event Center Collinwood Rooms 2 and 3 and via videoconference. Ten Committee members were present. Four members were present via videoconference. Members La Mastra and Gong arrived after the start of the meeting. Chair Shockey led the Committee in the Pledge of Allegiance.

ITEMS FOR DISCUSSION

1) Approval of Minutes: April 21, 2020

MOTION: Upon a motion made by Vice Chair Bronsky and seconded by Member Howe, the Committee voted 11-0 to approve the April 21, 2020, Regular Meeting minutes with no modifications. The motion was approved by the affirmative vote of eleven members.

2) Discussion: Committee Perspectives on Transportation Topics – Chair Shockey led the Committee in a discussion. Members Crawford, Solomon, Dillavou, Liu, Howe, Dougherty, Lin, Beckley, Wilson, La Mastra and Vice Chair Bronsky shared their perspectives. Some questions were asked and discussion was held.

3) Presentation: Transportation Themes Voting Exercise – Dan Sefko presented the Comprehensive Plan bundle items for the Committee to review and participate in a poll.

POLL:

- Option A – I support as-is: 9 votes
- Option B – I would like more information: 3 votes
- Option C – I support modifications: 4 votes

Questions were asked and discussion was held. The Committee decided to provide written comments on policy bundles to Freese & Nichols for discussion at the June 16, 2020 meeting before resuming the polling exercise.

4) Work Plan Updates – Chair Shockey informed Freese and Nichols, Inc. that the Work Plan does not require any updates as of now.

Mr. Sefko informed the Committee that the next meeting is scheduled for June 9, 2020. Chair Shockey asked if the Committee would rather reschedule to June 16, 2020. The Committee chose to reschedule to June 16, 2020, where they will continue a discussion regarding transportation. Member Kong requested the next meeting be held at the City Council Chambers. With no further discussion, Chair Shockey adjourned the meeting at 9:07 p.m.

________________________________________
Doug Shockey, Chair
Agenda Item 2

Presentation: Plano ISD Information

DESCRIPTION:

Receive a presentation from guest speakers with Plano Independent School District.

REMARKS:

Sara Bonser, Superintendent, and Randy McDowell, Chief Financial Officer, for Plano Independent School District will speak to the Comprehensive Plan Review Committee. The profiles for both speakers are included below.

Sara Bonser, PISD Superintendent

The Plano ISD Board of Trustees appointed Ms. Sara Bonser as superintendent of schools in March 2018. Her appointment followed her service as Plano ISD’s interim deputy superintendent beginning May 2017, and as interim superintendent beginning November 2017. As superintendent, Ms. Bonser manages the daily operations of the district. (Source: PISD website)

Randy McDowell, PISD Chief Financial Officer

Mr. McDowell oversees the district’s finances, budgeting, accounting, payroll, and accounts payable, along with facilities management, demographic planning, purchasing, and facility construction and renovation. (Source: PISD website)

Following this presentation, Freese and Nichols, Inc. will seek direction on changes to the Work Plan during Agenda Item No. 3.

RECOMMENDATION:

No action is required.

ATTACHMENTS:

None.
Enrollment
- Trends
- Capacity
- Hot Spots
- Adjustments
<table>
<thead>
<tr>
<th>Enrollment</th>
<th>Trends</th>
<th>Capacity</th>
<th>Hot Spots</th>
<th>Adjustments</th>
</tr>
</thead>
</table>

## District-Wide Capacity by Grade Level

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Current Enrollment</th>
<th>Program Capacity</th>
<th>Functional Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>23,981</td>
<td>32,806</td>
<td>27,891</td>
</tr>
<tr>
<td>Middle</td>
<td>12,178</td>
<td>18,553</td>
<td>15,770</td>
</tr>
<tr>
<td>High School</td>
<td>8,147</td>
<td>13,932</td>
<td>11,932</td>
</tr>
<tr>
<td>Senior High</td>
<td>8,340</td>
<td>10,060</td>
<td>8,551</td>
</tr>
</tbody>
</table>
### Program Enrollment
(100% Total Capacity)

<table>
<thead>
<tr>
<th>Percent PE</th>
<th># Campuses</th>
</tr>
</thead>
<tbody>
<tr>
<td>85-94%</td>
<td>11</td>
</tr>
<tr>
<td>70-84%</td>
<td>25</td>
</tr>
<tr>
<td>55-69%</td>
<td>23</td>
</tr>
<tr>
<td>40-54%</td>
<td>8</td>
</tr>
</tbody>
</table>

### Functional Enrollment
(85% of Total Capacity-Monitor)

<table>
<thead>
<tr>
<th>Percent FE</th>
<th># Campuses</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-113%</td>
<td>11</td>
</tr>
<tr>
<td>85-99%</td>
<td>20</td>
</tr>
<tr>
<td>70-84%</td>
<td>18</td>
</tr>
<tr>
<td>55-69%</td>
<td>17</td>
</tr>
<tr>
<td>48-54%</td>
<td>1</td>
</tr>
</tbody>
</table>

Reference Capacity Handout
Hot Spots in next 10 years: Schools who are projected at 85%+ functional capacity

<table>
<thead>
<tr>
<th>SENIOR HIGH FEEDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>PWSH</td>
</tr>
<tr>
<td>3 Elementary</td>
</tr>
<tr>
<td>1 Middle School</td>
</tr>
<tr>
<td>1 Senior High</td>
</tr>
<tr>
<td>PSHS</td>
</tr>
<tr>
<td>5 Elementary</td>
</tr>
<tr>
<td>PESH</td>
</tr>
<tr>
<td>1 Elementary</td>
</tr>
</tbody>
</table>

Reference Capacity Handout
Enrollment

• Trends
• Capacity
• Hot Spots
• Adjustments

Adjustments:
• Add Space
• Adjust Centralized Program
• Senior High flexibilities
• Magnet Programs/Academies
• Monitor Space Usage
• Change Boundaries
### Mobility

(student enrolled on a campus less than 83% of school year)

<table>
<thead>
<tr>
<th>% Mobility</th>
<th># Campuses</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-23%</td>
<td>2</td>
</tr>
<tr>
<td>15-19%</td>
<td>12</td>
</tr>
<tr>
<td>10-14%</td>
<td>28</td>
</tr>
<tr>
<td>5-9%</td>
<td>20</td>
</tr>
<tr>
<td>0-4%</td>
<td>5</td>
</tr>
</tbody>
</table>

District Mobility Rate: 10.67%

Reference Mobility Handout
Housing Type for PISD Students

- Single Family/Multi-Family within PISD Boundaries
  13,839 - multi-family (26%)
  38,627 - single family (74%)

- Single Family/Multi-Family within City of Plano
  8,918 - multi-family (23%)
  29,389 - single family (77%)

Reference Housing Type Handout
Looking at the Whole Picture

Study multiple data sources to understand impact:

- Enrollment 85%-100%+
- Mobility 15%+
- Economic Disadvantaged 35%+
- Housing Type SF/MF%
<table>
<thead>
<tr>
<th>Campus</th>
<th>Mobility</th>
<th>Eco Dis</th>
<th>Housing SF</th>
<th>Housing - MF</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rasor</td>
<td>23.3</td>
<td>52.77</td>
<td>36.1</td>
<td>63.9</td>
<td>103</td>
</tr>
<tr>
<td>Huffman</td>
<td>20.8</td>
<td>61.67</td>
<td>28.0</td>
<td>72.0</td>
<td>85</td>
</tr>
<tr>
<td>Jackson</td>
<td>19.5</td>
<td>62.91</td>
<td>27.6</td>
<td>72.4</td>
<td>67</td>
</tr>
<tr>
<td>Sigler</td>
<td>19.5</td>
<td>80.51</td>
<td>71.2</td>
<td>28.8</td>
<td>99</td>
</tr>
<tr>
<td>Mitchell</td>
<td>19.3</td>
<td>52.76</td>
<td>16.8</td>
<td>63.2</td>
<td>79</td>
</tr>
<tr>
<td>Forman</td>
<td>17.4</td>
<td>80.52</td>
<td>18.7</td>
<td>61.3</td>
<td>83</td>
</tr>
<tr>
<td>Gulledge</td>
<td>16.7</td>
<td>11.82</td>
<td>49.7</td>
<td>50.3</td>
<td>90</td>
</tr>
<tr>
<td>Meadows</td>
<td>16.6</td>
<td>84.48</td>
<td>73.2</td>
<td>26.8</td>
<td>66</td>
</tr>
<tr>
<td>Rose Haggar</td>
<td>16.3</td>
<td>39.17</td>
<td>50.0</td>
<td>50.0</td>
<td>98</td>
</tr>
<tr>
<td>Weatherford</td>
<td>16.3</td>
<td>64.24</td>
<td>40.3</td>
<td>59.7</td>
<td>81</td>
</tr>
<tr>
<td>Wells</td>
<td>16.1</td>
<td>18.01</td>
<td>60.0</td>
<td>40.0</td>
<td>109</td>
</tr>
<tr>
<td>Dooley</td>
<td>15.7</td>
<td>48.09</td>
<td>62.1</td>
<td>37.9</td>
<td>66</td>
</tr>
<tr>
<td>Aldridge</td>
<td>15.3</td>
<td>22.2</td>
<td>61.5</td>
<td>38.5</td>
<td>99</td>
</tr>
</tbody>
</table>
The Future

- COVID-19 Impact on
  - Enrollment
  - Mobility
  - Economic Disadvantage
  - Housing Markets
- Supporting City of Plano
  - Planning & Zoning
  - Considering Impact on PISD
THANK YOU
Agenda Item 3

Discussion: Work Plan Updates

DESCRIPTION:

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

REMARKS:

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

Pursuant to direction at the June 2, 2020, meeting, Freese and Nichols, Inc. has made the following modifications to the Work Plan:

- Education and Training Items:
  - Updated date for the Plano ISD Facts and Figure presentation to June 16.

- Transportation Topic:
  - Updated dates for the Bicycles and Transit Theme and Walkability and Urban Design Theme subtopic discussions.

Due to the COVID-19 public health emergency, the Plano Independent School District (PISD) superintendent was unable to meet with the Committee as previously scheduled for March 18, 2020. At the April 14, 2020, meeting, the Committee decided to place the Density (Housing) topic on hold and move to the Transportation topic until the Superintendent was available to attend. Following the PISD presentation during Agenda Item No. 2, Freese and Nichols, Inc. will seek direction from the Committee on the Committee’s preference to either return to the Density (Housing) topic or finish the Transportation topic. The Committee may also request additional modifications as necessary.

RECOMMENDATION:

Consider the CPRC Work Plan and make modifications as necessary.

