



# Silver Line Station Areas Plan Public Engagement Activities:

Planning & Design Charrette

June 27 - 29, 2023

Virtual Open House

July 24 - August 21, 2023

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# Charrette Purpose and Function

The City of Plano Planning Department and Olsson Studio, the planning and public engagement consultant—herein referred to as the planning and engagement team—hosted a three-day Planning and Design Charrette to explore the development of the Silver Line Station Area Plans with input from the Citizen Advisory Group and general public. The Charrette was hosted from June 27 to June 29 and facilitated by the planning and engagement team at the Sam Johnson Recreation Center for Adults. As part of the Charrette, there were multiple Stakeholder Feedback opportunities, including: three stakeholder progress sessions, preference and visioning exercises, open studio time for public comment and questions, closed studio time for the planning and engagement team to work, iterative planning and design sessions, and a Public Open House for community members to view progress from the process and share feedback. Throughout the event, City of Plano staff and Olsson Studio worked side-by-side on all public-facing events to help answer questions, facilitate discussion, and address comments with the community.

Beginning on Tuesday, June 27 at 8:30 AM the planning and engagement team presented to and gathered preliminary input from the Advisory Group regarding existing conditions, future land uses, density, development/redevelopment opportunities, connectivity, traffic flow, parking, wayfinding, open space/parks, amenities, aesthetic enhancements, and operations. The Advisory Group participated in an input and prioritization session where City of Plano staff provided a brief presentation on transit-oriented development, the geography of the study areas, existing conditions of the two station areas, and the purpose of the Silver Line Station Areas Plan—including imagery, graphics, analysis mapping, and findings from the previous Visioning Workshop (April 27, 2023) for discussion and feedback. Olsson Studio organized the presentation of these concepts and prompted key questions to facilitate in-depth conversations and the provision of relevant feedback from the Advisory Group. After the meeting, the planning and engagement team drafted conceptual ideas for each station area that resulted from the preliminary input and direction received.

On Wednesday, June 28 Olsson Studio collaborated with City of Plano staff in a closed studio to explore planning and design solutions for the station area sites. These solutions addressed land use, transportation, sustainability, aesthetics, development/redevelopment, market factors, and area economics, as well as expertise from the public and City of Plano staff. Conceptual land use, transportation, development/redevelopment, and design solutions were hand-drawn during the planning and engagement team's daytime work sessions and prepared for presentation at the Public Open House from 5:30 PM to 7:30 PM. There were over 50 attendees at the Open House who participated in detailed dialogue with and provided information for the planning and engagement team via the input exercises and conceptual ideas.

On Thursday, June 29, the final day, the planning and engagement team consolidated all input findings and design recommendations from Days 1 and 2 into refined area plan concepts for each of the Silver Line Stations—including a vision statement, guiding principles, future land use plan, development/redevelopment and infill opportunities, connectivity framework, streetscape and urban design concepts. The Advisory Group was able to provide any remaining direction and feedback during the final meeting at 4:00 PM. The clear and decisive community consensus gained through this process will be the foundation for future decision-making and any policy changes necessary to achieve the goals of the Silver Line Station Areas at 12th Street and Shiloh Road.

# Overview of Charrette Engagement Findings

The Planning and Design Charrette challenged the Advisory Group and greater Plano community to discuss the vision(s) for the 12th Street and Shiloh Road transit stations and surrounding areas, as well as dissect the issues that need to be addressed to achieve each station's unique vision.

- The preliminary input exercises (presented on Days 1 and 2) asked attendees to identify existing issues in each of the station areas, as well as define success and how it would look and feel there.
- The exercises were designed to prompt individuals to provide personal thoughts and feedback, then to foster dialogue to develop the vision, emerging themes, guiding principles, character, and development/redevelopment opportunities to be prioritized in each station area.
- Over the three-day iterative planning and design process, the issues, ideas, and key elements (provided on Days 1 and 2) were filtered and reshaped, building consensus and approval from the community with each iteration.
- The process resulted in the land use, character, mobility, and urban design concepts presented on the final day (Day 3).

The bullets below outline the results of this process for the 12th Street Station and Shiloh Road Station, respectively.

## 12th Street Station

The *vision* for the 12th Street station area is a vibrant mix of uses that activates and encourages development, redevelopment, economic diversity, connectivity, tourism, and unparalleled quality of life, while preserving and honoring the historic character of the area.

The *Guiding Principles* (as developed from community input) for the future development of the 12th Street Station area include:

- Foster a sense of place through the preservation of key elements that make Downtown unique.
- Increase station area activity by attracting residents and visitors with appealing—retail, commercial, and residential uses.
- Incorporate well-designed parks and open spaces into the 12th street station area that enhance livability, health, and social connectivity by providing—natural amenities, gathering spaces, and visual aesthetics for residents and visitors.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing the functionality, aesthetics, and quality of neighborhoods.
- Promote high density mixed-use residential near the 12th street station and surrounding areas.
- Create well-designed multi-modal connections that provide safety and accessibility between Downtown to the 12th street station and surrounding areas.
- Protect and enhance the culture and identity of the Douglass and Vendome neighborhoods by encouraging appropriate reinvestment and connection to surrounding areas.

With the priorities outlined and agreed upon from Day 2, the planning and engagement team crafted a proposed concept plan outlining character areas with development/redevelopment sites and mobility access, as well as four unique urban design concepts. The refined 12th Street Station area *urban design concepts* (presented on Day 3) include the following features:

- Development and redevelopment areas that promote distinct environments and a common sense of place through area-specific design guidelines that encourage the use of similar features like exterior materials, building and parking orientation, setbacks from the street, height and size ranges, building separations, open space, and signage.
- Enhanced streetscape design elements, designated walkways, outdoor dining experiences, and pedestrian amenities to safely connect the station with Downtown and generate a vibrant and bustling streetscape along K Avenue and 12th Street.
- Development relief options that incorporate landscaping features, greenspaces, and public gathering space to complement new development and integrate existing land uses.
- Provide multi-modal safety, connectivity, and accessibility via on-street parking, protected walkways, bus routes, bicycle facilities, wayfinding signage, and roadway safety features (crosswalks, signalization, landscaped medians, etc.).

## Shiloh Road Station

The Shiloh Road Station's vision is based heavily upon its current form and function as an industrial and employment center. The Shiloh Road Station area is a distinguishable innovation district focused primarily on employment generating uses, including supporting existing businesses while attracting new ones with an emphasis on preserving existing neighborhoods and will provide amenities and improvements that benefit residents and businesses alike.

The *Guiding Principles* for the future development of the Shiloh Road Station area include:

- Focus on infill, revitalization, and redevelopment projects in the station area to inspire future investment and support existing industrial and residential uses.
- Enhance the identity of Shiloh Road Station and the surrounding area by creating a unique sense of place and visual identity.
- Reinforce circulation via multi-modal connections between the station and adjacent land uses and across existing barriers.
- Preserve the unique character and integrity of existing neighborhoods and employment centers by incorporating unique transitional uses & safe connections.
- Integrate activated public open spaces and green spaces to serve existing residential uses and add visual relief to the station area.

Based on feedback received from the Advisory Group and Open House participants, two of the proposed concepts from Day 2—Retail Hub (Page 60) and Flex Buffer (Page 61)—were combined into the plan presented on Day 3. The refined Shiloh Road Station Area Proposed Future Land Use concept include the following features:

- The *Commercial Hub* will serve as the gateway to the employment district. The *Flex Zone* will concentrate a variety of existing uses, revitalized/redeveloped uses with small-scale retail, industrial, plazas/parks, and institutional uses (including school buildings and places of worship) as a transitional buffer between existing residential to the north and the industry employment center to the south (refer to Page 89).
- Desired commercial and institutional land uses may include small scale retail, restaurants, cafes, gym, flex/creative space, neighborhood food market, office supply stores, healthcare, schools, government, assisted living, religious facilities, and police/fire.
- Character and branding concepts address safety, connectivity, and wayfinding goals via gateway monumentation, identifiable crosswalk designs, lighting, banners, and signage.

The results of the Charrette reflect an emphasis on the provision of economically sustainable land uses, connectivity, suitable development types, and character development of the areas in and around both transit stations. The Planning and Design Charrette results provide a clear vision for the future development and redevelopment of the station areas, as well as consensus-based direction/guidelines for potential policy changes, development partnerships, resource investments, and more as necessary for the success of Plano’s Silver Line Stations.

# Full Documentation of Responses

## Charrette Day 1: Advisory Group Meeting #2





## Our Purpose and Process This Week



This is *your* plan.



## Schedule

Note: Highlighted session names are required for members of the Advisory Group

### TUESDAY, JUNE 27

8:30 a.m. - 11:30 a.m. | Advisory Group  
Welcome, Table Setting, Interactive Exercises

11:30 a.m. - 6:00 p.m. | Closed Studio

### WEDNESDAY, JUNE 28

8:00 a.m. - 12:00 p.m. | Open Studio

12:00 p.m. - 4:30 p.m. | Closed Studio

4:30 p.m. - 5:30 p.m. | Advisory Group  
First Review Session

5:30 p.m. - 7:30 p.m. | Public Open House

### THURSDAY, JUNE 29

8:00 a.m. - 4:00 p.m. | Closed Studio

4:00 p.m. - 5:00 p.m. | Advisory Group  
Second Review Session



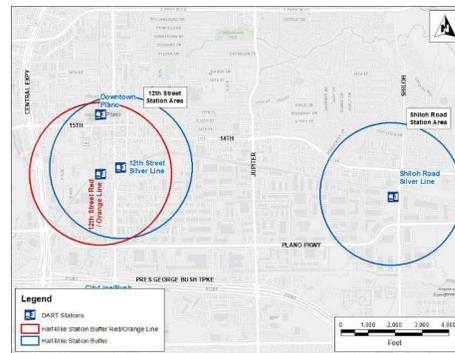


# Silver Line Context & Background

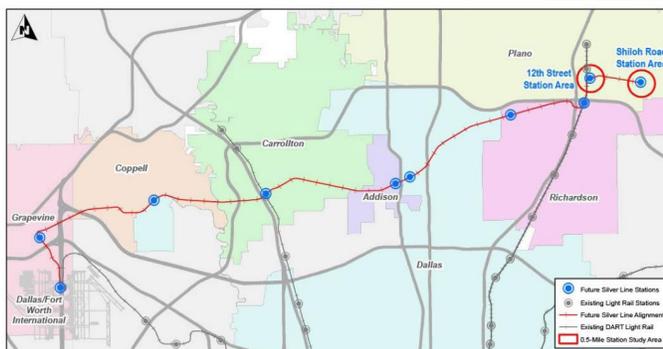


## The Planning Area

- Prepare transit-oriented development (TOD) plans within ½ of the future DART stations
- Data collection has been focused on ½ mile around 12th Street and Shiloh Road
- ¼ mile is where TOD tends to see the most dense, mixed-use development designed to promote transit use and walkability



## The Incoming DART Line



# Silver Line Station Areas Plan



Silver Line Corridor - Market Assessment & Economic Development Strategy  
Fall 2020



Phase 1 - Existing Conditions  
Fall 2022



## Silver Line Corridor - Market Assessment & Economic Development Strategy



### Overall Development Trends

#### Residential Demand Context

##### Single Family

- Site scarcity and higher land values makes development of single-family detached difficult
- Attached housing options are more favorable for construction
- Older housing stock will see pressure for renovation/replacement

##### Multi-Family

- Regional demand for higher-density, market rate housing is expected to continue
- 3 to 5-story (or taller) multifamily buildings generally require parcels larger than 2 acres



# Overall Development Trends

## Commercial Demand Context

### Office

- Regional demand for office space has also been strong but has lagged marginally behind supply growth, and vacancy has gradually increased.

### Industrial

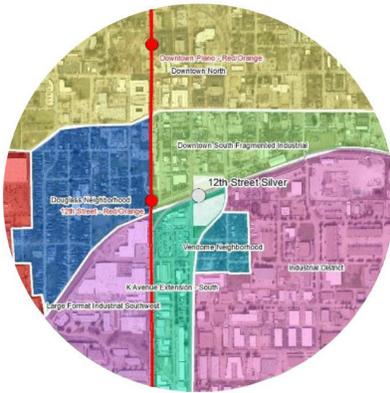
- 30% of Plano's industrial capacity is near the stations
- Trends toward e-commerce and flex/office service space

### Retail

- Accepted that brick-and-mortar retail has been overbuilt and consumer habits has reduced the demand for traditional retail
- New retail uses will have to accommodate changing consumer tendencies, such as experiential retail and social spaces



## Sub-Areas



12th Street Station Area Sub Districts



Shiloh Road Station Area Sub Districts

## Residential Typologies

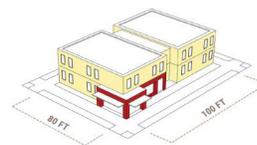
Dark Blue: Likely Redevelopment Typology  
Light Blue: Unlikely Redevelopment Typology



**Townhomes**  
18 to 23 units per acre



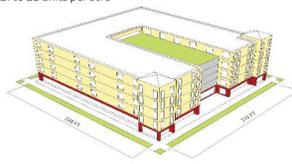
**Slot Homes**  
21 to 28 units per acre



**Live-Work**  
18 to 25 units per acre



**3- to 5-Story Multifamily Residential**  
55 to 70 units per acre



**4- or 5-Over 1 Multifamily Residential**  
80 to 100 units per acre

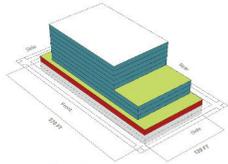


**Residential High Rise**  
140 to 165 units per acre

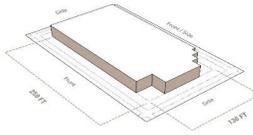


# Commercial Typologies

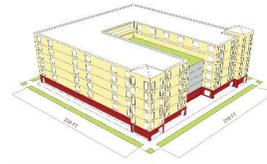
■ Likely Redevelopment Typology  
■ Unlikely Redevelopment Typology



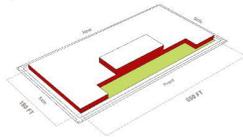
**Class A Office**  
 Typical users include white collar workers and corporations



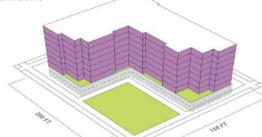
**Repurposed Industrial**  
 Typical users include food & beverage, boutique retailers or showrooms



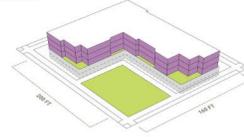
**5-Over-1 Commercial**  
 Typical users include convenience retail and accredited retailers



**Gen. Purpose Retail/Stand Alone Retail**  
 Typical users vary in size from boutiques, dining and grocery



**Full-Service Hotel**  
 Typical users include those traveling for short periods of time



**Boutique Hotel**  
 Typical users include those traveling for short periods of time



# Benefits of TOD

## Elements of Successful TOD:

- Dense and diverse development
- Walkable, accessible public spaces with multiple transportation options
- Range of housing options and affordability
- Efficient use of land and parking strategies to maximize land value

## Benefits of Investment in TOD:

- Increase ridership and farebox revenue
- Reduce vehicle trips, congestion on city streets, and parking demand
- Support improved air quality and reduced carbon emissions
- Drive support for federal grant funding of transit infrastructure



# Core Insights from Study

- Lay the **infrastructure for a pedestrian friendly community**; e.g. public gathering areas, greenways, and transit, and leverage land banked properties
- Preserve and grow **employment** – especially high-paying jobs within the Research & Technology District
- **Support reuse** of functionally obsolete light industrial and light commercial buildings
- Support **incubation of small businesses** through affordable rents, leveraging adaptive reuse of functionally obsolete property
- Encourage **diverse housing** ('for-sale' and 'for-rent') products; e.g. townhomes, slot homes, live-work, and multi family where appropriate and possible





# Phase 1 - Existing Conditions



## Existing Conditions Analysis

Setting the Table



**Phase 1 - Existing Conditions**  
Fall 2022

- Previous Studies
- TOD Trends/Best Practices
- Half-Mile Analysis around 12th Street and Shiloh Road station sites

- Future Land Use
- Existing Land Use
- Current Zoning
- Age of Structures
- Parcel Size
- Historic Resources



## Existing Land Use



- 12<sup>th</sup> Street
  - Industrial (33%), retail (17%), single-family detached (13%) are most common existing land use types
- Shiloh Road
  - Industrial (66%), multifamily (10%), single-family detached (9%) are most common existing land use types



## Future Land Use



### • 12th Street

- Mostly located within the **Downtown Corridors (DT)**
- The industrial park primarily located within **Employment Center (EC)**
- Pockets of mostly single-family residential, including the Vendome, Douglass, Haggard Park, and Old Towne neighborhoods are also located within the **Neighborhoods (N)** category.



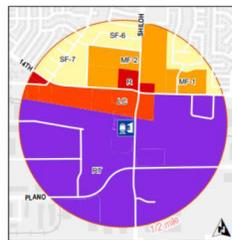
### • Shiloh Road

- Area has a stark contrast along 14th Street
- Southern areas are within **Employment Center (EC)** and properties to the north are mostly **Neighborhoods (N)**.
- The northwest corner at the intersection of 14th Street and Shiloh Road is designated as a **Neighborhood Corner (NC)**



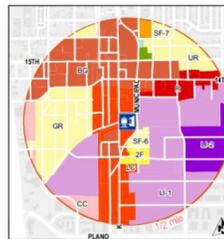
Silver Line Station Area Plan

## Existing Zoning



Shiloh Road Station

Top Zoning	Acres	%
1 Research/Technology Center (RT)	311	82%
2 Single-Family Residence (SF-6/SF-7)	72	15%
3 Multifamily Residence (MF-1/MF-2)	65	13%
4 Light Commercial (LC)	43	9%
5 Retail (R)	11	2%



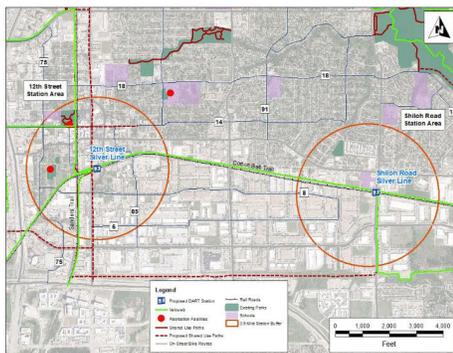
12th Street Station

Top Zoning	Acres	%
1 Light Industrial-1 (LI-1)	148	25%
2 Downtown Business/Government (B0)	102.7	20%
3 Light Commercial (LC)	70.1	14%
4 General Residential (GR)	60.9	12%
5 Light Industrial-2 (LI-2)	33.0	7%
6 Urban Residential (UR)	26.9	5%
7 Retail (R)	21.0	4%
8 Corridor Commercial (CC)	17.2	3%
9 Single-Family Residence (SF-6/SF-7)	10	2%
10 Two-Family Residence (2F)	5	1%
12 Multifamily Residence (MF-1/MF-3)	4	1%
13 General Office (O-2)	-1	-1%
14 Single-Family Residence Attached (SF-A)	-1	-1%
15 Neighborhood Office (O-1)	-1	-1%



Silver Line Station Area Plan

## Transportation Network



### • Bicycle Network

- Shiloh Road has fewer connections than 12th

### • Street Network

- 12th Street: Additional local street connections may need to be considered to create a more walkable block pattern, improve circulation options, and mitigate cut-through traffic in the Douglass Community.
- Shiloh Road: may be opportunities to introduce new local street connections or create more direct pedestrian connectivity between the station and area destinations.

### • Traffic Counts

### • Transit Access

- There are currently two bus routes that connect to the Downtown Station.
- Anticipated that bus routes can be adjusted to connect to new stations



Silver Line Station Area Plan

## Parcel Size



**12th Street Station**

Parcel Size	Number	Percent
Less than 5,000 sq. ft.	293	31%
5,000 to 9,999 sq. ft.	279	30%
10,000 sq. ft. to 0.49 acre	188	17%
0.5 - 0.99 acres	80	9%
1 to 1.99 acres	59	6%
2 to 2.99 acres	35	4%
3 to 4.99 acres	17	2%
5 acres or more	10	1%



**Shiloh Road Station**

Parcel Size	Number	Percent
Less than 5,000 sq. ft.	1	<0.1%
5,000 to 9,999 sq. ft.	219	54%
10,000 sq. ft. to 0.49 acre	37	9%
0.5 - 0.99 acres	10	3%
1 to 1.99 acres	9	3%
2 to 2.99 acres	8	2%
3 to 4.99 acres	13	4%
5 acres or more	44	13%



## Historic Resources



- **12<sup>th</sup> Street**
  - Historic Resources are clustered in northern portion of Study Area
- **Shiloh Road**
  - Notably, no historic resources

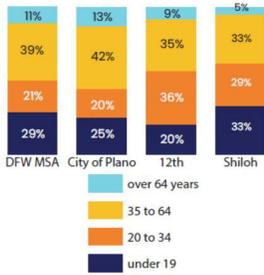


- Proposed DART Silver Line Station
- 0.5-Mile Station Buffer
- Individually Designated Heritage Resource
- ▲ Potential Heritage Resource - Individual
- More Research Required - Individual
- Historic Marker
- Downtown Heritage Resource Overlay District
- Haggard Park Heritage Resource Overlay District
- Clint Forman Potential Heritage Resource - District
- Old Towne More Research Required - District



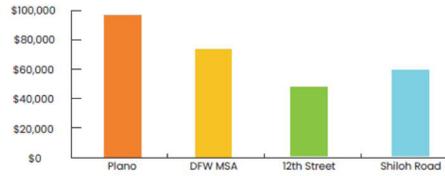
# Demographic & Economic Conditions

# Demographics



Age Composition

- 12th Street Population: 5,210
- Shiloh Road Population: 13,530



Household Income



# Household Income



- For both areas - average household income lower than Plano or metro average



- For both areas -higher percentage earning between \$25 - \$50K than City or metro



# Review the Reports Online!



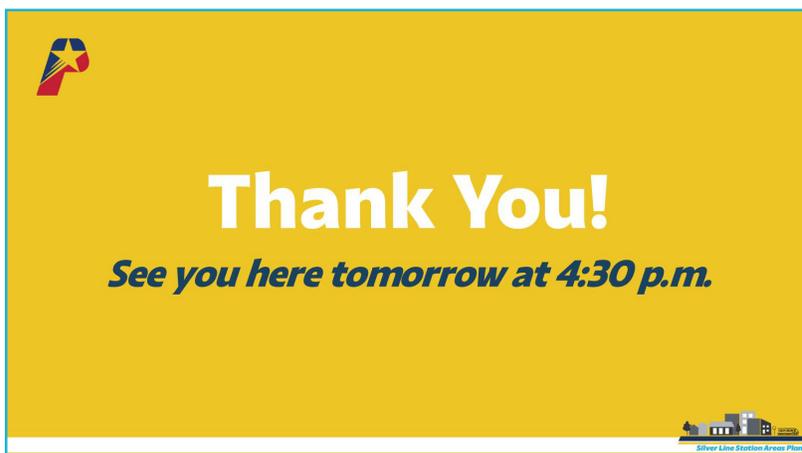
[www.PlanoCompPlan.org/SilverLine](http://www.PlanoCompPlan.org/SilverLine)





## Visioning Phase Activities

- Virtual Visioning Workshop – April 27, 2023
  - Check out the results on the wall
- Online Public Survey – May – July 2023
  - Available on the Project Website – [www.PlanoCompPlan.com/SilverLine](http://www.PlanoCompPlan.com/SilverLine)
- Planning & Design Charrette – June 27–29, 2023
  - Let's get started!





# WELCOME!

- This is a public engagement event for the Silver Line Station Areas Plan. We are asking for your input so that we can develop the community vision for the station areas.
- The room is set up in stations. Please cycle through each station.
- Start by learning more about the plan and what we've heard so far.
- Participate in the exercises by answering the questions and providing comments. We need your feedback!
- City of Plano staff and Olsson Studio staff are available to listen to your input and answer any questions.



## What is the station areas plan?

- A plan for the long-term future of the areas surrounding the two new incoming DART Silver Line stations
- A document that articulates community goals for the form and function of the station areas for years to come
- A framework for the development of future development, design, and policy in the station areas
- A community effort to identify goals and guide the station areas into the future

## What will be included in the plan?

- 1 Existing Conditions:** A description of the condition of the station areas, including factors such as existing land uses, zoning, transportation networks, character, design, demographics, and economics.
- 2 Vision and Goals:** A clearly defined vision and detailed goals for future development and improvements, as determined through community engagement events like this.
- 3 Recommendations:** Recommended policies and programs to achieve the vision and meet the goals, along with illustrations of the preferred community vision for the station areas.

# AGE OF STRUCTURES



**12th Street Station**

Year Built	Number of Parcels	Percent of Parcels
Prior to 1950	34	32%
1950 - 1959	10	10%
1960 - 1969	10	10%
1970 - 1979	9	9%
1980 - 1989	10	10%
1990 - 1999	10	10%
2000 - 2009	10	10%
2010 - 2019	10	10%
2020 or later	2	2%



**Shiloh Road Station**

Year Built	Number of Parcels	Percent of Parcels
Prior to 1950	0	0%
1950 - 1959	1	3%
1960 - 1969	2	5%
1970 - 1979	6	16%
1980 - 1989	7	19%
1990 - 1999	7	19%
2000 - 2009	9	24%
2010 - 2019	4	11%
2020 or later	1	3%

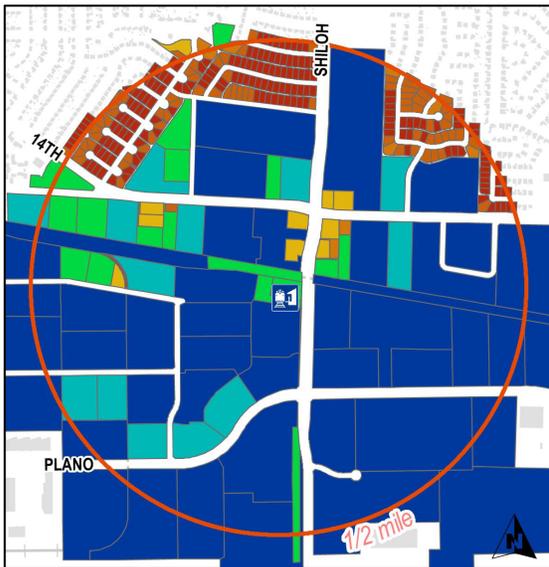
Data Source: City of Plano

# PARCEL SIZE



**12th Street Station**

Parcel Size	Number	Percent
Less than 5,000 sq. ft.	293	31%
5,000 to 9,999 sq. ft.	279	30%
10,000 sq. ft to 0.49 acre	158	17%
0.5 - 0.99 acres	80	9%
1 to 1.99 acres	59	6%
2 to 2.99 acres	35	4%
3 to 4.99 acres	17	2%
5 acres or more	10	1%

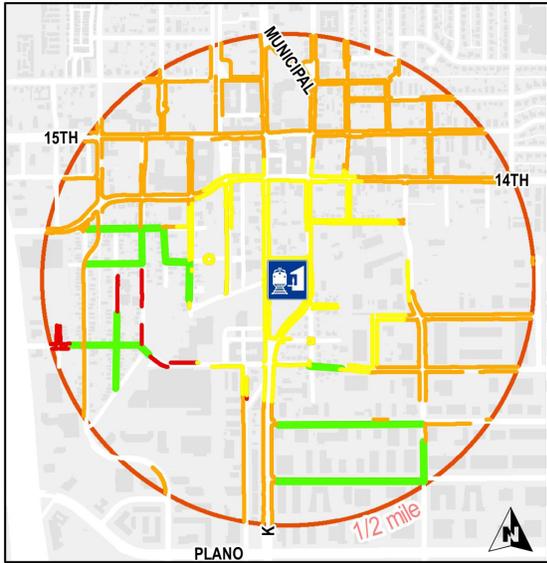


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1 to 1.99 acres	9	3%
2 to 2.99 acres	8	2%
3 to 4.99 acres	13	4%
5 acres or more	44	13%

Data Source: City of Plano

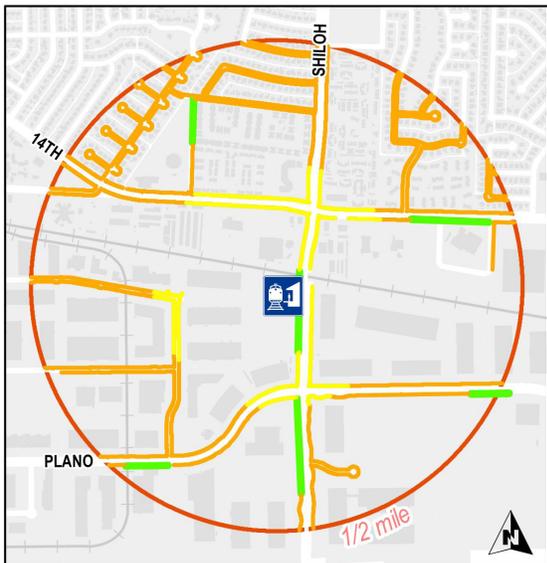
# PEDESTRIAN CONNECTIVITY



### Pedestrian Connectivity

Pedestrian connectivity is a key component to successful transit-oriented developments. Generally, southeast Plano has a well-connected sidewalk network. There are, however, areas of opportunity for new sidewalk connections within the Study Areas.

The 12th Street Study Area has areas without sidewalks mainly in the Douglass neighborhood and in light industrial areas south of the proposed station site. It should be noted that the City of Plano is currently completing plans to complete many sidewalk gaps in the Douglass Community as part of Community Investment Program (CIP) Project #37832. This project will install sidewalks at various locations within the Douglass community to improve pedestrian access and safety throughout the neighborhood and to the future DART station. The 12th Street Study Area also includes many sidewalk segments that were ranked “medium” and “high” priority for repair/replacement in the City of Plano ADA Self Evaluation and Transition Plan (2019). Sidewalks in the area were noted as being in non-compliance for safety and usability (steepness of curb ramps, obstructions, missing portions of sidewalks, etc).



The Shiloh Station Area has areas that lack sidewalks predominately along Shiloh Road and in light industrial areas south of 14th Street.

-  Proposed DART Silver Line Stations
-  Sidewalks within Quartermile
-  Areas Lacking Sidewalks
-  Sidewalks within Half-Mile
-  Disconnected Sidewalks

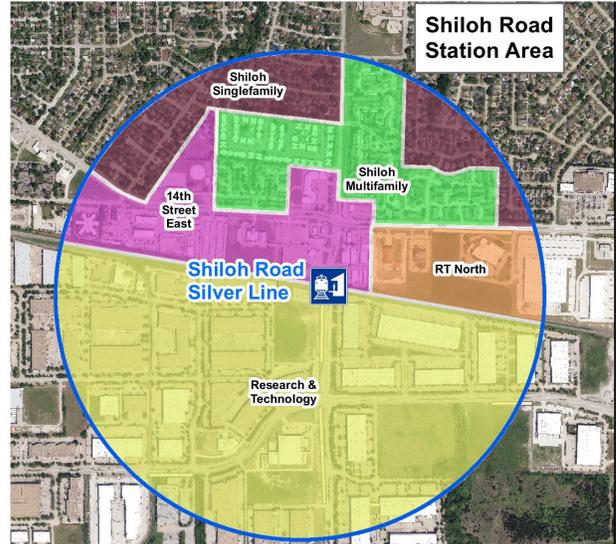
# MARKET DEMAND ASSESSMENT

## 12th Street Station Subdistricts



NOTE: The US 75 Corridor subdistrict was not included in TOD Typology analysis of the Silver Line Market Study. This area has been combined with Douglass Neighborhood subdistrict for purposes of this section.

## Shiloh Road Station Subdistricts



Demand Analysis **AECOM**

### Expected TOD Typologies by Sub District: Housing

Sub District	Single-Family: Detached	Townhome	Slot Home / Turned Townhome	Live-Work	3- to 5-Story Multifamily	4- or 5-Over 1 Multifamily	High Rise Residential
Downtown North	✗	✓	✓	✓	✓	✓	✗
Downtown South Fragmented Industrial	✗	✓	✓	✓	✓	✓	✗
Douglass Neighborhood	✓	✗	✗	✗	✗	✗	✗
Large Format Industrial Southwest	✗	✗	✗	✗	✓	✗	✗
K Avenue Extension - South	✗	✓	✓	✓	✓	✓	✗
Vendome Neighborhood	✓	✓	✓	✓	✗	✗	✗
Industrial District	✗	✗	✗	✗	✗	✗	✗
Shiloh Single-Family	✓	✗	✗	✗	✗	✗	✗
Shiloh Multifamily	✗	✗	✗	✗	✓	✗	✗
14th Street East	✗	✗	✗	✗	✗	✗	✗
RT North	✗	✗	✗	✗	✗	✗	✗
Research & Technology	✗	✗	✗	✗	✗	✗	✗

**AECOM**

### Expected TOD Typologies by Sub District : Commercial

Sub District	Class A Office	Rehabilitated Industrial	4- or 5-Over 1 Commercial	Stand Alone Retail	Strip or Retail Center	Full-Service Hotel	Boutique Hotel
Downtown North	✗	✗	✓	✓	✗	✗	✓
Downtown South Fragmented Industrial	✗	✓	✗	✓	✗	✗	✗
Historic Douglass Neighborhood	✗	✗	✗	✗	✗	✗	✗
Large Format Industrial Southwest	✗	✓	✗	✗	✗	✗	✗
K Avenue Extension - South	✗	✓	✓	✓	✗	✗	✗
Vendome Neighborhood	✗	✗	✗	✗	✗	✗	✗
Industrial District	✗	✓	✗	✗	✗	✗	✗
Shiloh Single-Family	✗	✗	✗	✗	✗	✗	✗
Shiloh Multifamily	✗	✗	✗	✗	✗	✗	✗
14th Street East	✗	✓	✗	✓	✗	✗	✗
RT North	✗	✗	✗	✗	✗	✗	✗
Research & Technology	✗	✗	✗	✗	✗	✗	✗

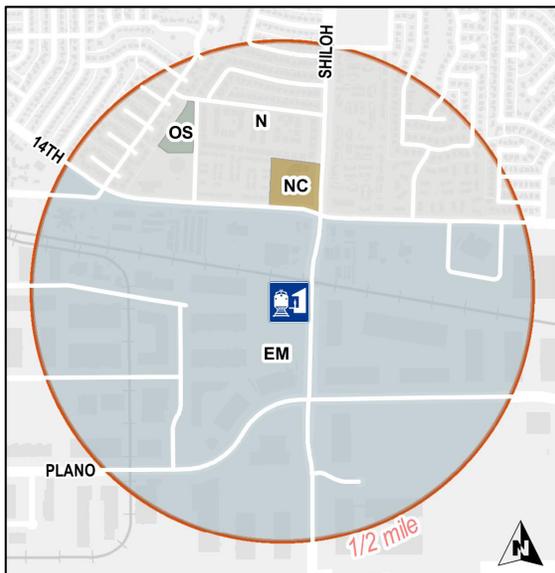
Data Source: Silver Line Corridor Market Assessment & Economic Development Strategy (January 2022)

# FUTURE LAND USE



**12th Street Station** - This area is mostly located within the *Downtown Corridors (DT)* future land use category of the comprehensive plan. DT is the predominant category of the area, extending north and south along K Avenue. The industrial park to the southeast is primarily located within *Employment Center (EC)* category. Pockets of mostly single-family residential, including the Vendome, Douglass, Haggard Park, and Old Towne neighborhoods are also located within the *Neighborhoods (N)* category. The Future Land Use categories in this area suggests:

- A mix of uses and higher density residential housing types are supported along K Avenue
- The industrial park is not appropriate for residential uses
- Existing neighborhoods should be protected from pressures of redevelopment



**Shiloh Road Station** - This area has a stark contrast along 14th Street. Properties to the south are exclusively located within the *Employment Center (EC)* category and properties to the north are mostly *Neighborhoods (N)*. The northwest corner at the intersection of 14th Street and Shiloh Road is designated as a *Neighborhood Corner (NC)*. The Future Land Use categories in this area suggests:

- A mix of uses is generally not supported in this area
- Most of the residential units are in established neighborhoods, such as the Meadows and Ridgewood subdivisions
- Housing is not appropriate south of 14th Street

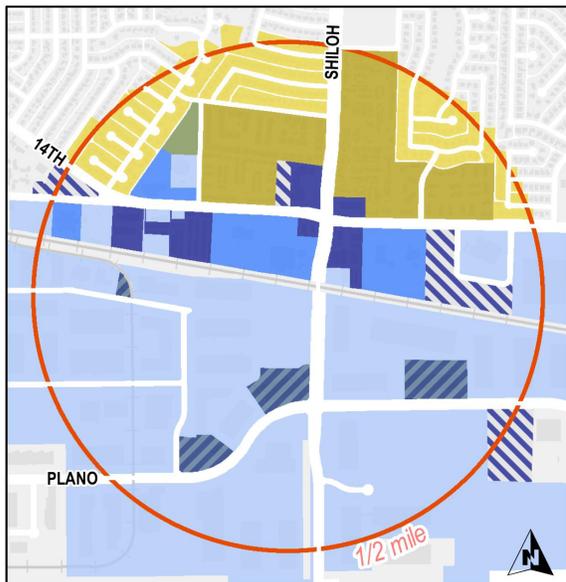
Data Source: City of Plano Comprehensive Plan 2021 (10/01/22)

# EXISTING LAND USE



**12th Street Station** - Approximately 74% (333 acres) of the land within the study area is used for employment and 26% (114 acres) is used for residential.

