

Proposed Changes to the Plano Tomorrow Policies, Action Statements, and Land Use Descriptions

The Built Environment

Land Use and Urban Design

- Land Use
- ~~Urban~~ Community Design
- ~~Redevelopment Urbanization of Expressway Corridors~~ Regional Transportation Corridors
- Undeveloped Land
- Transit-Oriented Development

Housing and Neighborhoods

- Neighborhood Conservation
- Redevelopment of Neighborhood Centers
- Special Housing Needs

This document will illustrate changes that have been made to the 'Land Use and Urban Design' and 'Housing and Neighborhoods' policies. Markups shown in **RED** indicate changes that were made following the November 2014 public open houses. Markups shown in **GREEN** indicate changes that were made following the May 2015 public workshop.

The Built Environment - Land Use

Policy - Plano will ~~strategically promote and incentivize higher integration and efficiency of support a system of organized~~ land use to provide greater housing and employment choices, where new and redevelopment areas respecting ~~the~~ existing ~~residential neighborhoods~~ and businesses ~~community~~. ~~to provide greater housing and employment choices and efficient use of infrastructure, and support regional growth.~~

Action Statements

- 1) Review and evaluate the Zoning Ordinance and make appropriate amendments based on the policies of the Comprehensive Plan.
- 2) 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.
- 3) Where possible, zone property and configure development to provide complementary uses and to foster good connections using a combination of streets, trails, and sidewalks for vehicular, pedestrian, and bicycle circulation.
- 4) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.
- 5) Review and update the Zoning Map to resolve land use inconsistencies between the Future Land Use Map and the Zoning Map.
- 6) Create regulations that incentivize the redevelopment of underperforming retail and multifamily development.
- 7) Review and ensure residential adjacency standards provide appropriate transitions in building height and bulk that are sensitive to the physical character of adjoining neighborhoods.
- 8) Develop locations for special area plans to focus development and redevelopment efforts.
- 9) Develop criteria for review for mixed-use developments and update as necessary.

The Built Environment – ~~Urban~~ Community Design

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

Action Statements

- 1) Develop Criteria of Review for ~~Urban~~ Community Design elements and update as necessary.
- 2) Evaluate the use of overlay districts to require unified design standards in transformation areas of the city.
- 3) Create a Corridor ~~Urban~~ Community Design Plan to identify unique streetscape design themes along major arterials.
- 4) Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.
- 5) Develop wayfinding signage guidelines to apply to special areas and public facilities citywide.
- 6) Evaluate and make revisions to parking regulations to ensure a balance between the needs of various transportation options and creating good ~~urban~~-community form.

**The Built Environment - ~~Urbanization-Redevelopment~~ of ~~Expressway Corridors~~
Regional Transportation Corridors**

Policy - Plano will encourage reinvestment ~~and~~, redevelopment ~~and urbanization~~ of identified ~~expressway corridors~~ regional transportation corridors to create ~~mixed-use~~ cohesive developments that incorporate ~~higher density quality~~ well-designed housing, commercial, and retail opportunities.

Action Statements

- 1) Develop a U.S. Highway 75 Corridor Plan to guide infill ~~urbanization~~ and redevelopment efforts.
- 2) Update the Urban Centers Study to reevaluate locations ~~for potential urban centers~~ that may serve as catalyst for redevelopment.
- 3) Adopt regulatory strategies that permit or incentivize ~~increased~~ residential, ~~and~~ employment ~~densities~~ and other diverse uses in ~~specific transit-served areas and~~ areas ~~locations~~ identified for compact complete centers.
- 4) Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.

The Built Environment - Undeveloped Land

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.

Action Statements

- 1) Develop Criteria for Review of Undeveloped Land and update as necessary.
- 2) Create an interactive Undeveloped Land Map updated on a quarterly basis and post to the city's website for public use.
- 3) Situate new housing growth adjacent to existing residential neighborhoods.

The Built Environment - Neighborhood Conservation

Policy: Plano will conserve and enhance established residential neighborhoods through city programs, initiatives, and regulations that support neighborhood identity; ensure safe, walkable communities; and preserve the suburban form that contributes to the overall character and livability of the neighborhoods.

