



City of Plano
COMPREHENSIVE PLAN 2021

**PUBLIC FEEDBACK:
EMAIL CORRESPONDENCE**

PUBLIC FEEDBACK | EMAIL CORRESPONDENCE

The email PlanoCompPlan@plano.gov was created to collect public comments on the Draft Comprehensive Plan 2021 (Draft Plan). This document includes the emails received during the public outreach phase of the Plan Update process, which took place from October 1 and October 18, 2021, as well as emails received throughout the Plan Update process that provide feedback on the Draft Plan.

Note: Personal information, including names, organizations, and contact information, has been redacted to maintain the confidentiality of individuals who provided feedback and responses are not listed in any particular order.

Email One

Dear Mayor Muns;

[REDACTED]
[REDACTED]
[REDACTED] This tract of land had been in [REDACTED] and previously had development rights for almost ten million square feet of warehouse and commercial use. Our leadership had a different vision. One that was intended to create a special place for the citizens of Plano. [REDACTED] While we applaud the City's intentions to enact a new comprehensive plan to guide future growth for the City, we feel compelled to express concern with some of the directives in the proposed document regarding how those measures would have impeded the development of Heritage Creekside and how they could impact the future of Heritage Creekside.

We believe in and have implemented many of the policies and actions in the Plan in the [REDACTED] We jointly share the policy that we are both committed to providing a high quality of life for the citizens of Plano as evidenced by the high quality community being developed [REDACTED] As stated in the Plan, we also utilized placemaking techniques to create memorable and unique experiences as noted by the integration of multiple uses. And, consistent with the Plan, [REDACTED] believes open space is extremely important for its residents which is obviously evident [REDACTED] which has become a popular community amenity. In doing so, [REDACTED] implemented another action in the Plan that calls for rehabilitating and enhancing natural drainage systems, water detention and retention basins, and other infiltration areas for multiple benefits, such as recreation, wildlife habitat, and stormwater management. The importance of open space is also very evident in the extension of the City's trail system and establishment of stunning and accessible open spaces in [REDACTED]

[REDACTED] accepted the mixed use model in the City's zoning ordinance and pursued [REDACTED] after engaging the nearby neighborhoods in numerous meetings by not only listening to their concerns and requests, but also responding and taking action to achieve a common good. The Plan speaks to the importance of surrounding neighborhoods which we took extremely seriously and intend on continuing our collaboration with our neighbors on future projects.

However, we question whether we could have achieved such a great result if the policies and action statements in the Plan had been in effect when we sought the innovative UMU #1. It appears that the Plan removes the flexibility intended by UMU and does not recognize the mixed use basis on [REDACTED]

Email One (Con'td)

[REDACTED]

[REDACTED] The land use designations on the plan for that Area divide [REDACTED] into separate land uses not taking into consideration the importance of the mixed use character of [REDACTED] was carefully planned to integrate multiple uses linked by pedestrian connections. The community development value of [REDACTED] must be seen from the totality of the development and not by individual components. Not doing so is the antithesis of mixed use development. Further, it would appear that the area currently planned for office on the far [REDACTED] would not be considered for an extension of the mixed character in other parts of [REDACTED] since the Area map designates it as "Office Types" without providing a mixed use option. The office market is extremely weak in this part of the region in part due to the vast amount of available office space in other high profile office submarkets in the area. We must keep the option open that if this office area does not develop with office uses, then other options should be available. The Plan should acknowledge that the extension of mixed use development within this part of [REDACTED] as an option.

Action statements in the Redevelopment and Growth Management policies would have had significant impacts on the viability of [REDACTED]. According to the Plan, multiple use developments should include "No more than 50% square footage for residential uses." [REDACTED] has a retail/restaurant component, but given the state of retail and restaurant markets, it is extremely doubtful that [REDACTED] could have satisfied this action statement. Further, the same policy calls for "Nonresidential square footage must constitute a minimum of 33% of all square footage approved for occupancy during development". Again, this threshold could not have been achieved for the early phases of [REDACTED]. We suggest that this standard be modified to enable future mixed use development such as the western end of [REDACTED].

We suggest that the Plan be modified to acknowledge the potential for the extension of mixed use to the [REDACTED] and to relax the impracticable thresholds for developing quality residential developments within mixed use communities. Please note that based on the comments above, we cannot support the proposed Comprehensive Plan at this time, but are open to further consideration in accordance with our comments. We reserve all rights to protect our interest in [REDACTED].

We look forward to continuing our successful association with the City on completion of [REDACTED]. Thank you for this opportunity to express our position to you.

[REDACTED]

CC: Nathan Barbera
Christina Day

Email Two

Good morning.

Yes, we would like to give our feedback (after all we live here for the past 20 years), but very conveniently the survey ended on 10/18 when we got the letter on 10/29.

So, here is our piece of mind anyway...

1. Stop building in every available piece of land!
2. Your road conditions are a disgrace, and with all the road repairs going on everywhere, it does not seem like anything is changing, roads still suck!
3. When doing constructions and blocking major intersections (ex: coit/park) at 8 am, yes this pisses people off!
4. Maybe it is time that you switch to asphalt, obviously concrete does not work when you have to fix the same roads EVERY year and twice the time.
4. Used to be proud to live here and say I'm from Plano, not anymore. Can't wait to get the hell out of here in 3 years!

Thanks



Email Three

I made a couple of additions.



Just a few questions:

It is generally productive for developers to meet with surrounding property owners. Will staff conduct neighborhood education sessions and establish ground rules for engagement. Often homeowners make demands that are generally out of bounds for developers and the city to respond to (e.g., street design and traffic controls, project aesthetics).

There has been a lot of sentiment from the CPRC that they want surrounding neighborhoods engaged before plans make it to an agenda. By that time, they feel decisions have already been made and financial commitments set that the developer is not willing/able to change based on their feedback. The details of what kind of community forum is created to allow that engagement, including how much staff involvement that includes, will be determined later.

