1520 K Avenue, Plano, Texas 75074
and via Videoconference

DATE: August 18, 2020 and August 26, 2020 (if necessary)

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.

If necessary, the committee will reconvene on Wednesday, August 26, 2020 at 6:00 p.m. in the Senator Florence Shapiro Council Chambers of the Plano Municipal Center to complete discussion of posted items 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 meetings, they 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. A recording of the meeting will be made available on www.PlanoCompPlanReview.org.

PLEDGE OF ALLEGIANCE

ITEMS FOR DISCUSSION

1. Approval of Minutes: August 4, 2020
   Magaña
2. CPRC Work Plan Updates
   Sefko
3. Presentation: Instructions on Virtual Tour
   Harrison
4. Presentation: Special Districts and Incentives for Real Estate Development
   Braster
5. Discussion and Consideration: Bundles 12-15 and Related Proposals
   Sefko

ADJOURN

COUNCIL LIAISONS: Council Member Rick Grady and Council Member Maria Tu
COMPREHENSIVE PLAN REVIEW COMMITTEE
REGULAR MEETING
August 4, 2020

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

COMMITTEE MEMBERS PRESENT VIA VIDEOCONFERENCE
Erin Dougherty

COMMITTEE MEMBERS ABSENT
Michael Lin

STAFF PRESENT
Michael Bell, Comprehensive Planning Manager
Christina Sebastian, Lead Planner
Linette Magaña, Administrative Support Supervisor
David Powell, Planner
Kelsey Poole, Planner
Steve Andrews, Producer

STAFF PRESENT VIA VIDEOCONFERENCE
Christina Day, Director of Planning
Michelle D’Andrea, Deputy City Attorney
Ileana Fernandez, Assistant City Attorney III
Drew Brawner, Senior Mobility Planner

FRESE AND NICHOLS CONSULTANTS PRESENT
Dan Sefko, Project Lead
Daniel Harrison, Project Manager
Colton Wayman, Planner

Chair Shockey convened the Committee into the regular meeting on Tuesday, August 4, 2020, at 6:00 p.m. at the Plano Municipal Center Senator Florence Shapiro Chambers and via
videoconference. Fourteen Committee members were present. One member was present via videoconference. Member Lin was absent. Chair Shockey led the Committee in the Pledge of Allegiance.

ITEMS FOR DISCUSSION

1) Approval of Minutes: July 7, 2020 and July 21, 2020

MOTION: Upon a motion made by Vice Chair Bronsky and seconded by Member Kong, the Committee voted 14-0 to approve the July 7, 2020 meeting minutes. Member Lin was absent. Member Crawford abstained.

MOTION: Upon a motion made by Vice Chair Bronsky and seconded by Member Doyle, the Committee voted 15-0 to approve the July 21, 2020 meeting minutes, with one modification of a date correction.

2) CPRC Work Plan Updates – Mr. Sefko gave an overview of updates and new additions to the Work Plan. Mr. Sefko proposed incorporating Wednesdays, as well as some weekend workshops and tours to the current schedule. The Committee discussed the proposed schedule and offered alternatives. The Committee requested staff send a poll to ascertain the meeting availability of all members and return with a revised schedule for consideration at the next meeting. At the request of the chair, the Committee opted to not meet on August 19, 2020.

3) Discussion: Committee Perspectives on Density, Land Use, and Growth Management – Mr. Sefko opened up a discussion for Committee members to share their perspectives. A presentation was given by Member Dillavou. Feedback was given from Committee members and discussion was held. Member La Mastra shared a presentation. Additional feedback was given and discussion was held.

4) Discussion and Direction: Density Guidance Map - Mr. Sefko presented an introduction of a Density Guidance Map concept as a tool to inform discussion of the Future Land Use Map and Growth and Change Map. Some questions were asked and discussion was held. There was support for discussing the map and procedures to amend the comprehensive plan in more detail at upcoming meetings. Discussion of the Density Guidance Map concept will be continued at a future meeting.

The Committee was reminded all bundle comments must be submitted by August 9, 2020, and bundle revisions would be reviewed on August 18, 2020.

With no further discussion, Chair Shockey adjourned the meeting at 9:29 p.m.

______________________________________________________________
Doug Shockey, Chair
Agenda Item 2

Discussion: CPRC 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 August 4, 2020, meeting, Freese and Nichols, Inc. has made the following modifications to the Work Plan:

- Regularly scheduled meetings and placeholder meetings have been updated based upon polling results to allow the committee to complete bundle and maps revisions on schedule.

- Added “Special District and Incentives for Real Estate Development” to the list of Education and Training Items.

- CPRC #18a meeting discussion topics updated to reflect agenda.

These dates are subject to change based upon the pace of the Committee’s progress working through remaining topics, the extensiveness of changes recommended by the CPRC, and input from the P&Z on how to provide adequate time for review of CPRC recommendations in addition to their regular zoning and development caseload.

RECOMMENDATION:
Consider the CPRC Work Plan and make modifications as necessary.

ATTACHMENTS:
Attachment A – CPRC Work Plan
Attachment B – Updated CPRC Calendar
## Items to Consider Throughout the Review Process

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>Plano Facts and Figures</td>
<td>Jan 22</td>
</tr>
<tr>
<td>2</td>
<td>Zoning change notice procedures</td>
<td>Feb 4</td>
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<tr>
<td>3</td>
<td>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>
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<tr>
<td>4</td>
<td>Undeveloped Land Map &amp; Population Projections Part 1</td>
<td>Feb 4</td>
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<tr>
<td>5</td>
<td>Active Residential Projects and Population Projections Part 2</td>
<td>Feb 20</td>
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<tr>
<td>6</td>
<td>Police Department and Fire-Rescue Facts and Figures</td>
<td>Feb 20</td>
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<tr>
<td>7</td>
<td>Future Land Use Plans from Surrounding Cities</td>
<td>Feb 20</td>
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<tr>
<td>8</td>
<td>Review Middle-Housing Types</td>
<td>March 3</td>
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<tr>
<td>9</td>
<td>Plano ISD Facts and Figures (Presentation by Plano ISD Superintendent)</td>
<td>June 16</td>
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<tr>
<td>10</td>
<td>How does DART membership work? How is DART funded?</td>
<td>April 21</td>
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<tr>
<td>11</td>
<td>Define what counts as a “journey to work trip” related to transportation demand management — (Survey Question Response)</td>
<td>April 21</td>
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<tr>
<td>12</td>
<td>Special Districts and Incentives for Real Estate Development</td>
<td>August 18</td>
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</tbody>
</table>

## Past Meetings

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Meeting Topic and Agenda</th>
<th>Meeting Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPRC #1</td>
<td><strong>Kickoff Meeting</strong></td>
<td>Saturday, January 11, 2020</td>
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<tr>
<td></td>
<td>1) Introductions</td>
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<td></td>
<td>2) Purpose of Project</td>
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<td></td>
<td>3) Ice Breaker Exercise</td>
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<td></td>
<td>4) Planning 101</td>
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<td></td>
<td>5) Review CPRC Survey Results</td>
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<td></td>
<td>6) Issue Identification Exercise</td>
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<tr>
<td></td>
<td>7) Discussion of Topics for Next Meeting</td>
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Plano Comprehensive Plan Review Committee  
Work Plan and Calendar  
Tuesday, August 18, 2020

