

**TO:** Plano Comprehensive Plan Review Committee (CPRC)

**CC:** Mike Bell, AICP

**FROM:** Freese and Nichols, Inc.

**SUBJECT:** Virtual Tour Survey Results and Analysis

**DATE:** October 1<sup>st</sup>, 2020

**PROJECT:** Plano Comprehensive Plan Update

This memo was created to provide a brief review and analysis of the Virtual Tour Survey Results that were submitted by the Comprehensive Plan Review Committee (CPRC) from August 22, 2020 to August 31, 2020. All survey responses can be found at [PlanoCompPlanReview.org/?page=VirtualTour](http://PlanoCompPlanReview.org/?page=VirtualTour).

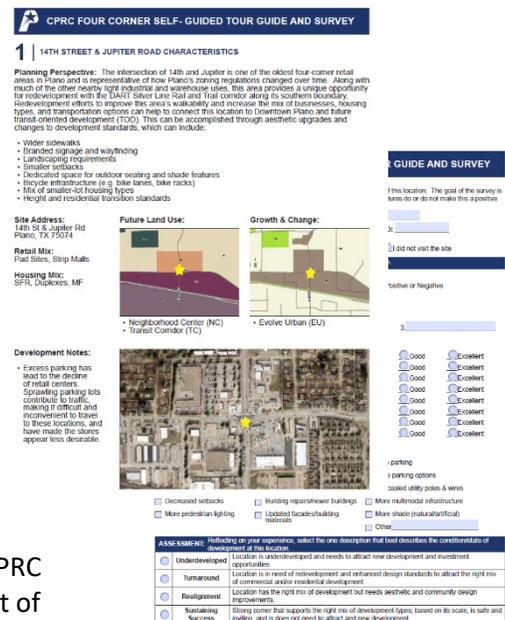
### Survey Format

CPRC members were asked to visit seven intersections in Plano and complete a survey to provide feedback on the current conditions of the locations and surrounding neighborhood. These intersections were identified by the staff and consultant as “corner retail” locations – areas with a mixture of retail and residential uses at the intersection of arterial roadways.

The following locations were chosen for this survey:

1. 14th Street and Jupiter Road
2. 18th Street and K Avenue
3. Custer Road and Parker Road
4. Independence Parkway and W 15th Street
5. Parker Road and Preston Road
6. Legacy Drive and Coit Road
7. Hedgcoxe Road and Custer Road

As part of the survey packet, each location included a one-page summary of the site and surrounding neighborhood, development notes, and Plano Tomorrow’s Future Land Use and Growth and Change designations for each corner. CPRC members were asked to provide input on their overall experience at each location, their rating of various elements, and what they would recommend to improve the intersection (if needed). Finally, CPRC members were asked to review their input and provide an assessment of each intersection. The following options were given to the CPRC members as choices for their final assessments:



**CPRC FOUR CORNER SELF-GUIDED TOUR GUIDE AND SURVEY**

**1 | 14TH STREET & JUPITER ROAD CHARACTERISTICS**

**Planning Perspective:** The intersection of 14th and Jupiter is one of the oldest four-corner retail areas in Plano, and is representative of how Plano's zoning regulations changed over time. Along with much of the other nearby light industrial and warehouse uses, this area provides a unique opportunity for redevelopment with the UACI Silver Line (rail and) Trail corridor along its southern boundary. Redevelopment efforts to improve this area's walkability and increase the mix of businesses, housing types, and transportation options can help to connect this location to downtown Plano and future transit-oriented development (TOD). This can be accomplished through aesthetic upgrades and changes to development standards, which can include:

- Wider sidewalks
- Branded signage and wayfinding
- Landscaping requirements
- Smaller setbacks
- Dedicated space for outdoor seating and shade features
- Bicycle infrastructure (e.g. bike lanes, bike racks)
- Mix of smaller-foot housing types
- Height and residential transition standards

**Site Address:** 14th St & Jupiter Rd, Plano, TX 75074  
**Retail Mix:** Pad Sites, Strip Mills  
**Housing Mix:** SFR, Duplexes, MF

**Future Land Use:** Neighborhood Center (NC), Transit Corridor (TC)  
**Growth & Change:** Evolve Urban (EU)

**Development Notes:** Excess parking has led to the decline of retail centers. Sprawling parking lots contribute to traffic, making it difficult and inconvenient to travel to these locations, and have made the streets appear less desirable.

