



# Silver Line Station Areas Plan Public Engagement Activities:

Advisory Group Meeting #2

December 13, 2023

Public Open House #2

February 6, 2024

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# Event Purpose and Function

The planning and engagement team hosted an Advisory Group meeting to gain feedback and seek recommendations on the refinement of the 12th Street and Shiloh Road Station Area Framework Plans. The meeting was hosted on the evening of December 13, 2023 from 5:30 PM to 7:30 PM and facilitated by the planning and engagement team at the Plano Municipal Center. At this meeting, the planning and engagement staff presented the preliminary Framework Plans and invited the Advisory Group to provide input on the frameworks and have discussions with the planning and engagement team.

Leading up to this meeting, the Advisory Group was involved in a series of engagement activities that shaped the development of the proposed Framework Plans, including the Virtual Visioning Workshop, the Online Community Survey, the Planning and Design Charrette, the Public Open House, and the Virtual Open House. Through these engagement events, the Advisory Group played a critical role in the development of the station area plans. The December Advisory Group meeting served as an opportunity for the Advisory Group to work with the City of Plano to refine the Framework Plans further before the Public Open House.

The planning and engagement team opened up the meeting by presenting the Framework Plans at a high-level including the Framework Plan for Land Use, Transportation, and Open and Space for each of the two transit station areas. The proposed frameworks were designed in alignment with the community vision and the feedback received throughout the planning process.

After the presentation the Advisory Group was invited to provide feedback on the detailed Framework Plans and supplementary information, which was printed and posted on the wall of Training Room A of the Municipal Center, which was split into two sections, corresponding with the two station areas. One section of the room was designated for the 12th Street Station Area Plan and the other section for the Shiloh Road Station Area, each with the three Framework Plans in each. The Advisory Group was divided into two groups and given 30 minutes to review the proposed frameworks and provide feedback for each of the two station areas. The members of the Advisory Group engaged with the content and provided written feedback to address specific challenges and opportunities with each framework plan.

When the exercise was completed, there was a break to allow the planning and engagement team to compile a summary of the input received from the Advisory Group, identify themes, and pinpoint unresolved issues related to the station areas. The planning and engagement team then presented these findings to the Advisory Group for feedback and input on major themes.

Finally, the planning and engagement team asked the Advisory Group to respond to these themes including a real-time digital Mentimeter exercise using a QR code to prompt questions to gauge the committee's overall impressions of each station's framework plan and the direction of the recommendations. The exercise created live word clouds that were displayed on the screen, providing overall direction for the Framework Plans that the City of Plano would use to further refine the plans.

# Overview of Engagement Findings

The Advisory Group meeting provided key insights into the direction and refinement of the Framework Plans for the station areas. The sections below outline separate themes created from the Advisory Group's feedback and provided during the meeting.

## 12th Street Station Area

The Advisory Group provided detailed feedback on the direction of the Framework Plans for the 12th Street Station Area. Feedback for the Land Use Framework revealed an interest in further integration of art and creative uses as well as more open space and an emphasis on transitions and mixed uses throughout the station area. The Advisory Group shared an interest in form-based housing integrated in the station area and more sensitivity to the Douglass neighborhood. Transitions between land uses, neighborhoods, and open spaces.

The Advisory Group's feedback on the Transportation Framework revealed that there was a desire for reduced parking presence and requirements, increased traffic calming measures, and further multimodal access to the transit station. The Advisory Group also noted a desire for further wayfinding, signage, bicycle infrastructure, pedestrian infrastructure, crosswalks, and safety enhancements. The group expressed overall concern for maintenance of the transportation infrastructure, and an overall interest in more diverse and multimodal transportation connectivity in the station area.

The Character and Open Space Framework prompted the Advisory Group to provide feedback on a need for additional private open space requirements, additional parks and plazas, and activated open spaces and parks in the station area. The Advisory Group expressed a desire for clean and well-maintained parks, streetscapes, and open spaces.

## Shiloh Road Station Area

The Advisory Group provided their insights into the refinement of the Framework Plans for the Shiloh Road Station Area. The feedback on the Land Use Framework revealed an interest in additional affordable housing and concern for retention of permanent residents of the area. The Advisory Group also revealed an interest in more open space as a primary land use in the station area. There was a desire for additional connectivity and continuity between land uses. Finally, the Advisory Group was interested in an expansion of the Flex Zone land use further to the south.

Feedback on the Transportation Framework identified concern with additional parking in the DART lot as well as concerns with how new development will impact the transportation network. The Advisory Group identified a need for additional bicycle and pedestrian infrastructure, safety, and expansions in the station area. The Advisory Group identified a need for additional connectivity across the station area.

The Character and Open Space Framework prompted the Advisory Group to identify a need for additional green space, wayfinding, signage, and community branding efforts, as well as an overall concern for maintenance and community aesthetics in the station area.

# Presentation to the Advisory Group



## Parks & Open Space Opportunities

### Open Space and Redevelopment

- Require the inclusion of functional and accessible public open spaces within future redevelopment of the retail corner mixed-use areas. The open spaces must be integral components of the site design rather than residual or leftover spaces. Emphasis should be placed on ensuring that these areas are purposeful, engaging, and readily accessible to the community. Design features should include enhanced landscaping, shade features, seating and lighting to create an environment conducive to community interaction and engagement.

### Existing Open Space

- Shoshoni Park should incorporate key recommendations from the Parks, Recreation, Trails & Open Space Master Plan. The park should receive updated facilities and amenities, a bright color scheme, updated park signage, and other improvements that make the park a key amenity for visitors and residents to the area.
- Accessibility to Shoshoni Park should be enhanced. Pedestrian improvements, such as sidewalks, marked crosswalks, and a midblock crossing on Del Sol Drive, should be considered to improve connectivity.

### Streetscape & Character Recommendations

#### Distinctive District Branding

- Create uniform streetscape design across the district to establish a consistent visual identity and branding for the Station Area and Research & Technology District. Design guidelines should encourage consistent signage, monumentation, street furniture, lighting, and development entries to reinforce a cohesive district character.

#### Aesthetics

- Design a cohesive and recognizable set of branding concepts reflecting a modern and distinctive character for the area, and promoting a unified sense of place. Design elements such as street lighting and other public amenities should adhere to this set of design standards. Enhanced landscaping including trees, shrubs, and groundcover should be considered.

#### Monumentation

- Monumentation features such as wayfinding signage, landscaped medians, architectural structures, public art, and sculptural elements, can be strategically placed at key entry points. Street furniture, lighting, and other public amenities should be used in combination with the monumentation to amplify the visual appeal.

#### Signage

- Effective wayfinding and other signage can enhance district branding, offering guidance, creating identity, and enhancing the overall experience. Signage design should align with the district's visual identity, using consistent colors, typography, and symbols that reflect the area's character and personality.

#### Gateways

- Consider the use of gateway features to serve as landmarks along major corridors, creating a visual entry transition into the Shiloh Road Station Area. These elements could include iconic structures, artistic installations, landscaped medians, or unique architectural designs that capture attention and signify arrival. Integrating landscaping and greenery around gateway features can enhance their aesthetic appeal.

### Transitional Mixed-Use

Category: This category represents the historical residential of Douglas Community, and no changes are recommended for this land use policy direction, which should be left residential development consistent with the existing neighborhood character.

It is recognized that development pressures may exist due to its proximity to the 10th Street Station. However, the historical character of the Douglas Neighborhood is important to remain intact. Any future development should be consistent with existing educational, institutional, or light-use uses to the needs of the community.

Typical Use Mix	Character Defining Elements	Block Pattern & Parking Orientation
Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>Multi-unit residential</li> <li>Single-family detached</li> <li>Residential duplex</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping</li> <li>Medium-rise</li> <li>Medium-density</li> <li>High-density</li> <li>Low-rise</li> <li>Low-density</li> <li>Medium-density</li> <li>High-density</li> </ul>	<ul style="list-style-type: none"> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> </ul>

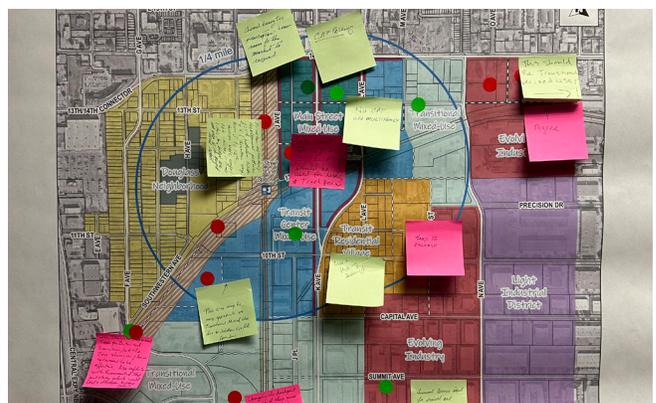
### Douglas Neighborhood

### Light Industrial

Category: This category represents the existing floor use designated for the area. This category is intended to support the area for industrial, professional, and creative uses, including manufacturing, research and development, and associated uses.

This category is a strategic land use designated for the area. It should be used for light industrial, professional, and creative uses, including manufacturing, research and development, and associated uses. The area is intended to support the area for industrial, professional, and creative uses, including manufacturing, research and development, and associated uses.

Typical Use Mix	Character Defining Elements	Block Pattern & Parking Orientation
Residential	Typical Development Scale & Intensity <td>Block Pattern &amp; Parking Orientation </td>	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>Multi-unit residential</li> <li>Single-family detached</li> <li>Residential duplex</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping</li> <li>Medium-rise</li> <li>Medium-density</li> <li>High-density</li> <li>Low-rise</li> <li>Low-density</li> <li>Medium-density</li> <li>High-density</li> </ul>	<ul style="list-style-type: none"> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> <li>Street-oriented</li> <li>High-density</li> </ul>







## Our Purpose and Process Today



## Your Team

olsson studio



Ken Boone



Vivian Fung



Michelle Queen



Ryan O'Carroll



Jason Aprill



Drew Brawner



Eric Hill



# Agenda

5:30p.m. - 5:55p.m. | Introduction (Council Chambers)

6:00p.m. - 7:00p.m. | Breakout Groups (*Training Room A, Planning Department 2D and 2E*)

• 30 minutes per station area

7:00p.m. - 7:15p.m. | Break (Council Chambers)

7:15p.m. - 7:30p.m. | Regroup/Next Steps (Council Chambers)



## The Incoming DART Silver Line



## Silver Line Station Areas Plan



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

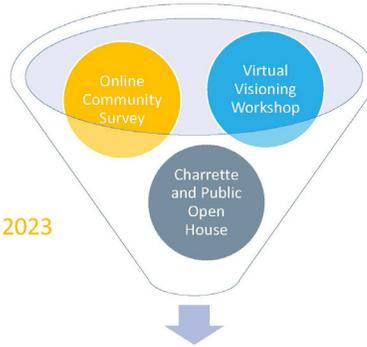


Phase 1 - Existing Conditions  
Fall 2022



# Engagement Activities

- Virtual Visioning Workshop | April 27, 2023
- Online Community Survey | May 31 - July 14
- Charrette and Public Open House | June 27-29, 2023
- Digital Open House | July 24 - August 21, 2023



Framework Plans



## 12th Street Station Area

Land Use

Mix of Uses



Land Use

## 12th Street Station Area

Transit-Oriented Form

Walkable & Connected Streets

Dense & Diverse Uses Oriented Toward Transit

Land Use

## 12th Street Station Area

Housing Variety

Land Use

## 12th Street Station Area

Economic Growth & Development Compatibility

# 12th Street Station Area

Transportation

Walkability



# 12th Street Station Area

Transportation

Safety



# 12th Street Station Area

Open Space & Character

Community Gathering Spaces



# 12th Street Station Area

Open Space & Character

Enhance Neighborhood Identity



## *Shiloh Road Station Frameworks*



# Shiloh Road Station Area

Land Use

Innovation and Employment Focus



# Shiloh Road Station Area

Land Use

## Active Station Area Hub



# Shiloh Road Station Area

Land Use

## Compatible Development Transitions



# Shiloh Road Station Area

Land Use

## Land Use Diversity



# Shiloh Road Station Area

Transportation

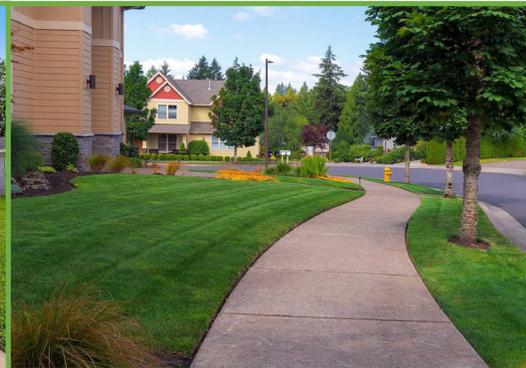
Enhanced Station Connectivity



# Shiloh Road Station Area

Open Space & Character

Preserving Neighborhood Integrity



# Shiloh Road Station Area

Open Space & Character

Enhanced Public and Green Spaces



# Shiloh Road Station Area

Open Space & Character

Distinctive District Identity



## We are asking for your feedback.

- **Content is divided into 12<sup>th</sup> Street & Shiloh Road.**  
Then sub-divided into 3 topics: land use, transportation, & character/open space.
- **View the content on the posters.**
- **Provide your thoughts on sticky notes.**
- **You will have 30 minutes for the first transit station (rotate individually at your own pace between the 3 topics).**
- **Then you will have 30 minutes for the second transit station (rotate individually at your own pace between the 3 topics).**



**Let's divide into groups.**  
**Follow your group leader!**



**What We Heard Today**



## 12<sup>th</sup> Street Station Area

### LAND USE FRAMEWORK

- Public Park vs Private Redevelopment (2 Urban Parks)
- Density flexibility in transit residential village
- How do we incorporate affordable housing
- Streamline permitting
- Allow art / creative uses
- Form-based housing (transit village)
- Douglass neighborhood transition
- Open space minimums in transitional/mixed use
- Some of evolving industry should be transitional mixed use



## 12<sup>th</sup> Street Station Area

### TRANSPORTATION FRAMEWORK

- Reduce parking presence and requirements
- Need for increased bike infrastructure & amenities
- Additional wayfinding and signage
- Concern for maintenance
- Need for further north/south access to the 12<sup>th</sup> street station
- Prioritize pedestrians
- Traffic calming on K Avenue
- Crosswalks and timings for pedestrians
- Incorporation of transit strategies into the plan



## 12<sup>th</sup> Street Station Area

### CHARACTER & OPEN SPACE FRAMEWORK

- J Alley – Use and Regulation
- Activate Open spaces and parks
- Unhoused strategies?
- How do we maintain these parks/steetscapes/open spaces?
- Infill(development) vs open space parks
- Private open space requirements
- Plaza designated park (see LU)”



# Shiloh Road Street Station Area

## LAND USE FRAMEWORK

- Connectivity and continuity from station to the parking lot
- Need for more green space
- Concern about retention of permanent residents
- Need for additional affordable housing
- Expansion of flex zone to the south

## TRANSPORTATION FRAMEWORK

- Concerns with parking in the DART lot
- Increasing bike/ped friendliness and safety with road expansions/additions
- Concerns with how new streets impact development potential
- Need for additional trail connectivity

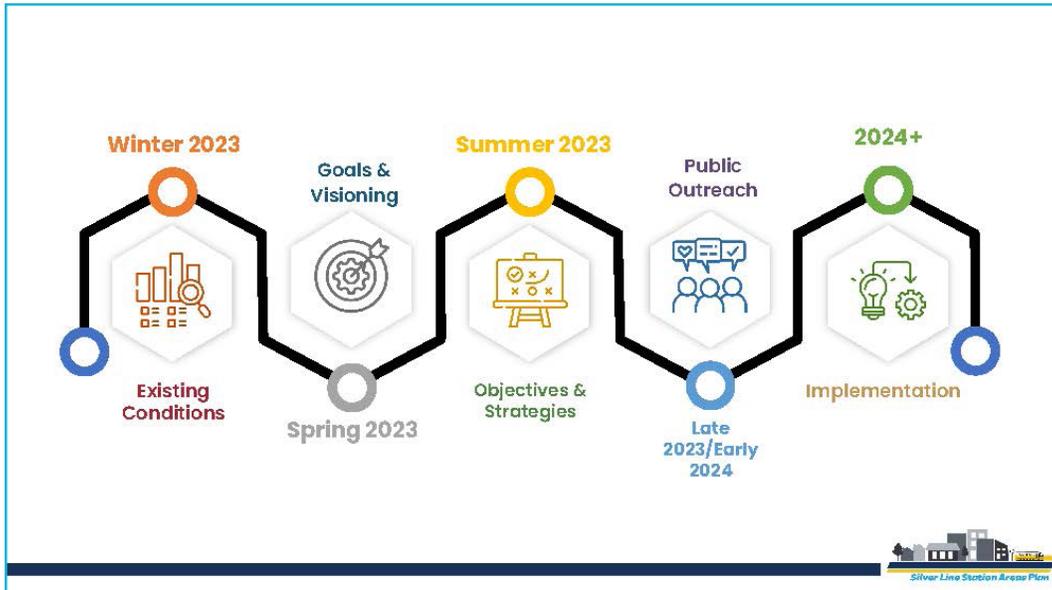
## CHARACTER & OPEN SPACE FRAMEWORK

- Need for more green space
- Concern for district branding
- Want unique wayfinding/signage
- Concern for maintenance of public spaces



**Give us your final thoughts!**  
*scan the QR Code on your sheet*





# Full Documentation of Responses

## 12th Street and Shiloh Station Area Framework Plans





## 12th Street Station Area - Draft Land Use Framework Plan (Map)

- The Douglass neighborhood needs protection and transition, but the zone shown in plan is too narrow to be effective. Also, conflicts with environmental map and study which would land a developer to place over.
- This area maybe more appropriate as Transitional Mixed Use due to isolation via RR corridors.
- Changing the development character of these areas will be a challenge. Could end up with piecemeal residential development, which is not ideal.
- Prioritize extending development pattern of 15th between tracks and K (“downtown strips”) down J to 12th - human scale-scale, comfortable inviting, big buildings are met, with ground floor retail.
- Avoid being too prescriptive, leave room for the market to respond.
- Cap parking.
- No CAP on multifamily.
- No need for T place I is an alley should be used for holiday.
- Limit parking reserved (Transit Residential Village).
- Hard to enlarge (Transit Residential Village).
- Summit Avenue ideal for visual art community.
- This should be Transitional Mixed Use! (Evolving Industrial on 14th Street)
- Agree^

# 12th Street Station Area Draft Land Use Framework Plan



## Transitional Mixed-Use

This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including CityLine, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities at a more moderate development scale and intensity, bridging the gap between the transit-oriented core areas and other station areas along the rail transit corridor.



### Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Mid-rise Multifamily</li> <li>• Single-Family Attached</li> <li>• Single Living Options (Independent, Assisted)</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale</li> <li>• Up to 4 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium blocks</li> <li>• Structured parking, surface lots on-street parking</li> </ul>

## Light Industrial

This category maintains the existing focus on light industrial uses, underlining its significance in supporting the area's local employment and economic vitality. This area offers spaces for industrial activities with various functions, including processing, assembly, warehousing, research and development, and associated services.

The plan recommends a station area land use pattern that transitions to light industrial uses east of N Avenue. This adjusted boundary creates a transition that gradually shifts from predominantly light industrial uses to a more mixed-use character closer to the station area core. N Avenue provides a key connection that supports local north-south freight traffic for the movement of goods and services. It can also act as a buffer, softening the shift in character and creating separation for the mixed-use and residential areas west of this area.



### Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Light Industrial</li> <li>• Retail</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise to Mid-Rise Scale</li> <li>• 1-5 stories</li> <li>• Low Intensity</li> <li>• &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium block size</li> <li>• Surface lots</li> </ul>

## Douglas Neighborhood

This category respects the historical importance of the Douglas Community, and no changes are recommended to the existing land use policy direction, which allows for infill residential development consistent with the existing neighborhood character.

It is recognized that development pressures may exist due to its proximity to the 12th Street Station. However, the primary uses in the Douglas Neighborhood are intended to remain single-family detached or duplex residential, with supporting educational, institutional, or office uses to cater to the needs of the community.



### Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise Scale</li> <li>• 1-2 stories</li> <li>• Low Intensity</li> <li>• &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium blocks</li> <li>• Private garages and on-street parking</li> </ul>

## Douglas Neighborhood Transition

This category is a strategic land use area designed to provide appropriate transitions in building height and bulk that are sensitive to the character of the adjacent Douglas Community. Its purpose is to create a gradual, thoughtful shift between the more intense transit-oriented development concentrated around the station and the existing neighborhood.

This area recommends a development scale that aligns with and is considerate of the existing residential neighborhood, and it should avoid large, imposing structures, ensuring that any new development complements the existing community's character. While residential uses are recommended as a key component, the Douglas Neighborhood Transition also provides space for certain non-residential uses. These may include new open space areas, community-oriented retail, service, or office establishments.



### Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> <li>• Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale</li> <li>• 1-3 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Compact and connected blocks</li> <li>• Residential private garages</li> <li>• Non-residential surface lots and on-street parking</li> </ul>

# 12th Street Station Area Draft Land Use Framework Plan



## Main Street Mixed-Use

This category is designed to extend the walkable "Main Street" feel from the historic Downtown core to the 12th Street Station. Characterized by walkable block sizes, this area is envisioned as a vibrant, eclectic zone with a mix of uses at a variety of heights and scales. Smaller, individually owned properties will likely encourage smaller-scale, diverse projects. The typical building scale and intensity in this area should be similar to the existing development form in Downtown.

This land use area prioritizes pedestrian activity through an active street environment. First-floor uses along primary streets support lively streetscapes and provide visual interest. With K Avenue intended as a "destination" street, creating a focal point for the station area. The area supports a mix of land use types, including mixed-use residential with ground floor retail, dining options, office spaces, and service-related businesses.



### Character Defining Elements

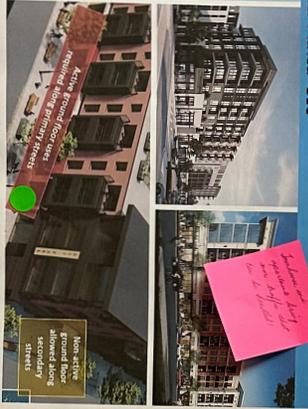
Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>Mixed-Use Multifamily</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise to Mid-Rise Scale</li> <li>Up to 5 stories</li> <li>High Intensity</li> <li>&gt;75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>Structural and surface lots and on-street parking</li> </ul>		

Developed opportunities to be more walkable, including active street, shared use, and transit-oriented development.

## Transit Center Mixed-Use

This category serves as the highest density area, intended to foster transit-oriented activity within close proximity to the 12th Street Station. This zone includes parcels which are relatively easier to assemble and are more suited for larger-scale, cohesive projects. The category supports a mix of land uses, with active street frontage along primary streets to create a dynamic area that is welcoming and engaging for pedestrians. The area is characterized by compact blocks and walkable street connectivity. Surface parking should be minimized to enhance walkability and the overall urban character.

Development form is similar to the Main Street Mixed-Use area, but a transit-oriented density bonus incentive is recommended to promote quality, larger-scale projects. The density bonus would allow development to exceed typical building heights by up to three stories to contribute to desired development goals, such as providing affordable housing units, public structured parking, or other design enhancements.



### Character Defining Elements

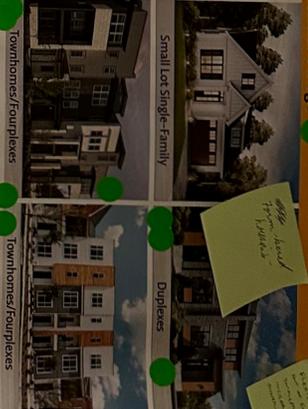
Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>Mixed-Use Multifamily</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Mid-Rise Scale</li> <li>3-5 story density bonus option</li> <li>High Intensity</li> <li>&gt;75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>Structural and surface lots and on-street parking, shared lots and on-street</li> </ul>		

Silver Line Station Areas Plan  
Advisory Group Meeting  
December 13, 2023

## Transit Residential Village

This category aims to maintain a strong residential identity centered on the existing Vendome neighborhood. Housing types in this area should include a mix of moderate-density options, including small-lot single-family detached homes and attached housing types, such as townhomes, duplexes, and quadplexes. This variety will add housing choices suitable for a diverse population. The typical building height is limited to 3 stories.

Infill and redevelopment opportunities are present, enabling the growth and evolution of this residential district. The neighborhood boundary and local street connectivity is recommended to be expanded to support the area's livable character and provide additional residential development opportunities. The development pattern and street grid should promote a quiet, safe, and pedestrian-friendly environment that also minimizes the impact of adjacent commercial uses.



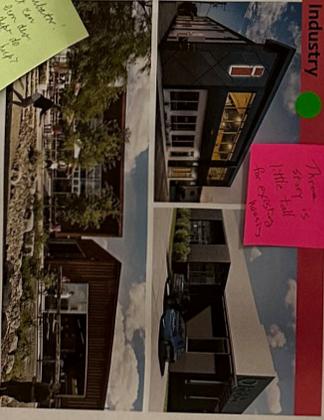
### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale</li> <li>1-3 stories</li> <li>Medium Intensity</li> <li>50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>On-street parking, private garaged parking and surface lots</li> </ul>		

## Evolving Industry

This category retains its primary focus as an employment-oriented area with a central theme of repurposing and adaptive re-use of older industrial spaces. This focus is instrumental in revitalizing this area, reimagining older facilities, and expanding the allowed uses to encourage a diverse mix of business activity that can include retailers, showrooms, breweries, boutique retail, food and beverage establishments, and incubator/makespace facilities.

Redeveloped sites within this land use should encourage walkability with inviting streetscapes and building entries that enhance the area's visual appeal, particularly along major streets. Development in this area benefits from easy access to Downtown amenities and the 12th Street Station.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale</li> <li>Medium Intensity</li> <li>50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Surface lots</li> </ul>		

Handwritten notes: "Mixed-use, retail, office, light manufacturing, commercial free space", "Small to medium blocks, surface lots", "There is a great little retail building on the corner".

# 12th Street Station Area Breakout Group Questions



Silver Line Station Areas Plan

Do the Draft Framework Plan recommendations align with the community goals and the input received so far? If not, why?

Will this lead to  
higher quality  
values and character  
of the site people  
from experience  
include??

Is anything missing from these Draft Framework Plans?  
If so, what should be incorporated to improve the overall plan?

Need more consistency  
in the plan/standards  
and use of the same  
language throughout

Have a  
dedicated area for  
a high-quality  
facilities  
(see notes on  
the plan sheet  
and in details)

The plan needs  
to make it  
easier to change  
zones in the  
area

## 12th Street Station Area - Draft Land Use Framework Plan (Character Images/Elements)

### *Transitional Mixed-Use*

- No comments.

### *Douglass Neighborhood*

- One story limit size.
- Real porches! To preserve neighborhood feel. Also provide storage for outdoor items - some infill houses here don't have it, and leads to messy yards.

### *Light Industrial*

- No comments.

### *Douglass Neighborhood Transition*

- Don't understand.
- Garage on alleys? (Block pattern & Parking Orientation).

### *Main Street Mixed-Use*

- Development opportunities in this area will likely be adaptive reuse of buildings. The city should make this easier to do by streamlining permitting.

### *Transit Residential Village*

- Form-based housing.
- Allow greater flexibility in redevelopment of existing SF lots. Smaller minimum lot sizes/ increase density of owner occupied housing.

### *Transit Center Mixed-Use*

- Townhomes and apartments bring more traffic that can be handled!
- 5 stories max.

### *Evolving Industry*

- Three story is a little tall for existing housing.
- Allow creative uses/art.
- Small business incubator! What can economic development department do to help?

## 12th Street Station Area - Draft Land Use Framework Plan (Breakout Group Questions)

### *Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- Will this lead to high property values and exclusion of some people from affordable housing?

### *Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

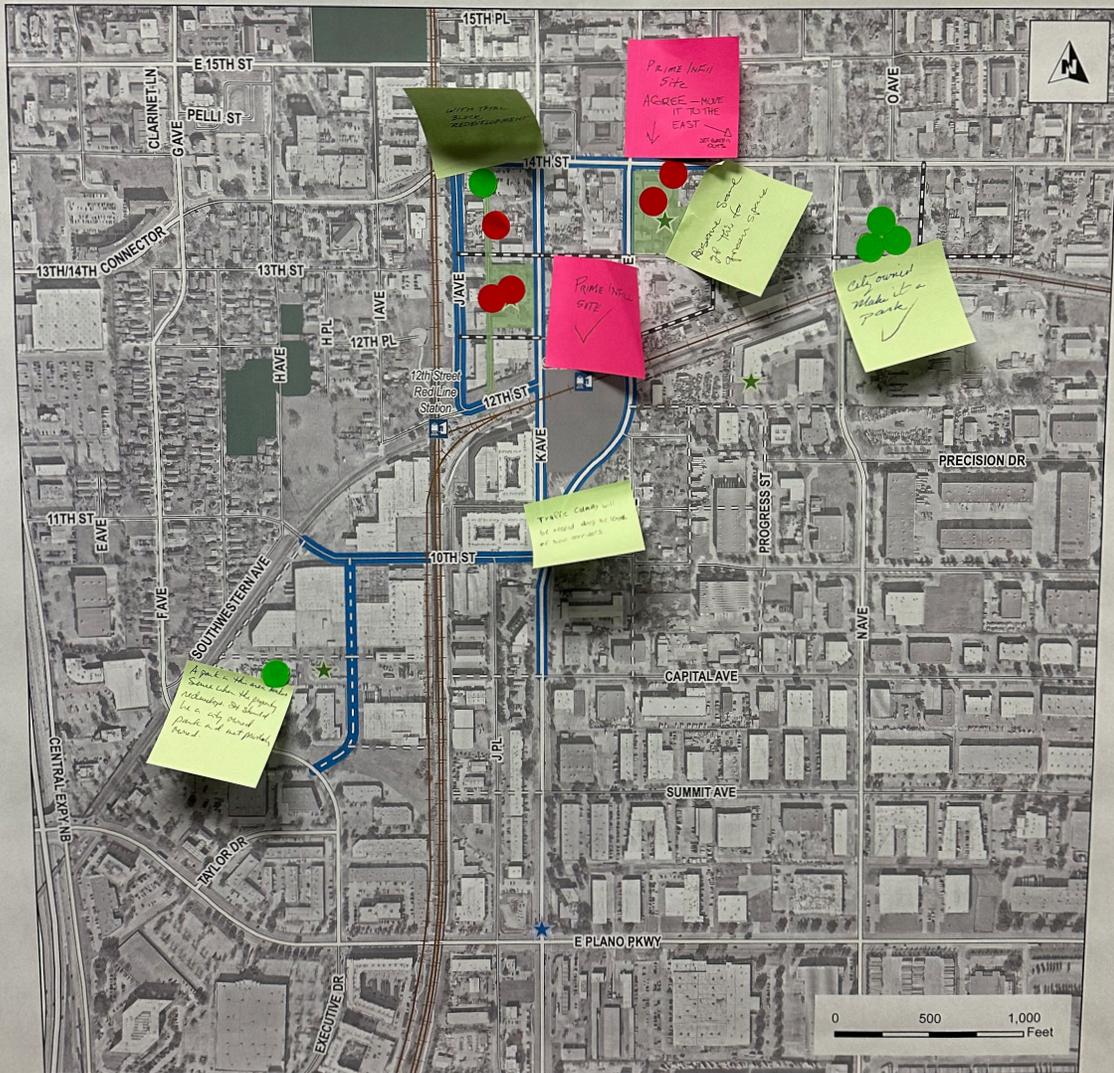
- Need more green space --> transitional/mixed use should have built in minimums.
- Have we considered space for a healthcare facility. Local residents + (trains connection would make it desirable)
- The city needs to make it easier to change zoning in area.

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



The **Open Space & Character Framework Plan** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area. This map identifies specific recommendation areas for public parks, active open spaces integrated into redevelopment, and key strategies aimed at fostering a unique sense of place through effective placemaking and branding. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area to enhance the overall aesthetic appeal, identity, and functionality of the station area.



- |   |   |                                   |                               |
|---|---|-----------------------------------|-------------------------------|
| <b>Open Space &amp; Character Opportunities</b>               | <span style="color: green;">■</span> Potential Open Space Sites | Downtown Streets Plan Connection  | DART Station Property         |
| <span style="color: green;">★</span> Parks & Open Space       | Primary Pedestrian Streetscape                                  | Potential Local Street Connection | Future DART Station           |
| <span style="color: blue;">★</span> Streetscape & Placemaking |   |                                   | Open Space Network (Existing) |

Silver Line Station Areas Plan - Advisory Group Meeting  
December 13, 2023

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



### Parks & Open Space Opportunities

#### Urban Town Square Park Concept

- Promote the development of a public town square park on the southeast corner of Municipal Avenue and 14th Street, serving as a multi-purpose park and event space anchor to support the needs of continued Downtown development. Multiple lots would need to be assembled, including existing public surface parking lot space, to create an approximately 4-acre urban-style town square. This space would provide additional activity space to complement Downtown activities occurring in Haggard Park and McCall Plaza.
- Amenities of this park could include space for a dog run, food trucks, seating, and public art installations to increase public usage. An anchor business (e.g., restaurant) could be maintained adjacent to the park to regularly activate the space and support various events.

But there is a need for additional public park space in the area, just not these locations

The specific site identified as prime development potential should be allowed for private use (possibly park) on nights, traffic to focus on that area



Town Square Park Example

#### Shared Street/Plaza

- Transform J Place into a shared street to provide an enhanced pedestrian connection between 12th Street Station and 14th Street. This street should maintain essential service access to development along these blocks, while also creating a unique space for patio dining and secondary business entries alongside the pedestrian accessway.
- Create a public plaza between the future 12th Place and 13th Street blocks. The design of the plaza should provide an additional opportunity space for outdoor dining and events. Design features should include ample shade elements, and public access to the site should leverage existing parking along the DART rail corridor. Options for the orientation of the plaza could include facing J Avenue for more direct access to existing parking along the DART rail line, or facing K Avenue for increased public visibility.



Active Shared Street

#### Integrated Open Space Within Future Redevelopment

- Require functional and accessible public open spaces within future large scale mixed-use projects to serve redeveloping areas south of the 12th Street Station.

Open space sites primarily within future large scale mixed-use projects

### Streetscape & Character Recommendations

#### Primary Pedestrian Streetscapes

- Major corridors located in the Transit and Main Street Mixed-Use areas are anticipated to have high levels of pedestrian activity, particularly within close proximity to the transit station. Design considerations should prioritize an active character, with an emphasis on pedestrian-oriented amenities that make streets inviting and lively. The streetscape elements should support the mix of commercial, residential, and social spaces.

Streetscapes should enhance historic ambience and open space

Pedestrian-oriented amenities should include:

- Seating:** Include seating options to encourage social interaction that invites people to linger and enjoy local businesses.
- Wide sidewalks:** Design and maintain wide sidewalks to accommodate comfortable pedestrian traffic and outdoor dining areas for businesses.
- Landscaping:** Incorporate landscaping elements that add aesthetic appeal and enhance the urban environment.
- Wayfinding signage:** Provide clear and attractive wayfinding signage to guide residents and visitors through the area.
- Street lighting:** Illuminate streets with well-designed and pedestrian-friendly lighting that contributes to both safety and ambiance.



Pedestrian-Oriented Amenities

Consider using trees that have shed on parked cars!

Repurpose a lot? Maintain

More trees are better

#### Secondary Pedestrian Streetscapes

- Streets further from the 12th Street Station, such as those located in the Transitional Mixed-Use and Evolving Industry areas, and other minor streets are expected to have more moderate pedestrian activity. However, their street design should prioritize essential pedestrian comfort and visibility. Elements like wide sidewalks, street trees, and on-street parking can still contribute to a pleasant and safe pedestrian experience, enhancing the overall streetscape.

#### Distinctive Entry Features & District Identity

- Establish a gateway at the southern end of the 12th Street Station Area to create a positive first impression of the district and reinforce the area's identity. Improvements to elevate the aesthetics and character of intersections, medians, and parkways may include burying utilities, enhancing landscaping, incorporating alternate paving materials, adding signage, or integrating public art. Potential gateway improvement locations may include K Avenue & Plano Parkway or K Avenue & 10th Street.



Wayfinding Signage

Wayfinding signage is important

Super important



Gateway Identity Features

### 12th Street Station Area - Draft Open Space & Character Framework Plan (Map)

- A park in this area makes sense when the property redeveloped. It should be a city owned park and not privately owned.
- Traffic calming will be needed along the length of these corridors.
- With total block redevelopment.
- Prime infill site (12th street station).
- Prime infill site (along 14th Street).
- Reserve some of this green space (14th Street and Municipal Avenue).
- City owned, make it park (14th Street, and O Avenue).

### 12th Street Station Area - Draft Open Space & Character Framework Plan (Parks & Open Space Opportunities)

- Public open space private property is a challenge for developers. Should focus on city-owned parks and open space.
- The two park sites identified are prime development sites and should be retained for private use.
- Having a park on highly traffic lanes is not ideal.
- But there is a need for additional public park space in the area, just not this location.
- The two park sites identified are prime development sites and should be retained for private use. Having a park on highly traffic lanes is not ideal.

### 12th Street Station Area - Draft Open Space & Character Framework Plan (Streetscape Character Recommendations)

- Streetscapes should enhance historic ambiance of the area.
- Consider using trees that don't shed on parked cars.
- Public restrooms.
- Depending on who maintains.
- The more trees the better.
- Signage is important.
- Super important.

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

### Parks & Open Space Concepts

#### Municipal Avenue Urban Town Square Park Concept



Town Square Park Example



Town Square Park Example

Handwritten note: How to make public space more inviting and useable? (e.g. public art, seating, etc.)



Public Art

Good example of how to create good public space - see how they use the space to create a great environment

Create transitional public art to marry with historic character of the area

Handwritten note: How to make public space more inviting and useable? (e.g. public art, seating, etc.)



Dog Run



Dining Adjacent to Park

#### Place Shared Street/Alley Concept



Handwritten note: Set up an alley next to that way of flow and set back the road to create a shared street.

Handwritten note: How to make public space more inviting and useable? (e.g. public art, seating, etc.)



Public Plaza Example



Public Plaza Example

Handwritten note: How to make public space more inviting and useable? (e.g. public art, seating, etc.)



Active Shared Street/Alley

# 12th Street Station Area Breakout Group Questions



Do the Draft Framework Plan recommendations align with the community goals and the input received so far? If not, why?

[Empty space for handwritten responses to the first question]

Is anything missing from these Draft Framework Plans?  
If so, what should be incorporated to improve the overall plan?

People thought  
the plan was  
good.

People want to see  
more of the plan  
and more of the  
plan. People want  
to see more of the  
plan.

People want to see  
more of the plan  
and more of the  
plan. People want  
to see more of the  
plan.

## 12th Street Station Area - Draft Open Space & Character Framework Plan (Parks & Open Space Concepts)

### *Municipal Avenue Urban Town Square Park Concept*

- How to make public spaces welcoming, without inviting. “all day camping” which generates a lot of trash and wear?
- Good idea, how to ensure good execution? Art on 15th street between 75 & G is not a great contribution.
- Create transitional public art to marry with historic character of the area.
- Who will maintain these lovely open spaces? Early in they are an asset, but as projects age they can decline - reference plantings at original eastside I - they’re awful. Plantings at downtown plano DART station are also looking very untended and unprioritized.

### *J Place Shared Street/Plaza Concept*

- It is an alley. Keep it that way otherwise setbacks and row becomes problematic.
- Extensive limited benefit.
- I really like the way they plaza connects to the share street on this map!
- Movable seating: #1 way to energize public space! (See ‘Social life & small urban spaces by Whyte’)

## 12th Street Station Area - Draft Open Space & Character Framework Plan (Breakout Group Questions)

*Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- No comments.

*Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

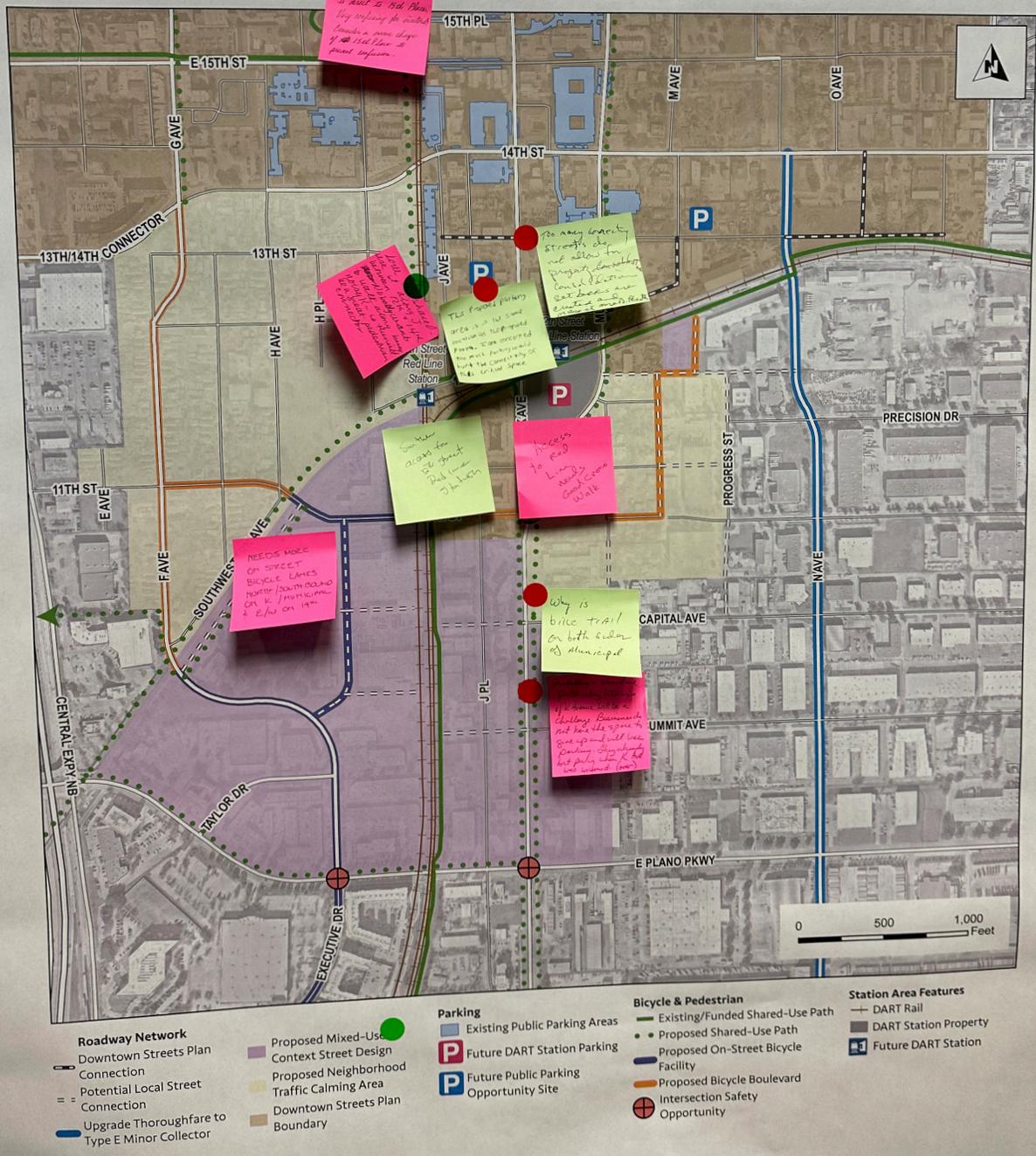
- Think horizontal mixed-use
- Green space per se is not energizing - people need a reason to go and hang out. Otherwise just a cut through, maintenance issue, etc. Active water features, interactive items, etc.
- Potential space vs. land use character. Important to ensure X% of minimum green space for public use.

# 12th Street Station Area

## Draft Transportation Framework Plan



The **Transportation Framework Plan** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area. It outlines recommended roadway design enhancements, future street connections, parking opportunities, and key bicycle and pedestrian connections. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area.



Silver Line Station Areas Plan - Advisory Group Meeting  
December 13, 2023

# 12th Street Station Area Draft Transportation Framework Plan



## Roadway Network & Parking Strategies

### Street Design & Connectivity

- Develop new streets and extend existing ones to create a well-connected network of streets with a street grid that can include a mix of public or private streets. The short block street grid would help create a walkable environment that encourages pedestrian activity and supports convenient access to transit.
- Apply Downtown Streets Plan and Mixed-Use Context street design standards to enhance the urban design, pedestrian-friendliness, and overall character of the roadway network. Emphasize features like wide sidewalks, pedestrian-scale lighting, street trees, on-street parking, and sidewalk dining areas to create active streetscapes.



Active streetscapes/outdoor dining

K AVENUE SHOULD BE WIDENED TO 2 LANE'S FOR DIRECTION

### Neighborhood Traffic Calming

- Implement traffic calming techniques in neighborhoods like the Transit Residential Village and Douglass Neighborhood to mitigate cut-through traffic and bolster safe and welcoming streets for residents. Appropriate physical traffic calming measures may include raised crosswalks, curb extensions, or traffic circles to reduce vehicle speeds and enhance safety in key locations.



Curb extension as traffic calming

IMPLEMENT STRATEGIES TO REDUCE TRAFFIC THROUGH NEIGHBORHOODS BY PROVIDING TRAFFIC CALMING MEASURES TO REDUCE TRAFFIC SPEEDS

### Alternate Commercial Vehicle Access

- Implement design solutions to support north-south commercial vehicle traffic on N Avenue as an alternate to K Avenue. Upgrade N Avenue to a Type E Major Collector to provide sufficient right-of-way for intersection turn lanes, enabling more efficient freight traffic flow between 14th Street and the PG&T frontage road.

ENHANCE N AVENUE TO COMMERCE TRAFFIC AS AN ALTERNATE TO K AVENUE. THIS WILL BE CHALLENGING TO DO FROM 14TH ST.

### Parking Strategies

- Introduce on-street parking options through Mixed-Use street design. Consider reduced off-street parking requirements, encourage shared parking, and provide parking incentives for large developments to include a percentage of public parking within structured parking.
- Develop strategies for phasing out surface parking lots by identifying and acquiring strategic locations for public parking, land banking for short-term needs, and repurposing or redeveloping parking in more transit-oriented development form.



Structured parking garage

REDUCE CAR SURFACE PARKING

BAD EXAMPLE

## Multimodal Connections (Bicycle, Pedestrian & Transit)

### Bicycle Connectivity & Safety

- Incorporate bicycle infrastructure, including on-street bicycle facilities such as bike lanes and sidepaths, to encourage bicycle activity and enhance safety for bicyclists within the area. Create bicycle boulevards on low-traffic/low-speed streets, designed as bike priority routes with traffic calming elements to promote safe cycling.
- Consider an enhanced shared-use path connection between the Collin Creek Mall redevelopment site and the 12th Street station area, with a potential trail bridge across US 75.
- Ensure adequate on-site bicycle parking amenities and pathway access as part of development to support cycling as a convenient mode option.

BIKE LANE SHOULD BE IMPLEMENTED TO ENHANCE SAFETY FOR BICYCLISTS

ENSURE BIKE TRAILS ARE BIKE/JOGGER TRAILS



Bicycle parking

### Pedestrian Connectivity & Safety

- Prioritize pedestrian safety, comfort, and connectedness with adequate lighting, signage, and active first floors with sidewalk access. Intersection safety improvements at key arterial thoroughfare intersections are recommended to create a more welcoming and secure environment for pedestrians, ensuring their visibility and ease of movement. Specific measures include high-visibility crosswalks and closing sidewalk gaps to provide continuous pathways.

ENSURE BIKE TRAILS ARE BIKE/JOGGER TRAILS

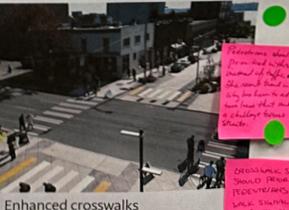
ENSURE BIKE TRAILS ARE BIKE/JOGGER TRAILS

### Transit Access

- Enhance first-mile/last-mile transit options from rail stations to business areas. A short-term option would be to coordinate with GoLink to expand GoLink throughout the area. A longer-term option could include exploring partnerships with employers to provide shuttle services to and from transit stations.

PLAN THIS TO GIVE ATTENTION TO TRANSIT STRATEGIES

STATION SHOULD BE 340 ADT



Enhanced crosswalks

TRANSIT SHOULD BE PROMOTED WITHIN NEIGHBORHOODS TO ENHANCE SAFETY AND CONNECTEDNESS

TRANSIT SHOULD BE PROMOTED WITHIN NEIGHBORHOODS TO ENHANCE SAFETY AND CONNECTEDNESS

### 12th Street Station Area - Draft Transportation Framework Plan (Map)

- More signage need to direct to 15th place. Very confusing for visitors! Consider a name change of 15th place to prevent confusion.
- Needs more on street bicycle lanes north/southbound on K/Municipal and E/W on 14th.
- Love shared use street along K between 12th and 14th. Nobody wants to walk along busy noisy K - so this will be a great pedestrian connector.
- This proposed parking area is in the same location as the proposed plaza. I am concerned too much parking would hurt the connectivity of this critical space.
- Southern access for 12th street red line station.
- Too many connecting streets do not allow for property consolidation, setbacks are created and make it more difficult.
- Access to red line needs good cross walks.
- Why is bike trail on sides of municipal?
- Installing a shared use path along both sides of K Avenue will be a challenge. Businesses do not have the space to give up and will like parking. They already hurt parking when K Ave. was widened (over)

### 12th Street Station Area - Draft Transportation Framework Plan (Roadway Network & Parking Strategies)

- K avenue should be narrowed to 2 lane each direction.
- Implement strategies to reduce thru-traffic volumes on K, municipal, and 14th streets to promote pedestrian safety, cyclist safety.
- Enhancing N Avenue to carry more traffic is a good idea, but R and W will be challenging to expand to Type E.
- F Avenue?? (Neighborhood Traffic Calming)
- The short block grid and small footprint format is very important to extending energy and vibe of downtown, also to drawing in diverse, small, and imperative businesses and entrepreneurs.
- Protect Douglass. Something needs to be considered to keep the open space under the elevated rail from becoming a liability to that neighborhood, people loiter and congregate there, trash collects, etc.
- Reduce and cap surface parking.
- Bad example (structured parking garage)

### 12th Street Station Area - Draft Transportation Framework Plan (Roadway Network & Parking Strategies)

- More bike needs, especially creative and fun designs.
- Ensure bike trails are bike/jogger trails.
- Downtown PID needs to prioritize daily cleaning and trash control along J (as I understand between 14th and 12th is in the PID). Crucial for people to feel welcome, safe and excited.
- Plan pays too little attention to transit strategies.
- Study silver line ridership, 340 ADT.
- Pedestrians should be prioritized with this area instead of traffic. The recent trend in the city has been to add turn lanes that make it a challenge to cross streets.
- Crosswalk signals should prioritize pedestrians: walk signals prior to car traffic. Other cities do this.



## 12th Street Station Area - Draft Transportation Framework Plan (Breakout Group Questions)

*Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- No comments.

*Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

- Zoning needs to specify more granular-less large footprint “mega projects” if we’re to extend the proven development model that energizes small downtowns not just Plano’s. Big projects decline or fail all at once, where as smaller ones create more resilient economic atmosphere.
- City initiated rezoning of all property between 14th and silver line tracts to BG!
- Jason mentioned “housing of varied income level” - unfortunately developers build what will make them the most money, how can the city encourage this.

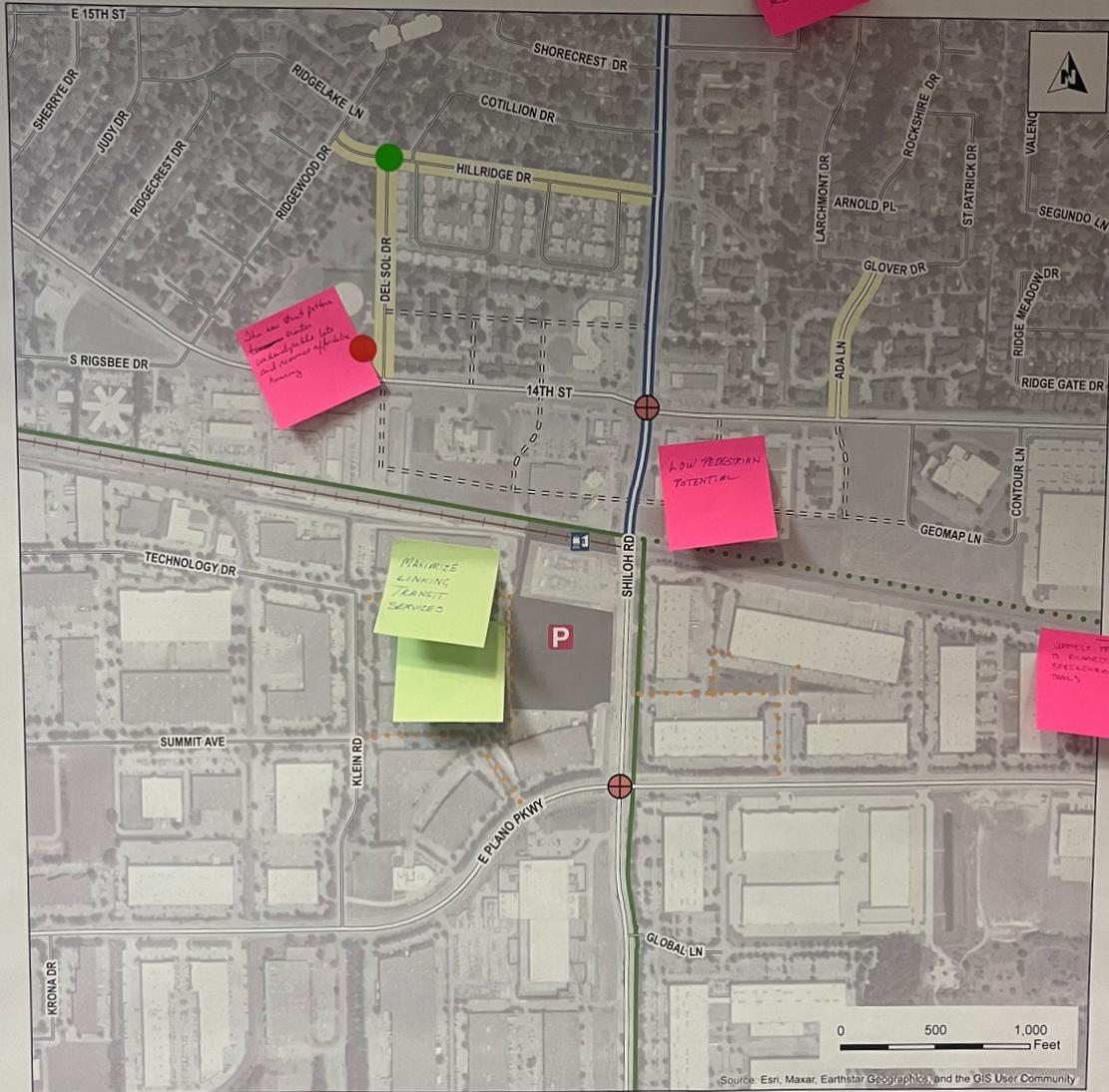
# Shiloh Road Station Area

## Draft Transportation Framework Plan



Silver Line Station Areas Plan

The **Transportation Framework Plan** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area. It outlines recommended roadway design enhancements, future street connections, parking opportunities, and key bicycle and pedestrian connections. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area.



### Roadway Network

- == Potential Local Street Connection
- Proposed Neighborhood Traffic Calming Area

### Bicycle & Pedestrian

- Existing/Funded Shared-Use Path
- Existing/Funded On-Street Bicycle Facility
- Proposed Shared-Use Path
- Proposed Pedestrian Connection

- Intersection Safety Opportunity

### Station Area Features

- DART Rail
- Future DART Station
- DART Station Property
- Future DART Station Parking

# Shiloh Road Station Area

## Draft Transportation Framework Plan



### Roadway Network & Parking Strategies

#### Street Design & Connectivity

- Develop a well-connected internal street and pedestrian network within the Mixed-Use Activity Hub and Transitional Mixed-Use areas as properties redevelop. Promote ease of access to the station and surrounding areas by incorporating shorter blocks and pedestrian-friendly street features. Redevelopment of this area should prioritize pedestrian and cyclist needs for efficient and safe mobility.
- Address residential on-street parking demand on Hillridge Drive and Del Sol Drive through improved street design. Consider a Mixed-Use Local Street design with dedicated on-street parking lanes to accommodate efficient and safe parking needs.



Walkable Internal Street Connectivity

#### Neighborhood Traffic Calming and Gateways

- Implement traffic calming techniques in residential areas to mitigate cut-through traffic and control vehicle speeds. These elements may be utilized as an opportunity to create neighborhood gateway or identification features that welcome residents and enhance the character of residential entrances.



Neighborhood Traffic Calming

### Multimodal Connections (Bicycle, Pedestrian & Transit)

#### Pedestrian Connectivity & Safety

- Prioritize pedestrian safety, comfort, and connectivity with adequate lighting, signage, shade elements, and sidewalk improvements.
- Intersection safety improvements at key arterial thoroughfare intersections are recommended to create a more welcoming and secure environment for pedestrians, ensuring their visibility and ease of movement. Specific measures include high-visibility crosswalks to increase pedestrian visibility to motorists and closing sidewalk gaps to provide continuous pathways.
- Consider the installation of an enhanced mid-block crossing at Shiloh Road, connecting the rail station with destinations to the east. Explore recommendations from the NCTCOG Cotton Belt Trail Pedestrian Crossing study for potential signalized crossings at strategic locations.



Internal Pedestrian Pathways

#### Transit Access

- Enhance first mile/last mile transit options for commuters to the surrounding area. A short-term option would be to coordinate with DART and GoLink, the on-demand transit service, to cover key destinations and commercial areas throughout the station area.
- Explore options for introducing new fixed-route bus or shuttle services to further improve transit accessibility for east Plano. A longer-term option could include exploring partnerships with major employers to provide dedicated shuttles to and from transit stations.
- Collaborate with property owners near the station to create direct pedestrian pathways, filling in missing connectivity gaps. Consider incentives or financial assistance to encourage property owners to participate in establishing pedestrian pathways within their properties.



Enhanced Mid-Block Crossing



On-Demand Transit Services

Silver Line Station Areas Plan – Advisory Group Meeting  
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# Shiloh Road Station Area

## Breakout Group Questions



Do the Draft Framework Plan recommendations align with the community goals and the input received so far? If not, why?

Is anything missing from these Draft Framework Plans?  
If so, what should be incorporated to improve the overall plan?

Will the guidelines  
and be sufficient?  
Will it be expanded  
in the future?

PARALLEL STREETS  
How would they be  
integrated?

### Shiloh Road Station Area - Draft Transportation Framework Plan (Map)

- The new street pattern creates underdeveloped lots and nuances iMG 6366 affordable housing.
- Maximize linking transit services.
- It may be decades before market responds.
- Low pedestrian potential (Southeast lot of Shiloh road and 14th street)
- Connect trails to Richardson Breckenridge park Trails.

### Shiloh Road Station Area - Draft Transportation Framework Plan (Roadway Network & Parking Strategies)

- Bad idea (Roundabout for Neighborhood Traffic Calming)
- More traffic circles!

### Shiloh Road Station Area - Draft Transportation Framework Plan (Bicycle, Pedestrian & Transit)

- Focus on pedestrian safety us. Widening intersection.
- Protect neighborhoods from bad aspects of being on end-of-the-station as Parker Road is - hate to live there - it's a mess.

### Shiloh Road Station Area - Draft Transportation Plan (Breakout Group Questions)

*Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- No comments.

*Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

- Will the parking area be sufficient? Will it be expanded in the future?
- Parking/on street. How would this be resolved?

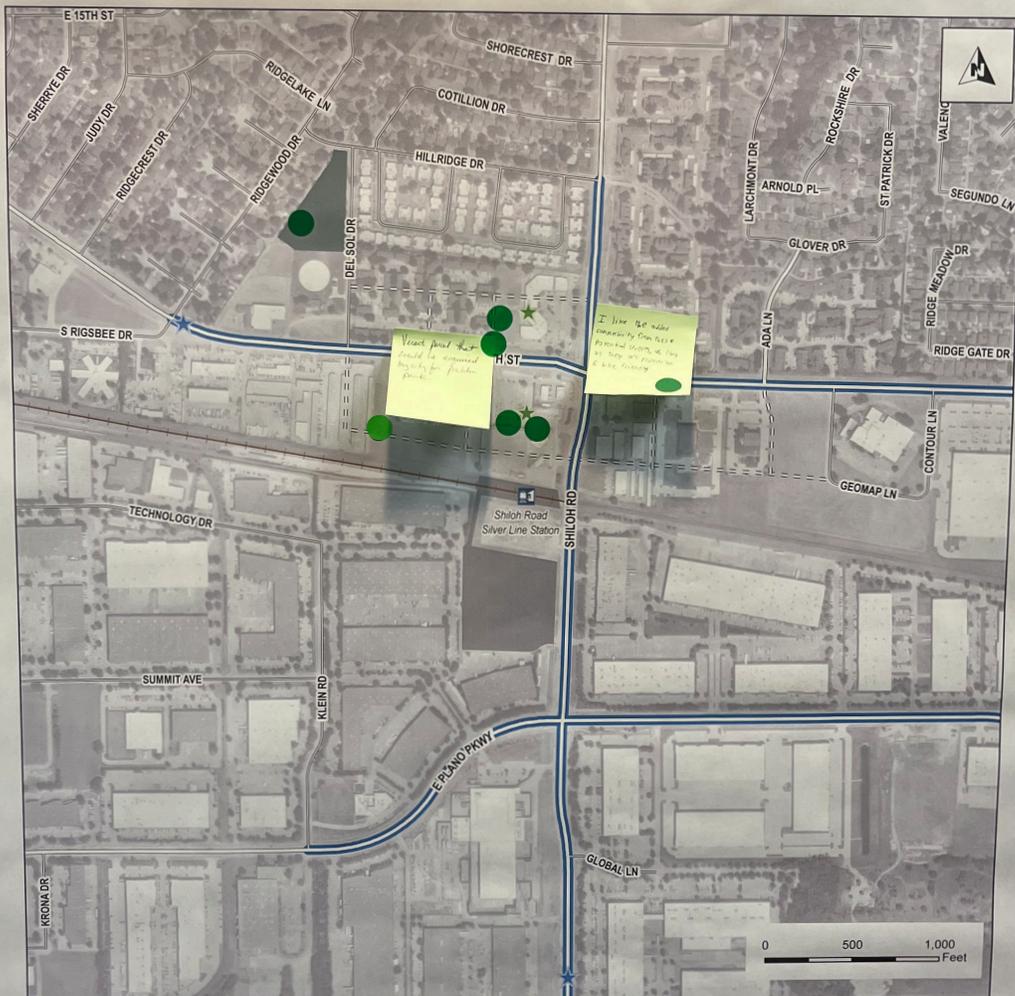
# Shiloh Road Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

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- |   |   |  |
|---|---|--|
| <b>Open Space &amp; Character Opportunities</b>               | <span style="color: green;">■</span> Potential Open Space Sites                                       | — DART Rail  |
| <span style="color: green;">★</span> Parks & Open Space       | <span style="border: 2px solid blue; padding: 2px;"> </span> Enhanced Streetscape & District Branding | <span style="background-color: #cccccc; border: 1px solid black; padding: 2px;"> </span> Future DART Station   |
| <span style="color: blue;">★</span> Streetscape & Placemaking | == Potential Local Street   | <span style="background-color: #333333; border: 1px solid black; padding: 2px;"> </span> DART Station Property |
|   |   | <span style="background-color: #333333; border: 1px solid black; padding: 2px;"> </span> Open Space Network    |

Silver Line Station Areas Plan - Advisory Group Meeting  
December 13, 2023

# Shiloh Road Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

### Parks & Open Space Opportunities

#### Open Space and Redevelopment

Handwritten note: "Require the inclusion of functional and accessible public open spaces within future redevelopment of the retail corner mixed-use areas. The open spaces must be integral components of the site design rather than residual or leftover spaces. Emphasis should be placed on ensuring that these areas are purposeful, engaging, and readily accessible to the community. Design features should include enhanced landscaping, shade features, seating and lighting to create an environment conducive to community interaction and engagement."