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<thead>
<tr>
<th>CPRC #2</th>
<th>Vision and Direction</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: January 11, 2020</td>
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<tr>
<td>2) Discussion: Plano Tomorrow Vision Statement</td>
<td></td>
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<tr>
<td>3) Discussion and Direction: Analysis of Survey Results and Kickoff</td>
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<tr>
<td>4) Meeting Feedback</td>
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<tr>
<td>5) Presentation: Plano Facts and Figures</td>
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<tr>
<td>6) Discussion: Residential Density</td>
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<tr>
<td><strong>Tuesday, January 22, 2020</strong></td>
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<thead>
<tr>
<th>CPRC #3</th>
<th>Density Topic, Housing Type Discussion</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: January 22, 2020</td>
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<tr>
<td>2) Presentation: Zoning Change Public Notification and Participation</td>
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<tr>
<td>3) Presentation: Undeveloped Land Map</td>
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<tr>
<td>4) Executive Session for Legal Advice: Respond to questions and receive legal advice regarding the Fair Housing Act, Court Cases, and HUD Interpretations Related to Planning</td>
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<tr>
<td>5) Presentation: Fair Housing Act, Court Cases, and HUD Interpretations Related to Planning</td>
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<tr>
<td>6) Discussion and Direction: Housing Types</td>
<td></td>
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<tr>
<td>7) Discussion: CPRC Work Plan Updates</td>
<td></td>
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<tr>
<td><strong>Tuesday, February 4, 2020</strong></td>
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<thead>
<tr>
<th>CPRC #4</th>
<th>Density Topic, Housing Type Discussion Cont.</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: February 4, 2020</td>
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<tr>
<td>2) Presentation: Plano Police Department and Plano Fire-Rescue</td>
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<tr>
<td>3) Presentation: Population Projections Part 2</td>
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<tr>
<td>4) Presentation: Future Land Use Plans from Surrounding Cities</td>
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<tr>
<td>5) Discussion and Direction: Missing Middle Housing</td>
<td></td>
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<tr>
<td>6) Discussion and Direction: Housing Types</td>
<td></td>
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<tr>
<td>7) Discussion and Direction: Future Land Use Map Categories and Housing Approach</td>
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<tr>
<td>8) Work Plan Updates</td>
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<tr>
<td><strong>Tuesday, February 20, 2020</strong></td>
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<tr>
<th>CPRC #5</th>
<th>Density Topic, Housing Type Discussion Cont.</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: February 20, 2020</td>
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<tr>
<td>2) Discussion and Direction: Middle Housing</td>
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<tr>
<td>3) Discussion and Direction: Housing Types</td>
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<tr>
<td>4) Discussion and Direction: Future Land Use Map Categories and Housing Approach</td>
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<tr>
<td>5) Work Plan Updates</td>
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<tr>
<td><strong>Tuesday, March 3, 2020</strong></td>
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<tr>
<th>CPRC #6</th>
<th>Meeting Canceled</th>
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<td><strong>Tuesday, March 18, 2020</strong></td>
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<tr>
<th>CPRC #7</th>
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<tr>
<td><strong>Tuesday, March 31, 2020</strong></td>
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<tr>
<td>CPRC #8</td>
<td>Density Topic, Housing Types Cont. &amp; Housing Mix Discussions</td>
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<tr>
<td>1) Approval of Minutes: March 3, 2020</td>
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<tr>
<td>2) Presentation: Changes to Committee Work Plan in Response to COVID-19</td>
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<tr>
<td>3) Discussion: Freese and Nichols, Inc. Summary of Issues</td>
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<tr>
<td>4) Discussion: Committee Homework Results</td>
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<tr>
<td>5) Presentation: Committee Perspectives on the Plano Tomorrow Plan</td>
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<tr>
<td>6) Work Plan Updates</td>
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<thead>
<tr>
<th>CPRC #9</th>
<th>Transportation Topic, Introduction Transportation</th>
<th>Tuesday, April 21, 2020</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: April 14, 2020</td>
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<tr>
<td>2) Presentation: Transportation Overview</td>
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<td>3) Presentation: Transportation and Comprehensive Plans</td>
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<tr>
<td>4) Discussion and Direction: Transportation Actions in Plano Tomorrow</td>
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<td>5) Work Plan Updates</td>
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<tr>
<th>CPRC #10</th>
<th>Meeting Canceled</th>
<th>Tuesday, May 5, 2020</th>
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<tr>
<th>CPRC #11</th>
<th>Meeting Canceled</th>
<th>Tuesday, May 19, 2020</th>
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<tr>
<th>CPRC #12</th>
<th>Transportation Topic, Bundles 1 - 3 Discussion</th>
<th>Tuesday, June 2, 2020</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: April 21, 2020</td>
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<tr>
<td>2) Discussion: Committee Perspectives on Transportation Topics</td>
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<tr>
<td>3) Discussion &amp; Direction: Transportation Themes Voting Exercise</td>
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<td>4) Work Plan Updates</td>
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<tr>
<th>CPRC #13</th>
<th>Transportation Topic, Bundles 1 - 6 Discussion</th>
<th>Tuesday, June 16, 2020</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: June 2, 2020</td>
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<tr>
<td>2) Presentation: Plano ISD Information</td>
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<tr>
<td>3) Work Plan Updates</td>
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<tr>
<td>4) Plano Tomorrow Video Scripts</td>
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<tr>
<td>5) Discussion and Direction: Transportation Themes Voting Exercise</td>
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<th>CPRC #14</th>
<th>Transportation Topic, Bundles 2 - 11 Discussion</th>
<th>Tuesday, June 30, 2020</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: June 16, 2020</td>
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<tr>
<td>2) Discussion and Direction: Comprehensive Plan Guiding Principles</td>
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<tr>
<td>3) Discussion and Direction: Transportation Themes Polling Exercise</td>
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<td>4) CPRC Work Plan Updates</td>
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<tr>
<th>CPRC #15</th>
<th>Transportation Topic, Transportation Bundles 1 - 11 Discussion &amp; Vote</th>
<th>Tuesday, July 7, 2020</th>
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<tbody>
<tr>
<td>1) Approval of Minutes: June 30, 2020</td>
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<tr>
<td>2) Consideration: Comprehensive Plan Guiding Principles</td>
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<tr>
<td>3) Consideration: Transportation Bundle 1</td>
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<tr>
<td>4) Consideration: Transportation Bundles 2-6</td>
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<tr>
<td>5) Discussion and Direction: Transportation Bundles 7-11 Polling Exercise</td>
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<tr>
<td>6) Presentation: Returning to Density Discussion</td>
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<tr>
<td>7) CPRC Work Plan Updates</td>
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## CPRC #16

**Complete Bundles 8-11 and Preview Bundles 12-22**

1. Work Plan Updates: Discuss expansion of schedule
2. Discussion & Consideration of Transportation Bundles 8-11
3. Presentation: Bundles 12-22
   a. Description of Bundles
4. Homework Assigned: Bundles 12-22 (due August 9, after the next CPRC meeting on August 4)

**Tuesday, July 21, 2020**

## CPRC #17

**Open Discussion on Density, Land Use, and Growth Management Topics**

1. Approval of Minutes: July 7, 2020 and July 21, 2020
2. CPRC Work Plan Updates
3. Discussion: Committee Perspectives on Density, Land Use, and Growth Management
4. Discussion and Direction: Density Guidance Map

**Tuesday, August 4, 2020**
# Upcoming Meetings

<table>
<thead>
<tr>
<th>Meeting #</th>
<th>Meeting Topic and Agenda</th>
<th>Meeting Dates</th>
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<tbody>
<tr>
<td>CPRC #18a</td>
<td><strong>Bundles 12, 13, 14, and 15</strong></td>
<td>Tuesday, August 18, 2020</td>
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<tr>
<td></td>
<td>1) Approval of Minutes: August 4, 2020</td>
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<td></td>
<td>2) CPRC Work Plan Updates</td>
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<td>3) Presentation: Instructions on Virtual Tour</td>
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<td>4) Presentation: Districts and Incentives for Real Estate Development</td>
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<td>5) Discussion &amp; Consideration:</td>
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<tr>
<td></td>
<td>a. Bundle 12 (Land Use)</td>
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<td>b. Bundle 13 (Community Design)</td>
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<td>c. Bundle 14 (Redevelopment of Regional Transportation Corridors)</td>
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<td>d. Bundle 15 (Undeveloped Land)</td>
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<tr>
<td>CPRC #18b (if needed)</td>
<td><strong>Bundles 12, 13, 14, and 15 (Continuation Meeting)</strong> If the bundles from the previous meeting are not addressed, CPRC will meet to finish the previous meeting’s agenda.</td>
<td>Wednesday, August 26, 2020</td>
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<p>| <em><strong>Self-Guided Tour</strong></em>                                                                                     | <strong>Saturday, August 22, 2020 through Monday, August 31, 2020</strong>* |
| 1) The purpose of the tour is to help CPRC members understand Plano’s retail corners.                      | ***                                                             |
| 2) CPRC members are to drive to four locations and consider the future of the retail corners.               | ***                                                             |
| 3) The self-guided tour replaces the bus tour.                                                             | ***                                                             |
| 4) CPRC members to ask themselves questions similar to the following:                                      | ***                                                             |
|   a. “Should this area remain exactly the same as it exists today?”                                        | ***                                                             |
|   b. “Is this area likely to change for better or worse under market conditions?”                           | ***                                                             |
|   c. “If change is desired, what is the best way for this area to redevelop that benefits both the community and land owner?” | ***                                                             |
|   d. “What land uses are economically practical and sustainable, and desirable in a neighborhood center?”  | ***                                                             |
| 5) CPRC members bring their thoughts and comments to September 1 meeting and present individually.         | ***                                                             |</p>
<table>
<thead>
<tr>
<th>Cyclone ID</th>
<th>Bundles Discussed</th>
<th>Details</th>
</tr>
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| CPRC #19a | Bundles 16, 17, 18, and 19 | 1) CPRC members present their thoughts from the self-guided tour  
2) Discussion & Consideration:  
   a. Bundle 16 (Transit-Oriented Development)  
   b. Bundle 17 (Neighborhood Conservation)  
   c. Bundle 18 (Redevelopment of Neighborhood Centers)  
   d. Bundle 19 (Special Housing Needs)  
   | Tuesday, September 1, 2020 |
| CPRC #19b (if needed) | Bundles 16, 17, 18, and 19 (Continuation Meeting) | If the bundles from the previous meeting are not addressed, CPRC will meet to finish the previous meeting’s agenda. |
| CPRC #20a | Bundles 20, 21, and 22 | 1) Discussion & Consideration:  
   a. Bundle 20 (Population Growth)  
   b. Bundle 21 (Consistency with Neighboring Cities)  
   c. Bundle 22 (Regional Education)  
   2) Present: Future Land Use Map, Growth & Change Map, & new Density Guidance Map  
<p>| Tuesday, September 15, 2020 |
| CPRC #20b (if needed) | Bundles 20, 21, and 22 (Continuation Meeting) | If the bundles from the previous meeting are not addressed, CPRC will meet to finish the previous meeting’s agenda. |
|           |                  | Wednesday, September 9, 2020 |</p>
<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
</table>
| *** Saturday Workshop on Land Use and Maps *** | 1) Purpose of the Saturday Workshop is to discuss land uses and the comprehensive plan’s maps.  
2) Discuss the Future Land Use Categories and descriptions. CPRC to have a guided discussion on specific land use categories:  
   a. Neighborhood Center (NC),  
   b. Compact Complete Center (CCC),  
   c. Regional Centers (RC),  
   d. Transit Corridor (TC), and  
   e. Expressway Corridor (EXC).  
3) Discuss the housing menu types and non-residential types for each land use category.  
4) Possible exercises include Lego placements, large map mark-ups with idea presentations, or online exercise (COVID-Safer and allows online participation).  
   a. Purpose is to engage the CPRC in more creative and interactive ways.  
5) One key issue to address is the location of mixed-use areas. |
| CPRC #21a | Discuss and Refine Maps  
| CPRC #21b (if needed) | Discuss and Refine Maps (Continuation Meeting)  
Date reserved if needed to complete the CPRC #21a meeting agenda. |
| CPRC #22a | Vote on Maps & Map Related Impacts to Bundles 12-22  
2) CPRC to vote to send all remaining items to P&Z for P&Z’s feedback.  
3) CPRC can request map-related edits to any related Bundles 12-22 items.  
Vote on Maps & Map Related Impacts to Bundles 12-22 (Continuation Meeting)  
Date reserved if needed to complete the CPRC #22a meeting agenda. |
| CPRC #22b (if needed) | CPRC Placeholder Meeting  
Date reserved for meeting, if needed as determined by the CPRC. |
| CPRC #23a | CPRC Placeholder Meeting (Continuation Meeting)  
Date reserved if needed to complete the CPRC #23a meeting agenda. |
| CPRC #23b (if needed) | |

