

The Built Environment – Redevelopment of Neighborhood Centers (Bundle 18)

Commented [CS1]:
Staff recommends renaming the policy to "Revitalization of Retail Shopping Centers"

Redevelopment <u>Revitalization</u> of <u>Retail Shopping</u> Neighborhood Centers (Bundle 18)	
<u>ORIGINAL WEBSITE CONTEXT</u>	<p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.</p>
Staff Rec. from 9/1/2020 packet	<p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing, additional homeownership opportunities, and improved access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.</p>
Dillavou	<p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents</p> <p>Plano has many Neighborhood Shopping Centers that typically were built on the corners of major intersections. The space allotted for such centers, particularly from the 1970’s to 1990’s was greater than demand justified. Since 2001, the national retail environment has changed dramatically and the businesses populating many centers are much different than when they were planned. While many stores have been re-purposed and fulfill a need or niche, in many cases they do generate the traffic originally envisioned and may have underutilized facilities and excess parking space. Adding to the complexity of improvements is the fact that many of these neighborhood centers are made of properties that have several different owners such as restaurant and convenience store pad sites and former grocery or big box sites. This multiple ownership can make it difficult to redevelop or improve a site with a cohesive plan.</p> <p>(continued on next page)</p>

Redevelopment Revitalization of Retail Shopping Neighborhood Centers (Bundle 18)

Staff Rec.
for
9/29/2020
packet

Several sites, while still viable do not generate the cash flows necessary to justify the improvements in parking lots, landscaping and facades that would make these sites more aesthetically pleasing. Fortunately, these neighborhood centers do not represent a problem from a safety and security standpoint. There is not an urgent need for change, but redevelopment could be positive for the center and the surrounding neighborhoods and result in a better use of land.

Many of these centers were developed before the city adopted ordinances requiring improved landscaping and architectural façade requirements. Redevelopment presents an opportunity to enforce updated standards. One of the objectives should be to reduce marginal or overbuilt retail space. This may present and opportunity for new uses for the corner site or for parts of a given site.

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

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

Plano has many shopping centers built on the corners of major intersections. The space allotted for such centers, particularly from the 1970's to 1990's, was greater than demand justified. Since that time, the national retail environment has changed dramatically. Many of the retail corners were developed before the city adopted standards for improved landscaping and architectural façades. In many cases they do not generate the traffic originally envisioned and may have underutilized facilities and excess parking spaces.

(continued on next page)

Redevelopment-Revitalization of Retail Shopping Neighborhood Centers (Bundle 18)

	<p><u>Although some sites are successful, others may not generate the cash flows necessary to justify improvements to meet current development standards. Without reinvestment, older centers may not be able to compete with new development in Plano and surrounding communities. Adding to the complexity is the fact that many of these retail corners have multiple ownership, which can make it difficult to redevelop or improve a site with a cohesive plan.</u></p> <p><u>Revitalization of Plano's underperforming retail corners is desired in a manner that is positive for the businesses and the surrounding neighborhoods. When appropriate, redevelopment of all or part of a retail corner may present opportunities for new uses and reduction of marginal or overbuilt retail space.</u></p>
<p><u>ORIGINAL POLICY</u></p> <p>Staff Rec. from 9/1/2020 packet</p> <p>Dillavou</p> <p>Staff Rec. for 9/29/2020 packet</p>	<p>Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.</p> <p>Plano will encourage <u>reinvestment, revitalization, in</u> and redevelopment of underperforming developments within-neighborhood centers to accommodate <u>a viable combination of</u> local commercial, retail, and entertainment uses within walking distance of residents.</p> <p>Plano will encourage <u>reinvestment in, revitalization,</u> and redevelopment of underperforming developments within-neighborhood centers to accommodate <u>a viable combination of</u> local commercial, retail, and entertainment uses. within walking distance of residents. In limited cases, redevelopment may present opportunities for residential use.</p> <p>Plano will encourage <u>reinvestment, revitalization, in</u> and redevelopment of underperforming developments within-neighborhood centers-<u>retail corners</u> to accommodate <u>a viable combination</u> of local commercial, retail, and entertainment uses within walking distance of residents. <u>Where appropriate transitions can be maintained, redevelopment may present opportunities to introduce residential uses and improve access.</u></p>

