



CITY OF PLANO

NOTICE OF MEETING

JOINT WORK SESSION OF THE PLANO CITY COUNCIL AND THE PLANNING & ZONING COMMISSION

PLANO MUNICIPAL CENTER

1520 K AVENUE

PLANO, TX 75074

JULY 8, 2008

6:00 PM	Dinner	Training Room A
6:30 PM	Work Session	Training Room A

Discussion and direction on the development of a mixed-use policy statement to incorporate into the Comprehensive Plan.

The purpose of this work session is to exchange ideas regarding development of a mixed-use policy statement to supplement the Comprehensive Plan. Although several of the topics may relate to pending or future cases, the discussion of these topics is not a substitute for any required public hearing nor shall the discussion be for the purpose of deliberation or determining any future action by either body for any case.

The agenda for the meeting is as follows:

1. General discussion of mixed-use development
2. Presentations by area mixed-use developers
3. Question and answer session - This will provide an opportunity for members of the City Council and Planning & Zoning Commission to ask questions of the developers and city staff about mixed-use development.

ACCESSIBILITY STATEMENT

Plano Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of the building. Requests for sign interpreters or special services must be received 48 hours prior to the meeting time by calling the Planning Department at (972) 941-7151.

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JOINT WORK SESSION

July 8, 2008

Discussion and Direction: Mixed-Use Policy Statement

Applicant: City of Plano

Description:

Discussion and Direction on the development of a mixed-use policy statement to incorporate into the Comprehensive Plan.

The Planning & Zoning Commission is in the process of developing a mixed-use policy statement to supplement the Comprehensive Plan. The purpose of this joint work session is to exchange ideas regarding mixed-use development in Plano and to establish key areas of focus for this project. The meeting will include some introductory material, presentations from area mixed-use developers (please find biographies attached), and a question and answer session. Following this work session, the Planning & Zoning Commission will continue to refine policies related to mixed-use development.

Background:

In recent years mixed-use projects have gained popularity and developers are interested in locating these projects in Plano. In response to this development trend, the Planning & Zoning Commission began work to develop a mixed-use policy statement. This policy statement will be formally adopted as part of the Comprehensive Plan and will help establish (in greater detail than can be provided in the main chapters of the Comprehensive Plan) how the City of Plano defines mixed-use development as well as critical elements of a mixed-use project. The policy statement will also assist the Planning & Zoning Commission and City Council when considering future zoning requests for mixed-use development.

This policy statement will build from work done by the Transition and Revitalization Commission in the "Urban Centers Study" as well as existing elements of the Comprehensive Plan, including the Land Use Element, the Economic Development Element, and the "Infill Housing" and "Rezoning Property to Meet Demand" Policy Statements. These existing documents address the following issues facing the city:

The Urban Centers Study:

Established Key Characteristics for Urban Centers:

- Fine grain mix of uses
- Defined neighborhood
- Buildings are of a human scale
- Circulation
- Connections

Discussed Important Location Considerations (Site Attributes):

- Size
- Accessibility
- Transportation options
- Surrounding development
- Reinvestment costs
- "Phase-ability"
- Community impact

Existing elements and policy statements of the Comprehensive Plan cover:

- Changing demographics (Plano is getting older and more diverse) and the resultant change in demand for housing and more varied development types.
- The need to preserve land for future economic development opportunities.
- An increased emphasis on the connection between land use and economic development.
- Housing outside of the traditional neighborhood.

On May 13, 2008, the Planning & Zoning Commission began work on this project. The group participated in a field trip to various mixed-use sites in the area and then held some preliminary discussion on the topic of mixed-use development. On June 16th staff presented some additional information about mixed-use development and the topics to be covered in the policy statement, including the following essential areas for the policy statement:

1. What is mixed-use development?
2. Where are mixed-use projects appropriate?
3. How should these projects relate to surrounding development?
4. Is additional density appropriate? Under what conditions?
5. What types of uses may be included?
6. How is mixed-use delineated from urban center development?

Additional issues for consideration:

1. The impact of the proposal on adjacent land uses, particularly residential. Site layout, building orientation, building massing and allocation of uses must all be taken into consideration.

2. Adequate municipal services including utilities as well as schools, parks, public safety, etc. are available.
3. Sufficient on-site parking is provided.
4. For redevelopment of existing retail corners when complete redevelopment is not possible, how existing uses/structures can be integrated into the development.
5. Availability of bus transit or rail - is the site located along existing routes?

Recommendations:

Staff respectfully requests the City Council and Planning & Commission consider the attached information in preparation for the work session.

More Information about Mixed-use Development:

Although not formally called mixed use, land uses - work, home, commerce - historically have often been mixed. It wasn't until the scale of industrial development in modern cities caused land use incompatibilities that land uses were segregated to the extent that we see today where many uses are isolated from each other. In doing so we have lost many of the potential benefits of mixing land uses, including:

- **Creating urban areas that are active throughout the day.** A mix of uses eliminates the problems of residential areas that are unpopulated during the day and commercial areas that are desolate after business hours. Mixed-use areas have populations and activities around the clock, making them more vibrant and safe.
- **Increasing housing options for diverse household types.** Mixed-use areas often have a mix of housing types, such as apartments and townhouses, in addition to single-family houses that provide more housing options for an increasingly diverse population.
- **Reducing auto dependence.** Mixed-use areas provide a variety of services and activities within walking distance of housing, allowing residents to conduct more of their daily activities without depending on automobiles. Reduced auto dependence especially provides greater independence for seniors and children, who are otherwise often trapped in suburban, auto-dependent locations.
- **Increasing travel options.** Mixed-use areas, if well designed, can comfortably support pedestrian, bicycle, transit, and automobile traffic.
- **Creating a local sense of place.** Although difficult to quantify, mixed-use areas can create a vibrant sense of local place and community. They support pedestrian movement and, with more people on the street, provide increased opportunities for neighbors to meet and interact.