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*** Saturday, September 19, 2020 ***

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Item 2 - Attachment A
| CPRC #24a  | **CPRC Placeholder Meeting**  
|           | Date reserved for meeting, if needed as determined by the CPRC.  
| CPRC #24b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
|           | Date reserved if needed to complete the CPRC #24a meeting agenda.  
|           | Tuesday, November 10, 2020  
|           | Tuesday, November 17, 2020  
| CPRC #25a  | **CPRC Placeholder Meeting**  
|           | Date reserved for meeting, if needed as determined by the CPRC.  
| CPRC #25b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
|           | Date reserved if needed to complete the CPRC #25a meeting agenda.  
|           | Tuesday, November 17, 2020  
|           | Wednesday, November 18, 2020  
| CPRC #26a  | **CPRC Placeholder Meeting**  
|           | Date reserved for meeting, if needed as determined by the CPRC.  
| CPRC #26b (if needed) | **CPRC Placeholder Meeting (Continuation Meeting)**  
|           | Date reserved if needed to complete the CPRC #26a meeting agenda.  
|           | Tuesday, December 1, 2020  
|           | Wednesday, December 2, 2020  
| ***P&Z REVIEWS CPRC’S EDITS & SENDS COMMENTS BACK TO CPRC*** | OCT-NOV  
| ***PUBLIC MEETING ON PLANO TOMORROW REVISIONS*** | NOV-DEC  
| ***PUBLIC HEARINGS ON PLANO TOMORROW REVISIONS*** | DEC-JAN  

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**Plano Comprehensive Plan Review Committee**  
**Work Plan and Calendar**  
**Tuesday, August 18, 2020**
Comprehensive Plan Review Committee (CPRC)
DRAFT Tentative Meeting Calendar

LEGEND
- CPRC Meeting Dates
- CPRC Meeting Dates (if needed)
- P&Z Meeting Dates
- City Council Meeting Dates
- City of Plano Observed Holidays

**CPRC** meetings will be held at 6:00 p.m. with the exception of the January 11, 2020 kickoff and September 19, 2020 workshop, which will start in the morning.

* CPRC Special Event #1: Self-Guided Tour (Aug 22-31, 2020)
** CPRC Special Event #2: Saturday Workshop on Land Use and Maps (Sept 19, 2020)

CPRC meeting dates are tentative and subject to change by the Director of Planning. The total number of meetings may be reduced or extended based upon the progress of the CPRC and P&Z.

Last Updated: 08/13/2020
Agenda Item 3

Presentation: Instructions on Virtual Tour

DESCRIPTION:

Receive a presentation with instructions on the CPRC virtual tour of Neighborhood Centers and four corner retail locations.

REMARKS:

Freese and Nichols, Inc. and staff will present the format of the virtual tour to help members become familiar with the features of the tour software. Members are encouraged to review the virtual tour online, listen to interviews with various developers and city staff, travel to experience the locations in person, and document any feedback.

Committee members will be asked to present their feedback of tour experiences at the September 1, 2020, CPRC meeting.

Full tour details and instructions will be provided via email by August 22, 2020.

RECOMMENDATION:

No action is required.

ATTACHMENTS:

Attachment A – Tour Locations Map
1. 14th & Jupiter
2. 18th & K
3. Parker & Custer
4. Independence & 15th
5. Parker & Preston
6. Coit & Legacy
7. Custer & Hedgcoxe
Agenda Item 4

Presentation: Special Districts and Incentives for Real Estate Development

DESCRIPTION:

Receive a presentation from Peter Braster, Director of Special Projects, on an overview of Public Improvement Districts, Tax Increment Financing, and other incentives for real estate development.

REMARKS:

The Special Projects department manages development investment and reinvestment funding relevant to the city’s Tax Increment Finance (TIF) districts, Public Improvement Districts (PID), and Neighborhood Empowerment Zone. These funding sources, along with expedited plan review and inspections, have been the drivers of successful Downtown public-private partnerships. The department also functions as the liaison between DART, Downtown Plano, and the Silver Line, and is integral in promoting the city’s vision for transit-oriented development and the need for multiple transportation choices.

Peter Braster, Director of Special Projects, will speak to the Comprehensive Plan Review Committee regarding Public Improvement Districts and Tax Increment Financing.

RECOMMENDATION:

For information only. No action is required.

ATTACHMENTS:

Attachment A – Presentation
Special Districts and Incentives for Real Estate Development

Peter J. Braster
Director of Special Projects
City of Plano Uses Three Tools:

- Public Improvement Districts
- Tax Increment Financing
- 380 Agreements
Public Improvement Districts

- 372 Texas Local Government Code
- Improvements must be dedicated to a public entity
- City or county levies assessments to pay for the construction of certain improvements
- Cash flow or issuance of bonds
- Can be used by the City to obtain “value add” to the development
## Public Improvement Districts

### Improvements that can be financed:

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>landscaping</td>
</tr>
<tr>
<td>2</td>
<td>erection of fountains, distinctive lighting, and signs</td>
</tr>
<tr>
<td>3</td>
<td>sidewalks or of streets, any other roadways, or their rights-of-way</td>
</tr>
<tr>
<td>4</td>
<td>pedestrian malls</td>
</tr>
<tr>
<td>5</td>
<td>pieces of art</td>
</tr>
<tr>
<td>6</td>
<td>libraries</td>
</tr>
<tr>
<td>7</td>
<td>off-street parking facilities</td>
</tr>
<tr>
<td>8</td>
<td>mass transportation facilities</td>
</tr>
<tr>
<td>9</td>
<td>water, wastewater, or drainage facilities or improvements</td>
</tr>
<tr>
<td>10</td>
<td>the establishment or improvement of parks</td>
</tr>
<tr>
<td>11</td>
<td>projects similar to (1)-(10)</td>
</tr>
<tr>
<td>12</td>
<td>Acquisition of real property in connection with an authorized improvement</td>
</tr>
<tr>
<td>13</td>
<td>special supplemental services (Downtown Plano PID)</td>
</tr>
<tr>
<td>14</td>
<td>expenses incurred in the establishment, administration, and operation of the district</td>
</tr>
<tr>
<td>15</td>
<td>the development, rehabilitation, or expansion of affordable housing</td>
</tr>
<tr>
<td>16</td>
<td>expenses related to the operation and maintenance of mass transportation facilities.</td>
</tr>
</tbody>
</table>
Tax Increment Financing

• 311 Texas Tax Code
• Tax Increment Reinvestment Zone: A geographic area declared “blighted” or that “substantially impairs the sound growth of the municipality”
• Has a separate board of directors
• Dedicates increment for the payment of certain project costs (allowable costs set by statute)
• Created by a city or county; other taxing units can participate
• City of Plano has 3 active zones:
  – #2: Downtown Plano
  – #3 DART Silver Line
  – #4 Collin Creek Mall
**Tax Increment Reinvestment Zones (TIRZ)**

Tax increment financing is a tool that local governments can use to publicly finance needed structural improvements and enhanced infrastructure within a defined area. These improvements usually are undertaken to promote the viability of existing businesses and to attract new commercial enterprises to the area.

The cost of improvements to the area is repaid by the contribution of future tax revenues by each taxing unit that levies taxes against the property.

The governing body of a city may determine the portion or amount of tax increment generated from municipal sales and use taxes attributable to the zone, above the sales tax base, to be deposited into the tax increment fund.
Tax Increment Reinvestment Zones (TIRZ)

- Base Year Value of All Properties in TIRZ
- Revenue From Added Value to TIRZ Fund
- Revenue From Total Value of All Properties Formerly in TIRZ To General Fund
- Life Span of the TIRZ

Revenue From Base Value to General Fund
Tax Increment Reinvestment Zones (TIRZ)

- **Base Year Value of All Properties in TIRZ**
- **Revenue from Base Value Continues to General Fund**
- **50% Increment**
- **Revenue From Total Value of All Properties Formerly in TIRZ To General Fund**

**Life Span of the TIRZ**
Chapter 380 Grants

Chapter 380 of the Local Government Code provides significant legislative authority for Texas municipalities in the area of economic development. When a city wants to provide a grant or a loan of city funds or services in order to promote economic development, it generally cites its powers under Chapter 380. Cities have utilized Chapter 380 to provide myriad incentives that have drawn businesses and industries to locales throughout Texas.
Tax Abatement

A tax abatement is a local agreement between a taxpayer and a taxing unit that exempts all or part of the increase in the value of the real property and/or tangible personal property from taxation for a period not to exceed 10 years.

The tax abatement must be conditioned on the property owner making specific improvements or repairs to the property, and only the increase in the value of the property may be exempted. The real property’s current value may not be exempted. The current value of real property is the taxable value of the real property and of any fixed improvements as of January 1 of the year in which the tax abatement agreement is executed.

Chapter 312 authorizes cities/counties/special districts and Chapter 313 authorizes school districts to give such abatements. Chapter 312 was reauthorized in 2019 through 2029. Chapter 313 was not extended and is set to expire in 2022.

City of Plano does not offer tax abatements to properties within TIRZ.
Agenda Item 5

Discussion and Consideration: Bundles 12-15 and Related Proposals

DESCRIPTION:

Hold a discussion and vote to consider sending proposed revisions on Bundles 12 through 15 to the Planning & Zoning Commission.

REMARKS:

Members’ comments on Bundles 12-15 have been consolidated and included in Attachment A. Staff/consultant recommendations have also been provided in context of the Committee’s proposed edits. Attachment B includes only staff/consultant recommendations in a concise and consolidated format to aid the Committee in their deliberation. Member Solomon emailed additional suggestions for Committee consideration, which are included in Attachment C, along with staff recommendations. Detailed background information for each policy and action are available on the project website.