Redevelopment ~~Revitalization~~ of Retail Shopping Neighborhood Centers (Bundle 18)

<u>RNC1)</u> <u>ORIGINAL</u>	Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.
Staff Rec. from 9/1/2020 packet	Conduct a market study that identifies retail corner redevelopment opportunities and includes resident community input for desired businesses and land use activities. (Note: See Guiding Principles 1.3 and 2.4.)
Dillavou	Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.
Staff Rec. for 9/29/2020 packet	Working with neighborhoods and property owners. Conduct a study that identifies retail corners that are prime candidates for redevelopment opportunities and reinvestment. (Note: This combines RNC1, RNC2, and RNC6.)
<u>RNC2)</u> <u>ORIGINAL</u>	Target specific retail sites around Plano to serve as catalysts for redevelopment.
Staff Rec. from 9/1/2020 packet	Target Work with neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts for redevelopment.
Dillavou	Target Survey neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts that are prime candidates for redevelopment.
Staff Rec. for 9/29/2020 packet	Target specific retail sites around Plano to serve as catalysts for redevelopment. (Note: Staff recommends combining this action with RNC1 above. Also, please see proposed changes to RNC6.)

Commented [CS2]:
Jim Dillavou: Delete – We do not need a market study. Property owners can provide this with input from the neighborhood

Redevelopment Revitalization of Retail Shopping Neighborhood Centers (Bundle 18)

<p>RNC3) ORIGINAL</p>	<p>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.</p>
<p>Staff Rec from 9/1/2020 packet</p>	<p>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. <u>Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, land banking, rezoning, fee waivers, or other financial and non-financial incentives. When evaluating proposals for site specific redevelopments, utilize only the tools that maximize return on investment to the taxpayers. Additional weight should be given to proposals that enhance surrounding neighborhoods and improve community aesthetics.</u> <i>(Note: <u>Downtown TIF funds</u> were used to rebuild Mendenhall Elementary School.)</i></p>
<p>Dillavou</p>	<p>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. <u>Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, rezoning guidelines, or other incentives and planning assistance. When evaluating proposals additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics and maximize the return to taxpayers.</u></p>
<p>Staff Rec. for 9/29/2020 packet</p>	<p>Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. <u>Develop a reinvestment toolkit for neighborhood retail corners which could include special financing districts, rezoning, fee waivers, or other incentives and planning assistance. When evaluating use of the toolkit for specific redevelopments, additional weight should be given to proposals that enhance surrounding neighborhoods, improve community aesthetics, and maximize the return to taxpayers.</u></p>

Plano Tomorrow Comprehensive Plan
Policies and Action Statements Relating to Transportation
Consolidated CPRC Feedback with Staff Recommendations
CPRC Meeting Date: November 17, 2020

Redevelopment Revitalization of Retail Shopping Neighborhood Centers (Bundle 18)

RNC4) ORIGINAL	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.
Staff Rec from 9/1/2020 packet	Create the Neighborhood Mixed-Use (NMU) zoning district, combining homeownership opportunities, creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations and establish regulations and standards for residential mixed-use development.
Dillavou	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development. Preferences for center redevelopment include creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations.
Staff Rec. for 9/29/2020 packet	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development. Modify regulations to promote retail center redevelopment inclusive of creative design solutions, activated open space, sustainable retail, and walkable streetscapes to create desirable destinations.
RNC5) ORIGINAL	Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.
Staff Rec from 9/1/2020 packet	Establish design guidelines within the NMU zoning district that to provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities from the neighborhood center to surrounding residential areas.
Dillavou	Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas. While in some cases direct walking connections to the adjoining neighborhood may be possible and desirable, in most cases, it is anticipated that the layout of the existing neighborhood may preclude direct connections to the neighborhood center. The preference of the adjoining neighborhoods will have priority.
Staff Rec. for 9/29/2020 packet	Establish design guidelines within the NMU zoning district that provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities in retail centers. Implementation should be limited to locations where connections are desired by the adjoining neighborhood from the neighborhood center to surrounding residential areas. <i>(Note: Staff has incorporated Member Dillavou's language into the description of Neighborhood Corners, as discussed at the September 19th workshop.)</i>

