

CPRC Combined Homework Responses
January 5, 2021

Background:

The purpose of this homework is for CPRC members to identify specific changes to the plan that are needed to receive the CPRC member's support. Members wrote down specific changes they felt are needed in order for them to vote yes on the plan. The following are the combined responses organized into key themes:

OVERALL VISION AND DIRECTION

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: Plan lacks strategic vision and is inconsistent with city's vision.

- **Solution:**
- Strategic forward-thinking solutions ("Amazon", "Tesla" solutions)
 - Solution A – Remove the DGM and Bundles 23/24 – allow P&Z, council, city staff to do their jobs and allow leaders/macro trends guide the city
 - Solution B – Increase the dots for several housing types (both SF and MF) across multiple FLUM categories as well as increasing the DUA to match the flexibility provided for commercial areas. For example, in NC/CC/SA, increase the dots on SF, MF, retirement facilities, etc. Another example, add residential dots to EM/SN
- Unstrategic, backwards thinking solutions ("Blockbuster", "Radioshack", "JC Penney" solutions)
 - Solution C – Add similar requirements for commercial development and redevelopment areas (i.e., a DGM for commercial areas) these areas also create traffic, require emergency personnel, etc.
 - Solution D – Change the city's vision; this plan does not align with the city's vision. How is becoming a "global economic leader" achieved?

Comments from Member Dillavou

Issue: The fundamental problem with the Draft Plan and the land use element is its focus on Redevelopment as a Vision. Redevelopment is NOT the vision of the citizens of Plano. Redevelopment is the vision of developers. More importantly, the Draft Plan assumes most redevelopment will include a proposal to add residential uses to areas that are not currently zoned residential. The Draft of the Plan put forth by the Planning Department and the Consultants is backwards.

Solution: Plano is largely developed and well liked as it is by its citizens. It does not need major redevelopment. In fact, with the redevelopment of Plano's two most derelict sites (Collin Creek Mall and Plano Antique Mall) already underway, there are no other sites critically in need of redevelopment. We do not see adding residential as necessary to further redevelopment.

Issue: If there is anything to be learned from Plano's past mistakes it is that our city leaders were too ready to accommodate developer requests. They were too ready to accept shopping centers on every corner, even when they knew that retail development exceeded demand. They did not set standards that promoted quality sustainable development, instead allowing corner development to proliferate with too little emphasis on design and aesthetics. Many of us see a similar issue with the rush to add high density housing. Little emphasis is on quality. Promises that the primary focus of a development will be offices, restaurants and other active uses in a highly-walkable environment go unfulfilled and instead we end up with little more than high density residential. The only real exception to this has been in Legacy where the business, hotel and restaurant uses were already well underway before the residential development occurred.

Solution: The Plan needs to emphasize the intent to conserve and enhance existing development and uses. This includes revitalization and redevelopment of existing sites but does not include re-zoning to add residential uses. While we can expect that there will be many proposals to add residential uses, especially high-density residential uses, to existing developments, most of these requests should be rejected. The Plan can address considerations that would make the addition of residential in limited circumstances acceptable to the citizens of Plano, but it should not characterize the addition of high density residential as a “vision,” call it “aspirational,” infer that it is “desirable” or gush that the addition of residential is “compatible with the surrounding neighborhood.”

For each category of Neighborhood Corner, Community Corner, Suburban Activity Center and Expressway, it should be clear that adding residential is the exception not the rule. Emphasis should be on conserve, maintain and revitalize under existing zoning. There should be a high bar for rezoning to be approved. There should be no “green light” for residential rezoning. The Plan should set the expectation that such requests will be scrutinized and must be justified. Such requests must offer clear benefits to the surrounding neighborhood and the community at large.

Issue: While one of the objectives of any redevelopment should be to reduce the amount of retail square footage, that is not an end unto itself.

Solution: In order to justify a redevelopment that includes a zoning change, the redevelopment should include a substantial upgrade to the existing retail space, including improved layout, improved aesthetics such as new façades, additional green space, resurfaced parking lots., new lighting, other features that will be inviting to the public and the introduction of other desirable uses such as offices. There should be a requirement that such elements be constructed in advance of or coincident with any residential development.