**ASSESSMENT:** Reflecting on your experience, select the one description that best describes the condition of development at this location.

Underdeveloped	Location is underdeveloped and needs to attract new development and investment opportunities.	Excellent
Turnaround	Location is in need of redevelopment and enhanced design standards to attract the right mix of commercial and/or residential development.	Good
Realignement	Location has the right mix of development but needs aesthetic and community design improvements.	Good
Sustaining Success	Location corner that supports the right mix of development types, based on its scale, is safe and inviting, and is does not need to attract and new development.	Excellent

- **Underdeveloped** – Location is underdeveloped and needs to attract new development and investment opportunities.
- **Turnaround** – Location is in need of redevelopment and enhanced design standards to attract the right mix of commercial and/or residential development.
- **Realignment** – Location has the right mix of development but needs aesthetic and community design improvements.
- **Sustaining Success** – Strong corner that supports the right mix of development types; based on its scale, is safe and inviting, and does not need to attract and new development.

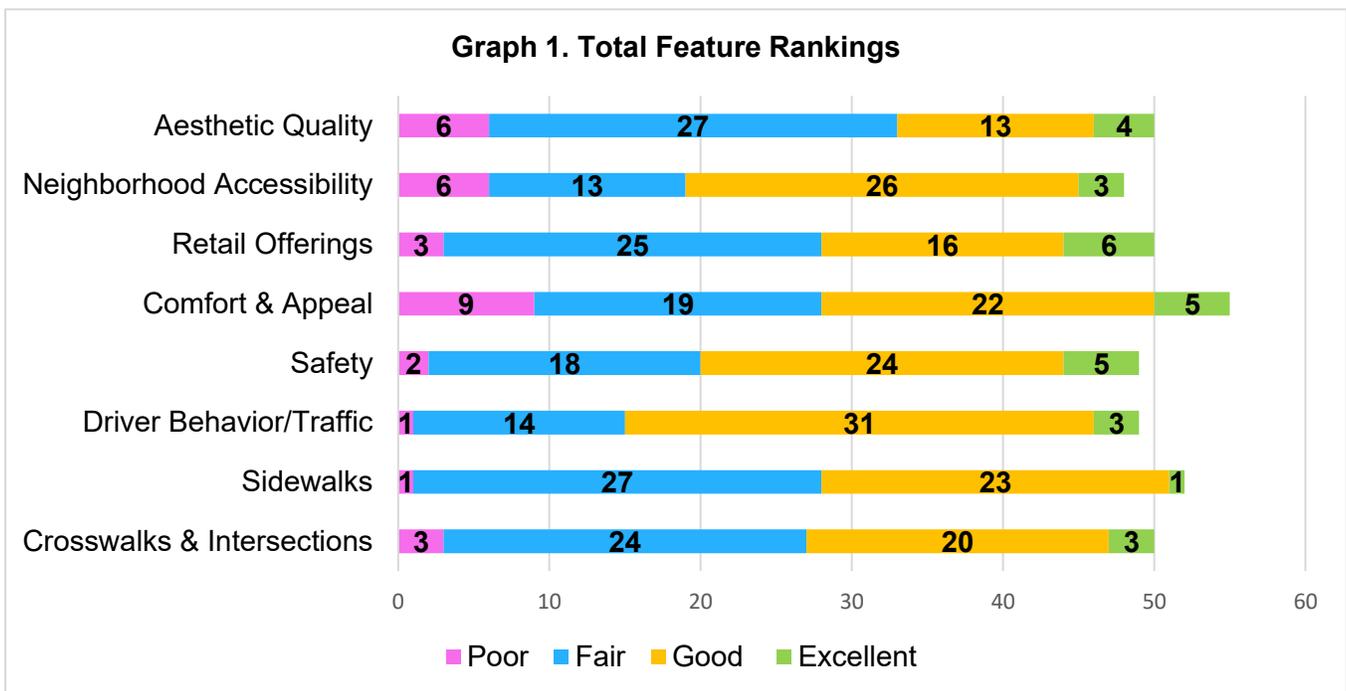
**Results**

Eight Committee members provided comments. Generally, CPRC members identified their experiences as positive. In summary for all locations, 4 selections were “Very Positive,” 24 were “Positive,” 16 were “Neither Positive nor Negative,” and 6 were “Negative.” No experience was identified as “Very Negative” or “N/A.”