	Land Use Type	Acres	Percent
1	Industrial Types	153	33%
2	Retail Types	75	17%
3	Single-Family Detached Types	61	13%
4	Institutional Types	48	11%
5	Office Types	44	10%
6	Multifamily Types	40	9%
7	Undeveloped (Employment)	13	3%
8	Parks/Open Space	8	2%
9	Single-Family Attached Types	7	2%
10	Undeveloped (Housing)	5	1%

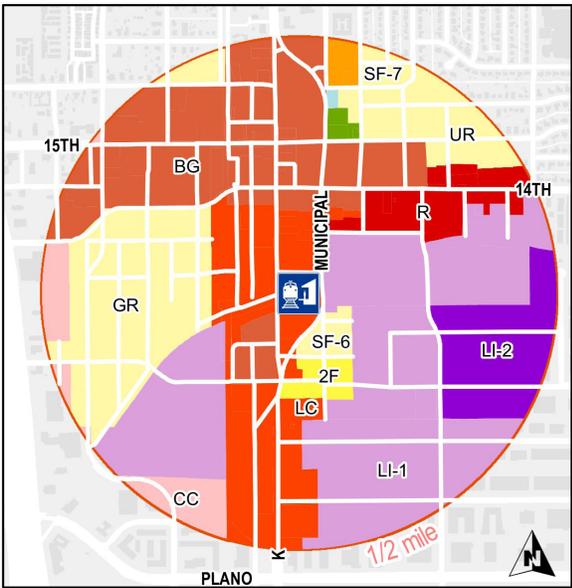


**Shiloh Road Station** - Approximately 81% (475 acres) of land within the study areas is used for employment and 19% (108 acres) is used for residential.

	Land Use Type	Acres	Percent
1	Industrial Types	388	66%
2	Multifamily Types	58	10%
3	Single-Family Detached Types	51	9%
4	Institutional Types	31	5%
5	Undeveloped (Employment)	22	4%
6	Retail Types	18	3%
7	Office Types	15	3%
8	Parks/Open Space	3	1%
9	Single-Family Attached Types	0	0%
10	Undeveloped (Housing)	0	0%

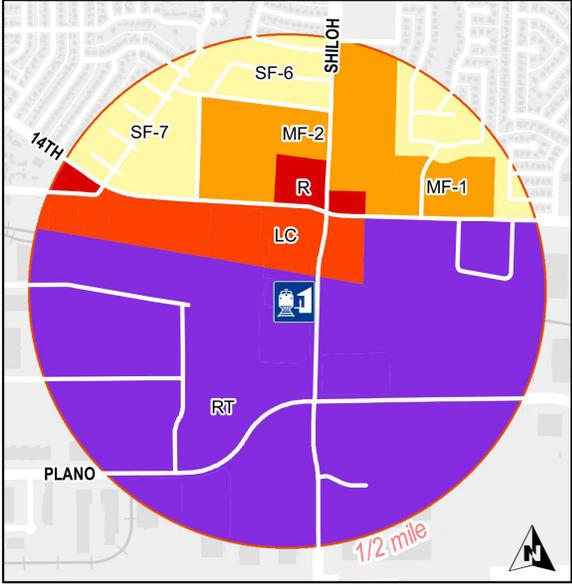
Data Source: City of Plano Land Use & Housing Inventory (10/01/22)

# CURRENT ZONING



**12th Street Station**

Top Zoning		Acres	%
1	Light Industrial-1 (LI-1)	148	29%
2	Downtown Business/Government (BG)	102.7	20%
3	Light Commercial (LC)	70.1	14%
4	General Residential (GR)	60.9	12%
5	Light Industrial-2 (LI-2)	33.0	7%
6	Urban Residential (UR)	26.9	5%
7	Retail (R)	21.0	4%
8	Corridor Commercial (CC)	17.2	3%
9	Single-Family Residence (SF-6/SF-7)	10	2%
10	Two Family Residence (2F)	5	1%
12	Multifamily Residence (MF-1/MF-3)	4	1%
13	General Office (O-2)	>1	>1%
14	Single-Family Residence Attached (SF-A)	>1	>1%
15	Neighborhood Office (O-1)	>1	>1%



**Shiloh Road Station**

Top Zoning		Acres	%
1	Research/Technology Center (RT)	311	62%
2	Single-Family Residence (SF-6/SF-7)	72	15%
3	Multifamily Residence (MF-1/MF-2)	65	13%
4	Light Commercial (LC)	43	9%
5	Retail (R)	11	2%

Data Source: City of Plano Zoning Map (07/01/22)

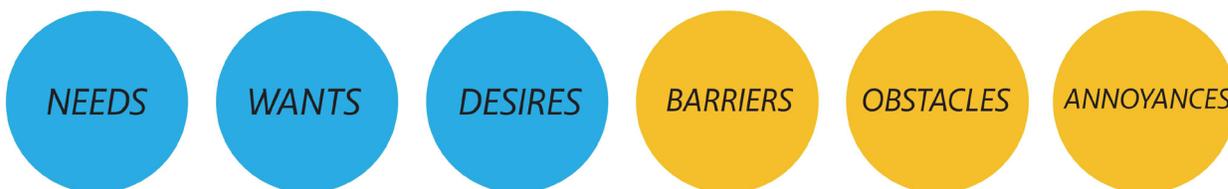
# VIRTUAL VISIONING WORKSHOP

## PRIORITIZATION EXERCISE RESULTS

The Advisory Group met virtually in April to discuss the long range vision for the station areas. We asked the group to think aspirationally about goals for the future and then identify any hindrances in the way of achieving those goals.

During the session we divided into 4 groups using Zoom Breakout Rooms. We asked the groups to identify Needs, Wants, and Desires for the station areas as well as Barriers, Obstacles, and Annoyances in the way of those goals for the station areas. A total of 176 comments were posted, and great discussion took place in the small groups.

We then asked the groups to review everyone's comments and identify the topics that most resonate with their group. We then had each group list the 3 comments within each category (Needs, Wants, Desires, Barriers, Obstacles, and Annoyances) that bubbled to the top for their group, resulting in these results from the Prioritization Exercise.



## THIS IS WHAT WE HEARD

key themes from the Visioning Workshop

The Virtual Visioning Workshop revealed several themes in the community's vision for the station areas.

Some of the big themes in the vision for the station areas include:

- Pedestrian safety and walkability
- Accessible parks and public spaces
- Diversity and flexibility in design
- Land use and zoning that fits with downtown
- Community revitalization
- Connectivity and natural transitions to and from surrounding areas
- Culture, arts, and entertainment

Some of the big themes in the barriers, obstacles, and annoyances that interfere with the vision include:

- Regulatory restrictions and permitting
- Fragmented ownership and assembly of parcels
- Costs of the development and maintenance of needed infrastructure improvements
- Physical barriers such as railroad crossings
- High traffic volume
- Affordability with development and redevelopment
- Vehicle dependency and limited infrastructure for other transportation modes

# GROUP 1

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Safety, Security, Lighting</li> <li>2. Walkability</li> <li>3. Flexibility &amp; Accommodation in Development</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. Permitting</li> <li>2. Bush Turnpike Crossing</li> <li>3. Elevated DART Rail (visual and physical - needs to look nicer)</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Diversity of Land Use</li> <li>2. Diversity of People</li> <li>3. Connectivity/Micromobility from station to destinations</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Parking Regulations</li> <li>2. Roadway/Railway Crossings &amp; Signals</li> <li>3. Fragmented Ownership/Legacy Auto-Oriented Businesses</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Attractive to Arts &amp; Culture/Historic &amp; Cultural Representation in Arts/ Maintain connection to "Cotton Belt" history</li> <li>2. Open Space (not small pieces)/Pedestrian Mall</li> <li>3. Connection to Capital/Summit industrial area (Front Door Initiative)</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Homelessness</li> <li>2. Lack of landscaping/aesthetics</li> <li>3. Fares for short trips</li> </ol>

# GROUP 2

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Pedestrian Security (feel safe to cross)</li> <li>2. Appropriate Zoning (optimize existing structures/repurpose)</li> <li>3. Connections outside of TOD area - making sure those connections happen. We do not need more barriers.</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. Inadequate examples of success for repurposing structures - need local wins</li> <li>2. Inflexibility in zoning downtown (too heavy hand and limits options)</li> <li>3. Wide ROWs, traffic too fast (for pedestrians). Sidewalks are too narrow.</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Less surface parking (add structured or underground). Parking minimums need to be removed.</li> <li>2. Public park/more open space</li> <li>3. Flexibility in design/character</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Affordability</li> <li>2. Write Obstacle Here</li> <li>3. Write Obstacle Here</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Control of space under DART lightrail (could be park area). "No mans land" under overpass (could be dog park) - 12th</li> <li>2. Programmable public space</li> <li>3. brewery/distillery</li> <li>4. Economic development partnership on entertainment/restaurant centers in TOD</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Maintenance of infrastructure</li> <li>2. homelessness</li> <li>3. Noise from stations</li> </ol>

# GROUP 3

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Legacy west type zoning/feel</li> <li>2. security</li> <li>3. walkability</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. DART is not efficient enough (non-rail)</li> <li>2. Diverse but divided city</li> <li>3. Car dependency for Plano</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Close parking</li> <li>2. Good food options/destination</li> <li>3. entertainment/event space</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Balancing growth vs affordability</li> <li>2. Not pedestrian or bike friendly</li> <li>3. Shiloh is car dependent</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Well designed/visible security measure</li> <li>2. Local business/cornerstone business</li> <li>3. Public art</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Quality of sidewalks</li> <li>2. Lighting quality is poor</li> <li>3. Lack of public space-Shiloh</li> </ol>

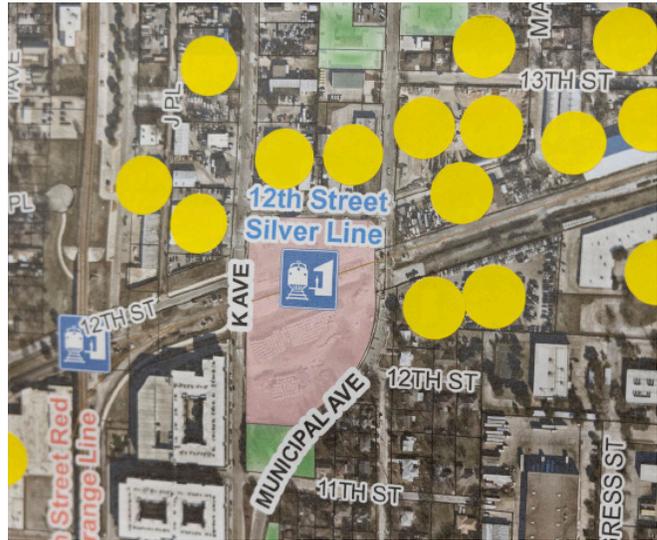
# GROUP 4

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Downtown Equivalent Zoning</li> <li>2. Parks</li> <li>3. Walkability</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. High volume traffic</li> <li>2. Infrastructure is needed</li> <li>3. Too many small business/land owners</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Extend zoning from DT to 12th Street Station</li> <li>2. A mix of housing &amp; retail</li> <li>3. Redevelopment of older commercial space</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Insufficient transportation between stations</li> <li>2. Negative reputation of E. Plano would hinder development</li> <li>3. Cost of construction and overall development</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Revitalize E. Plano around the Shiloh Station</li> <li>2. Local small businesses</li> <li>3. Entertainment areas</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Homelessness and safety</li> <li>2. Lack of parking</li> <li>3. Not enough sidewalks and broken sidewalks</li> </ol>

### Advisory Group Prioritization Exercise

The Advisory Group was the first to view the engagement posters and provide initial feedback on key topics: existing conditions, future land uses, density, development/redevelopment opportunities, connectivity, traffic flow, parking, wayfinding, open space/parks, amenities, aesthetic enhancements, and operations. Individuals provided their comments for each topic via dot exercises, post it note comments, and dialogue with the planning and engagement team. Once each Advisory Group member had completed their initial input, the group was divided into two groups to revisit each topic and gain consensus on key themes and priorities for both the 12th Street Station area and the Shiloh Road Station area. After this session, the Advisory Group came back together to review the priorities and provide any additional information to the planning and engagement team.

The same input exercises were utilized during the Public Open House to collect responses from the public at-large. Refer to Charrette Day 2: Public Open House #1 - Existing Conditions Input Exercises for the full documentation of responses (Day 1 and Day 2) on these exercises from both the Advisory Group and general public.



# Charrette Day 2: Public Open House #1

## Existing Conditions Input Exercises

### LAND USE

#### Q1: What existing land uses are misplaced or are not appropriate in the station areas?

##### *12th Street*

- Large front of building parking is off putting for 12th and Shiloh.
- There is opportunity over time for fewer auto oriented uses and large format industrial buildings. But automotive uses serve the community.
- Encourage transition of property front Ave K to smaller scale-walkable
- Auto-oriented businesses are not appropriate in a pedestrian friendly downtown.

##### *Shiloh Road*

- Update Park - add new lots - widen streets for on street parking.
- Need higher end retail if intent is to promote higher income housing for professionals who want easy access to DFW airports for frequent business travel.

#### Q2: What existing land uses should be preserved within the station areas?

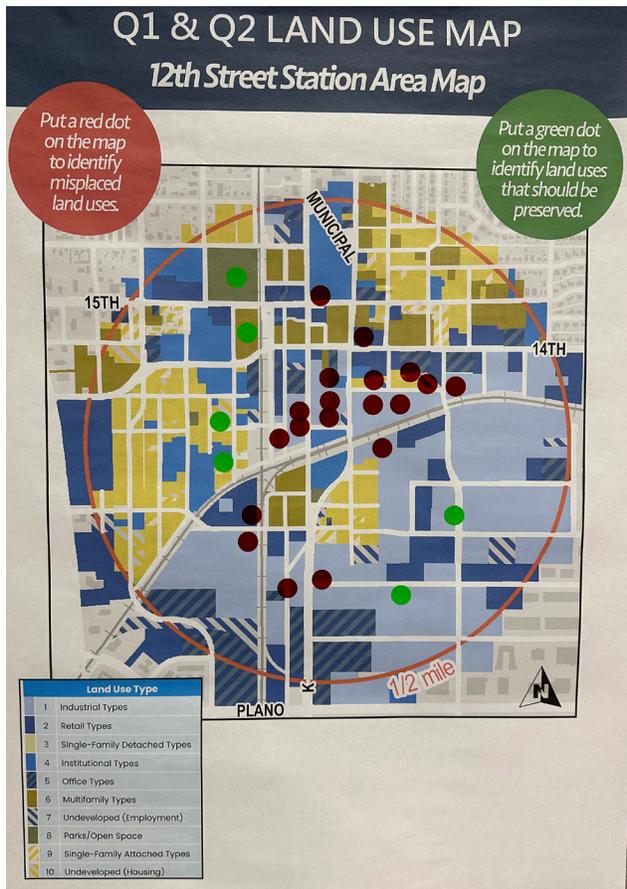
##### *12th Street*

- Industrial look spaces should be retained, if possible, re-made creatively to give vibe and sense of place
- This area provides cheaper rents for incubator businesses and service uses that serve the overall community.
- Rezone LI to something more dense
- Major zoning change should occur between 12th - 14th J to N to allow for aggregation of properties for redevelopment BG.

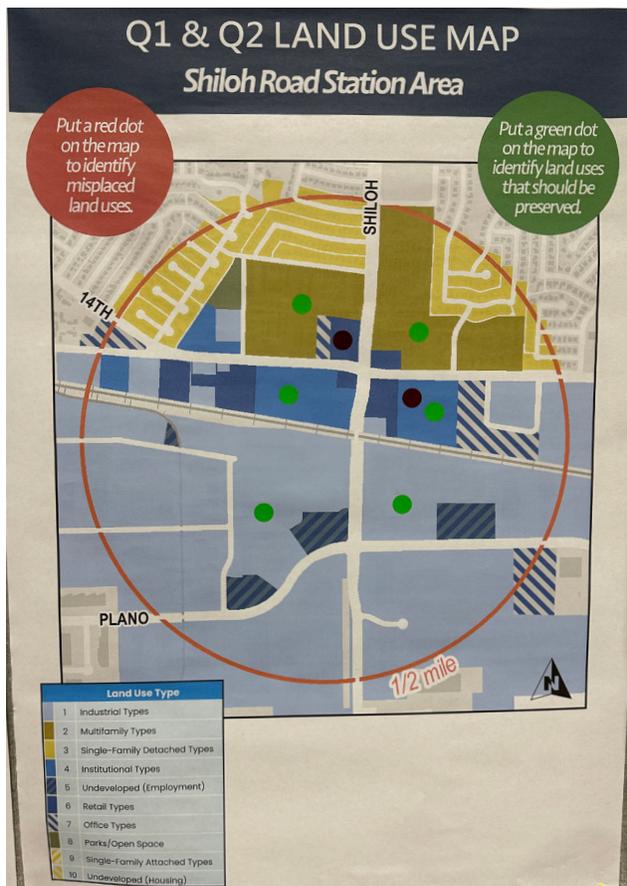
##### *Shiloh Road*

- Freight Rail service
- Preserve existing housing.
- Railroad
- Correct the retail wasteland.
- Preserve existing open space and add parks.
- Safety for Bikes parks
- Add parks east of Shiloh for residents of commuters.

**Q1 & Q2 Land Use Map – 12th Street Station Area Map**



**Q1 & Q2 Land Use Map – Shiloh Road Station Area Map**



**Q3: What types of housing would be most appropriate in the station areas?**

**12th Street**

- Form-based duplexes looks SF but has 2 dwellings.

**Shiloh Road**

- N/A

## Q3 LAND USE

What types of housing would be most appropriate in the station areas?

Put a yellow dot next to appropriate housing types.

### 12TH STREET

<p style="text-align: center;"><b>Single-Family Detached</b> <i>Patio Homes, Small-Lot Single-Family, Bungalows</i></p> 	<p style="text-align: center;"><b>Single-Family Attached</b> <i>Townhomes, Duplexes, Brownstones, Row Houses</i></p> 
<p style="text-align: center;"><b>Small-Scale Multifamily</b> <i>2-3 story Apartments/Condominiums, surface parking</i></p> <p style="font-size: small; color: yellow; margin-left: 10px;">form-based duplexes SF but has 2 dwellings</p> 	<p style="text-align: center;"><b>Main Street-Style Multifamily</b> <i>3-5 story Apartments/Condominiums, structured parking</i></p> 
<p style="text-align: center;"><b>Mid- to High-Rise Multifamily</b> <i>6+ story Apartments/Condominiums, structured parking</i></p> 	<p style="text-align: center;"><b>Live/Work Units</b> <i>Residential units that integrate workspaces</i></p> 

### SHILOH ROAD

<p style="text-align: center;"><b>Single-Family Detached</b> <i>Patio Homes, Small-Lot Single-Family, Bungalows</i></p> 	<p style="text-align: center;"><b>Single-Family Attached</b> <i>Townhomes, Duplexes, Brownstones, Row Houses</i></p> 
<p style="text-align: center;"><b>Small-Scale Multifamily</b> <i>1-3 story Apartments/Condominiums, surface parking</i></p> 	<p style="text-align: center;"><b>Main Street-Style Multifamily</b> <i>3-5 story Apartments/Condominiums, structured parking</i></p> 
<p style="text-align: center;"><b>Mid- to High-Rise Multifamily</b> <i>6+ story Apartments/Condominiums, structured parking</i></p> 	<p style="text-align: center;"><b>Live/Work Units</b> <i>Residential units that integrate workspaces</i></p> 

**Q4: What types of commercial uses would be most appropriate in the station areas?**

**12th Street**

- Jason said small parcel size positive or negative limiting size could help incubate smaller development projects --> small innovative business.

**Shiloh Road**

- Hole-in-the wall size businesses
- Would love to see a Trader Joe's

## Q4 LAND USE

What types of commercial uses would be most appropriate in the station areas?

Put a red dot next to appropriate commercial uses.

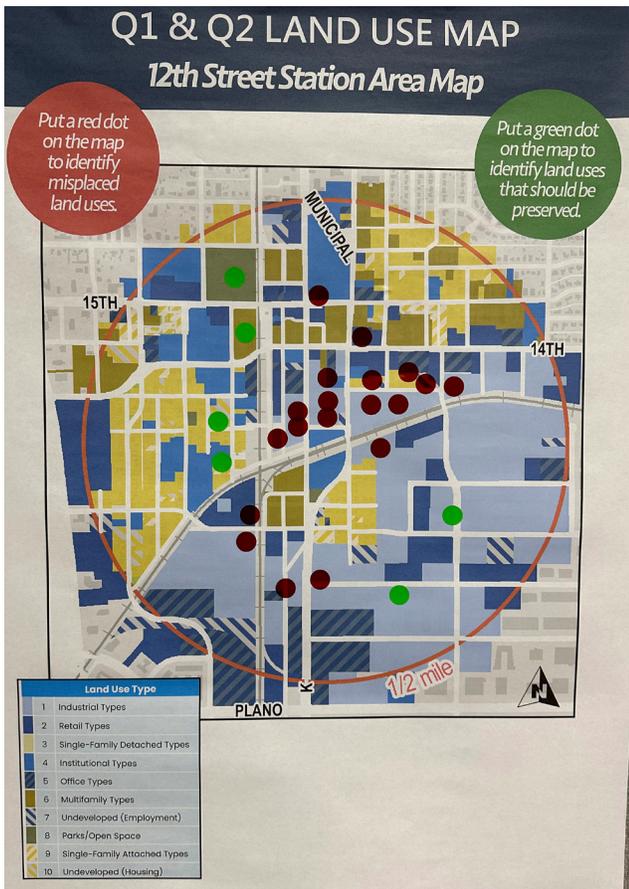
### 12TH STREET

<p style="text-align: center;"><b>Class A Office</b> ●</p> <p style="text-align: center;"><i>White collar workers and corporations</i></p> 	<p style="text-align: center;"><b>General/Standalone Retail</b></p> <p style="text-align: center;"><i>Standalone neighborhood retail with shops, dining, or grocery</i></p> 
<p style="text-align: center;">● ● <b>Mixed-Use Commercial</b> ● ●</p> <p style="text-align: center;"><i>Commercial spaces integrated within an office or residential building</i></p> 	<p style="text-align: center;">● <b>Repurposed Industrial or Innovation Spaces</b> ●</p> <p style="text-align: center;"><i>Small-scale manufacturing, artisan, or technology businesses</i></p> 
<p style="text-align: center;">● ● <b>Hotel and Hospitality Services</b> ●</p> <p style="text-align: center;"><i>Full-service hotels, boutique hotels</i></p> 	<p style="text-align: center;"><b>Other</b></p> <p style="text-align: center;"><i>Suggestions for other appropriate uses?</i></p> <div style="background-color: #fff9c4; padding: 5px; font-size: small;"> <p>show small parcel size...                      small parcel size or large...                      hole-in-the-wall...                      small-scale...                      small-scale...                      small-scale...                      small-scale...                      small-scale...                      small-scale...</p> </div>

### SHILOH ROAD

<p style="text-align: center;"><b>Class A Office</b></p> <p style="text-align: center;"><i>White collar workers and corporations</i></p> 	<p style="text-align: center;">● ● ● <b>General/Standalone Retail</b> ●</p> <p style="text-align: center;"><i>Standalone neighborhood retail with shops, dining, or grocery</i></p> 
<p style="text-align: center;">● ● ● <b>Mixed-Use Commercial</b> ● ● ●</p> <p style="text-align: center;"><i>Commercial spaces integrated within an office or residential building</i></p> 	<p style="text-align: center;">● <b>Repurposed Industrial or Innovation Spaces</b> ●</p> <p style="text-align: center;"><i>Small-scale manufacturing, artisan, or technology businesses</i></p> 
<p style="text-align: center;"><b>Hotel and Hospitality Services</b></p> <p style="text-align: center;"><i>Full-service hotels, boutique hotels</i></p> 	<p style="text-align: center;"><b>Other</b></p> <p style="text-align: center;"><i>Suggestions for other appropriate uses?</i></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: #ff9800; padding: 5px; font-size: small;"> <p>hole-in-the-wall size businesses</p> </div> <div style="background-color: #e91e63; padding: 5px; font-size: small;"> <p>would love to see a TRADER JOES</p> </div> </div>

Q3 & Q4 Land Use Map – 12th Street Station Area (see photo)



Q3 & Q4 Land Use Map – Shiloh Road Station Area



**Q5: What specific employment types or businesses would you like to see in the area?**

**Example: coffee shops, art studios, co-working space, etc.**

***12th Street***

- Small business retail like coffee shops and bars
- We have the wrong mix of shops. For walkability you want window displays in shops
- Locally owned “homegrown” business
- Dining options oriented towards the people living near the station areas.
- Unique stores/restaurants to service riders and possibly draw customers. The business needs should be oriented to the type of riders.
- Coffee shops and studio space (both station)
- Connection 12th red line, silver line platform
- Additional housing should be the primary new use.
- Little shops (together with each other) both stations
- Affordability for B12 --> pop-up incubators in vacant/existing

***Shiloh Road***

- Unique stores and restaurants to service riders and possibly draw customers depending on who the riders are, the type of business will be affected.
- Area needs to be primarily employment based.
- Office space for professionals
- Residence for singles and families and employment opportunities needed.

**Q6: How do you envision the mix of commercial, residential, and open space in the area?**

**What balance would you like to see?**

***12th Street***

- (both) farmers market or market space or push carts business.
- Needs more housing.
- Mix of uses = high energy, more uses throughout the day
- Need more green space (both)
- (both) multifamily and single family
- Don't try to impose suburban standards for open space on urban development.
- Somewhat challenging to be sure of until there is some clarity on who the riders will be and what they are riding for.

***Shiloh Road***

- Short walking distance between residential and light industrial
- Parks for walking, riding bikes
- Ratio by informed city planners

## DEVELOPMENT & REDEVELOPMENT

### Q1: What types of development do you think should be the major draw or focal point of the station areas?

#### *12th Street*

- 13th Street south to 12 street should be apartments or mixed use.
- Townhomes small housing
- Apartments for workers
- Downtown needs more people to drive retail demand, businesses are struggling.
- Housing
- Housing first. The station should be one of the amenities that make living in the area great.
- Remaining vendor stays as is.
- Residential multi use/family town homes.
- Breweries!
- How can we minimize corporatization of housing, rents in downtown increasing so that workers cannot afford to live nearby?
- As east side I to DART station downtown, is reaching 20 years, in obvious decline how can we keep a brand spanking new TOP neighborhood from going ghetto by 2045.
- Brewery, infill utilizing existing building adaptive re-use.

#### *Shiloh Road*

- Preserve affordable housing in area.
- Revitalize old retail.
- Parks and Open space
- High rise residential areas
- Shiloh station will need LOTS of parking. For Murphy, Wylie residents going to D/FW

### Q2: What existing sites, buildings, or areas are ready for development or redevelopment?

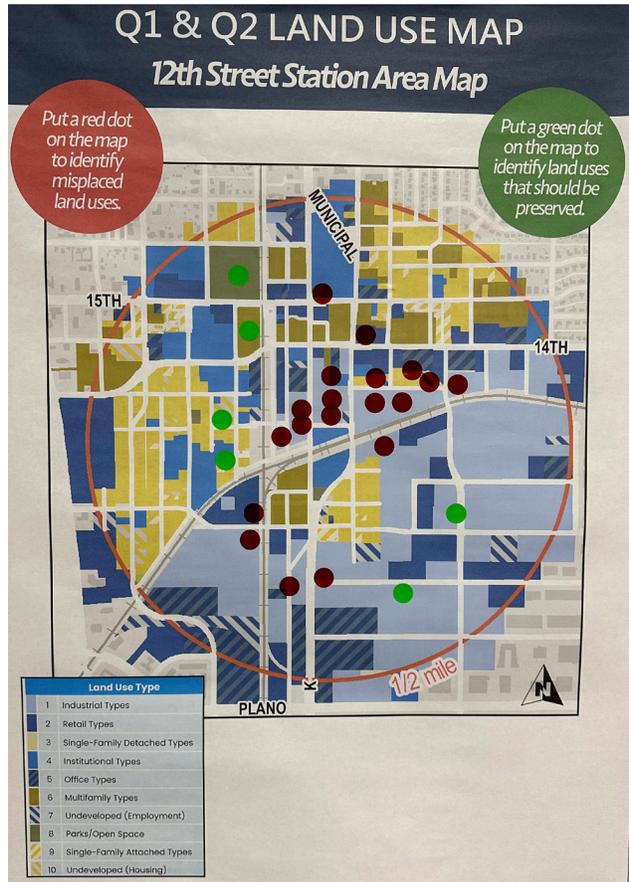
#### *12th Street*

- Pedestrian-oriented special street on J – keep it from being a no-man’s land like it is now.
- Lot south of 12th and East of municipal redeveloped into mixed use. Residential. Convert quonset hut into brewery. Convert large warehouse into residential and legacy hall-esque type use.
- Redevelop industrial properties along 10th Street but recognize Douglass neighborhood incomes.
- Redevelop blighted property across the street from the station.
- Plan \*\*\*\* between 12th and 13th
- Yes! This –! Keep neighborhood interesting and unique – building a lot of lookalike apartments will destroy vibe and appeal of downtown. People love it because it’s a real place – lets protect it.
- Re-purpose existing industrial building, but make it easier to get through plan review, less parking, etc.
- South of 14th

## Shiloh Road

- If silver line is intended to promote upscale redevelopment, the upscale residential is essential.
- Add character and aesthetic through redevelopment.
- Revitalize retail in area.

### Q2 Development & Redevelopment: 12th Street Station Area



### Q2 Development & Redevelopment: Shiloh Road Station Area



### Q3: What kind of development or redevelopment would you like to see in the station areas?

#### *12th Street*

- Must have high density residential to support retail.
- Housing should be the predominant land use. Don't shy away from apartments.
- Added housing, "Light Touch Density."
- People residential
- Small scale development to keep local investment.
- Business that keeps people downtown for longer
- More density and more housing
- Allow increased density on existing single-family lots.

### *Shiloh Road*

- Update zoning to allow slot homes.
- Add accessible parking areas.
- Employment based development only.
- Unlikely to attract a lot of new development so repurpose and revitalize existing buildings.
- New residential should promote housing for professionals who want easy access to DFW airport for frequent travel.
- Air rights above DART parking
- Redevelop industrial spaces to small business.
- Long term parking at station for riders going to airport.

### Q4: What guidelines or standards would you like to see in place for developers interested in the station areas?

#### *12th Street*

- B.G. zoning - zero setbacks (Look at bishop arts)
- Scale of buildings respectful of existing development
- Streetscape standards only. Don't try to standardize building design.
- Greater police presence, safety
- BG scale not appropriate right next to Douglass - how about NBD zoning along J between stations and 14th, and J between 18th and downtown Plano station
- Must adhere to heritage resource standards and guidelines.
- BG building zoning, zero setback

#### *Shiloh Road*

- Must provide (x) amount of parking.
- Must adhere to heritage resource guidelines.

### Q5: What attractions, entertainment, or events would you like to see in the station areas?

#### *12th Street*

- Park maybe N Avenue and 13th
- Transit oriented property needs people living in it.
- Pickleball operation
- This should occur organically by private intents.
- Business that keeps people downtown for longer than 1.5 hours

#### *Shiloh Road*

- Develop an entertainment area.
- Move sewerage to dumpsite north of Lake Lavon - send clear signal of city intent to improve RTD.
- Luster food and entertainment

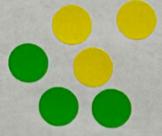
Q6: What scale or intensity of development is appropriate around the stations? Building heights, size of development, etc.