Comments from Member Howe

I want to again thank our excellent city staff and consultants for helping to guide our committee in this update of Plano’s comprehensive plan. Overall, I would hope that we can remember that this is intended as an aspirational plan for the 21st century, not a “go-back” or a “freeze us in the 20th century” plan. It is intended to be a high-level visionary plan, open to new opportunities, many of which we might not have yet envisioned. It shouldn’t attempt to be a prescriptive “can’t do that” or “only do this” plan only because some might be uncertain in their level of trust of future elected officials and staff to do what they think might be Plano’s best interest.

Comments from Member Solomon

Note: “The following are my impressions of what will prevent the plan from getting the required approval rate. I am not speaking on behalf of anyone on the committee, nor was I authorized to represent any member. This is purely based on my own observations.”

Issue: Leaves a lot of wiggle room. The plan leaves a lot of wiggle room for deviations and exceptions. As such, while the plan provides for a process of deviating from it, and even modifying it, it almost has no value in defining the future nature of the city. The “red/yellow/green” process associated with the DGM is very loose. Even going into the red line has little restrictions on it. Attempts to put some more restrictive language

were typically faced with either “we will never do that (go too far above the maximums)” or legal reasons why we can’t restrict current and future city councils.

Issue: Commit to compliance (P&Z and Council) I feel that trust was lost between the city leadership and the city residents. I continue to hear that the city council (and by proxy, P&Z), are favoring developers over the needs of current residents. Regardless of whether this is true or not, this is a perception that keeps being verbalized, mostly during city elections time, and we are just about to enter one. While this low level of trust exists, it would be hard to accept a plan that is not more restrictive and that requires a commitment by city council to comply with it.

Solution: This is not the time to say, “trust us.” It is a time to make commitments and live up to them. As a result, trust will be built. This is also not the time to reprimand members of the committee for highlighting deviations from existing plans.

POPULATION PROJECTIONS/CAPS

Comment from Member Crawford

Issue: FLU Max. I believe you said green was an additional 11,000, yellow could be 33,000 and red would be considerably more. That is unacceptable.

Solution: There needs to be some formula that would allow a much smaller number.

Comment from Member Dillavou

Issue: Many people in Plano feel that we are already overbuilt from a housing point of view. There is very little undeveloped land left and almost none of it is zoned for residential use. Indeed, under the Current Comprehensive Plan, city leaders stated for years that Plano would be built out at 260,000 people. Beginning around 2007, this number began to slowly creep up, first to 265,000 then 270,000 and in 2015 to 280,000. Then after the Plano tomorrow plan was adopted, the City manager stated that Plano would grow slowly to 290,000 by 2030 and then grow very slowly to 300,000 by 2040. Already Plano is at 290,000 and city staff would agree that with recently approved zoning changes, Plano will have a population of 310,000 without any further rezoning actions.

Solution: The Plan should acknowledge we are beyond our intended capacity and are not pursuing strategies to grow our population. We will have limited redevelopment where it makes sense, but that will be judged based on what is best for Plano’s existing residents.

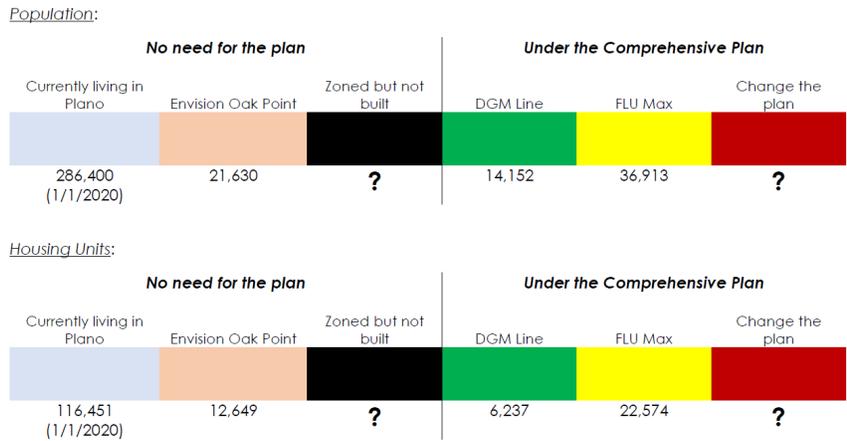
Comment from Member Solomon

Note: “The following are my impressions of what will prevent the plan from getting the required approval rate. I am not speaking on behalf of anyone on the committee, nor was I authorized to represent any member. This is purely based on my own observations.”