Why isn't RGM4 written to apply to all housing?

There is CPRC concern regarding the balance of housing options and rising housing costs. This is borne out by recent years permit data. Single family housing options are very limited and seen to warrant further study. Additionally, it is related to finding ways to make single-family housing a feasible option in redevelopment of four-corner retail sites where there is an excess of retail zoning. The CPRC generally recognized that housing may be necessary in these locations, but there was not enough consensus to allow the density of multifamily or missing middle housing types. Some on the CPRC and P&Z have concerns that there will be no market for redevelopment that is limited to single-family options.

Email Three (Con'td)

decisions have already been made and financial commitments set that the developer is not willing/able to change based on their feedback. The details of what kind of community forum is created to allow that engagement, including how much staff involvement that includes, will be determined later.

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Is there a definition of multiuse development? Is it different than mixed-use? How is a single development to be evaluated in a multiuse/mixed-use district? Example: If the Morada in downtown was being proposed, would it be required to be 50% non-residential? If a high-rise is planned in Legacy would it be required to be 50% non-residential?

There is not a definition of multiuse development, but it is intended to be the same as mixed-use. Your question is a good one that was also brought up by a member of the P&Z. We certainly welcome your specific feedback on this issue during the public outreach phase. Regarding the examples: Morada was a by-right project in the BG zoning district, so the Comprehensive Plan's standards for rezoning would not have applied; the same is true for the high rise projects within the PD zoning at Legacy. This would only apply if zoning changes occur.

The 33% phasing standard seems arbitrary. It never would have worked for Collin Creek, Heritage Creek and other mixed-use project. If there is a phasing plan, it should be based on the specific plan for the development.

The intent of this requirement is to prevent residential portions of the development from getting too far out ahead of the non-residential portions. It is a policy to guide the city's standards for phasing.

Small area market studies are generally full of assumptions that may not hold for specific development opportunity. Eastside Village would not have been built if a market study had been required. Its success made the market. Larger area market studies (say D/FW with sub-market profiles) are routinely produced for most development industry sectors. You just subscribe to the service.

Understood.

Email Three (Con'td)

A full review of the comprehensive plan every two years is too frequent, although a continuous process of partial updates and refinements should be encouraged.

This will not be a full update every 2 years. What was discussed with CPRC and P&Z is that portions of the Plan will be reviewed on a rotating 2-year basis.

I think the land use plan and dashboards are too detailed and will produce many “non-conforming” requests. That aside, why are 10-story high-rise apartments an exception. Is that because of the perception of price and quality? How does the policy meet the need for affordable housing and compliance with fair housing law?

The purpose is housing diversification. High-rise multifamily was seen as a unique housing opportunity that is not widely available in the city. RGM9 also recognizes the need for multifamily development that meets TOD goals or address city’s special housing needs, which includes affordable housing.

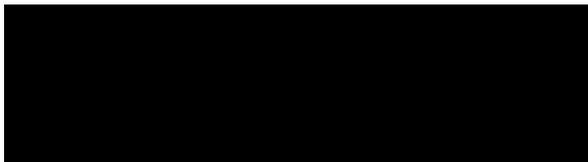
I don’t understand RGM10. Does the policy only apply to multifamily developments of 10 acres? And then limit the multifamily to 25% of all units? That obviously would not have worked in Legacy, Heritage Creekside, Collin Creek, etc. Can you build 100% apartments on less than 10 acres?

Small-scale multifamily is defined in the glossary as developments with up to 10 units per lot. RGM10 only applies to small-scale multifamily.

How are developers, businesses and property investors to participate in the review of the plan?

After the Draft Joint Plan has received necessary approvals, it will be presented to the public for comment. That will include a 2-week online survey and a telephone town hall. That feedback will be presented to the CPRC and P&Z so that adjustments can be made before the Final Joint Plan is sent to City Council for final consideration. We certainly encourage you and others in the development community to participate.

Thanks



Email Four



Please see attached. The only changes made were to RGM2 and RGM6.

Thank you,

Please take a moment to complete the City of Plano [Customer Satisfaction Survey](#).



**Planning
Department**

Serving Since 2017

Mike Bell, AICP

Comprehensive Planning Manager

1520 K Avenue, 2nd Floor
Suite 250, Plano, Texas 75074

T 972.941.5472

F 972.461.7396

mbell@plano.gov

plano.gov

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Please send me final wording approved by the committee on August 17. It was hard to track.



Email Four (Con'td)

Thanks

Of specific concern is the Legends apartments located on the north side of Legacy east of Alma. The apartments were developed at 10 units per acre. Last year the owner tried to rezone to increase the density to approximately 16 units per acre. It was denied at council primality because of a reduced setback from Legacy. My concern is that that it will now face a challenge because of the number of apartments in the area. The owner needs an increase in density to make reinvestment in the complex economically feasible.

I understand your position about needing additional units to make the project feasible, but the decision of the City Council was to deny the request. I'm not in a position to second guess any of the reasons for their decision. Are you asking if the draft plan would support this increase if a new application was submitted?

A similar situation exists at Collin Creek. The perimeter property is nearly half of the acreage, but under the plan is not supported for residential use because of the huge number of units given to Centurion. I also think it is a stretch to consider Bel Air Oaks and Heritage Creekside as part of the same area.