# Q6 DEVELOPMENT & REDEVELOPMENT

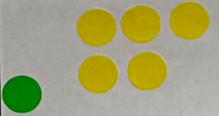
What scale or intensity of development is appropriate around the stations?  
*Building heights, size of development, etc.*

Place a dot on the appropriate development types

## 12TH STREET

<p><b>Neighborhood</b>  <i>Detached buildings, small footprint, low rise</i></p>  	<p><b>Main Street</b>  <i>Attached buildings, medium footprint, low-to mid-rise</i></p>  
<p><b>Flexible</b>  <i>Mix of attached and detached buildings, small to large footprint, low-to mid-rise</i></p>  	<p><b>Urban Center</b>  <i>Attached buildings, medium to large footprint, mid-to high-rise</i></p>  

## SHILOH ROAD

<p><b>Neighborhood</b>  <i>Detached buildings, small footprint, low rise</i></p>  	<p><b>Main Street</b>  <i>Attached buildings, medium footprint, low-to mid-rise</i></p>  
<p><b>Flexible</b>  <i>Mix of attached and detached buildings, small to large footprint, low-to mid-rise</i></p>  	<p><b>Urban Center</b>  <i>Attached buildings, medium to large footprint, mid-to high-rise</i></p>  

## PLACEMAKING, PUBLIC SPACE, & AESTHETICS

### Q1: Should new parks or public gathering spaces be developed in the station areas?

#### *12th Street*

- Dog park, ideal to 'pre-load' space at underpass to present transient day camping.
- Housing is the driving land use.
- Connections from new shared use trail to adjacent properties (i.e., Katy Trail)
- Bike trail goes by city property on N, great opportunity for park.
- 'Festival lawn' on North side of 12th between at grade and aerial stations - combine plaza and greenspace.
- Create activities reasons for being new.
- Small open space must be carefully located and designed, or it is ignored.
- Park space is needed but needs to be an "urban" park in design. Don't do one lot "pocket parks."
- Utilize land the city owns already.
- Recognize potential development of larger landowners.
- Increasing public usage of the area may increase safety concerns for riders compared to situations where there are no people near. To that end, gathering places, dog parks, food trucks, or things of that nature may be of benefit.
- Pedestrian and cycling only corridors.

#### *Shiloh Road*

- May be many years before responding.
- Add green spaces.
- Pocket parks
- These neighborhoods, which has a high density of residents, generally lack neighborhood park space already. Correcting this should be a priority.

### Q2: What building/site design features would make the station areas more attractive for residents, workers, and visitors?

#### *12th Street*

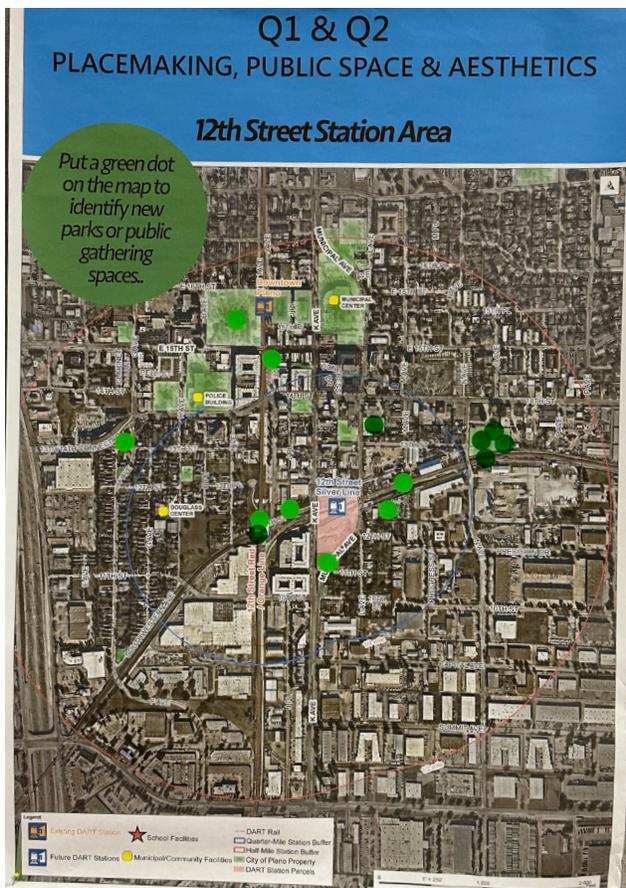
- One of the defining features of this area is diversity in building size, use, design. The city should not try to force standardized design guidelines.
- Adjust zoning to BG to encourage development.
- Shaded seated areas will be critical.
- Lots of trees and well shaded areas. Wide walkways
- In the NE corner near Haggard Park, encourage land being that is city funded. Painting, landscaping, repairs
- Every other PID in US allocates funds for contracted maintenance (cleaning) covers cheap cost by getting a park guy in once a week with leaf blower - must do better if we're going to add public spaces.
- Need to keep in mind how much use a space will get - should encourage daily traffic at as much of day and envisions no possible

- Outdoor furniture should be accommodating and inviting but not convenient for all-day sleeping.
- Any plan rezonings need to consider long-term, on-going maintenance and replacement.
- Retail/business multifamily along J street

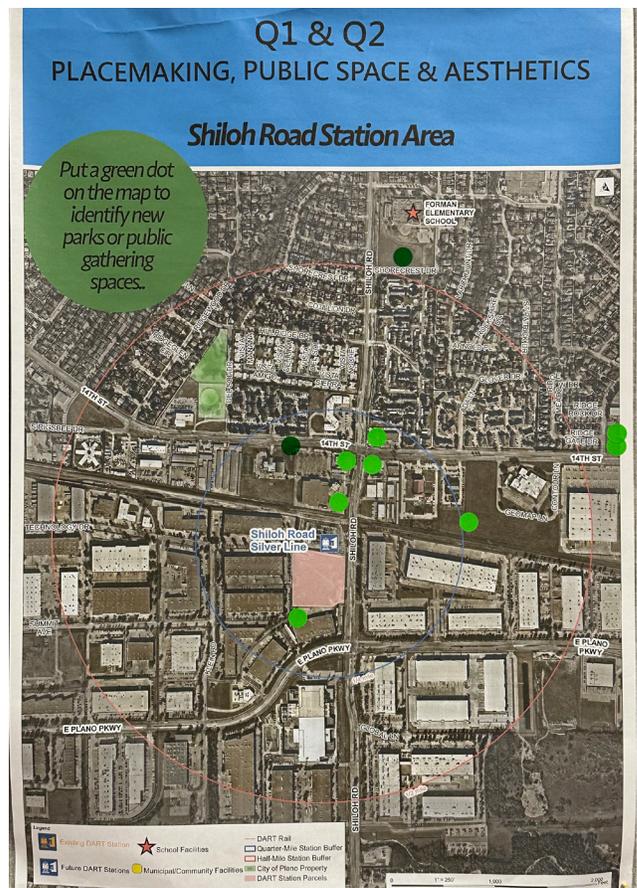
### Shiloh Road

- Adjust zoning to allow/foster slot homes.
- Given that any new development will likely be large front buildings, design requirements should be geared to that form of building.
- Air rights
- Wayfinding
- Attractive and clear signage

### Q1 & Q2 Placemaking, Public Space, & Aesthetics: 12th Street Station



### Q1 & Q2 Placemaking, Public Space, & Aesthetics: Shiloh Road Station



### Q3: What kinds of streetscaping, landscaping, or sidewalk amenities would you like to see in the station areas?

- Shade trees, wide straight sidewalks, bike parking, well placed crosswalk signals plus and buttons, and time crosswalks
- Large shade trees – live oaks! Wide sidewalks
- Quit widening streets!
- Wider sidewalks and street trees where possible
- Give priority to pedestrians, i.e., walk signal prior to car traffic.

- Sidewalk infrastructure updates
- Keep historic downtown aesthetics with new development.
- Walking paths should have adequate security or 911 buttons available to feel safety.
- Public walkway should be well lit with bright lights, so people feel safe.

**Q4: Which of the following public space features would be desired near the stations?**

***Pocket Park***

- Create pocket parks at NE 14th street and Los Rios
- Avoid expansion of sewer plant if interest is for silver line to promote area moving upscale.

***Plaza Space***

- With good seating

***Public Art Installations***

- Need to be other area stretch w/ bad art like is that?

***Outdoor Amphitheater***

- City would have to manage it - might be beyond current capability w/ McCall Plaza, Courtyard Theater, etc.

***Interesting Outdoor Furniture***

- Creativity in seating, bike racks, etc. Creates a sense of place and fun!

***Monumentation***

- No more monumentation!

***Community Garden***

- Community garden built into landscaping.

**Q5: How should the historical or cultural heritage of the station areas be preserved or recognized?**

***12th street***

- Identify specific historic buildings and promote renovation.
- Projects should focus on historical aspect.
- Preserve existing heritage resources and buildings.
- Need additional photogenic spaces.
- Photogenic spaces in downtown Plano are gone “photogenic spaces” - spaces where photographers / commercial photographers can use and visitors. Example alley next to La Fou Fra no longer, photogenic

***Shiloh Road***

- Identify new heritage resources.
- Add historic markers and signs.
- Can we repaint the electrical connections? They are just grey ... can we make them more colorful (green, blue, yellow, etc.) - 12th and Shiloh.
- Colorful landscaping

## TRANSPORTATION & MOBILITY

### Q1: Where is it difficult to walk in the station areas? Where are missing pedestrian connections?

#### *12th Street*

- Narrow sidewalks improve conditions in general area, but along 12 Avenue, especially. No connection between K and Municipal
- Keep K for cars - J is good pedestrian alternative - nature.
- I have measured the sidewalks and they are not narrow by definition.
- Pedestrian connection across 14th is poor.
- Parking in general hurts connectivity. Narrow streets are GREAT, but narrowing the streets with on street parking is less ideal.
- Vendome side of K and to the east needs good walkable street in any future redevelopment.
- Ease of exchange/transfer Silverline to Redline.
- South of 14th, bad sidewalks

#### *Shiloh Road*

- Crossing 14th street to get to station could be difficult. Missing sidewalks. Shiloh's wider ROW width makes it difficult for pedestrians to cross.
- Industrial Areas.
- Current vacant land near Shiloh offers parking.
- Sidewalks needed.
- Employment center and ED appropriate business and walkway.

### Q2: Where is it difficult to ride a bike around the station areas? Where are missing bicycle connections?

#### *12th Street*

- Bike ridership in general seems challenging near the station areas, I have great covered for rider safety as a top priority.
- K/Municipal from Plano Pkwy to 18th should be consider adding a bike lane.
- Heavy Traffic south of 12th
- Try to dedicate bike lane(s) between 12th street station and nearby neighborhoods (Douglass community around Williams H.S. etc.)
- K is impossible J is great alternative and ripe for creative ideas!
- South of 12th street down to city line = tricky
- 18th is scary.
- Biking is so important. Safety. ADD A BIKE LANE

#### *Shiloh Road*

- Industrial Areas
- Bikes can go with riders on Silver Line but getting there needs bike lane.

### Q3: What are the vehicular safety or connectivity issues around the station areas?

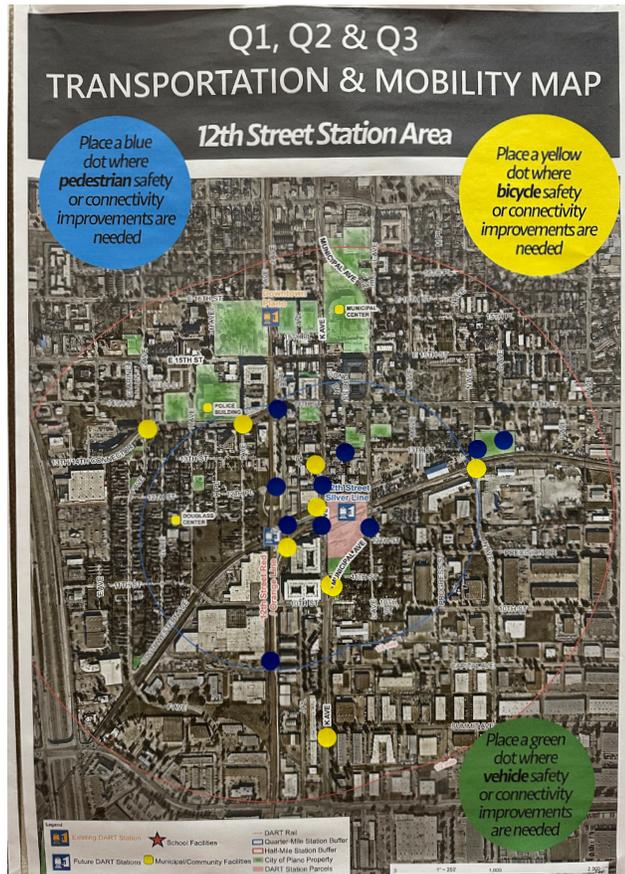
#### 12th Street

- Narrow Streets
- Through traffic critical to vitality
- Traffic calming on municipal marking it a good pedestrian and bike alternative to K.
- Narrowing streets will add to congestion.
- Narrow streets, place crosswalk signals in a convenient location, time signals to give priority to pedestrians.

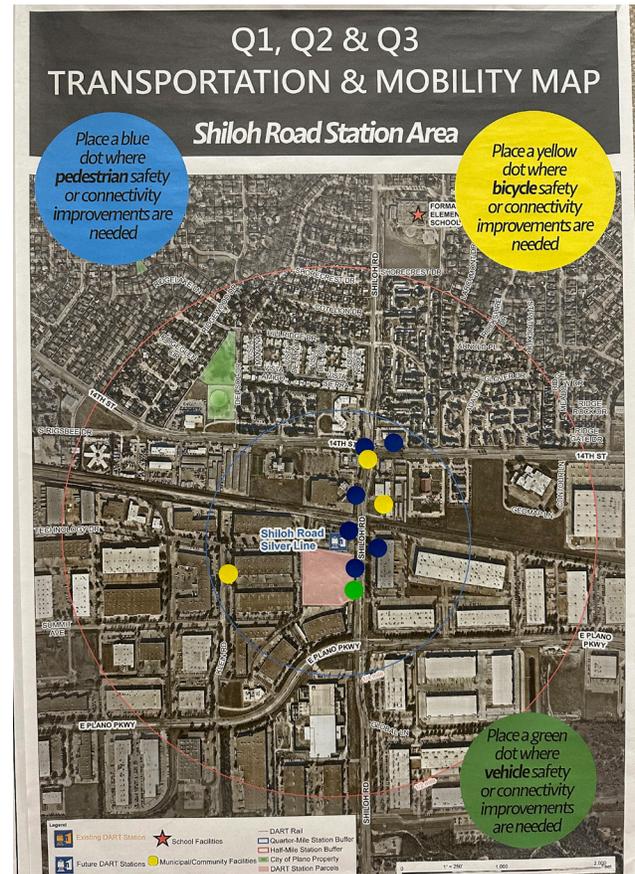
#### Shiloh Road

- Lack of signing, narrow streets
- Consider air rights above DART parking.
- Truck traffic

### Q1, Q2, & Q3 Transportation & Mobility: 12th Street Station Area



### Q1, Q2, & Q3 Transportation & Mobility: Shiloh Road Station Area



Q4: What other transportation improvements should be made to make it easier for people to access the new stations?

*12th Street*

- Need weekend free ride zone UT-D, city line, downtown and 12th Street.
- Add light at 14th and I
- 13th street should not be extended west at K. Disruptive to a good business.
- Traffic calming will help pedestrian and bicycle connectivity overall in the area which will improve station access.

*Shiloh Road*

- Add bike paths.
- Shoot for riders from Murphy and Wylie
- Estimate people flow from SW site, industrial workplace each day in RTD.
- Adjust Bus routes for easy access.
- Estimate people flow - area within 5 miles of Shiloh to Addison, Las Colinas, DFW (professional employment), where to park? Like will require parking garage long term

**WHAT DID WE MISS?**

- Adapt industrial to small business use and/or contemporary housing.
- PISD building at Shiloh and 14th is for sale - why isn't it worked for development.
- Ensure bus routes provide access to train stations.

## Proposed Concepts

### STATION AREA VISIONING AND EMERGING THEMES

#### Emerging Themes: 12th Street

- Accessibility/Mobility to Downtown from stations is critical.
- Preserve historic Downtown character.
  - Complete sidewalks
- More parks and open space is needed in area.
- There are some misplaced land uses.
- There is a desire to provide additional high-density housing (limited to 5 stories).
- Existing neighborhoods (Douglass & Vendome) should be protected/enhanced.
  - Is UP Zoning / “Light Touch Density” appropriate in either neighborhood? Would allow long time owner to take advantage of their prime location – must be supported by neighborhood.

#### Emerging Themes: Shiloh Road

- Future development and redevelopment is employment focused.
  - Complete sidewalks
- Revitalization of some existing retail and industrial is needed.
- There is a need for the development of character and visual identity in the station area.
- Provide multi-modal circulation north and south from station area.
- It is important to preserve existing neighborhoods and provide a buffer/transition between land uses.
- Incorporate public gathering/open space surrounding the station.

### VISIONING INPUT QUESTIONS

#### What specific features or amenities would you like to see included in the station areas?

##### *12th Street*

- Need long term parking at both stations for those going to airport. Should include security.

##### *Shiloh Road*

- More green space needed
- Long term parking

#### How would you like to see this area of development evolve in the future?

##### *12th Street*

- Housing, businesses need more people
- More density and housing. Mix of apartments/rentals and townhomes

### *Shiloh Road*

- High tech
- More professional businesses
- Better integration into rest of Plano

### What are the opportunities and untapped potential you envision for this development?

#### *12th Street*

- Propose rezoning to BG so small parcel owners don't have to shoulder the cost. This will encourage development especially all properties on North side of 13th from municipal to N Ave.
- I would like to see the vision of the stations connected throughout the city, as a place to visit, and learn more about
- I don't know who would manage it but some downtown residents form/social informative FB group?
- Silver line connection to UTD creates an opportunity to cater towards students/faculty/staff for housing.

#### *Shiloh Road*

- Updating or redevelopment of existing buildings
- Retail wasteland upgrade needed for residents and commuters

### What are the key challenges or issue that should be addressed in the area?

#### *12th Street*

- Four stories is a historical height and we need to go higher
- Douglas Enhanced: street/traffic safety, ways to manage traffic, especially when turning onto a street, especially target trucks, school buses.
- View regular, top-notch maintenance (plantings, trash pickup, street cleaning, etc.). As part of tourism development - one parks guy is not enough.
- Preserve nature
- Station access, easy for all and special needs, Shuttles to and from the station, especially if going to airport, and be sure water available with easy access
- Yes, developers are key to success, but their bottom-line concerns give as buildings that will decline in a couple decades (not to mention look dated). How can the city offer assistance to assure neighborhood longevity, and drive quality while keeping us inviting to development?
- Parking for commuters
- Safety concerns - panhandles/homeless/itinerant persons cause fear in people/families especially at night
- Discourage panhandlers who ride up from Dallas. (See area around parker station)
- Allow O' side setbacks. Particularly for smaller lots - encourage dense development similar to historic 15th street w/ our need from developer to assemble many parcels. For example, some zoning districts in Dallas allow varying setbacks. "O' or 10' "
- Zoning Restrictions

### *Shiloh Road*

- Grab neighborhood
- Protected long term parking for commuters
- Discourage panhandles who ride up from Dallas. (see area around parker station)
- Is there a collective PID type thing for the RT district, that could fund last mile vans to employment centers by Shiloh

### What does it mean to protect/enhance existing neighborhoods?

#### *12th Street*

- Douglass Community: vision as a historical community, housing developed in character, be apart of future history enhanced, especially for new residents
- Thoughtful development to make it a destination
- Acknowledge reality of negatives that come with presence of a station - trash and "all day campers, and design accordingly. Also, city and PID should step up services - trash is bad these days, food leftovers, etc.
- Protecting/enhancing the neighborhood means allowing it to grow and change naturally instead of stopping all growth or allowing outside interests to make unfitting changes

#### *Shiloh Road*

- Re-purpose unused warehouse space to add high density housing (limited) up to 5 stories
- Good lighting in area for safety

### What kind of elements would be most suitable for added public/open space or parks in this area?

#### *12th Street*

- Informed seating like at McCall, that invites gathering - but not like large tables at Haggard Park that are now sleeping platforms
- Good lighting along J between 12th and 18th will make it inviting and safe, which = increased pedestrian traffic, and therefore good locations for businesses and residential

#### *Shiloh Road*

- Add greenspace on city land at 14th street and Los Rios Blvd (NE Corner - 17 acres - the city owns - create a "welcome to East Plano" Theme for DART riders entering from Murphy, Wylie, Lavon. (Advertise Bob Woodruff Park South - 100 Acres of Green!
- To maximize econ. Opportunity, announce long range plan is to freeze expansion of sewer plant at 14th street and Los Rios Blvd, (I.E. Deny expanding zoning) and encourage water district to build 2nd overflow pipeline to it's Lake Lavon site
- One recommendation of the AECOM strategy was "further greenfield development within the RT Subdistrict." Great location is the 16 acre site at NE corner of 14th street and Los Rios Blvd and the city owns the land and it is undeveloped!

## How should future development and redevelopment contribute to the quality of life and placemaking for the station area?

### *12th Street*

- Create a destination with housing and unique businesses
- Housing that A. Americans can afford in Douglass community. Should be more A. Americans in this community. Fewer high-rise apt.
- Extend PID so they can afford to pay for daily cleanup. Butts bird poop and trash are 15th norm now.

### *Shiloh Road*

- To get maximum economic value from DART, it is crucial to improve image of East Plano. All development and redevelopment should have quality as a key goal.
- Green space

## **FUTURE LAND USE CHARACTER AREAS AND DEVELOPMENT CONCEPTS**

### 12th Street

#### *12th Street Development Character Concepts (Tier 1)*

- All green dots (14)

#### *12th Street Development Character Concepts (Tier 2)*

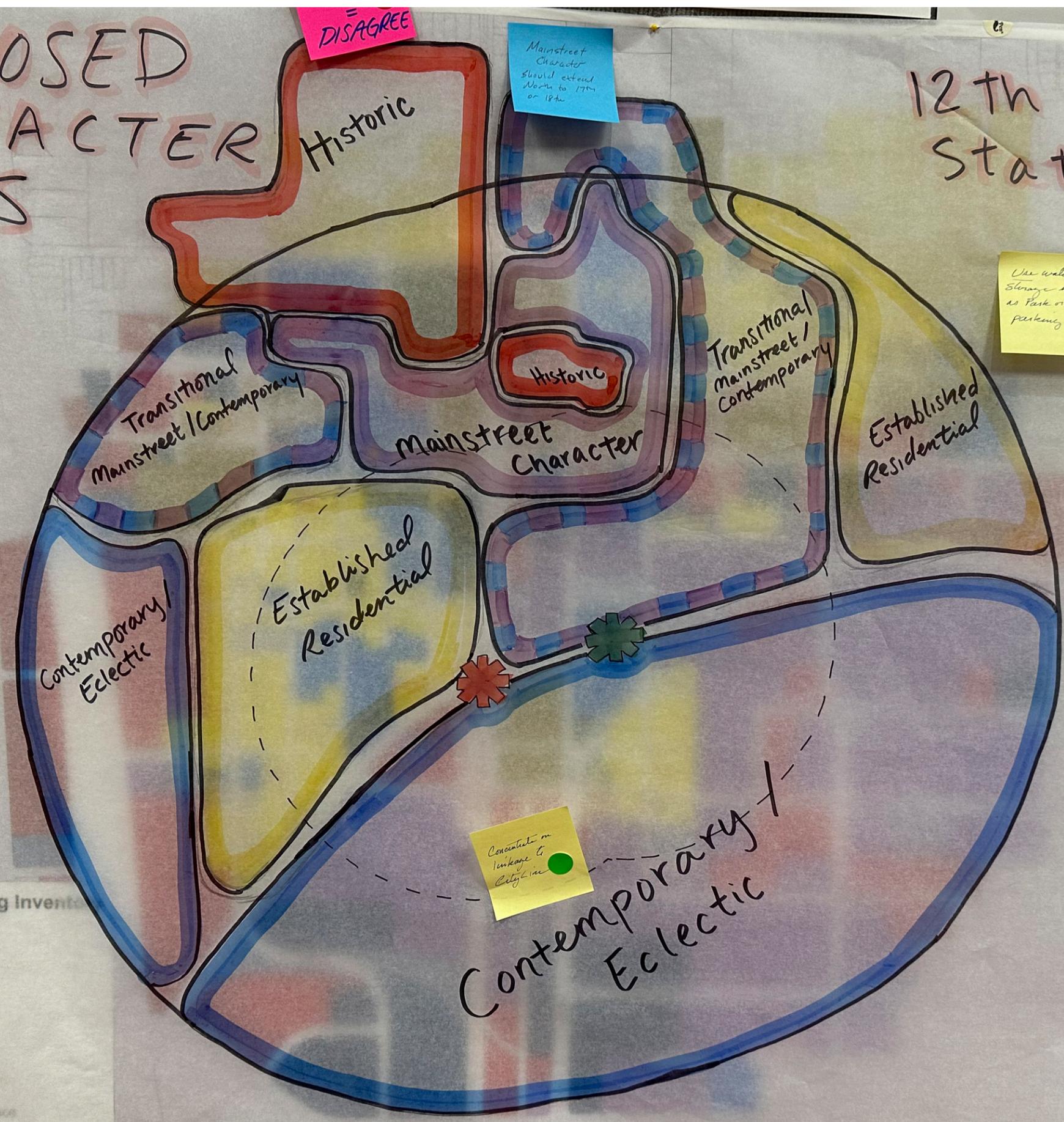
- All green dots (8) except for one red dot in the top left corner building development
- Materials! The aluminum panels on Morada look like they belong on a car dealership - not appropriate material choice.

#### *12th Street Development Character Concepts (Tier 4)*

- 8 green dots and 10 red dots
- Use water storage ditch as park or parking
- Create free fare zone (weekends) - UTD, Parker Road, Downtown, City Line
- Provide greater flexibility of use. Reduce parking requirement.
- Main Street character should extend North to 17th or 18th
- Concentrate on linkage to City Line

# PROPOSED CHARACTER AREAS

# 12th Street Station area



DISAGREE

Mainstreet Character should extend North to 17th or 18th

Use water storage site as Park or parking

Create free zone (includes UTJ, Parker Road, Downtown Cityline)

Provide greater flexibility of use. Reduce parking requirement

— 1/2 mile buffer  
 - - - 1/4 mile buffer

-  red/orange line station
-  silver line station
-  Tier 1 - Historic Downtown
-  Tier 2 - Extended Mainstreet Character
-  Tier 3 - Mainstreet / Contemporary Transitional
-  Tier 4 - Contemporary / Eclectic
-  Tier 5 - Established Residential

Concentrate on linkage to Cityline

Land Use & Housing Inventory

	Retail
	Office
	Institutional
	Industrial
	Attached SF
	Detached SF
	Multifamily
	Residential Open Space

**12TH STREET DEVELOPMENT CHARACTER CONCEPTS**

Tier 1 - development character embraces the historical essence of the traditional downtown core



**12TH STREET DEVELOPMENT CHARACTER CONCEPTS**

Tier 2 - development character offers a transition between the historic downtown core and new growth areas, with a mix of traditional and contemporary materials, styles, and design elements



MATERIALS!  
THE ALUMINUM  
PANELS ON NO  
LOOK LIKE THEY  
ON A CAR DEAL  
- NOT APPROPRIATE  
CHOICE

Tier 4 **12TH STREET DEVELOPMENT CHARACTER CONCEPTS**

Tier 4 - development character embraces a range of design styles and materials not typically found in the downtown core, allowing for more innovative architecture and eclectic aesthetics



[Tier 3] How many stories (building height) are appropriate for Tier 3? What building styles/designs are appropriate? Share your thoughts on a sticky note.

- Make any of these design 'standards' suggestions, not requirements. Do not limit designers and developers creativity and innovation
- No looming heights facing Douglass or Vendome - '15th Street type' neighborhood scale appropriate
- Building height less of a concern - M14 currently 5 story
- Why is there a distinction on height between pedistal and non pedistal construction?

[Tier 4] How many stories (building height) are appropriate for Tier 4? What building styles/designs are appropriate? Share your thoughts on a sticky note.

- NA

Do the images (at left) reflect the character areas shown on the map?

- NA

Should the new growth areas beyond the historic core expand on the Main Street style character? Or transition to a more eclectic style?

- No just height - avoid monolithic facades - Enliven with meaningful balconies and spaces fronting the street - whatever the style.

## Shiloh Road

### *Alternative #1: Retail/Commercial Buffer*

#### **DESCRIPTION**

Along the rail, concentrate a mix of small-scale retail and commercial uses that will simultaneously buffer/transition and provide goods/services to adjacent residential and industrial uses.

- Low potential for TOD. Focus on air rights
- There needs to be amenities appropriate to both residents and travelers from the outside. (Coffee shop, diner, bank, bar, market)
- There needs to be affordable housing appropriate to the demographics of the area
- Avoid strip-center vibe so common along 14th now
- Best bet may be lunch spots for workers in the distribution/assembly buildings - maybe relate to local Jitnex Route

#### **PROPOSED FUTURE LAND USE**

- Coffee Shop: 6 green dots
- Pharmacy: 1 green dot
- Diner: 3 green dots
- Food truck park: 2 green dots
- Laundromat: 1 red dot and 1 green dot
- Bar: 1 green dot
- Neighborhood Market: 3 green dots
- Daycare: 2 green dots

### *Alternative #2: Retail Hub*

#### **DESCRIPTION**

Create a retail hub that serves as a gateway into the employment district. 14th is a natural buffer between residential and industrial uses.

- This alternative makes the most sense and is the best use of the area
- Do most RT employees enter the district at this point? Does any one study that? How many would pass this way and use the services/retail?
- Ask the people living north of 14th

#### **PROPOSED FUTURE LAND USE**

- Coffee Shops: 6 Green dots
- Pharmacy: None
- Diner: 4 green dots
- Bar: 2 green dots
- Market: 4 green dots
- Gym: 2 green dots

### *Alternative #3: Flex Buffer*

#### **DESCRIPTION**

Concentrate a variety of existing uses, revitalized/redeveloped uses with small-scale retail, industrial, plazas/parks, and institutional uses (including school buildings and places of worship) as a transitional buffer between existing residential and industrial employment center.

- Allow for dense residential (5 - story multifamily within ¼ mile of station)
- Allow for the potential to redevelop around the station. Add more “Flex” area
- Serves 2 types of orders: commuters from east of Plano, and commuters who work in the area. Neither use adjacent retail
- Use for parks
- Make convenience and attractiveness for users.

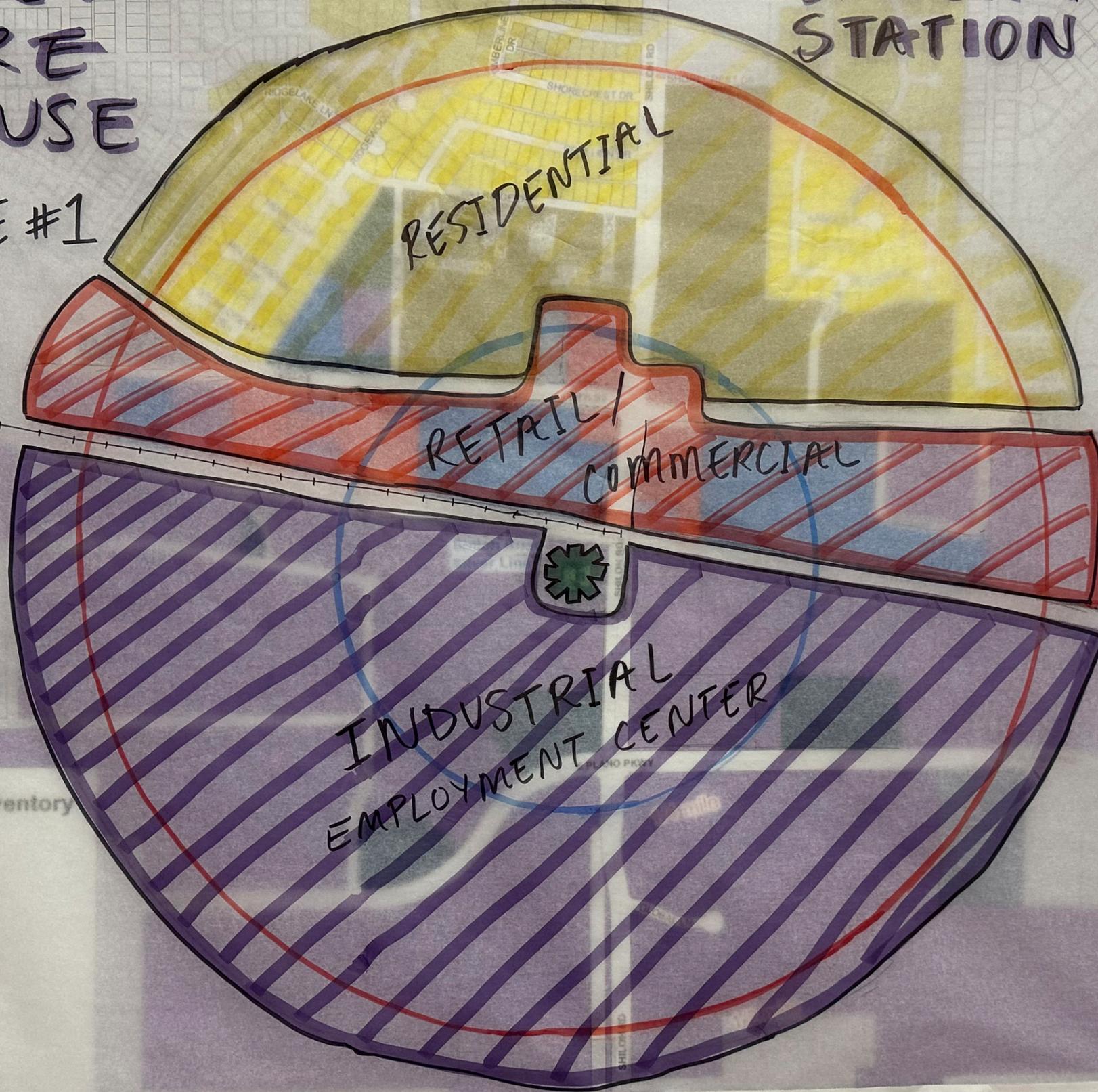
#### **PROPOSED FUTURE LAND USE**

- Coffee Shops: 3 green dots
- Pharmacy: None
- Food Truck Park: 2 green dots
- Laundromat: None
- Bar: 1 green dot
- Neighborhood market: 4 green dots
- Daycare: 3 green dots
- Gym: 1 green dot
  
- Food trucks sound great from user side but owners will only come under certain conditions
  - guaranteed sales, regular schedule. Ask someone who owns one for advice before making plans.