Issue: Ignoring the delta between what is currently built and what is already zoned. The plan deals only with the undeveloped 5% of the city land, and future redevelopment above and beyond what is currently zoned. As such, the numbers provided to the committee (residents and units) are based on the current numbers of residents and units (including “Envision Oak Point”) plus what would happen if we reached the top of the “green” line, or the top of the “yellow” line. They are missing what will happen if the 95% of the city land

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that is not subject to the plan will be developed to the maximum it is **already** zoned for. This is misleading. In other words, the “max population” numbers in slide 26 of the “Population Projections” presentation made in our last meeting (population of 322,202 to 359,115, or 135,337 to 143,252 housing units) are incorrect, as they do not account for what they might be if (and when) areas already zoned will be built to their maximum zoned limits, or what can be built in the “red zone” by modifying the plan unilaterally. As the last 5% of the land get developed, developers will seek opportunities where zoning is already allowing a significant increase without new zoning requests.



Solution: This should be addressed by the plan, when considering future new zoning requests. I suspect that the way to solve this would be to (1) identify the number in the “black” box below, (2) restrict how much can go in the “red” box, and (3) whatever goes into the “red” box would come at the expense of the “green” and “yellow” boxes. ***This, by itself, might help the plan get 75% approval rate.***

Issue: Maximum Capacity. Many statements were made about the total “capacity” of the city of Plano (whether by number of residents or residential units). Statements were made relative to the growth in the **DFW area**, but Plano is part of **Collin County** and should maintain the overall suburban character of the county and should therefore be compared to cities in this county. Comparing it to cities such as Dallas or Fort Worth is irrelevant to make such determinations.

Solution: We should look at the density of other cities in Collin County (net of undeveloped land) and be comparable to that. The number will likely change over time, as density in Collin County changes, but I feel that without a “cap,” there will not be enough support to pass the plan. Given that the plan in its current form allows for deviations and exceptions (the “red zone”), there need to be some assurances that deviating from those maximums will be averaged over the entire city. Uncommitted promises such as “if we exceed the density in one area, we will not do it in others” are not enough when the level of trust is low.

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: Population estimates lay the foundation for controversy as they take into account many assumptions which are extremely difficult to correctly predict.

Solution: Limit the use of population estimates in the Plan.

Comments from Chair Shockey

Issue: Overall trends

Solution: I am not seeing where this plan will prevent the increasing density or rental % trends. Perhaps some type of caps are necessary.

HOUSING MIX

Comment from Member Dillavou

Issue: We cannot have more development that only delivers high density residential and low end uses such as fast food and limited-service motels. Examples of this in Plano include the Beacon Square, Heritage Creekside and Commodore / Alta 289 developments. It appears Collin Creek may develop all the residential before starting any other development. This issue is not unique to Plano. In a recent Community Impact Article, Frisco Mayor Jeff Cheney discussed the Gate mixed-use development project and said Frisco adopted a phasing strategy because “One of the things that council did a couple years ago is to try to correct issues like this, where you have a planned development that includes residential components in it,” Cheney said. “We were getting frustration from our residents that the residential [development] would be built, and then the other things wouldn't follow. And this was kind of Exhibit A.”

Since 2010, 80% of new housing units approved in Plano have been multi-family, while new single-family housing has only been 20% of the total. Even of the 20% that is considered single-family, most of that development has been townhomes and the like. There is a great unease among our citizens as the percentage of all housing that is single family homes has declined from more than 75% in the 1990's to less than 65% today. Based on approved developments, it appears that percentage of single-family homes will decline below 60% in the foreseeable future. This percentage of single-family homes is far below the average for DFW, for the state of Texas and for the US as a whole. The Plan should directly acknowledge this disturbing trend.

Solution: The Plan should state that any efforts to re-zone existing land should be based on maintaining a better balance of single family to multi-family in any development and that single family residential should be at least 2/3rds of future rezoning.

Comment from Member Solomon

Issue: While it is not clear to me how the comprehensive plan could address the continuously increasing percentage of rental properties in the city, or that rental percentage is linked to only one type of property, it is an area of concern that was mentioned during the proceedings but never addressed in discussion or reached conclusion. Rental properties have an impact on “high mobility,” which was indicated by Plano ISD to have an adverse impact on school performance, one of the main reasons that make Plano great.