ATTACHMENTS:

Attachment A – CPRC Work Plan
<table>
<thead>
<tr>
<th>Items to Consider Throughout the Review Process</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Be mindful of taxpayers – partner with private companies.</td>
<td>Continuous</td>
</tr>
<tr>
<td>2. How to retain existing population and attract new residents.</td>
<td>Continuous</td>
</tr>
<tr>
<td>3. Maintain parks and transportation via solid economic development goals and efforts.</td>
<td>Continuous</td>
</tr>
<tr>
<td>4. Have a plan to prevent crime and support police.</td>
<td>Continuous</td>
</tr>
<tr>
<td>5. Actions to execute what is in the plan.</td>
<td>Continuous</td>
</tr>
<tr>
<td>6. The City should move in the same direction of Plano 2045.</td>
<td>Continuous</td>
</tr>
<tr>
<td>7. The purpose of the comprehensive plan relating to density, land use, growth management, and transportation.</td>
<td>Continuous</td>
</tr>
<tr>
<td>8. We all want to live in the best community.</td>
<td>Continuous</td>
</tr>
<tr>
<td>9. Think about how we deliver the city to future generations.</td>
<td>Continuous</td>
</tr>
<tr>
<td>10. Strive for factual support.</td>
<td>Continuous</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education and Training Items</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Plano Facts and Figures</td>
<td>Jan 22</td>
</tr>
<tr>
<td>2. Zoning change notice procedures</td>
<td>Feb 4</td>
</tr>
<tr>
<td>3. Executive Session for Legal Advice: Respond to questions and receive legal advice regarding the Fair Housing Act and legal issues related to comprehensive planning</td>
<td>Feb 4</td>
</tr>
<tr>
<td>4. Undeveloped Land Map &amp; Population Projections Part 1</td>
<td>Feb 4</td>
</tr>
<tr>
<td>5. Active Residential Projects and Population Projections Part 2</td>
<td>Feb 20</td>
</tr>
<tr>
<td>6. Police Department and Fire-Rescue Facts and Figures</td>
<td>Feb 20</td>
</tr>
<tr>
<td>7. Future Land Use Plans from Surrounding Cities</td>
<td>Feb 20</td>
</tr>
<tr>
<td>8. Review Middle Housing Types</td>
<td>March 3</td>
</tr>
<tr>
<td>9. Plano ISD Facts and Figures (Presentation by Plano ISD Superintendent)</td>
<td>June 16</td>
</tr>
<tr>
<td>10. How does DART membership work? How is DART funded?</td>
<td>April 21</td>
</tr>
<tr>
<td>11. Define what counts as a “journey to work trip”-related to transportation demand management.</td>
<td>April 21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transportation Topic</th>
<th>Date (Apr-June)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtopic #</td>
<td>Subtopic Category</td>
</tr>
<tr>
<td>1</td>
<td>Roadway and Traffic Theme</td>
</tr>
<tr>
<td>1a</td>
<td>Discuss how does the plan address traffic congestion. (Survey)</td>
</tr>
<tr>
<td>1b</td>
<td>Discuss the level of maintenance required for roadways long-term. (Survey)</td>
</tr>
<tr>
<td>1c</td>
<td>Discuss what an intelligent transportation system is and how it works. (Survey)</td>
</tr>
<tr>
<td>1d</td>
<td>Discuss if Plano is adequately handling rush hour traffic. (Survey)</td>
</tr>
<tr>
<td>2</td>
<td>Land Use/Transportation Relationship Theme</td>
</tr>
<tr>
<td>2a</td>
<td>Discuss preserving the suburban character of Plano. (Survey)</td>
</tr>
<tr>
<td>2b</td>
<td>Discuss how to be thoughtful on redevelopment and revitalization. (Survey)</td>
</tr>
<tr>
<td>2c</td>
<td>Discuss how TODs impact existing businesses/residences within ½ mile. (Survey)</td>
</tr>
<tr>
<td>2d</td>
<td>Discuss how review criteria for TODs will be developed. (Survey)</td>
</tr>
</tbody>
</table>
### Bicycles and Transit Theme
- **3a** Discuss modes of transportation and appropriateness in specific locations.
- **3b** Discuss and understand how transit impacts the community.
- **3c** Discuss the demand for biking in Plano. (Survey)

### Walkability and Urban Design Theme
- **4a** What is the process in which the criteria (i.e., the development criteria to review undeveloped land – Page 7 of 58 adoption ord.) will be developed?
- **4b** Discuss how you can make crossing major arteries and thoroughfares safe in a city never designed for heavy pedestrian traffic. (Survey)
- **4c** Define parking maximums and explain their necessity. (Survey)

### Future Land Use Topic

<table>
<thead>
<tr>
<th>Subtopic #</th>
<th>Subtopic Category</th>
<th>Month (July-August)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Land Use Compatibility</td>
<td>July 7 &amp; 21; August 4 &amp; 18</td>
</tr>
<tr>
<td>1a</td>
<td>Discuss what “incentivize” means and prefer not to use monetary incentives.</td>
<td></td>
</tr>
<tr>
<td>1b</td>
<td>Define incentives to not burden the taxpayers – it is okay to maintain aging infrastructure.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Neighborhood Center Concept</td>
<td>July 7 &amp; 21; August 4 &amp; 18</td>
</tr>
<tr>
<td>2a</td>
<td>Discuss concepts to address aging neighborhoods / protect neighborhoods from declining</td>
<td></td>
</tr>
<tr>
<td>2b</td>
<td>Four corner retail centers need to change / purposeful planning for retail corners can have a positive impact on taxes.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Map Revision</td>
<td>July 7 &amp; 21; August 4 &amp; 18</td>
</tr>
<tr>
<td>3a</td>
<td>We need to define what we will look like in the future.</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Development review and approval criteria</td>
<td>July 7 &amp; 21; August 4 &amp; 18</td>
</tr>
<tr>
<td>4a</td>
<td>How does the implementation of these processes affect the effectiveness of a plan? (Survey)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Mixed Use composition (type and density)</td>
<td>July 7 &amp; 21; August 4 &amp; 18</td>
</tr>
<tr>
<td>5a</td>
<td>Evaluate the changing nature of the retail business and the space associated with it. (Survey)</td>
<td></td>
</tr>
</tbody>
</table>

### Density (Housing) Topic

<table>
<thead>
<tr>
<th>Subtopic #</th>
<th>Subtopic Category</th>
<th>Month (Part 1: Jan-Apr) (Part 2: Sept-Oct)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Density (Establish an understanding of density.)</td>
<td>Jan 22</td>
</tr>
<tr>
<td>1a</td>
<td>Review of the vision statement</td>
<td>Jan 22</td>
</tr>
<tr>
<td>1b</td>
<td>Consensus of the work plan</td>
<td>Jan 22</td>
</tr>
<tr>
<td>1c</td>
<td>Education</td>
<td>Plano Facts and Figures</td>
</tr>
<tr>
<td>1d</td>
<td>Density</td>
<td>Definition and metrics</td>
</tr>
<tr>
<td>1e</td>
<td>Homework Assignment</td>
<td>Photos of desirables housing types for Plano</td>
</tr>
<tr>
<td>2</td>
<td>Housing Types (Goal: Establish the “menu options” and not location.)</td>
<td>Feb 4 &amp; 20; Mar 3 &amp; 18; Apr 14; Sept 1, 15, &amp; 29; Oct 6</td>
</tr>
<tr>
<td>2a</td>
<td>Have areas to draw young people / more walkable</td>
<td></td>
</tr>
<tr>
<td>2b</td>
<td>Housing affordability/attainability – e.g., some people need to live outside of the city when they work in Plano.</td>
<td></td>
</tr>
<tr>
<td>Subtopic</td>
<td>Subtopic Category</td>
<td>Month (Oct-Nov)</td>
</tr>
<tr>
<td>----------</td>
<td>------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>2c</td>
<td>What does mixed use mean? (repeated 3 times)</td>
<td></td>
</tr>
<tr>
<td>2d</td>
<td>Density is going to increase traffic, overcrowd schools, and reduce quality of life.</td>
<td></td>
</tr>
<tr>
<td>2e</td>
<td>How do we address aging neighborhoods and their preservation? (Survey)</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Housing Mix (Goal: Address how housing types relate to each other in the same development and neighboring development.)</td>
<td>Feb 4 &amp; 20; Mar 3 &amp; 18; Apr 14; Sept 1, 15, &amp; 29; Oct 6</td>
</tr>
<tr>
<td>3a</td>
<td>Define what suburban development looks like.</td>
<td></td>
</tr>
<tr>
<td>3b</td>
<td>Discuss mixed use criteria and what does it mean.</td>
<td></td>
</tr>
<tr>
<td>3c</td>
<td>Use the phrase “attainable housing” because young people and workers should be able to live in Plano.</td>
<td></td>
</tr>
<tr>
<td>3d</td>
<td>Do not “urbanize” Plano, we don’t want to be Uptown Dallas.</td>
<td></td>
</tr>
<tr>
<td>3e</td>
<td>Plano will NOT be one of the largest communities in Collin County in the future.</td>
<td></td>
</tr>
<tr>
<td><strong>Growth Management Topic</strong></td>
<td><strong>Subtopic Category</strong></td>
<td><strong>Month (Oct-Nov)</strong></td>
</tr>
<tr>
<td>1</td>
<td>How to Manage Growth</td>
<td>Oct 20; Nov 3 &amp; 17</td>
</tr>
<tr>
<td>1a</td>
<td>Consistent growth / success for city. e.g., should have downfall for of success</td>
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<tr>
<td>1b</td>
<td>Continue to strengthen economic development efforts to attract businesses.</td>
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<td>1c</td>
<td>We are in a transition from bedroom community to be more urban, we need to continue making this a great community to live, work, play, and learn.</td>
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<td>1d</td>
<td>Be proactive with managing the growth because we can’t control what is coming in the future.</td>
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<tr>
<td>2</td>
<td>Population Projections</td>
<td>Oct 20; Nov 3 &amp; 17</td>
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<tr>
<td>2a</td>
<td>The City’s population projections. (Survey)</td>
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<tr>
<td>2b</td>
<td>How do the population projections inform the plan and development of the City? (Survey)</td>
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<tr>
<td>3</td>
<td>Redevelopment and revitalization</td>
<td>Oct 20; Nov 3 &amp; 17</td>
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<tr>
<td>3a</td>
<td>Be thoughtful on redevelopment and revitalization. (Survey)</td>
<td></td>
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<tr>
<td>3b</td>
<td>Seek out lessons learned from successful cities that have transitioned from new growth to redevelopment growth. (Survey)</td>
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<tr>
<td>4</td>
<td>Review of the vision statement</td>
<td>Oct 20; Nov 3 &amp; 17</td>
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Agenda Item 4

Presentation: Plano Tomorrow Video Scripts

DESCRIPTION:

Receive a presentation regarding videos and video scripts from the Plano Tomorrow website.

REMARKS:

On June 2, 2020, the Committee shared perspectives on transportation and participated in a polling exercise on transportation themes. Following that discussion, staff thought it may be helpful to share additional context about the policies and actions of the Plan from the Plano Tomorrow website. When Plano Tomorrow was developed, it was designed to be a user-friendly website, rather than a large paper document. To assist with this, videos were created with background information on a variety of topics and policies. These videos include context and background information to help explain why policies and actions were included in the Plan.

The video links are provided below and the video scripts are attached to this report. The links for all policies in the Plano Tomorrow Comprehensive Plan, not just those for the transportation topic, are for the Committee’s use during future discussion.

- The Plano Story:
  - Plano’s Past
  - Plano Today
  - Trends and Challenges
  - Plano’s Vision

- Ten Key Components:
  - Land Use & Community Design
  - Transportation
  - Housing & Neighborhoods
  - Quality of Life
  - Sense of Community
  - Building & Site Efficiency
  - Environmental Quality
  - Diverse & Resilient Economy
  - Jobs & Workforce Development
  - Regionalism

- Implementation
RECOMMENDATION:

No action is required - for information only. Members are encouraged to include the video scripts in their binders with the adoption ordinance provided at the kickoff meeting.

