

**PLANO CITY COUNCIL  
PLANNING AND ZONING COMMISSION  
PLANO TRANSITION AND REVITALIZATION COMMISSION  
RETREAT  
October 10, 2006**

**COUNCIL MEMBERS**

Pat Evans, Mayor  
Scott Johnson, Mayor Pro tem  
Sally Magnuson, Deputy Mayor Pro tem  
Shep Stahel  
Loretta Ellerbe  
Harry LaRosiliere  
Jean Callison  
Lee Dunlap

**PLANNING & ZONING COMMISSION MEMBERS**

Carolyn Kalchthaler, Chair  
Maggie Armstrong  
Joyce Beach  
Lisette Briley  
James Duggan  
Joy Flick  
Jim Norton

**PLANO TRANSITION AND REVITALIZATION  
COMMISSION MEMBERS**

**STAFF**

Thomas H. Muehlenbeck, City Manager  
Frank Turner, Executive Director  
Bruce Glasscock, Executive Director  
Rod Hogan, Executive Director  
Diane C. Wetherbee, City Attorney  
Elaine Bealke, City Secretary  
Di Zucco, Assistant City Secretary

Russell Kissick, Chair  
Stan Adler  
Robert Masengill  
Larry May  
Pat Miner  
Craig Perry  
Matt Shaheen  
Tino Trujillo

Mayor Pro Tem Johnson called the meeting to order following lunch on Tuesday, October 10, 2006 at 12:54 p.m. at Plano Station, 1012 E. 16<sup>th</sup> Street, Suite 105. All Council Members were present. Mayor Evans arrived at 1:05 p.m. All Planning and Zoning Commissioners were present. All Plano Transition and Revitalization Commission members were present with the exception of Larry May, Matt Shaheen, and Tino Trujillo. Marty McGee attended as an in-coming member of the Commission.

Planning Director Jarrell advised the members that the focus of the retreat is on change and issues facing First Tier Suburbs.

**Presentation and Discussion on “Maturing Suburbs: Dealing with Transition in the 21<sup>st</sup> Century”**

Mr. Robert Puentes of The Brookings Institution spoke to addressing ideas and solutions to deal with suburban transition in the 21<sup>st</sup> Century, and stated that the City of Plano is often noted and identified as a city bearing recognition. He stated that transitioning suburbs in the nation must deal with the demographics of economic, social and cultural forces which bring forward complex and conflicting challenges. Mr. Puentes spoke to First Suburbs as being older communities located in the inner-ring outside central cities, stated that they are situated in close proximity to center cities which were developed before suburbanization, and that a substantial portion of the nation’s population who is represented by those living in a First Suburb or a primary city of a First Suburb.

Mr. Puentes stated that First Suburbs are becoming more diverse and the home of foreign-born residents and the elderly and where households remain large without a growth in children under the age of 15 such as there was 30 years ago. He stated that they have retained the position as home to some of the most highly educated and wealthy residents with white collar jobs and highest housing values while at the same time have recognized a steady rise in high poverty neighborhoods at an alarming and increasing rate. Mr. Puentes spoke to assets being a sense of community and central convenience but with the challenges of age, fiscal stress, declining real estate, and fragmented governance. He stated that Boomburbs are large, rapidly growing suburban cities in metropolitan areas which are very diverse with low poverty rates, and include homeownership with high household incomes. Mr. Puentes stated that Boomburbs can be so large that parts of the city decline while other parts still develop, many are approaching build-out, and further are often known to be inventive and entrepreneurial places.

Mr. Puentes spoke to Plano as reflecting these trends by being a medium sized city with triple digit rapid growth and highly educated and wealthy residents with white collar jobs and high housing values. He stated that Plano is racially diverse with a large foreign-born population and has an extremely low poverty rate. Mr. Puentes spoke to mature suburbs in transition as being Exurban and stated that they include features of density, urbanity, and diversity, all of which are key issues for Plano to plan for. He spoke to looking at new political coalitions and working alliances to focus on new and unique issues and challenges.

Mr. Puentes responded to questions of the group on how to make connections and spoke to making Plano an attractive and “walkable” place to live; creative solutions to address the end of the rail line problem where users on the fringe don’t pay into the transportation system as being a major and tough issue with no workable ideas coming to mind and most likely needing voluntary cooperation; comparing suburbs and the issue of the bedroom communities being sustainable as a key to success and addressing existing competition; issues of partnerships with universities by leveling the playing fields within the communities between the older and newer areas; opportunities and challenges with being a mid-sized community and the importance of recognizing that places are different and unique and just talking about the differences; and density and compact development issues being too much or not enough and looking at economics and attitudes. Mr. Puentes responded regarding transitioning over time the practice of building large houses and stated that market pressures will self correct with a dramatic decrease in very large housing with consideration given to energy costs. He further responded regarding lite rail attraction and stated that bus transit has not been embraced as an alternative to this, moving forward with infill housing, and stated that patterns indicate that housing near transit is high and where mixed uses are promoted. Mr. Puentes responded that Plano’s weaknesses involve development to the north of the City and spoke to the importance of establishing coalitions and opening lines of communication.