# PROPOSED FUTURE LAND USE

ALTERNATIVE #1

# SHILOH ROAD STATION AREA



- silver line rail line
- Shiloh road silver line rail station
- 1/4 mile buffer
- 1/2 mile buffer
- residential (single family & multifamily)
- retail / commercial
- industrial employment center

## PROPOSED USES:

- COFFEE SHOP ●●●●●
- PHARMACY ●
- DINER ●●●
- FOOD TRUCK PARK ●●
- LAUNDRY MAT ●●
- BAR ●
- NEIGHBORHOOD MARKET ●●●
- DAYCARE ●●

Gym

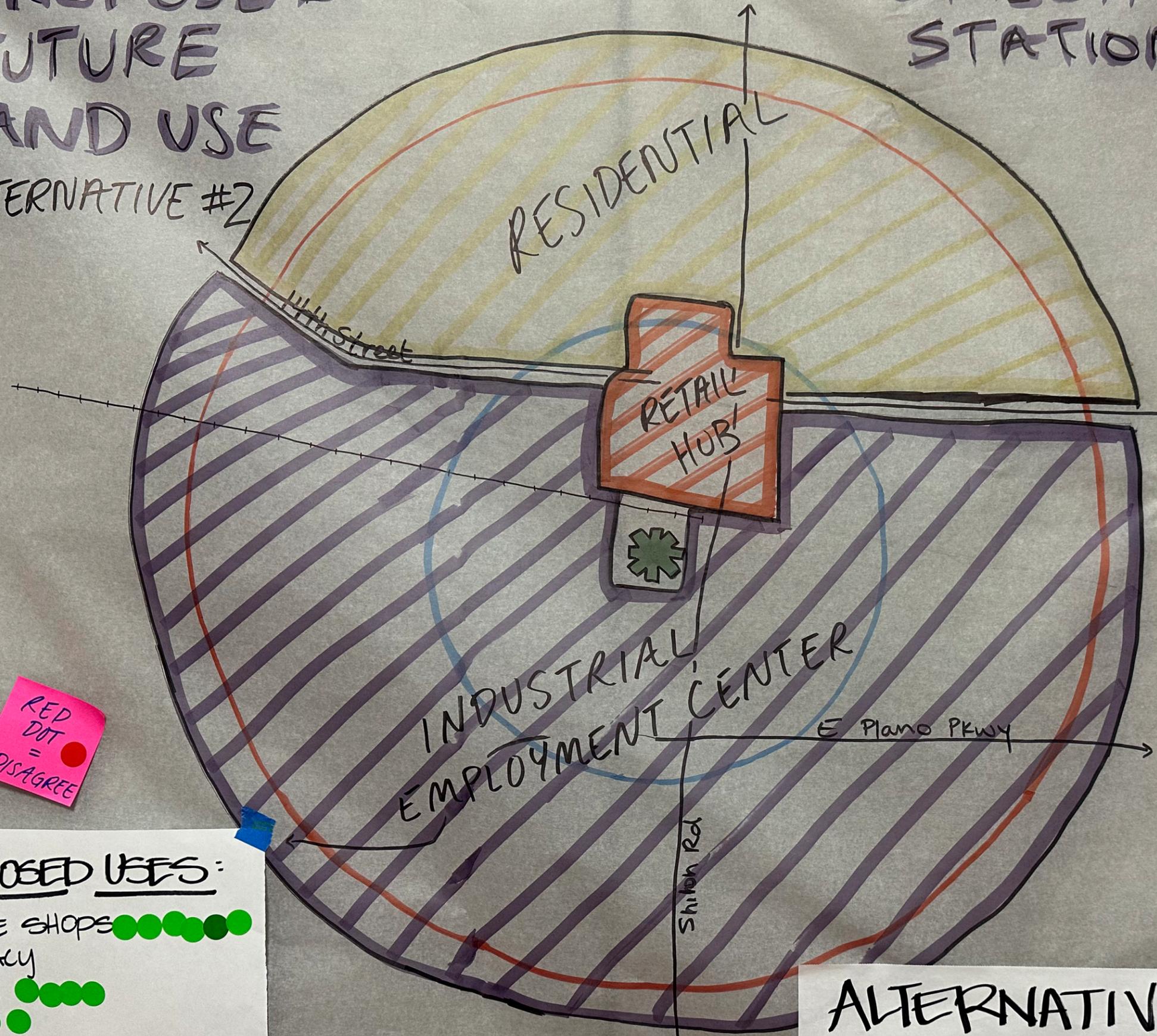
Elderly care

ALTERNATIVE #1



# PROPOSED FUTURE LAND USE ALTERNATIVE #2

# SHILOH ROAD STATION AREA



-  silver line rail path
-  silver line shiloh road rail station
-  1/4 mile buffer
-  1/2 mile buffer
-  residential (single family & multifamily)
-  retail / commercial hub (active, attractive, & area-branded)
-  industrial employment center

GREEN DOT = AGREE

RED DOT = DISAGREE

PROPOSED USES:

COFFEE SHOPS ●●●●●

PHARMACY

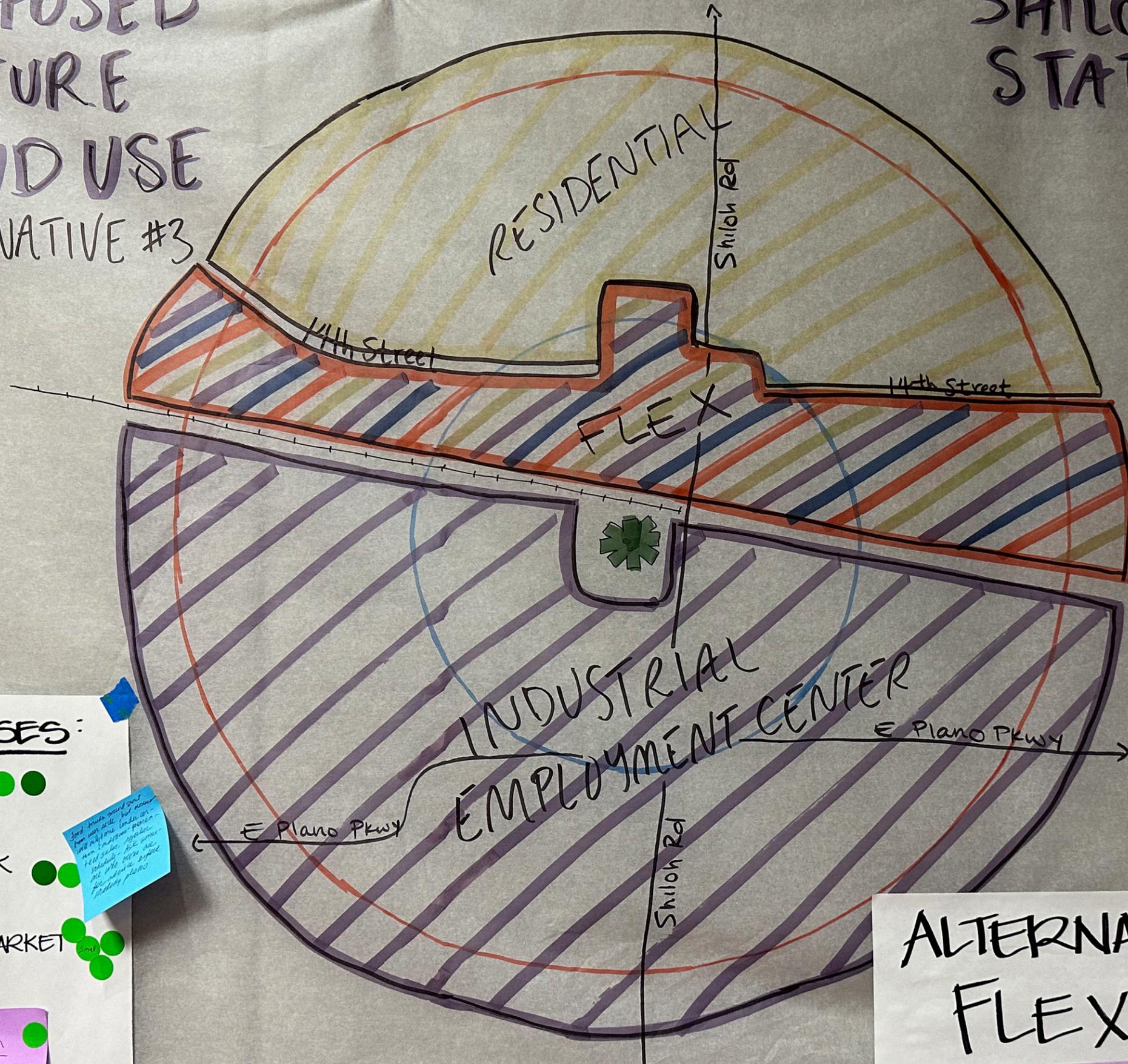
DINER ●●●●

BAR ●●

ALTERNATIVE #2

# PROPOSED FUTURE LAND USE ALTERNATIVE #3

# SHILOH ROAD STATION AREA



- silver line rail path
- Shiloh road Silver line rail station
- 1/4 mile buffer
- 1/2 mile buffer
- residential (single family & multifamily)
- flex/mix of uses
  - commercial
  - institutional
  - open/public space
  - industrial
- industrial employment center

## PROPOSED USES:

- COFFEE SHOP ●●●
- PHARMACY ●●●
- DINER ●●●
- FOOD TRUCK PARK ●●●
- LAUNDROMAT ●●●
- BAR ●●●
- NEIGHBORHOOD MARKET ●●●
- DAYCARE ●●●

*Small blue sticky note with handwritten text, partially obscured.*

Gym ●

# ALTERNATIVE #3 FLEX BUFFER

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## DEVELOPMENT/REDEVELOPMENT, & INFILL OPPORTUNITIES

### Key Themes

- Current Redevelopment – Redevelopment under way
- Proposed Redevelopment – redevelopment concepts in discussion
- Future Redevelopment Area – Area opportunities for development, redevelopment, and/or infill
- Parcel Specific Opportunities – parcel specific dev/redev/infill in area based on acquisition and assemblage/fit and character.
- Future Downtown Green – open space Downtown park to accommodate increased need with increased residential density, programmable for events.
- Future West Gateway Redevelopment – redevelopment to Downtown for gateway from West
  - Blend w/ Wylie, do not build a barrier
- Updated Haggard Park – update Haggard Park based on community needs and designs.
  - Yes!!

### *12th Street*

- People like to park near the shops
- Removing parking along 15th and making it pedestrian space would be great
- Enhance 15th street from G to 75. Landscaping is dead, and built environment very unattractive
- Toned – down version of what is planned for J between 14th and also, H and 12th would be good for J between 18th and 16th (whatever is next to La Piratu seafood)
- Do not extend 13th street west past municipal 1. Not needed! 2. Disruptive to a healthy business, 3. Disruptive to rental income
- Future redevelopment area, south of 10th.
- Make this a park (N Ave and 13th street)
- Provide housing and destination uses (13th street and M Ave)

### *Shiloh Road*

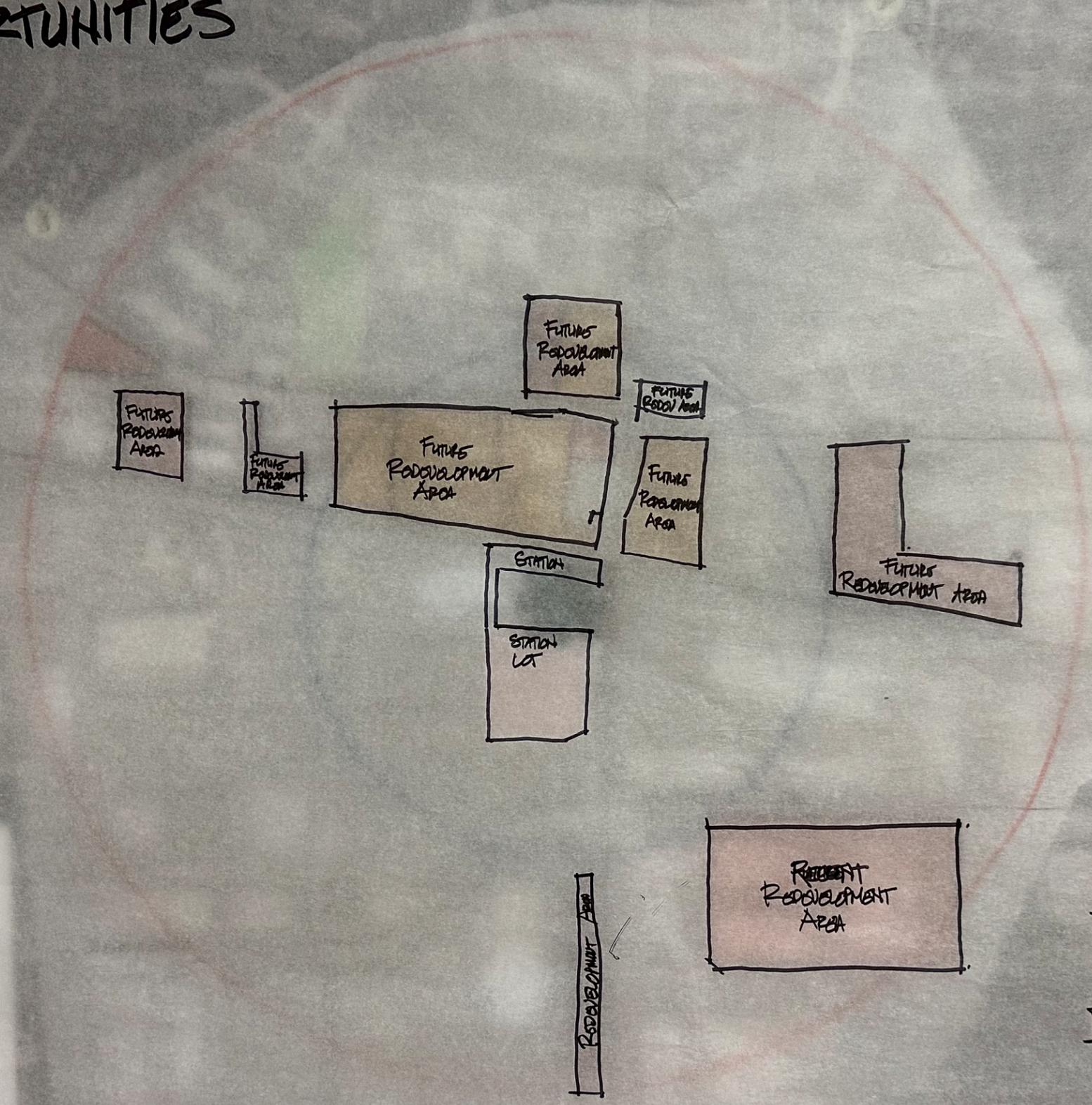
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# DEVELOPMENT/REDEVELOPMENT INFILL OPPORTUNITIES

FORMAN ELEMENTARY SCHOOL



Legend

- ★ School Facilities
- Existing DART Station
- Municipal/Community Facilities
- Future DART Stations
- DART Rail
- Quarter-Mile Station Buffer
- Half-Mile Station Buffer
- City of Plano Property

- ✳ SHILOH ROAD STATION
- 1/4 MILE STATION BUFFER
- 1/2 MILE STATION BUFFER
- DEVELOPMENT + REDEVELOPMENT OPPORTUNITIES IDENTIFIED BY ADVISORY GROUP
- DEVELOPMENT + REDEVELOPMENT OPPORTUNITIES IDENTIFIED IN MARKET STUDY

SHILOH ROAD STATION

## CONNECTIVITY FRAMEWORKS

### Input Questions

*What improvements are needed at the Shiloh Road/14th Street intersection to enhance pedestrian connectivity/pedestrian safety?*

- Traffic calming – bumps, narrower, something!

*A shuttle enhancing the functionality of both stations emerged in early discussions. The two options shown serve slightly different functions with one serving employment centers primarily south of the silver line and one connecting employment, residential, and activity centers north and south. Which option do you feel best meets the needs of Plano?*

- Shuttle from transit to downtown amenities good for all users
- A shuttle to R/T companies could be cost placed by the businesses – would help them get and keep employees. Too hot and too cold most of the year to walk from station and too long all year.

*What are the features of a pedestrian connection that you would use from the 12th street silver and red line stations north into the core of Downtown Plano?*

- Pedestrian overpasses/underpasses at major streets
- Traffic calming along streets, pedestrian routes connect to the surrounding uses and those uses should attract people to walk there.
- Walk and bike along J.

### 12th Street

- Must connect Collin Creek to downtown. Will need a transit system.
- Enhance pedestrian facilities on K avenue: widen sidewalks, shade trees, traffic calming, and reduce to 2 traffic lanes.
- Continue pedestrian connection north on K avenue to 14th Street.
- Continue trail on north side of tracks between N avenue and J avenue.

### Shiloh Road

- Expand Worker Shuttle to include south and east areas of research technology district (think of production worker in assembly building)
- Wider sidewalks
- Add on street bike infrastructure south of 14th Street.
- Love the community shuttle idea.
- Crosswalk/bicycle crossing signal buttons need to be placed in a location that you do not have to get off bike or walk out of the way. Better yet have pedestrian/bike sensors

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# 12th St Station Connectivity Framework

Much context could come to D.T. #1 will need a transit system

ENHANCE PEDESTRIAN FACILITIES ON K AVE  
WIDER SIDEWALKS  
SHADE TREES  
TRAFFIC CALMING  
REDUCE TO 2. TRAFFIC LANE

CONTINUE PED. CONNECTION NORTH ON K AVE TO 14TH

CONTINUE TRAIL ON NORTH SIDE OF TRACKS BETWEEN N AVE & J AVE

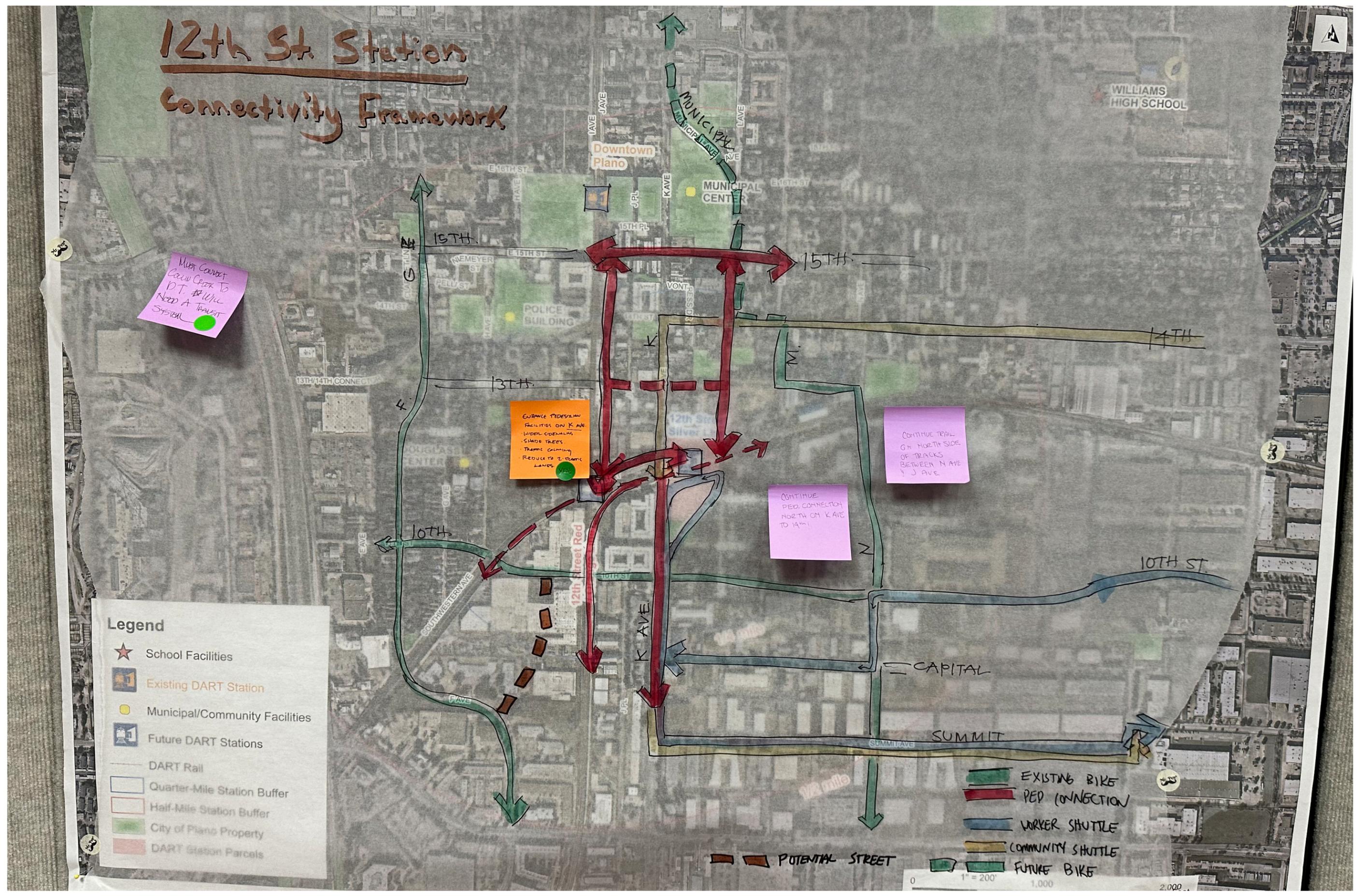
**Legend**

- ★ School Facilities
- Existing DART Station
- Municipal/Community Facilities
- Future DART Stations
- DART Rail
- Quarter-Mile Station Buffer
- Half-Mile Station Buffer
- City of Plano Property
- DART Station Parcels

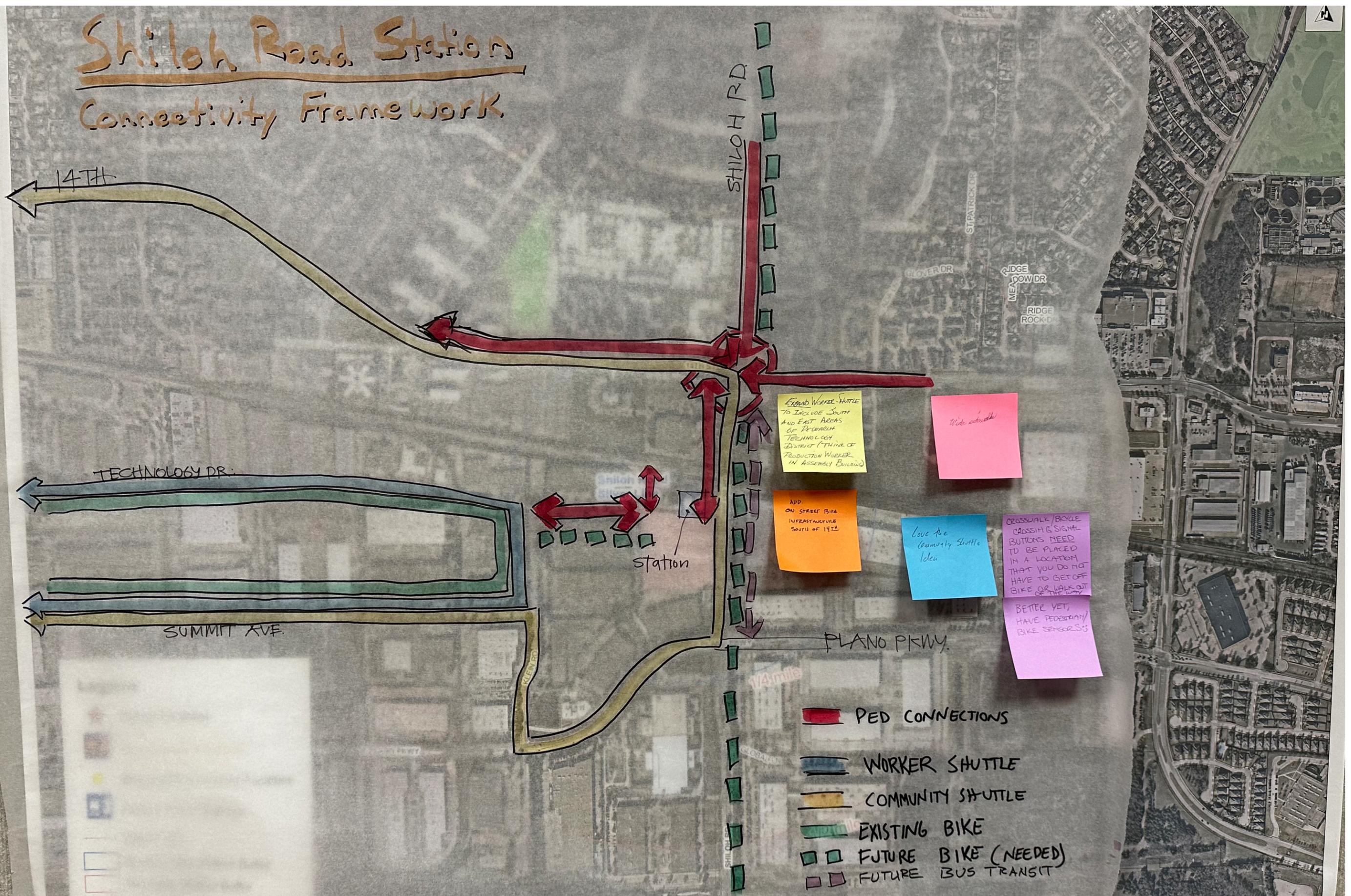
- EXISTING BIKE
- PED CONNECTION
- WORKER SHUTTLE
- COMMUNITY SHUTTLE
- FUTURE BIKE

POTENTIAL STREET

0 1" = 200' 1,000 2,000



# Shiloh Road Station Connectivity Framework



EXPAND WORKER SHUTTLE TO INCLUDE SOUTH AND EAST AREAS OF RESEARCH TECHNOLOGY DISTRICT (THINK OF PRODUCTION WORKER IN ASSEMBLY BUILDINGS)

Wide sidewalk

ADD ON STREET BIKE INFRASTRUCTURE SOUTH OF 14TH

Love Ave Community Shuttle Idea

CROSSWALK/BICYCLE CROSSING SIGNAL BUTTONS NEED TO BE PLACED IN A LOCATION THAT YOU DO NOT HAVE TO GET OFF BIKE OR WALK OUT OF THE CURB

BETTER YET, HAVE PEDESTRIAN/BIKE SENSORS

- PED CONNECTIONS
- WORKER SHUTTLE
- COMMUNITY SHUTTLE
- EXISTING BIKE
- FUTURE BIKE (NEEDED)
- FUTURE BUS TRANSIT

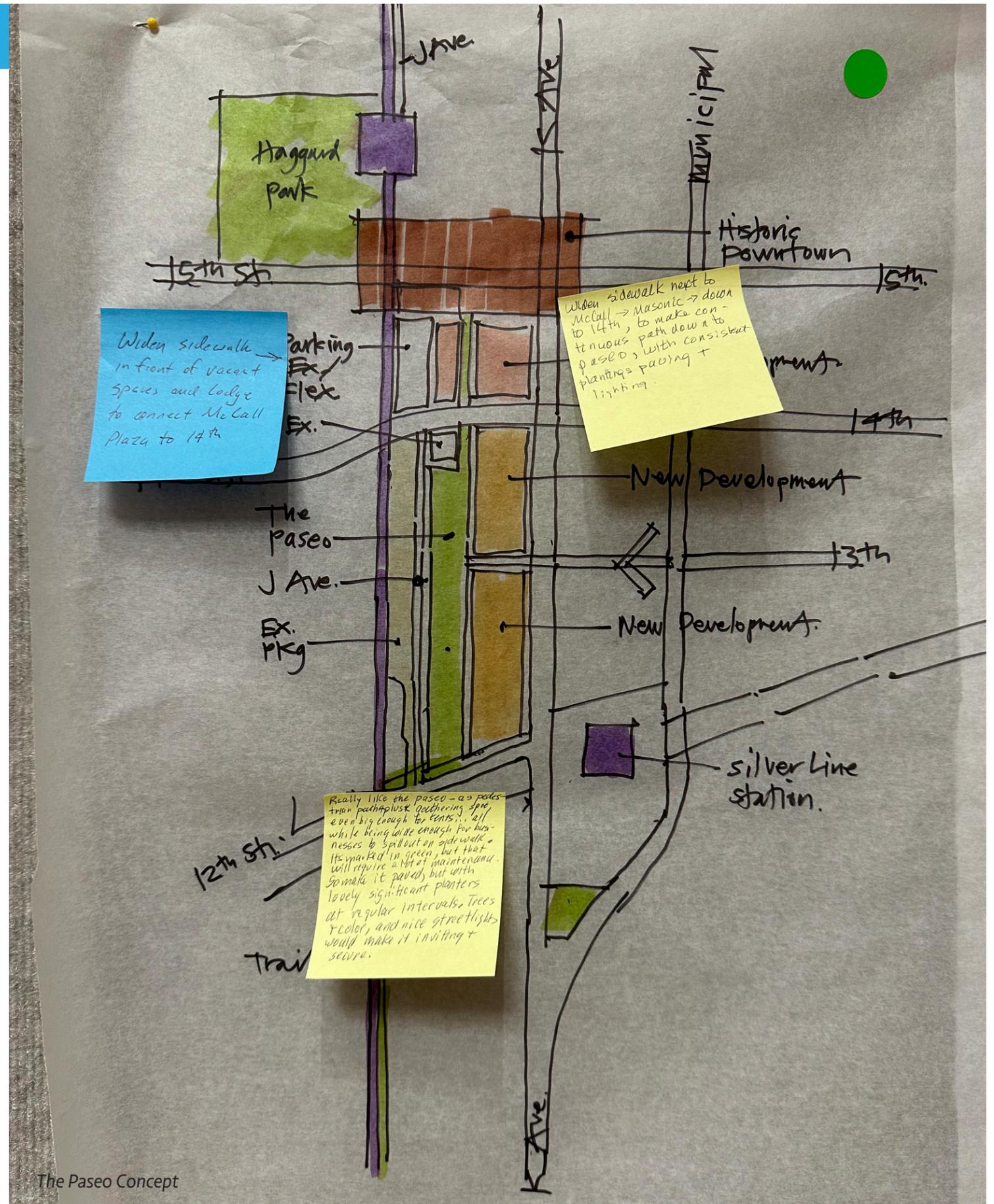
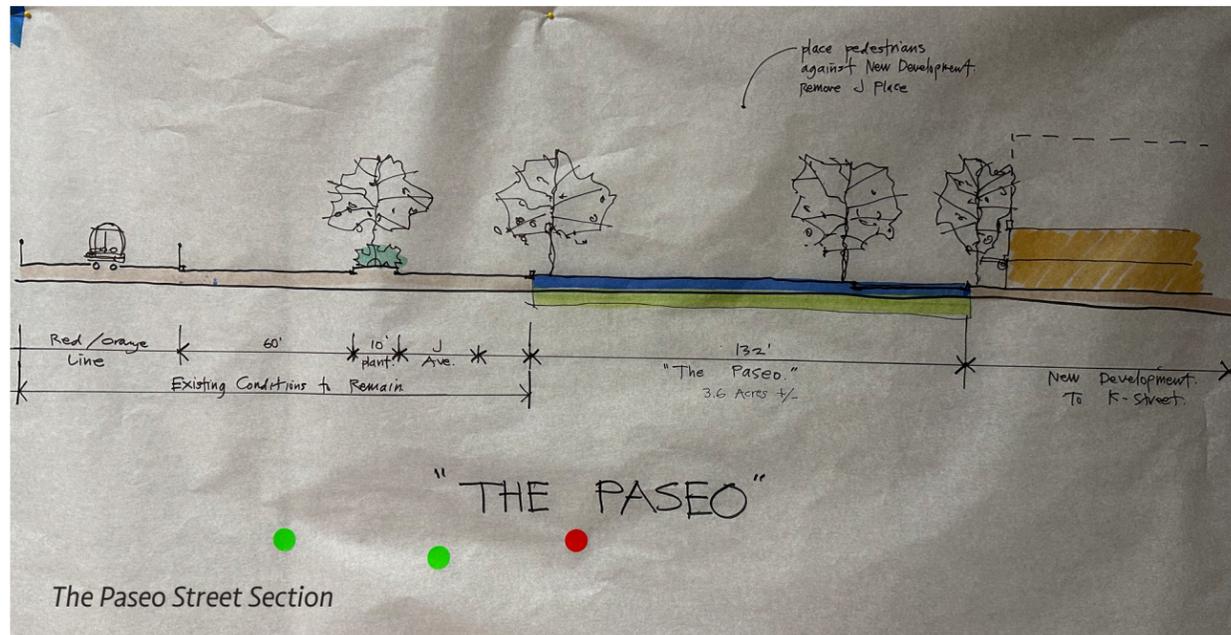
## STREETSCAPE AND URBAN DESIGN CONCEPTS

### 12th Street

#### The Paseo

#### THE PASEO CONCEPT

- Widen sidewalks in front of vacant spaces and lodge to connect McCall Plaza to 14th.
- Widen sidewalk next to McCall --> Mason --> down to 14th, to make continuous path down to paseo, with consistent plantings, paving, and lighting.
- Really like the paseo - as pedestrian path plus gathering spot even big enough for tents... all while being wide enough for businesses to spill out on sidewalk. Its marked in green, but that will require a lot of maintenance. So make it paved, but with lovely significant planters at regular intervals. Trees and color, and nice streetlights would make it inviting and secure.



## Downtown Promenade

### DOWNTOWN PROMENADE CONCEPT

- J Ave, K Ave, and Municipal Ave all need to have pedestrian friendly sidewalks
- Provide parking and sidewalks in front of businesses.