Plano Tomorrow Comprehensive Plan
Policies and Action Statements Relating to Transportation
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Redevelopment Revitalization of Retail Shopping Neighborhood Centers (Bundle 18)

RNC6) ORIGINAL	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.
Staff Rec from 9/1/2020 packet	Develop a Parker Road Corridor Plan to identify locations where there are opportunities to encourage cooperative redevelopment of retail sites, reduce retail square footage , and increase housing options , and identify opportunities.
Dillavou	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.
Staff Rec. for 9/29/2020 packet	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities. <i>(Note: Staff recommends removing this action, as prime candidates for redevelopment would be identified through the revised RNC1)</i>
RNC7 (NEW from Dillavou's RNC5)	In limited situations, residential development may be possible within the existing Neighborhood Center area. The introduction of residential uses within Neighborhood Centers is acceptable where it can be accomplished in a context-sensitive manner. This may be accomplished by reducing the commercial area of the center and filling the vacated space with housing that provides a transition to the adjoining neighborhood. In some cases, integration into the center may be possible through direct connections from the new housing to the center. When residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods.
Staff Rec.	<i>This language appears to be modified from the existing description of the Neighborhood Centers future land use category. Staff has incorporated Member Dillavou's language into the description of Neighborhood Corners, as discussed at the September 19th workshop.</i>

Commented [CS3]:
Jim Dillavou: Delete – there is no reason to identify Parker Road versus other areas.

Plano Tomorrow Comprehensive Plan

Context, Policies, and Action Statements Relating to Density, Land Use, and Growth Management
Consolidated CPRC Feedback with Staff Recommendations

CPRC Meeting Date: September 1, 2020

The Built Environment – Redevelopment of Neighborhood Centers (Bundle 18)

Redevelopment of Neighborhood Centers (Bundle 18)

<u>ORIGINAL WEBSITE CONTEXT</u>	
Crawford, La Mastra, & Wilson	<p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.</p> <p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing home ownership opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.</p>
Staff Rec.	<p>Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano’s residential areas. Many of the city’s retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing, additional homeownership opportunities, and improved access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.</p>

Commented [CW1]:
Erin Dougherty: I don't currently have any suggested revisions or comments for bundle 18.
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

Plano Tomorrow Comprehensive Plan

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CPRC Meeting Date: September 1, 2020

Redevelopment of Neighborhood Centers (Bundle 18)	
<u>ORIGINAL POLICY</u>	Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.
Shockey	Plano will encourage investment in revitalization and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents.
Solomon	Plano will encourage investment in and redevelopment of underperforming developments within neighborhood centers to accommodate local commercial, retail, and entertainment uses within walking distance of residents. subject to economic viability of such centers.
Staff Rec.	Plano will encourage re investment, revitalization , in and redevelopment of underperforming developments within neighborhood centers to accommodate a viable combination of local commercial, retail, and entertainment uses within walking distance of residents.
<u>RNC1) ORIGINAL</u>	Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.
Dillavou	Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities. Study whether complete demolition of an underperforming center and replacement with small to moderate size single-family housing is a viable option in some locations.
Solomon	Conduct a study that identifies retail corner redevelopment opportunities, along with economic viability , and includes resident input for desired businesses and land use activities.
Staff Rec.	Conduct a market study that identifies retail corner redevelopment opportunities and includes resident community input for desired businesses and land use activities. (Note: See Guiding Principles 1.3 and 2.4.)
<u>RNC2) ORIGINAL</u>	Target specific retail sites around Plano to serve as catalysts for redevelopment.
Shockey	Target specific retail sites around Plano to serve as catalysts for redevelopment.
Staff Rec.	Target Work with neighborhoods and property owners to identify specific retail sites around Plano to serve as catalysts for redevelopment.

Commented [CW2]:
Yoram Solomon: The reason I will probably never leave Plano (even though I would love to live on a ranch) is because my wife fell in love with those centers and will never let go. Having said that, we have noticed turnover in those centers. While I (actually, my wife) would LOVE this statement, I think we should adopt a more pragmatic approach and make sure that we are not setting up business for failure.