Action Statements:

- 1) Establish programs and initiatives that enable home owners to maintain and enhance their property and neighborhood.
- 2) Implement the recommendations adopted from the Housing Value and Retention Analysis study.
- 3) Conserve Plano's established residential neighborhoods to provide opportunities for work force housing.
- 4) Monitor and analyze the Great Update Rebate program and modify to improve effectiveness over time.
- 5) Study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies.
- 6) Review, and modify as necessary, residential zoning standards to allow for a variety of compatible housing options within the same development.
- 7) Identify community character within residential areas and enhance stronger neighborhood identity.

The Built Environment - Redevelopment of Neighborhood Centers

Policy: Plano will ~~promote, and provide incentives, to~~ encourage reinvestment in and redevelopment of ~~strategically located mixed-use neighborhood centers at~~ underperforming ~~developments within neighborhood centers commercial sites~~ to accommodate local commercial, retail and entertainment uses ~~and provide diverse housing opportunities~~ within walking distance of surrounding residents.

Action Statements:

- 1) Conduct a study that identifies retail corner redevelopment opportunities and includes resident input for desired businesses and land use activities.
- 2) Target specific retail sites around Plano to serve as catalysts for redevelopment.
- 3) 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.
- 4) Create the Neighborhood Mixed-Use (NMU) zoning district and establish regulations and standards for residential mixed-use development.
- 5) Establish design guidelines within the NMU zoning district that provide a direct connection from the neighborhood center to surrounding residential areas.
- 6) Develop a Parker Road Corridor Plan to encourage cooperative redevelopment of retail sites, increase housing options and identify opportunities.

The Built Environment - Special Housing Needs

Policy: Plano will accommodate senior and special needs housing through inclusive regulations and the goals stated in the Consolidated Plan.

Action Statements:

- 1) Conduct a community needs assessment to identify and prioritize service demands and resources.
- 2) Create affordable home ownership opportunities through assistance programs, new construction and or rehabilitation of housing structures for income qualifying households.
- 3) Support organizations through social service agencies that engage in public services for special needs populations by providing financial assistance from federal and local government grants.
- 4) Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.
- 5) Review zoning regulations for inclusiveness of special needs housing.

DRAFT FUTURE LAND USE MAP CATEGORIES

Expressway Corridors – The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of ~~high intensity~~ retail, ~~service~~, office, restaurant, medical, hotel, and technology based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Due to noise and health impacts of expressways, residential development is generally not appropriate in these corridors. ~~with the exception of high density housing incorporated within mixed use or, transit-oriented developments or self-contained high-rise towers developments.~~ Adequate building setbacks must be considered when development is proposed near neighborhoods.

Transit Corridor - The Transit Corridor future land use category applies to the Downtown Plano core and the adjoining rail corridor linking the Dallas Area Rapid Transit (DART) red/orange line and the future Cotton Belt line. It is the intention to continue the transformation of the Downtown Plano core into a distinct and authentic urban center and expand the vision for transit-oriented development within the entire corridor. Major uses within Transit Corridor include housing, retail, cultural facilities, hotels, and government offices. Infill and redevelopment projects should be compatible with the historical character of the area and ~~higher density~~ residential, employment, retail, and civic uses should be located between one-quarter to one-half mile radius walking distance of a transit stop. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land. Street, bike trail and sidewalk improvements will be emphasized to create a more accessible, walkable, and unified corridor. Useable open space will be included to create active and interesting public spaces. Commercial and residential uses within the corridor shall be designed to acknowledge visibility from rail, especially where elevated, as a gateway to the community.

Employment Centers – The Employment Center future land use category applies to business centers. The primary uses for employment centers are commercial uses which provide corporate office campuses, medical centers, educational facilities, technology centers, and research facilities. Limited manufacturing and warehouse uses may be allowed to support the employment centers. Adequate building setbacks must be considered when ~~high density mid-rise offices are development is~~ proposed near neighborhoods. Residential development is not appropriate within these centers in order to ensure the city's ability to attract and maintain employment generating uses.