The purpose of this agenda item is to allow the Committee to discuss these comments and take a vote on sending the bundles, along with any proposed revisions, to the Planning & Zoning Commission. For the clarity and convenience of the Committee, staff will make live edits to the bundles pursuant to discussion and direction by the Committee prior to the vote. At least a 75% majority is needed in order for any bundle to be moved forward in the process.

RECOMMENDATION:

Recommend the Committee hold a vote and consider sending Bundles 12 through 15, with any revisions, to the Planning & Zoning Commission.

ATTACHMENTS:

Attachment A – Density, Land Use, and Growth Management Bundles 12-15 with consolidated CPRC feedback and staff recommendations (Bundles 12-15)
Attachment B – Density, Land Use, and Growth Management Bundles 12-15 revised per staff recommendations and with changes tracked.
Attachment C – Additional proposal and staff recommendations
### The Built Environment – Land Use (Bundles 4 & 12)

**Land Use (Bundles 4 & 12)**

**ORIGINAL 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 housing and employment choices, Plano will support a system of organized land use where new and redevelopment areas respect viability and quality of life for existing neighborhoods, businesses, and institutions.

**Per CPRC polling on 6/30/2020**

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 viability and quality of life for existing neighborhoods, businesses, and institutions.

**Shockey**

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 viability and quality of life for existing neighborhoods, businesses, and institutions.

**Staff Rec.**

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 aligned with the market, Plano will support a system of organized land use where new and redevelopment areas respect viability and quality of life for existing neighborhoods, businesses, and institutions.

---

**Commented [CS1]:**

Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.

Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.

Hilton Kong: I support the remaining items as they currently exist in the comprehensive plan.

Michael Lin: I’m good with the bundle as is.

**Commented [CW2]:**

Yoram Solomon: If we don’t add the proposed 3-tier guiding principle, then I would like it included here (Tier 1: those who live close and are affected the most, Tier 2: the rest of the city residents, Tier 3: developers and land owners who do not intend to live in their development).

**Commented [CW3]:**

Jaci Crawford, Salvador La Mastra, & Sara Wilson: Do we add % of mixed use

**Staff Response:** The Committee will evaluate appropriate consideration for mixed-use as part of the discussions on updates to the Future Land Use and Growth and Change maps.
### Land Use (Bundles 4 & 12)

<table>
<thead>
<tr>
<th>Policy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Original</strong></td>
<td>Plano will support a system of organized land use to provide greater housing and employment choices, where new and redevelopment areas respect existing neighborhoods and businesses.</td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>Staff recommends the language as reflected in polling on June 30.</td>
</tr>
</tbody>
</table>

**Per CPRC polling on 6/30/2020**

- Plano will support a system of organized land use to provide greater housing and employment choices *aligned with the market*, where new and redevelopment areas respect *the viability and quality of life for existing neighborhoods, and businesses, and institutions.*

**Crawford, La Mastra, & Wilson**

- Plano will support a system of organized land use *to provide housing and employment choices aligned with the market*, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.

**Staff Rec.**

- Staff recommends the language as reflected in polling on June 30.

### LU1)

<table>
<thead>
<tr>
<th>Original</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Review and evaluate the Zoning Ordinance and make appropriate amendments based on the policies of the Comprehensive Plan.</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Dillavou**

- Review and evaluate the Zoning Ordinance and make appropriate amendments based on the policies of the Comprehensive Plan. *Restrict midrise residential to Compact Complete Centers.*

**Solomon**

- Review and evaluate the Zoning Ordinance and make appropriate amendments based on the *guidelines and* policies of the Comprehensive Plan.

**Staff Rec.**

- Review and evaluate the Zoning Ordinance and make appropriate amendments based on *direction from the policies of* the Comprehensive Plan. *(Note: See Proposed LU10 in response to locations for mid-rise residential.)*

### LU2)

<table>
<thead>
<tr>
<th>Original</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or as necessary, to ensure land use descriptions are consistent with city-wide goals.</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Dougherty**

- Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or *more often* as necessary, to ensure land use descriptions are consistent with city-wide goals.

**Solomon**

- Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or as necessary, to ensure land use descriptions are consistent with city-wide goals. *(and update as needed to eliminate inconsistencies?)*

**Staff Rec.**

- Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or *as more often if* necessary, *and update accordingly* to ensure land use descriptions are consistent with city-wide goals.
**Land Use (Bundles 4 & 12)**

**LU3**

**ORIGINAL**

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.

**Per CPRC polling on 6/30/2020**

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, that enhance the quality of neighborhoods.

**Staff Rec.**

Staff recommends the language as reflected in polling on June 30.

**LU4**

**ORIGINAL**

Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.

Dillavou

Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.

Shockey

Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.

**Staff Rec.**

Staff recommends the original action language. (Note: Staff recommends moving this action to the Diverse & Resilient Economy Policy. Public Improvement Districts and Tax Increment Financing Districts are critical tools to ensure reinvestment in our community. As other cities use these tools readily, it would place the city of Plano at a disadvantage to discourage the use of these economic development strategies.)

**LU5**

**ORIGINAL**

Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.

Crawford, La Mastra, & Wilson

Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map, promoting home ownership.

Dillavou

Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map. The Zoning map should be changed to reflect the desires of Plano citizens rather than the planning department.

**Staff Rec.**

Staff recommends the original action language. (Note: An action promoting home ownership may be better situated in the Housing & Neighborhoods component of the plan. Zoning does not determine whether any housing product is rented or owned as all housing forms may be either leased or owner-occupied.)

Commented [CS6]:

Jaci Crawford, Salvator La Mastra, & Sara Wilson: Does this address gaps?

Staff Response: Sidewalk gaps are specifically addressed in PE5 of Bundle 11, but in a broader sense this action supports closing gaps to foster good connections.

Commented [CW7]:

Yoram Solomon: I would like to get some explanation of the terms here, what do they mean, and what is the impact.

Staff Response: Peter Braster, Director of Special Projects, will present an overview of these terms at the August 18th meeting.

Commented [CW8]:

Jaci Crawford, Salvator La Mastra, & Sara Wilson: Is this developed or undeveloped?

Staff Response: As written, this could be for either developed or undeveloped land depending upon the need and potential benefits to the city.

Commented [CS9]:

Jim Dillavou: we already have too many TIP’s

Commented [CS10]:

Jim Dillavou: There should be no wholesale changes to the Zoning map without hearings on individual parcels and a specific zoning request.

Staff Response: All zoning changes on individual parcels require notice and a public hearing at the P&Z and City Council per state law. Wholesale changes to the zoning map or zoning ordinance are often guided by the creation of stakeholder committees (similar to the CPRC) and include substantial public engagement efforts. The Planning Department has no authority to change the zoning map without City Council approval and in accordance with the law.

The Planning Department’s recommendations on zoning are based on, and intended to further, the policies adopted by the City Council, as elected by the citizens of Plano, and require the recommendation of an appointed citizens commission.
### Land Use (Bundles 4 & 12)

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>Create regulations that incentivize the redevelopment of underperforming retail and multifamily development.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td>Create regulations that incentivize the redevelopment of underperforming retail and multifamily development.  <strong>Add without increasing density.</strong></td>
</tr>
<tr>
<td>Dillavou</td>
<td>Create regulations that <strong>incentivize encourage</strong> the redevelopment of underperforming retail and multifamily development.</td>
</tr>
<tr>
<td>Gong</td>
<td>Create regulations that incentivize the redevelopment of underperforming retail and multifamily development.</td>
</tr>
<tr>
<td>Shockey</td>
<td>Create regulations that <strong>incentivize encourage</strong> the revitalization and limited redevelopment of underperforming retail and multifamily development.</td>
</tr>
<tr>
<td>Solomon</td>
<td>Create regulations that incentivize the redevelopment of underperforming retail and multifamily development <strong>according to guiding principle X.</strong></td>
</tr>
</tbody>
</table>
| **Staff Rec.** | Create regulations that **incentivize encourage** the redevelopment and revitalization of underperforming retail and multifamily development.  
(**Note: Density considerations for redevelopment and revitalization of underperforming land uses should be considered individually based on the Future Land Use Map and Growth and Change Map. The Committee will evaluate appropriate locations for density as part of the discussions on updates to the Future Land Use and Growth and Change maps.**) |

<table>
<thead>
<tr>
<th>ORIGINAL</th>
<th>Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gong</td>
<td>Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.</td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>Staff recommends the original action language.</td>
</tr>
</tbody>
</table>
## Land Use (Bundles 4 & 12)

### LU8

**Original**

**Dillavou & Shockey**

**Staff Rec.**

Staff recommends the original action language.

*(Note: Special area plans (or small area plans) establish goals, policies, and vision for an area, but do not have regulatory authority. They actively promote the opportunity for residents, business owners, and other stakeholders to evaluate more detailed site considerations and add greater specificity to the vision for their portion of the city.)*

### LU9

**Original**

**Crawford, Gong, La Mastra, & Wilson**

**Dillavou**

Amend the mixed use zoning standards and develop criteria for review for mixed-use developments to increase the percentage of square footage that must be allocated to commercial and retail development to be at least 50% of the total built square footage; require that development of commercial and retail be in advance of, or concurrent with, residential development; increase the amount of green and open space to be at least 15% of the total land square footage; count live/work units as residential since that is their primary use; and update as necessary/improve the quality standards for residential development, including keeping residential development away from roadways that have speed limits in excess of 30 miles per hour.

**Shockey**

Develop criteria for review for mixed-use developments that limits the residential development by units per acre and by percentage of total development and update as necessary.

**Staff Rec.**

Develop review criteria that provides guidance on the community’s preferences for mixed-use developments, such as desired mix of uses, densities, parking, phasing plans, minimum open space, building placement, quality of building materials, residential adjacency, and other urban design elements for review for mixed-use developments and update as necessary.

*(Note: The Committee will evaluate appropriate specific standards for mixed-use development as part of the discussions on updates to the Future Land Use and Growth and Change maps.)*

**Commented [CW13]:**

Yoram Solomon: Again, I feel this is a standard term, and should therefore be explained. Look at the end of my proposed responses.

