

**AGENDA ITEM NO. 4**

**DISCUSSION AND DIRECTION:** Silver Line Station Areas Plan Update

**APPLICANT:** City of Plano

**CASE PLANNER:** Jason Aprill, AICP

**DESCRIPTION:** Informational update on the progress of the Silver Line Station Areas Plan. Project #DI2024-004.

**STAFF REPORT – REMARKS & RECOMMENDATION**

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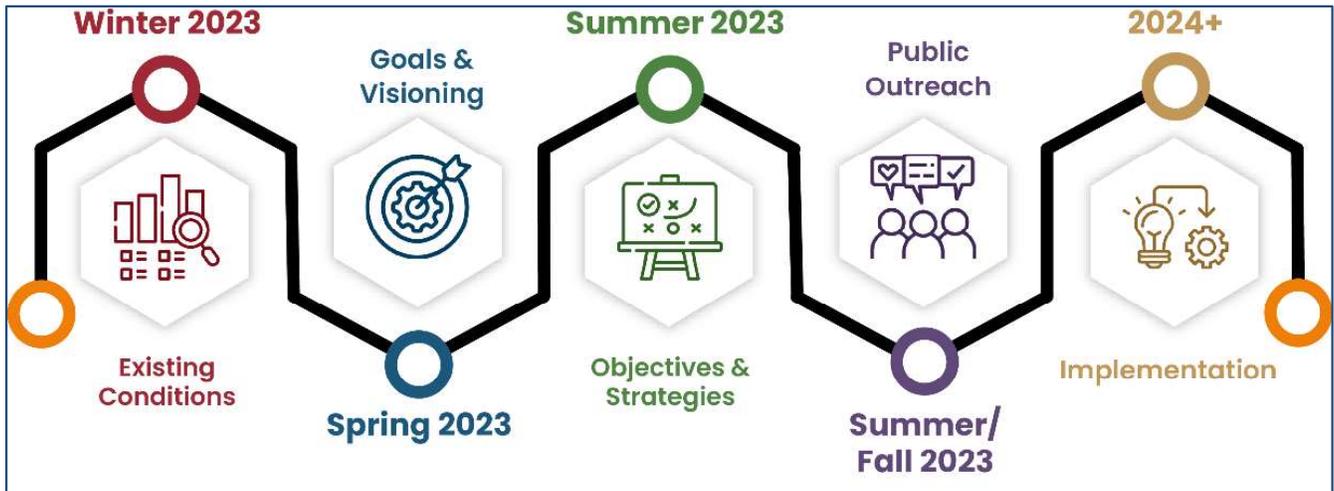
The purpose of this report is to hold a discussion and seek direction on the Silver Line Station Areas Plan (Plan). The information in this report includes the Draft Framework Plans for Land Use, Transportation, and Open Space & Character, and station area priorities identified through various public engagement activities. Staff provided a preview of the land use priorities of the Silver Line Station Areas Plan to the Planning & Zoning Commission (Commission) at the March 4, 2024, meeting.

**BACKGROUND:**

The 26-mile-long Silver Line commuter rail corridor is under construction and will extend between the Dallas Fort Worth International Airport (DFW) and Shiloh Road in Plano. Dallas Area Rapid Transit (DART) anticipates service to begin in late 2025 to mid-2026. The Silver Line rail corridor includes two new stations in Plano: 12th Street Station and Shiloh Road Station. In addition, a new 12th Street Red/Orange Line light rail station is being constructed to serve as a transfer point between the Silver Line and the existing light rail corridor.

In anticipation of the new stations, staff completed the *Silver Line Corridor – Market Assessment & Economic Development Strategy* as a first step in understanding the impacts of the DART rail on surrounding land use. Following the completion of this study in 2022, the Planning & Zoning Commission directed staff to initiate an area plan within a half-mile of the future Silver Line stations in order to guide development patterns and address redevelopment opportunities presented in the market study.

The development of the Plan is to be completed in five distinct phases: Existing Conditions, Goals & Visioning, Objectives & Strategies, Public Outreach, and Implementation (see graphic below). Upon receiving direction from the Commission, the project team will prepare a final plan report, including an Implementation Plan, for final public review and consideration by the Commission for approval.



