

Date: February 15, 2020

TO: Comprehensive Plan Review Committee Members

FROM: Christina Day, AICP, Director of Planning

SUBJECT: Follow Up to CPRC Questions Memo #1

A number of questions have been brought up by CPRC members. Staff has prepared the answers below. Additional questions will be answered in future memorandums as staff is able to provide the answers.

1. Why is the vision statement present tense?

When writing a vision statement, some communities utilize future tense and others present tense. The City Vision statement currently in use by the Plano City Council is present tense, as was the Strategic Plan's statement in 2014, so Plano Tomorrow is consistent with those documents.

- 2020 City Strategic Vision: Plano is a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life.
- 2014 City Strategic Vision: The City is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities.

The present tense may be utilized to prevent the indirectly implying negatives based on the phrasing of the statement (e.g. By stating, Plano will be [future tense] a global leader excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods, it may infer the opposite - that quality leadership, education, businesses, and neighborhoods do not exist in the community today and therefore must be sought.)

The Vision Statement for the Comprehensive Plan was discussed extensively by the Planning & Zoning Commission at three meetings in 2014. The Vision is intended to answer "Where is Plano headed?" The statement was selected to be a superlative consistent with the tagline: City of Excellence and was drafted from community input on "what will Plano be like in 20 years?" P&Z reviewed vision statements generally, discussed a variety of options, sent the selection to City Council for review, and took public input prior to adoption. More information is available at the following links:

1. [Plano Tomorrow P&Z Work Session: The Vision Statement – February 17, 2014](#)
2. [Plano Tomorrow P&Z Work Session – March 3, 2014](#)
3. [Plano Tomorrow P&Z Work Session: Visioning & Regionalism Summary and The Natural Environment Discussion – March 17, 2014](#)

2. Does the American Planning Association have a definition for urban? Suburban? Mixed-use?

The American Planning Association (APA) does not create its own definitions for these terms, but does publish "A Planner's Dictionary" (2006) that provides definitions of various terms used by cities across the country. The Institute for Local Government (ILG) also provides definitions in its Glossary of Land Use and Planning Terms (2010). A few examples of terms discussed at previous meetings are provided below:

Suburban:

- A city's outlying area, usually characterized by lower population and residential densities. (APA: Prince George's County, MD)
- The low- to medium-intensity development patterns which surround the downtown or other more intense, urban areas of the city. (APA: Raleigh, NC)
- Low- to medium-development patterns that surround the urban areas of a city. The suburbs are often residential in character with single-family detached houses of the primary use of land. Increasingly, the suburbs contain employment and service centers as well as residential areas. The automobile historically determines the form of the suburbs. (APA: Tompkins County, NY)

Urban:

- Of, relating to, characteristic of, or constituting a city. Urban areas are generally characterized by moderate and higher density residential development (i.e., three or more dwelling units per acre), commercial development, and industrial development, as well as the availability of public services required for that development, specifically central water and sewer, an extensive road network, public transit, and other such services (e.g., safety and emergency response). Development not providing such services may be nonurban or rural. (APA: California Planning Roundtable & ILG)
- All population and territory within the boundaries of urbanized areas and the urban portion of places outside of urbanized area that have a decennial census population of 2,500 or more. (APA: United States Census Bureau)
- An area used intensively for residential, urban recreational, or conservation parklands, commercial, industrial, institutional, or governmental purposes or an area undergoing development for any of these purposes. (APA: Temple Terrace, FL)

Mixed-Use:

- Properties on which various uses like office, commercial, institutional, and residential are combined in a single building or on a single site in an integrated development project with significant functional interrelationships and a coherent physical design. A "single site" may include contiguous properties. (ILG)

Mixed-Use Development:

- The development of a tract of land or building or structure with two or more different uses such as but not limited to residential, office, retail, public, or entertainment, in a compact urban form. (APA: Lake Elsinore, CA)
- A project which integrates a variety of land uses including residential, office, commercial, service, and employment and can result in measurable reductions in traffic impacts. (APA: San Juan Capistrano, CA)
- A proposed development that includes primary non-residential and primary residential uses on the same development site. (APA: Concord, NC)
- A tract of land or building or structure developed for two or more different uses such as, but not limited to, residential, office, manufacturing, retail, public, or entertainment. (APA: Schaumburg, IL)

