**PURPOSE OF THE DENSITY GUIDANCE MAP (DGM)**

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

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

**Steps to determine the appropriateness of proposed density for a residential rezoning request**:  

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

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

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

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

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

**FIVE GOALS FOR RESIDENTIAL DEVELOPMENT**

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

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

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

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

5. Promoting world-class business and entertainment hubs that contribute to Plano’s success as a global economic leader.
**CONSERVE AND ENHANCE | 0 DUA**

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

Requests to increase density above what is permitted by the existing zoning of a property should be used only for infill development consistent in character and density with adjacent properties. A major exception is the continued anticipation that all land zoned Agricultural will eventually be changed to other zoning classifications consistent with the Comprehensive Plan as the city proceeds toward full development.

**US 75 REDEVELOPMENT | 20 DUA**

As the oldest of Plano's major expressways, the US 75 Corridor includes commercial properties in need of revitalization or redevelopment. As described in the Retail Revitalization categories, revitalization is also the preferred path to maintain viability of the corridor. Requests to introduce residential uses above 20 DUA in the US 75 Redevelopment area should only be used in limited circumstances where necessary to support specific redevelopment objectives adopted by the City. This includes providing a 2:1 ratio of non-residential to residential floor area (refer to Redevelopment of Regional Transportation Corridors Policy).

**BUSINESS/ENTERTAINMENT HUB | 25 DUA**

Business/Entertainment Hub areas are the most appropriate locations for higher density development, but these areas should include a thoughtfully planned land use mix and be phased to maximize benefits to residents and the community. Zoning requests to add or increase residential density above 25 DUA in the Business/Entertainment Hub areas should:

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

**ENVISION OAK POINT**

Zoning requests for residential uses in areas designated as *Envision Oak Point* on the Density Guidance Map will be considered for appropriateness based on consistency with the Envision Oak Point Plan.
Most retail corners and shopping areas are not expected to introduce residential uses. Except in situations where retail uses in the immediate area are clearly overbuilt and reduction of retail zoning or square footage is warranted, revitalization is the preferred path, with innovative design solutions combining office or service uses with green spaces. Priority should be given to plans that significantly upgrade remaining retail space and create substantial community green space and active open space. When housing is proposed, it should be clearly demonstrated that residential uses are essential to the success of the project. (Refer to Revitalization of Retail Shopping Centers Policy).

Zoning requests to add or increase density above the applicable DUA limits in all Retail Revitalization areas should:
- be used only where necessary to reduce or replace excess commercial zoning or retail square footage;
- increase opportunities for homeownership;
- include 1.5x the useable open space requirements of the Zoning Ordinance;
- reduce heat islands and stormwater runoff by providing increased green space and permeable surfaces; and
- be consistent with an adopted Small Area Plan, as applicable.

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

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

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

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