



# Memorandum

**Date:** September 24, 2015

**To:** City Council  
Planning & Zoning Commission

**From:** Christina Day, AICP, Director of Planning

**Subject:** Plano Tomorrow Joint Meeting

On Wednesday, September 30, 2015, the City Council and Planning & Zoning Commission will conduct a joint meeting to discuss the draft Plano Tomorrow Comprehensive Plan. The Plan has been developed over the past 26 months with assistance from the Planning & Zoning Commission, City Council, stakeholder groups, and the general public. This plan is intended to replace the city's existing Comprehensive Plan, which was developed in 1986 and has been revised many times throughout its nearly thirty year lifespan. The Plano Tomorrow plan is the key long-range guide for the future growth, development, and redevelopment of the city. It is a 20- to 30-year visionary guide that provides policy and direction in terms of land use, transportation, housing, city services, and other important aspects of the community. Its format is based in best practices for the profession as published by the American Planning Association.

## **Plano Tomorrow Vision**

The plan focuses on fulfilling a vision that Plano is "...a global leader, excelling in exceptional education, abounding with world class businesses, and vibrant neighborhoods". This vision was created by the Planning & Zoning Commission and has been the foundation for all components of the plan. The plan builds on the foundation of the city's past and aspires to create a future of excellence by reinforcing the community's current strengths and addressing opportunities for change.

## **Public Involvement**

A thorough public outreach campaign was conducted as part of the planning process, which included public workshops, public hearings, open houses, organizational presentations, online surveys, and several detailed work sessions with the Planning & Zoning Commission. Nearly 4,000 individuals and 40 organizations have participated with the draft plan's policies and actions. A detailed summary of the Plano Tomorrow public involvement process can be viewed at [http://www.planotomorrow.org/31/Public-Outreach- Process](http://www.planotomorrow.org/31/Public-Outreach-Process).

## **Scope of Plan**

One of the most important considerations in reviewing the plan is its broad scope. The Plano Tomorrow plan contains 5 pillars, 10 components, 41 policies, and 274 action statements, all of which are intended to work together to improve Plano for the future, balancing the diverse needs and desires of this varied and dynamic community. A detailed summary of the 10 Key Components of the plan can be viewed at <http://www.planotomorrow.org/232/Key-Components-Summary>.

The Plano Tomorrow plan is intended to be general in nature. Comprehensive plans are often referred to as general plans; the terms are used synonymously. One of the intentions of Plano Tomorrow is to have more distinction between our regulatory documents, such as the Zoning Ordinance, Subdivision Ordinance, Thoroughfare Standards, and Retail Corner Design Guidelines, and our comprehensive plan. For this reason, numeric regulations have been intentionally excluded from the plan, but anticipate that in executing the plan, specific regulatory documents will be developed or edited for consistency with

the Plan's policies. One example of such an implementation is the development of a [community design assessment for mixed-use developments](#), as a regulatory document under consideration (related to Action Statement #9 under Built Environment – Land Use). These standards, if approved, are designed to ensure quality of future mixed use developments, responsive to concerns of the community.

As a general guide, the Plano Tomorrow plan does not grant any development rights or establish new zoning districts.

### **Plano Tomorrow Maps**

To support the strategic framework identified above, the city has developed a series of maps that graphically communicate the direction of the Plano Tomorrow plan and its impact on land use, development and the provision of city services. It is critical to look at the policies and supportive maps in concert with one another in order to realize the full nature of the plan. These supportive maps include:

- Future Land Use Map – guides appropriate locations for future uses and activities
- Growth and Change Map – describes the level of change that may occur on sites
- Thoroughfare Plan Map and Cross-Sections – illustrates locations for planned capacity of existing and future roads
- Park Master Plan Map – illustrates locations and amenities of existing and future parks, open space and recreation facilities
- Bicycle Transportation Plan Map – illustrates locations for existing and future bicycle routes and paths

Electronic copies of these maps can be viewed at <http://www.planotomorrow.org/229/Maps-of-Plano-Tomorrow>.

### **Plan Implementation**

While executing the city's authority to regulate the use and development of land through zoning, the Planning & Zoning Commission and City Council will consider conformance with the Plano Tomorrow plan. Maps and policies will provide guidance to city leaders not only in decisions and directives for land use and development, but also with the provision and delivery of city services and the prioritization of projects within the Community Investment Program budget. The plan implementation process is outlined at <http://www.planotomorrow.org/9/Your-Plan-Your-Future>.

Below are three examples of how the plan's policies, actions, and maps will be implemented:

#### Policy Statement Example

**Undeveloped Land:** The [Undeveloped Land Policy](#) states: "Plano will reserve its remaining undeveloped land for high quality development with distinctive character, emphasizing businesses offering highly skilled employment and limiting housing and retail uses except when integrated into compact complete centers to ensure adequate land for projected employment growth." When new projects are proposed on undeveloped land, the city will encourage high quality development, emphasizing businesses offering highly skilled employment. Housing and retail uses will be limited on undeveloped land except when integrated into compact complete centers. Of the city's remaining 7% of undeveloped land, 0.9% is within the Compact Complete Center land use designation; leaving 6.1% of undeveloped land for employment opportunities.

#### Action Statement Example

**Educational Opportunities:** Within the [Educational Opportunities Policy](#), an action statement is provided that states: "Update the Facility Siting Guidelines and adopt as a supplementary document of the Plano Tomorrow plan." All action statements within the Educational Opportunities Policy were discussed with the Plano Independent School District staff and presented to the Plano

Independent School District Board of Trustees. School district staff and city staff have agreed to work together to develop new facility siting guidelines for future educational facilities. Siting guidelines are part of the existing Comprehensive Plan and were an essential component during the city's extreme growth.

#### Land Use Map Example

**Neighborhood Centers:** Many of the city's four-corner retail sites are likely not sustainable for the future. The city has conducted two separate studies, the Tri-City Retail Study and the Gibbs Shopping Center Study, which both indicate the city has three times the national average of retail square-footage per capita. The combination of competing retail centers in neighboring cities and the rise of ecommerce sales contribute to a weakening of retail within Plano. The Neighborhood Centers [Future Land Use](#) category encourages the reduction of retail square-footage and the increase of new uses, including parks and open space. If residential is introduced into these centers, it must be accomplished in a context-sensitive manner with single-family uses as the preferred residential type. When redevelopment is proposed within a Neighborhood Center, this description will assist in providing guidance for land use preferences.

#### **The Web-Based Plan**

The plan is a fully web-based, interactive plan and can be found at [www.planotomorrow.org](http://www.planotomorrow.org). There is no printed version of the plan. This new format is an emerging concept in cities around the world and is the first to be introduced by a Texas community. The plan is more visual, interactive, and accessible as elements are communicated through a series of videos and graphics. The web-based format also allows the plan to be more interactive with public feedback polls and status bar updates for each action statement. As of September 24, the web-based plan has collected over 1,420 visits, 3,220 downloads, and 700 votes within the public feedback polls. An Executive Summary of the plan can be downloaded at <http://www.plano.gov/DocumentCenter/View/13417>. We strongly encourage the review of the interactive, web-based plan prior to the joint meeting.

#### **Planning & Zoning Commission Consideration**

The Planning & Zoning Commission conducted a third public hearing to consider the Plano Tomorrow plan on Monday, September 21, 2015. The Commission recommended approval by a vote of 5-2.

#### **City Council Consideration**

A public hearing is scheduled with City Council on Monday, October 12, 2015 to consider the Plano Tomorrow plan as recommended by the Planning & Zoning Commission.

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