

SLIDE 2: Plano Vision

Plano's vision exemplifies why citizens moved here and what they want for the future: to build on the city's strengths – Schools, Safety and the Suburban Character of the city.

To accomplish this, we must give thoughtful and careful consideration to the build-out of the remaining undeveloped land.

SLIDE 3: Land Use Plan

Let's look at how the land use map changed from November 2014 to June 2015. The map on the left is November and the Map on the Right is from June 2015

SLIDE 4 – Land Use Plan – What?

It appears to us that very little changed:

High-density residential was added to Legacy West and the area bordered by Mapleshade and Coit went from a Regional Center to an Employment Center,

We note that there should not be residential in Employment Centers. However, this is where Beacon Square will be built with its high-density residential. So at least this means no more dense housing should be approved in this new area,

SLIDE 5: Housing and Population

Let's look at Plano housing and population.

The 2014 housing study shows that single-family homes made up 68% of the housing stock at the beginning of 2014, with apartments and urban mixed use comprising 29%, and a population of 265,000.

The 2015 housing study, by contrast, shows single family homes declining to 60% while apartments and urban mixed use increases to 37% of the housing stock and the population grows to 295,000, City officials have continued say that reaching 295,000 would take 20 years. With the Plano Tomorrow Plan it appears growth will far exceed that amount in the next 10 years.

SLIDE 6: Land Use Definitions

We are pleased by the change in language for these definitions which has generally removed the concept of “dense urban development.” Most importantly, we agree with the change to Expressway Corridors to say that residential generally is not appropriate. We recognize, however, that the Zoning regulations still allow Mixed use and mid-rise apartments in the Expressway Corridors so the potential for new residential still exists almost everywhere. Even though the Plan now removes the words “high density,” the zoning regulations still require 40 units plus per acre which is very dense. After the Plano Tomorrow Plan is adopted we want to work with you to change this and other aspects of the zoning regulations, reflecting the input you have heard from the citizens of Plano.

We are concerned that the population will grow tremendously and that traffic, noise, stress on city services, water, school crowding crime and other concerns will change the character of the city.

SLIDE 7: Definition of SF Attached- Townhomes

Townhomes are an option for potential homeowners and these pictured are what citizens envision and like. IN 2012 the city adopted Single Family Attached (e.g., townhomes) of 800 sq. feet and allowed a density of up to 40 units per acre. 40 units per acre is way too dense and to us that is nothing more than an apartment complex which is almost certain to be a rental property.

We ask that developments of townhomes be required to have common areas and greenspace commensurate with their size.

Camille

Slide 8: Is the Transit Corridor Walkable?

The map on the left shows the designated Transit Corridor in orange. The Transit Corridor includes all of the land around the current DART line and the future Cotton Belt line. The red in the map on the right depicts the area that meets the criteria for Transit Corridor – that being within ½ mile walk of station. Our question is whether this means that residential would not be built outside of this red area. It appears to us that housing should not be built around future planned stations until those DART or Cotton Belt stations are imminent. It is our understanding the Cotton Belt is not even in DART's 15 year Plan

SLIDE 9: How Many Urban Centers...

Here is the list of current and future Urban Centers. Do these fall within the Plano Tomorrow Plan's requirement. The requirement for ***high quality developments with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses....?***

Unless the zoning regulations are changed, all the additional developments contemplated by the Plano Tomorrow Plan will also be dense and will take our population way beyond 300,000. We say enough is enough.

SLIDE 10: How Many Urban Centers Do We Need?

We've heard much talk about redeveloping Collin Creek Mall into a unique Compact Complete Center. The City cannot make this happen – only the property owners and lenders who have varied interests can make this happen. We believe the City should set a high standard for any re-development. This is a unique opportunity to build something distinctive and requires a designation all its own. The owners should be required to come to the city with a complete actionable plan that includes at least 60% Office/Retail. Several Compact Complete Centers that have been approved are 70% residential. We should not squander this valuable land on a large high-density residential project.

SLIDE 11: Compact Complete Centers Should be Unique Places

Compact Complete Centers –should have distinctive character and we ask – do these meet that standard?

SLIDE 12: 14th & Shiloh

Now let's look at these three areas. Fundamentally, we do not understand why these are designated as future Compact Complete Centers.

Shiloh and 14th – Lower end apartments and retail already predominate and yes, would benefit from redevelopment. Any successful redevelopment would require the cooperation of several adjacent property owners. Remember, the nearby Cotton Belt is not in DART's 15 year plan.

SLIDE 13: Plano Parkway at Park

Plano Parkway and Park – Home Depot, Costco and the U-Haul certainly do not represent neighborhood businesses that people in compact dense housing utilize nor are they unique and distinctive. We have asked several times how this was selected as a good area for a Compact Complete Center. We are still waiting for an answer.

SLIDE 14: Spring Creek and Avenue K

Spring Creek and Avenue K – Much of this area already is built with apartments, single family homes and businesses. Thoughtful and coordinated planning would be required among many property owners, but this area still doesn't seem to offer the distinctive characteristics worthy of a Compact Complete Center. These should have unique features and should not be a band-aid for areas that have not developed well.

SLIDE 15: May 21 Workshop

So what did you and the city take away from the May 21st workshop? **MULTI-FAMILY HOUSING SHOULD BE LIMITED!** An overabundance of rental apartments of any type and in any setting will detract from the suburban character of Plano. Instead they will contribute to traffic, overcrowding, noise, water issues and more.

What did the city's Housing Value Retention Analysis tell you? "Rental properties reduce adjacent home values which in turn lowers the amount of property taxes paid."

This is NOT what Plano residents want and this should NOT be what the city wants.

SLIDE 16: Why Is Legacy Town Center Successful?