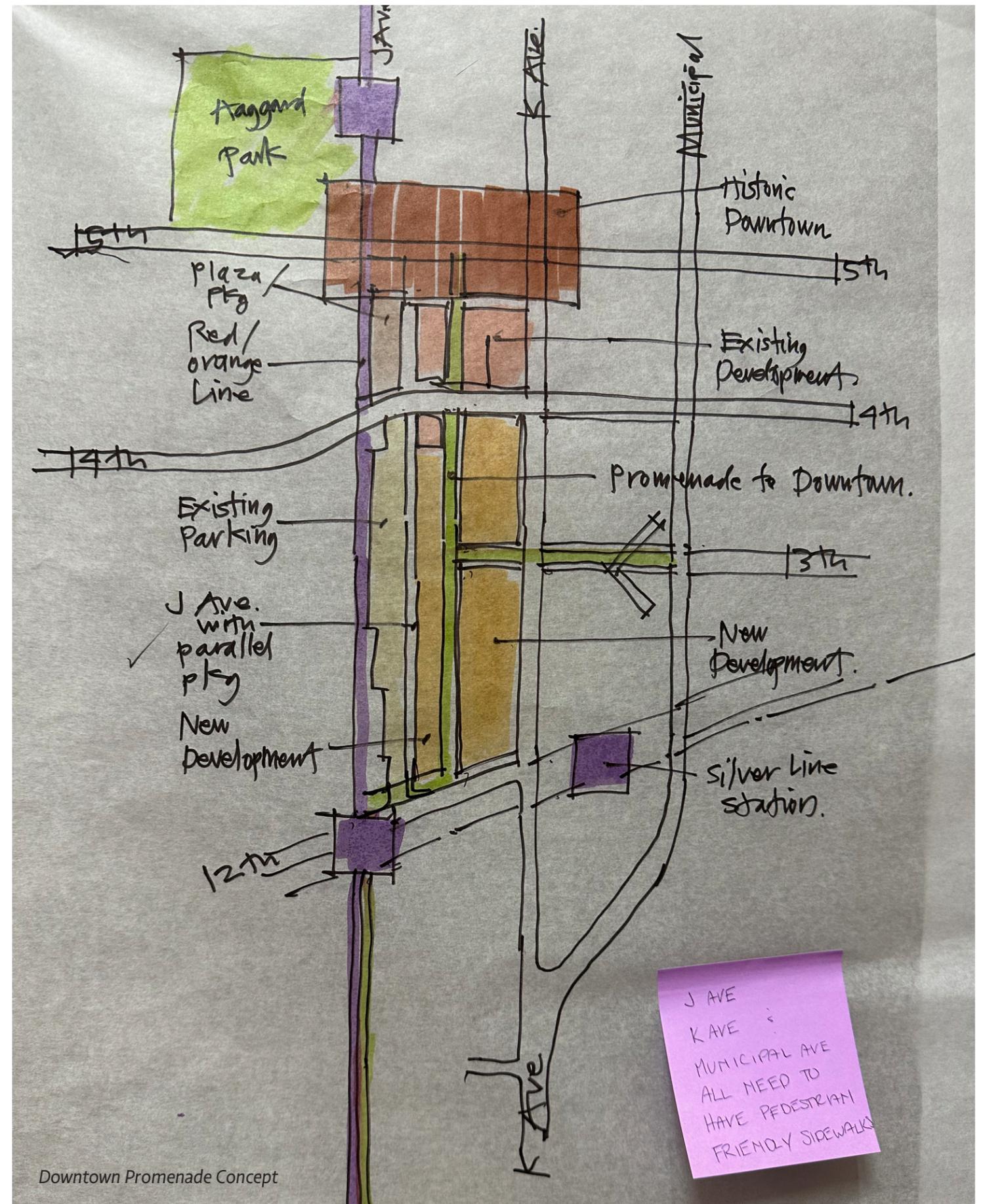
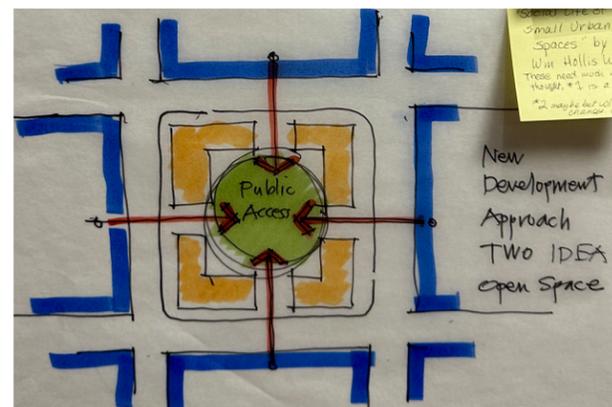
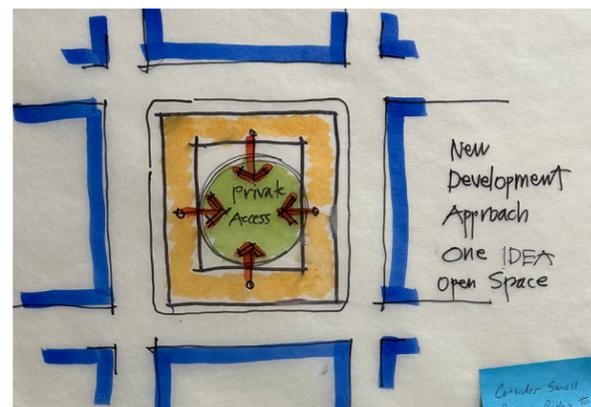
### DOWNTOWN PROMENADE STREET SECTION

- Shade is extremely important here. This west facing and very hot in the afternoon.
- Too narrow for restaurant seating and pedestrian travel and street furniture.
- Eliminating J place alley would leave more depth for properties along J... but as buildings along K redevelop closer to the street, some news for service and delivery would be needed.
- I could see brownstone-esque homes along J Avenue (walk-out apartments or homes)



### NEW DEVELOPMENT APPROACH

- [Private Access] Consider small pocket parks to put greenspace in more areas.
- [Public Access] Read and digest "Social Life of Small Urban Spaces" by Wm Hollis Whyte. These need much more thought, #1 is a no go, #2 maybe but with lots of changes. No walls.



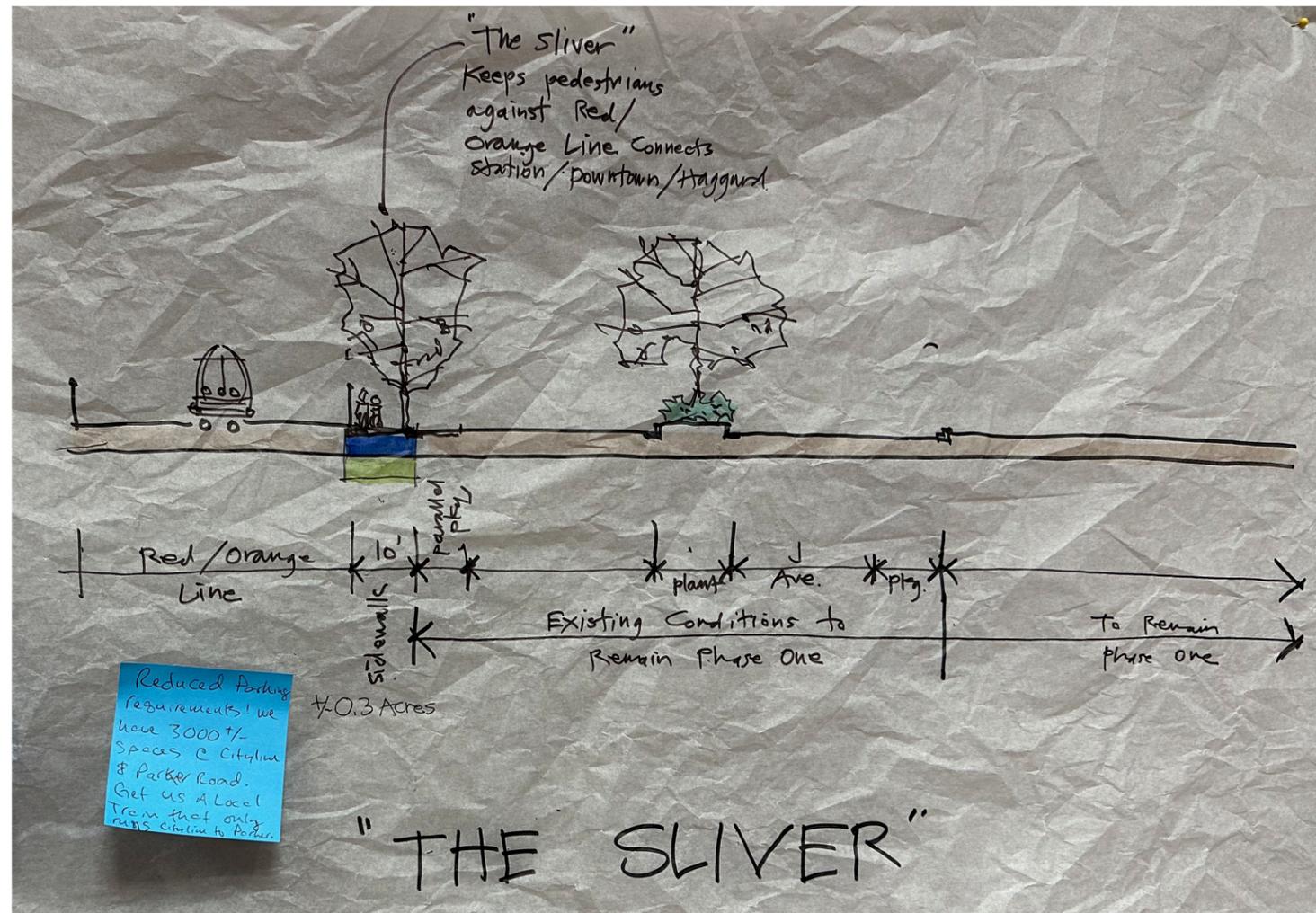
## The Silver

### THE SLIVER STREET SECTION

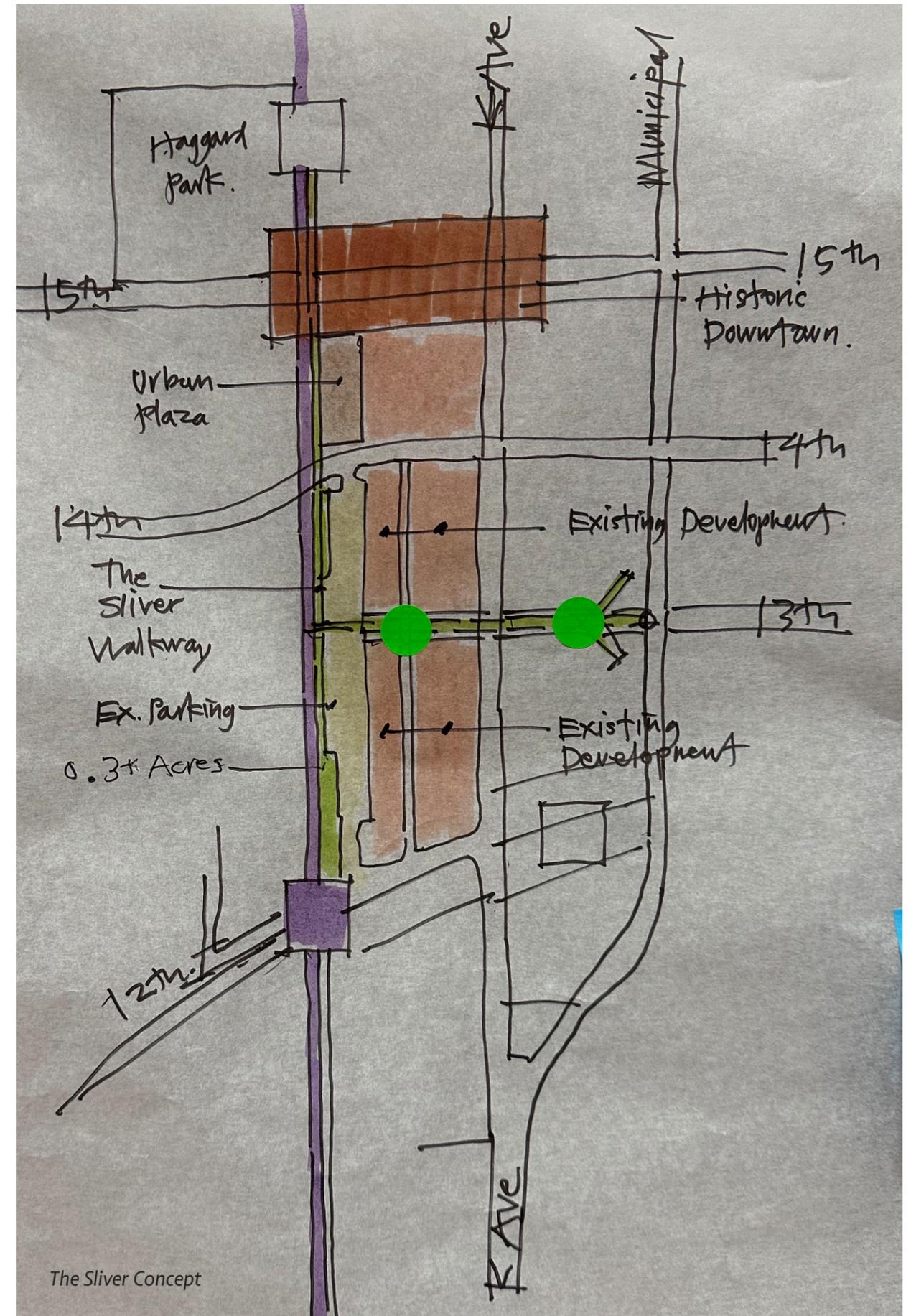
- NA

### THE SLIVER CONCEPT

- Parking and pedestrians in front of businesses
- Reduced parking requirements! We have 3,000 plus spaces at City Line and Parker Road. Get us a local train that only runs City Line to Parker
- Reduce Parking



The Sliver Street Section



## The Big Bite

### THE BIG BITE CONCEPT

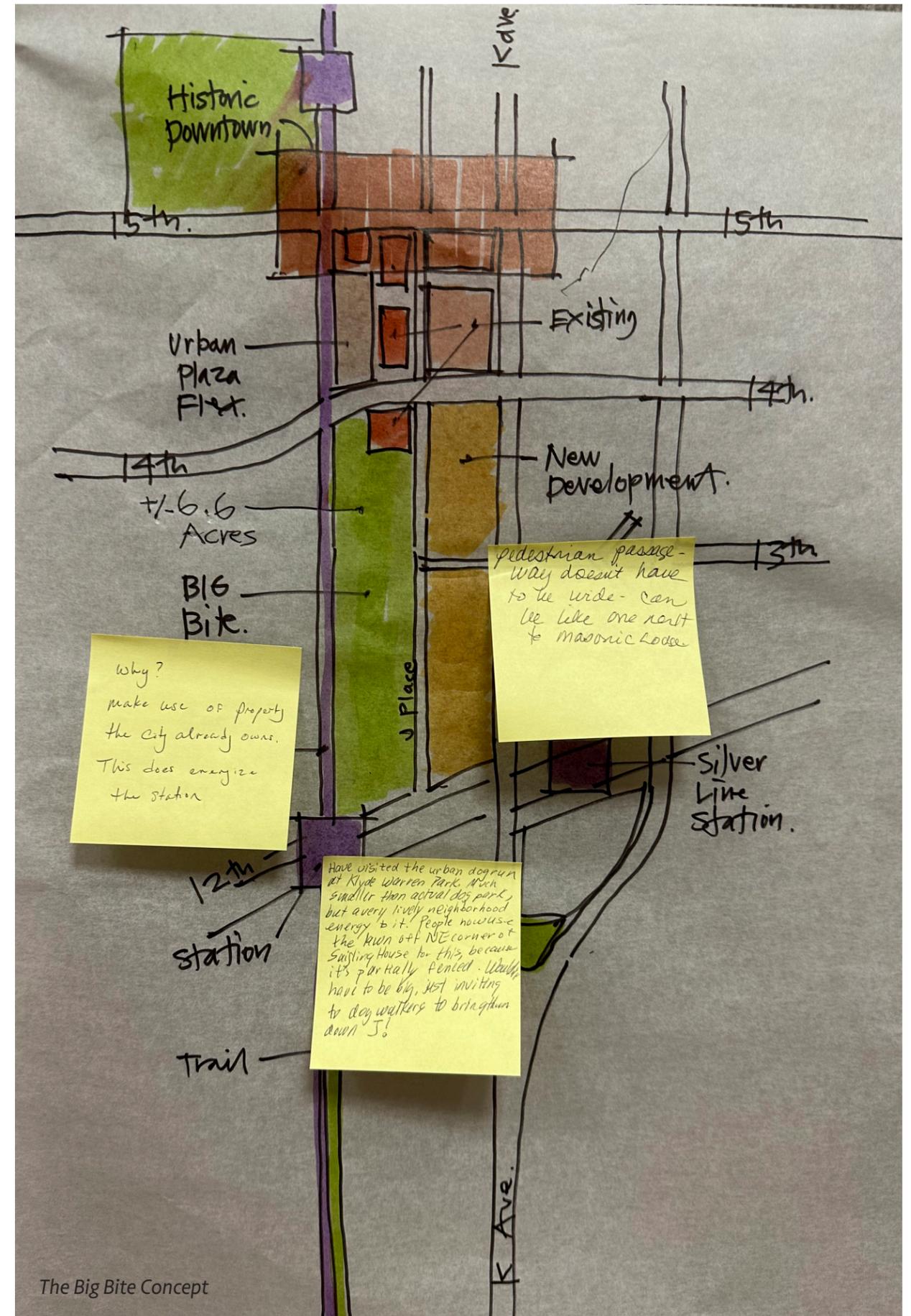
- Why? Make use of property the city already owns. This does energize the station. (J Avenue)
- Have visited the urban dog run at Klyde Warren Park. Much smaller than actual dog park, but a very lively neighborhood energy to it. People now use the lawn of NE corner of Saigling House for this, because its partially fenced. Would not have been too big, just inviting to dog walkers to bring them down J!
- Pedestrian passageway doesn't have to be wide can be like one like it to masonic lodge.

### THE BIG BITE STREET SECTION

- This is too much open space, we need more housing, more people living in downtown + supporting businesses.
- If this is too wide, people will not necessarily fill it - so wasted space.



The Big Bite Street Section



The Big Bite Concept

# Charrette Day 3: Advisory Group Meeting #2

## Proposed Concepts

### 12TH STREET STATION

#### Station Area Visioning and Guiding Principles

##### *A Vision for 12th Street*

The 12th Street station area is a vibrant mix of uses that activates and encourages development, redevelopment, economic diversity, connectivity, tourism, and unparalleled quality of life, while preserving and honoring the historic character of the area

##### *12th Street Station Area Guiding Principles*

- Foster a sense of place through the preservation of key elements that make Downtown unique.
- Increase station area activity by attracting residents and visitors with appealing-retail, commercial, and residential uses.
  - Coffee shops, K Ave shopping like TJ Maxx or Home Goods
  - I disagree no big boxes w/ parking lagoons along K, please. ^^
  - Services people really need!
- Incorporate well-designed parks and open spaces into the 12th street station area that enhance livability, health, and social connectivity by providing-natural amenities, gathering spaces, and visual aesthetics for residents and visitors.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing the functionality, aesthetics, and quality of neighborhoods.
  - Many current uses provide needed services and would have difficulty relocating in Plano.
  - I agree, I use the metal supermarket and community recycling! ^^
- Promote high density mixed-use residential near the 12th street station and surrounding areas.
- Create well-designed multi-modal connections that provide safety and accessibility between Downtown to the 12th street station and surrounding areas.
- Protect and enhance the culture and identity of the Douglass and Vendome neighborhoods by encouraging appropriate reinvestment and connection to surrounding areas.

#### Future Land Use Character Areas and Development Concepts

##### *Form and Character*

- What development characteristics are most compatible with the existing Downtown?
  - Brick Stone
  - Small footprints/facade. Many say they don't like multiple story buildings but when pressed J hear that the faces are too massive and undistinguished.
- What types of uses are appropriate or needed around the new 12th Street station?
  - Housing and multifamily
  - Quick eats: deli, breakfast, etc. Not everyone has time to have a long meal.

- Are there specific types of buildings that are suitable for adaptive reuse? What new uses?
  - Warehouse
  - Older industrial buildings adopted for reuse would likely wind up being more affordable to new businesses or even residents. (Not to mention funky-factors and presence neighborhood character.)
  - People say bad things about the automotive use buildings, but cleaned up they would be great geometric angular ‘black state’ possibilities for use as is or adding on to. Geometric form have great staying power, adaptable, not trendy.
  - Any of the existing buildings are theoretically adaptable. Restaurants, breweries, distilleries, galleries, bars.

### *Character Area Definitions*

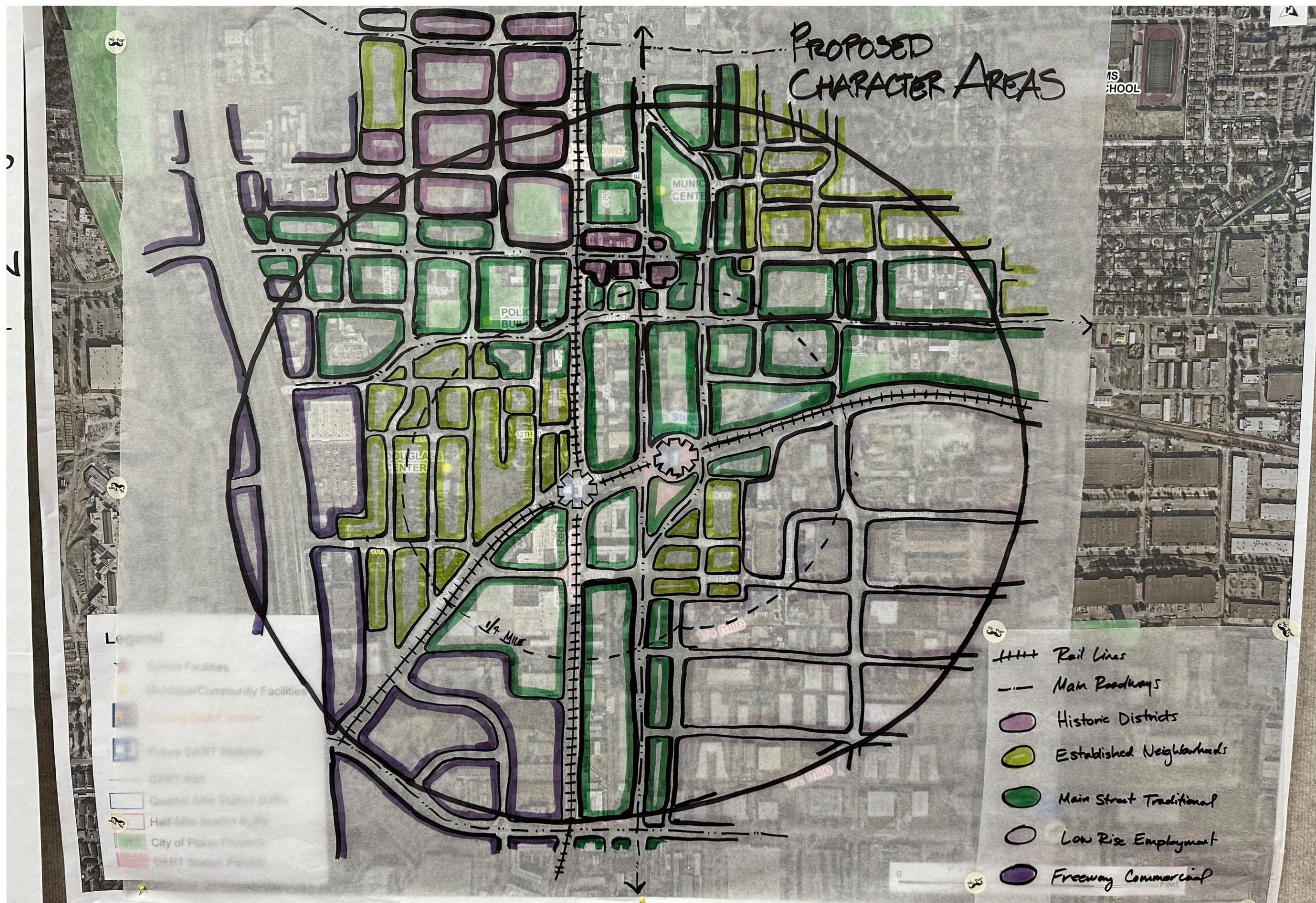
These represent areas where development and redevelopment share similar design characteristics that promote distinct environments and a common sense of place. Residents and visitors should naturally recognize the unique qualities of each area and the transitions between them. This is accomplished through area - specific design guidelines that encourage the use of similar design features such as:

- Exterior Materials,
  - Diverse design, not similar!
  - Outside of core of downtown, city should not try to regulate building on materials design. State/law challenge
- Building and Parking Orientation,
  - The N-G orientation of downtown Plano causes photo opportunities to be limited to morning and evening, yet most people are visiting during mid-day. New buildings should have some features and 30-60% angle.
  - Shopping near transit station to connect to Downtown.
- Setbacks from the Street,
  - Limit setbacks like on 15th.
- Height and Size Ranges,
  - It is time to increase building height. Downtown height should be limited to the height of historic. Shiloh should plan for 10-22 stories.
- Building Separations,
- Open Space, and
- Signage.
  - Signage is a complicated blend of too much and too little. Many good signs exist but can't be read from a moving car.

# PROPOSED CHARACTER AREAS

- Legend**
- Green Facilities
  - Community/Community Facilities
  - City of Plano Projects
  - 15411 Station Project

- ++++ Rail Lines
- - - Main Roadways
- Historic Districts
- Established Neighborhoods
- Main Street Traditional
- Low Rise Employment
- Freeway Commercial



Development Character Concepts

*Main Street Traditional – Mixed Use Development*



*Main Street Traditional – Adaptive Reuse Commercial/Industrial Development*



*Main Street Traditional – Residential Development*



*Established Neighborhoods – Infill Residential Development*

- Form-based duplexes or triplexes. Little more dense and affordable, but design can respect the context
- Joanna Gaines will not last forever. Rice field “tries too hard”, but someday will look dated. One to the left is classic form for a reason.
- Nice classic transitional Frank Lloyd Wright-ish

*Low Rise Employment*

- NA

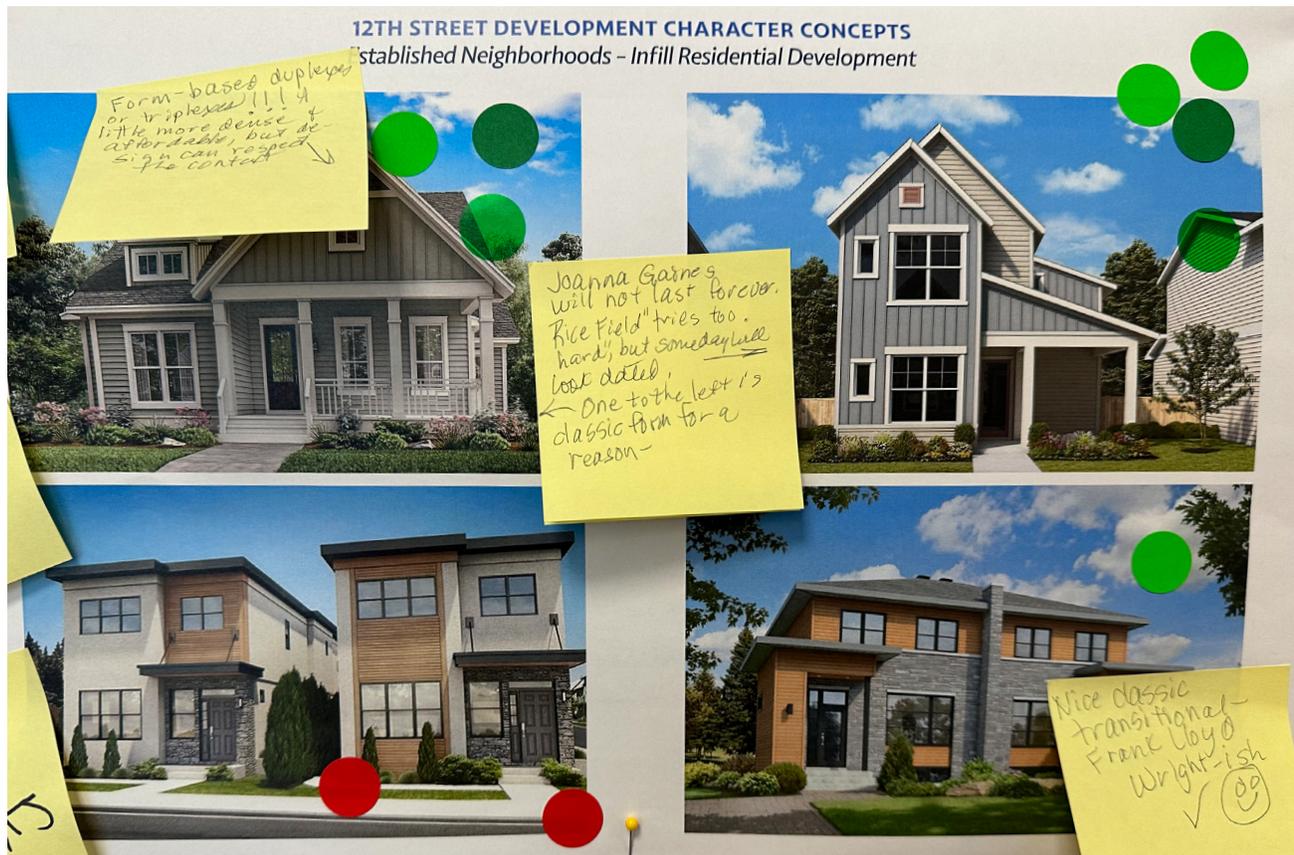
*Freeway Commercial*

- Needs landscaping.

*What Do You Think?*

- As distance away increases, new construction should dissolve to create a blend from downtown to the outer development. Especially true for Collin Creek. A significant phenomenon should occur in all directions.

## Established Neighborhoods - Infill Residential Development



## Low Rise Employment





### Development/Redevelopment, & Infill Opportunities

- [Northwest of station in existing residential] Garage is not needed. There is significant parking in downtown the municipal center lots are rarely used on nights and weekends.
- [Just north of the future garage] Could be managed to be great walkable frontage. Don't waste street frontage on parking garage, set it back.
- Potential Arts Center
- [Future Park near the municipal campus] Bad location for a park because of K avenue/ municipal avenue traffic
- [HD vertical mixed use] Parcels too small
- [East of HD vertical mixed-use parcel] Use this for park or parking
- Air rights at the 12th street station parking
- [Just southeast of Vendome neighborhood] Diverse use



## Streetscape and Urban Design Concepts

### The Paseo

- Please show walkway beside DART rail and Parker Road to City Line
- Does not activate J place to make safe, appealing commute from DART station to Downtown.
- Use the land the city already has.

### Downtown Promenade

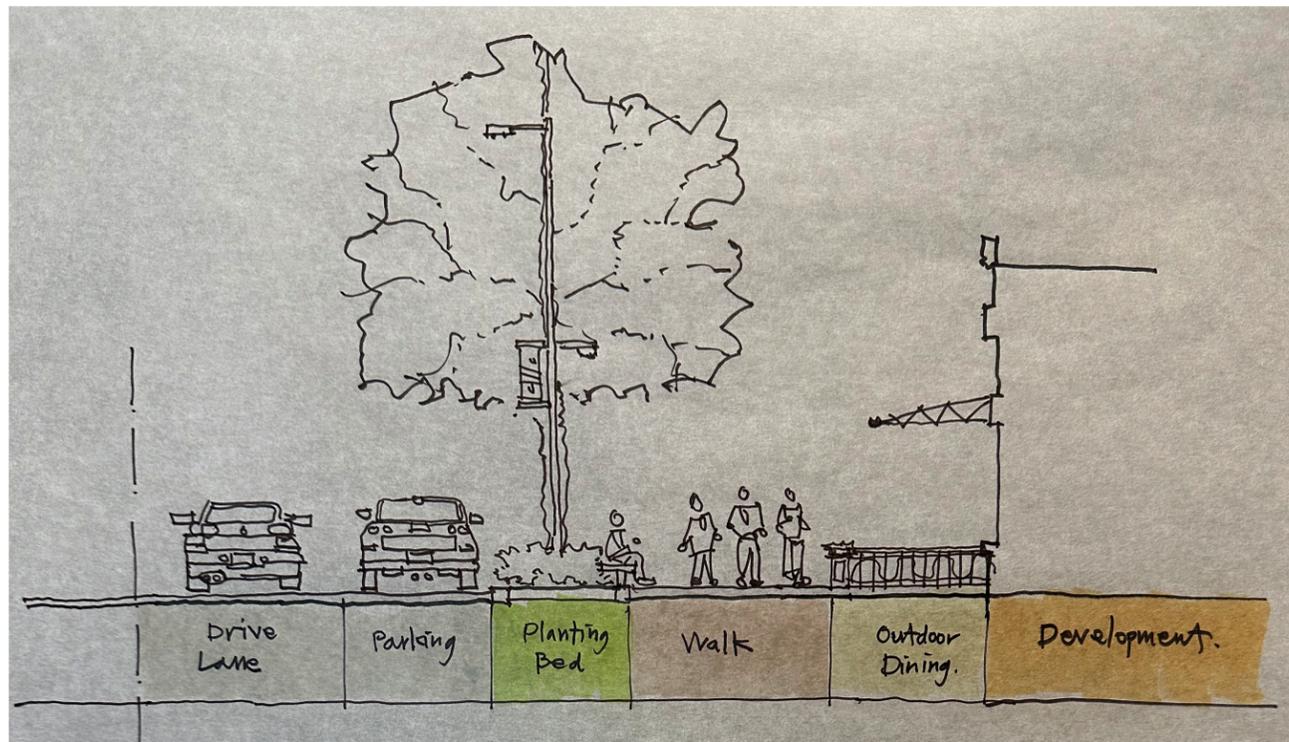
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### The Bit Bite

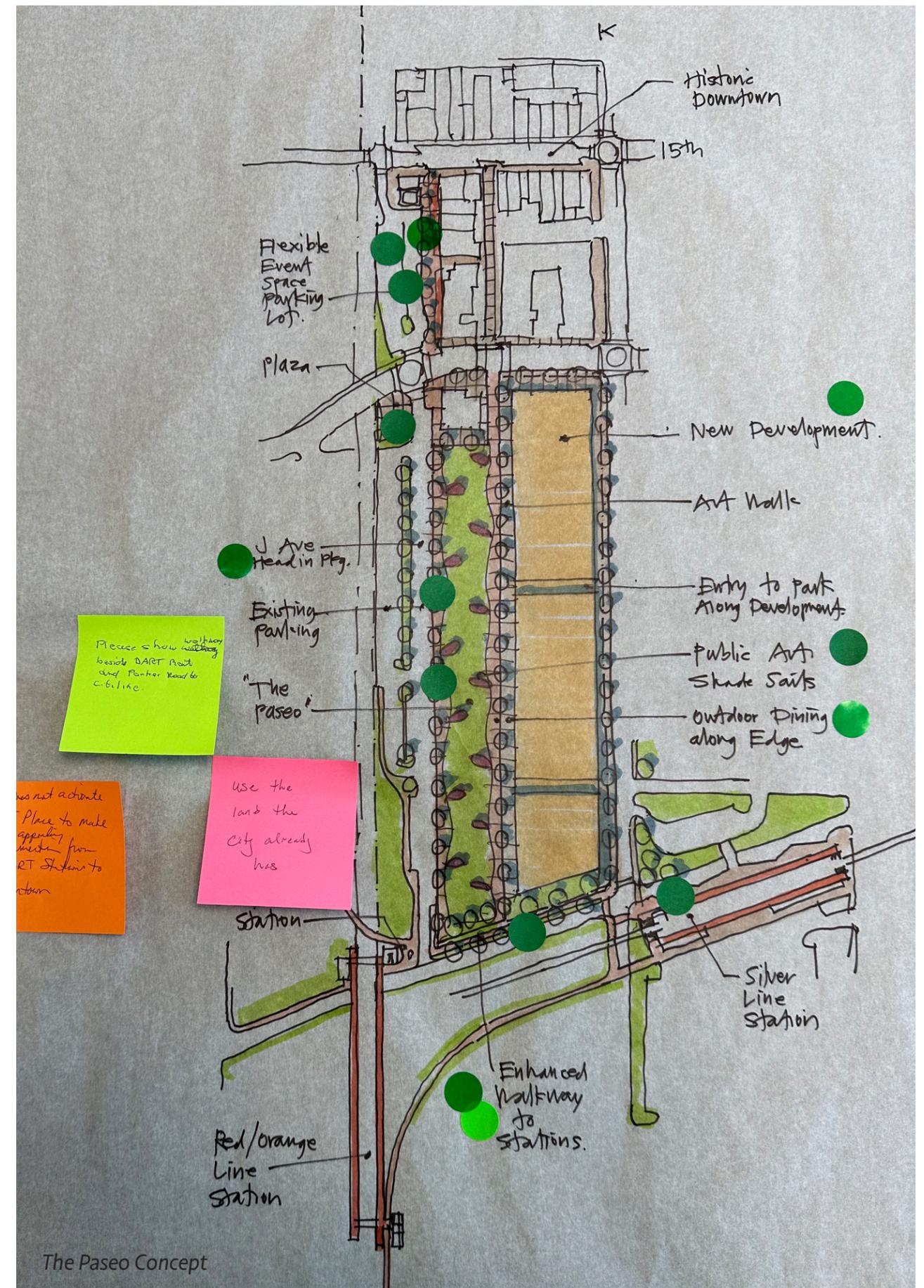
- Dart Property - at the park
- Use land the city already owns.
- Existing street should remain in place as well as parking along western edge.
- 12th street area should provide access to a sporty area. Ride in particular should see the arrival at 12th street as super exciting. Adults will probably want to go to downtown.
- People seem to love "green", but is this much of it sufficiently energizing to their small space? Max pedestrian bang for the buck - seating for gathering space, dog park green, outdoor patios or restaurants, even if small.
- J place alley would be a cool urban space, not great part of the park
- Lots need to be deep enough to accommodate development.