**REMARKS:**

Engagement Activities

The project Advisory Group for the Plan was formed in March 2023, consisting of community members with a vested interest in the development of the Plan, such as property/business owners, neighborhood representatives, business owners, special interest advocates, and developers. On March 16, 2023, postcard invitations were sent to property owners within the half-mile study areas for both stations. In addition, staff distributed email invitations to stakeholders who had expressed interest in development in the station areas during previous DART or City of Plano Silver Line planning efforts. Additionally, two members of the Planning & Zoning Commission and two members of the Heritage Commission were appointed to serve on the project Advisory Group.

The first engagement event for the Plan was held in April 2023. Since that time, community feedback was gathered through multiple in-person and online engagement opportunities between April 2023 and February 2024 as follows (click on hyperlinks for additional details):

- [Virtual Visioning Workshop](#): April 27, 2023
  - This workshop was the first meeting of the project Advisory Group.
  - Participants discussed needs, desires, and barriers for future transit-oriented development around the new station areas.
- [Community Survey](#): May 31 – July 14, 2023
  - This web-based survey was open to the public and consisted of 44 questions to understand concerns, attitudes, and opinions related to future development around the new station areas.
  - This information was useful in understanding general opportunities as well as potential community priorities for future transit-oriented development in the area.

- [Charrette and Public Open House #1](#): June 27-29, 2023
  - This three-day workshop was the second meeting of the project Advisory Group and the first in-person public engagement event.
  - The workshop’s purpose was to develop the tools and strategies to achieve the desired future development around the new station areas.
  - The project team and attendees collaboratively drafted concepts for land use, transportation, and open space.
  - The Advisory Group attended a final session to provide additional direction and feedback to guide refinement of the proposed strategies.
- [Digital Open House](#): July 24 – August 1, 2023
  - The purpose of the Digital Open House was to showcase the findings and results gathered at the Charrette and Public Open House and engage a greater number of residents from the community.
- [Project Advisory Group Workshop](#): December 13, 2023
  - This workshop was the third meeting of the project Advisory Group.
  - Participants reviewed Draft Framework Plans that aimed to reflect the direction heard during summer engagement events.
- [Public Open House #2](#): February 6, 2024
  - This open house was the second in-person public meeting of the project.
  - Participants were invited to review the Draft Framework Plans and provide comments on future land use, transportation, and open space guidance for the new station areas.
  - The information from this meeting was useful in confirming near-final consensus on future development principles and priorities for the station areas.

### Input Themes

The input received during the public outreach identified various priorities for the station areas. These themes formed the foundation of the Draft Framework Plans and have been categorized into three key areas for each station: Land Use, Transportation, and Open Space & Character.

### **12th Street Station Area**

- **Land Use Themes:** Based on community feedback, the land uses within the station area should contribute to a lively atmosphere, support transit-oriented design and concepts, support more residential types and allow for strong and diverse economic growth.

- **Transportation Themes:** The transportation networks within the station area should support a multimodal and pedestrian-oriented environment while prioritizing safety.
- **Open Space & Character Themes:** Community feedback indicated support for an attractive and inviting environment, with new public spaces that enhance neighborhood identity and create a destination for visitors in the area.

### **Shiloh Road Station Area**

- **Land Use Themes:** Based on community feedback, the land uses within the station area should support and enhance the existing employment centers in this area, support transit-oriented development types with appropriate transitions between land uses and densities, and offer expanded residential and non-residential types.
- **Transportation Themes:** The transportation networks to the station site should be enhanced to improve movement to and from the station.
- **Open Space & Character Themes:** There should be additional public spaces, parks, and gathering areas that promote neighborhood integrity and engage the community. Improvements in the area should focus on creating a distinct identity and enhancing the character that is already present while creating unique and inviting design elements that would define the Shiloh Road Station area.

### Draft Framework Plans

The Draft Framework Plans illustrate the vision and primary recommendations for future redevelopment and improvements for each station area and consist of three components: Land Use, Transportation, and Open Space & Character. The following summarizes the major plan concepts and recommendations included in each of the Framework Plans:

The **Land Use Framework Plans** (See Exhibits A and B) for the Station Areas guide future development within each station area. The plans are represented through various Development Types, each with a different recommended land use mix, scale, and development character. The primary objective is to provide a vision for the physical transformation of the area, define the land use patterns that will support an active, transit-oriented environment, and promote economic growth and private investments in line with the community's goals. The plans do not establish zoning district boundaries or regulations nor guarantee that individual properties may develop precisely as presented in the land use types. The plans are 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.