HOUSING MENU

Comment from Member Crawford

Issue: Midtown Housing

Solution: Remove midtown housing. Eliminating this housing type solves many issues

Comments from Chair Shockey

Issue: Midtown housing description

Solution: Single Unit –Remove bungalow court from product example. Multi Unit – Remove Manor Homes from product example, rework description

DENSITY GUIDANCE MAP

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: When proposing something with density that is similar to surrounding areas, should not have to have to go through Bundle 24 process unless applicant so chooses. Having the formula calculations provides all interested parties with important information to allow for better decision making and support for positions.

Solution: Add back the calculations showing surrounding density so that a development proposal that above the DGM line but below the calculation number could move forward under the green assumptions. Adding something of similar density to what is existing adjacently should not be forced to incur additional expense.

I am willing to accept that above situation would still be yellow because I also feel that the majority of the other criteria are required anyway and the ones that are not while still adding what I feel is unnecessary expense, would not be burdensome in a manner that would prevent development consideration.

Comments from Chair Shockey

Issue: Utilization of density guidance calculation and FLUM Dashboard

Solution: For green light status it should be below the lesser of the two. For yellow light status lower than 120% of the greater of the two. Red light status for anything over 120% of the greater of the two.

Comments from Member Solomon

Note: The way to read my comments below is this: all the policies, actions, and zoning requests should be compliant with the following high-level criteria before approved.”

Issue: Density (and height, and character) guidance

Solution: The “density guidance map” is a good idea to avoid “surprising” residents with developments that are inconsistent with their existing neighborhoods. However, to assure that, we must (1) include **height** and **overall character** as two of the consistency parameters, and not only **density**, and (2) assure that this guidance map is adhered to, and not made something that will very rarely be complied with (currently, ignoring is remains in the “yellow” zone. The guidance map also assures prioritizing the interests of those who are affected by new development the most (the nearby neighbors) over people from the other side of town who feel they have a strong say in the matter. However, all the conditions (FLU Max, DGM Line, appropriate types of development) should be met, and not substituted for one another.

BUNDLE 23 & 24 – MAP AMENDMENTS

Comment from Member Crawford

Issue: Bundles 23 & 24

Solution: Use Jim's recommendations on bundles 23 & 24

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: If the Bundle 23 Process is in two steps, potential redevelopments may not incur because the added expense of the Bundle 23 process would not be justified without the ability to gain building rights after successful completion. Anything which adds to development cost deters potential projects and an opportunity to turn transform underperforming property to its highest and best use.

Solution: The Plan Amendment Process should include that a zoning case can be done simultaneously with the Plan Amendment process. In response to the concern that a citizen may miss opportunity to provide input if a zoning case was allowed to occur simultaneously: citizens would have multiple opportunities a.) at the community forum that is required herein, b.) during the input process before a map amendment/zoning case before P&Z, c.) at the map amendment/zoning case before P&Z, d.) during the input process before a map amendment/zoning case before city council e.) at the map amendment/zoning case before city council.

Comments from Member Doyle

Issue: When it comes to Bundles 23 & 24 I would yield to P&Z comments because I do not have any major issues with Bundles 23 or 24. P&Z can make informed decisions on Plan Map Amendments and Redevelopment & Growth Management because of their operation experiences, policies and history. The CPRC has provided their input also on these bundles already. I am more concerned with the steps taken to ensure that zoning requests have meaningful procedures in place so that buyers, developers and investors can make sound decisions for residential development.

Solution: Rezoning Requests process flow should have a design that can be easily followed through participating organizations from determining land density of properties to a future land use decision resulting in an approval or denial of rezoning requests in the City of Plano. Bundles 23 with Plan Map Amendments & Bundle 24 have provided actions and tasks to support the analysis needed for rezoning approval or denial. I am more for leaving the bundles in. If bundles are removed I could still vote on the plan.

Comments from Member Howe

Issue: Bundles 23 and 24

Solution: Pertaining to bundles 23 and 24, I agree with committee member Hilton Kong's comments during our meeting that there should be an option in the processes (that are to be developed), that if requested, facilitates a path for a Plan Map Amendment and zoning change to occur together.