Staff Response: A glossary can be prepared for inclusion in the comprehensive plan.

**Commented [CS15]:**

Jaci Crawford, Salvator La Mastra, & Sara Wilson: This is goal of CPRC.

The extent of this document may be more than the Committee has time to respond to. A draft document is available online. This document can be modified based on more specific direction from the CPRC such as the comments from Committee members Dillavou and Shockey. Additionally, this specific information would be good to incorporate into related zoning standards consistent with LU1.
<table>
<thead>
<tr>
<th>Land Use (Bundles 4 &amp; 12)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LU10</strong></td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
</tr>
<tr>
<td>LU10 does not exist in the current Comprehensive Plan. This would be a new action. Allow new mid-rise and high-rise residential development to occur only where specifically indicated on the Future Land Use Map. (Note: Staff recommends that direction on appropriate locations for midrise residential be provided during committee review of the Future Land Use Map. The Zoning Ordinance should be updated accordingly for consistency with the future land use designations. See comments on LU1 regarding locations for mid-rise residential.)</td>
</tr>
</tbody>
</table>

**Note:** Portions of this Bundle are considered Bundle 4. Bundle 4 was deferred by the CPRC on 7.7.2020.
### Community Design (Bundle 13)

**ORIGINAL WEBSITE CONTEXT**

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.

**Crawford, La Mastra, & Wilson**

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.

**Dillavou**

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.

**Dougherty**

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.

**Staff Rec.**

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. (Note: Because streetscapes and public spaces are often part of the public domain, such as parks and street right-of-way, the city’s involvement in incorporating these standards is seen as appropriate.)

Commented [CS16]:

Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.

Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently exist in the comprehensive plan.

Hilton Kong: I support the remaining items as they currently exist in the comprehensive plan.

Michael Lin: I’m good with the bundle as is.
### Community Design (Bundle 13)

<table>
<thead>
<tr>
<th><strong>Original Policy</strong></th>
<th><strong>Staff Rec.</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.</td>
<td>Staff recommends the language per the CPRC vote on July 7/21. (Note: Because streetscapes and public spaces are often part of the public domain, such as parks and street right-of-way, the city’s involvement in incorporating these standards is seen as appropriate.)</td>
</tr>
<tr>
<td><strong>Per CPRC vote on 7/21/2020</strong></td>
<td></td>
</tr>
<tr>
<td>Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and enhance personal and pedestrian safety.</td>
<td></td>
</tr>
<tr>
<td>Dillavou</td>
<td>Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and enhance personal and pedestrian safety.</td>
</tr>
<tr>
<td><strong>CD1</strong></td>
<td>Develop Criteria of Review for Community Design elements and update as necessary.</td>
</tr>
<tr>
<td>Original</td>
<td></td>
</tr>
<tr>
<td>Shockey</td>
<td>Develop Criteria of Review for Community Design elements and update as necessary. Utilize community meetings in developing these criteria.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>As part of the Community Design Plan, develop review criteria to provide guidance on the desired functional and aesthetic qualities of various development contexts in Plano, such as streetscape design, lighting, signage, building and paving materials, and landscaping. Develop Criteria of Review for Community Design elements and update as necessary. (Note: See the staff recommendation for CD2 regarding community input.)</td>
</tr>
<tr>
<td><strong>CD2</strong></td>
<td>Evaluate the use of overlay districts to require unified design standards in transformation areas of the city.</td>
</tr>
<tr>
<td>Original</td>
<td></td>
</tr>
<tr>
<td>Crawford, La Mastra, &amp; Wilson</td>
<td>Evaluate the use of overlay districts to require unified design standards in transformation areas of the city with surrounding approval of HOA’s that are impacted.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Work with the community to develop a Community Design Plan to identify key corridors and design districts of the city that would benefit from unified design themes and standards. Evaluate the use of overlay districts to require unified design standards in transformation areas of the city. (Note: Staff’s recommendation combines elements of CD2 and CD3. If approved by the Committee, staff recommends reordering CD1 and CD2.)</td>
</tr>
</tbody>
</table>

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**Commented [CS17]:**
Jacil Crawford: What are design elements?

Staff Response: Community design elements include both natural and manmade features that contribute to the functional and aesthetic qualities of a place. Implementing a combination of the design elements listed below will help create context sensitive streets and neighborhoods, maintain a cohesive community identity, and enhance the overall quality of life. Commonly used community design elements include:
- streetscape design
- lighting
- signage
- medians
- parkways
- exterior building materials, and
- landscaping.

**Commented [CW18]:**
Yoram Solomon: [overlay districts] Special term, must be explained...

**Commented [CW19]:**
Yoram Solomon: [unified design standards] Special term, must be explained

**Commented [CW20]:**
Yoram Solomon: [transformation areas] Special term? What does this mean?

**Commented [CW21]:**
Erin Dougherty: Would this be one set of unified design standards for all transformation areas? When we say “transformation areas” are we meaning the same thing as “new and redevelopment areas” in the land use policy (bundle 12), are these the identified “transform centers” on the growth and change map, or does “transformation areas” refer to something else? Are overlay districts the best way to require unified design standards in these areas?
<table>
<thead>
<tr>
<th><strong>Community Design (Bundle 13)</strong></th>
</tr>
</thead>
</table>
| **CD3**  | **ORIGINAL** | Create a Corridor Community Design Plan to identify unique streetscape design themes along major arterials.  
*The Committee recommended no changes to this action as part of Bundle 10. This action is currently pending before P&Z.*  
*(Note: Staff’s recommendation for CD2 may eliminate the need for CD3.)* |
| **CD4**  | **ORIGINAL** | Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.  
Dillavou: Evaluate and [*create incentives* promote efforts] to relocate overhead utilities underground for new development and redevelopment projects.  
Shockey: Evaluate and [*create incentives* to encourage the relocation of] overhead utilities underground for new development and redevelopment projects.  
Solomon: Evaluate and create incentives to relocate overhead utilities underground to locations in which they will have less aesthetical impact for new development and redevelopment projects.  
*Staff Rec.*: In areas identified by the Community Design Plan, develop strategies to minimize the visual impact of overhead utilities and wireless communication facilities. Evaluate and [*create incentives* to relocate overhead utilities underground] for new development and redevelopment projects. |
| **CD5**  | **per CPRC vote on 7/21/2020** | Develop wayfinding guidelines to apply to special areas and public facilities citywide.  
*The Committee recommended the language above as part of Bundle 10. This action is currently pending before P&Z.* |
| **CD6**  | **per CPRC vote on 7/21/2020** | Evaluate and revise parking regulations and revise to meet parking demand and ensure good community form.  
*The Committee recommended the language above as part of Bundle 10. This action is currently pending before P&Z.* |

**Note:** Portions of this Bundle are considered Bundle 10. Bundle 10 was approved on 7.21.2020 to be sent to P&Z for review.
The Built Environment – Redevelopment of Regional Transportation Corridors (Bundle 14)

Redevelopment of Regional Transportation Corridors (Bundle 14)

<table>
<thead>
<tr>
<th>ORIGINAL WEBSITE CONTEXT</th>
<th>Crawford, La Mastra, &amp; Wilson</th>
<th>Dillavou</th>
<th>Gong</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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 <strong>while maintaining noise and air quality standards for residents</strong>.</td>
<td>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. <strong>In limited areas where housing may be appropriate, design standards should protect the quality of life for future residents.</strong></td>
<td></td>
</tr>
</tbody>
</table>

Commented [CS23]:

<table>
<thead>
<tr>
<th>Erin Dougherty</th>
<th>Larry Howe</th>
<th>Mary Jacobs</th>
<th>Hilton Kong</th>
<th>Michael Lin</th>
</tr>
</thead>
<tbody>
<tr>
<td>I don't currently have any suggested revisions or comments for Bundle 14.</td>
<td>At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.</td>
<td>I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.</td>
<td>I support the remaining items as they currently exist in the comprehensive plan.</td>
<td>I'm good with the bundle as is</td>
</tr>
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</table>
Redevelopment of Regional Transportation Corridors (Bundle 14)

| Shockey | 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, and housing where appropriate. Housing options should encourage ownership opportunities. |

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

| Staff Rec. | 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 and attractive, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities. When housing is considered, noise and air quality standards will be maintained to protect the quality of life for residents. (Note: Any consideration of housing should always be in the context of the Future Land Use Map.) |

[Commented (CS24): Yoram Solomon: One is planned...]

[Commented (CS25): Yoram Solomon: General comment, only ONE space is needed after a period. This has been a change even to the APA Publication Manual (made officially in October, 2019). Even Microsoft has now (April 24/2020) accepted that only one space is required. For a good summary of the issue: https://www.instructionalsolutions.com/blog/one-space-vs-two-after-period]
Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities. In limited areas where housing may be appropriate, design standards should protect the quality of life for future residents.

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

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Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail, and housing opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts.

No new changes proposed by Committee or staff.

Update the Urban Centers Study to reevaluate locations that may serve as catalysts for redevelopment.

