INTRODUCTION
BACKGROUND TO THE PLAN
INTRODUCTION

TABLE OF CONTENTS

NEW PLANNING MODEL

FUTURE DEVELOPMENT PATTERN

MAJOR GOALS/PROPOSALS
  LAND USE
  TRANSPORTATION
  URBAN DESIGN
  HOUSING
  ECONOMIC DEVELOPMENT
  PUBLIC SERVICES AND FACILITIES, UTILITIES
  PARKS AND RECREATION, EDUCATION

IMPLEMENTATION

PLAN FORMAT

FIGURES
  FIGURE 1: DALLAS/FORT WORTH METROPLEX
  FIGURE 2: AREAS OF DEVELOPMENT CONCENTRATION
  FIGURE 3: IMPLEMENTATION
PLANO COMPREHENSIVE PLAN
INTRODUCTION

NEW PLANNING MODEL

Plano, Texas is a rapidly growing city within the Dallas/Fort Worth Metroplex (see Figure 1). In fact, Plano is one of the fastest growing cities in the nation, increasing in population from 3,500 in 1960 to more than 120,000 today. During this rapid expansion, Plano has changed from a rural farming community into a bedroom suburb, and is now becoming an urban economic development center. Plano's growth has been guided by a series of Comprehensive Plans, and the quality of the City's development pattern speaks well of this planning effort. Nevertheless, changing conditions brought about a need to revise the City's planning process and to look for new ideas to guide Plano's future growth.

In September 1984, the Plano City Council created the Horizon Committee, a sixteen-member task force, to prepare a new Comprehensive Plan. The Horizon Committee, as its name implies, attempted to look far into the future to understand the trends, conditions and issues affecting the City, and to develop goals to guide Plano into the next century. This Plan is the result of more than two years of work by the Horizon Committee, followed by another year of

FIGURE 1
study and refinement by the Plano Planning and Zoning Commission and the Plano City Council. Others who were valued participants in this planning process include: the Plano Independent School District, the Plano Chamber of Commerce, the Plano Homeowners Council, and the Plano Developers Council.

Plano’s new Comprehensive Plan establishes a new planning process for the City. The three principles of the process are: (1) Planning must be comprehensive; (2) Planning must be directed toward action and the needs of decision makers; and (3) Planning must be a continuous process.

Comprehensiveness is a critical characteristic of a successful planning process. Obviously, a plan must address the complex relationships among land use, transportation, utilities and community facilities. Plans should go further, however, to examine issues affecting the economic and social development of a city and its quality of life. Plano’s Comprehensive Plan consists of the ten elements listed below:

- Land Use
- Transportation
- Urban Design
- Housing
- Economic Development
- Public Services and Facilities
- Education
- Parks and Recreation
- Utilities
- Design Studies

Each element is written so that it can stand alone as a specific plan for that functional area. However, each element is coordinated with all other elements. Dividing the Plan into elements helps link the Plan with the City departments and outside organizations responsible for its use and implementation.

Comprehensive Plans are too often void of specific recommendations that are useful to decision makers. Grand goals can only be realized through operational policies and strategies. The Horizon Committee shifted emphasis away from traditional map-based planning and toward policy-based planning oriented to the process of development. The Plan contains numerous recommendations for immediate action or for additional study. The Horizon Committee also recommended that the City develop a two-year action planning process specifically designed to implement the Plan. The action planning process is now in its first year.

Finally, the Horizon Committee was committed to the principle that planning should be a continuous process. No plan should ever be considered complete; plans that are being used are always being refined, updated and amended. A continuous planning process is outlined within Plano’s Comprehensive Plan. Each element contains recommendations for regularly scheduled updates and for monitoring information systems. The Plan has been published in a notebook format to allow for easy updating.
FUTURE DEVELOPMENT PATTERN

The City of Plano will eventually include approximately 71 square miles, bounded by the cities of Richardson, Dallas, Carrollton, The Colony, Frisco, Allen, Parker and Murphy. Plano’s development is significantly affected by its roadway system. Regional circulation is provided by three major freeways (U.S. 75, S.H. 190, S.H. 121) and by the Dallas North Tollway. Internal circulation is served by a network of six-lane thoroughfares organized to form a grid spaced at one mile intervals. This roadway system connects Plano with the Metroplex and provides excellent access to Dallas and the Dallas/Fort Worth Airport.

Plano will become a major economic center within the Metroplex. Commercial land uses will be located primarily along regional routes, with neighborhood serving retail and office uses located at intersections of arterial streets (see Figure 2). Large employment centers, principally corporate office, technical, research and production operations, will be located along the S.H. 190 corridor and within the Legacy development, a 2,600-acre office and research park at S.H. 121 and the Tollway. Campus office development is planned along the S.H. 121 corridor. U.S. 75 will continue to develop as the main concentration of regional commercial uses and multi-tenant office space. The largest concentration of development will be at the southern end of the corridor.