CPRC members used a total of 93 terms to describe the sites. The following were the most frequently used terms for all locations:

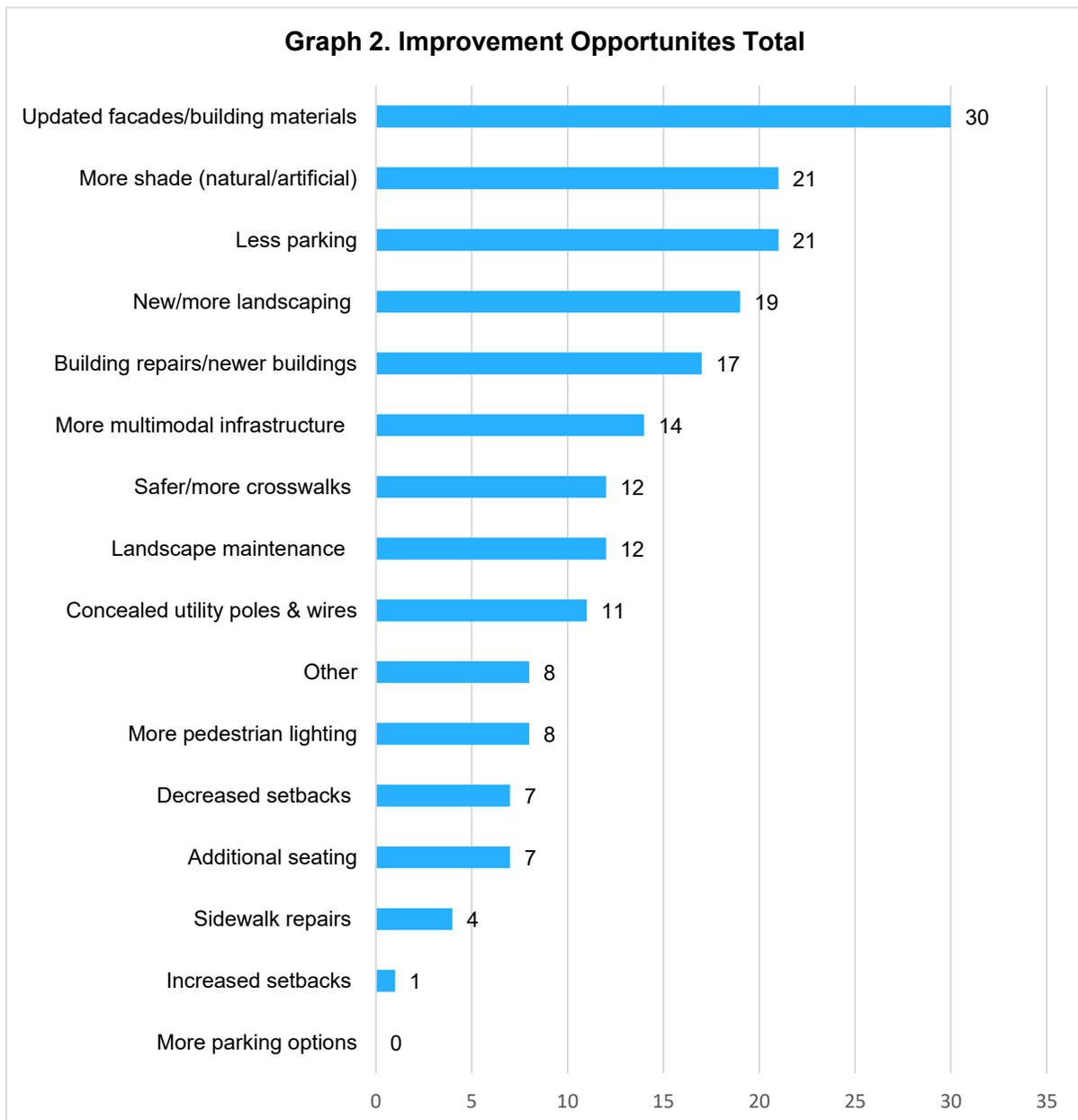
1. Busy (7)
2. Opportunity (6)
3. Dated (5)
4. Outdated (4)
5. Accessible/Community/Nice/Sustainable (3)