- Require the inclusion of functional and accessible public open spaces within future redevelopment of the retail corner mixed-use areas. The open spaces must be integral components of the site design rather than residual or leftover spaces. Emphasis should be placed on ensuring that these areas are purposeful, engaging, and readily accessible to the community. Design features should include enhanced landscaping, shade features, seating and lighting to create an environment conducive to community interaction and engagement.

#### Existing Open Space

- Shoshoni Park should incorporate key recommendations from the *Parks, Recreation, Trails & Open Space Master Plan*. The park should receive updated facilities and amenities, a bright color scheme, updated park signage, and other improvements that make the park a key amenity for visitors and residents to the area.
- Accessibility to Shoshoni Park should be enhanced. Pedestrian improvements, such as sidewalks, marked crosswalks, and a midblock crossing on Del Sol Drive, should be considered to improve connectivity.



Open Space within Development



Open Space within Development

### Streetscape & Character Recommendations

#### Distinctive District Branding

- Create uniform streetscape and wayfinding design across the district to establish a consistent visual identity and branding for the Shiloh Road Station Area and Research & Technology District. Design guidelines should encourage consistent signage, monumentation, street furniture, lighting, and development entries to reinforce a cohesive district character.

#### Aesthetics

- Design a cohesive and recognizable set of branding concepts reflecting a modern and distinctive character for the area, and promoting a unified sense of place. Design elements such as street lighting and other public amenities should adhere to this set of design standards. Enhanced landscaping including trees, shrubs, and groundcover should be considered.



Distinctive Aesthetics

#### Monumentation

- Monumentation featuring entry signage, landscaped medians, architectural structures, public art installations, or sculptural elements, can be strategically placed at key entry points. Street treatments, such as widened sidewalks, alternate paving materials, green buffers, and integrated landscaping, may be used in combination with the monumentation to amplify the visual appeal.

Handwritten note: "Monumentation featuring entry signage, landscaped medians, architectural structures, public art installations, or sculptural elements, can be strategically placed at key entry points. Street treatments, such as widened sidewalks, alternate paving materials, green buffers, and integrated landscaping, may be used in combination with the monumentation to amplify the visual appeal."



Monumentation/Gateway Feature

#### Signage

- Effective wayfinding and other signage can enhance district branding, offering guidance, creating identity, and enhancing the overall experience. Signage design should align with the district's visual identity, using consistent colors, typography, and symbols that reflect the area's character and personality.

#### Gateways

- Consider the use of gateway features to serve as landmarks along major corridors, creating a visual entry transition into the Shiloh Road Station Area. These elements could include iconic structures, artistic installations, landscaped medians, or unique architectural designs that capture attention and signify arrival. Integrating landscaping and greenery around gateway features can enhance their aesthetic appeal.



Distinctive Signage/Branding

Silver Line Station Areas Plan – Advisory Group Meeting  
December 13, 2023

# Shiloh Road Station Area

## Breakout Group Questions



Do the Draft Framework Plan recommendations align with the community goals and the input received so far? If not, why?

Good

So far so good.

Is anything missing from these Draft Framework Plans?  
If so, what should be incorporated to improve the overall plan?

Incorporate green space such as real use for employees or transit technology.

More emphasis on green space Shiloh

### Shiloh Road Station Area - Draft Open Space & Character Framework Plan (Map)

- Vacant parcel that could be acquired by city for parking lot. (14 Street and Shiloh Road)
- I like the added connectivity from these potential, as long as they are pedestrian and bike friendly.

### Shiloh Road Station Area - Draft Open Space & Character Framework Plan (Parks & Open Space Opportunities)

- It is unreasonable to require retail properties to provide public open space.
- As with 12th street - in evaluations open space proposals, prioritize ease of maintenance long-term viability.

### Shiloh Road Station Area - Draft Open Space & Character Framework Plan (Streetscape & Character Recommendations)

- If new name is chosen for rebranding, choose one that rolls off the tongue more easily than “Research Technology District”
- Poor RT District - whole area needs well-done respectful branding, something more than half buried flags and monument signs for a concept only a few remember.
- Monument signs are dime a dozen - make them unique + stylish

### Shiloh Road Station Area - Draft Transportation Plan (Breakout Group Questions)

*Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- Good.
- So far so good.

*Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

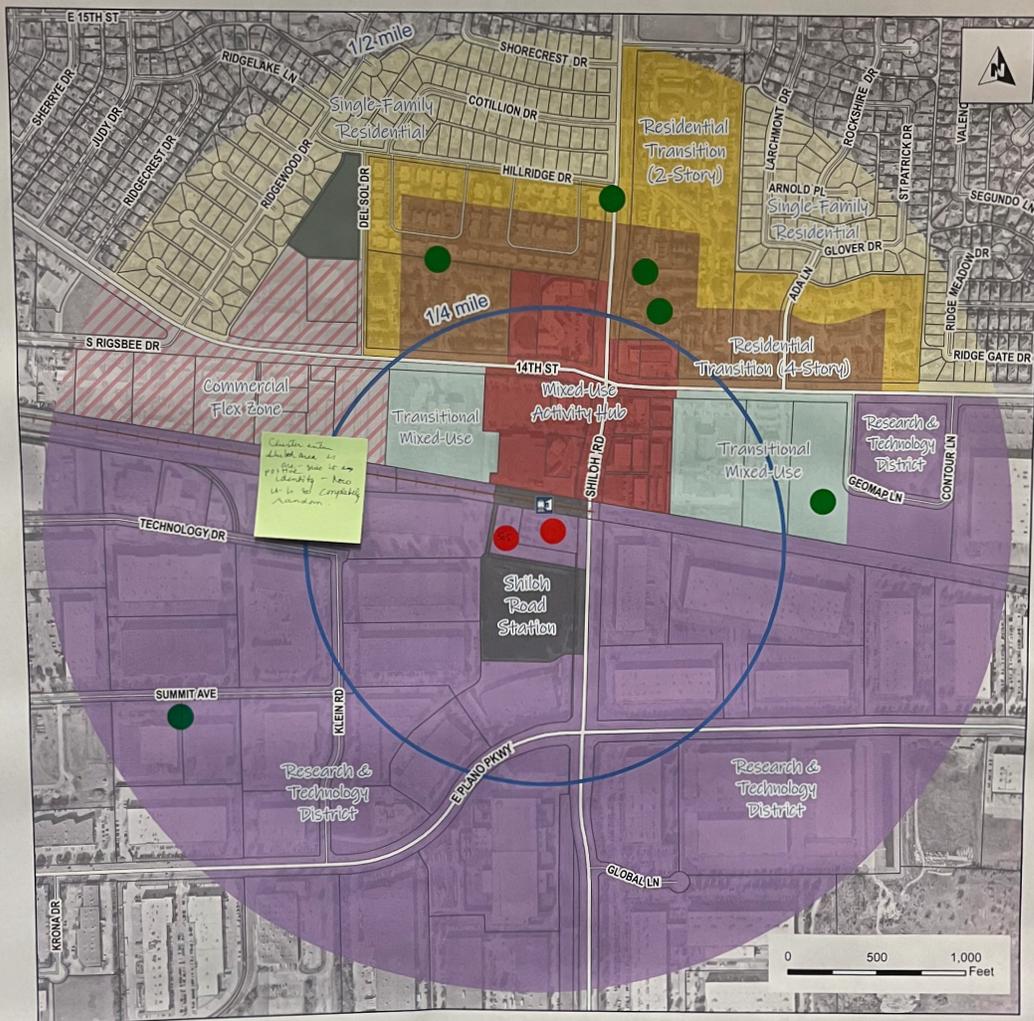
- Incorporate green space south of rail line for employees of research technology.
- More emphasis on green space at Shiloh.

# Shiloh Road Station Area

## Draft Land Use Framework Plan



The **Land Use Framework Plan** guides future development within each station area. The plan is represented through various **Development Types**, each with a different land use mix, scale, and development character. Its primary objective is to provide a vision for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. This plan does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the land use types. The plan is intended to serve as a versatile tool to guide future land use decisions, providing baseline criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.



- |                          |                                |                                  |                     |
|--------------------------|--------------------------------|----------------------------------|---------------------|
| <b>Development Types</b> | Transitional Mixed-Use         | Residential Transition (4-Story) | Open Space Network  |
| Shiloh Road Station      | Commercial Flex Zone           | Residential Transition (2-Story) | Future DART Station |
| Mixed-Use Activity Hub   | Research & Technology District | Single-Family Residential        | DART Rail           |

Silver Line Station Areas Plan - Advisory Group Meeting  
December 13, 2023

# Shiloh Road Station Area Draft Land Use Framework Plan

Mixed-Use Transit

## Mixed-Use Activity Hub

This category presents an opportunity for a walkable and inviting neighborhood-scale activity center at the intersection of 14th Street and Shiloh Road that can serve as a cornerstone of the station area. This category encourages a mix of compatible uses that not only bolster the surrounding neighborhoods and business areas but also promote the revitalization of underperforming retail properties.

This area should remain predominantly nonresidential, with no more than 50% of its development area allocated for residential purposes. A minimum development size of at least 5 acres is recommended in order to have sufficient area to utilize mixed-use design. Future redevelopment should offer well-connected internal streets, pedestrian pathways, and usable open space, to link the hub to the surrounding station area.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>• Multifamily</li> <li>• Single-Family Attached</li> <li>• Duplexes</li> <li>• Patio Homes</li> <li>• Live/Work</li> </ul>	<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale</li> <li>• Up to 4 stories</li> <li>• Medium/High Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Compact and connected blocks</li> <li>• Private garages, structured parking, shared surface lots, on-street parking</li> </ul>

## Transitional Mixed-Use

This category aims to create compatible development transitions between the Mixed-Use Activity Hub and adjacent non-residential development areas. This land use type supports redevelopment and infill development opportunities at a more moderate development scale and intensity.

This category encourages a mix of residential and non-residential uses. This diversity contributes to a balanced environment where living and working coexist with convenient access to nearby transit. Development in this area should promote walkable connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets, with single-family attached types located along minor streets. Adaptive reuse opportunities may exist within this area.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>• Multifamily</li> <li>• Single-Family Attached</li> <li>• Senior Living Options (Independent, Assisted)</li> </ul>	<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale</li> <li>• Up to 4 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium blocks</li> <li>• Structured parking, surface lots, on-street parking</li> </ul>

Handwritten note: This category should be used for transitional mixed-use development. It should be used for areas that are not fully developed but have potential for future development. It should be used for areas that are not fully developed but have potential for future development.

## Commercial Flex Zone

This category maintains a focus on light commercial-oriented uses intended to provide essential goods and services to residents and workers within the area. This portion of the 14th Street corridor offers opportunities for businesses and developments that benefit from convenient, thoroughfare access and might not typically locate in a mixed-use setting closer to the transit station.

As the western gateway to the Shiloh Road Station Area, there is potential to establish unique identity and branding through improved site design elements. These elements may include pedestrian-oriented setbacks, streetscape enhancements, attractive building facades, and thoughtful landscaping that adds to the character of the district.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>• Light Commercial</li> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise Scale</li> <li>• 1-3 stories</li> <li>• Low Intensity</li> <li>• &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>

## Research & Technology

This category maintains its focus as a low-density employment center, accommodating office spaces, research and development facilities, and limited assembly operations. The existing mix of land uses in this district contributes to its identity as a technology and light industrial park, serving the region with essential employment opportunities and services. This district's development encourages the coexistence of multiple users in a campus-style environment, fostering collaboration and innovation.

To ensure the continued economic success of this area, efforts should be made to elevate its branding and identity. This could include the incorporation of new development standards that promote the area as a prominent technology and employment hub in both Plano and the broader region. By establishing a distinct and identifiable presence, this district aims to attract and retain research and technology-focused businesses and remain at the forefront of this economic development sector.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity		Block Pattern & Parking Orientation	
<b>Residential</b>	<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Research &amp; Development</li> <li>• Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>• Varied Scale</li> <li>• Up to 20 stories</li> <li>• Low Intensity</li> <li>• &lt;45% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>

# Shiloh Road Station Area Draft Land Use Framework Plan



## Residential Transition (4-Story)

This category is strategically designed to serve as a transitional residential district, supporting a diverse mix of housing options up to four stories in height. Located in close proximity to the Mixed Use Activity Hub and Shiloh Road Station, this district allows for greater residential density, aligning with transit-oriented development goals.

To maintain compatibility with the existing single-family neighborhoods, building heights would be buffered by the Residential Transition (2-Story) area. Access to this development area should be from major thoroughfares, to minimize traffic impacts on local residential streets.

This category can be seamlessly integrated with the Mixed Use Activity Hub with connected internal streets and pathways, creating a cohesive and walkable development pattern. It presents opportunities to diversify housing types in the area, including multifamily or single-family attached homes.



*Applicable housing type... Shiloh Road Station... 4-Story... 50-75% lot coverage*

### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b>	<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Multifamily</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale</li> <li>3-4 stories in height</li> <li>50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium block size</li> <li>Private garages on-street parking and structure parking</li> </ul>
<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>		

## Residential Transition (2-Story)

This category is recommended as a lower-scale transitional residential district, primarily serving as a buffer between existing single-family neighborhoods and the Residential Transition (4-Story) housing types. The area is designated as a height transition to preserve the character of the adjacent neighborhoods and minimize line of sight of taller structures.

As existing properties in the area may be revitalized or redeveloped over time, there exists opportunity to introduce a broader variety of housing types. This includes single-family attached homes, duplexes, and low-rise multifamily units. By diversifying housing options, the area caters to a wider range of residential preferences.



*Applicable housing type... 2-Story... 50-75% lot coverage*

### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b>	<ul style="list-style-type: none"> <li>Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale</li> <li>1-2 stories in height</li> <li>50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Gridded or curvilinear streets</li> <li>Private garages and on-street parking</li> </ul>
<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>		

## Single-Family Residential

The future land use direction of this category remains unchanged, affirming the intent to preserve the existing residential character and livability of the Shiloh Road area's established neighborhoods. As the other future land use categories within the Shiloh Road Station Area evolve and develop to enhance the overall district, the expansion of uses within the mixed-use areas will offer greater convenience and opportunities for residents in the Single-Family Residential neighborhoods.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b>	<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Multifamily</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale</li> <li>1-2 stories in height</li> <li>Medium Intensity</li> <li>50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium block size</li> <li>Private garages, surface lots and on-street parking</li> </ul>
<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>		

# Shiloh Road Station Area Breakout Group Questions



Silver Line Station Areas Plan

Do the Draft Framework Plan recommendations align with the community goals and the input received so far? If not, why?

Yes

Looks good

Is anything missing from these Draft Framework Plans?  
If so, what should be incorporated to improve the overall plan?

Integrate green space in research/technology area  
Extend mixed use/activity area (or structured mixed use) into research technology in center of station area

Integration of green space  
How can we integrate green space into the research/technology area?  
Can we integrate green space into the research/technology area?  
Can we integrate green space into the research/technology area?

Expand Research Zone  
into Research + Technology Zone  
if possible

Long Term Parking

## Shiloh Road Station Area - Draft Land Use Framework Plan (Map)

- Cluster entire Shiloh area as positive , give it an identity, now it is so completely random.

## Shiloh Road Station Area - Draft Land Use Framework Plan (Character Images/Elements)

### *Mixed-Use Activity Hub*

- Weak Demand.

*Commercial Flex Zone* - No comments.

### *Transitional Mixed-Use*

- I'm not against apartments but need to build demographic invested neighbors who can advocate for their neighborhood - now it is increasingly rentals. They are ok with all neighborhoods needing stakeholders.

*Commercial Flex Zone* - No comments.

*Research & Technology* - No comments.

### *Residential Transition (4-Story)*

- Affordable housing should continue to be prioritized in this area. Maintain and improve existing Multi-Family and single family neighborhoods.

### *Residential Transition (2-Story)*

- Can neighborhood services help drive permanent resident base here? Already a lot of rentals, more apartments will continue that pattern.

*Single-Family Residential* - No comments.

## Shiloh Road Station Area - Draft Land Use Framework Plan (Breakout Group Questions)

*Do the Draft Framework Plan Recommendations align with the community goals and the Input received so far? If not, why?*

- Yes.
- Looks good.

*Is anything missing from these Draft Framework Plans? If so, what should be incorporated to improve the overall plan?*

- Integrate green space in research/technology area.
- Extend mixed use/activity area (transitional mixed use) into research technology in center of station area.
- Separation of Station rather than split the station with R + T district, would it possible to keep connectivity with mixed use/transition?
- Expand Flex Zone into research + technology zone if possible.
- Long term parking.

## Mentimeter Exercises

After the Advisory Group provided feedback on the 12th Street and Shiloh Road Framework Plans, we came back together as one group in Council Chambers and asked the participants to answer eight follow up questions on the Mentimeter through QR codes to create real-time feedback. Mentimeter is an interactive presentation and polling platform that can enhance the advisory group's engagement through various interactive elements. Very user-friendly, it allows the group respond instantly using their smartphones. As the last portion of the Advisory Group meeting, the group was prompted to input one word responses on final questions pertaining to the station area plans. The results of these exercises are shown in this section.



What aspects of the draft 12th Street Station Area plan are you most excited about?  
29 responses



What aspects of the draft Shiloh Road Station Area plan are you most excited about?  
31 responses



## Are there any OTHER major concerns that need to be addressed in the 12th Street Station Area Plan?

Need to study transit

Long term parking somewhere

Traffic control on K and Muncipal

Public restrooms

City will need to potentially take the lead for open space to be a catalyst.

Preserve primarily granular and non-homogeneous nature of downtown as we expand its footprint

Simply understanding of how the station intersect north south east west

Traffic and private land ownership parcels.



## Are there any OTHER major concerns that need to be addressed in the 12th Street Station Area Plan?

Traffic calming and narrowing the roads

Park opportunities need to be studied more. Challenge of building bike infrastructure in K Avenue corridor.

Transition adjacent to Douglass Community needs more input from residents.

Understand transit use patterns

Not ready

Need for housing

Not ready



## Are there any OTHER major concerns that need to be addressed in the Shiloh Road Station Area Plan?

Pedestrian connection to mixed use north of the station

Preserve and improve affordable housing in area.

Final mile to destinations from the station.

As end of line station is parking adequate

A plan to unify a very hodge podge area

Sheer size and spread or area.

How to give residents a sense of "ownership" and excitement about their neighborhood in an environment characterized mostly by strip malls, warehouses, big boxes, etc

Impact of increased / induced traffic on Shiloh upon completion of road widening north of 14th St.