Mixed-Use Scales and Issues / Development Scales

Mixed-use can vary from small to large scale:

1. **Building** - Mixed-use buildings, generally, are vertically mixed. They provide commercial space on the first floor, with apartments and/or offices above.
2. **Parcel, or Site** - Mixed-use parcels, or sites, contain a mix of uses in one planned, cohesive site. The site may include mixed use buildings, or be a mix of single-use buildings within the site.
3. **Walkable, or Transit Area** - Mixed-use walkable or transit areas, ideally, are defined within 1/2 mile of a core of activities. The mixed-use walkable or transit area may combine single-use parcels with mixed-use parcels and mixed-use buildings. Therefore, such areas may mix uses both vertically and horizontally. They are defined by having a mix of uses within a pedestrian-scaled, walkable area (in the case of transit areas, they are linked to mass transit).

The Term Mixed-use vs. Multi-use

In general a project is considered mixed-use when the project is vertically (not just horizontally mixed). An exception to this would be if there are multiple uses in separate buildings but they are located within a walkable environment. Shopping centers with hotels or power centers on the periphery where the shopper is more likely to drive would be considered multi-use. Uses separated by large areas of surface parking are also usually considered to be multi-use, not mixed-use.

Intensity of Development and Density

Mixed-use development does not, inherently, have any implications for density. However, most mixed-use developments use land more intensely and have higher densities than segregated land-use developments. Both commercial and residential density are issues to be addressed in the development of mixed-use areas. Recommendations for commercial and residential density vary. However, a minimum density of residents and commercial activity is required to support the variety of activities in mixed-use areas and, especially, to support transit ridership.

Housing in Mixed- use Development

One of the goals of mixed-use areas is to increase the number of housing options to provide choices to an increasingly diverse population. Mixed-use areas may support a greater variety of housing types than are typically found in single land-use areas. Often, designers and developers of mixed-use areas work to achieve a mix sufficient to support affordable and lifecycle housing. The concept of lifecycle housing suggests that people have a range of options to accommodate their housing needs throughout their lifetime.

Access to City Services

A residential component is key to most mixed-use projects. However, much of the land in Plano that could be developed as mixed-use is not in a "traditional neighborhood" setting. This means that housing developed in these areas may not have direct access to a neighborhood park or other amenities. Also, much of the interest in developing mixed-use projects has been in the city's major corridors - areas that have traditionally been reserved for future economic development and not planned for residential development.

Guest Speakers - Biographies



Tony Chron

**Principal, Senior Partner - Community & Power Centers
Trademark Property Company**

Tony oversees the development of power centers, neighborhood centers and other Trademark acclaimed projects. Over the past seven (7) years Tony has developed over 1.6 million square feet of retail space and been involved in the acquisition of various other product types. Tony joined Trademark in 1997. Prior to joining Trademark, Tony spent over eleven years in corporate real estate working for recognized national retailers such as Pier 1 Imports and Michaels Stores and Franks Nursery and Crafts. He served as Vice President of Real Estate and Construction for Michaels Stores, Inc. and Frank's Nursery and Crafts, Inc. He began his retail career by serving as Associate Corporate Counsel in the Pier 1 Imports legal department and later served as Director of Real Estate. Prior to joining Pier 1, Mr. Chron was engaged in the private practice of law in Fort Worth, Texas specializing in Real Estate law.

Education: B.S, Abilene Christian University, Abilene, Tx; and J.D., South Texas College of Law, Houston, Tx.

Memberships: Member of the State Bar of Texas; active in many non-profit groups serving in various capacities and currently serves as an Elder in his home church.



David Palmer
Executive Vice President
Cencor Realty Services

David Palmer is an executive vice president with Cencor Realty Services, where he is responsible for directing the Dallas Development team. He is responsible for an existing shopping center portfolio as well as new development and acquisition of centers throughout the Dallas/Fort Worth area. Prior to joining Cencor, Palmer was a principal and co-founder of the Sfuzzi restaurant chain from 1986 until 1995, when he joined Cencor. Sfuzzi was a nationwide, 21-restaurant chain with annual sales of \$55 million. Palmer was responsible for real estate and development of the Sfuzzi sites and worked with Herbert D. Weitzman as broker/advisor on the expansion. Prior to 1986, he practiced law in Atlanta and Washington, D.C., and in Florida.

Organizations

Palmer is a member of the International Council of Shopping Centers and the Georgia, Florida and District of Columbia bar associations.

Education

Palmer received a juris doctor degree from Emory University in Atlanta and a Bachelor of Science degree from Cornell University in Ithaca, New York.



Paris Rutherford
President and Chief Operating Officer
ICON Partners

As President of ICON Partners, Paris Rutherford oversees the daily operations of the development practice and focuses on issues of strategic growth and product development. Prior to joining ICON, Paris was Vice President and Director of RTKL Associates Inc., where he managed the firm-wide planning practice. While there, Paris grew the firm-wide public/private planning practice to be among the largest in the world and served on the firm's Management Committee and Board of Directors. The recipient of numerous industry awards, Paris has been published in The New York Times, The Wall Street Journal, and Urban Land Magazine. He has spoken at the National Press Club, Urban Land Institute, and been featured on CNBC's Closing Bell and PBS's The News Hour with Jim Lehrer.

Paris received a Bachelor of Architecture from the University of Southern California and a Master of Urban Design from Harvard University.