No new changes proposed by Committee or staff.
**Redevelopment of Regional Transportation Corridors (Bundle 14)**

<table>
<thead>
<tr>
<th>RTC3</th>
<th><strong>Original</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dillavou</strong></td>
<td>Adopt regulatory strategies that permit or incentivize residential, employment, and other diverse uses in locations identified for compact complete centers.</td>
</tr>
<tr>
<td><strong>Gong</strong></td>
<td>Adopt regulatory strategies that permit or incentivize residential, employment, and other diverse uses in locations identified for compact complete centers.</td>
</tr>
<tr>
<td><strong>Shockey</strong></td>
<td>Adopt regulatory strategies that permit and encourage or incentivize residential, employment, and other diverse uses in locations identified for compact complete centers.</td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>Adopt regulatory strategies that permit and encourage a viable mix of or incentivize residential, employment, and other diverse land uses in locations identified as for compact complete centers. <em>(Note: Appropriate areas and the land use mix for Compact Complete Centers and other designations will be discussed as part of the Committee’s review of the Future Land Use Map.)</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RTC4</th>
<th><strong>Original</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dillavou</strong></td>
<td>Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.</td>
</tr>
<tr>
<td><strong>Shockey</strong></td>
<td>Develop design guidelines for limited residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.</td>
</tr>
<tr>
<td><strong>Solomon</strong></td>
<td>Develop design guidelines for residential development adjacent to expressways that reduce noise and health risk through providing for proper filtering, ventilation, and exhaust of vehicle air emissions.</td>
</tr>
<tr>
<td><strong>Staff Rec.</strong></td>
<td>This action is complete and can be removed, since it was replaced with RTC5 in 2019.</td>
</tr>
</tbody>
</table>

Commented [CW28]: Jaci Crawford, Salvator La Mastra, & Sara Wilson: Question deleting as compact centers are high density

Commented [CS29]: Jim Dillavou: Incentivizing residential is a ridiculous concept.
<table>
<thead>
<tr>
<th>Redevelopment of Regional Transportation Corridors (Bundle 14)</th>
<th></th>
</tr>
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<tbody>
<tr>
<td><strong>RTC5 ORIGINAL</strong></td>
<td>Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least every 5 years or as changes in expressway corridor conditions warrant reassessment.</td>
</tr>
<tr>
<td>Solomon</td>
<td>Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least once every 5 years or as changes in expressway corridor conditions warrant reassessment.</td>
</tr>
<tr>
<td>Staff Rec.</td>
<td>Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses, such as schools, daycares, parks, senior housing, and other residential uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least once every 5 years or as changes in expressway corridor conditions warrant reassessment.</td>
</tr>
</tbody>
</table>

Commented [CS30]:
Yoram Solomon: Reference?

Commented [CS31]:
Yoram Solomon: Too vague. Can you explain?

Staff Response: See staff recommendation.
## The Built Environment – Undeveloped Land (Bundle 15)

<table>
<thead>
<tr>
<th>ORIGINAL WEBSITE CONTEXT</th>
<th>Solomon</th>
<th>Staff Rec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td>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.</td>
<td>(Note: The Committee will evaluate appropriate locations for new housing as part of the discussions on updates to the Future Land Use and Growth and Change maps.)</td>
</tr>
</tbody>
</table>

**Commented [CS32]:**
Jaci Crawford, Salvator La Mastra, & Sara Wilson: This bundle does not include multi family in undeveloped land

**Staff Response:** This bundle is intended to reflect the overall preference to reserve undeveloped land for employment generating uses. It does not speak to multifamily specifically but notes that limited new housing may be appropriate in master planned developments on large undeveloped properties. This policy should be used in conjunction with the Future Land Use Map to determine appropriate locations where limited residential may be considered.

**Commented [CS33]:**
Erin Dougherty: I don't currently have any suggested revisions or comments for bundle 15.

Larry Howe: At this time, I am satisfied with Bundles 12-22 as provided in the email from Christina Sebastian on July 22nd.

Mary Jacobs: I have reviewed Bundles 12-22 and have no suggested changes - I approve of them as they currently stand.

Hilton Kong: I support the remaining items as they currently exist in the comprehensive plan.

Michael Lin: I'm good with the bundle as is

**Commented [CS34]:**
Staff Response: It is typical to say "land uses on vacant land."
## Undeveloped Land (Bundle 15)

<table>
<thead>
<tr>
<th>Convention</th>
<th>Original Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POLICY</strong></td>
<td>Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth.</td>
</tr>
</tbody>
</table>

**Gong**
Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth.

**Shockey**
Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth.

**Solomon**
Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing prioritizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards. (Note: The Committee will evaluate appropriate locations for new housing as part of the discussions on updates to the Future Land Use and Growth and Change maps.)

**Staff Rec.**
Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing prioritizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards. (Note: The Committee will evaluate appropriate locations for new housing as part of the discussions on updates to the Future Land Use and Growth and Change maps.)

<table>
<thead>
<tr>
<th>Convention</th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>ORIGINAL</strong></td>
<td>Develop Criteria for Review of Undeveloped Land and update as necessary.</td>
</tr>
</tbody>
</table>

**Staff Rec.**
Develop review criteria to provide guidance on rezoning undeveloped properties including such considerations as appropriate location, environmental conditions, and impact on public service facilities, infrastructure, and adjacent land uses. Criteria for Review of Undeveloped Land and update as necessary. (Note: These criteria were intended as the next generation of Policy Statement 2.0: Rezoning Property to Meet Demand.)

<table>
<thead>
<tr>
<th>Convention</th>
<th>UL2) Original</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ORIGINAL</strong></td>
<td>Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city’s website for public use.</td>
</tr>
</tbody>
</table>

**Staff Rec.**
No changes proposed by Committee or staff.
<table>
<thead>
<tr>
<th>Undeveloped Land (Bundle 15)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UL3) ORIGINAL</strong> Shockey Staff Rec.</td>
</tr>
<tr>
<td>Situate new <strong>low-density</strong> housing growth adjacent to existing residential neighborhoods.</td>
</tr>
</tbody>
</table>

Ensure that new housing growth on undeveloped land provides functional and appropriate environments for residential uses and activities such as proximity to existing residential development, configuration to support housing, and access to neighborhood parks. When adjacent to existing residential neighborhoods, a compatible transition in building height and bulk should be provided. Situate new housing growth adjacent to existing residential neighborhoods.
Density, Land Use, and Growth Management Bundles 12-15

Context, Policies, and Actions

With Staff Recommendations

Changes Tracked from Original Ordinance

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 advantageous in some cases. 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 aligned with the market, Plano will support a system of organized land use where new and redevelopment areas respect viability and quality of life for existing neighborhoods, businesses, and institutions.

POLICY* – Plano will support a system of organized land use to provide greater housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, and businesses, and institutions.

LU1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on direction from the policies of the Comprehensive Plan.

LU2) Evaluate the Future Land Use Map and Growth and Change Policy Map every five years, or as more often if necessary, and update accordingly to ensure land use descriptions are consistent with city-wide goals.

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, that enhance the quality of neighborhoods.

LU4) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts. [Staff recommends moving this action to the Diverse & Resilient Economy Policy.]
LU5**) Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.

LU6**) Create regulations that incentivize encourage the redevelopment and revitalization of underperforming retail and multifamily development.

LU7**) Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.

LU8**) Develop locations for special area plans to focus development and redevelopment efforts.

LU9**) Develop review criteria that provides guidance on the community’s preferences for mixed-use developments, such as desired mix of uses, densities, parking, phasing plans, minimum open space, building placement, quality of building materials, residential adjacency, and other urban design elements for review for mixed-use developments and update as necessary.

LU10**) Allow new mid-rise and high-rise residential development to occur only where specifically indicated on the Future Land Use Map.


** NOTE: IF LU4 IS MOVED TO THE DIVERSE & RESILIENT ECONOMY POLICY, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Community Design*

**WEBSITE CONTEXT** – 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.

**POLICY** – Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.

**CD1)** As part of the Community Design Plan, develop review criteria to provide guidance on the desired functional and aesthetic qualities of various development contexts in Plano, such as streetscape design, lighting, signage, building and paving materials, and landscaping. Develop Criteria of Review for Community Design elements and update as necessary.

**CD2)** Work with the community to develop a Community Design Plan to identify key corridors and design districts of the city that would benefit from unified design themes and standards. Evaluate the use of overlay districts to require unified design standards in transformation areas of the city.

**CD3***) Create a Corridor Community Design Plan to identify unique streetscape design themes along major arterials. [This action was recommended for approval by CPRC and is being considered by P&Z. Staff’s recommendation for CD2 may eliminate the need for this action; see Attachment A for additional detail.]

**CD4)** In areas identified by the Community Design Plan, develop strategies to minimize the visual impact of overhead utilities and wireless communication facilities. Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.

**CD5***) Develop wayfinding guidelines to apply to special areas and public facilities citywide.
CD6*) Evaluate and revise parking regulations and revise to meet parking demand and ensure good community form.

*NOTE: PORTIONS OF THIS BUNDLE ARE CONSIDERED PART OF BUNDLE 10. BUNDLE 10 WAS APPROVED ON 7.21.2020 AND IS PENDING BEFORE P&Z.
The Built Environment – Redevelopment of Regional Transportation Corridors

**WEBSITE CONTEXT** – 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 and attractive, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities. When housing is considered, noise and air quality standards will be maintained to protect the quality of life for residents.

**POLICY** – Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed housing, commercial, and retail opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

RTC1) Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts.

RTC2) Update the Urban Centers Study to reevaluate locations that may serve as catalysts for redevelopment.

RTC3) Adopt regulatory strategies that permit and encourage a viable mix of or incentivize residential, employment, and other diverse land uses in locations identified for compact complete centers.

RTC4) Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.

RTC5*) Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses, such as schools, daycares, parks, senior housing, and other residential uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least once every 5 years or as changes in expressway corridor conditions warrant reassessment.

*NOTE: IF RTC4 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.*
The Built Environment – Undeveloped Land

**WEBSITE CONTEXT** – 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 and limit new housing where consistent with the Future Land Use Map.

**POLICY** - Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards.

UL1) Develop review criteria to provide guidance on rezoning undeveloped properties including such considerations as appropriate location, environmental conditions, and impact on public service facilities, infrastructure, and adjacent land uses. Criteria for Review of Undeveloped Land and update as necessary.

UL2) Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city’s website for public use.

UL3) Ensure that new housing growth on undeveloped land provides functional and appropriate environments for residential uses and activities such as proximity to existing residential development, configuration to support housing, and access to neighborhood parks. When adjacent to existing residential neighborhoods a compatible transition in building height and bulk should be provided. Situate new housing growth adjacent to existing residential neighborhoods.
Plano Tomorrow Comprehensive Plan
Policies and Action Statements Relating to Density, Land Use, and Growth Management
CPRC Meeting Date: August 18, 2020
Item 5 – Attachment B

Density, Land Use, and Growth Management Bundles 12-15
Context, Policies, and Actions
With Staff Recommendations

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 advantageous in some cases. Mixed use developments can provide benefits to fitness, public health, and safety, as well as improved municipal services. To provide housing and employment choices aligned with the market, Plano will support a system of organized land use where new and redevelopment areas respect viability and quality of life for existing neighborhoods, businesses, and institutions.