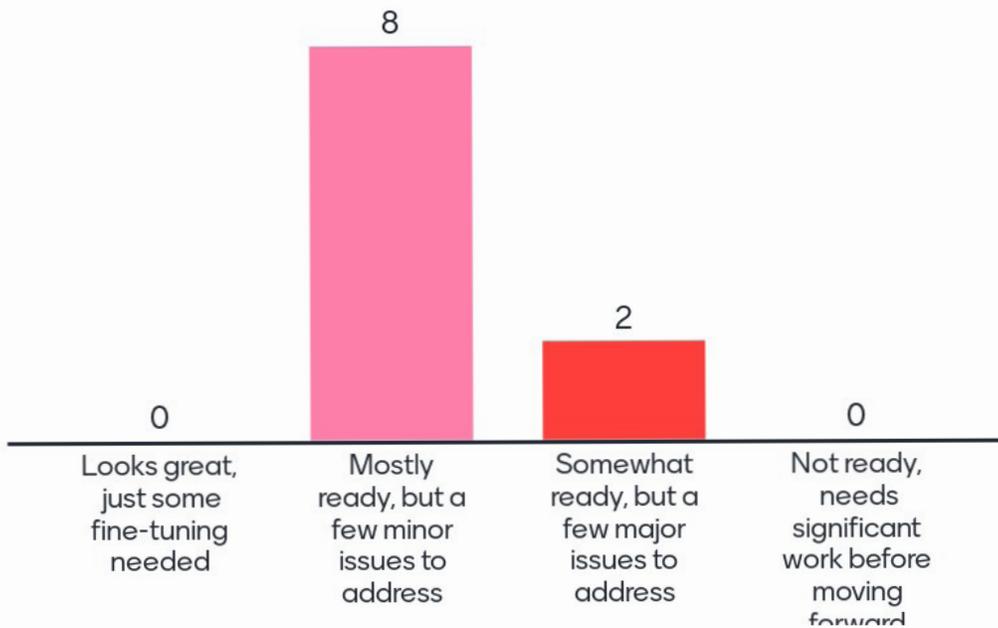


## Are there any OTHER major concerns that need to be addressed in the Shiloh Road Station Area Plan?

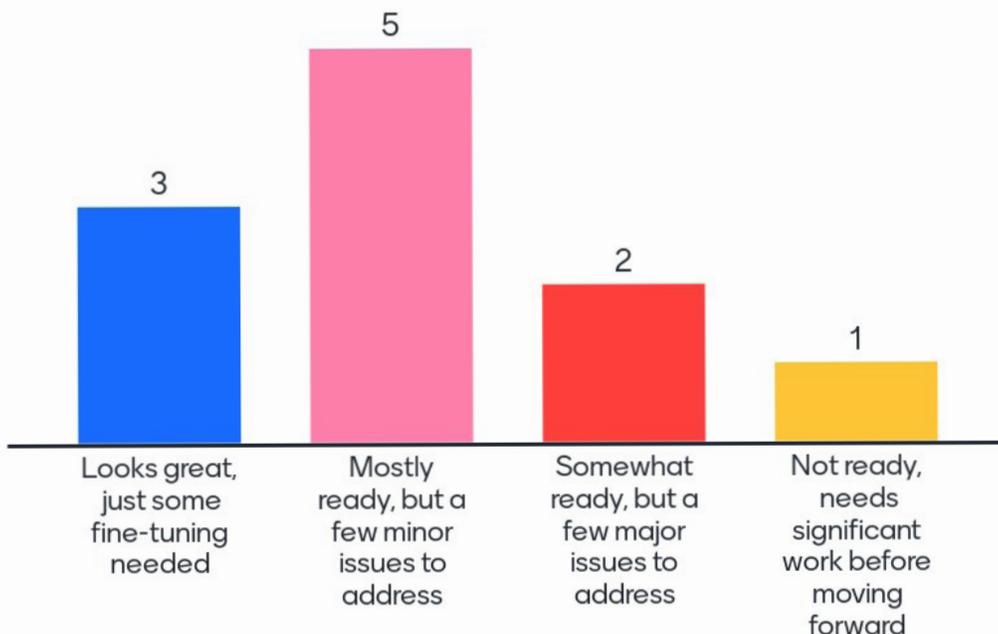
Need more feedback from Shiloh Station neighbors

Make places folks want to gather and hang out—I.E how to "people" the area

How would you rate the current state of the 12th Street Station Area plan in terms of its readiness for moving forward for public review?



How would you rate the current state of the Shiloh Road Station Area plan in terms of its readiness for moving forward for public review?



**Thanks for your input. Our team will continue to refine the station area plans before presenting them to the public in 2024.**

We appreciate your time and participation.



# Revisions to the Framework Plans

The following is a brief summary of changes made to the Framework Plans based on the feedback received from our Advisory Group at the December 13 meeting. The maps and recommendations presented at the Public Open House align with what was presented to the Advisory Group, but the following adjustments were made where more clarity was needed.

## 12th Street Station Area

### *Land Use Framework Plan:*

- 1. Douglass Neighborhood Transition Area:** The Douglass Neighborhood Transition area has been removed as a standalone development type. Instead, the updated plan map removes the DART rail right-of-way and parking area from the development types, and adds a height maximum transition zone to the Mixed-Use development areas adjacent to the Douglass Neighborhood, which recommends restricting development to 3 stories or less to create an appropriate scale transition. The Douglass Neighborhood development type area is also expanded east to the DART rail to promote compatible uses and scale adjacent to existing neighborhood properties.
- 2. Typical Development Scale & Intensity:** Clarification is provided to the typical development scale and intensity for the Douglass Neighborhood development type, emphasizing that heights should remain the same as the current General Residential zoning: 1-story Residential; 2-story Non-residential (e.g. Educational/Institutional/Public Uses)
- 3. Independent Living:** For residential types, clarification is provided to indicate that Independent Living would be a supported option for any development type that includes Multifamily uses.

### *Transportation Framework Plan:*

- 1. Future Public Parking Opportunity Sites:** Clarity is provided to address concerns about too much parking affecting connectivity and development opportunities south of 14th Street. The recommendation is to minimize the amount of surface parking with the use of shared public parking sites or structured parking integrated into future mixed-use development.

## Shiloh Road Station Area

- 1. Commercial Flex Zone:** The area north of 14th Street has been changed to Single-Family Residential to better align with the adjacent Shoshoni Park and existing single-family homes.
- 2. DART Rail Right-of-Way:** Consistent with the changes in the 12th Street Station Area, the DART rail right-of-way has been removed from the development types.

In addition, for both station areas, more concept images will be presented with the recommendation descriptions to provide a clearer understanding of the recommendations for the general public.

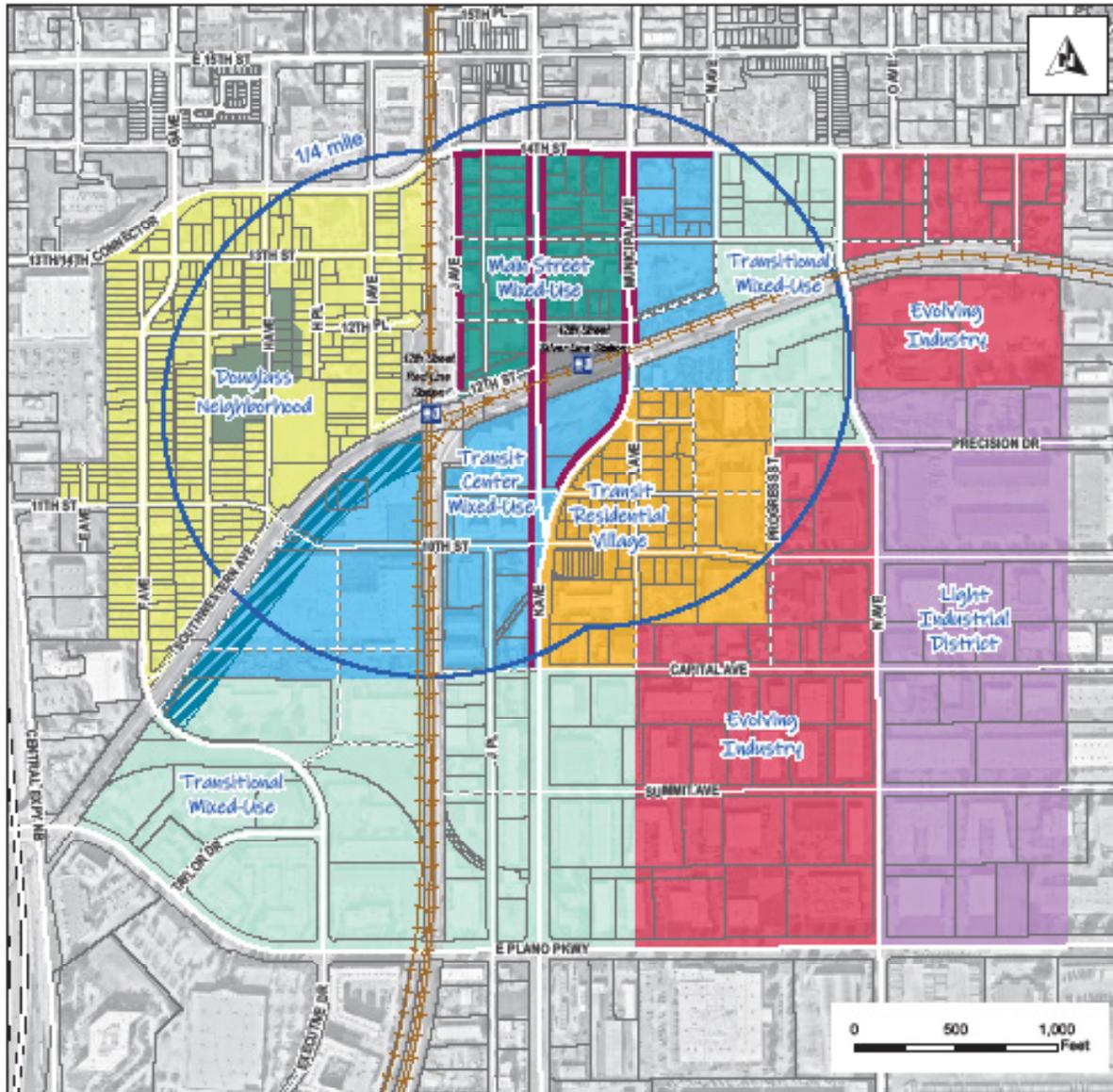
Advisory Group insights were instrumental in refining the Framework Plans for public review. Following the Framework Plan phase, the input you provided will also guide the development of the plan's implementation strategies.

# 12th Street Station Area

## Draft Land Use Framework Plan



The **Land Use Framework Plan** guides future development within each station area. The plan is represented through various **Development Types**, each with a different land use mix, scale, and development character. Its primary objective is to provide a vision for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. This plan does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the land use types. The plan is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.



- |                          |  |                               |                               |                                    |
|--------------------------|--|-------------------------------|-------------------------------|------------------------------------|
| <b>Development Types</b> | <b>Transit Residential Village</b>       | <b>Transitional Mixed-Use</b> | <b>Douglas Neighborhood</b>   | <b>Future DART Station</b>         |
| 12th Street Station      | Transit Residential Village              | Transitional Mixed-Use        | Douglas Neighborhood          | DART Rail                          |
| Main Street Mixed-Use    | Evolving Industry                        | Light Industrial District     | 3-Story Max Height Transition | Douglas (Grids Plan Connection     |
| Transit Center Mixed-Use | Required First Floor Non-Residential Use | Open Space Network            | Open Space Network            | Recommenated Local Grid Connection |

Silver Line Station Areas Plan - Open House #2  
February 6, 2024

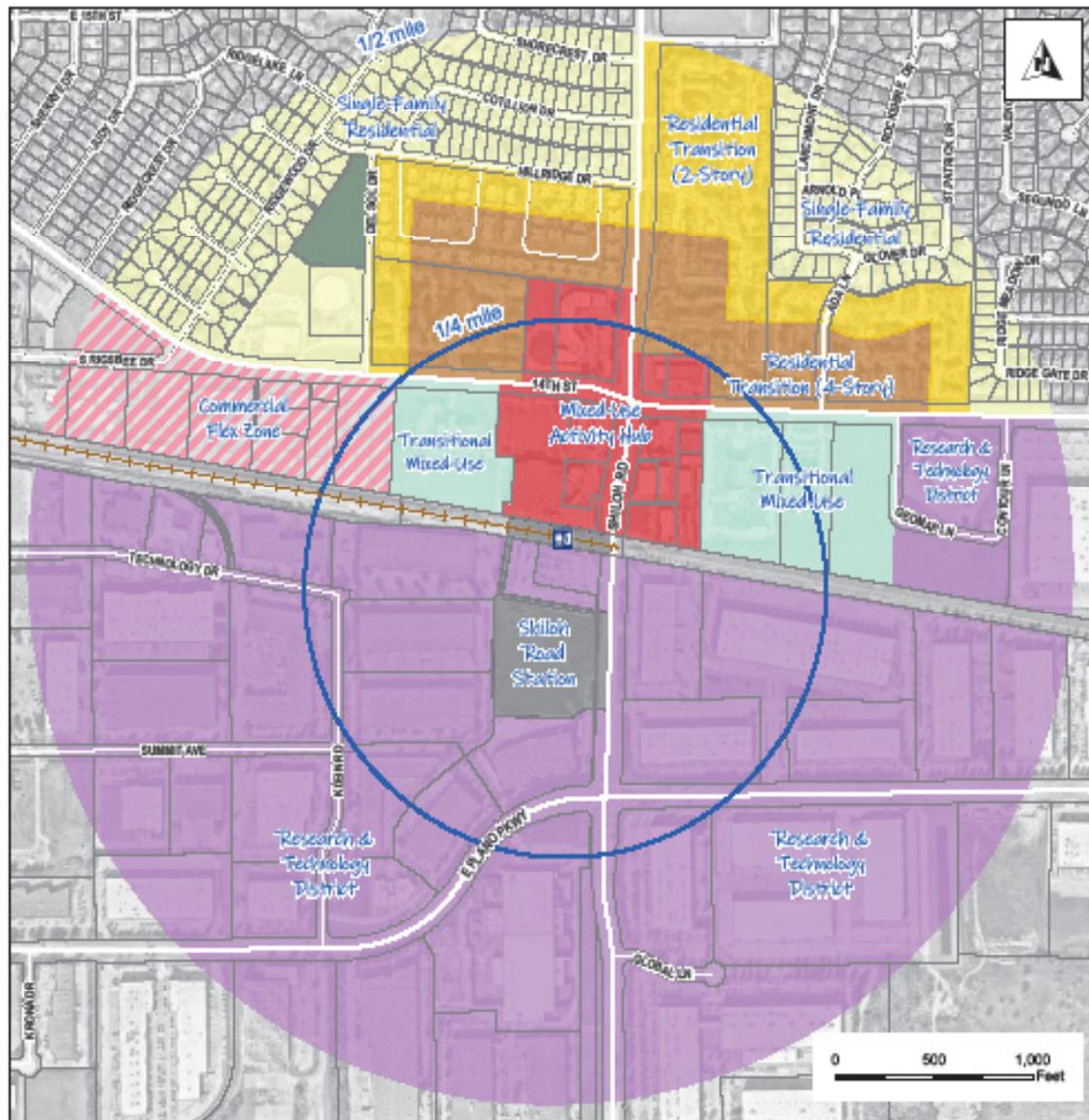
# Shiloh Road Station Area

## Draft Land Use Framework Plan



Silver Line Station Areas Plan

The **Land Use Framework Plan** guides future development within each station area. The plan is represented through various **Development Types**, each with a different land use mix, scale, and development character. Its primary objective is to provide a vision for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. This plan does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the land use types. The plan is intended to serve as a versatile tool to guide future land use decisions, providing baseline criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.



- |                          |                                |                                  |                     |
|--------------------------|--------------------------------|----------------------------------|---------------------|
| <b>Development Types</b> | Transitional Mixed-Use         | Residential Transition (4-Story) | Open Space Network  |
| Shiloh Road Station      | Commercial Flex Zone           | Residential Transition (2-Story) | Future DART Station |
| Mixed-Use Activity Hub   | Research & Technology District | Single-Family Residential        | DART Rail           |

Silver Line Station Areas Plan - Open House #2  
February 6, 2024

# Public Open House #2

## Public Open House #2 Purpose, Function and Findings

Following the Advisory Group Meeting #2 hosted on December 13, 2023, the City of Plano held Public Open House #2 on February 13, 2024—the final public engagement for the 12th Street and Shiloh Road Station Area Framework plans. The purpose of Public Open House #2 was to allow members of the community to see the progress and adjustments that have been made from the previous Open House and most recent Advisory Group Meetings.

Open House events allows members of the community an opportunity to ask questions and discuss continued issues. During Public Open House #2, the City of Plano was able to convey the revisions made to each framework in preparation for the draft plan. Detailed information and draft framework plans were displayed for each Silver Line Station. The stations were organized in an easy-to-navigate format in which the community could easily understand and provide feedback as needed.

Topics areas included:

- Understanding of the Silver Line Plan
- Station Area Public Input Themes
- Station Area Existing Conditions - Opportunities & Challenges
- Public Open House Questions
- 12th Street and Shiloh Road Draft Land Use, Transportation, and Open Space & Character Framework Plans

Each of these topics go into depth covering strategies, opportunities, and recommendations gathered from feedback and comments from previous engagement efforts. The comments received during Advisory Group Meeting #2 provided direction for the content presented at Public Open House #2. The following sections summarize the feedback for each station.

### 12TH STREET STATION

The 12th Street Station Area promotes a mixed-use activity area with appealing-retail, commercial, residential uses attracting residents and visitors from all over the Dallas-Fort Worth Metroplex. The respondents supported a variety of housing types with a mix of uses that will encourage economic growth in the station area. The mixed uses will serve those using the DART line and encourage them to stay and shop in the area. Density was discussed and community members felt that this would be an opportunity to not only attract visitors, but new residents to live in the area. Attendees discussed the need for independent living supported through any development that type that includes Multifamily uses as well.

The Douglass Neighborhood Transition Area is a new development type that expands east, from the Douglass Neighborhood to the DART rail, in an effort to accommodate compatible uses and ensure the appropriate scale of development is allowed adjacent to existing homes. Potential development sites within the station area was also discussed during the meeting, as some respondents would like to see other uses than parking lots for the riders on the DART. Previous to the meeting future public parking opportunity sites were addressed and the recommendation would be to minimize the amount of surface parking with the use of shared public parking sites or structured parking so it can not only address the DART riders but also those living and visiting downtown. The safety of bicyclists, pedestrian and automobile users was at the forefront of each framework, thus attendees identified the connection from downtown Plano to I-75 as an opportunity to incorporate additional safety measures. The Open Space and Character Framework addressed the needs for parks and their importance to the activity to and from downtown Plano. One comment felt that an additional park along 14th street would be inefficient due to its location adjacent to the highly-trafficked Municipal Avenue.

## Shiloh Road

The Land Use Framework for the Shiloh Road station is based on the current form and function, and its focus on the existing employment-generating and residential uses. The framework identifies the need for a transition zone from the DART station so that the area north of 14th street is designated Single-Family Residential to better align with the adjacent Shoshoni Park and existing single-family homes. Attendees at the Public Open House look forward to walkable destinations like parks, eateries & shops, where a new mixed-use activity hub will be a great attraction for residents and visitors. As a result of the previous Advisory Board Meeting, the DART Rail Right-of-Way development type was removed from the Land Use Framework in each of the station areas. Surrounding 14th Street is both residential and mixed-use areas, thus some residents identified a need for improved pedestrian infrastructure to protect users from automobile traffic. There was support for the implementation of new street trees and landscaped edges to provide shade amenities to pedestrians traveling from each district. A key strategy to preserve the character and integrity of existing neighborhoods will be through the incorporation of unique transitional uses and safe connections.

While providing for the inclusion and encouragement of new mixed-use developments, each of the framework plans prioritizes the creation and maintenance of the appropriate character for each station area. The results of Public Open House #2 provide a clear, vision for the future development and redevelopment of the station areas, future policy changes, and infrastructure improvements necessary for the long-term success of Plano's Silver Line Stations at 12th Street and Shiloh Road.

# Full Documentation of Responses

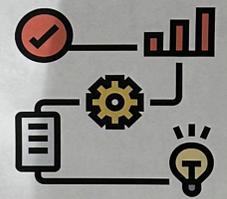




## Understanding the Silver Line Areas Plan

### What is the Silver Line Station Areas Plan?

- The Silver Line Areas Plan is a roadmap for future growth and development around the future 12th Street and Shiloh Road Silver Line stations.
- It's like a blueprint that guides how the areas near the stations will change over time.



### How is the plan vision being developed?

- The vision for the Silver Line Areas Plan is being shaped by input from the public and stakeholders like you.
- Through meetings, surveys, and discussions, public input has helped identify **community needs and priorities**.
- Public suggestions have influenced the direction for **land use, transportation, and open space** in the station areas.
- By listening to your concerns and aspirations, we're creating a plan that reflects the **values and desires of the community**.