ATTACHMENTS:

Attachment A – Video Script – Plano’s Past
  Video Script – Plano Today
  Video Script – Trends and Challenges
  Video Script – Plano’s Vision
  Video Script – Land Use & Community Design
  Video Script – Transportation
  Video Script – Housing & Neighborhoods
  Video Script – Quality of Life
  Video Script – Sense of Community
  Video Script – Building & Site Efficiency
  Video Script – Environmental Quality
  Video Script – Diverse & Resilient Economy
  Video Script – Jobs & Workforce Development
  Video Script – Regionalism
  Video Script – Implementation
Plano's history can be traced back to the 1840s Peters Colony. The Colony was established through a land grant issued by the Texas Congress to encourage settlement of North Texas. Some of Plano’s most prominent families, began to arrive and establish large farms in this area. In 1873, a year after the arrival of the Houston Texas Central Railroad, Plano was incorporated. The St. Louis and Southwestern Railroad, also known as the Cotton Belt for its movement of cotton out of North Texas to national markets, arrived in Downtown Plano in 1887. One of the most important rail lines was the Interurban, which ran from 1907 to 1948 and provided passenger service from the City of Dallas, to North Texas communities. The location of both freight and passenger rail within Plano helped the city to prosper and serve as an agricultural business center from the 1870s through the 1950s.

By 1960, the city had a population of almost 3,700 residents but great change was on the horizon. New residents, seeking the American dream, began streaming into Plano in the early 1960s. To respond to the rapid growth, the city developed its first Comprehensive Plan in 1963. This plan laid the foundation for the city of Plano today by establishing residential neighborhoods and locations for future roadway development. Residential neighborhoods first developed on the east side of Plano, near the historic downtown, and grew to the north and west. By 1980, the city’s population had increased to 72,000. Through the 1980s, Plano’s superior school districts, state of the art municipal facilities, and low crime rate contributed to the city’s rapid population growth and corporate recruitment.

The creation of the Legacy Business Park in the early 1980s provided the perfect environment for companies such as Electronic Data Systems, Frito Lay and JC Penney to locate their corporate campuses in Plano. In 1986, the development of the second citywide Comprehensive Plan, set the stage for Plano to transition from primarily a residential community to an employment center. By 2010, there were almost 140,000 jobs in Plano and the city had a population of 260,000 residents. Plano was no longer a small agricultural community and had made the transition into a major employment center within the Dallas-Fort Worth region complete with cultural, entertainment, dining, and shopping amenities as well as leading medical facilities.

The city’s past success is directly associated with efforts from early comprehensive plans that provided the vision and direction for Plano of today.
The City of Plano is a vibrant, safe, and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility, and an abundance of educational, recreational, and cultural opportunities. We maintain the status of City of Excellence by providing outstanding services and facilities, innovative service programs, and creative solutions.

With 72 square miles and the fourth largest population in the Dallas Fort Worth area, Plano is a well-established city, centrally located near two major airports, access to DART light rail, and interconnected with the regional expressway network.

Plano is also an international city – which is reflected both by the residents and economic activity. With 270,000 people choosing to call Plano “home”, the city reflects the faces and cultures of the world with 1 in 4 people born outside of the United States. Most adults have a college education and are employed in managerial, professional or technical positions.

Residents have convenient access to multiple employment centers in the city. The Dallas North Tollway, named the hottest office corridor in the southwest, is home to the Legacy Business Park. Multiple Fortune 1000 companies as well as internationally known corporations have chosen to locate their national headquarters in Plano. Regional medical facilities, which are also major employers, provide quality healthcare for residents of all ages.

The City of Plano is also committed to being a safe city. Together, our Public Safety departments secure Plano’s place as one of the top ten healthiest cities in the US for our low crime and citizen participation.

Our citizens enjoy 83 public parks covering more than 4,000 acres, 70 miles of paved trails, the most in the state of Texas. Cycling, cricket, table tennis, soccer and, of course, football, are all popular recreational activities that our residents enjoy. City-owned libraries and recreation centers provide innovative programs and outreach to the vibrant neighborhoods that surround these community gathering places.

Plano is also becoming known for its trendy chef-driven restaurants in areas such as Legacy Town Center and historic Downtown Plano. With over 1500 restaurants throughout the city, dining out is one of the favorite pass-times of Plano citizens. Extensive shopping opportunities abound – nationally known retail giants, luxury clothing, international goods, as well as unique local businesses can be discovered around every corner.

With the Courtyard and Amphitheater music series, music festivals, and McCall Performance Plaza in downtown, Plano is establishing itself as an entertainment hotspot. Trendy bars and restaurants, access to DART and new urban style apartments make Downtown Plano the up and coming destination for young professionals.

Plano is successfully managing the transition into a mature city with all these services and amenities. By planning for future trends and opportunities, the city will remain attractive and vibrant moving into future.
Plano has grown into a thriving, safe and resilient city. And now, the only thing certain for our future is change. We are successfully managing the transition to a mature city. But upcoming trends and new challenges will affect the way the city evolves and grows.

The two largest generations, Baby Boomers and Millennials, have preferences and desires shaping the evolution of the nation and in our city. According to the American Planning Association, these two groups demand similar things, whether in urban, suburban or small town locations. They want walkable neighborhoods, smaller homes, places that create unique experiences, and multiple transportation choices. A majority of Boomers want to age where they currently live. They believe their communities should support this desire.

Our nation is also becoming more diverse. Predictions indicate there will be no ethnic majority in the United States within 30 years. Immigrants from other countries are increasingly interested in major American cities and mega regions, such as Dallas-Fort Worth. They’re seeking employment, educational opportunities and the ability to connect with people of similar cultural backgrounds.

The demand to locate near major cities, coupled with the shrinking amount of available land, has led to a higher concentration of land use activities in cities. This is also happening in major metropolitan areas in Europe, Asia, and South America. Multiple land use activities in one location allows people to live in a compact area, where they can work and play. Their community is walkable, convenient, and served by public transit.

One big issue facing Plano is accommodating this local population growth. Our regional population of 6.8 million will increase to 9.8 million by 2035. Plano’s employment centers, schools, cultural opportunities and transportation access will attract a portion of these 3 million new residents. The increased demand for city services and housing must be addressed to maintain the quality of life residents expect in the City of Excellence.

Due to the rapid growth of Plano, the city’s infrastructure and housing were constructed within a short period of time. The maintenance of our infrastructure, including roadways, sidewalks, parks, and public buildings, is one of our greatest responsibilities. Our public works team maintains 2900 miles of roadways. That’s the distance of driving across the nation from New York to San Francisco.

Most of Plano’s housing was built between 1970 and 2000. While the smaller size of homes of that era generally appeal to younger families and older adults, the buildings do not meet current design trends. Today, many home buyers prefer renovated or new dwellings, instead of taking on the task of home improvement.

Many of Plano’s retail centers are aging. With three times the national average of available retail space, many of these shopping centers are under-utilized and poised for redevelopment. While Plano’s retail vacancy rate remains low at around 5%, there are few incentives for owners to reinvest in these declining properties.

These challenges are not insurmountable. It provides the City of Plano with opportunities to create unique places and life experiences in. The city must be ready to take advantage of these opportunities and be open to change for Plano Tomorrow.
Video Script - PLANO'S VISION

The Plano of tomorrow will build upon the foundation of our past. We will create a future of excellence by reinforcing our current strengths and addressing opportunities for change.

Plano’s vision for the future is to be a Global leader:

Plano will be known worldwide as a premiere location for businesses and for its exceptional variety of neighborhood choices. We will build on our reputation as an international community with a high quality of life. We will take the next step in our successful transition from a small agricultural town to suburban bedroom community to a major employment center. Our city will be resilient, as we adapt to economic, environmental and social changes. Plano will be known as one of the best cities in the world to live, work and play. It will become a distinctive destination with a unique blend of global opportunities. Of course, there’s always our Texas charm that makes us renowned in the Dallas-Fort Worth region and internationally.

Plano will move toward the future Excelling in Exceptional Education Opportunities:

A well-educated, highly skilled workforce will call Plano home. Students will continue receiving a stellar education in the well-funded and actively supported Plano Independent School Districts. Graduating high school seniors and the local workforce will take advantage of higher education opportunities at nationally recognized universities right here in Plano. Thriving partnerships between those higher education facilities and local businesses will advance the missions of both.

Plano will be Abounding with World Class Businesses:

By creating an environment that attracts innovative, world-class businesses, the city’s major corridors and employment centers will be filled with a multitude of national headquarters, regional offices and local corporations. International companies will take advantage of the connectivity of the region for a global impact. Plano will be known for its business-friendly climate. We will continue to support emerging business sectors, research and technology industries, medical advancements and healthcare, and the development of innovative products and services.

Plano will have Vibrant Neighborhoods:

A wide variety of housing options will be available for future residents, ranging from traditional neighborhoods to mixed-use urban centers. Plano’s neighborhoods will be active and engaged in community affairs, which will offer a high standard of living for citizens. Retail, restaurant, and entertainment venues will be within walking distance of neighborhoods. Plano will have superior city services and ample parks, trails and recreational facilities that promote active living and citizen well-being. And with low crime rates, multiple transportation options, well maintained homes and streets, Plano will be the most desired place to live in North Texas.

People who choose to live in Plano will have a strong sense of community, enriched by the arts, cultural celebrations and active public spaces. Our historic areas will define our community’s culture and provide a sense of belonging among residents.

We can achieve this vision by implementing the Plano Tomorrow Comprehensive Plan. It’s structured into five focus areas that serve as the guiding policies for Plano’s future. These areas identify the steps needed to reach the city’s vision as a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.
Land use planning provides general guidance for the development and use of all land within the city, while community design addresses the relationship of buildings to each other, streets, and public spaces. The region’s projected population and job growth will be the greatest factors influencing land use decisions and site design. With few vacant properties remaining, the city will encourage the most efficient use of land in both new construction and redevelopment projects.

**Land Use**

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. 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, Plano will support a system of organized land use where new and redevelopment areas respect existing neighborhoods and businesses.

**Community Design**

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.

**Redevelopment of Regional Transportation Corridors**

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, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities.

**Undeveloped Land**

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.

**Transit-Oriented Development**

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

These five policies illustrate Plano’s vision to build a vibrant city with distinct mixed-use urban centers, walkable neighborhoods, and strong commercial corridors.
Video Script - BUILT ENVIRONMENT - TRANSPORTATION

Transportation is a critical component of city planning that lays the foundation for the physical design of a community. While vehicle traffic in Plano is increasing, there are limited opportunities to expand the existing roadway system to provide greater capacity. As the DFW region grows, the City must look for new solutions to accommodate a variety of transportation options and improve traffic flow.

Roadway System

Plano’s street system is determined by the Thoroughfare Plan, a component of the Plano Tomorrow Plan. There are many users of the city’s roadway system, including vehicles, public transit, bicycles, and pedestrians, all competing for the same space. Multimodal roadways, common throughout the US, are designed to provide space to accommodate bicyclists and mass transit while improving pedestrian safety through increased distance from vehicular traffic.

Increasingly, technological innovations are being utilized to mitigate traffic congestion. Intelligent Transportation Systems (ITS) monitor traffic flow and provide real-time information to drivers of possible delays and alternative routes. Innovative projects such as smartphone traffic apps, solar panel roadways and trails, and automated vehicles are changing traffic conditions and will likely affect future mobility. To prepare for future traffic demands, Plano will develop a multimodal transportation system to improve safety and efficiency of the roadways for all users.

Transportation Demand Management

Transportation Demand Management (TDM) utilizes public private partnerships to reduce peak hour travel. Plano currently partners with the Plano Independent School district (ISD) for staggered hours of operation that disperse school personnel and students during peak travel time. With major employers in multiple business parks, there are numerous opportunities for further TDM partnerships through ridesharing, tele-commuting, and varied work hours. Plano will utilize TDM measures to reduce journey to work trips and mitigate traffic congestion.

Bicycles

The city has three major off-street, shared-use paths along with 168 miles of on street marked routes for Plano’s active cycling community. While Texas statutes allow cyclists use of roadways, dedicated bicycle lanes may improve safety and increase ridership. Additionally, trails and routes need to connect residential neighborhoods with more commercial and employment activities for the bicycle to serve as a more practical transportation alternative. To provide a viable option for travel to destinations accessible to all users, Plano will enhance and maintain a safe regional bicycle system.