The **Transportation Framework Plans** (See Exhibits C and D) serve as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station areas. The plans outline recommended roadway design enhancements, future street connections, parking opportunities, and key bicycle and pedestrian connections.

The **Open Space & Character Framework Plans** (See Exhibits E and F) serve as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station areas. The maps identify 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.

### Next Steps

Following direction from the Commission and based upon the public input received, staff will develop a full plan document, including an implementation plan. The implementation plan will include proactive strategies and actions needed to advance the visions outlined in the Framework Plans. Implementation strategies could include the following:

- Zoning re-alignments to support desired land use priorities;
- Branding and streetscape design strategies to achieve the desired look and feel for the station areas;
- Community Investment Program project recommendations to meet transportation and safety goals; and
- Amendments to the Comprehensive Plan to incorporate the *Silver Line Station Areas Plan* recommendations.

Once the plan is drafted, staff will bring it back to the Commission for further discussion.

### **RECOMMENDATION:**

Staff is seeking direction from the Commission on the attached Framework Plans. No action is required as part of this item.

### Attachments:

Exhibit A – 12th Street Land Use Framework Plan  
Exhibit B – Shiloh Road Land Use Framework Plan  
Exhibit C – 12th Street Transportation Framework Plan  
Exhibit D – Shiloh Road Transportation Framework Plan  
Exhibit E – 12th Street Open Space & Character Framework Plan  
Exhibit F – Shiloh Road Open Space & Character Framework Plan

### Additional Information:

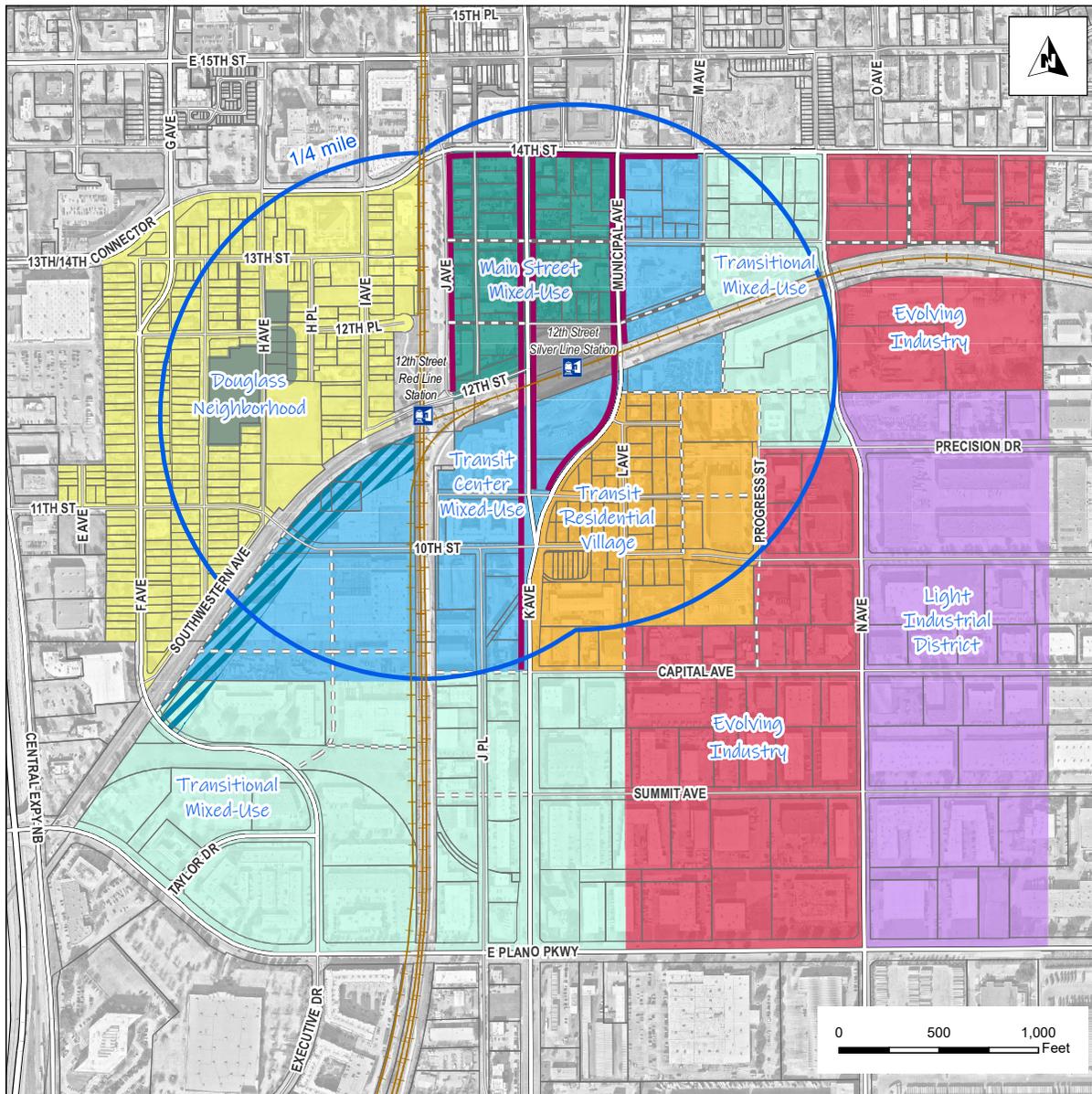
Additional information related to previous reports and past public engagement events can be found on the project website: [PlanoCompPlan.org/SilverLine](http://PlanoCompPlan.org/SilverLine).