Mixed-Use Structure:

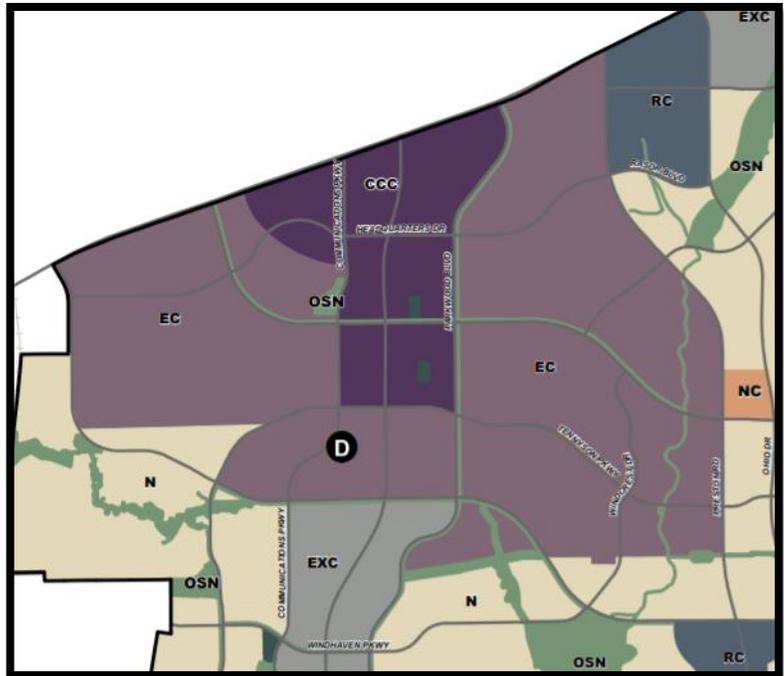
- A building containing residential in addition to non-residential uses permitted in the zone. (APA: Hot Springs, AR)
- A building which contains dwellings located above the ground floor of an institutional, civic, office, commercial, or retail use. Mixed-use buildings are a common feature of traditional town centers where shop owners lived above ground-floor businesses, and are sometimes referred to as “live-work units.” Where a mixed-use dwelling is permitted by this ordinance within a particular district, the ground-floor retail uses are also permitted. (APA: Concord, NC)
- A building or groups of buildings under one ownership designed to encourage a diversity of compatible land uses, which include a mixture of two or more of the following uses: residential, office, retail, recreational, light industrial, and other miscellaneous uses. (APA: Beaverton, OR)
- A single building containing more than one type of land use or a single development of more than one building and use, where the different types of land uses are in close proximity, planned as a unified complementary whole, and functionally integrated to the use of shared vehicular and pedestrian access and parking areas. (APA: Jefferson County, CO)

3. Is housing acceptable everywhere in Legacy Business Park and why?

No, housing is only acceptable in specific locations and not in others as defined by the Future Land Use Map. The Future Land Use Map shows Legacy Business Park primarily located within two future land use (FLU) categories: Employment Center (EC) and Compact Complete Center (CCC), with a limited amount of Neighborhood (N) at the far southeast edge where residential development supports the business community. The CCC allows residential development, but EC does not. This is based off of two long standing principles both dating back several decades.

History of Legacy Business Park

In 1980, city manager David Griffin told the council that they were changing the course of the city forever when Plano made the decision to be a business center with the creation of Legacy. Plano's focus on job creation and retention has been a hallmark of the community for the decades since that pivotal change. The business park included 2,500 multifamily units from its origination.



Over time, the zoning of the Legacy Business Area was amended in coordination with various phases of development. In the 1990s, Ross Perot hired innovative land planners to design a town center to support the area. The master plan included additional residential, entertainment, and shopping amenities to benefit the businesses and their employees and allowed concentration of multifamily units around the intersection of Legacy Drive and the Dallas North Tollway. This vision eventually resulted in the Legacy Town Center. Other major amendments were approved in 2006 and 2014 in connection with the northern portion of the Legacy Town Center and Legacy West, respectively.