POLICY* – Plano will support a system of organized land use to provide housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.

LU1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on direction from the Comprehensive Plan.

LU2) Evaluate the Future Land Use Map and Growth and Change Map every five years, or more often if necessary, and update accordingly to ensure land use descriptions are consistent with city-wide goals.

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, that enhance the quality of neighborhoods.

LU4) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts. [Staff recommends moving this action to the Diverse & Resilient Economy Policy.]

LU5**) Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.
LU6**) Create regulations that encourage the redevelopment and revitalization of underperforming retail and multifamily development.

LU7**) Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.

LU8**) Develop locations for special area plans to focus development and redevelopment efforts.

LU9**) Develop review criteria that provides guidance on the community’s preferences for mixed-use developments, such as desired mix of uses, densities, parking, phasing plans, minimum open space, building placement, quality of building materials, residential adjacency, and other urban design elements.

LU10**) Allow new mid-rise and high-rise residential development to occur only where specifically indicated on the Future Land Use Map.


** NOTE: IF LU4 IS MOVED TO THE DIVERSE & RESILIENT ECONOMY POLICY, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Community Design*

**WEBSITE CONTEXT** – 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. Plano will promote and incorporate community design components within all new developments, public spaces, and streetscapes.

**POLICY** – Plano will promote and incorporate unique and functional community design components within new developments, public spaces, and streetscapes to enrich areas throughout the city, create distinctive visual character, and enhance personal and pedestrian safety.

CD1) As part of the Community Design Plan, develop review criteria to provide guidance on the desired functional and aesthetic qualities of various development contexts in Plano, such as streetscape design, lighting, signage, building and paving materials, and landscaping.

CD2) Work with the community to develop a Community Design Plan to identify key corridors and design districts of the city that would benefit from unified design themes and standards.

CD3*) Create a Corridor Community Design Plan to identify unique streetscape design themes along major arterials. [This action was recommended for approval by CPRC and is pending before P&Z. Staff’s recommendation for CD2 may eliminate the need for this action; see Attachment A for additional detail.]

CD4) In areas identified by the Community Design Plan, develop strategies to minimize the visual impact of overhead utilities and wireless communication facilities.

CD5*) Develop wayfinding guidelines to apply to special areas and public facilities citywide.

CD6*) Evaluate and revise parking regulations and revise to meet parking demand and ensure good community form.

*NOTE: PORTIONS OF THIS BUNDLE ARE CONSIDERED PART OF BUNDLE 10. BUNDLE 10 WAS RECOMMENDED ON 7.21.2020 AND IS PENDING BEFORE P&Z.*
The Built Environment – Redevelopment of Regional Transportation Corridors

WEBSITE CONTEXT – Four expressway corridors, one active light rail, and one planned commuter rail line provide 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 and attractive, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed commercial and retail opportunities. When housing is considered, noise and air quality standards will be maintained to protect the quality of life for residents.

POLICY – Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed commercial, retail, and housing opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

RTC1) Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts.

RTC2) Update the Urban Centers Study to reevaluate locations that may serve as catalysts for redevelopment.

RTC3) Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as Compact Complete Centers.

RTC4) Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.

RTC5*) Implement the Expressway Corridor Environmental Health Guidelines in order to mitigate the impacts of noise and air pollution for sensitive land uses, such as schools, daycares, parks, senior housing, and other residential uses. Update the Expressway Corridor Environmental Health Map and Guidelines at least once every 5 years or as changes in expressway corridor conditions warrant reassessment.

* NOTE: IF RTC4 IS REMOVED, THIS ACTION WILL NEED TO BE RENUMBERED.
The Built Environment – Undeveloped Land

**WEBSITE CONTEXT** – 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 and limit new housing where consistent with the Future Land Use Map.

**POLICY** - Plano will reserve its remaining undeveloped land for high quality development with distinctive character, prioritizing businesses offering highly skilled employment. New housing in these areas will only be considered appropriate where it is consistent with the Future Land Use Map and other related Comprehensive Plan standards.

**UL1)** Develop review criteria to provide guidance on rezoning undeveloped properties including such considerations as appropriate location, environmental conditions, and impact on public service facilities, infrastructure, and adjacent land uses.

**UL2)** Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city’s website for public use.

**UL3)** Ensure that new housing growth on undeveloped land provides functional and appropriate environments for residential uses and activities such as proximity to existing residential development, configuration to support housing, and access to neighborhood parks. When adjacent to existing residential neighborhoods a compatible transition in building height and bulk should be provided.
Homework for extra credit, submitted by Yoram Solomon, Larry Howe, Doug Shockey, and Mike Bronsky

**Proposed Land Use Guiding Principle**

When requests for zoning changes are presented, decisions to amend zoning classifications on undeveloped land in Plano, or to redevelop areas of the city where development has already occurred, should be guided by the following three criteria. In order of priority the criteria are:

- At the highest priority, the process would consider the impact to the Plano residents in closest proximity to the subject property, sub-prioritized based on their distance from the area to be developed or redeveloped, and the level of impact to them of such development or redevelopment. The impact to be considered should include, but not be limited to value of their properties and the impact on transportation, education, and safety.
- At the second priority, the process would consider the best use of the subject property that will further the status of Plano as the City of Excellence, considering the economic and social impact of any changes.
- At the third priority, the process should encourage developers and landowners to propose ideas and projects for development and redevelopment of areas of the city that are desirable to Plano citizens and institutions. Within this priority, the priority of landowners who plan to live or operate a business or institution on that land would be prioritized higher than those who don’t.

To assure that this process reflects those priorities, the city will actively seek and consider input from its residents to the extent possible and feasible, and not limit those efforts to what is dictated by law.

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Submission for Extra Extra Credit:

Add the following text to the guiding principles document:

“Whenever a contradiction between policies takes place, the guiding principles take precedence and the contradiction should be settled according to the guiding principles.”

***

Submission for Credit that can be applied for the next semester...:

The plan has quite a few “industry terms” that, while appearing to be simple to understand, have special meaning either by law, or common use. I would like to ask that whenever a “special meaning” term is used, it will be capitalized, and a reference be made to a part of the plan that will be called “Glossary of Terms” or “Definitions,” in which the term will be explained, and a reference to its origin be made. This way, when the definition at the origin is changed, we will know where to look for it. We must remember that the plan needs to get the support of the entire community, and not only the people who know and understand some of those special terms.

***

OK, this is for credit for my next degree...:

Somewhere in the preamble for the plan and the guiding principles, we should include a statement about when and how should/could this plan be changed. What should it take to change the guiding principles? What should it take to change a policy statement? What is the normative value of the “Website Context”? How/when can actions be changed?
**Staff Response:** Comprehensive plans serve as a guide to inform and educate elected and appointed officials as to the priorities of the community, and there are legal protections in place to ensure public notice and input opportunities on land use decisions. We acknowledge the importance of improving upon the minimum requirements established under state law, especially since the city has higher standards. However, the specific content of this feedback challenges the authority of elected officials in the legislative process (zoning) and, as such, exceeds the scope of the Committee’s work as directed by Council.

Any change to the city’s legislative process should ensure it can be equitably administered and is legally defensible. As proposed, we have concerns about achieving these critical goals, so staff proposes the following additional alternatives to increase resident input and confidence in comprehensive planning, zoning, and other land use decisions:

1. Adopt a new Residential Development & Compatibility Policy and associated actions to the Comprehensive Plan, similar to the following:

   Residential Development & Compatibility Policy: Plano will ensure that new residential development respects the unique development patterns, housing needs, infrastructure capacity considerations, and fiscal constraints of our community.

   RDC1: Develop a formalized community forum process during which rezoning applicants adjacent to established neighborhoods can engage with interested citizens prior to scheduled public hearings.

   RDC2: Develop an updated projection of future residential growth and establish goals that consider and balance the overall mix of existing and future housing options in Plano.

   RDC3: Maintain the Future Land Use Map to include density, intensity, land use mix, building form, and scale objectives for future land use categories. Anticipated land use mix includes percentages. (This should be initially accomplished by the CPRC process).

   RCD4: Review and update the [1998 Multifamily Task Force’s guidelines](#) for the design of multifamily housing.

   RDC5: Create a fiscal impact tool that accounts for the fiscal, infrastructure, and facility impacts to the city resulting from zoning decisions.

   RDC6: Prioritize the compatible integration of single-family housing options in planned mixed-use areas and in areas of the city where redevelopment demand exists.

   RDC7: Develop zoning and design guidelines addressing single-family housing options compatible with current market conditions and community needs.

   RDC8: Revise regulations and administrative procedures to ensure new residential development provides sufficient public open space and pedestrian connectivity.

   RDC9: Update the Zoning Ordinance to include criteria for approval of zoning petitions generally, with additional criteria for any project that proposes a density greater than 20 units per acre.
2. Amend the city’s Zoning Ordinance to require applications for all zoning petitions that include increased density or intensity to address the following:
   - The policies and actions of the Comprehensive Plan.
   - The Future Land Use Map of the Comprehensive Plan.
   - The Growth and Change Map of the Comprehensive Plan, and specifically the impact to adjacent properties within Conserve and Enhance areas.
   - Impacts on the existing land use pattern and property values of surrounding property.
   - Existing or future development, including traffic, screening, buffering, and potential nuisance mitigation.
   - The possible creation of an isolated district.
   - The cost of the City and other governmental entities to provide, maintain, and improve public facilities.
   - Impacts to public infrastructure, schools, and parks, and public safety.
   - Impacts to the natural environment, including drainage, flooding, air and water quality.
   - Reasons that the development cannot be in compliance with the existing zoning.