# 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    | Douglass Neighborhood            | Future DART Station                 |
| Main Street Mixed-Use    | Evolving Industry                         | Light Industrial District | 3-Story Max Height Transition    | DART Rail                           |
| Transit Center Mixed-Use | Required First Floor Non-Residential Uses | Open Space Network        | Downtown Streets Plan Connection | Recommended Local Street Connection |

### 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mixed-Use Multi-family and Independent Living</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-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>Structured parking, shared surface lots and on-street parking</li> </ul>

### 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mixed-Use Multi-family and Independent Living</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>Mid-Rise Scale</li> <li>Up to 5 stories</li> <li>+3 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>Structured parking, shared surface lots and on-street parking</li> </ul>

### 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</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>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/makerspace 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, making it an attractive destination.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Office</li> <li>Light Manufacturing</li> <li>Commercial Flex Space</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>Small to medium blocks</li> <li>Surface lots</li> </ul>

## Transitional Mixed-Use



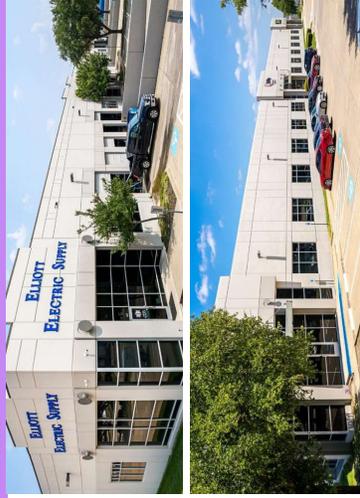
This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including Cityline, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities 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 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, creating a more subtle urban presence. Adaptive reuse opportunities may exist within this area.

## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mid-Rise Multifamily and Independent Living</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 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

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<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>

## Douglass Neighborhood



This category respects the historical importance of the Douglass 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 Douglass 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 Douglass Community to provide appropriate transitions in building height and bulk that are sensitive to the character of the neighborhood.