Areas Of Development Concentration

Note: All Development Area Boundaries Are Shown In Approximate Locations.
and centered around Collin Creek Mall and Spring Creekwalk, a 160-acre mixed use development which will surround a large public open space and amenities area. As a result of expected economic growth, Plano will become a net importer of labor following the year 2000. This means that total employment in Plano will exceed the size of the resident workforce.

Plano will continue to grow as a place of residence. The City's population will likely exceed 300,000 by the year 2020. Single-family housing will continue to be the principal housing type; however, multi-family developments, townhouses, patio homes and other medium density housing types will grow in number. Plano's population will age and the average household size will decrease in the future, as Plano begins to mature and assume the demographic profile of an urban center. The demographic changes will bring about a demand for new housing types, especially for the elderly.

The Comprehensive Plan is designed to accommodate and manage Plano's future growth. The Plan does not try to regulate the rate of growth; instead, it focuses on ensuring that development results in an orderly, well planned city where land use and public facilities are in balance, and where a high quality of life is maintained. The Comprehensive Plan stresses that the goals of balance and quality be achieved not only when the horizon year is reached, but during the process of development itself.

MAJOR GOALS/PROPOSALS

Listed below is a summary of the major goals and proposals of the Comprehensive Plan.

LAND USE

GOAL

- Plano should establish a comprehensive growth policy, phased and coordinated with the community's fiscal and service capacity, which encourages orderly development.

PROPOSALS

- Establish a continuous planning process which monitors development trends and which updates the Land Use Plan every two years.

- Coordinate planning and programming through five-year service and facility plans for City departments, a five-year Capital Improvements Program (CIP), and a five-year Transportation Improvements Program (TIP).

- Review the proposed CIP and TIP annually with the Planning & Zoning Commission.

- Void approved development concept plans where construction has not taken place within five years, and review new submittals for conformance with the policies and recommendations of the Comprehensive Plan.

- Review the Zoning Ordinance (text and map) and identify substantial deviations from the policies and recommendations of the Plan.

- Review development proposals to ensure that essential public facilities and services such as streets, sewer and water lines, and drainage are adequate.

- Publish a yearly report on the amount and effect of zoning changes.
TRANSPORTATION

GOALS

- Plano should develop an effective, coordinated local transportation system, and should encourage and participate in meeting regional transportation needs.

- Plano should develop a transportation system which will effectively, efficiently, and economically meet the existing and anticipated land use needs at a reasonable level of service, while protecting and enhancing the quality of life.

PROPOSALS

- Establish a continuous transportation planning process which monitors development trends and which updates the Thoroughfare Plan every two years.

- Develop and annually update a five-year Transportation Improvements Program (TIP).

- Use traffic impact analyses of development proposals to coordinate with road improvement programs and to mitigate traffic problems.

URBAN DESIGN

GOALS

- Reinforce Plano’s image and identity as a center in the north Metroplex, and as a community of excellence in business, residence, leisure, and education through urban design.

- Create an attractive and recognizable physical environment that complements the functional organization of the City.

- Integrate urban design concepts into the ongoing public and private development processes.

PROPOSALS

- Establish an ongoing process that integrates urban design into the various facets of the community's growth and development and which includes:
  
  - Studies and Plans
  - Review Procedures
  - Capital Improvements Programming
  - Coordination

- Initiate a series of special projects and programs to focus community attention on urban design while improving the community’s image and identity, including:
  
  - Spring Creekwalk - Develop a mixed-use, joint public/ private development project to create a major activity center and design component.
  - Scenic Drives - Develop special scenic drives to provide visibility and emphasis to Plano’s natural features.
  - Streetscape Fixture Plan - Develop a comprehensive proposal for paving, signage, lighting, sidewalks, street furniture, and other streetscape fixtures along Plano’s major thoroughfares.

HOUSING

GOALS

- Plano should continue the development of low density neighborhoods as its primary residential form, yet allow for a mix of housing types and densities.

- Maintain, and improve where necessary, the viability of existing residential areas within the community.

- Encourage a range of housing opportunities for residents and workers in the community.
PROPOSALS

- Provide for the low density, single-family detached residence as the predominant housing type.
- Limit concentrations of high density housing within a neighborhood and among contiguous neighborhoods.
- Amend the Zoning Ordinance to establish residential districts based on performance criteria as opposed to rigid area and setback standards.
- Preserve the quality of Plano neighborhoods through the establishment of minimum housing and property maintenance codes.

ECONOMIC DEVELOPMENT

GOALS

- Plano should strengthen and expand its economic base.
- Develop a comprehensive and well-coordinated economic development program designed to expand the economic base of the community.
- Provide a favorable business climate and the resources necessary to sustain economic growth.
- Encourage conservation, restoration and, when appropriate, redevelopment of commercial areas.