FUTURE LAND USE MAP & DASHBOARDS

Comments from Chair Shockey

Issue: Dashboard should have a FLUM Assigned density

Solution: There should be 2 numbers: The FLU density, the Density Guidance Map calculation (actual)

Comments from Member Dillavou

Issue: HOW TO READ THE DASHBOARDS SECTION

Solution: Each Future Land Use Category includes a general description of the existing character and, list of priorities [where is the list of priorities? – I do not see one], ~~and~~ Plano is largely developed. Residents are generally satisfied with existing development and no major changes in land use are contemplated. For most areas the emphasis should be on conserving and enhancing existing land uses through revitalization and redevelopment that improves the aesthetics and changing tastes of the community. Plano is now in the middle of the growing North Texas area, however, there is very little land available for development. It is apparent that there will be proposals for re-development, typically increasing the intensity of use and density of development. The dashboard includes illustrating a discussion of the mix of land uses, relative compatibility of housing and employment types, and typical design characteristics that are desirable redevelopment proposals should consider to meet the community's vision expectations for these areas. ~~As Plano is mostly developed, existing conditions are not anticipated to align perfectly with the dashboards, and individual Individual sites are unique under the same category will and will- redevelop with their own unique mix, character, and flavor. differently, the objectives should be to assure any re-development is of high-quality that respects the suburban character of Plano and its existing residents. It is intended that tThese dashboards be broad enough to adequately are intended to portray similarities of large geographies of the city, while also adding the necessary specificity to establish reasonable community expectationsthe minimum acceptable standards for how these areas should develop or redevelop. The sections below describe how to use and interpret the Future Land Use Category Dashboards of the Comprehensive Plan.~~

Issue: DESCRIPTIONS SECTION

Solution: This section provides a written description of the ~~broad vision,~~ existing form, and desired characteristics for each Future Land Use Category. ~~These descriptions are aspirational in nature, indicating the desired future conditions.~~ They are intended to describe the typical qualities of each category and may not reflect the full variety of uses and existing conditions —of individual locations. *(For example, the Neighborhoods (N) Future Land Use Category, while primarily single-family in nature, will cover neighborhoods in Plano ranging from estate lots to townhomes and apartments.)*

Issue: PRIORITIES SECTION

Solution: This section provides a list of major priorities and necessary action to achieve the vision for each Future Land Use Category. WHERE IS THIS? I DON'T SEE IT. IT NEEDS TO BE INCLUDED AND NEEDS TO REFLECT OUR VIEWS. The number 1 priority should be: It is the desire of Plano residents to maintain the city's suburban character and its emphasis on quality schools, quality of life and a location of choice for employers.

Issue: MIX OF USES SECTION

Solution: This section includes ~~charts illustrating~~ charts – illustrating a- preferable– mix of uses that are representative of the general vision for each may be acceptable in evaluating redevelopment that proposes

changes in land use category. Redevelopment generally is not expected to result in changes to land use, so this section is applicable only to proposals to change land use. As Future Land Use Categories cover large portions of the city, **these charts should not be interpreted as hard caps or minimums for the mix of uses at individual locations**; however, changes in land use should improve, rather than detract, from the preferable mix of uses established for the Future Land Use Category in an area. The actual mix of uses may vary from location to location based on existing conditions, market demand, and individual site considerations that may limit the suitability of certain uses. Large deviations, however, ~~should warrant close consideration~~will require compelling justification.

Issue: COMPATIBILITY OF NEW USES

Solution: This chart illustrates the relative compatibility of proposed changes to land uses for new growth, infill, and redevelopment in each Future Land Use Category. Some areas may have existing uses noted as “not a compatible use” that are anticipated to remain in active and productive use. As discussed above, changes to land use zoning should be infrequent. Note that just because a proposed use fits in the category of “most compatible” does not mean that a proposal to change land use is acceptable to the community. All proposed changes to land use that constitute a zoning change will be scrutinized and evaluated on their merits

- Most compatible uses: This use, as a new, infill, or redevelopment use, is the most compatible in the Future Land Use Category.
- Somewhat compatible uses: This use, as a new, infill, or redevelopment use, ~~is typically~~may be compatible in the Future Land Use Category.
- Additional analysis and information may be required to justify the compatibility of the use in the proposed location.
- Compatible uses in very limited circumstances: This use, as a new, infill, or redevelopment use, is generally not compatible within the Future Land Use Category, so proposed uses in this category require a Favorable Features of Development analysis, per the Redevelopment and Growth Management Policy, to aid in determining compatibility as part of the zoning process. The use may be found compatible as a primary use in special, non-typical scenarios or where measures are taken to address compatibility concerns.
- Not a compatible use: This use, as a new, infill, or redevelopment use, is typically not compatible within the Future Land Use Category.