Public Transit

In 1986, the City of Plano joined the Dallas Area Rapid Transit (DART) system and receives public bus transportation and light rail services. Plano residents desire more east-west transit connections and the city looks towards new solutions, such as Bus Rapid Transit to fulfill this need. Utilizing a dedicated service lane on a major thoroughfare or unused railroad rights-of-way, additional bus, light rail or commuter rail options could encourage new riders for public transit services within the city. Trolleys can also be used to transport residents within and between employment and commercial centers. Plano will provide access to a convenient transit network focused on increased travel options to local destinations.
Pedestrian Environment

The current arrangement of Plano’s sidewalks, organization of land uses within the city as well as major thoroughfare crossings make walking, from residential neighborhoods to commercial and retail areas, a challenge. Pedestrian-oriented developments typically, have wider sidewalks, street trees and furniture, as well as narrowed street intersections to reduce the crosswalk distance and slow vehicular traffic. The design principles that encourage walkability in popular locations could also be utilized in redevelopment of existing retail centers and enhancement of neighborhoods. Plano will pursue an accessible, well-connected pedestrian system that promotes walkability.

These five transportation policies will enable Plano to lead by example by utilizing the latest concepts and ideas to address 21st Century transportation challenges while improving the safety and efficiency of travel within the city.
Neighborhoods are the heart of any thriving city. Plano has many successful, established residential neighborhoods with a variety of housing options. In order for the city to continue as a desirable place to live, Plano must ensure its neighborhoods remain vibrant and opportunities for new residential growth are considered.

Most of Plano’s residential development occurred between the 1960s and the 2000s in neighborhoods based on a one-mile grid. Lower density housing, schools, and parks are located towards the interior; higher density housing and neighborhood retail centers are found at intersections of major thoroughfares. By 2000, the amount of land available for development of typical residential neighborhoods was diminishing. In 2014, less than 1% of undeveloped land remained zoned for future residential development.

Neighborhood Conservation

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

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

Redevelopment of Neighborhood Centers

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.

Special Housing Needs

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

Many of these housing issues are addressed as part of the city’s Consolidated Plan, which is required to receive certain federal funding. The plan identifies the city’s vulnerable populations (seniors, disabled adults, low to moderate income families) and specifies the use of grants to social service agencies for special housing needs. To ensure all of Plano’s residents have access to housing, the city will provide inclusive regulations and standards that apply throughout the city and implement the Consolidated Plan goals.

A variety of housing options is critical for Plano to achieve its vision as a vibrant city with attractive and walkable neighborhoods. The three policies work together to provide housing opportunities for all residents, now and in the future.
Video Script - SOCIAL ENVIRONMENT - QUALITY OF LIFE

The City of Plano is committed to providing a high quality of life for its citizens and businesses. Quality of life, known as the general well-being of individuals and societies, includes several components which are desired by citizens within the Plano community.

Plano’s quality of life and municipal services became a well-known commodity in the 1980s. The superior school districts, state of the art city facilities, and low crime rates contributed to the community’s rapid population growth and corporate recruitment. Today, Plano continues to provide exceptional services that are nationally recognized.

As Plano matures and the population diversifies, new challenges must be addressed in order to maintain a high standard of living for all citizens.

Social Services

Plano collaborates with a number of nonprofit organizations and school districts to ensure unmet needs and services are provided throughout the community. The city contributes grant funding to assist in homelessness and poverty prevention, crisis services, and health access. Proactive measures have been proven to reduce long-term costs and have a greater impact in reducing demand on municipal services such as police enforcement and emergency medical response. Partnerships are vital to providing adequate services to underserved populations within the community and the city will support and build relationships with social service providers to address these needs to improve quality of life.

City Services

Multiple city services increase quality of life for Plano citizens and preserve property values within the community. In many areas of the city, aging buildings have created property maintenance issues and reconstruction of older public facilities and infrastructure is required. Plano must proactively manage the transition to a mature community by maintaining and enhancing the city’s appearance for the health, safety, and economic stability.

Today, Plano’s public safety efforts are consistently recognized on national, state, and local levels. The city’s reputation as a safe and secure community is a result of a successful, cooperative relationship between Fire, Police, 911/Public Safety Communications, and Emergency Management. Plano will enhance its present high quality public safety initiatives to lower crime rates, sustain quality fire protection, and better prepare the public and city staff during emergencies.

Parks and Recreation

A superior parks and recreation system is a major contributor to the quality of life in Plano. Citizens enjoy 83 public parks covering more than 4,000 acres and 70 miles of paved trails, the most in the state of Texas. Plano will keep pace with the city’s changing demographics and growing population by developing a comprehensive system of facilities and programs to improve the morale, health and wellness of the citizens.

Active Living and Citizen Well-Being

America’s Health Rankings recently rated Texas in the lower half of healthy states in the nation. Significant health issues identified by Collin County’s medical providers such as diabetes, high cholesterol, and cardiovascular disease can be mitigated by encouraging active and healthy living initiatives. These initiatives include encouraging farmer’s markets and community gardens to promote healthy food options, participating in a variety of Plano’s Recreation Center wellness programs, or utilizing locally focused programs and services from Plano’s medical providers. Collaboration and partnerships with local businesses and medical providers will provide an opportunity to address these public health issues for Plano’s future.
Libraries

Educational opportunities also contribute to the high standard of living in Plano. With five libraries, over 800,000 books in circulation, and thousands of print and non-print materials, the Plano Public Library System contributes to the academic advancement of the citizens. However, today’s libraries serve a larger role in the Plano community; they are places that provide an interactive human element where people can meet, learn, get help, be entertained, and improve their quality of life. The Plano libraries are continuously evolving with new technology to enhance and expand services that meet the future needs of the community.

Educational Opportunities

Plano’s educational opportunities are reinforced by its three award winning school districts and numerous National Blue Ribbon Schools of Excellence. Quality education is an important component of the culture and expectations of Plano’s citizens, and the educational opportunities found within the city often attract new businesses and residents to the community. Though school districts are separate governmental entities from the city, both share a number of future challenges and can work cohesively to ensure high quality learning within the city.

These policies illustrate the city’s vision to ensure superior services and quality educational opportunities are provided to the community to sustain a high standard of living for Plano’s citizens.
Video Script - SOCIAL ENVIRONMENT - SENSE OF COMMUNITY

Sense of community is an individual's perception, understanding, and feeling about where they live. A strong sense of community, focusing on personal experience and emotional connection, can build resilient neighborhoods and establish a sense of belonging for Plano residents. As Plano matures and diversifies, a number of growing challenges affect citizens' sense of community. The city can address these challenges through identified efforts to ensure Plano builds and retains a strong feeling of connection among its residents.

Placemaking and Public Spaces

Placemaking, a community design technique that creates distinctive public spaces while encouraging social interaction, is utilized by cities across the world. Improving streets as interactive zones, linking health to public spaces, and transforming parks into multi-use destinations are all common techniques that can enrich the desirability of civic areas. Plano will utilize placemaking techniques to create memorable and unique experiences, and build neighborhood identity to enhance the community’s character.

Arts and Culture

Plano's artistic and cultural assets contribute greatly to its unique character and overall livability. As the city’s population evolves, diverse cultural traditions and experiences are also providing Plano with a wealth of international perspectives that complement the existing creative community. Private and nonprofit organizations are leading the advancement of arts and cultural facilities, and Plano will partner with these organizations to improve quality of life and enrich the community’s culture.

Heritage Preservation

A city's history is one of the most important factors shaping its identity. In 1979, with rapid population increase and threats to historic resources, Plano adopted the first heritage preservation plan to protect city landmarks. Today, Plano's cultural heritage and historic character provide a distinctive environment for residents and business owners with two heritage districts (Downtown and Haggard Park) and 32 individually designated historic resources. Preservation has become much more than saving bricks and mortar. It provides a community with sustainable social, cultural, and economic advantages. To embrace its unique historical character, Plano will identify and preserve historic and cultural resources that promote the understanding of the city's history and enrich the city’s sense of place.

Community Building

An individual's emotional connection to their community is important to establish a high quality of life and ensure a city’s success. Plano will encourage cohesion among its diverse citizens by building new relationships that create a community where everyone is proud to live and work. Therefore, Plano will pursue community building efforts and initiatives and provide the tools needed to strengthen community cohesion and sense of belonging among residents.

Community Involvement and Participation

To effectively determine citizen needs and appropriate solutions, city government must interact with residents, businesses, non-governmental organizations and other governmental agencies. The City of Plano has encouraged citizen input through a number of efforts including public meetings, outreach programs and social media. Plano will proactively seek civic participation from all ages, ethnicities and cultures and provide residents with opportunities to increase citizen involvement.

These five policies illustrate Plano’s vision to provide a strong sense of community for its citizens through placemaking, community involvement, and diverse historical and cultural opportunities.
Video Script - NATURAL ENVIRONMENT - BUILDING AND SITE EFFICIENCY

A healthy environment is critical to ensuring and sustaining a strong, productive, and resilient community. An important health component of Plano’s environment is the relationship between buildings or site improvements and their natural setting. Developing a site that is respectful of the natural environment is key to achieving a balance between conservation of natural resources and continuing economic growth.

Building and Development Design

Plano consistently updates its building codes to implement the latest building efficiency measures as defined by the International Code Council. Since building codes provide minimum requirements, the city will explore incentive programs to encourage greater energy efficiency measures for both new and renovated buildings city-wide. In 2007, Plano decided to lead by example through implementation of a policy requiring all new city-owned buildings and significant remodels to incorporate energy conservation measures. As we move into the future, Plano will invest responsibly in municipal facilities and utilize codes and incentive programs, to protect, conserve and enhance the city’s environmental resources.

Renewable Energy

An important energy conservation measure for buildings is reducing the dependence on non-renewable energy sources. The State of Texas ranks in the top of the nation in several renewable energy rankings and the state’s largest ethanol producer, White Energy, has its headquarters located right here in Plano. With an average of 232 days of sunshine a year, solar is the most viable option for our community. Drought and topography make other renewable energy sources less economically feasible. However, energy providers across the state produced 38.1 million megawatt-hours of renewable energy in 2013, up 12% from the previous year. Consumers including the city, have the ability to negotiate for higher percentages of these resources. Plano will increase the use of renewable energy sources for city operations and encourage residents and businesses to make improvements in energy efficiency.

Water Conservation

The state’s continuing drought also makes water conservation an important aspect in the design of buildings and development sites. Over the past ten years, the Dallas-Fort Worth Region is averaging only 2.7 inches of rain per month. In the same amount of time, the region has grown by 1.2 million people and continues to grow at a rapid pace. Residents must make a conscious effort to conserve water for future generations. In our community, the irrigation of lawns continues to be one of the greatest uses of water and new conservation techniques such as xeriscaping, drought tolerant landscaping, rain barrels, and drip irrigation systems must be encouraged. To ensure the city has an adequate, long-term water supply, Plano will expand education and incentive programs to encourage water conservation measures.

Stormwater

The design of buildings and development sites should also incorporate efficient management of stormwater. Although a natural part of the water cycle, stormwater runoff can also be an environmental concern. Pollutants such as oil and gasoline from roadways or fertilizers from lawns and farming can enter our lakes, creeks, streams, and other natural waters. Stormwater can also cause stream bank erosion and habitat destruction if it’s not properly managed. To improve water quality, Plano will require development plans to minimize contamination of waterways and protect natural habitats.