The CCC Future Land Use category is intended to capture the area that currently exists with dense, downtown-style zoning which incorporates housing. This is distinct from the commercial and campus-style development in the surrounding EC Future Land Use category. EC intends to preserve land for economic development and business-related activity. Today, the Central Business-1 (CB-1) zoning district roughly aligns with the boundaries of the CCC future land use area and the Commercial Employment (CE) zoning district roughly aligns with the EC future land use area.

In recent zoning cases in 2018 and 2019, corporations have protested residential expansion into the business park, where properties incorporate both FLU categories: EC and CCC.

4. If the city was previously projected to be 275,000 people and today we are projecting 310,000, where did that difference come from?

The 1997 Comprehensive Plan had a “build-out” population projection of 266,463; however, this was defined as “the projected point in time at which 90% of the City’s residential land area will be developed, and remaining activity will take the form of infill development or redevelopment.

TABLE 6				
POPULATION & EMPLOYMENT PROJECTIONS FOR PLANO				
	1990	1996	2000	Build-out
Population	128,713	176,408	199,200	266,463
Employment	57,846	73,593	80,010	210,733
Source: City of Plano, NCTCOG (As of January 1 of each year)				

Build-Out - The projected point in time at which 90% of the City’s residential land area will be developed, and remaining activity will take the form of infill development or redevelopment. Non-residential development activity is much more difficult to project, but it is anticipated that a significant amount of non-residential properties will remain undeveloped for several years after build-out. For purposes of the Comprehensive Plan, the year 2002 represents the approximate time that residential properties will be 90% developed, and the capacities of Plano’s infrastructure are based on a 2010 design year.

Population projections were not included in updates to the city’s comprehensive plan after 2001 until the Plano Tomorrow Plan. In 2015, the plan projected the city’s population to “level out” at 300,000 by 2040. This figure does not attributed to any percentage of residential land area. It does, however, reflect changes in land use planning policies, zoning, housing characteristics, and demographic shifts in place before the plan was adopted. These shifts include the development of transit-oriented residential in Downtown Plano and approvals of major mixed-use developments at Legacy, Heritage Creekside, and Beacon Square.

5. Does Traditional Multifamily have higher students per acre rates than Mixed-use Multifamily because they don't include commercial land?

No, commercial land is not a factor in calculating students per acre figures in the Planning Department's Annual Report. In reviewing the 2019 report, staff confirmed that all figures were calculated for mixed-use multifamily developments that were self-contained within a single parcel of land. The number is calculated using Plano and Frisco ISD data for students from mixed-use complexes and the land area of the development.

Mixed Use Multifamily Figures (2019)

Mixed Use Multifamily	Units	Students	Acres
Legacy North (PISD)	482	2	6.78
Legacy South	1,426	48	21.34
Cityscape at Market Center	772	36	26.06
Axis 3700	300	11	5.34
Gateway	831	36	25.55
Junction 15	280	6	2.93
K Avenue Station	502	11	5.69
Aura Plano	386	23	11.61
Broadstone Evoke	460	16	6.31
Grant at Legacy West	621	12	10.45
Bridge at Heritage Creekside	321	17	6.78
Amlı West Plano	263	30	5.51
Legacy North (FISD)	1,200	29	16.86
Huntington	320	12	5.56
TOTAL	8,164	289	156.77
STUDENTS PER ACRE			1.84

Traditional Multifamily Figures (2019)

Traditional Multifamily	Units	Students	Acres
Plano ISD	21,436	9,216	1,855.95
Frisco ISD	4,632	2,176	260.17
TOTAL	26,068	11,392	2,116.12
STUDENTS PER ACRE			5.38

Planning staff attributes this to two main factors:

1. There are fewer school-age children residing in areas such as Downtown and Legacy as compared to the rest of the city.
2. Most multifamily units within Plano's mixed-use communities are smaller studio and one-bedroom apartments as compared with traditional multifamily communities with more two and three bedroom units. The additional bedrooms, larger units, and locations close to neighborhood schools and parks are more conducive to families, resulting in more school-aged children.

6. What is the mix one and two-story single-family structures?

Based upon a rough estimate from Collin Central Appraisal District and City of Plano data, roughly half of the single-family structures in Plano are single story.

Single story	50%
Two story	45%
Three story	<1%
Data not available	4%