Plano Tomorrow Comprehensive Plan
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 CPRC Meeting Date: September 1, 2020

Redevelopment of Neighborhood Centers (Bundle 18)	
<u>RNC3)</u> <u>ORIGINAL</u>	Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.
Shockey	Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers.
Solomon	Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers, <u>as long as they are economically viable for the city and the business who may choose to reside in those centers.</u>
Staff Rec.	Provide incentives such as public improvement districts (PIDS), tax increment finance (TIFs) districts, or finance utility upgrades to encourage reinvestment and redevelopment of neighborhood centers. <u>Develop a reinvestment toolkit for neighborhood centers which could include special financing districts, land banking, rezoning, fee waivers, or other financial and non-financial incentives. When evaluating proposals for site specific redevelopments, utilize only the tools that maximize return on investment to the taxpayers. Additional weight should be given to proposals that enhance surrounding neighborhoods and improve community aesthetics.</u> (Note: <u>Downtown TIF funds</u> were used to rebuild Mendenhall Elementary School.)

Commented [CW3]:
 Yoram Solomon: Definitions, definitions...
 Staff Response: A glossary is being prepared.

Plano Tomorrow Comprehensive Plan
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 CPRC Meeting Date: September 1, 2020

Redevelopment of Neighborhood Centers (Bundle 18)	
RNC4) ORIGINAL	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.
Crawford, La Mastra, & Wilson	Create the Neighborhood Mixed-Use (NMU), <u>combining home ownership, retail development and establish regulations and standards.</u> zoning district and establish regulations and standards for residential mixed-use development.
Dillavou	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development. <u>Emphasize creative solutions that will reduce the retail square footage while increasing the open space and design aesthetics to make these sites more desirable destinations.</u>
Gong	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.
Shockey	Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for <u>limited</u> residential mixed-use development <u>which encourages home ownership.</u>
Staff Rec.	Create the Neighborhood Mixed-Use (NMU) zoning district, <u>combining homeownership opportunities, creative design solutions, activated open space, sustainable retail, and walkable streetscape standards to create desirable destinations</u> and establish regulations and standards for residential mixed-use development.
RNC5) ORIGINAL	Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.
Dillavou, Gong & Shockey	Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.
Solomon	Establish design guidelines within the NMU zoning district that provide a direct <u>and convenient</u> connection from the neighborhood center to surrounding residential areas.
Staff Rec.	Establish design guidelines within the NMU zoning district that to provide a direct safe connections for residents to conveniently access commercial businesses, open space, and other amenities. <u>from the neighborhood center to surrounding residential areas.</u>

Commented [CW4]:
 Yoram Solomon: Goes without saying: "Subject to the guiding principles of this plan"... or should it be specifically stated?

Staff Response: The Guiding Principles should address the above concern.

Commented [CW5]:
 Jaci Crawford, Salvator La Mastra, & Sara Wilson: What type of direct connection?

Staff Response: Please see the detailed background information for Bundle 18 for more information on this action.

Commented [CW6]:
 Yoram Solomon: The whole idea here, as stated at the top, was "within walking distance of residents".

Plano Tomorrow Comprehensive Plan
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 CPRC Meeting Date: September 1, 2020

Redevelopment of Neighborhood Centers (Bundle 18)	
<u>RNC6)</u> <u>ORIGINAL</u>	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.
Crawford, La Mastra, & Wilson	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase home ownership housing options, and identify opportunities.
Gong & Shockey	Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options, and identify opportunities.
Staff Rec.	Develop a Parker Road Corridor Plan to identify locations where there are opportunities to encourage cooperative redevelopment of retail sites, reduce retail square footage , and increase housing options, and identify opportunities.

Commented [CW7]:
Yoram Solomon: Why specifically identify Parker Road? I think some background would be in order.

Staff Response: Please see the detailed background information for Bundle 18 for more information on this action.

Commented [CW8]:
Yoram Solomon: Again, I don't think that increasing options should be the goal. Maybe increasing inventory? Availability? More options, or variety (as stated before) should not be a goal.

Staff Response: In the [Housing Value Retention Analysis](#), housing variety was an indicator of neighborhood stability – see the Detailed Background Information for Bundle 17 for more information.

Commented [CW9]:
Yoram Solomon: Opportunities for...?