Now we come to Legacy Town Center. The city wants more just like it throughout Plano. What makes it so successful and so admired?

SLIDE 17: Commercial Growth First

These factors cannot easily be repeated. Starting 30 years ago, corporations and businesses moved to Legacy Business Park, making it one of the largest DFW corporate and office developments outside of Downtown Dallas. There was a pressing need then for restaurants, hotel and entertainment to serve the great number of office worker. The result was Legacy Town Center which was unique and a first for the area. Housing followed after; it didn't come first like the copy-cat developments want to do. We are concerned that these other developments will just be competing with each other. Other mixed uses and placemaking will be an afterthought and thus fail to meet the vision of the City.

SLIDE 18: Standard of Excellence

The Standard of Excellence for a successful Urban Mixed Use Development is that it be a destination, generally one-of-a-kind. Hopefully Legacy West will be an extension of this because it already has major office developments including Toyota, Liberty Mutual and FedEx. Again, these businesses committed to moving first. Form follows function, so to speak. It's not easy to duplicate success, but that's what Plano is trying to do throughout in the city.

SLIDE 19: Recent Inferior Development

City officials need to learn from mistakes that have been made. The Elan and CityScape developments lack any sense of place and consistently draw negative comments from passers-by. Residents say the apartments are extremely noisy. An online review states that [quote] "the apartments themselves look quite nice on first impression and then you start to realize all the imperfections that were not addressed in building each unit. For the money it's not a very good value. I have lived here since the apartment was originally Elan Market Center and it is slowly going down hill." Elan is only a few years old. What will the future bring for these renters? And for the city?

SLIDE 20: Plano Gateways Should Reflect Quality

Plano Gateways should be enhanced and reflect well on the city. Plano embraced this concept when it embarked upon improving Coit Road, a major thoroughfare in the city. It artistically painted the long, boring wall with living art to be enjoyed by those passing through the city. The Broadstone Galleria in Dallas reflects the opposite. It is not visually appealing and is replete with bad online reviews since 2008 citing noise, poor maintenance, fire alarms going off all the time, poor electrical, rude management. What will the City do to protect residents and neighbors of the Broadstone Park Place? Do we want more of these projects for Plano?

Coppell is improving its entryways and the Assistant Director of Engineering says: [quote] “When you’re coming into Coppell we want people to feel that they’re somewhere different, that they’re crossing into a city that’s beautiful; we take care of the way the city looks and we want it to look different in a good way.” Shouldn’t Plano be thinking and building that way?

SLIDE 21: Building Standards

Building standards should be of higher quality and variances not allowed unless they are distinctive and improve the city’s aesthetics. They should withstand the test of time.

To ensure that, we must acknowledge that multi-family rental products have tended to deteriorate over time because cheap construction does not hold up. Building too close to major thoroughfares provides poor quality of life due to noisy living. This is not what residents want and should not be what Plano wants its mixed use developments to be known for.

Slide 22: 5 to 8 Story Wood Construction

Wood construction resulted in the horrific fire that engulfed a Houston 5 story wood structure apartment building. The Dallas-based developer touted this as a high quality project. Buildings inspections and standards are imperative to avoid this in Plano.

SLIDE 23: 5 to 8 Story Wood Construction

Poor quality building standards unfortunately resulted in the tragedy and loss of life when a balcony collapsed in a Berkeley mid-rise apartment building that was not very old. Avoiding any such horror is a must and being extremely diligent regarding materials used and construction specified is paramount.

SLIDE 24: Recommendations for MF

Therefore, the citizens of Plano offer recommendations for Multi-Family Developments:

1. Develop property code standards with higher quality, even for approved mid-rise buildings like Broadstone Park Place, to avoid future projects that decline over time.
2. Increase code enforcement for exteriors and interiors of all approved buildings and existing complexes.
3. Help owners of aging and deteriorating Multi-Family apartments throughout the city improve their properties and their residents' lives. Pictured are sad examples of what some are currently enduring in Plano, the city of excellence.

SLIDE 25: Communication & Transparency

We offer suggestions of how to work together to improve communication and transparency between the city and its residents:

1. Improve vague zoning terminology
2. Improve city web site by:
3. Always referring to zoning cases by zoning number with links to all ongoing updates.
4. Provide online documents including maps that are legible with surrounding street names. Developers should be required to provide these to the city when filing.
5. Information on zoning documents that are submitted to staff should be posted immediately to the website titled "active zoning cases."
6. Provide links to all changes to each project.
7. Agendas and packets for Planning & Zoning meetings should be posted a minimum of one week before the meeting.
8. There should be a full discussion of all requests for variances as full disclosure improves trust all around and enables an atmosphere of city and residents working together.

SLIDE 26: Recommended Changes to the Plan

We will provide specific comments well in advance of the September meeting. The Plan should recommend zoning changes including:

- The definition for Single Family – Attached should be changed to a maximum of 18 units per acre with no minimum.
- The requirement that apartments have a minimum density of 40 units per acre should be scrapped.
- Neighborhood Centers - limit Residential Density to 20 units /acre.
- Conditions under which Residential is allowed in Regional Centers and Expressway Corridors should be explicit and limited. Where neighborhoods are in immediate proximity of a Regional Center, property owners within 5,000 feet should have a say.

Regionalism statement: It is not the responsibility of Plano to accommodate population growth of the region. We cannot support significant additional growth with the limited land we have for development and it is counter to our suburban character.

SLIDE 27: What do Plano Stakeholders Want

So what do the citizens, who are stakeholders in the city of Plano, want?
We simply want

QUALITY SCHOOLS
SAFE ENVIRONMENT
PRESERVE THE SUBURBAN CHARACTER OF OUR COMMUNITY.

THANK YOU.