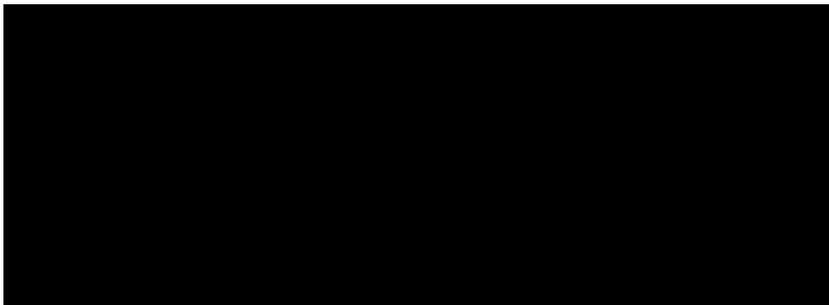
The Dashboards do not currently support additional residential because Housing Types are currently 40% of the overall acreage of that Urban Activity Center (UA). The max acreage for Housing Types is 40%.

It was discussed with the CPRC subcommittee whether to measure the UA areas separately by arterial block or as a contiguous unit. The chose to go with a contiguous unit. The decision affects both the Collin Creek/Bel Air Oak/Heritage Creekside UA and the Legacy UA.

The plan still shows two different radii for TOD. Half mile is greatly preferred. Quarter mile virtually eliminates additional high density development.

I have a note from your earlier email about the radius for station area plans on page 11. "TOD Areas" for the purpose of the Downtown Corridors (DT) Dashboards is defined as ¼ mile. The ½ mile on page 11 is in reference to the station area plans, not a definition of TOD. But I can see how that could be confusing. We also have TOD in the glossary as an average 2,000 ft. walking distance. That is also on the list to clean up.

It was a critical part of the committee compromise that TOD be limited to ¼ mile for the DT Dashboard. I don't see them being open to an increase to ½ mile.



Email Five

Please see responses in [green](#) below.

Thank you,

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Mike Bell, AICP

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F 972.461.7396
mbell@plano.gov
plano.gov

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On page ES10 there is a map that states that except for A-G additional multifamily is not supported. Is that a policy or an assumption?

That is NOT a policy. The CPRC subcommittee wanted to see a practical example of how the FLU dashboards might work in guiding new residential housing across the city. The map in the Executive Summary was the result of the example scenarios run for the committee with assumptions for ROW/open space dedication, density, and existing land uses. There is a disclaimer in the Executive Summary noting that the Scenarios map is not to be used in review of zoning petitions.

The plan provides for incentives for multifamily reinvestment. Would that include additional units/density for an older existing development provided the density is below 22 du/a?

Action Land Use 4 (LU4) calls for the development of regulations that incentivize the redevelopment and revitalization of underperforming retail and multifamily development. It is not specific on what regulations those should be.

An existing multifamily complex may redevelop consistent with the maximum density allowed under the current zoning of the property. If additional density is requested above the current zoning, that would require a zoning change and need to be considered in the context of its future land use category and other site considerations.

Email Five (Con'td)

Existing multifamily complexes in these areas may redevelop under their current zoning. Approval of zoning changes that would allow additional multifamily units would be subject to the findings consistent with the "Findings Policy" to be considered by City Council on Monday night (9/27).

Collin Creek is designated an Urban Activity Center. Does the limitation on multifamily apply to the whole area including the Heritage Creekside and Bel Air Oaks collectively or to each individual part. If the latter, would the perimeter property surrounding the mall be considered separately?

The Urban Activity Centers are measured as a contiguous area. See the description below or the "Mix of Uses Measurement Areas" in the [Glossary](#):

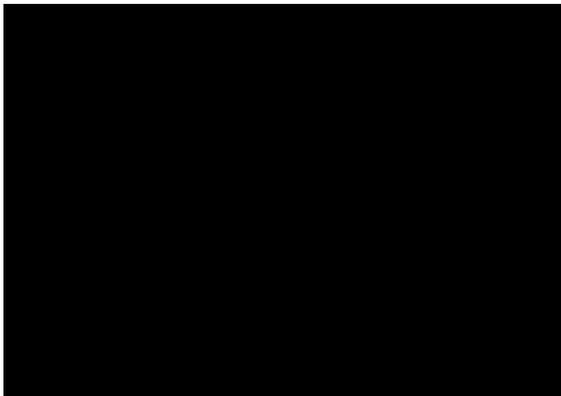
MEASUREMENT AREAS

The area to be used in calculating the total acreage varies from category to category as listed below:

<p>Citywide</p>	<ul style="list-style-type: none"> • Neighborhoods (N) • Downtown Corridors (DT) • Employment Centers (EM) • Social Network (SN) • Open Space Network (OS) 	
<p>Per Adjoining Corner/Center</p>	<ul style="list-style-type: none"> • Neighborhood Corners (NC) • Community Corners (CC) • Suburban Activity Centers (SA) • Urban Activity Centers (UA) 	<p>Example 1:</p>  <p>Example 2:</p> 
<p>Per Expressway</p>	<ul style="list-style-type: none"> • Expressway Corridors (EX) 	

In short, the Collin Creek area, Bel Air Oaks, and Heritage Creekside would be measured together.

Thanks



Email Six

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Below are my thoughts on last night's Council discussion.

Thanks,



The City Council met Monday night with the chairs of the Planning and Zoning Commission (P&Z) and the Comprehensive Plan Review Committee (CPRC) to discuss the status of the draft plan (see video of the meeting at <https://planotx.swagit.com/play/09142021-535Council>). Both chairmen reported reaching agreement on 99% of the plan's content, with the final wording of one sentence being the only remaining task. CPRC is recommending Council adopt by policy or ordinance a requirement that council make specific findings when approving a rezoning which is inconsistent with the plan. During the meeting all three parties agreed to the adoption of a separate resolution (independent of the plan) setting the policy. They concurred that greater transparency and setting a higher bar for approving rezonings were needed to restore public faith in adherence to the comprehensive plan. Final wording of the resolution is to be developed during the next two weeks.