## How will the plan guide future changes in the station areas?

### Land Use Framework Plan

- Guides future development by identifying where **future land use types**, like residential or commercial, would be appropriate.
- Helps create an active, transit-friendly environment.
- Does not set zoning rules but gives a **vision for how the area could look and feel** by establishing priorities for future development.



### Transportation Framework Plan

- Guides **future transportation projects** to match the area's vision.
- Recommends improvements to roads, bike facilities, and pedestrian paths to support future movement and safety in the area.



### Open Space & Character Framework Plan

- Guides projects to **enhance the area's overall look and feel**.
- Recommends where parks and open spaces should go.
- Aims to create a unique identity and atmosphere for the area.



Public Open House  
February 6, 2024

# Station Area Public Input Themes

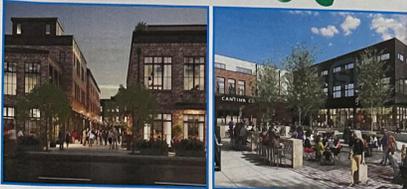
## 12th Street Station Area



The input received during previous public outreach steps identified several priorities for the future of the **12th Street Station Area**. These priorities form the foundation of the Draft Framework Plans, which aim for alignment with community goals, economic development potential, and transit-oriented development principles.

### Land Use

#### Mix of Uses



Create a diverse mix of commercial, residential, and social spaces that extends Downtown south to the 12th Street Station and promotes a lively and dynamic atmosphere.

#### Transit-Oriented Form



The area should develop as a transit-oriented activity center with a development form that encourages robust transit ridership - seamlessly connecting residents and visitors to local and regional destinations, and emphasizing efficiency and convenience.

*Build this but with 15' minimum street width and 15' minimum sidewalk width*

### Transportation

#### Walkability



Incorporate pedestrian-friendly infrastructure, including sidewalks, crosswalks, and pathways, to encourage walkability and promote access to transit or other alternate modes of transportation.

#### Housing Variety



The area should provide a variety of housing types to foster diversity and provide opportunities for various income levels to live in the area.

#### Economic Growth & Development Compatibility



Foster an environment that supports local businesses, entrepreneurship, and job opportunities. Land use strategies should address misplaced land uses, drive compatible economic growth, and enhance the area's vibrancy.

#### Safety



Prioritize pedestrian and public safety measures, including adequate lighting, visibility of public spaces, and convenient pathways, to ensure a secure and welcoming environment for all users.

### Open Space & Character

#### Community Gathering Spaces



Expand the availability of inviting public spaces, parks, and gathering areas that promote community engagement, cultural events, and shared experiences.

#### Enhance Neighborhood Identity



The 12th Street Station Area is home to many unique neighborhoods. The identity of established neighborhoods should be strengthened through compatible reinvestment and thoughtful connections with the broader area.

#### Sense of Place



Incorporate attractive design elements, public art installations, and landscaping to create a distinct and aesthetically pleasing environment.

Public Open House  
February 6, 2024

**12th Street Station Area**  
**Public Open House Questions**



Silver Line Station Areas Plan

What are you excited about or hopeful for the 12th Street Station Area?

Expansion of beautiful  
historic downtown  
with transit-oriented  
development

More density  
more to be done  
in downtown  
Down more transit  
to connect the old  
center access to the  
station

Is anything missing in the 12th Street Station Area plans?

# Engagement Exercises for Framework Plans

## 12th Street Station Area

### Station Area Existing Conditions – Opportunities & Challenges

#### ELEMENTS OF A SUCCESSFUL TOD

- No Comments.

#### STATION AREA OPPORTUNITIES

- Two green dots on Residential.

#### STATION AREA CHALLENGES

- No comments.

### Station Area Public Input Themes

#### LAND USE

- Mix of Uses: Two Green dots.
- Transit-Oriented Form: Build this, but next to narrow streets, bottom one is pretty wide.
- Housing Variety: Four green dots.
- Economic Growth & Development Compatibility: No comments.

#### TRANSPORTATION

- Walkability: Two green dots.
- Safety: Three green dots.

#### OPEN SPACE & CHARACTER

- Community Gathering Spaces: One green dot.
- Enhance Neighborhood Identity: One green dot.
- Sense of Place: One green dot.

### Public Open House General Questions

#### *What are you excited about or hopeful for the 12th Street Station Area?*

- Expansion of beautiful historic downtown. Better transit and walkability.
- More density. More to do here in downtown. Both more reasons to come here and easier access to go elsewhere.

#### *Is anything missing in the 12th Street Station Area plans?*

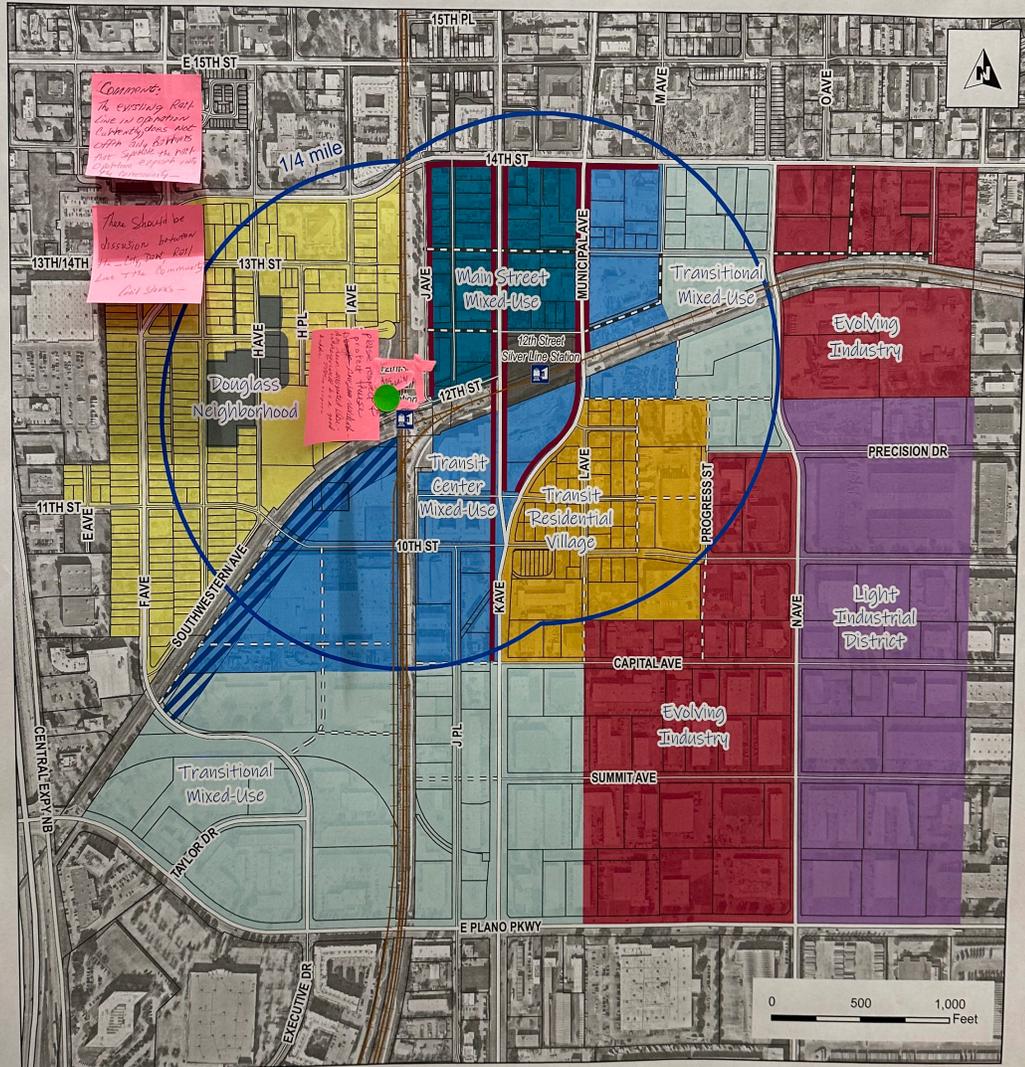
- No comments.

# 12th Street Station Area

## Draft Land Use Framework Plan



The **Land Use Framework Plan** guides future development within each station area. The plan is represented through various **Development Types**, each with a different land use mix, scale, and development character. Its primary objective is to provide a vision for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. This plan does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the land use types. The plan is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.



- |                          |   |                           |                               |                                     |
|--------------------------|---|---------------------------|-------------------------------|-------------------------------------|
| <b>Development Types</b> | Transit Residential Village               | Transitional Mixed-Use    | Douglas Neighborhood          | Future DART Station                 |
| 12th Street Station      | Transit Residential Village               | Light Industrial District | 3-Story Max Height Transition | DART Rail                           |
| Main Street Mixed-Use    | Evolving Industry                         | Light Industrial District | Open Space Network            | Downtown Streets Plan Connection    |
| Transit Center Mixed-Use | Required First Floor Non-Residential Uses |                           |                               | Recommended Local Street Connection |

Silver Line Station Areas Plan  
Public Open House #2  
February 6, 2024

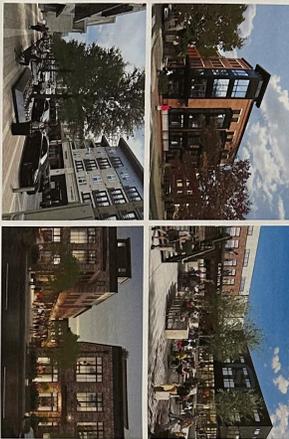
# 12th Street Station Area Draft Land Use Framework Plan



## Main Street Mixed-Use

This category is designed to extend the walkable "Main Street" feel from the historic Downtown core to the 12th Street Station. Characterized by walkable block sizes, this area is envisioned as a vibrant, eclectic zone with a mix of uses at a variety of heights and scales. Smaller, individually owned properties will likely encourage smaller-scale, diverse projects. The typical building scale and intensity in this area should be similar to the existing development form in Downtown.

This land use area prioritizes pedestrian activity, through an active street environment. First-floor uses along primary streets support lively street scenes and provide visual interest, with K Avenue intended as a "destination" street, creating a focal point for the station area. The area supports a mix of land use types, including mixed-use residential with ground floor retail, dining options, office spaces, and service-related businesses.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> • Mixed-Use Multifamily and Independent Living • Single-Family Attached	<b>Non-Residential</b> • Retail • Service • Office	• Compact and connected blocks • Structured parking, surface lots and on-street parking
	• Low-/Mid-Rise to Mid-Rise Scale • Up to 5 stories • High Intensity • >75% lot coverage	

## Transit Center Mixed-Use

This category serves as the highest density area, intended to foster transit-oriented activity within close proximity to the 12th Street Station. This zone includes larger parcels which are relatively easier to assemble and are more suited for larger-scale, cohesive projects. The category supports a mix of land uses, with active street frontage along primary streets to create a dynamic area that is welcoming and engaging for pedestrians. The area is characterized by compact blocks and walkable street connectivity, surface parking should be minimized, to enhance walkability and the overall urban character.

Development form is similar to the Main Street Mixed-Use area, but a transit-oriented density bonus incentive is recommended to promote quality, larger-scale projects. The density bonus would allow development to exceed typical building heights by up to three stories if it contributes to desired development goals, such as providing affordable housing units, public structured parking, or other design enhancements.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> • Mixed-Use Multifamily and Independent Living • Single-Family Attached	<b>Non-Residential</b> • Retail • Office	• Compact and connected blocks • Structured parking, shared surface lots and on-street parking
	• Mid-Rise Scale • Up to 5 stories • Density bonus option • High Intensity • >75% lot coverage	

## Transit Residential Village

This category aims to maintain a strong residential identity centered on the existing Vendome neighborhood. Housing types in this area should include a mix of moderate-density options, including small-lot single-family detached homes and attached housing types, such as townhomes, duplexes, and quadplexes. This variety will add housing choices suitable for a diverse population. The typical building height is limited to 3 stories.

Infill and redevelopment opportunities are present, enabling the growth and evolution of this residential district. The neighborhood boundary and local street connectivity is recommended to be expanded to support the area's livable character and provide additional residential development opportunities. The development pattern and street grid should promote a quiet, safe, and pedestrian-friendly environment, that also minimizes the impact of adjacent commercial uses.



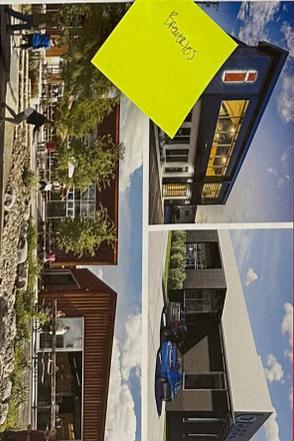
## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> • Single-Family Detached • Single-Family Attached	<b>Non-Residential</b> • Not Recommended	• Compact and connected blocks • On-street parking, private garage parking and surface lots
	• Low/Mid-Rise Scale • 1-3 stories • Medium Intensity • 50-75% lot coverage	

## Evolving Industry

This category retains its primary focus as an employment-oriented area with a central theme of repurposing and adaptive re-use of older industrial spaces. This focus is instrumental in revitalizing this area, reimagining older facilities, and expanding the allowed uses to encourage a diverse mix of business activity that can include retailers, showrooms, breweries, boutique retail, food and beverage establishments, and incubator/makerspace facilities.

Redeveloped sites within this land use should encourage walkability with inviting streetscapes and building entries that enhance the areas visual appeal, particularly along major streets. Development in this area benefits from easy access to Downtown amenities and the 12th Street Station, making it an attractive destination.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> • Not Recommended	<b>Non-Residential</b> • Retail • Office • Light Manufacturing • Commercial Flex Space	• Small to medium blocks • Surface lots
	• Low/Mid-Rise Scale • 1-3 stories • Medium Intensity • 50-75% lot coverage	

# 12th Street Station Area Draft Land Use Framework Plan



## Transitional Mixed-Use

This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including CityLine, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities at a more moderate development scale and intensity, bridging the gap between the transit-oriented core areas and other station areas along the rail transit corridor.

This category encourages a mix of residential and non-residential uses. This diversity contributes to a balanced environment where living and working coexist with convenient access to transit. Development in this area should promote walkability, connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets, with single-family attached types located along minor streets, creating a more subtle urban presence. Adaptive reuse opportunities may exist within this area.



## Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>Mid-rise Multifamily and Attached</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Service</li> <li>Office</li> <li>Assisted Living/Long-Term Care</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale</li> <li>Up to 4 stories</li> <li>Medium intensity</li> <li>50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Structured parking, surface lots, on-street parking</li> </ul>

## Light Industrial

This category maintains the existing focus on light industrial uses, underlining its significant vitality. This category provides employment and economic vitality. This category provides for industrial activities with various functions including processing, assembly, warehousing, research and development, and associated services.

The plan recommends a station area land use pattern that transitions to light industrial uses east of N Avenue. This adjusted boundary creates a transition that gradually shifts from predominantly light industrial uses to a more mixed-use key connector to the station area core. N Avenue provides a key connector to the station area core. N Avenue provides a buffer for the movement of local north-south freight traffic for the movement of local north-south freight traffic. A buffer softening the shift in character and creating a station for the mixed-use and residential areas west of this area.



## Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Light Industrial</li> <li>Retail</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise to Mid-Rise Scale</li> <li>1-5 stories</li> <li>Low intensity</li> <li>&lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Medium block size</li> <li>Surface lots</li> </ul>

## Douglas Neighborhood

This category respects the historical importance of the Douglas Community and no changes are recommended to the existing land use policy direction, which allows for infill residential development consistent with the existing neighborhood character.

It is recognized that development pressures may exist due to its proximity to the 12th Street Station. However, the primary uses in the Douglas Neighborhood are intended to remain single-family detached or duplex residential, with supporting educational, institutional, or public uses to cater to the needs of the community.

A 3-story maximum height transition area is recommended for mixed-use development areas adjacent to the Douglas Community to provide appropriate transitions in building height and bulk that are sensitive to the character of the neighborhood.



## Character Defining Elements

Residential	Non-Residential	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>Educational, Institutional, or Public Use only</li> <li>Not Recommended Uses are (e.g. office/creative/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale</li> <li>1-3 story Residential Uses</li> <li>Low intensity</li> <li>&lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Private garages and on-street parking</li> </ul>

# Land Use Framework

## Draft Land Use Framework Plan (Map)

- The existing rail line in operation currently does not offer any barriers that separate the rail-operation exposed into the community.
- There should be discussion between the city, DART, rail line and the community. - Cecil Starks
- Please respect and protect these Douglass residents. Dog run suggested else - wherever will be a good for under redline overpass buffer.
- Three green dots.

## Main Street Mixed Use

- Two green dots.

## Transit Residential Village

- Two green dots on Duplexes.
- Three green dots on Townhomes/Fourplexes.
- “More duplexes and larger, fewer single family homes.”

## Transit Center Mixed-Use

- Four green dots.

## Evolving Industry

- 5 green dots.
- “What else can we do to encourage small big entrepreneurial activity? Workers/Economic Development to set up business incubator district for example like along J between 12th and 14th.”
- “Breweries”

## Transition Mixed-Use

- One green dot.
- “Small block pattern and small footprint will discourage large scale commodified housing.”

## Douglass Neighborhood

- Five green dots.
- “Return neighborhood rhythm, scale, character.”

## Light Industrial

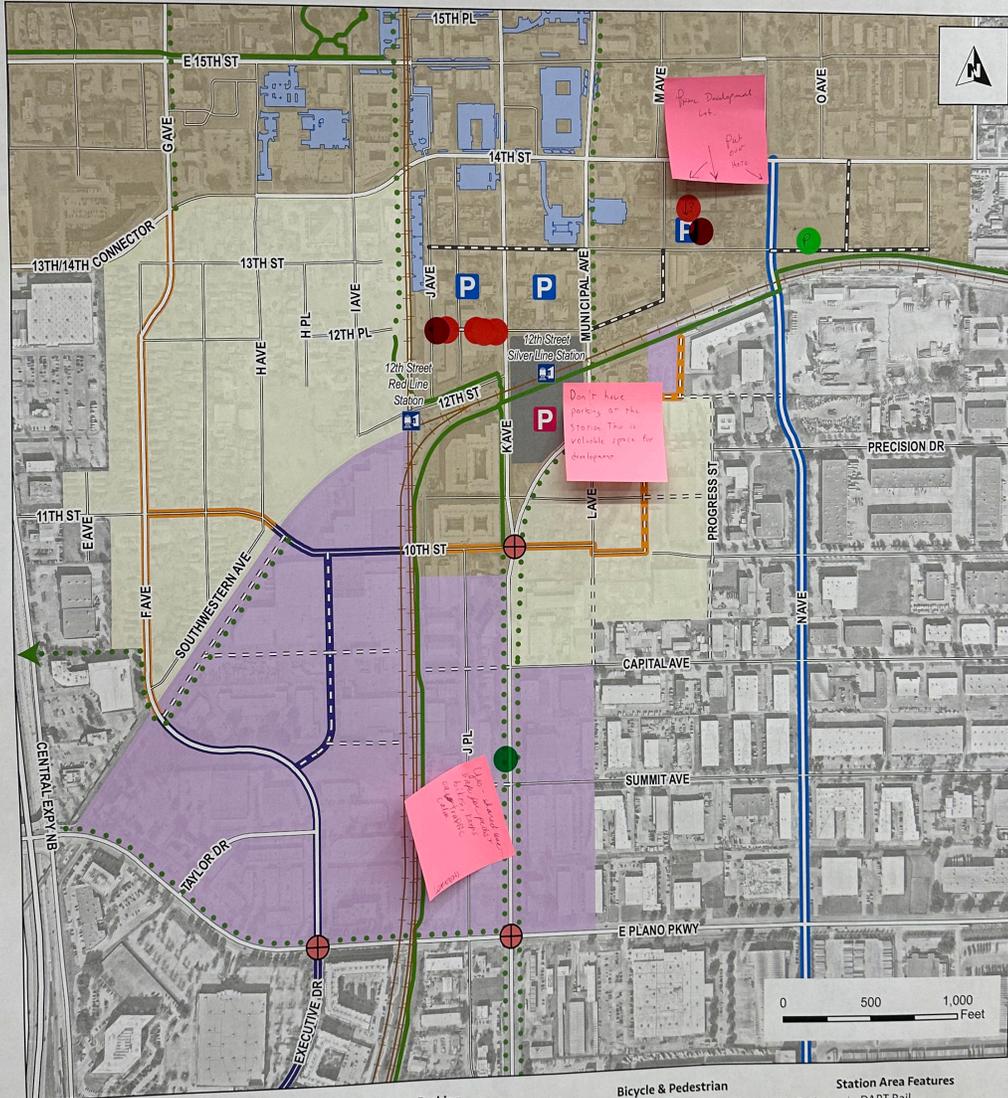
- No comments.