These four policies encourage the protection of Plano’s natural environment by ensuring building and site efficiency that help achieve the vision of a healthy and sustainable city.
Video Script - NATURAL ENVIRONMENT - ENVIRONMENTAL QUALITY

Over the past 50 years, Plano has experienced rapid growth in land area and population. This growth presents challenges toward protecting the natural environment. The future success of cities will be judged by their ability to address these environmental challenges, becoming more resilient in the community’s form and function.

Open Space and Natural Resource Conservation

Plano’s open space preserves and natural resources are extremely important for residents. Three of the region’s most desired nature preserves are located in Plano and dedicated to providing leisure amenities as well as protecting the community’s wildlife. As Plano continues to redevelop, dedicating open space and preserving natural resources are imperative to enhance the health of people, wildlife and our ecosystems. Land is a limited resource and available open space must be strategically expanded to provide for a growing community.

Another initiative to improve the environmental quality of our community is to establish and maintain an abundant tree canopy. Trees create shade, providing comfortable outdoor pedestrian environments during hot summer months and reducing energy usage in buildings. A healthy tree canopy can help lower higher temperatures found in cities, often referred to as heat islands. Heat absorbed from sunlight is retained by man-made structures creating areas of higher temperatures. At night, developed areas of the city continue to radiate heat stored during the day. It keeps temperatures as much as 10-15 degrees warmer than areas outside the city. The warmer temperatures can also attribute to more frequent ozone air pollution days and greater health impacts. Having a tree canopy and green spaces are critical to combating these heat effects. Plano will protect open spaces, conserve natural resources and maintain the city’s urban forest to improve air quality and the health of Plano’s citizens.

Waste Minimization

Minimizing waste also improves the environmental quality of our community and conserves natural resources by saving energy, reducing landfills, and improving air quality. Diverting waste from landfills through recycling and composting efforts is a priority for the city. In 1999, with a 5% recycling diversion rate, the Plano City Council created a 40% city-wide diversion goal. By the end of 2013, the city was recycling over 37% of all waste; a greater percentage than the state and national average. Several outreach and educational programs offered by the City have resulted in this increase and encourage citizens to recycle. It includes the Zero Waste Program and Litter Cleanup Days. The commercial construction and demolition program, created in 2009, has been one of the most successful recycling initiatives to date. This program requires a refundable deposit as a financial incentive to recycle debris from building projects. As a result, construction and demolition recycling has increased over 170% and has significantly contributed to the city’s diversion rate. The City of Plano also supports large-scale composting as part of a regional council or coalition of cities. Yard trimmings and clean wood are processed to create compost materials marketed as Texas Pure products and sold at a discounted rate to Plano residents. To conserve environmental resources, Plano will reduce the overall disposal of solid waste and increase reuse and recycling.

These two policies encourage the protection of Plano’s natural environment and help achieve the vision of a healthy and sustainable city.
A diverse economy creates a city that is resilient in times of change or economic stress. Plano’s current economy is comprised of a mixture of businesses that vary in size and industry sectors. To ensure the city has a wide range of future commercial activities, Plano will focus efforts to retain existing businesses and target outreach to innovative knowledge-based companies.

Business retention and expansion is a primary initiative of the City of Plano’s Economic Development Department. The city fosters relationships between businesses and community leaders to understand local needs and facilitate the growth and expansion of existing companies. The Plano Chamber of Commerce and Collin County Small Business Development Center also serves as a liaison to encourage the promotion and creation of business-friendly policies.

Corporate headquarters and technology companies presently serve as the city’s primary focus for business attraction. The city seeks companies that provide highly skilled job opportunities for residents and support local industry sectors. While retention of existing business is very important to the city’s success, Plano must anticipate the community’s changing needs by attracting new companies and industry sectors.

Corporate campuses are still a desirable layout for many companies. The City of Plano has ample opportunities for relocation within one of the four major business parks. Plano Tomorrow policies support the retention of vacant land for economic development and employment opportunities in identified areas throughout the city. There is also a shift towards compact offices and collaborative work spaces that allow smaller footprints in a highly concentrated built environment. Increased office development on smaller lots is encouraged through the recommended redevelopment of expressway corridors and placement of mixed-use centers at targeted locations throughout the city.

In addition to available land for economic development, Plano’s high quality of life, including a variety of housing options, strong schools, and excellent parks and recreation facilities, attracts companies that are considering relocation. Plano Tomorrow policies support the enhancement of these assets to sustain a vibrant, growing community, allowing employees of all economic levels to enjoy living and working in Plano.

This policy supports economic growth through retention and expansion of local businesses and the creation of an environment that attracts new business and residents to the city.
A diverse economic environment demands a highly skilled workforce that continues to improve job skills, education, and knowledge to compete in a dynamic business climate. Although 55% of all adults in Plano have a bachelor’s degree and are employed in managerial, technical, and professional jobs, business concepts and operations are constantly changing. To ensure that Plano residents possess the characteristics desired by leading, innovative corporations, the city will support local education and business efforts to develop and retain a competitive workforce.

Plano residents are served by three public school districts. Plano ISD, the City’s largest school district, reported the completion rate for the class of 2014 was 98.2%. 95% of those graduating students attended college during the fall of 2014. With 25 colleges and universities in the Dallas-Fort Worth region, Plano companies have a pipeline of 157,000 students currently enrolled in four year universities. An additional 187,000 students are attending community colleges. More than 6% of Plano’s adult population are enrolled in continuing education classes in area institutions that are focused on enhancing workforce skills.

Collin College offers more than 100 degrees and certificates in a wide range of fields. Southern Methodist University (SMU) and Dallas Baptist University (DBU) both have satellite campuses in Plano. The University of Texas at Dallas (UTD) is a four year emerging research university providing numerous undergraduate and advanced degree programs to Plano residents. Through specially designed undergraduate and graduate degree programs, these universities enhance professional development for working adults pursuing advanced education.

Workforce development programs by local organizations, such as the Plano Chamber of Commerce, are also offered to enrich personal development skills. The Young Professionals of Plano, Leadership Plano, and The Women’s Division are all Chamber initiatives that have specialized training for specific workforce groups to receive instruction on career development and business leadership. TEDxPlano, a Chamber initiative, provides a platform to explore innovative ideas, emerging business trends and best practices - inspiring further development of local companies.

Through collaborative efforts with the education and business communities, the City of Plano can assist in developing a competitive workforce. To attract and retain this selective employee base as residents, Plano will need to enhance the existing community character and provide a superior quality of life by creating interactive social spaces, diverse housing options and excellent municipal services to distinguish oneself from neighboring communities. Education, business and local government efforts provide the foundation to attract skilled workers and ensure competitive job skills that provide area businesses with an ever improving employee base.

This policy supports economic growth by attracting new companies seeking a highly skilled workforce to achieve the vision of a diverse and resilient economy.
Video Script - REGIONALISM

Plano is a principal city in the Dallas Fort Worth region located in North Texas. With a population of 6.8 million people, the Dallas Fort Worth metroplex is the largest urban region in the state of Texas and the fourth largest in the United States. Dallas Fort Worth is also one of the fastest growing areas in the United States supplying 4.5 million jobs.

As a large metropolitan area, there are many future challenges that are beyond the ability of a single city to address. Working cooperatively with the regional government, Plano and its neighboring cities will need to find complementary solutions to solve broader problems and attain area goals. The Plano Tomorrow plan has identified several regional topics to address.

Population Growth

By 2035, the region’s population is expected to increase by 3 million people and the City of Plano intends to accommodate a portion of this population growth. With established city boundaries, Plano will need to identify areas for additional housing since there is little undeveloped land remaining. 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.

Transportation

Currently, the average DFW commuter spends approximately 365 hours a year commuting – or 2 weeks per year in their car annually. By 2035, regional commute times are expected to increase without major investment in the roadway and public transit networks. Regional transportation improvements in Plano should focus on expansion of existing transportation choices and reduction of traffic demand.

Air Quality

Enhancements to regional mobility will also improve the area’s air quality by reducing emissions from vehicles. Currently, DFW does not meet federal standards for ozone levels, which results in breathing difficulties for some area residents and increases in local temperatures. If this situation does not improve, the Environmental Protection Agency could impose sanctions that would result in the loss of federal funding for major transportation projects. Plano intends to lead by example to reach federal standards for regional air quality.

Water Conservation

Another key issue in the Dallas-Fort Worth area is water conservation. Droughts are a fact of life in Texas, so water conservation must be an on-going effort. Plano shares Lavon Lake, its primary water source, with thirteen neighboring cities. As population increases and drought condition persist, it will become more difficult to meet future water needs. Plano will assume a regional leadership position and work with neighboring cities to encourage more efficient water use.

Consistency with Neighboring Cities

Water conservation is only one issue that Plano will need to coordinate with neighboring cities. Municipal boundaries are primarily political – many residents are unaware of moving from one city to another since roadways, trails, and parks often continue across city borders. To take advantage of its centralized location in the region, Plano will partner with neighboring cities to provide more efficient and consistent municipal services and public improvements.

Education

Other partners for the City of Plano are the local and regional education providers. Educational opportunities are a major factor 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 public education. In addition, the Dallas-Fort Worth region has many quality universities; however, there is not a major Tier 1 research institution in our area. Access to a university of this magnitude will enhance the economic competitiveness of the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas Fort Worth area.

These six policies enable Plano to achieve its goal as leader and innovator in the Dallas Fort Worth area to ensure continued regional prosperity and high quality of life.
Video Script - IMPLEMENTATION

Plano Tomorrow, the city's Comprehensive Plan, reflects the future goals of the city as determined by the residents and community leaders. It provides direction regarding land use development, transportation and public services required to implement the plan's vision through maps, policies and specific actions. By creating an interactive web based format, the plan is more readily accessible to the public, developers and city officials to learn more about the community and its vision for the future.

During review of land development projects, the Planning & Zoning Commission and City Council will consider conformance with the Plano Tomorrow plan as one of the criteria for approval. Maps and policies will guide city leaders not only in decisions and directives for land use development, but also with the provision and delivery of city services, and prioritization and funding of Community Investment Projects (CIP).

Desired programs, projects and facility enhancements will be assessed with the vision policies and infrastructure maps of the Plano Tomorrow Plan. Those consistent with plan recommendations may be included in the Community Investment Program budget or in future bond elections.

An implementation strategy that prioritizes actions, determines a timeline, and assigns responsibility for projects has been created to achieve the goals of the Plano Tomorrow plan. Residents can learn the current status of these actions on policy pages and voice their opinion by providing comments in the public feedback sections. The implementation strategy along with these citizen comments will be used to inform City Council during the budget review process. The Plano Tomorrow plan is a living document and will be reviewed and updated as actions are achieved and conditions change.

Plano Tomorrow visions, policies and actions will only become a reality through community interaction and support. Together citizens, staff, and city leaders, achieve the plan’s vision of Plano as a city of excellence, today, and well into the future.
Agenda Item 5

Discussion and Direction: Transportation Themes Voting Exercise

DESCRIPTION:

Hold a discussion and provide direction regarding transportation-related topics in the Plano Tomorrow Comprehensive Plan under the “Roadways and Traffic” and “Land Use/Transportation Relationship” themes.

REMARKS:

On April 21, 2020, the Committee agreed to divide transportation related policies and actions into four themes: Roadways and Traffic, Land Use/Transportation Relationship, Bicycles and Transit, and Walkability and Urban Design. These themes will be utilized to facilitate discussion of Plan policies, actions, and/or maps, and any modifications deemed appropriate. Staff and the consultants have prepared a list of three policy bundles (policy with associated actions) under the “Roadways and Traffic” theme, as well as three additional policy bundles under the “Land Use/Transportation Relationship” theme. These bundles and detailed background information were provided in Attachments A-D for Agenda Item No. 3 of the June 2, 2020 meeting packet.