Several procedural questions remain. The draft plan is ambiguous as to who makes the determination if a specific rezoning petition is consistent with the comprehensive plan. It is assumed that the staff will make the initial determination as part of the staff report on the petition to the P&Z. This process is not totally defined, but Policy RGM1 states, *"Review zoning change requests for consistency with the Future Land Use Map and Dashboard (a further description of each of 10 land use classifications). Requests that do not conform to the mix of uses, density and building heights as described in the Dashboards are disfavored."* The term disfavored is presumed to mean the request is inconsistent with the plan.

Email Six (Con'td)

This two-step process may be more complicated than it first appears. First, the property proposed for rezoning is compared to the Land Use Map for general consistency. Second, the petition is compared to the appropriate Dashboard for the corresponding information on use, density and building heights. The map generally follows property lines to define the location of the 10 land use classifications. It should be straightforward to determine in which land use classification the property is located. However, individual properties within a classification district have different characteristics and are not uniformly suited for all uses, densities and heights listed on the Dashboard. Because of this variability, Plano has 33 zoning districts and hundreds of planned development districts. Consistency with the Land Use Map and Dashboard is not sufficient to determine appropriate zoning. Other information is needed, including, but not limited to, street access, block patterns, surrounding zoning, land use, building scale and height.

State law does not describe the staff function and authority in consideration of a rezoning request, presumably it is limited to administrative, research and advisory roles. However, state law does require the review of all zoning changes by the Planning and Zoning Commission. They are charged with conducting a public hearing and making a report to City Council before the City Council can consider a zoning change. Staff may prepare research and make recommendations, but it is the P&Z report that is essential. For this reason and others, staff's initial determination of a rezoning request's consistency with the comprehensive plan should be further considered by P&Z in making their report to Council. Several scenarios are conceivable.

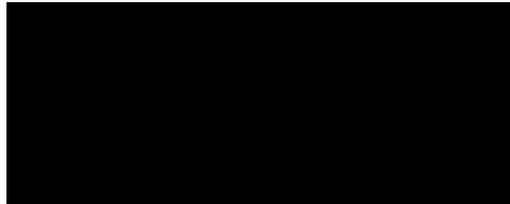
1. **P&Z could find a request consistent with the plan and recommend the approval of the rezoning petition.**
2. **P&Z could find a request inconsistent with the plan and recommend denial.**
3. **P&Z could find the request consistent with the plan but recommend denial due to site specific considerations, or many other relevant factors.**
4. **P&Z could find a request inconsistent with the plan but recommend approval again for site specific considerations, the merits of the proposal, community support and various other reasons.**

The proposed resolution does not restrict Council's decision-making authority, but it may complicate the process of decision making. Approval of a rezoning that is inconsistent with the plan requires a report of findings in support of the change. This cannot be prepared until Council completes deliberation and votes.

Preparing the report will require a minimum of two weeks. Who will prepare the report? Is the report available for public review and comment? Is a second vote of Council required to approve the rezoning and the findings? If Council denies a rezoning petition determined to be consistent with the plan, should the applicant be provided a report of findings.

Email Six (Con'td)

The proposed resolution seems to be a simple procedural change but raises several questions. It may take actual experience with the new policy to find the answers.



Email Seven

Mayor and City Council Members
1520 K Avenue
Plano, TX 75074

Dear Mayor and City Council Members:

The [REDACTED] offers the following comments to Plano's draft Comprehensive Plan.

[REDACTED]. It is through this fair housing lens that we submit our comments for consideration by the City of Plano. Our comments regarding the policies outlined in the proposed comprehensive plan are not necessarily listed in order of importance.

Land Use Policy

"LU4 Create regulations that incentivize the redevelopment and revitalization of underperforming retail and multifamily development."

As an entitlement jurisdiction, the City of Plano is charged to affirmatively further fair housing. Therefore, redevelopment and revitalization efforts should expand affordable housing in low poverty areas for populations at or below 50% AMI.

"LU6 Develop locations for special area plans to focus development and redevelopment efforts in conformity with the Comprehensive Plan."

The special areas should include low poverty areas with the City of Plano, and include strategies to expand affordable housing for populations at or below 50% AMI.

"LU7 Develop review criteria that provides guidance on the community's preferences regarding mixed-use developments, such as desired mix of uses, densities, parking, phasing plans, minimum open space, building placement, quality of building materials, residential adjacency, and other urban design elements."

Email Seven (Con'td)

As referenced in [REDACTED] previous comments regarding Plano's draft Assessment of Fair Housing (AFH) report, the City should ensure that it affirmatively furthers fair housing while it focuses on neighborhood "compatibility" of new development. Too often

[REDACTED]

[REDACTED]

"compatibility" has been used as cover to block affordable housing that would likely attract low-income residents of color." Therefore, affirmatively furthering fair housing should be a component of the review criteria for mixed-use developments.

Undeveloped Land Policy

"UL1 Develop review criteria to provide guidance on rezoning undeveloped properties including such considerations as appropriate location, environmental conditions, and impact on public service facilities, infrastructure, and adjacent land uses."

The review criteria proposed in UL1 should include prioritizing the expansion of affordable housing for populations at or below 50% AMI in low poverty areas with undeveloped properties. Places such as but not limited to the western portions of the city (west of Highway 75).

Transit-Oriented Development Policy

"TOD1 Develop Criteria for Review of Transit-Oriented Developments, including existing and projected DART ridership, and update as necessary."

The criteria for review of Transit-Oriented Development should include an affordable housing component that targets the 50% AMI or below population.

"TOD2 Prioritize and prepare area plans within ½ mile of identified light rail stations and future commuter rail corridors, to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership."

Area plans within ½ mile from light rail stations and future commuter rail corridors should include strategies i.e., voluntary inclusionary zoning to help achieve target populations at or below 50% AMI.

Redevelopment & Growth Management Policy

"RGM6 Consider conducting an annual market study to determine demand-based housing and employment needs for Plano, referenced to Collin County, that may be used to inform zoning and land use related decisions. The study should include residents' preferences for development as part of the results."