### The Sliver

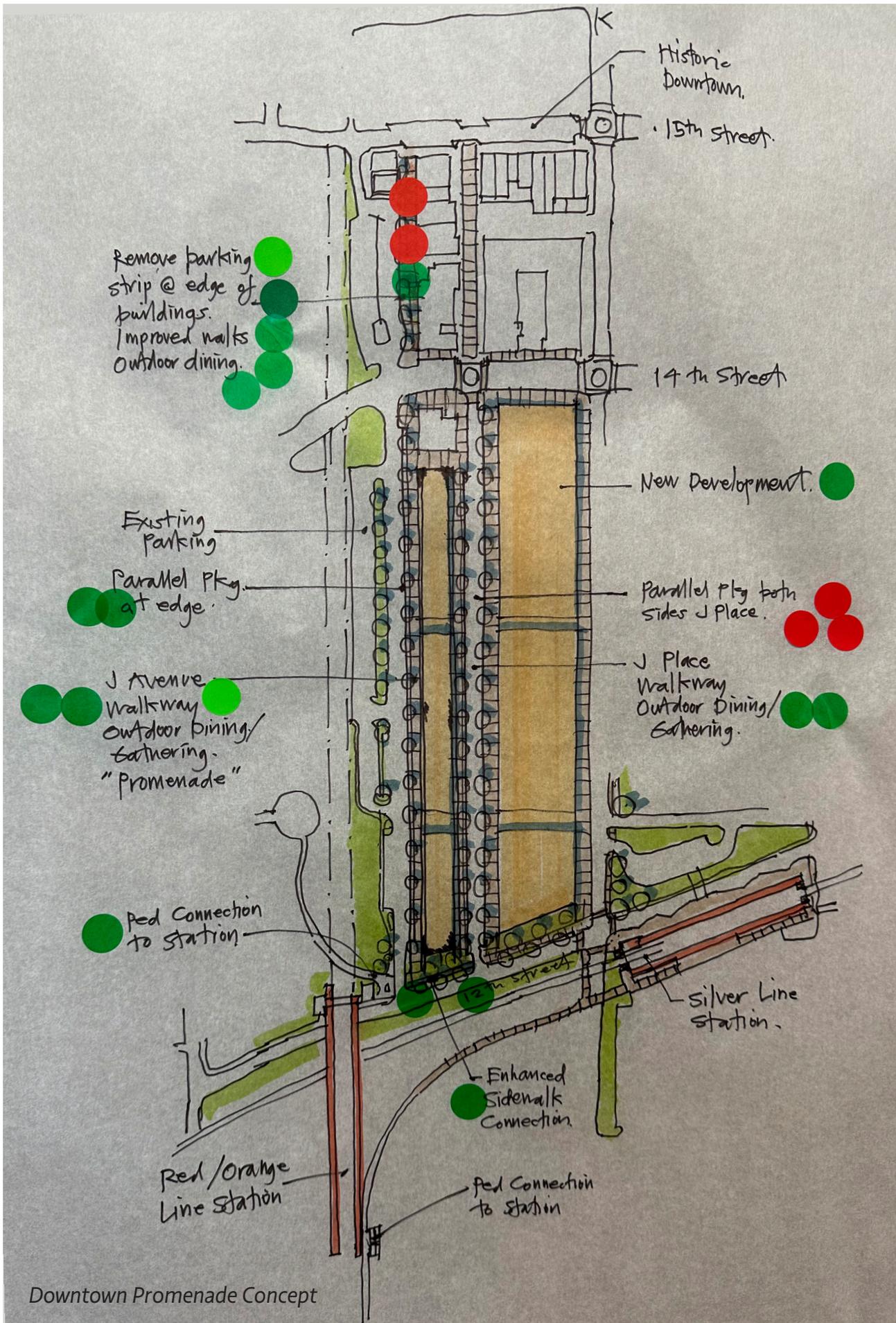
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Enhanced Walkways and Dining Experience - Street Section



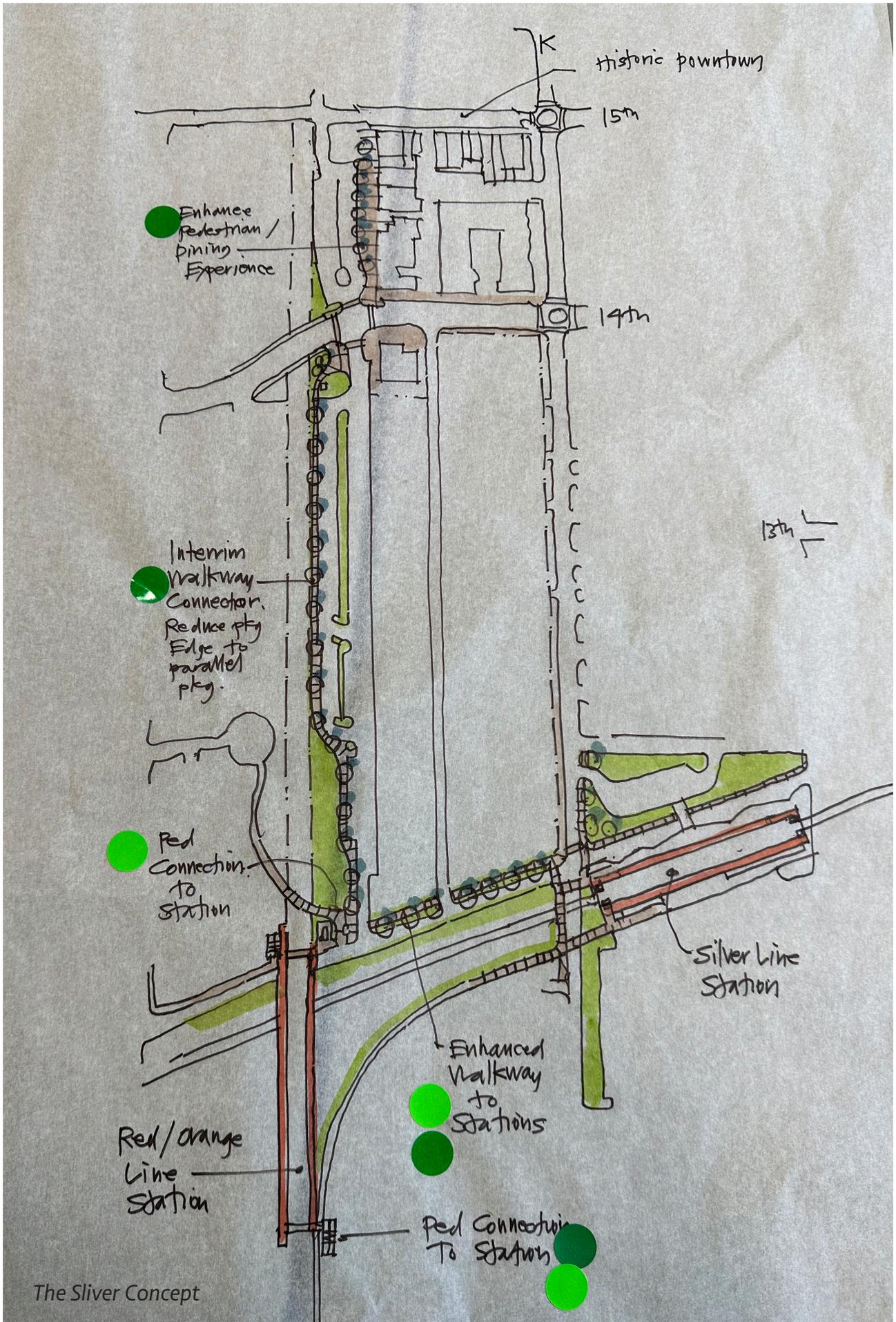
The Paseo Concept



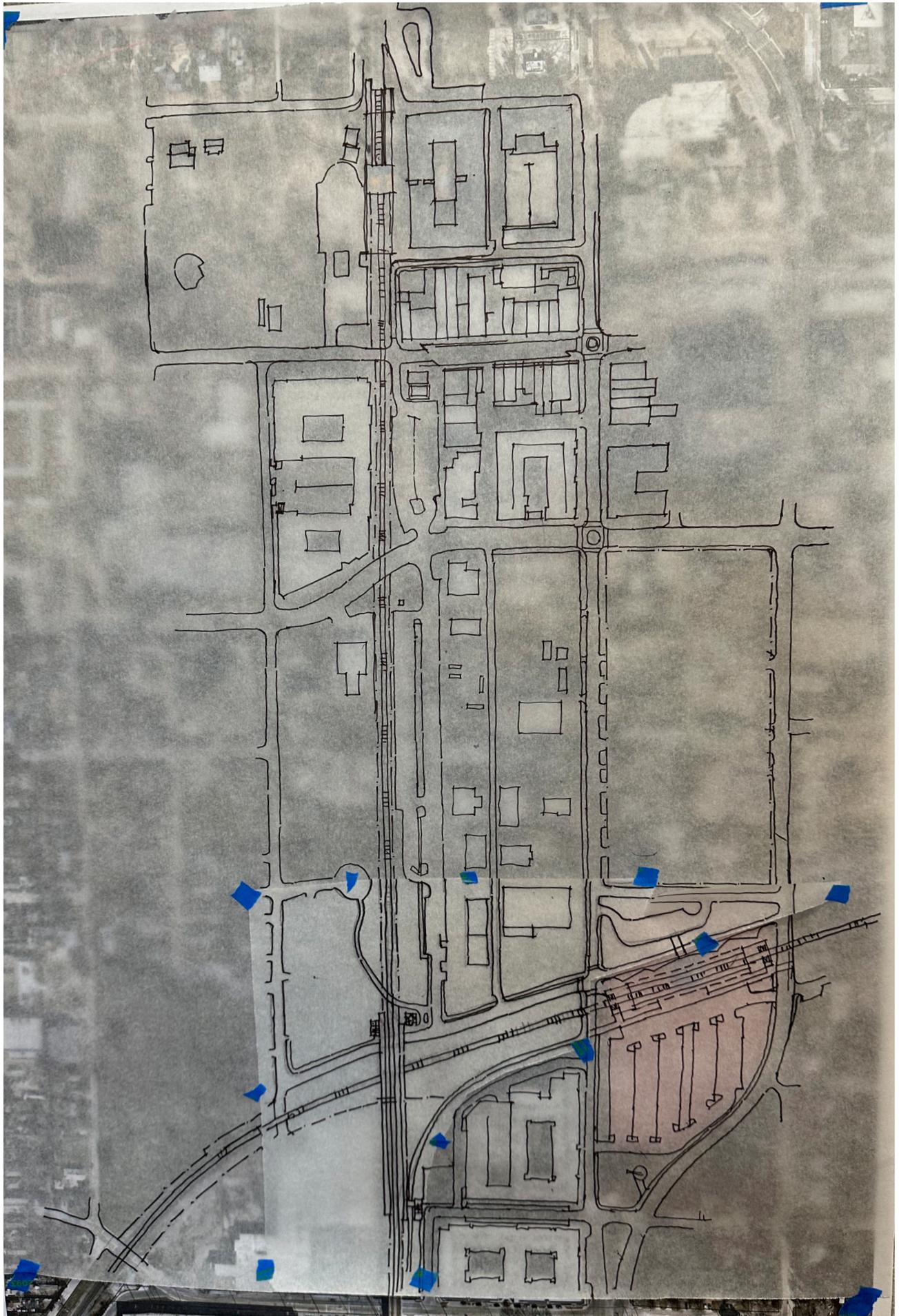
Downtown Promenade Concept



The Big Bite Concept



The Sliver Concept



## SHILOH ROAD STATION

### Station Area Visioning and Guiding Principles

#### *A Vision for the Shiloh Road Station*

The Shiloh Road Station area is a distinguishable innovation district focused primarily on employment generating uses, including supporting existing businesses while attracting new ones with an emphasis on preserving existing neighborhoods and will provide amenities and improvements that benefit residents and businesses alike.

#### *Shiloh Road Station Area Guiding Principles*

- Focus on infill, revitalization, and redevelopment projects in the station area to inspire future investment and support existing industrial and residential uses.
- Enhance the identity of Shiloh Road Station and the surrounding area by creating a unique sense of place and visual identity.
  - Convert sewer plant to pumping station.
  - Improve pedestrian safety at 14th and Shiloh intersection.
- Reinforce circulation via multi-modal connections between the station and adjacent land uses and across existing barriers.
- Preserve the unique character and integrity of existing neighborhoods and employment centers by incorporating unique transitional uses & safe connections.
  - Preserve affordable housing. It is needed.
  - Redevelop multifamily.
- Integrate activated public open spaces and green spaces to serve existing residential uses and add visual relief to the station area.

### Future Land Use Character Areas and Development Concepts

- Residential
- Flex Zone
- Commercial Hub
- Research & Technology District
  - In general, leave this area. It is successful and mostly good look. Need food for businesses: coffee, bread, and detailed discussions.
  - Shiloh Road will be a mix of young designers and middle-aged construction manufacturing technologies.

## What Uses are Appropriate in the Shiloh Flex Zone?

### COMMERCIAL

- Small Scale Retail
- Restaurants
- Coffee/Tea Shops
- Gym
- Flex/Creative Space
- Neighborhood Food Market
  - Office supply store

### INSTITUTIONAL

- Healthcare
- Schools
- Government
- Assisted Living
- Religious Facilities
- Police/Fire
  - Post office

### INDUSTRIAL

- Office/Warehouse
- Distribution Centers
- Private Utilities
- Wholesale Building Supplies

### OPEN SPACE/PUBLIC SPACE

- Plazas
- Dog Park
- Outdoor Dining
- Pocket Park
- Playground
- Walking Path

### ADDITIONAL COMMENTS

- High end apartments
- Mixed Use

**WHAT USES ARE APPROPRIATE IN THE SHILOH FLEX ZONE?**

**COMMERCIAL**

- SMALL SCALE RETAIL ●●
- RESTAURANTS ●●
- COFFEE/TEA SHOPS ●●
- GYM ●
- FLEX/CREATIVE SPACE ●●
- NEIGHBORHOOD FOOD MARKET ●●

**INSTITUTIONAL**

- HEALTHCARE ●●●
- SCHOOLS ●
- GOVERNMENT ●●
- ASSISTED LIVING ●
- RELIGIOUS FACILITIES ●●
- POLICE/FIRE ●●

**INDUSTRIAL**

- OFFICE/WAREHOUSE ●●●
- DISTRIBUTION CENTERS ●●
- PRIVATE UTILITIES ●●
- WHOLESALE BUILDING SUPPLIES ●●●

**OPEN SPACE/PUBLIC SPACE**

- PLAZAS ●●
- DOG PARK ●
- OUTDOOR DINING ●●
- POCKET PARK ●
- PLAYGROUND ●
- WALKING PATH ●●●

**PLACE A DOT!**

- AGREE
- DISAGREE

*Office supply store*

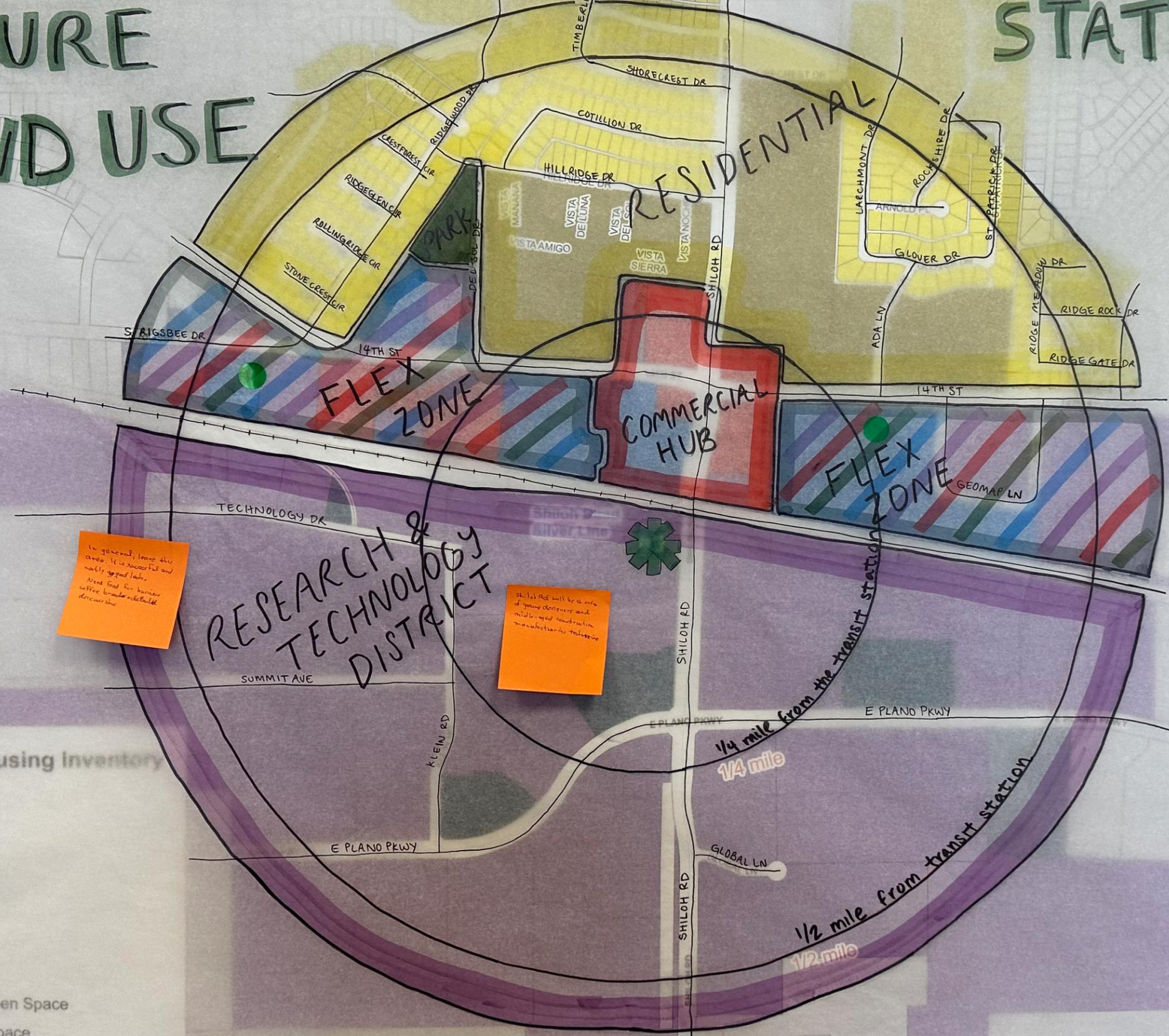
*Post Office?*

*High end Apartments*

*Mixed Use*

# PROPOSED FUTURE LAND USE

# SHILOH ROAD STATION AREA



- silver line rail path
- silver line rail station
- residential land use
- commercial hub
- flex zone
- research & technology district
- park

In general, leave this area. It is successful and well served. Need find the human coffee brand establish discussion.

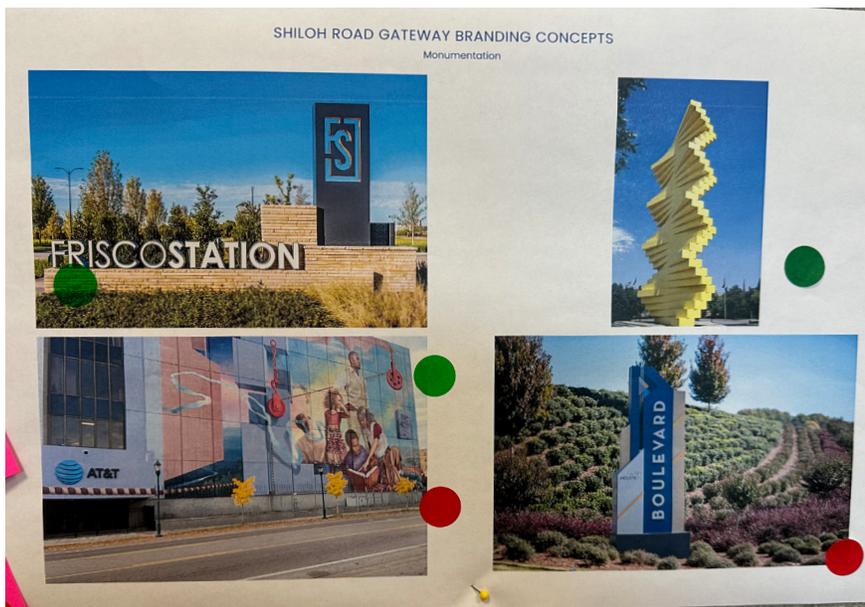
Shiloh Rd will be a mix of young designers and mid to end construction manufacturing technology.

Land Use & Housing Inventory

	Retail
	Office
	Institutional
	Industrial
	Attached SF
	Detached SF
	Multifamily
	Residential Open Space
	Parks/Open Space

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We've pulled some imagery for the potential character and form of the flex zone and commercial hub, as shown on the map. What do you think?



SHILOH ROAD STATION GATEWAY  
RETAIL REDEVELOPMENT CONCEPTS



SHILOH ROAD STATION GATEWAY  
RETAIL REDEVELOPMENT CONCEPTS



# Virtual Open House

## Virtual Open House Purpose, Function and Findings

Following the Planning and Design Charrette hosted from June 27 to June 29, 2023, the City of Plano followed-up the in-person event by hosting a Virtual Open House from July 24 to August 21, 2023. The purpose of the Virtual Open House was to showcase the findings and results gathered at the Planning and Design Charrette and engage a greater number of residents from the community, including those who could not attend the event in-person.

Utilizing the Virtual Open House format fosters inclusivity, as people can participate at their convenience, and it's particularly useful in reaching input from a wider range of stakeholders who do not typically attend public events. The Virtual Open House gathered 113 additional comments over the 28 days (four weeks) that it was published on Konveio and hosted via the City's website. The public was able to submit feedback on each input exercise and concept via virtual comments in Konveio—a web-based platform used specifically for gathering productive input within the context of posted materials. Detailed information and concept ideas for each of the Silver Line Stations was organized by topic and displayed in a consolidated, easy-to-navigate format that respondents could easily understand. Topic areas included:

- Station Area Vision and Guiding Principles
- Proposed Future Land Use Character Areas and Development Concepts
- Development/Redevelopment and Infill Opportunities
- Connectivity Frameworks
- Streetscape and Urban Design Concepts
- What did we miss?

Each of these topic areas included input opportunities, questions for deeper insight, and presentation of the design process, issues, and key elements to gather additional consensus from respondents. The comments received during the review period of the Virtual Open House further affirmed the findings and direction received during the Public Open House. The bullets below outline the results of this effort for the 12th Street Station and Shiloh Road Station, respectively.

### 12TH STREET STATION

- Promote high density mixed-use residential near the 12th street station and surrounding areas. Increase station area activity by attracting residents and visitors with appealing-retail, commercial, and residential uses. Respondents indicated that higher density housing options are ideal for this area, complimented by connections to nearby housing at Collin Creek and Cityline, and destinations like University of Texas at Dallas and Collin College.
- Respondents agreed that well-designed multi-modal connections that prioritize safety and accessibility between local destinations to the 12th street Station via on-street parking, protected walkways, bus routes, bicycle facilities, wayfinding signage, and roadway safety features (crosswalks, signalization, landscaped medians, etc.).

- Foster a sense of place through the preservation of key elements that make Downtown unique. Development and redevelopment areas that promote distinct environments and a common sense of place through area-specific design guidelines—specifically reflective of the Main Street Traditional Mixed-Use development type—that encourage the use of similar features like exterior materials, building and parking orientation, street setbacks, height and size ranges, building separations, open space, and signage.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing the functionality, aesthetics, and quality of neighborhoods. Development relief options that incorporate landscaping features, greenspaces, and public gathering space to complement new development and integrate existing land uses.
- Enhanced streetscape design elements, designated walkways, outdoor dining experiences, and pedestrian amenities to safely connect the station with Downtown and generate a vibrant and bustling streetscape that is further supported by surrounding land uses and activity generators. Respondents emphasized across the topic areas the importance of ensuring pedestrian access, safety, and comfort in and around the station area for long-term success.

## SHILOH ROAD STATION

- The vision for the Shiloh Road Station is based heavily upon its current form and function as an industrial and employment center, and respondents agree that it should be a distinguishable innovation district focused on employment generating uses, including supporting existing businesses while attracting new ones, preserving existing neighborhoods, and providing amenities and improvements that benefit all users.
- Respondents confirmed that the station area should focus first on infill, revitalization, and redevelopment projects that inspire future investment and support existing industrial and residential uses before encouraging new development. Desired commercial and institutional land uses may include small scale retail, restaurants, cafes, gym, flex/creative space, neighborhood food market, office supply stores, healthcare, schools, government, assisted living, religious facilities, and police/fire.
- The *Commercial Hub* concept will serve as the gateway to the employment district and will further enhance the identity of Shiloh Road Station area by creating a unique sense of place and visual identity. Character and branding concepts should prioritize and address safety, connectivity, and wayfinding goals via gateway monumentation, identifiable crosswalks designs, lighting, banners, and area signage.
- Respondents reiterated that circulation via multi-modal connections between the station and adjacent land uses and across existing barriers was paramount to creating a functional transit stop that serves the surrounding area and users. One comment reiterated that parking needs of local businesses should come second to facilitating pedestrian connectivity through the area between local businesses/employers and the Shiloh Road Station.
- Preserve the unique character and integrity of existing neighborhoods and employment centers by incorporating unique transitional uses & safe connections. The *Flex Zone* will concentrate a variety of existing uses, revitalized/redeveloped uses with small-scale retail, industrial, plazas/parks, and institutional uses (including school buildings and places of worship) as a transitional buffer between existing northern residential and the southern industry employment center.

The results of the Virtual Open House confirm the prioritization of the provision of economically sustainable land uses, connectivity, appropriate development types, and character development of the areas in and around both transit stations as identified in the Planning and Design Charrette and Public Open House #1. The findings from the Planning and Design Charrette and subsequent Virtual Open House provide a clear, consensus-based vision for the future development and redevelopment of the station areas, as well as direction for future policy changes, development partnerships, resource commitments, and more (as needed) for the success of the Silver Line Stations at 12th Street and Shiloh Road.

Below is the content provided in the Virtual Open House, along with comments received from the community over the course of the four weeks it lived online. Please note that while this is the same content presented at the Planning and Design Charrette, this content was received anonymously online.



You Are Here: [Home](#) > [Connect](#) > Silver Line Station Areas Plan

## WHAT IS THE SILVER LINE STATION AREAS PLAN?

More transit opportunities are on the way in Plano. The 26-mile-long Silver Line commuter rail corridor is under construction and will extend between the Dallas Fort Worth International Airport (DFW) and Shiloh Road in Plano. DART, the operator of the commuter rail corridor, anticipates service to begin as early as late 2025. This will result in two new stations in Plano served by the Silver Line, a 12th Street Station and Shiloh Road Station. In addition, a new 12th Street Red/Orange Line light rail station will be constructed to serve as a transfer point between the Silver Line and the existing light rail corridor. This substantial public investment is expected to be an economic development catalyst for southeast Plano and the greater Downtown core.

In Fall 2020, the city undertook the [Silver Line Corridor – Market Assessment & Economic Development Strategy](#) as a first step in understanding the impacts of the DART rail on surrounding land use. Following the completion of this study, in February 2022, the Planning & Zoning Commission directed staff to initiate an area plan within a half-mile of the future Silver Line stations in order to guide development patterns and address redevelopment opportunities presented in the market study. This planning effort is anticipated to occur throughout 2023, and public input will be a priority throughout the process to create a long-range planning policy that represents the community's vision and guides the future of these station areas.



## NEWS AND UPCOMING EVENTS

### DIGITAL OPEN HOUSE

The City held an in-person charrette and public open house on June 27-29. A **Digital Open House** is now available! Please follow the link to review materials from the charrette and open house and provide your input. The Digital Open House will close on August 21, 2023.

[DIGITAL OPEN HOUSE](#)

### JOIN THE PROJECT ADVISORY GROUP

Are you a resident, property/business owner, or interested stakeholder in the 12th Street or Shiloh Road station area? Join the **Project Advisory Group** to provide key insights and help guide this planning effort! Contact the Planning Department at [PlanoCompPlan@plano.gov](mailto:PlanoCompPlan@plano.gov) or 972-941-7151.



## Silver Line Station Areas Plan

You Are Here: [Home](#) > [Connect](#) > [Silver Line Station Areas Plan](#) > Digital Open House

### DIGITAL OPEN HOUSE

#### WELCOME TO THE DIGITAL OPEN HOUSE

Thank you for visiting the Digital Open House and for investing your time into the future of the Silver Line Station Areas. We appreciate your dedication and feedback.

From June 27th to 29th, an in-person charrette and public open house took place at the Sam Johnson Senior Recreation Center, a collaborative planning process to set the direction for the 12th Street and Shiloh Road Station Areas. Over the course of this 3-day period, advisory group members, staff, and the consultant team worked together to gather a wealth of input – *big ideas, opportunities, and concerns* – laying the groundwork for draft concept plans covering a range of topics, including future land use, redevelopment opportunities, transportation, and open space.

On the first day, the charrette process kicked off with an engaging session, gathering input from Advisory Group members and city staff. This collaborative effort aimed to identify key opportunities and priorities that would lay the foundation for developing concept plans. On the second day, the input and draft concepts were presented at an open house, offering the community the chance to provide valuable input on the station area issues and opportunities, and further refine the draft concepts. The third day of the charrette resulted in the completion of refined concept plans, which were subsequently presented in a final Advisory Group session.

The purpose of this Digital Open House is to share the results and findings of the 3-day charrette process and continue the input and engagement from members of the community.

#### INSTRUCTIONS:

#### HOW TO REVIEW AND PROVIDE INPUT

To get started, please read the following general instructions on how to navigate this page and provide your feedback.

##### Instructions:

1. **Navigate the Topic Sections:** Below, you will find sections with descriptions related to the charrette topics, ideas and draft concepts.
2. **Explore the Konveio Links:** Click on the provided link to access Konveio input pages with materials and concept plans developed during the charrette. Take your time to explore the ideas, visualizations, maps, and questions presented.
3. **Provide Feedback:** As you review the materials, we encourage you to share your thoughts and ideas. Use the comment feature within the Konveio link to provide specific and constructive feedback on each topic and concept plan.

##### Next Steps:

The Digital Open House will be available for three weeks, concluding on August 14. Please provide your feedback by this date. Feedback gathered during the Digital Open House will be combined with feedback gathered during the charrette process to further refine the vision and concepts for the station areas. Once a complete draft plan has been developed, the City will host another in-person public open house later this year to present the refined concepts and gather final input.

## Virtual Open House

### WELCOME TO THE VIRTUAL OPEN HOUSE

Thank you for visiting the Virtual Open House and for investing your time into the future of the Silver Line Station Areas. We appreciate your dedication and feedback.

From June 27th to 29th, an in-person charrette and public open house took place at the Sam Johnson Senior Recreation Center, a collaborative planning process to set the direction for the 12th Street and Shiloh Road Station Areas. Over the course of this 3-day period, advisory group members, staff, and the consultant team worked together to gather a wealth of input – *big ideas, opportunities, and concerns* – laying the groundwork for draft concept plans covering a range of topics, including future land use, redevelopment opportunities, transportation, and open space.

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## PROVIDE YOUR FEEDBACK

In the following sections, you will have the opportunity to explore and provide your input on the proposed concept plan ideas. Click on the provided links to review the charrette materials and provide feedback.



### STATION AREA VISION AND GUIDING PRINCIPLES

First, we invite you to review the emerging themes received from the Advisory Group's input during the charrette. These themes represent high-level statements intended to shape the vision and guiding principles for each station area.

[12TH STREET](#)

[SHILOH ROAD](#)



### PROPOSED FUTURE LAND USE CHARACTER AREAS AND DEVELOPMENT CONCEPTS

Next, explore the proposed land use character areas and development concepts, influenced by the input gathered during the charrette sessions. The proposed land use character areas and development concepts aim to capture the unique identity and development potential of each station area.

[12TH STREET](#)

[SHILOH ROAD](#)



### DEVELOPMENT/REDEVELOPMENT AND INFILL OPPORTUNITIES

These concepts identify potential areas within the station areas where infill opportunities may exist, based on input about development and redevelopment opportunity sites.

Review the links below to comment on the location and type of future development opportunities.

[12TH STREET](#)

[SHILOH ROAD](#)



### CONNECTIVITY FRAMEWORKS

A well-designed and accessible multimodal transportation network is important for the success of transit-oriented development in the station areas. Based on input gathered during the charrette, connectivity frameworks were developed for both station areas, which include identified opportunities for enhanced bicycle and transit connectivity, among other suggestions. Please review the links below and comment on the connectivity issues and opportunities around the stations.

[12TH STREET](#)

[SHILOH ROAD](#)



### STREETScape AND URBAN DESIGN CONCEPTS

Streetscape and urban design concepts were developed representing "big ideas" for creating unique senses of place in both station areas. Please review the links below and comment on urban design concepts around the stations.

[12TH STREET](#)



### WHAT DID WE MISS?

We want to hear your thoughts on the station areas that may not have been fully captured in the charrette concept materials. This is your opportunity to provide any additional comments, ideas, or concerns that are important to you and have not yet been addressed.

[12TH STREET](#)

[SHILOH ROAD](#)

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## CONTACT US

If you have questions about this process, or how to get involved, contact the City of Plano Planning Department at [PlanoCompPlan@plano.gov](mailto:PlanoCompPlan@plano.gov) or 972-941-7151.

## STATION AREA VISION AND GUIDING PRINCIPLES

First, we invite you to review the emerging themes received from the Advisory Group's input during the charrette. These themes represent high-level statements intended to shape the vision and guiding principles for each station area.

### 12th Street

The following list of emerging themes are results of the advisory committee's input and are meant to be high-level statements that will be used to shape the vision and guiding principles for each station.

#### *Emerging Themes: 12th Street*

- Accessibility/mobility to Downtown from stations is critical.
- Preserve historic Downtown character.
- More parks and open space needed in the area.
- There are some misplaced land uses.
- There is a desire to provide additional high density housing (limited to five stories).
- Existing neighborhoods (Douglass & Vendome) should be protected/enhanced.