Members were then asked to rate specific features of each site. Most features were identified as “Fair” or “Good.” Please see Error! Reference source not found. for the results for all locations:



In the next section, members were asked to provide input on opportunities for improvement. Members were presented with a list of 15 improvements and asked to pick which would be useful to improve the location under review. Please see **Graph 2** for the results for all improvement opportunities. Members also had the opportunity to provide their own suggestions. The following were the top five improvements for all sites:

1. Updated facades/building materials (30)
2. Less parking/more shade (21)
3. New/more landscaping (19)
4. Building repairs/newer buildings (17)
5. More multimodal infrastructure (14)



In the final assessment (see the earlier **Survey Format** section for the definition of each assessment option), results were generally evenly distributed among the bottom three options. Error! Reference source not found. places each of the seven location into one of four assessment options based on which assessment was picked the most for each site. No one identified an intersection as “Underdeveloped.”

Table 1. Overall Assessment for Each Intersection	
Assessment	
<b>Underdeveloped</b>	0
<b>Turnaround</b>	2
<b>Realignment</b>	2
<b>Sustaining Success</b>	3

### Observations

In regard to the existing condition of the locations, CPRC members generally viewed the urban design elements as “Fair” or “Good,” and less frequently saw them as in “Poor” or “Excellent” condition. In addition, Comfort and Appeal (9), Neighborhood Accessibility (6), and Aesthetic Quality (6) were perceived as “Poor” more than the other features.

Most of the top improvement opportunities identified by the members (Graph 2) address enhancements relating to the pedestrian environment. More specifically, the top improvements are focused on aesthetic upgrades, surface coverage, and greenery/landscaping, which addresses temperature and aesthetics. This correlates to existing elements identified as “Poor,” which involve predominantly aesthetic issues.

Some of the less-frequently selected improvement opportunities address physical space dedicated to pedestrians and automobiles in the public realm. Notably, respondents did not prioritize improvement options that would increase or decrease space between the right-of-way and buildings, address sidewalk enhancements, or provide more impervious surfaces for parking. Additional seating was also not perceived as an important improvement in most locations.

Error! Reference source not found. identifies which intersections were considered “Generally Positive Experiences,” “Generally Neutral Experiences,” or “Generally Negative Experiences.” Intersections were placed in these categories based on answers to the first question of the survey and respondents’ final assessments.

<b>Table 2. Intersection Summary</b>				
<b>Intersection</b>	<b>Experience</b>	<b>Assessment(s)</b>	<b>Future Land Use Categories</b>	<b>Growth &amp; Change Categories</b>
<b>Generally Positive Experience</b>				
Parker Road & Preston Road	Overall positive experience	Sustaining Success	Neighborhood Center (NC) & Neighborhood (N)	Improve and Refine (IR) & Conserve and Enhance (CE)
Legacy Drive & Coit Road	Overall positive experience	Sustaining Success	Neighborhood Center (NC) & Neighborhood (N)	Improve and Refine (IR) & Conserve and Enhance (CE)
Hedgcoxe Road & Custer Road	Overall positive experience	Sustaining Success	Neighborhood (N)	Conserve and Enhance (CE)
<b>Generally Neutral Experience</b>				
14th Street & Jupiter Road	Overall neither positive nor negative experience	Realignment / Turnaround	Neighborhood Center (NC) & Transit Corridor (TC)	Evolve Urban (EU)
Custer Road & Parker Road	Overall positive experience	Realignment	Neighborhood Center (NC)	Transform Center (TC)
<b>Generally Negative Experience</b>				
18th Street & K Avenue	Overall neither positive nor negative experience	Turnaround	Transit Corridor (TC)	Evolve Urban (EU)
Independence Parkway & W 15th Street	Overall a negative experience	Turnaround	Neighborhood Center (NC), Open Space Network (OSN), & Social Network (SN)	Transform Center (TC) & Conserve and Enhance (CE)

End of Memo.