Compact Complete Centers - The Compact Complete Centers future land use category applies to areas that may see new growth or experience significant redevelopment. Compact Complete Centers should include mid-rise buildings with ~~high intensity~~ office, retail, service, entertainment, and residential uses, which are based on the concepts of

mixed-use, urban design, and where possible, transit-oriented design. Uses should be integrated within the development and should create self-contained neighborhoods that are navigable by walking or using bicycles. Uses should also be serviced by parking structures to reduce surface parking and encourage efficient use of land. Useable open space will be included within the centers to create active and interesting public spaces.

Regional Centers – The Regional Center future land use category applies to large commercial developments within high traffic corridors. Regional Center uses are typically located in low to mid-rise buildings and include ~~medium to high intensity~~ retail, service, and office uses that serve a regional population. Regional centers are intended to have a mixture of large shopping centers, restaurants, theaters, offices, and other supporting uses. Residential development is supported in these centers and should be incorporated within mixed-use or transit-oriented developments. Adequate building setbacks must be considered when ~~non-residential~~ development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

Neighborhood Centers - The Neighborhood Center future land use category applies to corner retail sites along major arterials. Redevelopment of existing retail centers is strongly encouraged and should reduce retail square footage, focus on quality design and pedestrian access, and increase the mix of uses. Neighborhood Center uses are typically located in low-rise buildings with ~~low to medium intensity~~ retail, service and office uses that serve the adjacent neighborhoods. The introduction of residential uses within Neighborhood Centers is recommended where it can be accomplished in a context-sensitive manner and ~~should be~~ integrated into the center. When residential is introduced, single-family uses are desired for compatibility with existing adjacent neighborhoods. Neighborhood centers will be based on the concepts of mixed-use, urban design and transit-oriented design, where possible. Adequate building setbacks must be considered when ~~non-residential~~ development is proposed near neighborhoods. Useable open space will be included within the centers to create active and interesting public spaces.

Neighborhoods - The Neighborhoods future land use category consists primarily of residential areas focused on sustaining a high quality of life through clear, well-maintained infrastructure, housing, open space, schools and limited service/institutional uses. Single-family residential should remain the primary use within neighborhoods. These uses are not typically located within urban centers, neighborhoods centers, or along high intensity expressway corridors. It is the intention to preserve and enhance these uses and to regulate the design of new residential infill products to be within the context of the surrounding environment. Institutional, light office, and service uses are considered secondary uses and may be located along the frontage of arterial streets and intersections. Adequate building setbacks must be considered when ~~nonresidential~~ development is proposed near neighborhoods.

Social Network - The Social Network future land use category includes a wide range of public and private uses such as colleges, universities, major public schools (high school/senior high schools) athletic complexes, recreational facilities, golf courses, country clubs, and large private open spaces. These areas are intended to retain their character to provide regional recreation and social opportunities.

Open Space Network - The Open Space Network future land use category includes major public open space preserves, community parks, neighborhood parks, linear parks, and trails. These areas are intended to retain their character to provide regional recreation and leisure opportunities.

DRAFT GROWTH AND CHANGE MAP CATEGORIES

Open and Social Space: These areas are expected to remain for as open and social space uses, such as nature preserves, parks, country clubs and institutional uses, but will improve to meet the changing leisure, recreation, and social desires of the public.

Conserve and Enhance: These areas are expected to retain the current form of development, but will experience some minor infill and ongoing rehabilitation consistent with the present form and character.

Improve and Refine: These areas are expected to experience moderate changes through infill, reuse, and redevelopment to improve the existing form.

Transform Center: These existing areas are expected to experience significant redevelopment and transformation of the existing form into small-scale pedestrian-friendly centers. .

Evolve Urban: These existing areas are expected to experience extensive large-scale change ~~and urbanization~~ through major redevelopment projects that evolve into distinct walkable districts.

New Growth: These existing undeveloped areas (>50 acres) are expected to experience new development through new ~~large scale development~~ master-projects planned projects.