# 12th Street Station Area

## Draft Transportation Framework Plan



The **Transportation Framework Plan** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area. It outlines recommended roadway design enhancements, future street connections, parking opportunities, and key bicycle and pedestrian connections. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area.



- |   |   |  |   |
|---|---|--|---|
| <b>Roadway Network</b><br>- - - Downtown Streets Plan Connection<br>= Potential Local Street Connection<br>Upgrade Thoroughfare to Type E Minor Collector<br>Proposed Mixed-Use Context Street Design<br>Proposed Neighborhood Traffic Calming Area<br>Downtown Streets Plan Boundary | <b>Parking</b><br>Existing Public Parking Areas<br>Future DART Station Parking<br>Future Public Parking<br>Opportunity Site: Shared Parking or Structured Parking | <b>Bicycle &amp; Pedestrian</b><br>Existing/Funded Shared-Use Path<br>Proposed Shared-Use Path<br>Proposed On-Street Bicycle Facility<br>Proposed Bicycle Boulevard<br>Intersection Safety Opportunity | <b>Station Area Features</b><br>DART Rail<br>DART Station Property<br>Future DART Station |
|---|---|--|---|

Silver Line Station Areas Plan - Public Open House #2  
February 6, 2024

NOTE ON SHEET: SEE LANE 215 ON E AND 216 ON W

# 12th Street Station Area

## Draft Transportation Framework Plan



Silver Line Station Areas Plan

### Roadway Network & Parking Strategies

#### Street Design & Connectivity ●

- Develop new streets and extend existing ones to create a well-connected network of streets with a short block grid that can include a mix of public or private streets. The short block street grid would help to create a walkable environment that encourages pedestrian activity and supports convenient access to transit.
- Apply Downtown Streets Plan and Mixed-Use Context street design standards to enhance the urban design, pedestrian-friendliness, and overall character of the roadway network. Emphasize features like wide sidewalks, pedestrian-scale lighting, street trees, on-street parking, and sidewalk dining areas to create active streetscapes.



Active streetscapes/outdoor dining ●

#### Neighborhood Traffic Calming ●●●●●

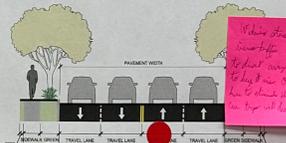
- Implement traffic calming techniques in residential areas like the Transit Residential Village and Douglass Neighborhood to mitigate cut-through traffic and bolster safe and welcoming streets for residents. Appropriate physical traffic calming measures may include raised crosswalks, curb extensions, or traffic circles to reduce vehicle speeds and enhance safety in key locations.



Downtown/Mixed-Use street design

#### Alternate Commercial Vehicle Access ●

- Implement design solutions to support north-south commercial vehicle traffic on N Avenue as an alternate to K Avenue. Upgrade N Avenue to a Type E Major Collector to provide sufficient right-of-way for intersection turn lanes, enabling more efficient freight traffic flow between 14th Street and the PGBT frontage road.



N Avenue Recommendation:  
Upgrade to Type E Major Collector ●

#### Parking Strategies ●

- Introduce on-street parking options through Mixed-Use street design. Consider reduced off-street parking requirements, encourage shared parking, and provide parking incentives for large developments to include a percentage of public parking within structured parking.
- Develop strategies for phasing out surface parking lots by identifying and acquiring strategic locations for public parking, land banking for short-term needs, and repurposing or redeveloping parking sites into a more transit-oriented development form.



Curb extension as traffic calming ●



Structured parking garage ●●



# Transportation Framework

## Draft Transportation Framework Plan (Map)

- Prime development lot (14th street and N Ave)
- Don't have parking at the station. This is valuable space for development.
- Yes, shared use safe for pedestrians and bikes, keeps car traffic calm.
- More on street bike lanes. N/S on K and Municipal Ave. and E/W on 14th.
- Three green dots.
- Seven red dots.

## Roadway Network & Parking Strategies

### STREET DESIGN & CONNECTIVITY

- Two green dots.

### NEIGHBORHOOD TRAFFIC CALMING

- Five green dots.
- Please apply traffic calming to K as well.

### ALTERNATE COMMERCIAL VEHICLE ACCESS

- One green dot
- "If this coincides with narrowing K Ave/Municipal"

### N AVENUE RECOMMENDATION

- Widening street will increase traffic. Traffic needs to divert away from downtown to keep it nicer. Other strategies here to eliminate the need for car trips will decrease traffic.
- A good selection of small alternate routes better than I mega street.

### PARKING STRATEGIES

- Five green dots.
- Consider eliminating off-street parking requirements.

## Multimodal Connections (Bicycle, Pedestrian & Transit)

### BICYCLE CONNECTIVITY & SAFETY

- This needs to be more than sharrows otherwise few will use them for anything.
- Walking under 75 right now is kinda creepy so people don't do it. So maybe overhead would be better ... but expensive.
- Eight green dots.
- One green dot.

## Pedestrian Connectivity & Safety

- Nine green dots.

## Transit Access

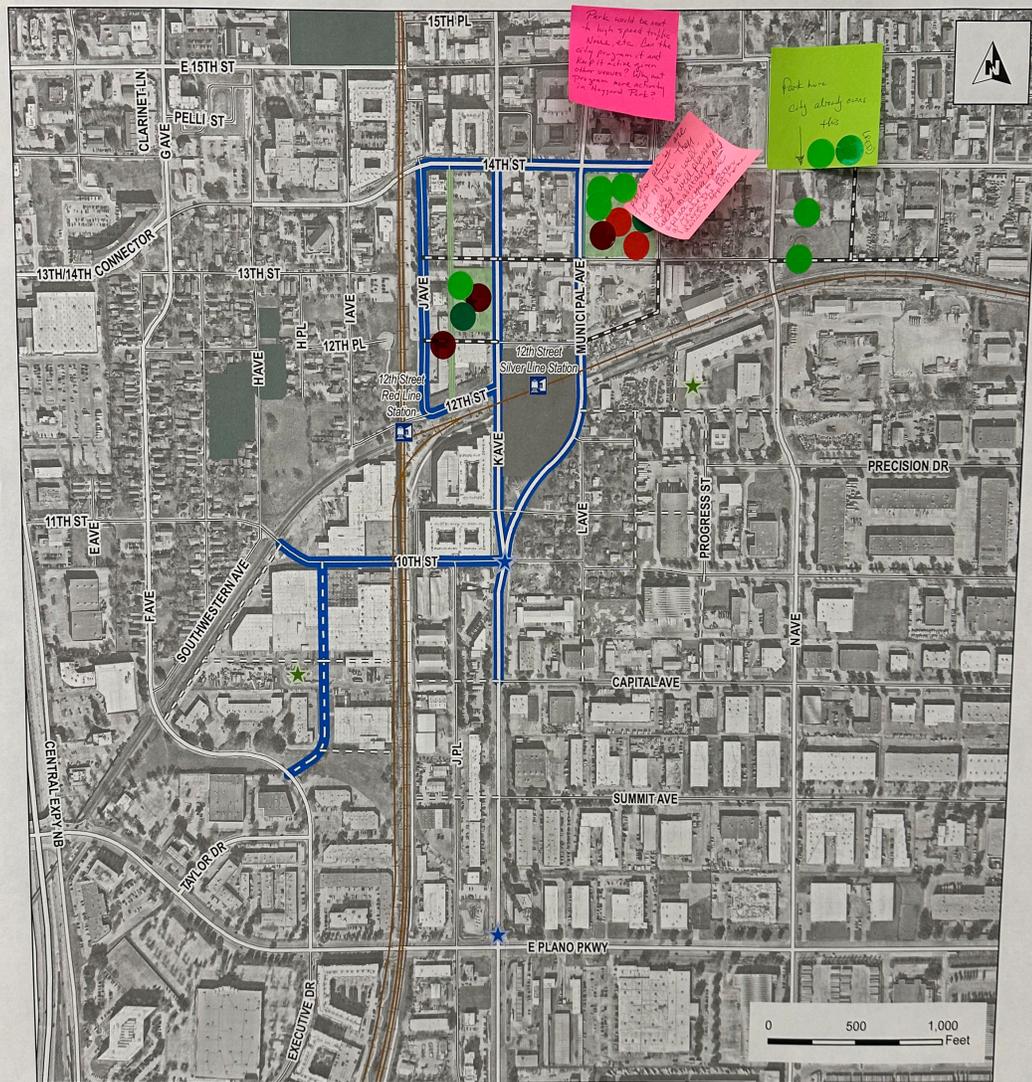
- Four green dots.

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



The **Open Space & Character Framework Plan** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area. This map identifies specific recommendation areas for public parks, active open spaces integrated into redevelopment, and key strategies aimed at fostering a unique sense of place through effective placemaking and branding. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area to enhance the overall aesthetic appeal, identity, and functionality of the station area.



- |   |   |                                   |                               |
|---|---|-----------------------------------|-------------------------------|
| <b>Open Space &amp; Character Opportunities</b>               | <span style="color: green;">■</span> Potential Open Space Sites | Downtown Streets Plan Connection  | DART Rail                     |
| <span style="color: green;">★</span> Parks & Open Space       | Primary Pedestrian Streetscape                                  | Potential Local Street Connection | DART Station Property         |
| <span style="color: blue;">★</span> Streetscape & Placemaking |   |                                   | Future DART Station           |
|   |   |                                   | Open Space Network (Existing) |

Silver Line Station Areas Plan - Public Open House #2  
February 6, 2024

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



### Parks & Open Space Opportunities

#### Urban Town Square Park Concept

- Promote the development of a public town square park on the southeast corner of Municipal Avenue and 14th Street, serving as a multi-purpose park and event space anchor to support the needs of continued Downtown development. Multiple lots would need to be assembled, including existing public surface parking lot space, to create an approximately 4-acre urban-style town square. This space would provide additional activity space to complement Downtown activities occurring in Haggard Park and McCall Plaza.
- Amenities of this park could include space for a dog run, food trucks, seating, and public art installations to increase public usage. An anchor business (e.g., restaurant) could be maintained adjacent to the park to regularly activate the space and support various events.



Town Square Park Example

#### Shared Street/Plaza

- Transform J Place into a shared street to provide an enhanced pedestrian connection between 12th Street Station and 14th Street. This street should maintain essential service access to development along these blocks, while also creating a unique space for patio dining and secondary business entries alongside the pedestrian accessway.
- Create a public plaza between the future 12th Place and 13th Street blocks. The design of the plaza should provide an additional opportunity space for outdoor dining and events. Design features should include ample shade elements, and public access to the site should leverage existing parking along the DART rail corridor. Options for the orientation of the plaza could include facing J Avenue for more direct access to existing parking along the DART rail line, or facing K Avenue for increased public visibility.



Active Shared Street



Public Plaza Example

#### Integrated Open Space Within Future Redevelopment

- Require functional and accessible public open spaces within future large scale mixed-use projects to serve redeveloping areas south of the 12th Street Station.

#### Public Open Space Examples within Development:



Courtyards/Plazas



Streetside Dining Areas



Outdoor Gathering Spaces

only if there are trees and shade to provide a place to sit

addition to having trees and shade

# Open Space & Character Framework

## Draft Open Space & Character Framework Plan (Map)

- Park would be next to high speed traffic noise, etc. Can the city program it and keep it active given other venues? Why not program more activity in Haggard Park?
- Parks per se are not magic. They have to be well placed, well planned, well maintained, and a place people have a reason to go. I think the latter doesn't apply here.
- Park here city already owns this.
- Nine green dots.
- Five red dots.

## Parks & Open Space Opportunities

### URBAN TOWN SQUARE PARK CONCEPT

- Four green dots

### SHARED STREET/PLAZA

- Two green dots.

### INTEGRATED OPEN SPACE WITHIN FUTURE REDEVELOPMENT

- One Green dot.

### PUBLIC OPEN SPACE EXAMPLES WITHIN DEVELOPMENT

- Courtyard/Plazas.
- Only if there are "drawing" places to sit, things and people to watch.

### STREETSIDE DINING AREAS

- Outdoor activity bring business indoors.
- Five green dots.

### OUTDOOR GATHERING SPACES

- Five green dots.

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



### Parks & Open Space Concepts

#### Municipal Avenue Urban Town Square Park Concept

MORE TREES  
= MORE SHADE

- Need to add shade to the area  
- Green Summer!



Town Square Park Example



Town Square Park Example

HOW MANY SEATERS PLEASE!



Public Art

ATTRACTIVE ART. The Junk on 15th St for 75 or below

100% available on images of new dining spaces. all on friendly budget for 2nd of maximum



Dog Run



Dining Adjacent to Park

#### J Place Shared Street/Plaza Concept



Public Plaza Example



Plaza Example

Plaza should be as busy as possible with many people walking and sitting.



Active Shared Street/Alley

# 12th Street Station Area

## Draft Open Space & Character Framework Plan



### Streetscape & Character Recommendations

#### Primary Pedestrian Streetscapes

- Major corridors located in the Transit and Main Street Mixed-Use areas are anticipated to have high levels of pedestrian activity, particularly within close proximity to the transit station. Design considerations should prioritize an active character, with an emphasis on pedestrian-oriented amenities that make streets inviting and lively. The streetscape elements should support the mix of commercial, residential, and social spaces.
- Pedestrian-oriented amenities should include:
  - **Seating:** Include seating options to encourage social interaction that invites people to linger and enjoy local businesses.
  - **Wide sidewalks:** Design and maintain wide sidewalks to accommodate comfortable pedestrian traffic and outdoor dining areas for businesses.
  - **Landscaping:** Incorporate landscaping elements that add aesthetic appeal and enhance the urban environment.
  - **Wayfinding signage:** Provide clear and attractive wayfinding signage to guide residents and visitors through the area.
  - **Street lighting:** Illuminate streets with well-designed and pedestrian-friendly lighting that contributes to both safety and ambiance.



Pedestrian-Oriented Streetscape



Pedestrian-Oriented Streetscape

#### Secondary Pedestrian Streetscapes

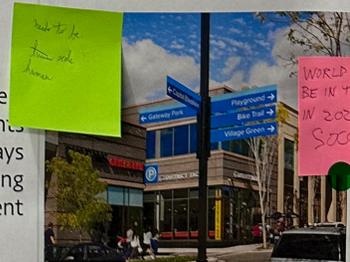
- Streets further from the 12th Street Station, such as those located in the Transitional Mixed-Use and Evolving Industry areas, and other minor streets are expected to have more moderate pedestrian activity. However, their street design should prioritize essential pedestrian comfort and visibility. Elements like wide sidewalks, street trees, and on-street parking can still contribute to a pleasant and safe pedestrian experience, enhancing the overall streetscape.



Pedestrian-Oriented Streetscape

#### Distinctive Entry Features & District Identity

- Establish a gateway at the southern end of the 12th Street Station Area to create positive first impression of the district and reinforce the area's identity. Improvements to elevate the aesthetics and character of intersections, medians, and parkways may include burying utilities, enhancing landscaping, incorporating alternate paving materials, adding signage, or integrating public art. Potential gateway improvement locations may include K Avenue & Plano Parkway or K Avenue & 10th Street.



Wayfinding Signage



Gateway Identity Features

# Parks & Open Space Framework

## Municipal Avenue Urban Town Square Park Concept

### TOWN SQUARE PARK EXAMPLE

- More trees = more shade
- Need to add shade to the area. Texas Summers!
- Human scale please!
- Three green dots

### PUBLIC ART

- Attractive art. The junk on 15th street from 75 is hideous
- Accessible to all regardless of means interactive. All age friendly budget for continuous maintenance.
- One green dot.

### DOG RUN

### DINING ADJACENT TO PARK

- Two green dots

## J Place Share Street/Plaza Concept

- With it being surrounded on all 4 sides by row, the current is its highest and best use
- Let's be proactive in keeping this underpass from turning into a homeless day camp. Dog run w/well positioned fence would encourage foot traffic, city maintenance would keep it well tended. Little cost to city = win/win
- Spending resources (\$, designate). On this large plaza next to a busy , very non pedestrian, noisy street like K is a waster. Please flip it other side. Let's make J the pedestrian 'place to be'!
- Will limit future development unless zoning is radically change.

## Streetscape & Character Recommendations

### PRIMARY PEDESTRIAN STREETSCAPES

- Two green dots.

### SECONDARY PEDESTRIAN STREETSCAPES

- Five green dots.

### DISTINCTIVE ENTRY FEATURES & DISTRICT IDENTITY

- Need to be human scale.
- World will be in the area in 2026 for soccer.

# Station Area Public Input Themes

## Shiloh Road Station Area



The input received during previous public outreach steps identified several priorities for the future of the **Shiloh Road Station Area**. These priorities form the foundation of the Draft Framework Plans, which aim for alignment with community goals, economic development potential, and transit-oriented development principles.

### Land Use

#### Innovation and Employment Focus



Create a diverse mix of commercial, residential, and social spaces that extends Downtown south to the 12th Street Station and promotes a lively and dynamic atmosphere.

#### Active Station Area Hub



The area should develop as a transit-oriented activity center with a development form that encourages robust transit ridership - seamlessly connecting residents and visitors to local and regional destinations, and emphasizing efficiency and convenience.

### Transportation

#### Enhanced Station Connectivity



Multimodal connections should seamlessly link the station with adjacent land uses, breaking down existing barriers and facilitating easy movement within the area.

#### Compatible Development Transitions



Varied land use category types should be used to promote compatible development form transitions, shifting from transit-oriented scale and activity nearest the station to the established lower intensity neighborhoods and commercial areas.

#### Land Use Diversity



A range of residential types and non-residential uses should be encouraged to create a vibrant and cohesive urban environment that caters to the diverse needs of the area.

### Open Space & Character

#### Preserving Neighborhood Integrity



The quality of existing neighborhoods and employment centers should be enhanced through thoughtful connections and transitions to other areas.

#### Enhanced Public and Green Spaces



Inviting public open areas and green spaces that cater to area residents and employees should be expanded.

#### Distinctive District Identity



The distinctive identity of the research and technology-oriented industrial district should be enhanced through uniquely designed character elements such as gateway monumentation and streetscape elements, creating a sense of place.

Public Open House  
February 6, 2024

# Shiloh Road Station Area Public Open House Questions



## What are you excited about or hopeful for the Shiloh Road Station Area?

PARKS & WALKABILITY TO ENTERIES & SHOPS

## Is anything missing in the Shiloh Road Station Area plans?

# Shiloh Road Station Area

## Shiloh Area Public Input Themes

### LAND USE

- Innovation Employment Focus: One green dot.
- Active Station Area Hub: Two green dots.
- Compatible Development Transitions: No comments.
- Land Use Diversity: One green dot.

### TRANSPORTATION

- Enhanced Station Connectivity: One green dot.

### OPEN SPACE & CHARACTER

- Preserving Neighborhood Integrity: Three green dots.
- Enhanced Public and Green Spaces: No comments.
- Distinctive District Identity: One green dot.

## Public Open House General Questions

*What are you excited about or hopeful for the Shiloh Road Station Area*

- Parks & walkability to eateries & shops.

*Is anything missing in the Shiloh Road Station Area Plans?*

- No comments.



# Shiloh Road Station Area Draft Land Use Framework Plan



## Mixed-Use Activity Hub

This category presents an opportunity for a walkable and thriving neighborhood-scale activity center at the intersection of 14th Street & Shiloh Road that can serve as a cornerstone of the Station Area. This category encourages a mix of compatible uses that not only bolster the surrounding neighborhoods and business areas but also promote the revitalization of underperforming retail properties.

This area should remain predominantly nonresidential, with no more than 50% of its development area allocated for residential purposes. A minimum development size of at least 5 acres is recommended in order to have sufficient area to utilize mixed-use design. Future redevelopment should offer well-connected internal streets, pedestrian pathways, and usable open space, to link the hub to the surrounding station area.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> <ul style="list-style-type: none"> <li>• Multi-family and Independent Living</li> <li>• Single-family Attached</li> <li>• Duplexes</li> <li>• Live/Work</li> </ul>	<b>Non-Residential</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Compact and connected blocks</li> <li>• Private garages, structured parking, shared surface lots, on-street parking</li> </ul>
<b>Typical Use Mix</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> <li>• Assisted Living/Long-Term Care</li> </ul>	<b>Typical Development Scale &amp; Intensity</b> <ul style="list-style-type: none"> <li>• Low/Mid-rise Scale</li> <li>• Up to 4 stories</li> <li>• Medium/High Intensity</li> <li>• 50-90% lot coverage</li> </ul>	<b>Block Pattern &amp; Parking Orientation</b> <ul style="list-style-type: none"> <li>• Compact and connected blocks</li> <li>• Private garages, structured parking, shared surface lots, on-street parking</li> </ul>

## Transitional Mixed-Use

This category aims to create compatible development transitions between the Mixed-Use Activity Hub and adjacent non-residential development areas. This land use type supports redevelopment and infill development opportunities at a more moderate development scale and intensity.