PROPOSALS

- Establish an aggressive, coordinated Economic Development Program led by the Plano Economic Development Board (PEDB).
- Form an economic development team of community leaders to respond quickly to new prospects.
- Institute a Business Recruitment and Assistance Program to target and recruit desirable businesses and industries, and continue to provide assistance to existing Plano businesses. Develop and maintain an information system, and provide for needed capital improvements to spur economic development.

PUBLIC SERVICES AND FACILITIES, UTILITIES

GOALS

- Provide high quality police, fire and other public services to the community in a cost-efficient, coordinated and effective manner.
- Provide high quality public buildings, well located to serve Plano, in a cost-efficient, coordinated and effective manner.
- Provide all utility services in a manner which promotes public health, safety and welfare, and which protects and enhances natural and man-made environments.
- Ensure an adequate supply of utility services for Plano’s growth.
- Provide all utility services in a cost-effective manner.

PROPOSALS

- Develop and annually update five-year service plans for each functional area.
- Provide for the development of fully-served subdivisions. Evaluate cost-sharing policies to ensure that they are not an incentive for development that is non-contiguous with existing utilities and facilities.
PARKS AND RECREATION, EDUCATION

GOALS

• Continue to provide a superior system of open space, parks and recreational facilities.

• Provide a system of well-located parks and facilities compatible with adjacent land uses and coordinated with public school facilities, including parks of differing character, size and use to meet the City's total recreational needs.

• Use the park system to preserve and protect environmentally significant areas for public enjoyment and education.

• Encourage the availability of a broad range of high quality educational opportunities for residents.

• Provide academic programs to serve educational needs of the community and region, and to assist students in developing personal knowledge, skills and competence in the areas of:
  • Intellectual Discipline
  • Economic and Occupational Competence
  • Citizenship and Political Understanding
  • Physical and Environmental Health
  • Cultural Appreciation and Aesthetics
  • Personal and Social Relations
  • Leisure Time

• Provide a system of educational facilities and resources which supports attainment of these educational goals, and which enhances other functional elements of the community.

PROPOSALS

• Continue to design and develop neighborhood parks and, where possible, schools as focal points and activity centers for each neighborhood unit.

• Expand Plano's educational services to include academic and vocational programs to serve the economic development needs of the community.

• Annually review and update population and enrollment projections in accordance with short and long term facility needs.

• Define locational requirements for all types of educational facilities to permit coordination with City and school planning/programming and with the review of development requests.

IMPLEMENTATION

The success of a plan depends on how it is integrated into the operations of local government. The Comprehensive Plan builds a strong relationship between the following governmental activities:

• Planning and Policy Development - The Comprehensive Plan defines specific objectives and policies for meeting community goals. It also stresses policy development and the periodic review and reformulation of policies as needed to address changing conditions and trends.

• Regulation - The Comprehensive Plan is closely coordinated with zoning, subdivision, and development regulating ordinances. It contains guidelines for applying development regulations and recommends studies and amendments needed to improve the ordinances.
• Programming - The Comprehensive Plan outlines a systematic approach for coordinating services and facilities with development. It recommends five-year departmental service plans with yearly updates.

• Monitoring and Evaluation - The Comprehensive Plan includes provisions for its own updating. It also creates an information system that is continuously updated and that allows the City to keep abreast of changing trends and conditions. The integration of these activities is illustrated by Figure 3.

• Action Plan - The Comprehensive Plan recommends development of a short term Action Plan to guide and facilitate long term implementation. The Action Plan defines and prioritizes activities to be undertaken within two years of adoption of the Comprehensive Plan. It assigns responsibilities to appropriate departments and provides for the coordination of activities. The Action Plan will be reviewed and updated every two years to ensure that an ongoing process is directed toward implementation.

**PLAN FORMAT**

Each element of the Comprehensive Plan, with the exception of the Public Services and Facilities and the Design Studies Chapters, is organized into four sections as follows:

• Introduction - An overview of major proposals.

• Conditions/Trends/Issues - A review of the major issues which currently affect or are expected to affect a particular functional element, and the various conditions and trends that influence these issues.

• Goals/Objectives/Policies - A set of long-range achievable goals which establish a direction for the future as opposed to defining a specific end state. Objectives are established defining a general strategy for achieving the goals. The policies establish a framework for carrying out the goals and objectives.

• Recommendations - The specific programs, projects and procedures for implementing the goals, objectives, and policies of the Plan.

The Design Studies Chapter uses policies and recommendations from the other chapters to establish design criteria for four development corridors that will have a critical impact on the future character of the community - Preston Road, State Highway 190/Plano Parkway, the Dallas North Tollway, and State Highway 121.

The Comprehensive Plan also contains an Appendix which includes demographics and a glossary of key planning and zoning terms. The Appendix provides a concise but comprehensive compilation of relevant statistics and projections.