## **Group Activity and Discussion on Additional Population and Employment Growth in Plano and the Region**

The group took a brief recess at 2:10 p.m. and reconvened at 2:25 p.m. to break into groups and discuss topics of Transportation, Infill and Redevelopment, Transportation Corridors, and Urban Centers.

Senior Planner Sims spoke to anticipated growth in the City and introduced an exercise to determine where and how an additional 30,000 in population and 30,000 employees might be accommodated. He stated that groups would determine the appropriate locations for new residents and employees based on four scenarios including: where the transportation infrastructure can support growth; the best way to maximize the benefits of mass transit; areas of urban centers appropriate for high density; and areas that would be more appropriate for infill and redevelopment.

On the topic of Transportation, Council Member LaRosiliere spoke to residents and employment challenges in bringing anchor stores to the downtown area, and to an urban setting working well for younger families. He spoke to the Legacy Park area and keeping economic development opportunities in tact and keeping the commercial stock in place, Park Boulevard and Preston Road area, the Uptown area, mass transportation being the main topic, and taking advantage of existing transportation. Mayor Evans spoke to long range planning and the Cottonbelt rail line and to a possible rail station in the Research/Technology (R/T) District.

On the topic of Infill and Redevelopment, Mayor Pro Tem Johnson spoke to issues of transit and housing being a big factor, and identified the Legacy Business Park, HWY 121 and the Dallas North Tollway, the inner part of the City, Collin Creek Mall possibly becoming a mixed use property, K Avenue being a big draw for the R/T District, and stated that the Transportation Corridor will dictate where activities will be.

On the topic of the Transportation Corridors, Plano Transition and Revitalization Commission Member Craig Perry spoke to HWY 75, lite rail, future Cottonbelt rail line, and to the great potential for growth particularly at the Parker Road Station. He spoke to redevelopment at Collin Creek Mall to include the area south of Plano Parkway, areas of mixed use, Tollway area, HWY 121 and highrise residential and commercial business opportunities, south of the Parker Road Station, and further spoke to mixed uses as the trend.

On the topic of Urban Centers, Council Member Callison spoke to Collin Creek Mall and to the north, the Cottonbelt rail line and the DART rail intersecting, housing units, HWY 121, Preston Road and Park Boulevard area housing, and housing and employment at the Tollway.

The group took a brief recess at 3:35 p.m. and reconvened at 3:45 p.m.

## **Group Discussion on Issues Impacting Plano as a First Tier Suburban Community**

Director of Planning Jarrell introduced topics for discussion by the groups related to issues impacting Plano as a first tier suburb including: how the City can best accommodate additional population growth and increasing diversity; what the City can do to preserve and enhance assets; what issues and challenges could be best approached through regional cooperation and programs; and what the increasing role of sustainability would be in the City's future.

On the topic of preserving and enhancing assets, Planning and Zoning Commission Member Briley stated that it is important to focus on the individual needs of citizens and their neighborhoods, spoke to the role of schools in attracting citizens and the need for an improved relationship with the school district, and the importance of considering open space in discussions of urban centers and higher density housing. She spoke to keeping individuality in mind and creating an atmosphere of higher culture, learning and intellectualism and to citizens aspiring to something higher and taking pride in their neighborhoods.

On the topic of the increasing role of sustainability in the City's future, Deputy Mayor Pro Tem Magnuson spoke to the leveling out of revenues and the possible use of incentives related to reuse, recycling and reinvestment. She spoke to offering incentives to those who are purchasing and remodeling older homes, attracting younger families, keeping schools viable and providing education regarding incentives available to upgrade or adapt homes. Ms. Magnuson spoke to maintaining the City's low crime level, staying on top of code enforcement and to the formation of associations encouraging concern for neighborhoods as a whole.

On the topic of issues and challenges that can be best accomplished through regional cooperation and programs, Future Plano Transition and Revitalization Commission Member McGee spoke to including development of the hike and bike trails, recreational opportunities and the cultural arts programs. She spoke to the area of communication including possible internet access to other cities' council and zoning meetings to increase awareness and using a collaborative approach to attracting businesses. Ms. McGee spoke to utilizing a regional approach to address affordable housing including loans and grants for purchase as well as repair.

On the topic of accommodating additional population growth and increasing diversity, Planning and Zoning Commission Chair Kalchthaler spoke to looking at retirement housing in order to retain the City's population, encouraging political involvement as a way to address cultural diversity and to maintaining the City's infrastructure during population growth including addressing traffic concerns.

Ms. Jarrell thanked Staff for their efforts and the group for their time and attention.

Nothing further was discussed. Mayor Evans adjourned the meeting at 4:40 p.m.

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Pat Evans, **MAYOR**

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Scott Johnson, **Mayor Pro Tem**

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Elaine Bealke, **CITY SECRETARY**