

Bundle 18 – Revitalization of Retail Shopping Centers

Context, Policies, and Actions
Changes Tracked from CPRC 1st Review 11/18/2020

The Built Environment – Revitalization of Retail Shopping Centers

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

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

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

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

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

RRSC2*) << Deleted >>

Plano Tomorrow Comprehensive Plan

Policies and Action Statements Relating to Density, Land Use, and Growth Management

CPRC 1st Review: November 18, 2020

P&Z 1st Review: December 7, 2020

Changes Will be Forwarded to CPRC for Review

Bundle 18

RRSC3)** Develop a reinvestment toolkit for neighborhood retail corners which could include rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.

RRSC4)** Modify regulations to promote retail center redevelopment inclusive of creative design solutions, active open space, adequate green space, sustainable retail, and walkable streetscapes to create desirable destinations.

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

RRSC6)** << Deleted >>

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

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

Bundle 18 – ~~Redevelopment~~ Revitalization of Retail Shopping Neighborhood Centers

Context, Policies, and Actions
Changes Tracked from Original Ordinance

The Built Environment – ~~Redevelopment~~ Revitalization of Retail Shopping Neighborhood Centers

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

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

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

- RRSNC1)** ~~Conduct a study that~~ Working with neighborhoods and property owners, identifies retail corners that are prime candidates for redevelopment and reinvestment opportunities and includes resident input for desired businesses and land use activities.
- RRSNC2)** ~~Target specific retail sites around Plano to serve as catalysts for redevelopment.~~
- RRSNC3+)** ~~Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.~~ Develop a reinvestment toolkit for neighborhood retail corners which could include rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.
- RRSNC4+)** ~~Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.~~ Modify regulations to promote retail center redevelopment inclusive of creative design solutions, active open space, adequate green space, sustainable retail, and walkable streetscapes to create desirable destinations.
- RRSNC5+)** Establish design guidelines ~~within the NMU zoning district~~ that provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities in retail centers. Implementation should be limited to locations where connections are desired by the adjoining neighborhood ~~from the neighborhood center to surrounding residential areas.~~
- RRSNC6+)** ~~Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.~~

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Context, Policies, and Actions

The Built Environment – Revitalization of Retail Shopping Centers

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RRSC3)** Develop a reinvestment toolkit for neighborhood retail corners which could include rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.

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

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