Issue: CHARACTER DEFINING ELEMENTS SECTION

Solution: This section describes the general characteristics that are ~~desired to be evaluated~~ for **new growth, infill, and redevelopment** in each category when a change in zoning, Specific Use Permit or other approval action is required. Improvements to existing uses should ~~also be a encouraged fundamental element of any redevelopment proposal to incorporate these character defining elements.~~ These elements should be viewed in the context of Plano’s desire to maintain its suburban character and to conserve and enhance most existing development. More information is described on the following page, however these include: [...]

NEIGHBORHOODS

Comments from Chair Shockey

Issue: Midtown MF

Solution: Should have zero dots

NEIGHBORHOOD CORNERS/COMMUNITY CORNERS

Comment from Member Crawford

Issue: Traditional SF-D

Solution: SF has 2 dots in NC, why not in CC?

Issue: Density in CC

Solution: No more than 16 DUA

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: In both NC and CC, the concern that these areas have too much retail and we want creative solutions that might on potential redevelopment. Anything with one dot must incur additional steps of Bundle 24 and potential extra costs.

Solution: Add an additional dot to Midtown Multi-Unit and Institutional living to bring both to two dots.

Comments from Chair Shockey

Issue: Midtown MF

Solution: Should have zero dots in NC and one dot in CC

Comments from Member Howe

Issue: Midtown Multi-Unit in CC

Solution: prefer 2 dots, 1 dot as indicated would be acceptable

Comments from Member Dillavou

Issue: Neighborhood Corner Description

Solution: The Neighborhood Corners future land use category applies to the small- to-medium retail sites on the corners of major arterial roadways that have traditionally served the convenience retail, service, office, and institutional needs of surrounding neighborhoods. Neighborhood Corners are typically up to 150 acres in size, directly abut single-family neighborhoods, and are anchored by a small grocery store, drug store, or gas station.

Issue: Community Corner Description

Solution: Community Corners

The Community Corners future land use category applies to medium-to-large retail sites on the corners of major arterial roadways that traditionally serve the general retail, service, office, and institutional needs of surrounding neighborhoods. These areas are often anchored by uses such as a large grocery store, hardware store, department store, fitness center, or other big box retailer. Community Corners are typically 125+ acres, but may be as small as 10 acres when ~~buffered from single-family neighborhoods or~~ located in an area ~~with excess adjoining or nearby retail-zoning or~~ development.

[Revitalization, Redevelopment & Innovative Concepts -Continued maintenance, renovation and revitalization are strongly encouraged to sustain Community Corner vitality and attractiveness. Competition, constantly changing consumer tastes, the economy, and new technology result in an ever-changing business](#)

environment for retailers, restaurants and the small businesses that occupy Community Corners. Renovation, redevelopment and re-purposing of space is often necessary to respond to these changes and keep these corners attractive to their patrons. In most cases these changes can and should be accomplished within the existing land use zoning for these corners. Due to the abundance of retail zoning in Plano's development history and changes in retail consumer trends, these areas ~~are increasingly~~ can be susceptible to decline. ~~Redevelopment is encouraged where appropriate to~~ In some circumstances it may be apparent past efforts to repurpose and revitalize an area have not been successful. A strategy to reduce excess retail square footage may make sense, This reduction may include efforts to improve the attractiveness of the corner by increasing green space and, community gathering places, integrating new uses, and improving walkability, ~~limit visual impacts of parking, and resulting in an~~ enhancement of community form. ~~Furthermore, innovative solutions that introduce useable open space and repurpose existing structures are desired to create unique community gathering spaces in these corners.~~ Adequate transitions in building setback and height must be considered when development is proposed near surrounding neighborhoods. *Residential Uses* - ~~The~~ In limited situations, the introduction of residential uses ~~are encouraged~~ may be acceptable, where it is apparent that an area has land zoned for commercial uses that exceeds demand. where buffered from adjacent neighborhoods, or Such changes in land use should be limited to situations that are ~~when~~ necessary to further the goals of Community Corner redevelopment and provided in context-sensitive manner. New housing should be thoughtfully integrated into the street network of Community Corner development and, where feasible, safe and convenient connections from existing neighborhoods should be provided. In many cases, the layout of existing neighborhoods may preclude direct walking connections to these corners. Low-rise, single-family housing types are desired for compatibility with existing adjacent neighborhoods. Existing multifamily developments, which function as transitions from moderate-to-high intensity commercial areas, should be well maintained to preserve neighborhood character.