This category encourages a mix of residential and non-residential uses. This diversity contributes to a balanced environment where living and working coexists with convenient access to nearby transit. Development in this area should promote walkable connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets with single-family attached types located along minor streets. Adaptive reuse opportunities may exist within this area.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> <ul style="list-style-type: none"> <li>• Multi-family and Independent Living</li> <li>• Single-Family Attached</li> </ul>	<b>Non-Residential</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> <li>• Assisted Living/Long-Term Care</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium blocks</li> <li>• Structured parking surface lots, on-street parking</li> </ul>
<b>Typical Use Mix</b> <ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> <li>• Assisted Living/Long-Term Care</li> </ul>	<b>Typical Development Scale &amp; Intensity</b> <ul style="list-style-type: none"> <li>• Low/Mid-rise Scale</li> <li>• Up to 4 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<b>Block Pattern &amp; Parking Orientation</b> <ul style="list-style-type: none"> <li>• Small to medium blocks</li> <li>• Structured parking surface lots, on-street parking</li> </ul>

## Commercial Flex Zone

This category maintains a focus on light commercial-oriented uses intended to provide essential goods and services to residents and workers within the area. This portion of the 14th Street corridor offers opportunities for businesses and developments that benefit from convenient thoroughfare access and might not typically locate in a mixed-use setting closer to the transit station.

As the western gateway to the Shiloh Road Station Area, there is potential to establish unique identity and branding through improved site design elements. These elements may include pedestrian-oriented setbacks, streetscape enhancements, attractive building facades, and thoughtful landscaping that adds to the character of the district.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> <ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<b>Non-Residential</b> <ul style="list-style-type: none"> <li>• Light Commercial</li> <li>• Retail</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>
<b>Typical Use Mix</b> <ul style="list-style-type: none"> <li>• Office</li> <li>• Retail</li> <li>• Warehouse</li> </ul>	<b>Typical Development Scale &amp; Intensity</b> <ul style="list-style-type: none"> <li>• Low-Rise Scale</li> <li>• 1-3 stories</li> <li>• Low Intensity</li> <li>• &lt;50% lot coverage</li> </ul>	<b>Block Pattern &amp; Parking Orientation</b> <ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>

## Research & Technology

This category maintains its focus as a low-density employment center, accommodating office spaces, research and development facilities, and limited assembly operations. The existing mix of land uses in this district contributes to its identity as a technology and light industrial park, serving the region with essential employment opportunities and services. This district's development encourages the coexistence of multiple users in a campus-style environment, fostering collaboration and innovation.

To ensure the continued economic success of this area, efforts should be made to elevate the branding and identity. This could include the incorporation of new development standards that promote both piano and the broader region. By establishing a distinct and identifiable presence, this district aims to attract and retain research and technology-focused businesses and remain at the forefront of this economic development sector.



## Character Defining Elements

Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<b>Residential</b> <ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<b>Non-Residential</b> <ul style="list-style-type: none"> <li>• Office</li> <li>• Research &amp; Development</li> <li>• Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>
<b>Typical Use Mix</b> <ul style="list-style-type: none"> <li>• Office</li> <li>• Research &amp; Development</li> <li>• Warehousing</li> </ul>	<b>Typical Development Scale &amp; Intensity</b> <ul style="list-style-type: none"> <li>• Varied Scale</li> <li>• Up to 30 stories</li> <li>• Low Intensity</li> <li>• &lt;50% lot coverage</li> </ul>	<b>Block Pattern &amp; Parking Orientation</b> <ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>

# Shiloh Road Station Area Draft Land Use Framework Plan



# Shiloh Road Station Area Draft Land Use Framework Plan



• Single-Family Attached	• Office	• Medium Intensity 50-75% lot coverage	• Street Parking	• Warehousing	• Low Intensity ≤50% lot coverage	• Lots
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## Residential Transition (4-Story)

This category is set to serve as a transitional form of housing options up to four stories. Mixed Use Active Living and Shiloh Road Station, this district allows for greater residential density, aligning with transit-oriented development goals.

To maintain compatibility with the existing single-family neighborhoods, building heights would be buffered by the Residential Transition (2-Story) area. Access to this development area should be from major thoroughfares, to minimize traffic impacts on local residential streets.

This category can be seamlessly integrated with the Mixed Use Active Living which connected internal streets and pathways, creating a walkable, scalable development pattern. It presents opportunities to diversify housing types in the area, including multifamily or single-family attached homes.



### Character Defining Elements

Residential	Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> <li>• Single-Family Attached</li> <li>• Duplexes</li> <li>• Independent Living</li> </ul>	<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale</li> <li>• 3-4 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium block-size</li> <li>• Private garages on-street parking and structured parking</li> </ul>

## Residential Transition (2-Story)

This category is recommended as a lower-scale transitional residential district, primarily serving as a buffer between existing single-family neighborhoods and the Residential Transition (4-Story) housing types. The area is designated as a light transition to preserve the character of the adjacent neighborhoods and minimize the sight of taller structures.

As existing properties in the area may be revitalized or redeveloped over time, there exists opportunity to introduce a broader variety of housing types. This includes single-family attached homes, duplexes, and low-rise multifamily units. By diversifying housing options, the area caters to a wider range of residential preferences.



### Character Defining Elements

Residential	Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> <li>• Single-Family Attached</li> <li>• Duplexes</li> <li>• Independent Living</li> </ul>	<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise Scale</li> <li>• 1-2 stories</li> <li>• Medium Intensity</li> <li>• 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium block-size</li> <li>• Private garages, surface lots and on-street parking</li> </ul>

## Single-Family Residential

The future land use direction of this category remains unchanged, affirming the intent to preserve the existing residential character and livability of the Shiloh Road area's established neighborhoods. As the other future land use categories within the Shiloh Road Station Area evolve and develop to enhance the overall district, the expansion of uses within the mixed-use areas will offer greater convenience and opportunities for residents in the Single-Family Residential neighborhoods.



### Character Defining Elements

Residential	Typical Use Mix	Typical Development Scale & Intensity	Block Pattern & Parking Orientation
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>• Educational/Institutional or Public Uses only</li> <li>• Other Non-Residential Uses are Not Recommended (e.g. Office/Service/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise Scale</li> <li>• 1-2 stories</li> <li>• Low Intensity</li> <li>• ≤50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Gridded or curvilinear streets</li> <li>• Private garages and on-street parking</li> </ul>

# Land Use Framework

## Draft Land Use Framework Plan (Map)

- DART owns 3201 Technology to serve equipment maintenance facility.
- Two green dots.

## Mixed-Use Activity Hub

- Higher quality businesses in the area.
- Four green dots.

## Commercial Flex Zone

- No comments.

## Transitional Mixed-Use

- Two green dots.

## Research & Technology

- No comments.

## Residential Transition

- 4 stories, too tall if too close existing residential.
- Two green dots.

## Single-Family Residential

- Two green dots.

## Residential Transition (2-Story)

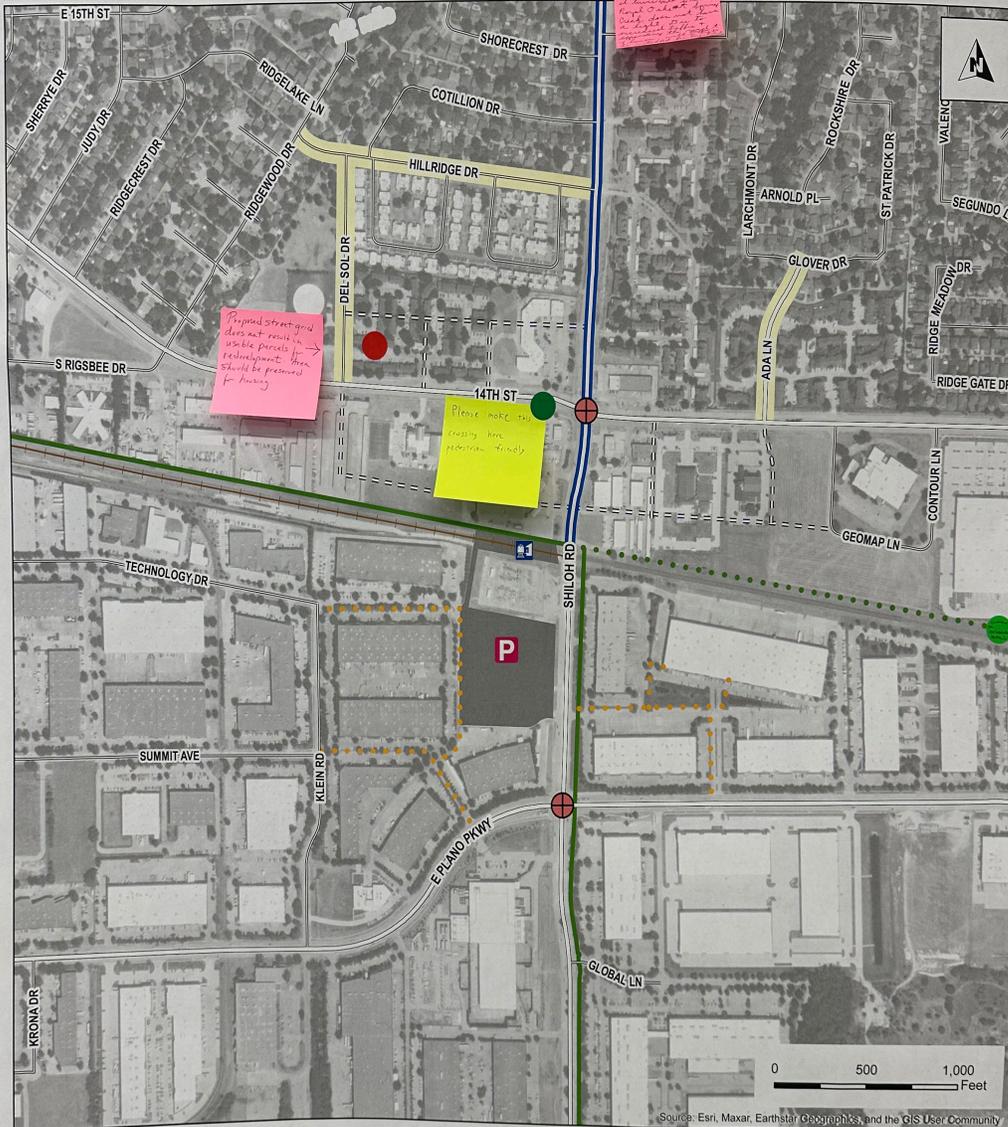
- Very important to have this buffer not just for height - but how about form based - multi-family that appears as single family.
- Two green dots.

# Shiloh Road Station Area

## Draft Transportation Framework Plan



The **Transportation Framework Plan** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area. It outlines recommended roadway design enhancements, future street connections, parking opportunities, and key bicycle and pedestrian connections. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area.



### Roadway Network

- == Potential Local Street Connection
- Proposed Neighborhood Traffic Calming Area

### Bicycle & Pedestrian

- Existing/Funded Shared-Use Path
- Existing/Funded On-Street Bicycle Facility
- Proposed Shared-Use Path
- Proposed Pedestrian Connection

### Intersection Safety Opportunity

- 14th St / Shiloh Rd
- Del Sol Dr / Shiloh Rd
- Global Ln / Shiloh Rd

### Station Area Features

- DART Rail
- Future DART Station
- DART Station Property
- Future DART Station Parking

Proposed shared-use path does not result in visible parcels for redevelopment. Area should be preserved for housing.

Please make any existing area improvements timely.

I am concerned about the traffic on Shiloh Rd. It is very busy and I am worried about the safety of the area. I think we should consider some traffic calming measures.

CONTINUE ON STREET SIDE LINE OF SHILOH ROAD AT 14th

14th Street is busy and dangerous for users. Please consider some traffic calming measures. Please consider some traffic calming measures. Please consider some traffic calming measures.

# Shiloh Road Station Area

## Draft Transportation Framework Plan



Silver Line Station Areas Plan

### Roadway Network & Parking Strategies

#### Street Design & Connectivity

- Develop a well-connected internal street and pedestrian network within the Mixed-Use Activity Hub and Transitional Mixed-Use areas as properties redevelop. Promote ease of access to the station and surrounding areas by incorporating shorter blocks and pedestrian-friendly street features. Redevelopment of this area should prioritize pedestrian and cyclist needs for efficient and safe mobility.
- Address residential on-street parking demand on Hillridge Drive and Del Sol Drive through improved street design. Consider a Mixed-Use Local Street design with dedicated on-street parking lanes to accommodate efficient and safe parking needs.



Walkable Internal Street Connectivity

#### Neighborhood Traffic Calming and Gateways

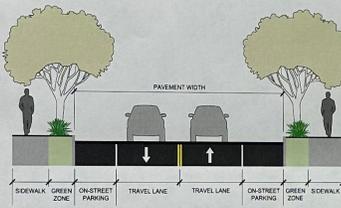
- Implement traffic calming techniques in residential areas to mitigate cut-through traffic and control vehicle speeds. These elements may be utilized as an opportunity to create neighborhood gateway or identification features that welcome residents and enhance the character of residential entrances.



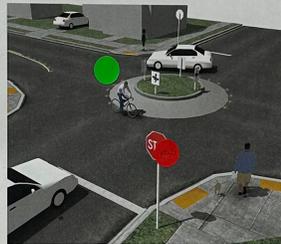
Pedestrian-Friendly Street Features

*Handwritten note:* Consider a red circle with a white center to indicate a pedestrian crossing or a red octagon with a white center to indicate a stop sign.

#### Neighborhood Street Design Improvements:



Mixed-Use Local Street Design



Neighborhood Traffic Calming

### Multimodal Connections (Bicycle, Pedestrian & Transit)

#### Pedestrian Connectivity & Safety

- Prioritize pedestrian safety, comfort, and connectedness with adequate lighting, signage, shade elements, and sidewalk improvements.
- Intersection safety improvements at key arterial thoroughfare intersections are recommended to create a more welcoming and secure environment for pedestrians, ensuring their visibility and ease of movement. Specific measures include high-visibility crosswalks to increase pedestrian visibility to motorists and closing sidewalk gaps to provide continuous pathways.
- Consider the installation of an enhanced mid-block crossing at Shiloh Road, connecting the rail station with destinations to the east. Explore recommendations from the NCTCOG Cotton Belt Trail Pedestrian Crossing study for potential signalized crossings at strategic locations.



Internal Pedestrian Pathways

#### Transit Access

- Enhance first mile/last mile transit options from rail stations to the surrounding area. A short-term option would be to coordinate with DART to expand GoLink, the on-demand transit service, to cover key destinations and commercial areas throughout the station area.
- Explore options for introducing new fixed-route bus or shuttle services to further improve transit accessibility for east Plano. A longer-term option could include exploring partnerships with major employers to provide dedicated shuttles to and from transit stations.
- Collaborate with property owners near the station to create direct pedestrian pathways, filling in missing connectivity gaps. Consider incentives or financial assistance to encourage property owners to participate in establishing pedestrian pathways within their properties.



Enhanced Mid-Block Crossing



On-Demand Transit Services

# Transportation Framework

## Draft Transportation Framework Plan (Map)

- I am concerned about the traffic on Spring Creek where it turns into Shiloh Royal Oaks at Spring Creek does not have a light, due to increased traffic and expanding the road at 4 lanes, will a traffic light be installed for Royal Oaks?
- Proposed street grid does not result in usable parcels for redevelopment. Area should be preserved for housing.
- Please make this crossing here pedestrian friendly.
- Continue on street bike lane on Shiloh south of 14th Street.
- 14th Street is wide and dangerous to cross. Ideas: lower speed limit, no right on red, raised crosswalks (sidewalk level not street level).
- Eight green dots.
- Two red dots.

## Roadway Network & Parking Strategies

### STREET DESIGN & CONNECTIVITY

- One green dot.

### NEIGHBORHOOD TRAFFIC CALMING AND GATEWAYS

- Generally a good idea, but realistically Texas weather allows for just spring and fall outdoor use.

### NEIGHBORHOOD STREET DESIGN IMPROVEMENTS

- Five green dots.
- One red dot.

## Multimodal Connections (Bicycle, Pedestrian & Transit)

### PEDESTRIAN CONNECTIVITY & SAFETY

- Four green dots.

### TRANSIT ACCESS

- Four green dots.

# Shiloh Road Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

The **Open Space & Character Framework Plan** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area. This map identifies specific recommendation areas for public parks, active open spaces integrated into redevelopment, and key strategies aimed at fostering a unique sense of place through effective placemaking and branding. This map serves to facilitate informed decision-making and guide future projects aligned with the overall vision for the area to enhance the overall aesthetic appeal, identity, and functionality of the station area.



- |   |   |                       |
|---|---|-----------------------|
| <b>Open Space &amp; Character Opportunities</b>               | <span style="color: green;">■</span> Potential Open Space Sites | DART Rail             |
| <span style="color: green;">★</span> Parks & Open Space       | Enhanced Streetscape & District Branding                        | Future DART Station   |
| <span style="color: blue;">★</span> Streetscape & Placemaking | Potential Local Street  | DART Station Property |
|   |   | Open Space Network    |

Silver Line Station Areas Plan - Public Open House #2  
February 6, 2024

# Shiloh Road Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

### Parks & Open Space Opportunities

#### Open Space and Redevelopment

- Require the inclusion of functional and accessible public open spaces within future redevelopment of the retail corner mixed-use areas. The open spaces must be integral components of the site design rather than residual or leftover spaces. Emphasis should be placed on ensuring that these areas are purposeful, engaging, and readily accessible to the community. Design features should include enhanced landscaping, shade features, seating and lighting to create an environment conducive to community interaction and engagement.

#### Existing Open Space

- Shoshoni Park should incorporate key recommendations from the *Parks, Recreation, Trails & Open Space Master Plan*. The park should receive updated facilities and amenities, a bright color scheme, updated park signage, and other improvements that make the park a key amenity for visitors and residents to the area.
- Accessibility to Shoshoni Park should be enhanced. Pedestrian improvements, such as sidewalks, marked crosswalks, and a midblock crossing on Del Sol Drive, should be considered to improve connectivity.



Open Space within Development



Open Space within Development

YOU CAN'T PLANT ENOUGH TREES!

### Streetscape & Character Recommendations

#### Distinctive District Branding

- Create uniform streetscape and design standards across the district to establish a consistent visual identity and character for the Shiloh Road Station Area and Research & Technology District. Design guidelines should encompass gateways, monumentation, street furniture, lighting, and development entries to reinforce a cohesive district character.

#### Aesthetics

- Design a cohesive and recognizable set of branding concepts reflecting a modern and distinctive character for the area, and promoting a unified sense of place. Design elements such as street lighting and other public amenities should adhere to this set of design standards. Enhanced landscaping including trees, shrubs, and groundcover should be considered.

#### Monumentation

- Monumentation features such as entry signage, landscaped medians, architectural structures, public art, or sculptural elements, can be strategically placed at key entry points. Elements, such as widened sidewalks, alternate paving materials, green buffers, and integrated landscaping, may be used in combination with the monumentation to amplify the visual appeal.

#### Signage

- Effective wayfinding and other signage can enhance district branding, offering guidance, creating identity, and enhancing the overall experience. Signage design should align with the district's visual identity, using consistent colors, typography, and symbols that reflect the area's character and personality.

#### Gateways

- Consider the use of gateway features to serve as landmarks along major corridors, creating a visual entry transition into the Shiloh Road Station Area. These elements could include iconic structures, artistic installations, landscaped medians, or unique architectural designs that capture attention and signify arrival. Integrating landscaping and greenery around gateway features can enhance their aesthetic appeal.



Distinctive Aesthetics



Monumentation/Gateway Feature



Distinctive Signage/Branding

# Open Space & Character Framework

## Draft Open Space & Character Framework Plan (Map)

- No comments.

## Parks & Open Space Opportunities

### OPEN SPACE AND REDEVELOPMENT

- Open space should be programmed/activated.
- Retail redevelopment would benefit more from good landscaped edges rather than random open space in the parking lot.
- Reference Hillcrest Village Green for inspiration of strip mall redevelopment.
- One red dot.
- One green dot.

### EXISTING OPEN SPACE

- You can't plant enough trees!
- Two green dots.

## Streetscape & Character Recommendations

### DISTINCTIVE DISTRICT BRANDING

- Please yes - make a cohesive branding program - "Research Technology District" is forgotten and doesn't exactly roll off the tongue. More cohesive and professional graphics.

### AESTHETICS

- One green dot.

### MONUMENTATION

- Plano's generic monument signs at city gate - ways and facilities are "dime a dozen" style. Please do better here.
- One green dot.

### SIGNAGE

- One green dot.

### GATEWAYS

- Two green dots.

## Mentimeter Exercise

What future improvements are you most looking forward to around the station areas?  
(Mentimeter – 21 responses)

1. Walkability (x5)
2. Density (x3)
3. Development
4. Sidewalks
5. Urban
6. Efficiency
7. Biking
8. Greenery
9. Parks
10. Airport
11. Restaurants
12. Vibrancy
13. Availability
14. Bike-friendly
15. Bikeability





olsson studio