

MEMORANDUM

Date: February 12, 2010

To: Tom Muehlenbeck, City Manager
Frank Turner, Deputy City Manager

From: Steve Sims, Senior Planner

Subject: Comprehensive Plan Revision

Thank you for providing an opportunity to begin the dialogue with the City Council regarding the revision of the city's Comprehensive Plan at the February 22, 2010 preliminary open meeting. Attached is a preliminary outline of the revised plan along with a work program schedule to complete the project. The outline was presented to the Planning & Zoning Commission at the January 19, 2010 meeting. The Commission recommended staff present the outline for discussion and direction with the City Council.

The revision of the Comprehensive Plan is a high priority item on the Council's Strategic Plan work program. The purpose of the revision is twofold. First, over 85% of the land within Plano has been developed. The street system and infrastructure are mostly complete. It is time to change the focus of the Comprehensive Plan from building a city to capitalizing on what has been built, and to take advantage of innovative ideas for infill development on remaining vacant tracts of land along with redevelopment opportunities.

Second, the revised plan will be a shorter document and will allow for interaction with the reader. Over the years of multiple updates, much detail and redundancy has crept into the text of the Comprehensive Plan elements. It can be a challenge for decision makers, developers and the general public to gain a clear understanding of the issues and recommendations presented in the plan. The new plan will better communicate the city's future vision by way of a document which is engaging and interactive. There will be online videos to introduce the Comprehensive Plan and the planning process, provide context on the city's past, current and future development opportunities and challenges, and implementation of the plan. The online version of the document will enable the reader to quickly gain understanding of planning issues. For readers wanting more detail and information on select topics, the issues will be highlighted with hyperlinks to guide the user to other websites where a reader can dig deeper and find more information. Maps, policy statements, and supporting information for the plan currently found in the existing document will be retained and updated in an appendix.

Despite all of the design changes to the plan, the main focus and purpose of a Comprehensive Plan will remain intact. The city's long term commitment to developing

and maintaining quality residential neighborhoods, areas for business, employment and retail, municipal infrastructure and facilities will remain the focus of the Comprehensive Plan. The goal of the new design for the plan is to improve the efficiency and effectiveness of communicating the city's future vision through a contemporary, engaging process.

Attachments: Outline of the Plano Plan
 Preliminary Work Program Schedule

CC: Phyllis Jarrell, Planning Director

Plano Plan Outline

The following outline provides some preliminary ideas for the structure and content of the new Comprehensive Plan.

1. Planning Process
 - A. What is a Comprehensive Plan?
 - B. Why is it important?
 - C. How does the process work?

2. Plano's Story – A city in transition
 - A. Agricultural community
 - B. Residential suburb
 - C. Employment center

3. Future challenges and opportunities
 - A. Inner ring suburb
 1. Regional role
 2. Most of land developed
 3. No room for expansion
 - B. Changing demographics
 - C. Leveling revenues and diminishing resources
 - D. External impacts
 1. Economics
 2. Global issues
 - E. Aging infrastructure
 - F. Infill
 - G. Redevelopment
 - H. Regionalism
 1. Environmental issues
 2. Transportation
 3. Sharing responsibilities in service provision

4. Plano – The place to be
 - A. Changing population
 - B. Public input
 - C. Economic opportunities
 - D. Housing/workplace choices
 - E. Redevelopment

5. Implementation
 - A. Past studies
 1. Tri-City Retail Study
 2. Urban Centers Study
 3. Future Dimensions Study
 - B. Flexibility and Innovation
 1. Emotional and financial investment
 2. Infill and redevelopment

3. Increased transportation options
4. Maximum utilization of existing resources
5. Local actions addressing regional issues

6. Appendix

- A. Demographics
 1. Current conditions
 2. Demographic trends
 3. Projections
- B. Development Statistics
 1. Land Absorption
 2. Housing Study
 3. Office and retail development
- C. Maps and illustrations
 1. Land Use Plan Map
 2. Thoroughfare Plan Map
 3. Thoroughfare Plan Cross Sections
 4. Bicycle Transportation Map
 5. Public Facilities Map
 6. Park Master Plan
- D. Policy Statements
 1. Rezoning Land to meet Demand
 2. Bicycle Transportation
 3. Housing Density
 4. Infill Housing
 5. Mixed Use Policy Statement
 6. Redevelopment (new)

Video

Five online video segments are proposed to supplement/enhance the information presented in the comprehensive plan. By watching these videos, online visitors will be able to learn most of what they need to know about planning and development in Plano in 15 minutes. The timing and titles of each video presentation are as follows:

- What is a Comprehensive Plan? (one minute)
- Plano's Story (three minutes)
- Where is Plano now? (five minutes)
- What is Plano's future vision? (three minutes)
- Action and Implementation (three minutes)

Comprehensive Plan Revision Preliminary Work Program

March through June 2009

Develop preliminary concept of revised plan. COMPLETED

July through September 2009

Review Comprehensive Plans from other local government agencies. Determine which plan design best meets Plano's stage of development. COMPLETED

September through November 2009

Revisit concept for document and determine direction. COMPLETED

December 7, 2009

Provide training on Comprehensive Planning for P&Z and introduce proposals for revision of the Comprehensive Plan. COMPLETED

December 2009

Develop outline of the revised plan. COMPLETED

January 19, 2010

Present proposed outline to P&Z. COMPLETED

January and February 2010

Address any issues from the January 19 P&Z meeting and prepare outline for presentation with City Council. COMPLETED

February 22, 2010

Present outline of revised plan to City Council.

March and April 2010

Conduct resident meetings and gather comments on revised format of the Comprehensive Plan. Present the comments to P&Z and begin revision process.

March or April 2010

P&Z planning field trip

April 2010

Present resident meeting feedback to P&Z, receive direction and move forward with project

May 2010

Update City Council on progress of project and present mock up of document.

May 2010 through December 2010

Develop outlines, text, maps, and information for the comprehensive plan and appendices. Share drafts with P&Z at work sessions.

January and February 2011

Send the Comprehensive Plan through public hearing process with P&Z and City Council.

March 2011 through May 2011

Finalize document, print, publish and post online. Develop videos for plan that can be accessed through links within the web version of the document.