SUBURBAN ACTIVITY CENTERS

Comment from Member Crawford

Issue: Density in SA

Solution: 12-16 DUA in SA

Issue: Character Defining Features

Solution: No on street parking in SA

Issue: Main-street Style MF

Solution: No Main Street MF style in SA

Issue: Green space

Solution: Specify green space with open space in SA

Issue: Building Height

Solution: No more than 3 stories in SA

Comments from Member Dillavou

Issue: Suburban Activity Centers Description

Solution: The Suburban Activity Centers future land use category applies to areas with large commercial developments, typically in a suburban form of low-rise shopping centers, low rise offices automotive services

and shopping malls. They may be further subdivided into two types – those developed with distinct separation from nearby residential uses and those that are closer to a mixed-use development. ~~They~~ serve the specialty shopping, dining, service, and entertainment needs at the intersections of high traffic corridors. These areas are typically 50-100 acres in size and anchored by major retailers, superstores, large grocers, or theaters. Hotels, office, and institutional uses are supportive uses in these centers. ~~When provided, residential uses should be incorporated within cohesively planned, mixed-use developments of moderate density and intensity.~~

~~Development Pattern - Suburban Activity Centers transition traditional commercial centers to destination shopping and entertainment areas with an integrated mix of uses and a highly walkable form and design.~~ Pad or strip retail sites line major streets while large retailers, hotels, or offices anchor the interior. Low-to-mid rise residential uses located on minor street frontages may support the shopping center. ~~These centers are based on concepts of urban design with pedestrian friendly amenities such as street trees, on-street parking, and active open spaces.~~

Residential Adjacency - As Suburban Activity Centers are often adjacent to established neighborhoods, development in these areas ~~will~~ should provide a compatible transition in building height, scale, and intensity.

Park & Preston - The Suburban Activity Center at Park Boulevard and Preston Road is unique from other SA in that it is not in the vicinity of an expressway and is surrounded by Neighborhoods. For this reason, the maximum density for this Center should be limited to 22 DUA within 400 feet of single-family zoning districts and 35 DUA ~~elsewhere~~. [TO DISCUSS I don't believe this is limited to Park & Preston and I also believe DUA is too high for this area. Frankly I see each of the areas designated as SA as unique and difficult to generalize about]

EXPRESSWAY CORRIDORS

Comment from Member Crawford

Issue: Housing

Solution: Eliminate housing in EX

Comments from Member Dillavou

Issue: Expressway Corridors Description

Solution: 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 retail, service, office, restaurant, medical, hotel, and technology-based uses. New Uuses should ~~be serviced by~~ consider parking structures to reduce surface parking and encourage efficient use of land.

DOWNTOWN CORRIDORS

Comments from Members Jacobs, Howe, Beckley, Lin, & Kong

Issue: In the DT for residential development, traditional single family detached development is not easy to put in, and the additional criteria of Bundle 24 would ensure that where put in it would be compatible with existing development

Solution: Decrease Traditional SF-D to one dot in DT

Issue: In the DT residential, non-traditional should be easier to construct and costs should be kept to a minimum.

Solution: Increase by one dot to two dots for Midtown categories and the main street and mid-rise mf.

Comments from Member Howe

Issue: Traditional SF-D

Solution: prefer 1 dot

Issue: Midtown – Single Unit

Solution: prefer 2 dots

Issue: Midtown – Multi Unit

Solution: prefer 2 dots

Issue: Main Street-Style MF

Solution: prefer 2 dots

Comments from Member Dillavou

Issue: Downtown Corridors Description

Solution: *Corridor Revitalization & Redevelopment* - As some of the oldest parts of the city, development along the K Avenue and 14th Street corridors reflects many decades of growth, infill, and transition, resulting in an eclectic mix of warehouses, commercial centers, and neighborhoods. These corridors will redevelop to serve as gateways to Downtown Plano and transit nodes with street, bike, trail, and sidewalk improvements emphasized to create a more accessible, walkable, and unified corridor. Parking structures should be provided to reduce surface parking and encourage efficient use of land. [\[DISCUSSION: What needs to addressed here is the need to attract employment, offices and commercial uses. So far, the only thing this area has been able add is high density residential, much of it subsidized by the city's taxpayers. That can't continue if it is to be successful. \]](#)

OTHER COMMENTS

Comments from Member Liu

I don't have any new comments other than what I have submitted already.

