

**Date:** May 5, 2014

**To:** City Council  
Bruce D. Glasscock, City Manager

**From:** Lori F. Schwarz, AICP, Comprehensive Planning Manager

**Subject:** Plano Tomorrow – Review of Major Policies

**BACKGROUND:**

At the April 28, 2014 City Council meeting, Planning staff presented an update on the Comprehensive Plan revision and sought direction regarding communication of P&Z progress on the project. City Council requested staff focus on major policy changes to the existing Comprehensive Plan that would be briefly discussed during Preliminary Open Meetings (POM). Per the discussion, Planning Staff will provide the P&Z recommendations for one to two major Comprehensive Plan policies at each POM. The review of these policies is expected to conclude in August.

**FORMAT:**

The summary of the major items will include:

- A broad policy question
- The P&Z recommendation
- Identified “pros” and “cons” for that policy position
- Potential action items to support the policy goal

Staff will request that City Council provide comments on the policy direction during discussion at the POM. P&Z Chairman Grady will be available to answer questions that the Council may have regarding the recommendation from the Commission. Once the policy direction has been confirmed by the Council, staff will utilize the information to develop specific implementation actions necessary to achieve that goal. As mentioned previously, the current schedule includes the Comprehensive Plan adoption public hearing process for P&Z in October and for City Council in November.

**ATTACHMENT:**

Major Policy Discussion Items for Regionalism

xc: Frank F. Turner, FAICP, Deputy City Manager  
Christina D. Day, AICP, Planning Director

## **Major Policy Discussion Items for Regionalism May 12, 2014**

The following are issues related to Plano's Comprehensive Plan update: Plano Tomorrow. The Planning & Zoning Commission (P&Z) has been working to develop the plan intermittently since 2009. Since February 2014, the P&Z has been meeting regularly with Planning staff to discuss policy direction for the development of the Comprehensive Plan. The following are major policy recommendations from P&Z for City Council review and direction.

### **1. Land Use – Regionalism: Will Plano accommodate some of the region's projected population growth?**

**P&Z Policy Recommendation:** Plano will expand existing housing opportunities to accommodate new population growth.

Pros: A growth policy would help the city to enjoy the benefits of population growth while limiting expenditures on new infrastructure. This policy would also help plan for services that are needed with a population increase. New growth could be accommodated in select areas such as urban centers, redeveloped retail areas, transportation corridors and other infill opportunities. Selective growth will help maintain the character of the city by retaining existing neighborhoods and preserving vacant land for economic development opportunities while still providing new housing options consistent with the current market demand.

Cons: By limiting new housing to specific areas or zoning districts, a growth policy may restrict areas that grow over time to be appropriate. Selective growth will still increase demand on existing infrastructure, services, and resources such as traffic management, water consumption and energy needs; however, from a regional perspective, densification will have less impact than new development in outer tier suburbs. The biggest impact for Plano may be sewer capacity in some areas.

#### Potential Action items:

- Develop a growth policy that identifies specific geographic areas and/or conditions where new development and redevelopment is most appropriate. The plan may specify information such as densities and land use types.
- Determine if there is a target density of population to accommodate, i.e. 300,000.
- Adjust zoning, as appropriate, to provide for increasing densification of residential uses as recommended by the growth policy.

**Does City Council have concerns or comments about the policy direction from P&Z?**

**2. Transportation – Regionalism: Should Plano upgrade, improve and/or provide additional services within our portion of the regional transportation system?**

**P&Z Policy Recommendation:** Plano will be open to the expansion of various aspects of the regional transportation system, including roadways, expressways, trails, and mass transit.

Pros: Regional transportation efforts would be fully supported for the benefit of the entire DFW area. Necessary links for completion of the Regional Bicycle Network and the potential development of an urban center at the Parker Road DART station may facilitate more options for transportation in the region. The expansion of the roadways and expressways will also meet capacity demands for the projected population growth of our region as well as providing more efficient transport of vehicles through the city.

Cons: Significant ROW expansion will require displacing businesses and potentially leaving shallow, small parcels that are difficult to redevelop. The alternative is adoption of a policy that encourages mobility improvements within existing ROW, with minor exceptions based on careful study of impacts and alternatives. Plano could favor the use of alternative means to improve mobility, such as transit, intelligent transportation systems (ITS), demand management and coordinated land use policy.

Potential Action Items:

- Increase the percentage of households with access to transit throughout the region.
- Greater use of ITS, Traffic Demand Management, Car Pooling, and coordination with land use planning.
- Explore the potential for Bus Rapid Transit.

**Does City Council have concerns or comments about the policy direction from P&Z?**