At the June 2, 2020 meeting, the Committee began reviewing and voting on these bundles, however after further discussion, the exercise was put on hold. The Committee asked that revisions to the policy bundles be drafted by Freese and Nichols using feedback from individual members. Feedback on the themes was received by eight Committee members: Crawford, Dillavou, Doyle, Jacobs, La Mastra, Shockey, and Solomon. Their comments and revisions along with the original policy and action text are included as Attachment A. Member Kong also submitted feedback that no changes are necessary.

Using the members' feedback, Freese and Nichols drafted revisions to the policy bundles. These are included as Attachment B along with additional context based on the Website Video Scripts referenced in Agenda Item 4. As part of this discussion, the Committee will take part in a voting exercise and discussion to determine the appropriate next steps for each of the policy bundles.

Voting Exercise

Step 1 – Introduction:
Freese and Nichols will briefly introduce a revised policy bundle.
Step 2 – Poll No. 1:
The Committee will be polled on their initial preferences regarding the revised policy bundle. Polling options include:

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<tr>
<td>A</td>
<td>I support as-is.</td>
</tr>
<tr>
<td>B</td>
<td>I would like more information or discussion (to be discussed in Step 4).</td>
</tr>
<tr>
<td>C</td>
<td>I support modifications (to be discussed in Step 4).</td>
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Details on the method of polling will be provided to Committee members at the meeting and will allow for voting by members attending both in-person and via videoconference.

Note: This is an informal vote. It will not directly result in sending any policies or actions to the Planning & Zoning Commission.

Step 3 – Poll No. 1 Results
If there are two or more votes for Options B or C (in total), the Committee will move to discussion in Step 4. Otherwise, the Committee will move to consideration of the next policy bundle and skip Steps 4 through 6 below.

Step 4 – Discussion
Each individual who voted for Options B or C will be asked to describe concerns, clarify what additional information is needed, or propose changes. Dan Sefko will then facilitate a discussion amongst the Committee as appropriate. Following discussion, Committee members may change their vote in Step 5.

Step 5 – Poll No. 2:
Committee members may cast their vote for one of the following options:

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<tr>
<td>A</td>
<td>I support keeping the existing language as-is.</td>
</tr>
<tr>
<td>B</td>
<td>I would like more information (to be provided at the next meeting).</td>
</tr>
<tr>
<td>C</td>
<td>I support modifications to the language (to be provided at the next meeting).</td>
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</table>

Note: This is an informal vote. It will not directly result in sending any policies or actions to the Planning & Zoning Commission. Any proposed modifications to a policy or action under Option C will be returned for consideration and a formal vote at the next meeting.
Step 6 – Poll No. 2 Results
Following Poll No. 2, Freese and Nichols will determine their direction based on one of the following:

- If there are two or more votes for Options B or C (in total), modifications and/or more information will be provided at the next meeting.

- If there are less than two votes for Options B or C (in total), the Committee will move on to the next policy or action. The policy or action will be returned for consideration and a formal vote at the next meeting.

RECOMMENDATION:

Recommend the Committee provide direction regarding the revised policies and actions under the “Roadways and Traffic” and “Land Use/Transportation Relationship” themes.

ATTACHMENTS:

Attachment A – Consolidated CPRC Feedback
Attachment B – Proposed Policy Bundle Revisions (Track Change Version)
Attachment C – Proposed Policy Bundle Revisions (Clean Version)
# The Built Environment – Roadway System (Bundle 1)

| POLICY | **Plano will develop an integrated, multimodal transportation system, through the utilization of technology and innovative concepts that improves the safety and efficiency of the roadway system for all users.**
|
| Dillavou | Plano will develop an integrated, multimodal transportation system, through the utilization of technology and innovative concepts that continuously improves the safety and efficiency of the roadway system for all users, people who live in Plano through their entire life cycle and for people who work in Plano.
|
| La Mastra | Plano will develop an integrated, multimodal transportation system, through the utilization of technology and innovative concepts that continuously improves the safety and efficiency of the roadway system for all users, residents.
|
| Shockey | Plano will develop an integrated, multimodal transportation system for all users, through the utilization of technology and innovative concepts that improves the safety and efficiency of the roadway system for all users.
|
| Solomon | Plano will develop an integrated, multimodal transportation system, through the utilization of technology and innovative concepts that improves the safety and efficiency of the roadway system for all users, people who live or work in Plano through their entire life cycles.
|
| RS1 | Develop a transportation plan for Plano that addresses all modes of travel.
|
| Dillavou & Solomon | Develop a transportation plan for Plano that addresses all modes of travel to the extent they are desired and prioritized by those who live or work in Plano.
|
| RS2 | Create an Intelligent Transportation System for Plano’s roadway network.
|
| Dillavou | Create an Intelligent Transportation System for Plano’s roadway network that serves the people of Plano and their workers.

**Commented [MB1]: Jaci Crawford:** The objection to the plan with regard to transportation is the focus on making Plano a walking, cycling, mass transportation city. This is unrealistic. Automobiles have been the mode since the last plan, current plan, and in all probability next 20 years, unless we have flying cars.

**Commented [MB2]: Mary Jacobs:** Possibly for a deeper level document, but I’d suggest considering recreational bicycle travel as separate from bicycling as a means of transportation to work, shopping, etc., that replaces car travel. Many people enjoy riding bikes in Plano but I’m not seeing much evidence that significant numbers will take their bikes to work. An exception might be to provide limited access to bikes along selected roadways from established bicycle paths to major employment zones, or on roads connecting public transportation stops to major employment centers. In other words, spend money on adding bike lanes only in places where you have good reason to expect a significant number of people to want to use their bicycles (scooters, etc.) as transportation.

**Commented [MB3]: Jaci Crawford:** Bundle 1 puts too many modes into the policy. Vehicles, bicycles, and pedestrians are three very different modes, each with specific needs. The basic policy needs to focus on vehicular issues, promoting safety and efficiency of vehicular traffic using technology, innovative concepts to reduce congestion. The city can figure out best approaches. Then address bicycling and pedestrians. Plano’s streets are not designed to safely handle bicycle traffic. Focus on improving trails and safety on streets where appropriate. There needs to be a focus on how pedestrians safely cross major intersections.

**Commented [MB4]: Yoram Solomon:** Note that I prioritized those who live or work in Plano over those who go through Plano.

**Commented [MB5]: Doug Shockey:** With an emphasis on primary means of travel. (Perhaps identify somewhere the primary, secondary, and other means of travel.

**Commented [MB6]: Yoram Solomon:** To me, this is a means and not a goal.
<table>
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<tr>
<th>RS3)</th>
<th>Roadway System (Bundle 1)</th>
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<tbody>
<tr>
<td>Dillavou &amp; Solomon</td>
<td>Improve intersections of all bicycle trails, pedestrian pathways, and streets for increased visibility, safety, and comfort.</td>
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<tr>
<td>La Mastra</td>
<td>Improve intersections of all bicycle trails, pedestrian pathways, and streets for increased visibility, safety, and comfort to the extent those are prioritized by the people who live or work in Plano.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Improve intersections of all bicycle trails, pedestrian pathways, and streets for increased visibility, safety, and comfort for residents.</td>
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<tr>
<th>RS4)</th>
<th>Review and update roadway standards to accommodate all modes of transportation.</th>
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<tbody>
<tr>
<td>Dillavou</td>
<td>Review and update roadway standards to efficiently and safely accommodate all modes of transportation needed and prioritized by all people who live or work in Plano.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Review and update roadway standards to accommodate all modes of transportation pertinent to Plano residents and workers with a focus on primary methods of transportation.</td>
</tr>
<tr>
<td>Solomon</td>
<td>Review and update roadway standards to accommodate all modes of transportation needed and prioritized by all people who live or work in Plano.</td>
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<tr>
<th>RS5)</th>
<th>Develop criteria to assess the effectiveness of pilot projects.</th>
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<tbody>
<tr>
<td>La Mastra</td>
<td>Develop criteria to assess the effectiveness and costs of pilot projects.</td>
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<tr>
<th>RS6)</th>
<th>Identify and improve locations within the city’s transportation infrastructure to meet Americans with Disability Act (ADA) standards.</th>
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<tbody>
<tr>
<td>Dillavou</td>
<td>Identify and improve locations within the city’s transportation infrastructure to meet or exceed Americans with Disability Act (ADA) standards.</td>
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<tr>
<td>Roadway System (Bundle 1)</td>
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<td><strong>RS7)</strong></td>
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<tr>
<td>Coordinate with neighboring communities to explore regional transportation approaches that improve traffic flow within and between jurisdictions.</td>
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Dillavou & Solomon

Coordinate with neighboring communities to explore coordinated regional transportation approaches that improve traffic flow within and between jurisdictions in a way that benefits from such coordination.

La Mastra

Coordinate with neighboring communities to explore regional transportation approaches that improve traffic flow within and between jurisdictions that will not impact Plano residents in a negative way for travel efficiency and costs.

Shockey

Coordinate with neighboring communities to explore regional transportation approaches that improve traffic flow within and between jurisdictions. Verify and communicate the benefits and negatives of those approaches on Plano’s transportation system.

**RS8)**

Review and update the Traffic Impact Assessment (TIA) threshold for new and redevelopment projects.

Dillavou

Review and update the Traffic Impact Assessment (TIA) threshold for new and redevelopment projects using data pertinent to Plano and its residents.

La Mastra

Review and update the Traffic Impact Assessment (TIA) threshold for new and redevelopment projects and how they impact residents near the redevelopment and city wide.

Dillavou & Solomon

**RS9)** When selecting between alternatives, the total cost of the alternatives to all concerned should be a significant consideration.

**RS10)** Continuously engage people who live or work in Plano to understand their transportation preferences and priorities.

**RS11)** Continuously be informed with the latest trends in transportation and transportation infrastructure to assure utilizing the most appropriate available technologies and strategies.

Commented (MB7): Yoram Solomon: Sometimes the best alternative is not the obvious one, once all factors and statistics are considered.
<table>
<thead>
<tr>
<th>TDM1)</th>
<th>Dillavou &amp; Solomon</th>
<th>Pursue and develop incentives for businesses to participate in the TDM program.</th>
<th>Partner with the corporate and small business communities to develop and implement a Transportation Demand Management (TDM) plan in Plano.</th>
<th>Plano will utilize Transportation Demand Management (TDM) plan to improve air quality, reduce journey to work trips, and mitigate traffic congestion in a way that will meet the needs and priorities of all people who live or work in Plano.</th>
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<tr>
<td>TDM2)</td>
<td>Dillavou &amp; Shockey La Mastra</td>
<td>Partner with the corporate and small business communities to develop and implement a Transportation Demand Management (TDM) plan for the city.</td>
<td>Pursue and develop incentives for Plano located businesses and businesses that border our city limits to participate in the TDM program.</td>
<td>Partner with the corporate community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.</td>
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**Commented [MB8]:**
Jaci Crawford: Leave out air quality – the other 2 will have an impact.

**Commented [MB9]:**
Carolyn Doyle: Will the Traffic/Transportation team lead the development of incentives?

**Staff Response:**
Incentives would be developed by city staff, which could include the Planning, Engineering, Special Projects, and Economic Development Departments. Any financial incentives would have to be approved by City Council.
Transportation Demand Management (Bundle 2)

| TMD3 | Share ideas, expertise, and knowledge with transportation oriented companies within Plano regarding the city’s transportation planning efforts. |

Commented [MB10]: Yoram Solomon: Not sure what this means.

Staff Response: Please refer to Attachment B for proposed new language that would clarify this action.

Commented [MB11]: Carolyn Doyle: Who will take the lead and have on-going dialogue for Plano transportation planning efforts?