Email Seven (Con'td)

The lack of affordable housing negatively impacts people and the City as a whole. As outlined in the *City of Plano Housing Trends Analysis (2018)*, “Such a fundamental mismatch between supply and demand creates an environment in which the ensuing escalation of housing prices could threaten the community’s economic and social stability that have historically been a major component of its attractiveness to residents and employers in the first place”.

[REDACTED]

[REDACTED]

[REDACTED] agrees with this assessment and recommends that the City conducts an affordable housing impact analysis that focuses on moderate- and low-income residents when recruiting corporations to move to the City. Done right, this would help address potential displacement and the number of new low-income units needed as new workers flock to Plano. In addition, as corporations seek resources from the City of Plano, the City could require corporations to contribute to a housing trust fund that would target housing for families under 50% AMI and add units near corporate centers.

Furthermore, the annual market study outlined in RGM6 should include an affordable housing impact analysis that includes recommendations of policies and practices to address housing barriers found in the study. In addition to incorporating residents’ feedback, the study should also include the perspective of people who work in Plano but do not live there. People who commute regularly can provide a unique perspective on housing needs that may be associated with the lack of fair and affordable housing choice options in Plano. The annual study is an opportunity for Plano to further its efforts to affirmatively further fair housing and help expand opportunities for low-income people of all races and ethnicities.

Special Needs Housing Policy

“SHN1 Conduct a community needs assessment to identify and prioritize service demands and resources of the city’s residents.”

A community needs assessment with an overwhelmingly large amount of participation from the special needs population can be informative for the City’s policies and programs. As an advocacy organization for low-income families, [REDACTED] would like to participate in these discussions.

“SHN2 Create affordable homeownership opportunities in Plano for income qualifying households including, but not limited to, homeownership assistance programs, construction of new housing, and rehabilitation of existing structures.”

Affordable housing opportunities in Plano should include the 50% AMI or below population. Therefore, new construction should also include construction of new rental housing for this population.

Email Seven (Con'td)

Affordable housing opportunities in Plano should include the 50% AMI or below population. Therefore, new construction should also include construction of new rental housing for this population.

“SHN3 Support residents with special needs by providing financial assistance from federal, state, and local government grants to qualified social service agencies.”

Financial assistance should be made available to residents with special needs, including but not limited to low-income people, i.e., people with a housing choice voucher. In 2020, [REDACTED] second apartment survey showed abysmal results as rampant discrimination against Housing Choice Voucher holders continues to segregate North Texas households. Despite vouchers being valued at market rate, of the 117 properties surveyed in Collin County, only two (1.71%) indicated they would accept vouchers. [REDACTED] 2020 results are based on reasonably priced private market apartment complexes. Refusals by landlords to

[REDACTED]

Second, Plano can create a housing trust fund to help provide security deposits for people at or below 50% AMI seeking rental housing and rental incentives for new landlords.

“SHN4 Provide programs to rehabilitate and improve existing housing occupied by low and moderate income households.”

Providing programs to rehabilitate and improve existing housing occupied by low- and moderate-income households is important. [REDACTED] suggests the efforts to assist low- and moderate-income households also include programs and policies to expand opportunities for affordable housing throughout the City of Plano.

“SHN5 Review zoning regulations to provide reasonable opportunities for safe and healthy housing in support of special needs populations”

[REDACTED] supports Plano’s recommendation. Throughout the country, zoning and land use policies have historically been used to perpetuate racial discrimination and believes such a review is necessary to expand fair and affordable housing in Plano. Below are several examples of anti-discriminatory land-use policies from the “Yes in My Backyard Act” (YIMBY) reintroduced by two senators earlier this year for Community Development Block Grant (CDBG) recipients. The purpose of the act is to increase housing opportunities for low- and moderate-income residents.

- Enact high-density single-family and multifamily zoning.
- Expand by-right multifamily zoned areas.
- Allow duplexes, triplexes, or fourplexes in areas zoned primarily for single-family residential homes.
- Allow manufactured homes in areas zoned primarily for single-family residential homes.
- Allow multifamily development in retail, office, and light manufacturing zones.
- Allow single-room occupancy development wherever multifamily housing is allowed.
- Reduce minimum lot size.
- Streamline or shorten permitting processes and timelines, including through one-stop and parallel-process permitting.

Email Seven (Con'td)

[REDACTED]

- Eliminate or reducing off-street parking requirements.
- Ensure impact and utility investment fees accurately reflect required infrastructure needs and related impacts on housing affordability are otherwise mitigated.
- Reduce or eliminate minimum unit square footage requirements.
- Allow the conversion of office units to apartments.
- Allow the subdivision of single-family homes into duplexes.
- Allow accessory dwelling units, including detached accessory dwelling units, on all lots with single-family homes.
- Establish density bonuses.
- Use property tax abatements to enable higher density and mixed-income communities.
- Donate vacant land for affordable housing development

Thank you for the opportunity to submit comments. We look forward to joining future discussions regarding these proposed policies outlined in the comprehensive plan.

[REDACTED]

[REDACTED]

Email Eight

Mayor John Muns
City of Plano
P.O. Box 860358
Plano, Texas 75086



[REDACTED]

Dear Mayor Muns:

I am writing you concerning the draft Plano Comprehensive Plan 2021 and downtown Plano. I've been an investor and developer in downtown for many years. [REDACTED]

[REDACTED]

I love downtown Plano and believe strongly in its future. Downtown has been reborn and is thriving. With development of the Silver Line, downtown's future has become even brighter.

The Comprehensive Plan Review Committee has been working for 20 months on a new plan and now the public is given a little more than two weeks to comment on the plan before it moves to council for consideration and adoption. I'd like to summarize several issues concerning the plan and its impact on downtown.