3. In accordance with RDC9, amend the city’s Zoning Ordinance to require applications for all zoning petitions that propose residential uses greater than 20 units per acre to provide a statement as to how the request fulfills the following favorable features of residential development:
   - Proximity to existing or imminent light rail stations within one-quarter mile.
   - Proximity to existing or imminent public parks within one-half mile.
   - Existing capacity of major thoroughfares within one mile adequate to serve the proposed use.
   - A minimum of ten percent useable open space to serve the development.
   - Connection to nearby properties through trails, bike lanes, or other bicycle/pedestrian connections beyond traditional four-foot perimeter sidewalks.
   - A mix of uses, of which multifamily uses should account for no greater than 40% of the acreage if located on the ground floor; or no greater than 50% of the acreage if located on the second floor or above.
   - A variety of residential uses, dwelling sizes, housing styles, are provided.
   - The potential to encourage redevelopment of underperforming commercial development in the surrounding area.
   - Establish a complete new neighborhood, or expand an existing neighborhood if appropriate transitions are included.
   - The development meets the criteria of the Community Design Assessment for Mixed Use Developments, where applicable.

4. Include a preamble to the Comprehensive Plan that clearly establishes the purpose of the Plan and the primary outcomes of the comprehensive plan review process between the CPRC and the P&Z. (see proposal on next page)
Comprehensive Plan Preamble

Plano is unique, not because it grew from farm-town to boom-town to mature city over the course of a single lifetime, but because the city was able to successfully plan for and manage change in a way that established the “City of Excellence”. Plano set the standard for others to follow. To better understand what led to the need for the 2020 Comprehensive Plan Update, a historical perspective of the city’s approach to planning for future growth and development is necessary:

- **Plano Before a Plan**

  Long-time residents and descendants of the Plano’s pioneer families can still remember the days when Plano was a sleepy-town north of Dallas, with most businesses lining the historic downtown intersection of 15th Street and K Avenue. But shortly after the extension of Central Expressway (US 75) through Plano in the late 1950s, the city anticipated the massive growth to come and began planning for the next chapter of Plano with its first comprehensive plan.

- **1963 Comprehensive Plan**

  The 1963 comprehensive plan set the stage for what Plano would become for the next two decades. During this time, the city was primarily a bedroom community, where most residents commuted to Dallas for work. Newer, modern shopping centers with abundant parking and easy access began emerging on every major intersection to serve the population growth, leaving many downtown Plano businesses struggling to reinvent themselves to attract shoppers. This pattern continued, first to the east and later to the west, for many years.

  That all changed when Ross Perot began purchasing hundreds of acres west of Plano in the late 1970s. With plans to relocate his Electronic Data Systems business to western Plano, along with other corporate campuses like Frito Lay and J.C. Penney, Plano continued its evolution from bedroom community to employment center. For the first time, many people would begin commuting to Plano for jobs and services. Other changes, like the construction of Collin Creek Mall, transformed the shopping habits of the city’s residents and helped usher in the third chapter of Plano.

- **1986 Comprehensive Plan**

  With corporate headquarters relocating to Plano in the late 1970s and early 1980s, the city adopted a new comprehensive plan in 1986 to shape the next 20 years of development in Plano. Although already booming in population, more was yet to come. The 1990s saw a population increase of over 93,000 people, the greatest increase in population the city will ever see. In response to the challenges from this massive amount of growth, Plano stuck to its plan for locating land uses, parks, city facilities, and major roadways so that the plan from 1986 closely resembles the Plano of today. The Plano ISD school system also
maintained its reputation for top tier education, athletic, and extracurricular activities. For many who flocked to the city during this time, these were the attractions that made them choose Plano for their families. The 1986 Plan served Plano well, but change was coming.

Beginning in the late 1990s, the “new urbanism” trend began to take hold across the county as indoor shopping malls and strip centers began to decline in favor of outdoor shopping malls and walkable, mixed-use activity centers. Legacy Town Center and the reemergence of downtown Plano as a result of DART’s light rail station are examples of how these changes began to redefine the city. Instead of neighborhood shopping centers, traditional retailers began locating along major corridors like Preston Road and the Dallas North Tollway. Shopping centers in the older parts of Plano began to decline. The last major update to the 1986 comprehensive plan was approved in 2002, when Plano was starting to approach build-out and population growth began to drop.

- **2004 - 2012 Policy Statements and Interim Amendments**

At the beginning of the new millennium, Plano was at a crossroads. Plano recognized the transition from a developing to a developed city and knew many significant issues had to be addressed. The City Council appointed a Transition and Revitalization Commission to make recommendations that would guide decision making on critical issues. Over the years the City attracted residents and businesses alike because of the quality of life available. As Plano's development, infrastructure and facilities continued to age, and new development emerged in adjacent communities, Plano would be challenged to maintain and enhance the qualities that have attracted people to the City. Policy statements were created to offer more detailed discussion on selected topics, as well as to provide specific guidance for decision makers when considering matters relating to Plano's growth, development, and redevelopment.

Following the Great Recession of 2008, rapid population growth was moving north into Frisco, McKinney, and beyond, dramatic changes in retail were beginning to shift, and older portions of the city were beginning to decline. City leadership was determined not to let Plano suffer from stagnation. It was apparent a new plan was needed. In 2012, the city adopted interim comprehensive planning amendments to bridge the gap while a new plan was developed. These amendments recognized the changes in how large corporations chose to locate their headquarters; many abandoning the costly, isolated corporate complexes of the 1980s and 90s for amenity rich areas where employees could walk to grab lunch or socialize after work. New development was supported in order to attract and retain quality employment options and create places that sustained Plano’s reputation in the region. As a result, companies began announcing plans to relocate to Plano’s Legacy business area, headlined by Toyota Motor Corporation’s North American headquarters and the J.P. Morgan Chase and Liberty Mutual Insurance regional headquarters. Plano was once again a center for business, shopping, and entertainment. But with this
success, many residents also became wary of the city’s direction, contributing to the divide to come.

- **Plano Tomorrow (2015)**

In 2015, the city approved its third comprehensive plan, Plano Tomorrow. More than two years in the making, controversy over the plan’s adoption was representative of the community’s division over what the future of Plano should be. Proponents of the Plan saw it as the next chapter in Plano’s evolution, bringing a new form of sustainable development that would keep the city relevant for years to come and serve as a model for the redevelopment of other inner ring suburbs. Opponents of the plan saw it as an affront to the suburban core of Plano, striking a tone of widespread urbanism at the expense of the suburban qualities which made Plano attractive to so many families for so many years. In response to the division in the community about the Plan, the Comprehensive Plan Review Committee and Planning & Zoning Commission were charged with reviewing Plano Tomorrow, recommending updates that strike a compromise and move towards reconciliation.

**2020 Comprehensive Plan Update Purpose**

As a result of candid, cordial discussions among the CPRC and P&Z, a compromise was found that will move the city forward and set the stage for the next 20 years of the City of Excellence. The purpose of this plan is to communicate that compromise which sets clear expectations for city leadership about community priorities and gives residents a reasonable level of comfort and predictability about the future growth and development of the city. The three keys to reconciliation that are fundamental to these plan updates include:

1. **Set a new tone of balance, unity, and compromise.**

   Plano is a mature city with increasing diversity and opportunities for people of all backgrounds. Today, over one in four Plano residents were born outside of the United States and many others moved to the city from elsewhere in the country. Plano’s population also continues to age, while young people are looking to move closer to Plano for easier access to jobs and community quality of life. With these changes in demographics and socioeconomics comes a wide range of housing and employment needs and preferences that are not always supported by the city’s existing housing stock. The intent of this plan is to balance accommodating Plano’s appropriate share of regional population growth, protecting existing suburban neighborhoods, and enhancing commercial centers that improve the quality of life and spirit of unity and cooperation for all Plano residents.

2. **Be open to change but protect what is most precious.**
No one wants the city to stagnate. Planning for change, adapting to challenges, and promoting innovation have always been the hallmarks of Plano’s pursuit of excellence. However, it must be recognized that Plano has now developed a heritage founded not only in the historic core of Downtown Plano, but also on Plano’s suburban core of development from the second half the of the 20th century. This heritage is precious to Plano and should be secure. At the same time, Plano must continue to adapt in order to maintain relevancy in the region as well as the high quality businesses, programs, parks, schools, and services that residents find so valuable. This means being open to change, new technologies, and development trends where it is appropriate to benefit the city and attract the jobs and diverse population that make Plano great. The intent of this plan is to be more specific about appropriate locations for both change and stability.

3. Maintain an active and ongoing conversation between residents and their government about community priorities.

To bring the community together, an open and engaging dialogue between Plano residents and their government is essential. Through this process, it has become clear that involving residents early and often in the land use and transportation decisions is critical to building trust and allowing diverse opinions to be expressed. Residents need a seat at the table long before plans are finalized and financial obligations have been made that force public input into a defensive footing. Their needs and priorities must not be considered secondary to the private property rights and economic opportunities of land and business owners. The comprehensive plan is first step in this conversation and a plan with strong community support and backing of city leadership will lead to success. The intent of this plan is to add as much predictability as possible, ensure mechanisms are in place to involve the public earlier in the process when changes or alternatives are proposed, and maintain a friendly and supportive business environment.

Comprehensive Plan Guiding Principles

In support of the three keys to reconciliation, the following set of guiding principles to the Comprehensive Plan establish overarching themes that apply to all policies and actions and express values for “Plano Today,” “Plano 2050,” and “Plano Together.” These principles are not intended to stand alone but to be used in concert with one another and carry across the Plan as a whole. Each principle must be judged through a lens that incorporates all of the other principles to be fully and accurately understood.

[INSERT GUIDING PRINCIPLES]

Acknowledging that the comprehensive plan is broad in scope and cannot consider all site specifics of individual neighborhoods or properties, the guiding principles should be used to settle any contradictions between policies and actions. The city should ask itself, how does this change address the needs of Plano Today, Plano 2050, and Plano Together?