Staff Response: Incentives would be developed by city staff, which may include the Planning, Engineering, Special Projects, and Economic Development Departments. The Transportation Division of the Engineering Department is currently working with the LegacyConnect Transportation Management Association to develop and implement TDM strategies for area businesses. Best TDM practices learned from the LegacyConnect TMA will be communicated to the rest of Plano’s business community.

Successful TDM programs implement a wide range of specific and effective tools to encourage shifting trips to other modes or reduce trips during peak periods. These tools fall into three major categories:

- Expanded transportation options, such as improvements to bicycling and walking options as well as transit and ridesharing strategies;
- Incentives to use alternative modes, including commuter benefits for transit use and flexible scheduling; and
- Parking management, which includes a host of parking incentives and disincentives.

Additional information on TDM best practices and incentives can be found in the State of the Practice report developed by Smart Growth America. Example local incentives include the DART Employer Annual Pass program and NCTCOG’s Try Parking It program which allows users to earn rewards for using alternative transportation options.
<table>
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<tr>
<th>Regionalism – Regional Transportation (Bundle 3)</th>
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<tr>
<td><strong>POLICY</strong></td>
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<tr>
<td><strong>Dillavou</strong></td>
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<td><strong>Shockey</strong></td>
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<td><strong>Solomon</strong></td>
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<tr>
<td><strong>RT1)</strong></td>
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<td><strong>RT2)</strong></td>
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<td><strong>RT3)</strong></td>
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**Commented [MB12]: Jaci Crawford:** What are expansion of transportation choices?

**Staff Response:** Expansion of transportation choices means providing additional options in the regional transportation network, which could include new highways, light rail lines, commuter rail, bus routes, bicycle trails, etc.

**Commented [MB13]: Carolyn Doyle:** Who creates criteria to evaluate regional transportation projects?

**Staff Response:** These criteria would be developed by city staff to evaluate the impacts of regional transportation projects on the City of Plano. These types of criteria are typically developed with input from key stakeholders and reviewed by the Planning and Zoning Commission.
## Regional Transportation (Bundle 3)

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<th>Item</th>
<th>Description</th>
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<tr>
<td>RT4)</td>
<td><strong>Dillavou</strong>&lt;br&gt;Annually review the city’s transportation plan to ensure consistency with regional transportation agencies’ plans and balance it with the needs and priorities of all people who live and work in Plano. If inconsistencies are noted, consider the impact on Plano users and determine whether the city’s plan should be adjusted or Plano should advocate for change to the regional plan.</td>
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<td></td>
<td><strong>La Mastra</strong>&lt;br&gt;Annually review the city’s transportation plan to ensure consistency with regional transportation agencies’ plans and plan for the city.</td>
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<tr>
<td></td>
<td><strong>Shockey</strong>&lt;br&gt;Annually review the city’s transportation plan to ensure consistency with regional transportation agencies’ plans. Review the differences and determine which method(s) provide the most benefit to Plano citizens and workers.</td>
</tr>
<tr>
<td></td>
<td><strong>Solomon</strong>&lt;br&gt;Annually review the city’s transportation plan to ensure consistency with regional transportation agencies’ plans and balance it with the needs and priorities of all people who live and work in Plano.</td>
</tr>
<tr>
<td>RT5)</td>
<td><strong>&lt;&lt;To Be Discussed with Different Topic&gt;&gt;</strong></td>
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**Commented [MB14]:** Carolyn Doyle: Who insures a transportation plan is developed for the annual review?

**Staff Response:** Action RS1 in Bundle 1 calls for the creation of a city transportation plan. Plano traditionally has maintained a Thoroughfare Plan to address roadway capacity and connectivity, and a separate Bicycle Transportation Map to guide connectivity decisions related to trails, shared-use paths, and on-street bike routes. However, the City has never had a transportation plan that comprehensively integrates all modes and prioritizes solutions that addresses the City’s various transportation needs.

Should a transportation plan be adopted, city staff would be responsible for annually reviewing the plan for consistency with regional transportation agencies’ plans. City staff already regularly participates on regional NCTCOG transportation committees, and coordinates with Collin County, DART, and TxDOT, to ensure regional efforts are consistent with city policies.

**RT6)** County and regional governments receive funding for distribution to local governments for proposed projects. Each city has a voice in how these funds are designated. Consider available funding dollars and public expose options to allow citizen input on proposed projects and priorities.

**RT7)** When selecting between alternatives, the total cost and efficiency of the alternatives to all concerned should be a significant consideration.
The Built Environment – Land Use (Bundle 4)

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<th>Land Use (Bundle 4)</th>
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<td>POLICY</td>
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<td>Dillavou</td>
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<tr>
<td>La Mastra</td>
</tr>
<tr>
<td>Shockey</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item 5 - Attachment A</th>
</tr>
</thead>
<tbody>
<tr>
<td>LU1) &lt;&lt;To Be Discussed with Different Topic&gt;&gt;</td>
</tr>
<tr>
<td>LU2) &lt;&lt;To Be Discussed with Different Topic&gt;&gt;</td>
</tr>
<tr>
<td>Land Use (Bundle 4)</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td><strong>LU3</strong></td>
</tr>
<tr>
<td><strong>Dillavou</strong></td>
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<td>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 while limiting the impact on existing neighborhoods.</td>
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</tr>
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<td>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 without impacting neighborhoods in a negative way.</td>
</tr>
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<td><strong>Shockey</strong></td>
</tr>
<tr>
<td>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 in a manner that minimizes impacts on neighborhoods.</td>
</tr>
</tbody>
</table>

**LU4** <<To Be Discussed with Different Topic>>

**LU5** <<To Be Discussed with Different Topic>>

**LU6** <<To Be Discussed with Different Topic>>

**LU7** <<To Be Discussed with Different Topic>>

**LU8** <<To Be Discussed with Different Topic>>

**LU9** <<To Be Discussed with Different Topic>>

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Commented [MB15]: Jaci Crawford: Would like more accurate impact studies required by developers included.

Commented [MB16]: Carolyn Doyle: Will the CPRC need to determine what the standards will be? For example ADA ramps always be required on new corner curbs and pedestrian walkways across the streets?

Staff Response: Detailed regulations and standards are adopted as part of, by reference in, the city’s Zoning Ordinance. Changes to the documents are vetted through the Planning and Zoning Commission and City Council. These standards are typically too detailed for inclusion in the Comprehensive Plan, however policies such as R56 of Bundle 1, which refers to ADA compliance, are used to guide how these standards are developed.

For instance, the city currently upgrades streets and sidewalks for ADA compliance whenever repairs or replacements are necessary. It also follows the Public Right of Way Accessibility Guidelines (PROWAG), developed by the United States Access Board, which is more stringent than ADA standards.
The Built Environment – Transit-Oriented Development (Bundle 5)

<table>
<thead>
<tr>
<th>POLICY</th>
<th>Plano will proactively encourage and incentivize development within walking distance of existing and future rail stations or bus transit centers to create an integrated mix of uses including residential, employment, retail, and civic spaces.</th>
</tr>
</thead>
<tbody>
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<td>Crawford</td>
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</tr>
</tbody>
</table>

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

**TOD2)** Prioritize and prepare station area plans to guide development patterns within ½ mile of identified transit stations.

<table>
<thead>
<tr>
<th>Dillavou</th>
<th>Prioritize and prepare station area plans to guide development patterns within ½ mile of identified transit-rail stations.</th>
</tr>
</thead>
<tbody>
<tr>
<td>La Mastra</td>
<td>Prioritize and prepare station area plans to guide development patterns within ½ mile of identified transit-rail and bus stations.</td>
</tr>
</tbody>
</table>

Commented [MB17]: Carolyn Doyle: Who develops the Criteria for Review?

Staff Response: These criteria would be developed by city staff to evaluate new development projects in TOD areas. These types of criteria are typically developed with input from key stakeholders and reviewed by the Planning and Zoning Commission.

Commented [MB18]: Carolyn Doyle: Who prepares area plans?

Staff Response: These plans would be prepared by the Planning Department, including input from the public and key stakeholders. Station area plans would be reviewed by the Planning and Zoning Commission and City Council.
<table>
<thead>
<tr>
<th>TOD</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOD3</td>
<td>Rezone property within ½ mile of transit stations to encourage urban design and increase development opportunities.</td>
</tr>
<tr>
<td>Crawford</td>
<td>Rezone property within ½ mile of transit stations to encourage urban design and increase development opportunities.</td>
</tr>
<tr>
<td>Dillavou</td>
<td>Support rezoning requests within ½ mile of transit-rail stations to encourage quality urban design and increase employment and retail development opportunities.</td>
</tr>
<tr>
<td>La Mastra</td>
<td>Rezone property within ½ mile of transit-rail and bus stations to encourage urban design and increase development opportunities.</td>
</tr>
<tr>
<td>Shockey</td>
<td>On a case by case basis, consider rezoning property within ½ mile of transit-rail stations to encourage urban design and increase development opportunities that will benefit Plano and its residents.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOD4</th>
<th>Establish parking maximums in transit-served areas and identified Compact Complete Centers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillavou</td>
<td>Establish parking maximums standards in transit-served areas and identified Compact Complete Centers that are adequate to serve the development and support park and ride opportunities.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Establish parking maximums in transit-served areas and identified Compact Complete Centers.</td>
</tr>
</tbody>
</table>

Commented [MB19]: Carolyn Doyle: What decisions by the City Planning team will need to be made to rezone property? 
**Staff Response:** The Planning Department would work with property owners and developers to rezone land for consistency with the station area plans described in TOD2. These plans will serve as the primary guide for decisions in the zoning process.

Commented [MB20]: Carolyn Doyle: Who determines the parking maximums? 
**Staff Response:** The parking maximums would be adopted in the city's Zoning Ordinance. Staff would prepare the maximums, which would require approval from the Planning and Zoning Commission and City Council.
**Transit-Oriented Development (Bundle 5)**

| TOD5) Crawford | Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations. |
| TOD5) Dillavou | Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations. |
| TOD5) La Mastra | Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations. |
| TOD5) Shockey | Develop plans for the K Avenue/DART light rail and the 14th Street/Cotton Belt commuter rail corridors to address redevelopment of retail and multifamily sites and encourage new development around transit stations that will benefit Plano and its residents. |

**TOD6)** <<To Be Discussed with Different Topic>>

**TOD7)** <<To Be Discussed with Different Topic>>

**TOD8) Dillavou** Monitor ridership and base development on actual usage and demand for mass transit.

**Commented [MB21]:** Carolyn Doyle: Who develops plan? Who develops strategy to encourage new development?

**Staff Response:** These plans would be prepared by the Planning Department, including input from the public and key stakeholders. Strategies would be developed through this process and included in the plans. Station area plans would be reviewed by the Planning and Zoning Commission and City Council.

**Commented [MB22]:** Jim Dillavou: Duplicate of TOD2
<table>
<thead>
<tr>
<th>POLICY</th>
<th>Population Growth (Bundle 6)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dillavou</td>
<td>Plano will accommodate regional population growth in identified areas while preserving the suburban character of the community.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Plano will accommodate plan for regional population growth in identified areas while preserving the suburban character of the community.</td>
</tr>
</tbody>
</table>

PG1) <<To Be Discussed with Different Topic>>

PG2) <<To Be Discussed with Different Topic>>

PG3) <<To Be Discussed with Different Topic>>

PG4) <<To Be Discussed with Different Topic>>

PG5) Advocate with the North Central Texas Council of Governments to include increased residential development within developed cities in traffic modeling.