Limited Vision – The creation of the Comprehensive Plan Review Committee was driven by two issues. The primary issue was the growth of apartments. The second issue was a lack of trust in elected and appointed officials to manage growth transparently and with the protection and enhancement of neighborhoods as their paramount goal. With that background, it is understandable that most of the plan is a rehash of previous plans and most of what is new is aimed at limiting multifamily development and developing new procedures to hold elected and appointed officials accountable. The plan provides no specific goals for the future – just preserve and enhance. The plan's Guiding Principle 2.2 states, "The Plan successfully manages Plano's transition to a mature city, seeking innovative approaches and best practices to accommodate emerging trends, technologies, and opportunities that improve the quality of life and allow the city to remain attractive and vibrant into the future. That should be obvious, but hardly inspiring. Still more concerning is Guiding Principle 1.5 that states, "The Plan acknowledges that Plano is mostly developed and does not anticipate significant changes in population or residential development in the future." Plano has experienced tremendous change during just the last 10 years. Why should we trust in a plan that doesn't anticipate and prepare for change? The plan devotes 6 pages to Plano's economy, sparsely formatted with no "specificity" and no goals or data. The plan devotes 13 pages to residential growth projections, including 12 detailed subarea studies. That says a lot about the committee's focus.

Email Eight (Con'td)

Commercial/Residential Imbalance - Plano has been over-retailed for at least 40 years. Today, Plano has 25.9 million square feet of retail space (CoStar). That is 90.6 square feet of retail space per capita compared to the national per capita rate of 23.5 square feet. Even large cities rarely exceed 60 square feet per capita. How is this possible? Plano's trade area is larger than the city, but the trade area is shrinking as outlying cities are developing more retail space. This trend is compounded by internet sales, and more recently, the pandemic. Retailers are also downsizing their footprint to improve profitability. Eventually, the market will adjust. Unfortunately, this is an uneven process. The new comprehensive plan suggests working with property owners and neighborhoods to identify candidate shopping centers for redevelopment and reinvestment. It also suggests developing a toolkit of financial and regulatory incentives. Yet, this strategy fails to address the fundamental market imbalance that is at the heart of underperforming retail. Some retail space can be repurposed for alternative non-residential use. But some centers must be redeveloped for alternative land uses, including multifamily and other mid-density housing. This is the core of Collin Creek mall's development plan.

The problem of commercial/residential imbalance is true in downtown Plano. New residential development, DART and cultural amenities have brought diners and shoppers to downtown. However, vacancy and business turnover are challenges. Plans for downtown retail and office expansion must be consistent with market realities.

While retail has declined, Plano continues to grow as a job center which is increasing housing demand. The NCTCOG estimates by 2045, Plano's population will reach 330,535 and employment will grow to 363,245. This indicates a major job/housing imbalance and high demand for housing. Again, the draft plan barely addresses this imbalance. This imbalance will significantly increase apartment demand in downtown, which again is not addressed by the plan.

Transit-Oriented Development – DART transformed downtown. Up through the mid-1990s, downtown was in decline. Buildings were in bad repair and did not meet the needs of traditional retail. Absentee owners did not reinvest, and most stores catered to shoppers looking for antiques, crafts, and gifts. DART was a catalyst for redevelopment and reinvestment. Development of the downtown DART station directly led to the first mixed-use project, soon followed by the second and many more. The City established TIF District 2 and other incentive programs that added more housing and the revitalization and repurposing of 15th Street. The renaissance of downtown is a powerful story and sets an example for the revitalization of the city's older neighborhoods and retail centers. The new plan adversely impacts the future of downtown and other TOD opportunities by reducing the size of TOD centers from ½ to a ¼ mile radius of stations, reducing permitted density outside TODs centers, and suggesting that there is only the potential for rezoning to permit 2,000 additional residential units in the Downtown Corridors classification. The plan does not recognize the CityLine-Bush Station as a potential TOD location even though the station is partially in Plano and there is developable property in Plano within walking distance of the station platform.

Downtown Corridors Classification – The comprehensive plan's future land use map is intentionally more general than the city's zoning map. The lack of detail addressing the specific character and context of individual properties is exactly why the comprehensive plan should be

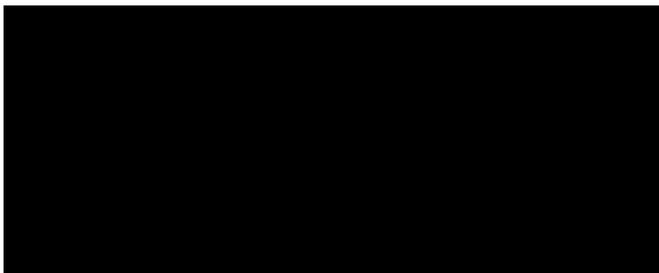
Email Eight (Con'td)

used as guideline for rezoning and not a ridged standard. The future land use map divides the city into 10 classifications. The Downtown Corridors land use classification extends north from the Bush Turnpike to just past Parker Road, and east from US-75 to a little beyond K Avenue. The existing development pattern in this area is the most diverse in the city; however, the plan treats the area as if it was alike. According to the Downtown Corridors' dashboard the same density, height, land use, and housing mix standards apply to the entire area (except TOD designated areas). Of course, the historic downtown core along 15th Street is not the same as the commercial strips of upper and lower K Avenue. Land along US-75 has a different character and potential than the historic core and the area immediately surrounding DART rail stations. Overall, the 2019 Downtown Plano Vision and Strategy Update is a better plan for the area.

Zoning Process Improvements - Rezoning has become increasingly more complicated during the last 25 years. It is rare when rezoning does not involve creating a PD or UMU district. It is not uncommon for rezoning to take 4-6 months. A property owner typically requires professional assistance from a planner, engineer, surveyor, architect, and often a land use attorney. The cost of rezoning will likely be in the multiple tens of thousands. Perhaps for large rezonings this is to be expected, but it is a huge cost for small rezonings often required for infill and redevelopment projects. This is a major consideration in the downtown area. Another major consideration is strict adherence to city regulations. Infill and redevelopment projects do not neatly fit into the regulatory box. Serious consideration should be given to regulatory streamlining and added flexibility.