Comments from Member Solomon

Note: "For me to vote in favor of the plan, several provisions must be in place. To me, the right place for them should be in an overarching guidelines section of the plan, that should be thoroughly discussed and agreed upon, before specific changes to different bundles, policies, actions, or maps will be made. As a result, I am not ready to go over all 24 bundles of the plan and all supporting documents and maps to proposed specific changes until the high-level principles are agreed upon and be made an integral part of the plan.

The way to read my comments below is this: all the policies, actions, and zoning requests should be compliant with the following high-level criteria before approved."

Issue: Infrastructure

Solution: Any new development (residential or commercial) should assure that there is no adverse impact on infrastructure, such as schools, safety, traffic congestion, and the like.

Issue: Unintended Consequences

Solution: It is assumed that a developer develops the land, sells it, and then moves on, or even manages the development afterwards, but there could be unintended consequences to the rest of the city. An example I gave several times was that a development may believe that there is high demand to a new residential complex. However, that demand might come from an adjacent complex that, because of the new development, will become empty. That will have negative unintended consequences to the city, despite the positive outcome for the one new development.

Issue: Do no harm to current Plano residents first

Solution: The comprehensive plan must have a clear prioritization of the interests of **current** Plano residents over future residents and over developers with financial interests. This is not to discourage developers from investing in the city, but to make sure that, with this appropriate prioritization, the interests of current residents do not get trumped by out-of-town financial interests, leaving the current residents to live with the unintended consequences.

- **Sub-Issue 1:** The truth, the whole truth, and nothing but the truth

Solution: One of the causes for distrust between residents and the city government is when information is shared only to the degree absolutely mandated by law and nothing beyond. Sometimes, only partial information is shared. One example right now, related to the creation of this plan, is the fact that the difference between the number of residents/units that are already built and the numbers that are already zoned is not shared. When people must look carefully to find things that could affect them, the city might be compliant with the letter of the law, but not showing a genuine interest in sharing the truth and the whole truth with its residents or getting real input from them.

- **Sub-Issue 2:** Listen to them, really

Solution: The second step is to really seek public input on decisions from the residents who will be affected by them the most. Have more town hall meetings. Make sure information is communicated appropriately (enough, but not too much to overwhelm them). Consider real input. For example, do not use input from a Homeowners Association president as indicating the desires of the homeowners, when the information was not really shared with them, when no homeowner input was provided, or when only a 10% quorum was established. In order to really get input from residents, the city must first **want** to get the input, and not do only what is required by law.

- **Sub-Issue 3:** Projecting what they really want/need

Solution: Given that such a low percentage of residents vote in local elections, we can also assume that most residents do not have the time or knowledge to participate in the process, but not that they don't care about the outcome of it. As such, the city should complement the desire to get actual input with a true desire to make decisions that residents would be happy with even when direct input is not provided. We will never have 100% of the people happy with decisions, but actively trying to project what they really want would get us closer. Apple did not have to survey all consumers to know they needed the iPhone (or iPad, or iPod). Ford did not have to survey all people to know that they needed cars and not faster horses. On the other hand, Coca Cola did survey consumers and came up with New Coke.

Issue: Budget neutral or better

- **Sub-Issue 1:** Prescriptive with long-term view.

Solution: Changing the plan should be a proactive and prescriptive process with long-term and big-picture perspective and not a reactive process to zoning change requests that are not compliant with the plan (see caricature below).



Ad-hoc, localized changes to the plan should be made only when significant **errors** exist in the plan, and not to accommodate a change that is not compliant with the plan when such an error does not exist. Those changes should be only made if they are compliant with the spirit of the plan.

- **Sub-Issue 2:** Change process

Solution: Changes to the plan should be made through a similar committee to the CPRC and follow a similar process. It should proactively be done every five (or so) years, and consider a big picture, long-term view of the city. Ad-hoc changes should have a shorter, faster process, but one that still assures input and review by a good representation of the residents. Generally, ad-hoc changes should be made to account for **unplanned changes in circumstances** (such as new legislation,

regional agreements, etc.) and errors rather than to accommodate zoning requests that deviate from the plan. In fact, the latter should be avoided as much as possible and be considered only in extreme circumstances. When such changes are considered, they should be considered in the context of the intent of the current plan, and not regardless of it.

- **Sub-Issue 2:** High bar for deviations and exceptions
Solution: In general, there should be an extremely high bar for deviations or exceptions from the plan. The city should not play “fast and loose” with the plan requirements. As it stands, the ability to deviate from the “green” zone is very easy, and even getting into the “red” zone is not too hard either. The red zone has no upper limit to what can be done.