Dillavou | Advocate with the North Central Texas Council of Governments to include increased likely residential development within developed cities in traffic modeling. |

La Mastra & Shockey | Advocate with the North Central Texas Council of Governments to include increased residential development within developed cities in traffic modeling. |

PG6) <<To Be Discussed with Different Topic>>
The Built Environment - Roadway System

**WEBSITE CONTEXT** - Plano’s street system is determined by the Thoroughfare Plan, a component of the Plano Tomorrow Plan. There are many users of the city’s roadway system, including vehicles, public transit, bicycles, and pedestrians, all competing for the same space. **Vehicles will likely remain the primary means of transportation, however additional opportunities should be provided for other modes of transportation to create a safe and efficient system for all users.**

Multimodal roadways, common throughout the US, are designed to provide space to accommodate bicyclists and mass transit while improving pedestrian safety through increased distance from vehicular traffic. To prepare for future traffic demands, Plano will develop a multimodal transportation system to improve safety and efficiency of the roadways for all users. **Future multimodal accommodations should be strategic and meet the needs and priorities of people who live and work in Plano.**

Increasingly, technological innovations are being utilized to mitigate traffic congestion. Intelligent Transportation Systems (ITS) monitor traffic flow and provide real-time information to drivers of possible delays and alternative routes. Innovative projects such as smartphone traffic apps, solar panel roadways and trails, and automated vehicles are changing traffic conditions and will likely affect future mobility.

**POLICY** - Plano will develop a safe and efficient an integrated, multimodal transportation roadway system, through the utilization of technology and innovative concepts that meets improves the safety and efficiency of the roadway system for the needs of all users people of all ages and abilities who live and work in Plano.

**RS1)** Develop a transportation plan for Plano that addresses all modes of travel, while acknowledging vehicular traffic is expected to continue to be the primary mode of travel for residents and the workforce of Plano.

**RS2)** Create an Intelligent Transportation System for Continue to improve upon Plano’s Intelligent Transportation System for the roadway network, through efforts such as smart traffic signals and data collection systems.

**RS3)** Improve intersections of all bicycle trails, pedestrian pathways, and streets where necessary for increased visibility, safety, and comfort for all people.
RS4) Review and update roadway standards to **efficiently and safely** accommodate all modes of transportation **needed and prioritized by Plano residents**.

RS5) Develop criteria to assess the **costs and effectiveness** of pilot **transportation** projects.

RS6) Identify and improve locations within the city’s transportation infrastructure to meet or **exceed** Americans with Disability Act (ADA) standards.

RS7) Coordinate with neighboring communities to explore **mutually beneficial** regional transportation approaches that improve traffic flow within and between jurisdictions.

RS8) Review and update the Traffic Impact Assessment (TIA) threshold to better evaluate the impacts of new and redevelopment projects on existing neighborhoods and the roadway system.

RS9) Research the latest trends in transportation and update the transportation plan to ensure available technologies and strategies are being used.

RS10) Evaluate transportation alternatives that consider both construction and lifecycle costs as well as the preferences and priorities of Plano residents.

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**The Built Environment - Transportation Demand Management**

**WEBSITE CONTEXT** - Transportation Demand Management (TDM) utilizes public private partnerships to reduce peak hour travel. Plano currently partners with the Plano Independent School district (ISD) for staggered hours of operation that disperse school personnel and students during peak travel time. With major employers in multiple business parks, there are numerous opportunities for further TDM partnerships through ridesharing, tele-commuting, and varied work hours. Plano will utilize TDM measures to reduce journey time to work trips and mitigate traffic congestion.

**POLICY** - Plano will utilize Transportation Demand Management to improve **efficiency of the existing roadway system** air quality, reduce journey travel time to work trips, and mitigate traffic congestion and associated impacts.

TDM1) Partner with the corporate business community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.

TDM2) **Encourage participation in the TDM program by pursuing, promoting, and demonstrating the benefits to the business community develop incentives for businesses to participate in the TDM program.**
TDM3) Share ideas, expertise, and knowledge with innovative businesses focused on transportation, such as ridesharing or automobile companies, transportation oriented companies within Plano regarding the city’s transportation planning efforts.

Regionalism – Regional Transportation*

**WEBSITE CONTEXT** - Currently, the average DFW commuter spends approximately 365 hours a year commuting – or 2 weeks per year in their car annually. By 2035, regional commute times are expected to increase without major investment in the roadway and public transit networks. Regional transportation improvements in Plano should focus on expansion of existing transportation choices and reduction of traffic demand. New regional transportation initiatives should be evaluated to consider impacts to Plano’s existing system and how it meets the needs and priorities of people who live and work in Plano.

**POLICY** - Plano will evaluate regional transportation options initiatives with consideration of the impacts on existing residential and business development and emphasis on expanding the expansion of transportation choices, traffic demand management, and trip reduction other traffic efficiency strategies to improve regional mobility.

RT1) Create criteria to evaluate regional transportation projects to determine the impact upon the city and develop solutions to mitigate negative effects.

RT2) <<To Be Discussed with Different Topic>>

RT3) <<To Be Discussed with Different Topic>>

RT4) Annually review the city’s and regional transportation plans to ensure consistency with regional transportation agencies’ plans and balance the needs and priorities of all people that live and work in Plano.

RT5) <<To Be Discussed with Different Topic>>

RT6) Share opportunities for citizen input on proposed regional transportation projects and priorities being funded by county and regional governments.

*NOTE: POLICY ALSO LISTED UNDER THE BICYCLE AND TRANSIT THEME*
Land Use/Transportation Relationship Theme
Policies and Actions

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. Mixed use developments can provide benefits to fitness, public health and safety, as well as improved municipal services. To provide greater-quality housing and employment choices, Plano will support a system of organized land use where new and redevelopment areas respect existing neighborhoods and businesses.

POLICY* - Plano will support a system of organized land use to provide greater-quality housing and employment choices, where new and redevelopment areas respect existing neighborhoods and businesses.

LU1) <<To Be Discussed with Different Topic>>
LU2) <<To Be Discussed with Different Topic>>
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 while limiting impacts to existing neighborhoods.
LU4) <<To Be Discussed with Different Topic>>
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LU6) <<To Be Discussed with Different Topic>>
LU7) <<To Be Discussed with Different Topic>>
LU8) <<To Be Discussed with Different Topic>>
LU9) <<To Be Discussed with Different Topic>>

*NOTE: POLICY WILL BE REVISITED AT LATER DATE.
The Built Environment - Transit-Oriented Development

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

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

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

TOD2) Prioritize and prepare station area plans within ½ mile of identified transit stations, including along K Avenue/Red Line and the 14th Street/Silver Line commuter rail corridors, to guide development patterns within ¼ mile of identified transit stations, address redevelopment of retail and residential sites, and encourage new development.

TOD3) Work with property owners, as appropriate, to Rezone propertyland within ½ mile of transit stations to encourage urban quality design and increase development employment and retail opportunities.

TOD4) Establish parking maximums standards in transit-served areas and identified Compact Complete Centers that are adequate to serve the development.

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

TOD6) <<To Be Discussed with Different Topic>>

TOD7) <<To Be Discussed with Different Topic>>

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

**WEBSITE CONTEXT** - By 2035, the region’s population is expected to increase by 3 million people and the City of Plano intends to accommodate a portion of this population growth. With established city boundaries, Plano will need to identify areas appropriate for additional housing since there is little undeveloped land remaining. 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 accommodate plan for regional population growth in identified areas while preserving the suburban character of the community.

PG1) <<To Be Discussed with Different Topic>>

PG2) <<To Be Discussed with Different Topic>>

PG3) <<To Be Discussed with Different Topic>>

PG4) <<To Be Discussed with Different Topic>>

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

PG6) <<To Be Discussed with Different Topic>>

*NOTE: POLICY WILL BE REVISITED AT LATER DATE.*
Roadway and Traffic Theme
Policies and Actions

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POLICY - Plano will develop a safe and efficient roadway system that meets the needs of all people of all ages and abilities who live and work in Plano.

RS1) Develop a transportation plan that addresses all modes of travel, while acknowledging vehicular traffic is expected to continue to be the primary mode of travel for residents and the workforce of Plano.

RS2) Continue to improve upon Plano’s Intelligent Transportation System for the roadway network, through efforts such as smart traffic signals and data collection systems.

RS3) Improve intersections of bicycle trails, pedestrian pathways, and streets where necessary for increased visibility, safety, and comfort for all people.

RS4) Review and update roadway standards to efficiently and safely accommodate all modes of transportation needed and prioritized by Plano residents.

RS5) Develop criteria to assess the costs and effectiveness of pilot transportation projects.
**RS6)** Identify and improve locations within the city’s transportation infrastructure to meet or exceed Americans with Disability Act (ADA) standards.

**RS7)** Coordinate with neighboring communities to explore mutually beneficial regional transportation approaches that improve traffic flow within and between jurisdictions.

**RS8)** Review and update the Traffic Impact Assessment (TIA) threshold to better evaluate the impacts of new and redevelopment projects on existing neighborhoods and the roadway system.

**RS9)** Research the latest trends in transportation and update the transportation plan to ensure available technologies and strategies are being used.

**RS10)** Evaluate transportation alternatives that consider both construction and lifecycle costs as well as the preferences and priorities of Plano residents.

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**POLICY** - Plano will utilize Transportation Demand Management to improve efficiency of the existing roadway system, reduce travel time to work, and mitigate traffic congestion and associated impacts.

**TDM1)** Partner with the business community in Plano to develop and implement a Transportation Demand Management (TDM) plan for the city.

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**TDM3)** Share ideas, expertise, and knowledge with innovative businesses focused on transportation, such as ridesharing or automobile companies, regarding the city’s transportation planning efforts.
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**POLICY** - Plano will evaluate regional transportation initiatives with consideration of the impacts on existing residential and business development and emphasis on expanding transportation options, traffic demand management, and other traffic efficiency strategies to improve regional mobility.

**RT1)** Create criteria to evaluate regional transportation projects to determine the impact upon the city and develop solutions to mitigate negative effects.

**RT2)** <<To Be Discussed with Different Topic>>

**RT3)** <<To Be Discussed with Different Topic>>

**RT4)** Annually review city and regional transportation plans to ensure consistency and balance the needs and priorities of all people that live and work in Plano.

**RT5)** <<To Be Discussed with Different Topic>>

**RT6)** Share opportunities for citizen input on proposed regional transportation projects and priorities being funded by county and regional governments.

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Policies and Actions

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

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

**TOD2)** Prioritize and prepare station area plans within ½ mile of identified transit stations, including along K Avenue/Red Line and the 14th Street/Silver Line commuter rail corridors, to guide development patterns, address redevelopment of retail and residential sites, and encourage new development.

**TOD3)** Work with property owners, as appropriate, to rezone land within ½ mile of transit stations to encourage quality design and increase employment and retail opportunities.

**TOD4)** Establish parking standards in transit-served areas and identified Compact Complete Centers that are adequate to serve the development.

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

**TOD6)** <<To Be Discussed with Different Topic>>

**TOD7)** <<To Be Discussed with Different Topic>>

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

**WEBSITE CONTEXT** - By 2035, the region’s population is expected to increase by 3 million people and the City of Plano intends to accommodate a portion of this population growth. With established city boundaries, Plano will need to identify areas appropriate for additional housing since there is little undeveloped land remaining. 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) <<To Be Discussed with Different Topic>>
PG2) <<To Be Discussed with Different Topic>>
PG3) <<To Be Discussed with Different Topic>>
PG4) <<To Be Discussed with Different Topic>>
PG5) Coordinate with the North Central Texas Council of Governments to ensure Plano’s projected residential development is included within regional traffic modeling.
PG6) <<To Be Discussed with Different Topic>>

*NOTE: POLICY WILL BE REVISITED AT LATER DATE.*