Recommendations – I recommend City Council delay adoption of the plan and send it to the Planning and Zoning Commission for further review and refinement. With respect to the Downtown Corridor classification, I recommend:

- Adjusting the dashboard criteria and using them as guidelines
- Using the 2019 Downtown Plano Vision and Strategy Update as the primary guide for the area's growth and development
- Restoring the definition of TOD's to be within ½ mile of DART rail stations and including the CityLine Bush Station as a TOD opportunity
- Adding specific development goals for the area, including expansion of facilities and programs supportive of the arts and the development of housing
- Streamlining regulations and providing more flexibility to encourage infill and small-scale development projects

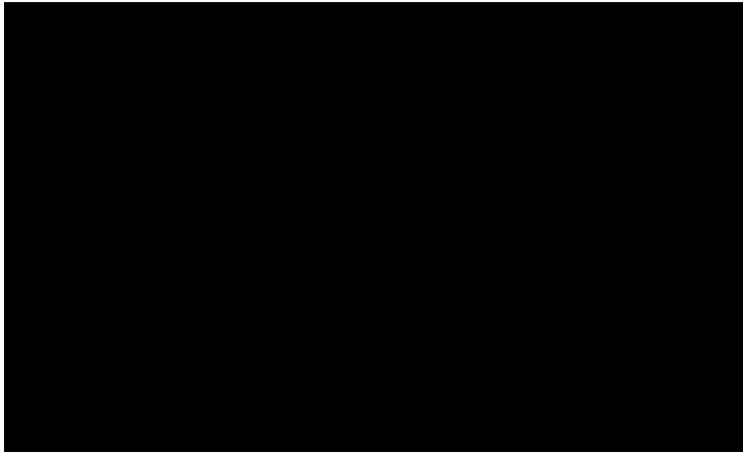


Email Nine

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

[REDACTED]. The 4-5 goals discussed are great for comment but you are missing a major topic as the city has an aging population. That is the Utility costs and services needed by more of your citizens. When I came here in 1994 on Gary by water/trash bill was around averaging \$35-75 in summer a month. Now it is \$135-275 a month along with electric and other services. The city needs a Citizen cost expenses committee to address this area of the home owners. The park department should be encouraged to provide more visibility from the city older residents in the utility newsletter.

Best Regards,



Please note: This message and any attachments may contain information that is privileged or confidential, and that information is intended only for the persons specifically addressed above. If you received this message by accident, please delete it immediately and notify the sender of the same.

Email Ten

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

This is extra feedback after taking the survey.

The comprehensive plan for Park and Preston is built upon the assumption that the retail on that corner is economically viable.

That assumption is incorrect. The retail on that corner was constructed when Preston was the major road through west Plano and it was planned to be upgraded with overpasses into an "expressway". When the overpasses were rejected and the tollway opened further west, that corner became way over built for retail.

Since the tollway opened and the overpasses were rejected, retail at Park and Preston has dropped significantly. High end stores are closing or moving west. That corner is getting used book stores, gyms, and other lower end stores. I would not be surprised if Whole Foods moves their store out west to the tollway area.

Much of that retail space needs to be redeveloped into something else.

Economically, the corner would do far better with retail about the size of Highland Village - perhaps about 1/4 the retail it currently has.

Unless a lot more "housing units" or office buildings are built around that corner, we are going to see more empty shop space and it will continue to deteriorate - just like Collin Creek Mall.



Email Eleven

[REDACTED]

I hope this email finds you well. Per our conversation last week, I wanted to provide you with information about the Draft Comprehensive Plan 2021's (Draft Plan) transportation and mobility initiatives. There are multiple components and policies in the Draft Plan that address transportation planning, mobility alternatives, traffic congestion and air quality, and regional transportation priorities. For your reference, I have listed the specific components and policies found in the Draft Plan related to these topics.

Built Environment Pillar, Land Use and Community Design Component:

- Redevelopment of Regional Transportation Corridors Policy: <https://planocompplan.org/155/Redevelopment-of-Regional-Transportation>
- Transit-Oriented Development Policy: <https://planocompplan.org/152/Transit-Oriented-Development>

Built Environment Pillar, Transportation Component: <https://planocompplan.org/157/Transportation>

Regionalism Pillar/Component:

- Regional Transportation Policy: <https://planocompplan.org/190/Regional-Transportation>
- Air Quality Policy: <https://planocompplan.org/191/Air-Quality>

In addition to the policies found in the Draft Plan, the City continues to coordinate with NCTCOG and DART on regional transportation initiatives, and has been involved in the following recent transportation projects:

- DARTzoom Bus Network Update: <https://dartzoom.org/>
- [Collin County Transit Study](#)

Please let me know if you have any additional questions.

Best,

Please take a moment to complete the City of Plano [Customer Satisfaction Survey](#).

Email Twelve

Hi [REDACTED] -
Our staff was interested in looking over the revised Comprehensive plan and would like to offer a few suggestions, if we aren't too late.

They are in the attached memo.

Feel free to reach out if you would like to discuss further.

Thanks and have a great weekend -

Hi [REDACTED],

Thanks for the corrections. Unfortunately, the document is already finalized for City Council review; and to avoid any confusion, we're holding off on making changes that aren't directly resulting from the public feedback. My plan is to come back in a few months and do a routine cleanup of all the comprehensive plan sections that weren't reviewed by the committee. The sections you referenced would be included in that. I'll circle back with you at that time.

Thank you,

Please take a moment to complete the City of Plano [Customer Satisfaction Survey](#).