#### **What do you agree with? What would you change? What would you add?**

*Place your comments next to the emerging themes or in the box below.*

- Housing should not be limited to five stories. This is an ambitious plan to revitalize a highly desirable neighborhood, so the more units available, the better it will be. Especially when adding additional dense retail, more residents means more customers, and more customers means less empty storefronts.
- There is emphasis on increasing population in the area with additional high density housing, but there also needs to be a focus on serving the daily needs of those in the area. Either increasing the walk-ability to existing grocery options in the area, or adding new grocery options close to the high density housing would be a great first step in reducing traffic and increasing the quality of life for the residents.
- Dense development has to happen in order for the system to be successful, dense, walkable and mixed use development with transit and Gold standard for a desirable place to live
- I have a multicultural background and would love to see diversity highlighted with multicultural foods, stores, attractions and more.
- Agree with maintaining the downtown character. Having businesses and restaurants would be really nice on the ground floors of these buildings. Most of the concern with dense housing is car traffic, but the more businesses in close proximity to where people live, the fewer additional cars on the road. Plus it will be nice to have another DART stop that actually has businesses and places to see in the area.
- Want options for outdoorsy people with body of waters too. Creek? River walk? Kayaking? Gondola?
- Much more high density housing is needed and should be encouraged highly around this station. Better connections with more and better sidewalks to make the area walkable with more public space too with park area.

# VISIONING AND GUIDING PRINCIPLES

The following list of emerging themes are results of the advisory committee's input and are meant to be high-level statements that will be used to shape the vision and guiding principles for each station.

## EMERGING THEMES: 12TH STREET

- Accessibility/mobility to Downtown from stations is critical.
- Preserve historic Downtown character.
- More parks and open space is needed in the area.
- There are some misplaced land uses.
- There is a desire to provide additional high density housing (limited to five stories).
- Existing neighborhoods (Douglass & Vendome) should be protected/enhanced.

**What do you agree with? What would you change? What would you add?**  
*Place your comments next to the emerging themes or in the box below.*

## DRAFT GUIDING PRINCIPLES

The following list of guiding principles are meant to be high-level statements that will be used to shape recommendations for the 12th Street Station Area.

- Foster a sense of place through the preservation of key elements that make downtown unique.
- Increase station area activity by attracting residents and visitors with appealing retail, commercial, and residential uses.
- Incorporate well-designed parks and open spaces into the 12th Street station area that enhance livability, health, and social connectivity by providing natural amenities, gathering spaces and visual aesthetics for residents and visitors.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing the functionality, aesthetics, and quality of neighborhoods.
- Promote high density mixed-use residential near the 12th Street Station and surrounding areas.
- Create well-designed multi-modal connections that provide safety and accessibility between downtown to the 12th Street Station and surrounding areas.
- Protect and enhance the culture and identity of the Douglass and Vendome neighborhoods by encouraging appropriate reinvestment and connection to surrounding areas.

### **What do you agree with? What would you change? What would you add?**

*Place your comments next to the emerging themes or in the box below.*

- All points are excellent and well thought out
- This is tricky. On one hand we do need higher housing density in the area. On the other hand the current examples of high density mixed-use residential in the area leave something to be desired. I think making more of the building type we have is fine to some extent, we should also do what we can to help local owners of single family homes in the neighborhood grow into du/tri/quad-plexes if they are interested. I love living in this area, but as a renter I would much rather pay rent to a local person who is invested in the community instead of a faceless, nation-spanning company. Also it would be nice to see more mid to high density forms that enable ownership instead of just renting.
- This is critical to ridership: convenient connections to other public transport is essential.
- Attracting both residents and visitors is important, but making the area more attractive to residents should take priority. Making the area attractive to residents will in turn make it attractive to visitors, while the inverse is not necessarily true.
- Street design must take safety into account. Traffic calming measures should be taken into consideration, including the narrowing of lanes and streets throughout downtown. Additionally, on the topic of multimodal access, parking-protected bike lanes should be considered, both for bikes and for the fleet of electric scooters in downtown Plano.
- Really important for the streets to stations be safe for walking and jogging. There are noticeable areas like under the bridge to city-line that are not walkable and without sidewalks.

## DRAFT GUIDING PRINCIPLES

**The following list of guiding principles are meant to be high-level statements that will be used to shape recommendations for the 12th Street Station Area.**

- Foster a sense of place through the preservation of key elements that make downtown unique.
- Increase station area activity by attracting residents and visitors with appealing retail, commercial, and residential uses.
- Incorporate well-designed parks and open spaces into the 12th Street station area that enhance livability, health, and social connectivity by providing natural amenities, gathering spaces and visual aesthetics for residents and visitors.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing the functionality, aesthetics, and quality of neighborhoods.
- Promote high density mixed-use residential near the 12th Street Station and surrounding areas.
- Create well-designed multi-modal connections that provide safety and accessibility between downtown to the 12th Street Station and surrounding areas.
- Protect and enhance the culture and identity of the Douglass and Vendome neighborhoods by encouraging appropriate reinvestment and connection to surrounding areas.

*What do you agree with? What would you change? What would you add?  
Place your comments in the box below.*

## DRAFT VISION STATEMENT FOR 12TH STREET STATION

***The 12th Street Station area is a vibrant mix of uses that activates and encourages development, redevelopment, economic diversity, connectivity, tourism, and unparalleled quality of life, while preserving and honoring the historic character of the surrounding area?***

### **Is this your vision for 12th Street? Why or why not?**

*Tell us your thoughts by placing a comment in the box below.*

#### **Comments:**

- A lot of downtown Plano, including around the DART stations, is single-family homes. While there is a place for these homes, adaptable reuse (such as converting homes into businesses or industrial buildings into artist studios) should also be a priority. In addition, “missing-middle” housing should be prioritized for currently-empty lots currently zoned SFH, and the CPC and council should consider voting down any new detached SFH in this area.
- This is all really good stuff. Plano has one of the best downtowns in the area, and increasing the population and maintaining the character so that businesses like groceries and corner stores can survive would make it even better.
- One thing I wanted to call out for all of these redevelopments is the Collin Creek redevelopment happening across the highway. It would be ideal for downtown Plano to be semi walkable, or a short bus or train way from that too. City-line is close by train but not walkable. This is an opportunity to keep us even more connected with all things Plano.
- 100% agree. There are also a ton of apartments and condos being built along Plano Pkwy west of Central. Connecting those, Collin Creek, and downtown with easy, safe, and convenient connections will help traffic and not force people into their cars. Plus it will make this area far nicer.
- 100% agree on this. I've been spending some time on the McKinney Avenue street car in downtown Dallas and, while it has several problems, it could serve as a good case study for something that serves these critical connections while also fitting with the character of downtown Plano.
- Another comment for all of these developments (not sure if this is the right place) but UTD and collin college are close. Would love to make sure there are amenities for students that chose to live here. Partnership with the schools for direct shuttles? Similar to Google (again) where the G shuttle is present in neighborhoods.
- More-frequent DART Silver Line service to UTD would make this a possibility for students.

# VISIONING AND GUIDING PRINCIPLES

The following list of emerging themes are results of the advisory committee's input and are meant to be high-level statements that will be used to shape the vision and guiding principles for each station.

## EMERGING THEMES: SHILOH ROAD

- Future development and redevelopment is employment focused.
- Revitalization of some existing retail and industrial is needed.
- There is a need for the development of character and visual identity in the station area.
- Provide multi-modal circulation north and south from station area.
- It is important to preserve existing neighborhoods and provide a buffer/transition between land uses.
- Incorporate public gathering/open space surrounding the station.

**What do you agree with? What would you change? What would you add?**  
*Place your comments next to the emerging themes or in the box below.*

### Comments:

- I believe high density mixed use development should be encouraged here around the transit station. Inter connectivity should be improved with better sidewalks and walking infrastructure around the station.
- Make sure regarding revitalizing existing retail that you work with local businesses. Several of them have been here for years and serve the local community. I don't want any redevelopment to price them out of the neighborhood.

## DRAFT GUIDING PRINCIPLES

**The following list of guiding principles are meant to be high-level statements that will be used to shape recommendations for the Shiloh Road Station Area.**

- Focus on infill, revitalization and redevelopment projects in the station area to inspire future investment and support existing industrial and residential uses.
- Enhance the identity of Shiloh Road station and the surrounding area by creating a unique sense of place and visual identity.
- Reinforce circulation via multi-modal connections between the station and adjacent land uses and across existing barriers.
- Preserve the unique character and integrity of existing neighborhoods and employment centers by incorporating unique transitional uses and safe connections.
- Integrate activated public open spaces and green spaces to serve existing residential uses and add visual relief to the station area.

*What do you agree with? What would you change? What would you add?*

*Place your comments in the box below.*

### Comments:

- Any new retail development, keep small restaurants in mind, this the amount of industrial in this area is a great opportunity for some small restaurants to pick up steam very quickly.
- Sorry for all the comments! I'd like to reiterate my value of diversity. Perhaps having a mixed used market or food trucks or stores or themed areas for cultures around the world. Japanese, Korean, Indian, Nigerian, Caribbean, and more. Having a section for cultural foods or a World Station or something like that would be lovely. I would practically live there to experience all the foods and cultures and I think that would definitely set this Downtown apart. I know I've seen China Town, Japan Town...etc in other cities, but not really a World Town. This is one of those ideas that is nice in theory but I wanted to throw it out there! Especially with universities and colleges nearby with diverse backgrounds and international students that may particularly enjoy exploring or sharing other cultures.

## DRAFT VISION STATEMENT FOR SHILOH ROAD STATION

*The Shiloh Road Station Area is a distinguishable innovation district focused primarily on employment generating uses, including supporting existing businesses while attracting new ones with an emphasis on preserving existing neighborhoods and will provide amenities and improvements that benefit residents and businesses alike.*

**Is this your vision for Shiloh Road? Why or why not?**

*Tell us your thoughts by placing a comment in the box below.*

**Comments:**

- Health and wellness is really important to me. Enabling local farmers and farms by connecting them to communities would be fantastic. I love our current farmers market and it would be amazing if there was a shuttle or train directly to these places as well.
- As a young adult planning to grow with the city, I would love fun and social attractions as well. Also recreation options for wellness, career growth, and more.

## PROPOSED FUTURE LAND USE CHARACTER AREAS AND DEVELOPMENT CONCEPTS

Next, explore the proposed land use character areas and development concepts, influenced by the input gathered during the charrette sessions. The proposed land use character areas and development concepts aim to capture the unique identity and development potential of each station area.

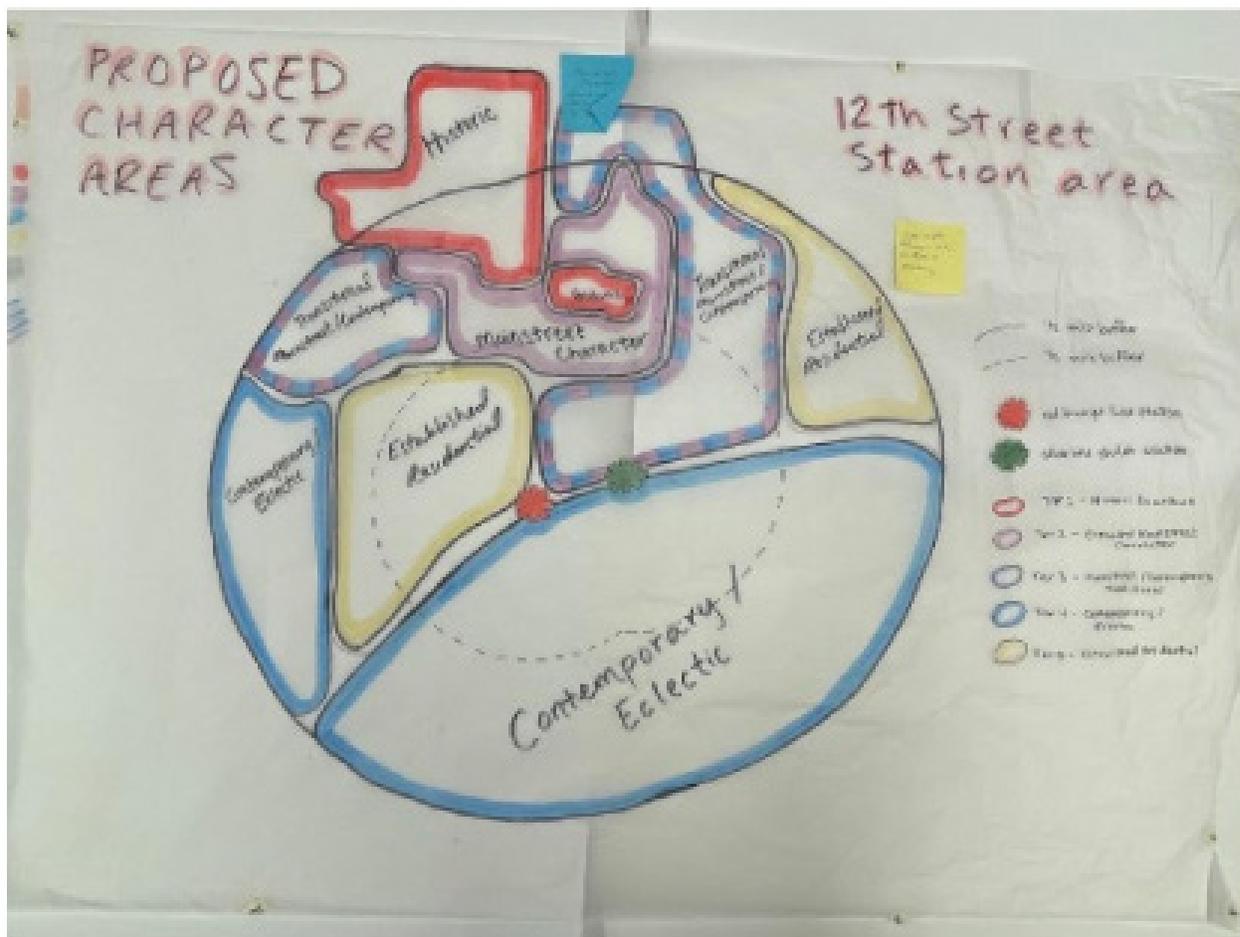
### PROPOSED CHARACTER AREAS - 12TH STREET STATION AREA

On Day 2 of the charrette and at the public open house, the character areas in the 12th Street Station Area were outlined and broken out into core subareas, as shown below.

- Does contemporary/eclectic mean ugly? The city should encourage developers to embrace the traditional Texas architecture seen in downtown Plano or in pre-40's buildings in downtown Dallas. These beautiful buildings will do much to help with the 'tourism' part of the 12th street vision. (Placed comment on Contemporary/Eclectic Character Area)

## PROPOSED CHARACTER AREAS - 12TH STREET STATION AREA

On Day 2 of the charrette and at the public open house, the character areas in the 12th Street Station Area were outlined and broken out into core subareas, as shown below.

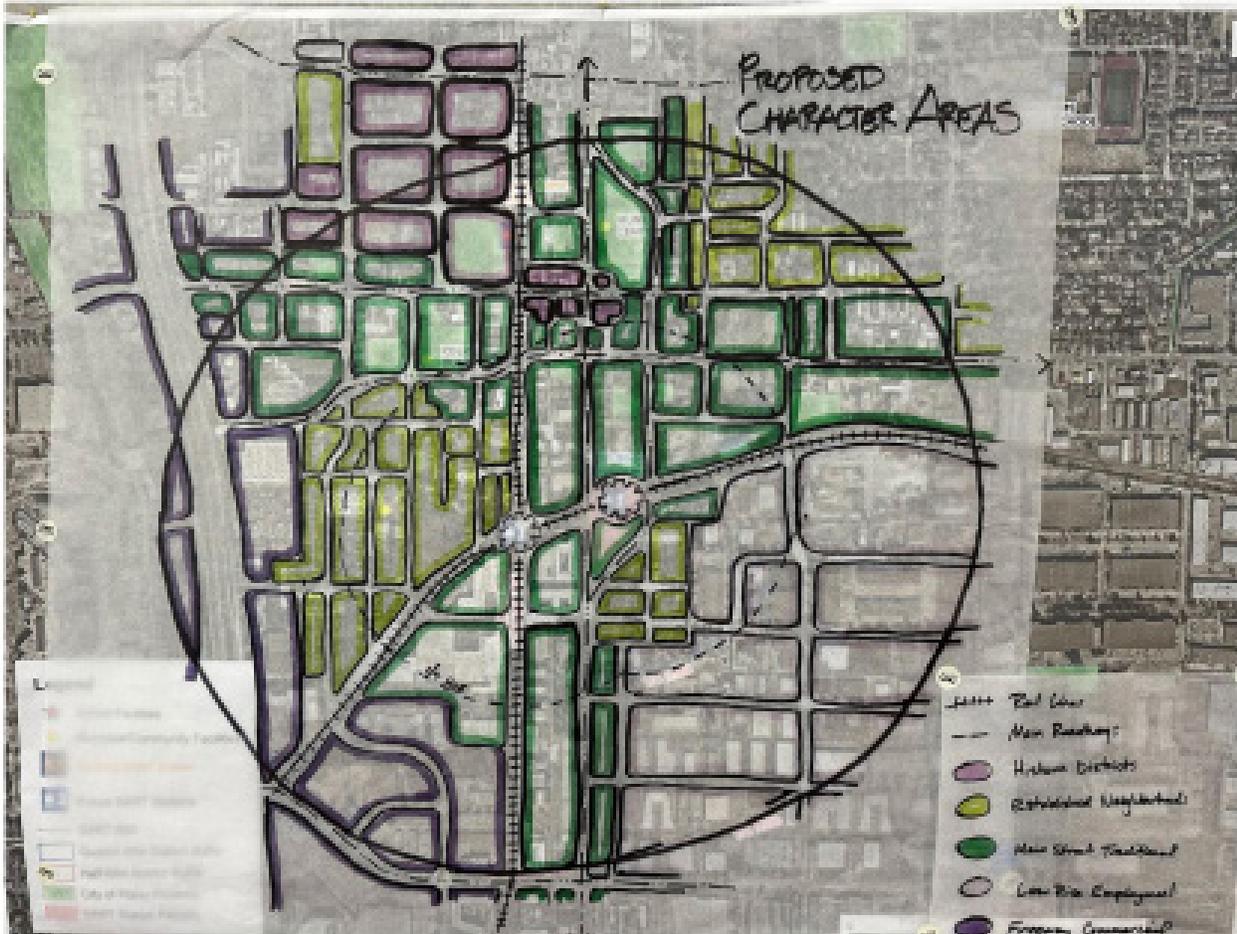


### CHARACTER AREA DEFINITIONS

These represent areas where development and redevelopment share similar design characteristics that promote distinct environments and a common sense of place. Residents and visitors should naturally recognize the unique qualities of each area and transitions between them. This is accomplished through area-specific design guidelines that encourage the use of similar design features, such as:

- Exterior Materials,
- Building & Parking Orientation,
- Setbacks from the Street,
- Height and Size Ranges,
- Building Separations,
- Open Space, and
- Signage.

Based on feedback received at the Open House, the following refined Character Area map was developed. The proposed character area map and subareas are illustrated in the map below.



**What do you think?** Tell us your thoughts by placing a comment in the box below.

**Comments:**

- Great to see so much Main Street traditional. That traditional should embrace our historic Texas main street architectural styles, and allow these new parts of downtown to look as beautiful or even more beautiful than the existing downtown.
- The transition from Main Street Traditional to the Low Rise Employment zones to the south east of the station seems abrupt. I personally am not the one to say whether or not those areas would be best as Low Rise Employment, but I don't think any one can say right now. The only thing that can determine what would be best in that area is time. With so much redevelopment in the immediate area we should make sure the area to the south east can adapt to the uses that fit the needs of the area. My fear is that by designating it as "Low Rise Employment" now it will be locked in.

## PROPOSED CHARACTER CONCEPTS - 12TH STREET STATION AREA

The proposed Mixed Use Development, Infill, Residential, Commercial, Industrial, and Retail Redevelopment Character Concepts show potential 12th Street Station Area development character examples, in accordance with the areas identified in the proposed Future Land Use Map.

*Place a comment on the images you prefer and tell us why it is preferred.*

### Main Street Traditional - Mixed Use Development

- This example provides too much space for cars and too little space for people. Open spaces with shade and tables/benches, as well as wide pedestrian walkways, should be available throughout the 12th Street Station area.
- This is a good concept because it has mixed use development and is pedestrian friendly with nice sidewalks and smaller streets. Also has trees on the side so once grown it will provide nice shade to people walking.
- As much as possible developers should be encouraged to have businesses, food, and corner stores on the ground floors. These spaces will be huge for mom-and-pop stores, since the walkable areas and residential spaces immediately above put them on even competitive footing with the massive chains.
- Mixed-use development should include taller residential uses. Six floors is a good baseline.
- Would prefer at LEAST 4-5 stories and a variety of stores at the bottom.
- one thing the Morada does (technically) better than the other high density mixed use buildings in the area is keeping some kind of pedestrian connectivity amid it's massive scale. The multi-modal lanes between the Morada buildings are by no means a well utilized pedestrian space, but it serves to highlight just how much the other large monolithic mixed use structures in the area hurt pedestrian connectivity. These buildings force pedestrian traffic to move around them in the same corridors as vehicle traffic. I would love to see some kind of incentive for these large developments to create pedestrian friendly connections that allow people (not just their residents) to navigate through downtown more easily and comfortably

### Established Neighborhoods - Infill Residential Development

- While this is the best of these four options, none are adequate. For lots in close proximity to the station, denser infill such as "missing-middle" housing should be a priority. In particular, a good representative example is the O|8 Townhomes at 1532 N Blandena St in Portland, OR. This type of housing can preserve the neighborhood's historic character while housing up to four times as many families on the same lot size.
- Townhouses in smaller lots provide privacy for people who desire single-family homes while still somewhat increasing density, providing compromise for those who otherwise would be vehemently against duplexes and other denser types of housing.
- I don't believe this example fits the character of the neighborhoods in the downtown area. This is not a comment on density, but on material and design. In fact I think you could have far denser housing that would fit the character of the neighborhoods if the exteriors

were more in line with the existing architecture. We should push to have denser infill development and make that denser infill fit the character of the neighborhood by using architecture and style that is consistent with the surrounding area.

- I like this, but with smaller lots I hope there are amenities for the community. A community garden or other shared options would be nice. Perhaps having amenities overall with downtown would suffice!
- Definitely need more housing and this is a good infill option because with townhouses you can add more housing property in a smaller footprint than a single family home would (2 single family homes take up more space than 1 townhome that can house 2 families)

### **Low Rise Employment**

- Every one of these should have residential on top. Retail density without residential density can lead to empty storefronts.
- Agreed that there is opportunity to make more use of vertical space. Maybe unique amenities like gyms, recreation centers, library, tech space...etc. Membership based maybe? Co-working space? Event Space? If we are not pushing for residential here, these could be options.
- Would like to see bikes and gatherings outside of buildings like this. Again similar to google campuses, opportunities for networking or eating lunch outside would be nice.

### **Main Street Traditional - Adaptive Reuse Commercial/Industrial Development**

- Wow this car is going so fast its blurred! Hope it doesn't hit any of those people standing so close to the curb on that narrow sidewalk. In all seriousness and place that people are meant to exist should either have traffic significantly slowed or removed completely. The building itself looks nice I just know I would be hesitant to cross the street and go have a closer look.
- I prefer this, as it provides open public space for people to gather and have activities. Many of the other pictures dedicate too much space to cars, with space for people seeming like an afterthought.
- While this looks very nice, the one thing that would make it better is a large trellis, similar to the one at UTD, that can provide shade and make the area a more attractive destination.
- I like the campus feel of this. I love what google does for their campuses and this reminds me of that. A place where people can connect!

### **Main Street Traditional - Residential Development**

- This concept is the closest to it, but I would really like to see buildings along the lines of historic downtown. Those old buildings in downtown Plano and what you find hidden in plain sight in downtown Dallas are beautiful, and their architecture has stood the test of time.
- Examples like this with corner retail are perfect for residential uses. In addition, the red brick fits the neighborhood's character. More space should be available for pedestrians and cyclists, though.
- I like this! Would like to also make sure it is safe and walkable.

## Freeway Commercial

- Combination? Restaurants and Hotels? Social gatherings? Lounges? Variety is nice.
- (This comment references the potential land use designations map overlay shown in a previous activity) I will begrudgingly accept these kinds of forms are needed for in the freeway adjacent context, and I am happy the freeway commercial area does not extend far past the immediate freeway intersection. The photos here show the commercial spaces, while pleasantly designed, primarily interface with vehicles in the adjacent parking lots. Given how the freeway commercial zone serves as a border between the freeways themselves and the traditional development zones, I think there is an opportunity in placing the commercial spaces along the edge bordering the traditional development zones. This would allow multi-modal access from the traditional development zones in addition to the normal parking lot interface on the freeway side.

**What do you think?** *Tell us your thoughts by placing a comment in the box below.*

- Concepts look good. Area should also be pedestrian friendly with wide sidewalks with trees (So once trees are grown pedestrians can have shade from hot and humid Dallas)(where possible)
- For those developments that require parking (esp. Freeway Commercial), it would be nice to have buildings closer to the road and parking behind them (rather than parking lots by the road and buildings further away) to improve walkability and access to transit. An example of this is Pacific
- Square, 1-33 E Valley Blvd, Alhambra, CA 91801.

## PROPOSED CHARACTER CONCEPTS - 12TH STREET STATION AREA

The proposed **Mixed Use Development, Infill , Residential, Commercial, Industrial, and Retail Redevelopment Character Concepts** show potential 12th Street Station Area development character examples, in accordance with the areas identified in the proposed Future Land Use Map.

*Place a comment on the images you prefer and tell us why it is preferred.*

12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Main Street Traditional - Mixed-Use Development



12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Main Street Traditional - Adaptive Reuse Commercial/Industrial Development



12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Established Neighborhoods - Infill Residential Development



12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Main Street Traditional - Residential Development



12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Low-Rise Employment



12TH STREET DEVELOPMENT CHARACTER CONCEPTS  
Priority Commercial



**What do you think? Tell us your thoughts by placing a comment in the box below.**

## **What uses are appropriate in the Shiloh Road Flex Zone?**

*Mark inappropriate uses or propose new ideas by placing a comment next to the corresponding use.*

### **Commercial**

- Small Scale Retail
- Restaurants:
  - I like the idea of not needing a car to survive. Texas and Dallas in particular is not always the best for this. Would be nice to see Plano set an excellent example. With everything you need to survive in a walkable distance! Healthy food, health options, church...etc and where you need to travel the train can connect you easily!
- Coffee/Tea Shops
- Gym
  - Really looking for the social and fun aspect. Love music and want more opportunities to dance and enjoy music.
- Flex/Creative Space
- Neighborhood Food Market

### **Institutional**

- Healthcare
- Schools
- Government:
  - I already hear lots of sirens and trains daily. Wondering if we are proposing adding more or just retaining what we do have.
- Assisted Living
- Religious Facilities
- Police/Fire

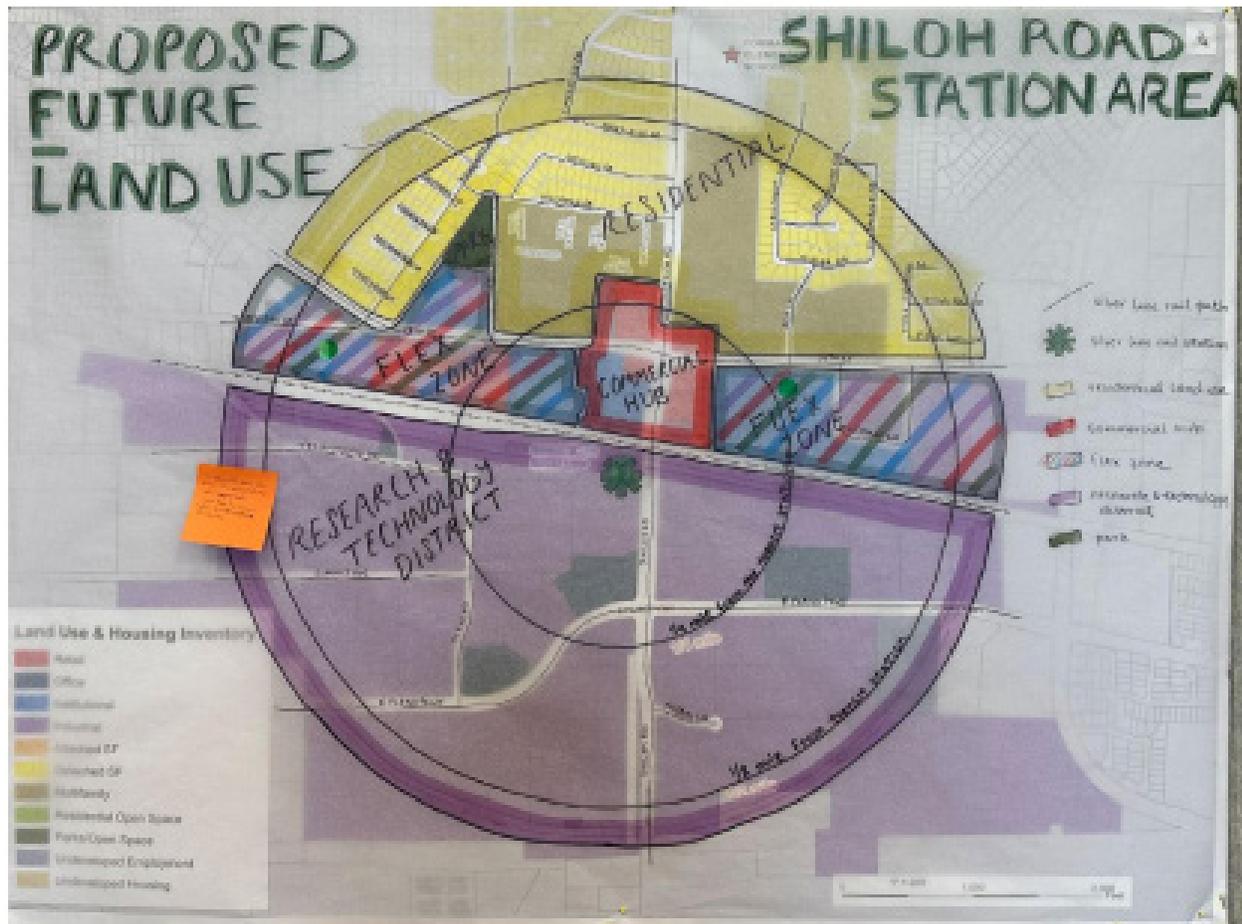
### **Industrial**

- Office/Warehouse:
  - Offices are great, provided the parking doesn't get in the way of walkability or the aesthetics. If people can live, work, and relax in the same close area, that is the ideal.
- Distribution Centers
- Private Utilities:
  - Hesitant to these industrial uses. Would appreciate distribution centers for faster delivery of items (example Amazon), but not keen on that either.
- Wholesale Building Supplies

### **Open Space/Public Space**

- Plazas
- Dog Park
- Outdoor Dining
- Pocket Park
- Playground
- Walking Path

On Day 2 of the charrette and at the public open house, the character areas in the Shiloh Road Station Area were outlined and broken out into core subareas, as shown below. Input gathered from this concept resulted in 3 alternative Future Land Use concepts (next pages).



*What uses are appropriate in the Shiloh Road Flex Zone?*

*Mark inappropriate uses or propose new ideas by placing a comment next to the corresponding use.*

**Commercial**

- Small Scale Retail
- Restaurants
- Coffee/Tea Shops
- Gym
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**Open Space/Public Space**

- Plazas
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- Walking Path

For the Shiloh Road Station Area, three alternative Future Land Use concept maps were developed, each representing different land use directions for the area's development.

**Review the following three maps and let us know what ideas.**

### DESCRIPTION [ALTERNATIVE 1] - RETAIL/COMMERCIAL BUFFER

Along the rail, concentrate a mix of small scale retail and commercial uses that will simultaneously buffer/transition and provide goods/services to adjacent residential and industrial uses.

### PROPOSED USES

- Coffee Shop
- Pharmacy
- Diner
- Food Truck Park
- Laundromat
- Bar
  - Downtown Plano is a hop skip and a jump from here, I don't see a need for a bar in this area. With the neighborhood and apartments here, I think the focus should be on food and neighborhood services like a neighborhood market, laundromat, small dining, pharmacy etc
- Neighborhood Market
- Daycare

This proposed Future Land Use [Alternative 2] shows how the Shiloh Road station area could be broken into subareas, below.

### DESCRIPTION [ALTERNATIVE 2] - RETAIL HUB

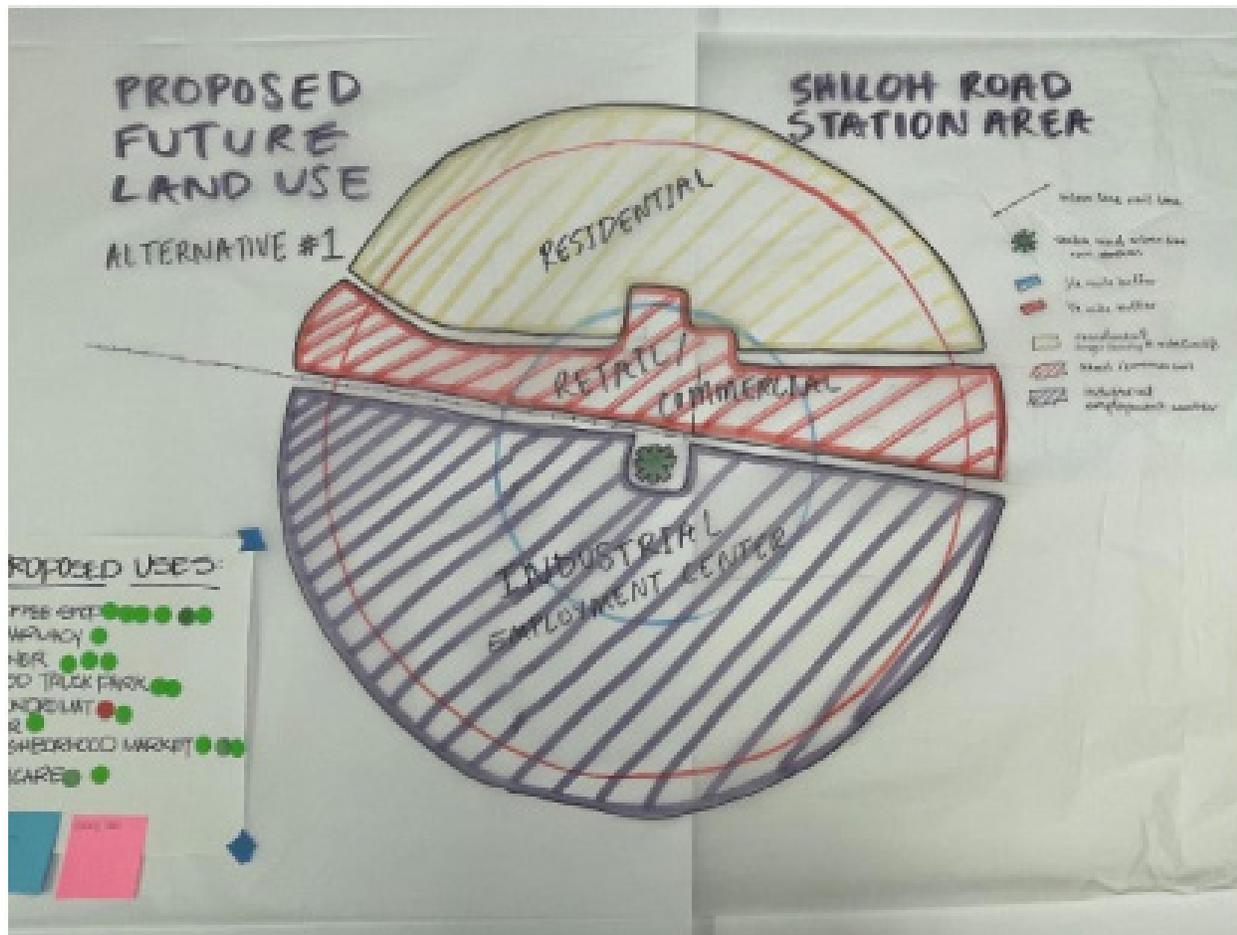
Create a retail hub that serves as a gateway into the employment district. 14th Street is a natural buffer between residential and industrial uses.

### PROPOSED USES

- Coffee Shop:
  - My preference is for alternative 1. With that said, I think it is worth mentioning that for the industrial companies in the existing flex zone, an area in East Plano needs to be developed for lower cost industrial use. As a machine shop owner who started out of my garage in East Plano just like my dad did with his business 30 years ago, he was able to keep his business in Plano when it moved out of the garage. I couldn't afford to (and his wouldn't have either with current pricing) and have had to take my business to Garland where industrial use is more affordable.
- Pharmacy
- Bar
- Market

For the Shiloh Road Station Area, three alternative Future Land Use concept maps were developed, each representing different land use directions for the area's development.

Review the following three maps and let us know what ideas.



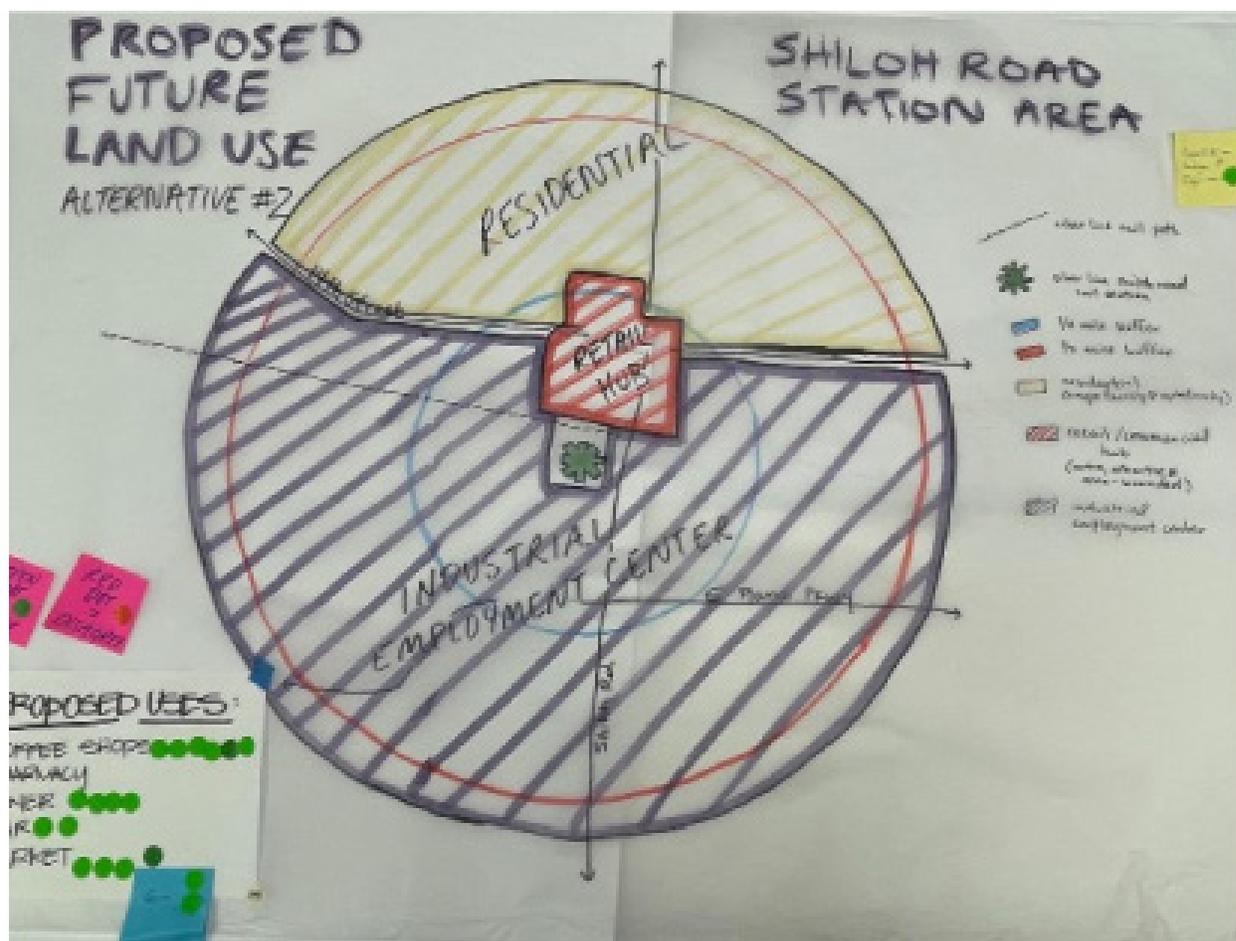
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### PROPOSED USES

- Coffee Shop
- Pharmacy
- Bar
- Market



## PROPOSED CHARACTER CONCEPTS - SHILOH ROAD STATION AREA

The proposed Gateways and Retail Redevelopment Character Concepts show potential Shiloh Road Station Area development character examples, in accordance with the areas identified in the proposed Future Land Use Map.

*Place a comment on the images you prefer and tell us why it is preferred.*

### Intersection Design

- This area of Plano is a bit more settled and doesn't really have the hustle and bustle of other areas, I think to keep the vibe that comes with a more relaxed part of town, going with the stone paving would be my preference
- Just much prefer the look of the stone option compared to the others
- Torn between this and stone. This seems more pedestrian friendly with clear paths, but the stone keeps the current downtown character. I'm open to either and probably lean towards this one.

### Monumentation

- I do like this. Clear and easy to read.
- I am biased for monumentation simply because of the seemingly limited space we have. If we have to have something like these, I would love for them to be mixed use. Connected to a building or greenery with seating options. Wouldn't be mad at using light posts and signs instead. Or a unique electronic screen that can change what it is advertising? Could bring in some money and also give the opportunity to share announcements and promote events.
- Simple design but it looks really nice
- Any signage with greenery would be the preference. Ideally if it can involve larger trees

### Street Signage

- This was a hard choice but I like that you can swap the signs out here. Adds the ability to change for the seasons and different themes.
- I just like this aesthetic and think it would fit right in. While not historic, it is an older part of Plano and this would help keep that feeling.

### Retail Development Concepts (Right Column)

- I like this the most when compared to the other options because it seems to be more of a hub where people can walk around and hang out.
- I like this. Would be nice to hang out, read..etc.
- As long as there are businesses here, can there be residential above them? Mom-and-pops do better in places where people can walk to them.

### Retail Development Concepts (Left Column)

- I'm not sure what the right answer is, but none of these really stick out to me. I think retail development needs to have more focus on being walkable and not parking lot jungles. If parking can be nearby that would allow a little more freedom in retail development design. Think like Cityline in Richardson a little bit.
- This has a little plaza thing in the front and has more greenery than the others
- I hope this is mixed use. I like that it seems more walkable.

### Flex Zone Industrial / Commercial Structures

- I've always liked the big glass corner concept for industrial buildings. It feels clean and modern.
- Would be nice if there were an option that kept the parking in the back so people taking the train could walk right up to work without dodging cars and baking in the sun.

## PROPOSED CHARACTER CONCEPTS - SHILOH ROAD STATION AREA

The proposed **Gateways and Retail Redevelopment Character Concepts** show show potential Shiloh Road Station Area development character examples, in accordance with the areas identified in the proposed Future Land Use Map.

*Place a comment on the images you prefer and tell us why it is preferred.*

SHILOH ROAD GATEWAY BRANDING CONCEPTS



SHILOH ROAD GATEWAY BRANDING CONCEPTS



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SHILOH ROAD GATEWAY BRANDING CONCEPTS



SHILOH ROAD GATEWAY BRANDING CONCEPTS



## DEVELOPMENT/REDEVELOPMENT AND INFILL OPPORTUNITIES

These concepts identify potential areas within the station areas where infill opportunities may exist, based on input about development and redevelopment opportunity sites.

Review the links below to comment on the location and type of future development opportunities.

### 12th Street

The Development/Redevelopment and Infill Opportunities map shows potential sites for new development or infill redevelopment within the 12th Street Station Area.

- Do not connect 13th through here (intersection of 13th and K Ave.). Cars have plenty of ways to get around. Make this area a safe haven for pedestrians, cyclists, and scooters. Running 13th through I and Municipal will ruin that connectivity for every other mode of transportation.

The Development/Redevelopment and Infill Opportunities map shows potential sites for new development or infill redevelopment within the 12th Street Station Area.



### Development/Redevelopment Infill Opportunities

- Current Redevelopment - *redevelopment under way*
- Proposed redevelopment - *redevelopment concepts in discussion*
- Future redevelopment Area - *area opportunities for development, redevelopment, and/or infill*
- Parcel Specific Opportunities - *parcel specific development/redevelopment/infill in area based on acquisition and assemblage/fit and character*
- Future downtown green - *open space downtown park to accommodate increased need with increased residential density, programmable for events*
- Future west gateway redevelopment - *redevelopment to downtown for gateway from west*
- Updated Haggard Park - *updated Haggard Park based on community needs and desires*

The proposed Redevelopment and Character Areas shows areas that may have more opportunity or need for redevelopment.

***What development characteristics are most compatible with the existing Downtown? Share your thoughts in the box below?***

- This is more of a general comment, but fences should be avoided at all costs in all areas. This area should prioritize connectivity for pedestrians and cyclists.
- Historic and traditional design in the architecture. I don't know if it's a little more expensive or not than the modernist cookie-cutter buildings that are going up across the metroplex, but the added beauty will be worth it and make this area a far better place to live. Humans need beauty. Modern architecture is out of style after a decade or two; traditional architecture still looks good after centuries.

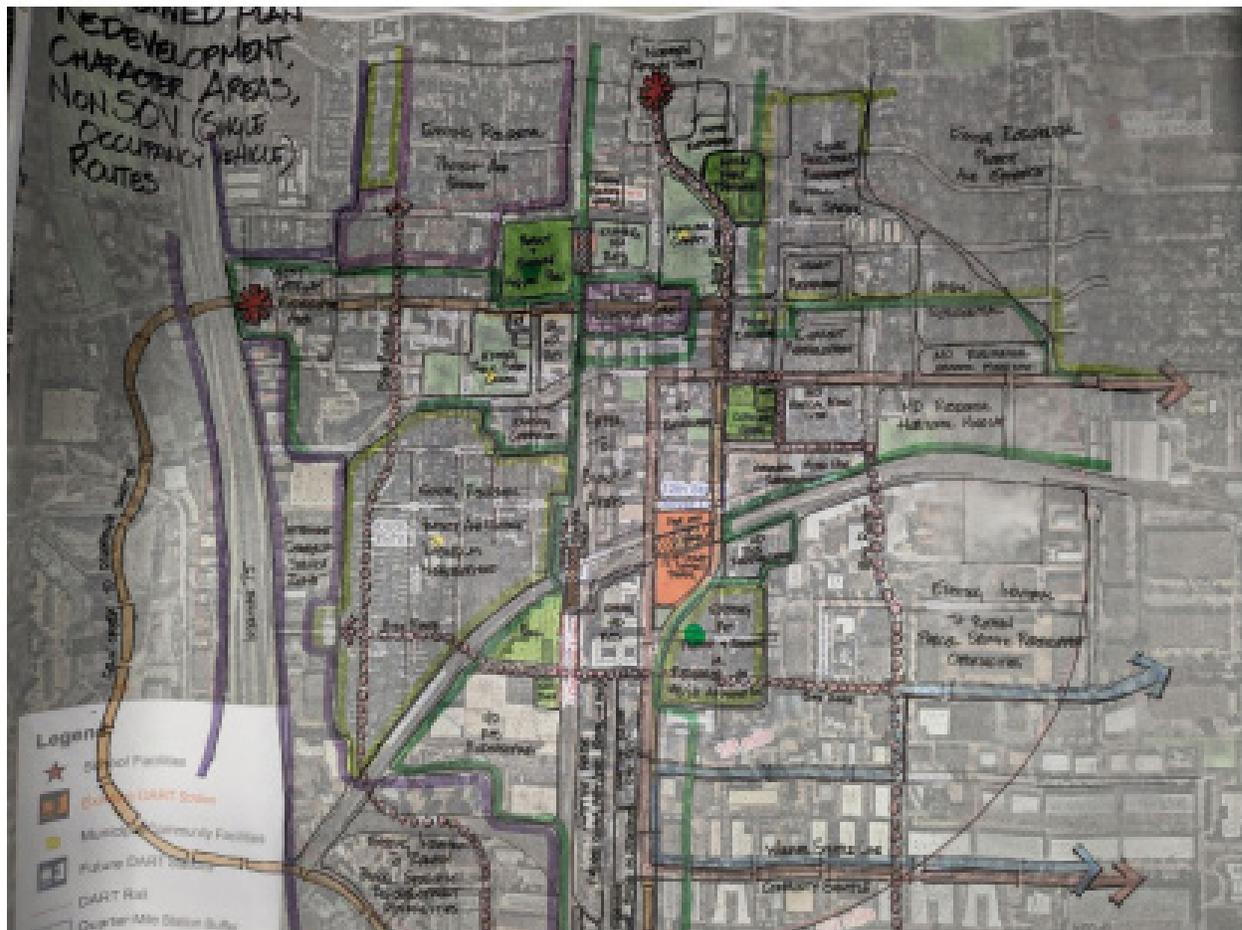
***What types of uses are appropriate or needed around the new 12th Street Station? Share your thoughts in the box below.***

- Dense residential and retail are most needed around the new station. Retail and residential development around the "paseo" from the other document should be human-scale, dense, tall, and have plenty of shade and green space.
- I agree with the other comment about more residential and retail. I will add that very few of the existing retail uses in the downtown Plano area are gear towards the daily needs of the residents in the area. I definitely support more of the kind of shopping and dining we have in downtown already, but I would love to see more grocery options, convenience stores, delis, etc. Even things like a community garden or a maker space would bring an entirely new kind of value to the community.

***Are there specific types of buildings that are suitable for adaptive reuse? What new uses? Share your thoughts in the box below.***

- This area currently doesn't have very good connectivity to the west. Good connections to the park, neighborhood, and future development on the other side of the rails need to be created.
- Parking at the station should not be station-adjacent. Land use around the station should encourage pedestrians to venture outward to all the development in the area. Parking lots are the worst scenario for rail stations.
- I want to stress this even further, station adjacent parking provides very little value. People getting off the train at this station have absolutely no need for this parking lot. The residents in the area ideally would feel comfortable walking to the station instead of driving such a short distance and parking here. The number of people who would need to get in their cars and then choose to park here instead of drive to their destination is extremely small, and at that point I think it makes sense for them to park somewhere else and walk a short distance. And lucky for them, this space where the parking lot would have been can be used by something that makes their walk through downtown Plano even more fun, beautiful, and interesting.

The proposed **Redevelopment and Character Areas** shows areas that may have more opportunity or need for redevelopment.



What development characteristics are most compatible with the existing Downtown? Share your thoughts in the box below.

What types of uses are appropriate or needed around the new 12th Street Station? Share your thoughts in the box below.

Are there specific types of buildings that are suitable for adaptive reuse? What new uses? Share your thoughts in the box below.



## CONNECTIVITY FRAMEWORKS

A well-designed and accessible multimodal transportation network is important for the success of transit-oriented development in the station areas. Based on input gathered during the charrette, connectivity frameworks were developed for both station areas, which include identified opportunities for enhanced bicycle and transit connectivity, among other suggestions. Please review the links below and comment on the connectivity issues and opportunities around the stations.

### CONNECTIVITY FRAMEWORK - 12TH STREET STATION

*What improvements are needed at the Shiloh Road/14th Street intersection to enhance pedestrian connectivity/pedestrian safety? Share your thoughts in the box below.*

- Pedestrian islands for one. Reconfigure the intersection so that drivers operate more cautiously, e.g. move traffic signals to near side of intersection so drivers don't stop in the crosswalk, put in a roundabout instead, etc.

*A shuttle enhancing the functionality of both stations emerged in early discussions. The two options shown serve slightly different functions with one serving employment centers primarily south of the Silver Line and one connecting employment, residential, and activity centers north and south. Which option do you feel best meets the needs of Plano? Share your thoughts in the box below.*

- Would also like to see more frequent DART connections/pedestrian connections to Collin Creek and the developments there.
- Make sure the money for the shuttle goes to DART so it can operate it like a normal bus line. I have heard bad things about public shuttles and their reliability elsewhere in the metroplex, but the DART-operated bus lines are fantastic, clean, punctual, and frequent.
- I like variety! If we can have a shuttle that does all of the above that would be great. Perhaps adding more shuttle times so there is less delays for work.

*What are the features of a pedestrian connection that you would use from the 12th Street Silver and Red Line stations north into the core of Downtown Plano? Share your thoughts in the box below.*

- A pedestrian connection from the station to the downtown core should be lined with retail and residential mixed-use buildings to provide shade and a friendly atmosphere. Open space and seating should be available, and shade along the pedestrian corridor should be maximized. A big priority should be minimal, if any, interfacing with cars.

This proposed **Connectivity Framework** shows the 12th Street station area connectivity routes.



## CONNECTIVITY FRAMEWORK - 12TH STREET STATION

What improvements are needed at the Shiloh Road/14th Street intersection to enhance pedestrian connectivity/pedestrian safety? Share your thoughts in the box below.

A shuttle enhancing the functionality of both stations emerged in early discussions. The two options shown serve slightly different functions with one serving employment centers primarily south of the Silver Line and one connecting employment, residential, and activity centers north and south. Which option do you feel best meets the needs of Plano? Share your thoughts in the box below.

What are the features of a pedestrian connection that you would use from the 12th Street Silver and Red Line stations north into the core of Downtown Plano? Share your thoughts in the box below.

## CONNECTIVITY FRAMEWORK - SHILOH ROAD

*What improvements are needed at the Shiloh Road/14th Street Intersection to enhance pedestrian connectivity/pedestrian safety? Share your thoughts in the box below.*

- Make sure all the new path ways are well lit with consideration for local houses/apartments. Need to be well lit to walk, but not shining tons of lights into peoples homes.
- Bike connectivity needs to be in physically and grade-separated bike lanes, not painted bike gutters. Almost no one feels safe enough to use painted bike gutters, so they are a waste of money. Pay a bit more, and the grade separated lanes will be far more heavily used and a far better investment.

*A shuttle enhancing the functionality of both stations emerged in early discussions. The two options shown serve slightly different functions with one serving employment centers primarily south of the Silver Line and one connecting employment, residential, and activity centers north and south. Which option do you feel best meets the needs of Plano? Share your thoughts in the box below.*

- Both options make sense especially given the areas that are served. Other comments in this section provide the argument for having both, with scheduling adapted to time and day.
- I like the shuttle ideas. I think the shuttle connecting residential, employment, and activity hubs is the best idea. I feel like that better serves the area more than just having the shuttle in the employment centers. If the shuttles are frequent and convenient I think that can help people economically as they will not have to waste gas driving to those employment and activity centers.
- I think a community shuttle would be great. We've got a lot of fantastic dining and retail places around east Plano, but not a good way for foot traffic to experience it outside of downtown Plano. Also for the local industrial businesses, I could see a shuttle being a big relief on traffic and a boom for local businesses at lunch time and after work.

This proposed **Connectivity Framework** shows the Shiloh Road station area connectivity routes.



## CONNECTIVITY FRAMEWORK - SHILOH ROAD

What improvements are needed at the Shiloh Road/14th Street intersection to enhance pedestrian connectivity/pedestrian safety? Share your thoughts in the box below.

A shuttle enhancing the functionality of both stations emerged in early discussions. The two options shown serve slightly different functions with one serving employment centers primarily south of the Silver Line and one connecting employment, residential, and activity centers north and south. Which option do you feel best meets the needs of Plano? Share your thoughts in the box below.

## STREETSCAPE AND URBAN DESIGN CONCEPTS

Streetscape and urban design concepts were developed representing “big ideas” for creating unique senses of place in both station areas. Please review the links below and comment on urban design concepts around the stations.

### 12TH STREET STREETSCAPE AND URBAN DESIGN CONCEPTS

#### *The “Big Bite”*

Below is a concept to create a wide park-like space to connect 14th Street to the station area. This provides the most flexible use open space that can be used during Downtown-related events.

**What do you think?** *Tell us your thoughts by placing a comment in the box below.*

- The big bite is the best use of this space, however I do not see any bike path which connects the two stations. This seems inconsistent with Plano’s generally bike friendly approach to park spaces and commuting. I suggest that a dedicated bike path be added, which is at least somewhat barrier separated from pedestrian walkways.
- How do you plan to keep transients from setting up house in the proposed new open spaces. Will they be gated/locked outside of DART operating hours?
- Agree that this one looks the best. Would be even better to make it fully-pedestrianized, with vehicles only for deliveries or emergencies.
- For people who are transferring between Red and Silver lines, what is the plan regarding K avenue? It would be ideal if people do not have to interact with cars going down K avenue, which is currently a wide, 3 lane avenue that encourages cars to go fast. If realistic, it would be great to consider making Municipal Ave a two-way road and closing down/pedestrianizing K avenue between 11th St and 12th Pl, which would also reduce one grade crossing for trains

#### *“The Paseo”*

Below is concept to create a wide paseo from 14th Street to the station area. The paseo would feature wide sidewalks on both sides of the development and green space between. It would retain existing parking along the DART rail line.

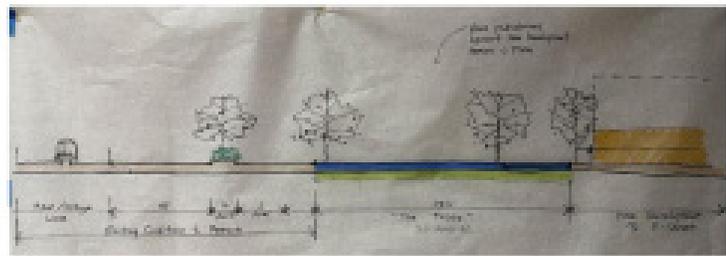
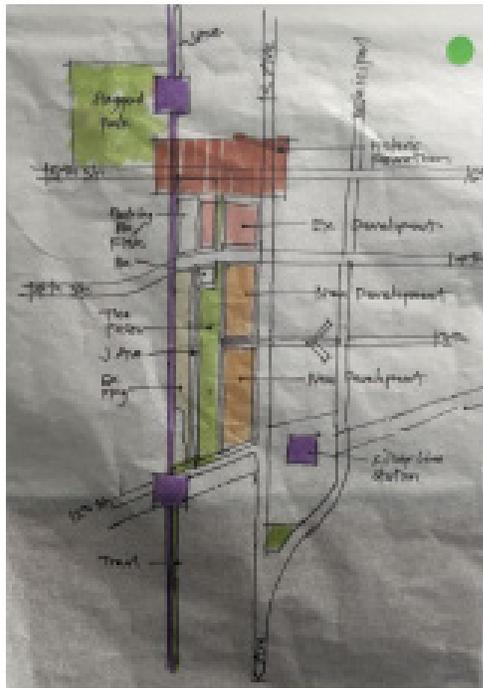
- If the Paseo could also go east to Municipal Ave (joining up with the intersection at Municipal Ave and 13th), it would be perfect, even as a pedestrian promenade. This would provide even more connection to the Silver Line station, plus providing more open space to attract people to the retail and residential that would fill in the area. I can’t fully tell if the drawing shows 13th being extended to the Paseo, but that *\*cannot\** happen. That right of way needs to be reserved for pedestrians, especially so close to a DART station.
- Again, for people who are transferring between Red and Silver lines, it would be ideal if people do not have to interact with cars going down K avenue, which is currently a wide, 3 lane avenue that encourages cars to go fast. See my earlier comment for suggestions.



## 12TH STREET STREETScape AND URBAN DESIGN CONCEPTS

### “The Paseo”

Below is concept to create a wide paseo from 14th Street to the station area. The paseo would feature wide sidewalks on both sides of the development and green space between. It would retain existing parking along the DART rail line.



The Paseo Street Section



What do you think? Tell us your thoughts by placing a comment in the box below.

## 12TH STREET STREETScape AND URBAN DESIGN CONCEPTS

### *“The Silver”*

Below is a concept to create a wide sidewalk that allows pedestrians to connect from 15th Street to the 12th Street Station. “The Silver” would create pedestrian space along the DART rail line and allow more room for development and add a large urban plaza south of 15th Street. It focuses on improving comfortable pedestrian connectivity while not adding significant open space.

- This is an opportunity to make a statement. A glorified sidewalk is not that statement.
- I strongly oppose this plan. J avenue is already a dead-end on both ends and does not provide much connectivity for car traffic. This plan dedicates more space to cars than trains and pedestrians, combined, with little benefit to drivers. Either more open space or more development in this space would be preferable, unless the proposed road is for a bus terminal.

### *“Promenade to Downtown”*

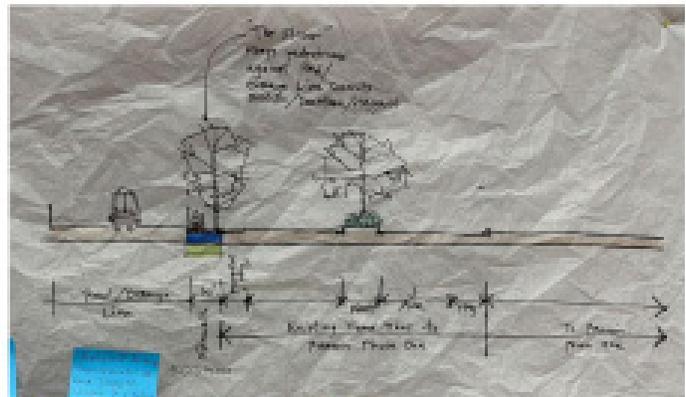
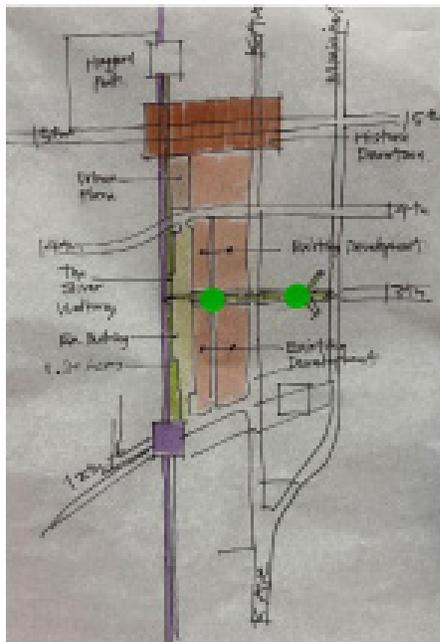
Below is a concept to create a promenade – a wide, pedestrian oriented environment that would allow new development to front the space. It has less open space than other concepts and would utilize J Place for walking and outdoor gathering space.

- As a follow up to my last comment, think about State St in Richardson’s CityLine, specifically the area between the Red Line and Plano Pkwy. Try to replicate that feel, but with more retail density and no thru traffic (entirely pedestrianized except commercial delivery/service vehicles). Also, look to UTD’s Trellis Plaza/Plinth for a good example of an open space/park area to have around this area. Assuming McCall Plaza’s stage is staying, installing a similar trellis next to the stage would be a good idea.
- A little hard to visualize. Are there other options? If I must choose, maybe the “Big Bite”.
- Fully pedestrianized Avenue J with businesses and even residential would be cool. Most important thing is an aesthetically pleasing and shaded bike/pedestrian route between the stations.

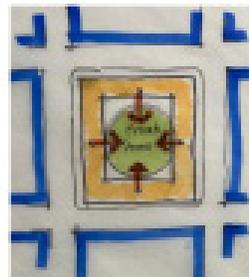
## 12TH STREET STREETScape AND URBAN DESIGN CONCEPTS

### “The Sliver”

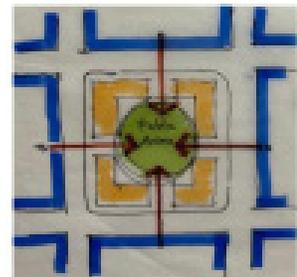
Below is a concept to create a wide sidewalk that allows pedestrians to connect from 15th Street to the new 12th Street Station. “The Sliver” would create pedestrian space along the DART rail line and allow more room for development and add a large urban plaza south of 15th Street. It focuses on improving comfortable pedestrian connectivity while not adding significant open space.



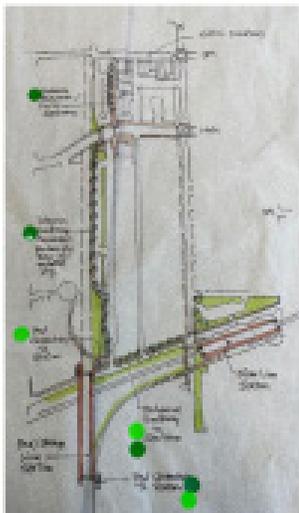
The Sliver Street Section



New Development Approach  
One IDEA Open Space



New Development Approach  
Two IDEA Open Space



What do you think? Tell us your thoughts by placing a comment in the box below.



### What did we miss?

We want to hear your thoughts on the station areas that may not have been fully captured in the charrette concept materials. This is your opportunity to provide any additional comments, ideas, or concerns that are important to you and have not yet been addressed.

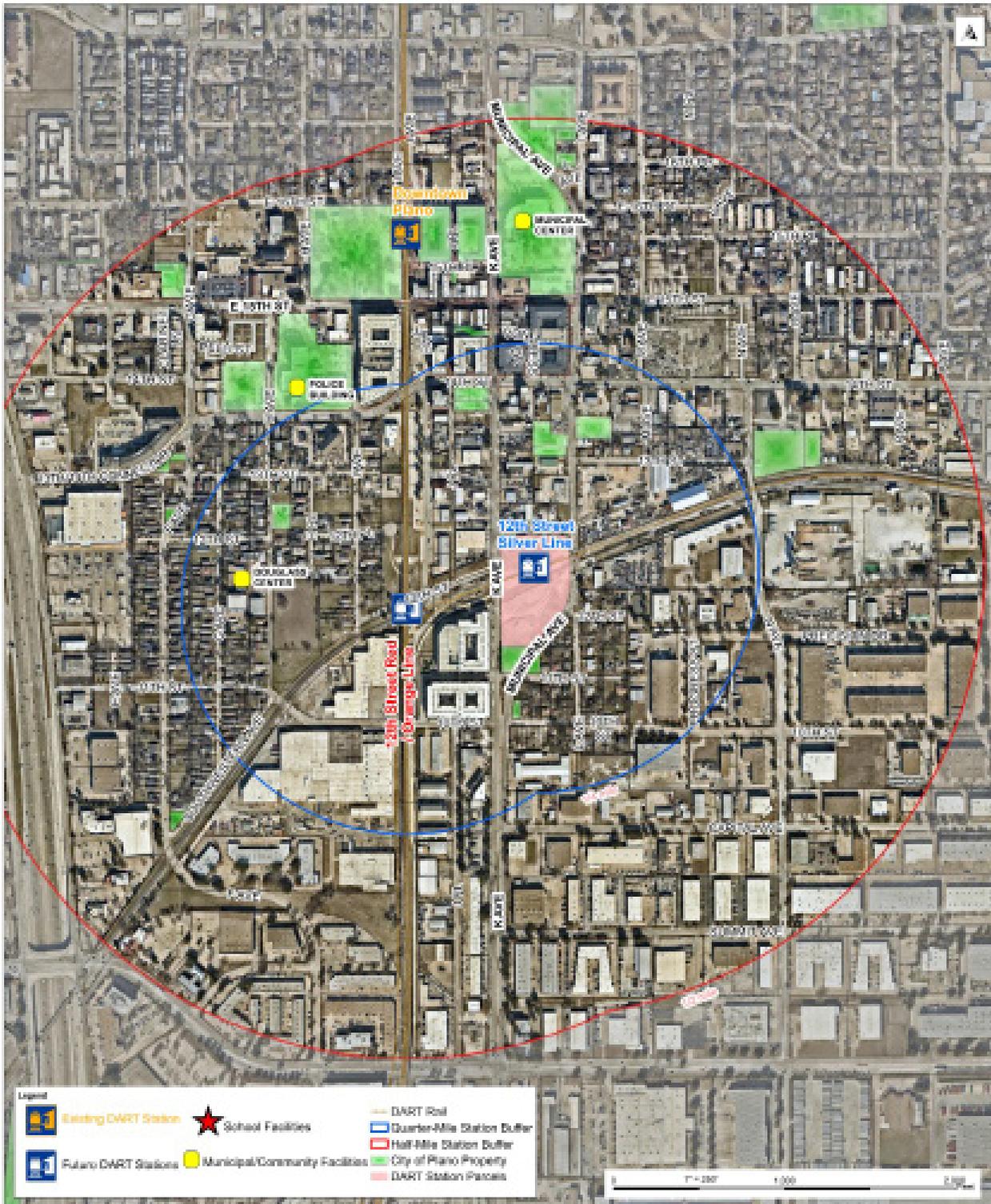
### 12th Street

- What are the plans to bring “daily living” stores & services to the area? Convenience stores & dry cleaners might not be very flashy but those are the places that make a neighborhood truly liveable.
- This 100%
- Love the idea of taking Ave J and making it an incredible people-friendly place
- 

### Shiloh Road

- NA

# 12TH STREET STATION AREA MAP

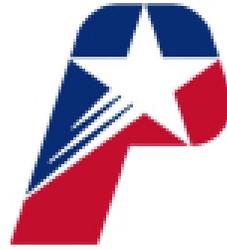


What did we miss? Tell us your thoughts by placing a comment on the map above or in the box below.

# SHILOH ROAD STATION AREA MAP



What did we miss? Tell us your thoughts by placing a comment on the map above or in the box below.



## *Silver Line Station Areas Plan*

# Thank You!

Stay tuned for next steps by  
visiting the project website

[www.PlanoCompPlan.org/SilverLine](http://www.PlanoCompPlan.org/SilverLine)

**olsson studio**



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