Email Thirteen

Hi [REDACTED], today it is Friday. It's a little after four so you may not be there. This Friday is the 1st of October by the way. My name is [REDACTED]. I live over here in [REDACTED] retired airline chief pilot and I run a company called First Stone Credit Counseling. Happens to be one of two that is still legal, says United States Treasury. Who's in charge of the Consumer credit protection. A laws of the United States anyway. Yeah, I'm very interested since we've been living here. My wife and I for a long time and what they're doing. The apartments lead to lots of trouble in way too many some people had made money. I understand under the table my airline was about the size of Braniff, but it was out of California and it to hold the secrets for five government agencies. For 44 years I wasn't there all that time. I actually ran the place for about 3 and do a radio talk show and a podcast and the YouTube. And I would like to see this place smarting up a little bit on some things. Give me a call when he gets a chance. [REDACTED]. We can discuss some other things. Oh, I'm particularly concerned about what's going on in Washington, as I'm sure you probably are in everybody should be. Hi all there. Secrets to

Email Thirteen (Con'td)

about 100 countries for several years and about ten of those years, I hold the biological things like COVID. Yeah, you want to know what you want to see what I know. It was intending to be quietly retired in Plano, but didn't realise all this was going to happen, even though I saw where there was a lot of stealing going on in Washington and some in Plano, and I particularly have comment about. The sewer system charges by now.

Email Fourteen

****RECEIVED FROM EXTERNAL SENDER – USE CAUTION****

[REDACTED]

Thank you for your email regarding the Draft Comprehensive Plan 2021 (Draft Plan) public outreach process. As part of the Draft Plan process we will be offering multiple public engagement opportunities, which include a Telephone Town Hall, a survey, and a City Council Public Hearing.

Currently, we do not have confirmed dates for these public outreach opportunities. Dates for these opportunities will be determined once the Draft Plan is approved for public comment by the Planning & Zoning Commission. The Planning & Zoning Commission will be discussing the Draft Plan during the September 7th meeting.

Dates for the Draft Plan public outreach process will be updated the on the Comprehensive Plan Review Committee website and the Draft Comprehensive Plan 2021 website (links listed below).

- <http://planocompplanreview.org/?page=DraftPlan>
- <https://www.planocompplan.org/>

I would be happy to answer any additional questions you have about this process.

Best,

[REDACTED]

[REDACTED]

Email Fifteen

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello, I was wondering if there's still any way to take the Plano Draft Plan Survey? I recognize that the survey was open between October 1st and 18th, and today is the 19th, although I only just learned of the Survey today and was hoping to provide some feedback.

[REDACTED]

Thank you for your email. Unfortunately, the survey officially closed yesterday and the process of analyzing the survey results has started. While the survey has ended, we encourage you to share your feedback about the recommended changes to the Draft Plan by emailing PlanoCompPlan@plano.gov. Additionally, there will be an opportunity to share feedback during the City Council Public Adoption Hearing, which is scheduled for November 8, 2021.

More detail about the public hearing event can be found here: <https://www.planocompplan.org/258/Connect>.

Please let me know if you have any questions.

Thank you,

Email Sixteen

Hello Please put my name on the email list for updates on the Plano Comprehensive Plan.

Thank you,

[REDACTED]

Thank you for your email. I have added you to our Comprehensive Plan email list for future updates and announcements.

If you have not already, please review and take our Draft Comprehensive Plan 2021 survey here: <https://www.planocompplan.org/258/Connect/>

Thank you,

Email Seventeen

How did the CPRC members selected ?
what was the criteria for selection?
What is their qualifications?
Who are they?

[REDACTED]

Good afternoon,

The Comprehensive Plan Review Committee (CPRC) members were appointed by the City Council in December 2019. Each city councilperson appointed two members. The total committee is comprised of 16 members.

You can find a list of the CPRC members here: <http://www.planocompplanreview.org/?page=Committee>

You can also find more information about the CPRC's role in this process here: <https://www.planocompplan.org/234/Creating-the-Plan>

If you've not yet taken the online survey, you can do so at www.PlanoCompPlan.org.

Please let me know if you have any additional questions.

Thank you,

[REDACTED]

Email Eighteen

[REDACTED]

Yes, my name is [REDACTED]. I was like I received this city of Plano comprehensive plan. One of the things I found that since I mostly Dallas, there's no real transportation from the airport to downtown area. There is no bus service, no train service. You don't have to get their Uber or a taxi, so I think that was that was missing like blacks as a boss service. Or are there facilities have shuttles? So I think that's part of this should be part of the future plan. Thanks you, my number is [REDACTED]

[REDACTED]

Email Eighteen (Con'td)

██████ – can you respond this caller about the comp plan? He has a comment about transportation I think you should be able to respond to. Encourage him to take the survey is he hasn't already.

Thanks,
██████

Responded.

I explained our action to continuously work with DART to find effective transit solutions, and that once the Silver Line is in operation it will provide a direct connection to the DFW airport (which is the connection he's most interested in).

████████████████████
████████████████████
████████████████████

Email Nineteen

Hi ████████,

I had a quick question based on the agenda posted for Thursday evening. If a member of the public attends in person, will they be able to ask a question? Or are questions limited to call in and social media?

Apologize if you don't know the answer – would you help direct me if that is the case?

Thanks!
████████████████████

Thank you for your email regarding the Telephone Town Hall. Please note that in-person attendees will have the opportunity to ask questions during the Telephone Town Hall. There will be an in-person question moderator available to facilitate.

Please also note that there are additional Draft Comprehensive Plan 2021 feedback opportunities including the Draft Plan survey. To learn more about upcoming event details and to take the survey please visit www.planocompplan.org.

Let me know if you have any further questions.

Best,
Please take a moment to complete the City of Plano [Customer Satisfaction Survey](#).