## Character Defining Elements

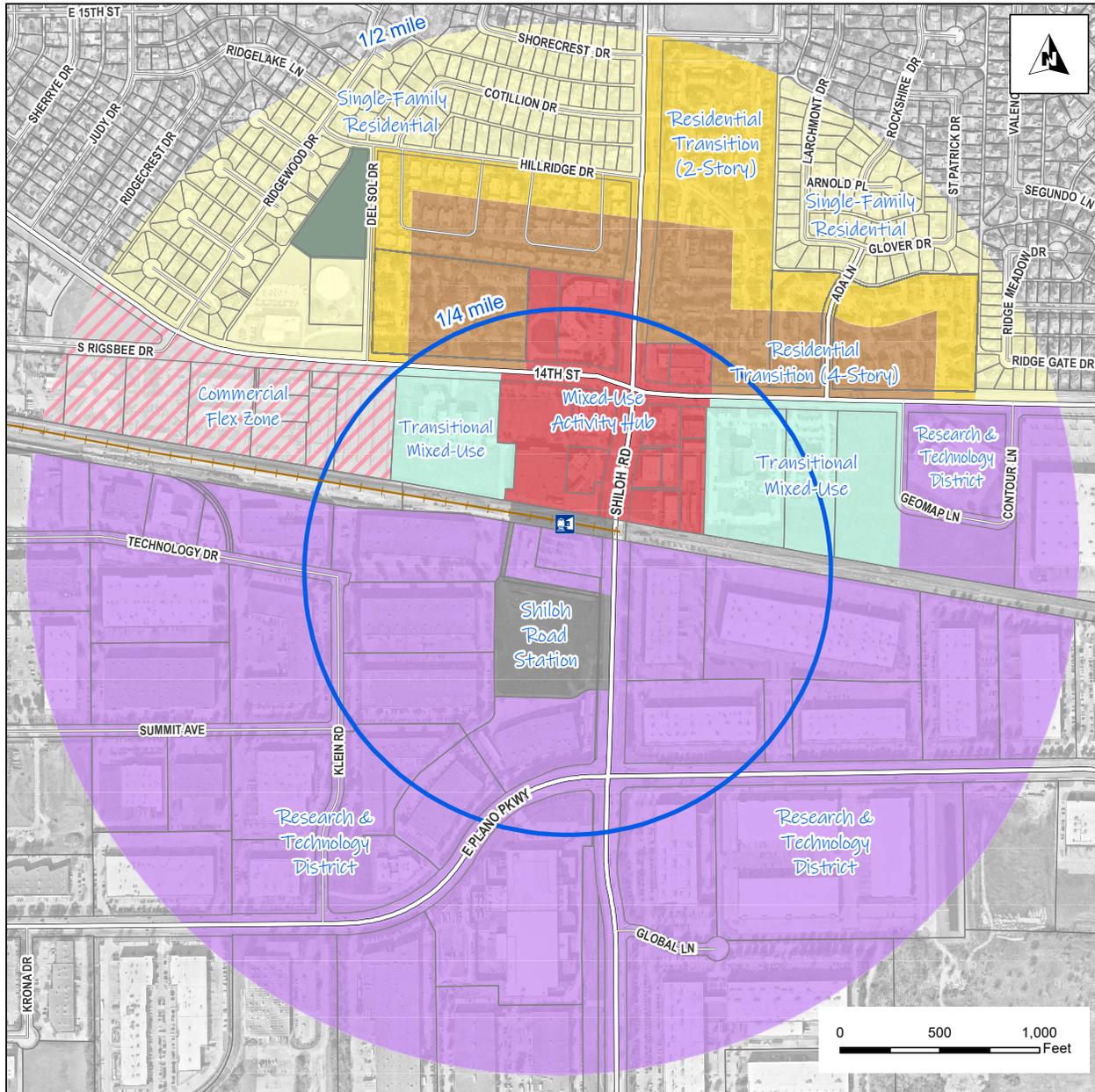
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>Educational, institutional, or Public Uses only</li> <li>Other Non-Residential 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-story Residential Uses</li> <li>1 to 2-story Non-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>

# 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           |

### Mixed-Use Activity Hub

This category presents an opportunity for a walkable and inviting 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 non-residential, 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Multifamily and Independent Living</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Patio Homes</li> <li>Live/Work</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/High Intensity</li> <li>50-90% 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Multifamily and Independent Living</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>

### 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 throughfare 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
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<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>1-2 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

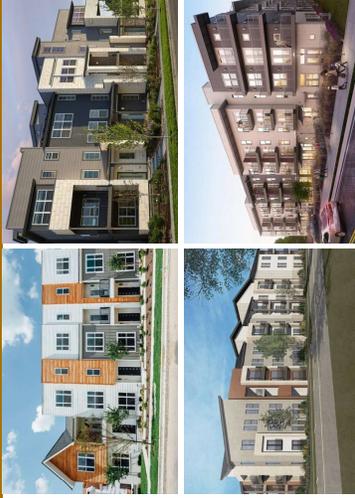
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Office</li> <li>Research &amp; Development</li> <li>Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>Varied Scale</li> <li>Up to 20 stories</li> <li>Low Intensity</li> <li>&lt;60% 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>

## 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.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Multifamily and 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 3-4 stories</li> <li>Medium Intensity 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 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.



## Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Multifamily and 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 1-2 stories</li> <li>Medium Intensity 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

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<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 1-2 stories</li> <li>Low Intensity &lt;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>

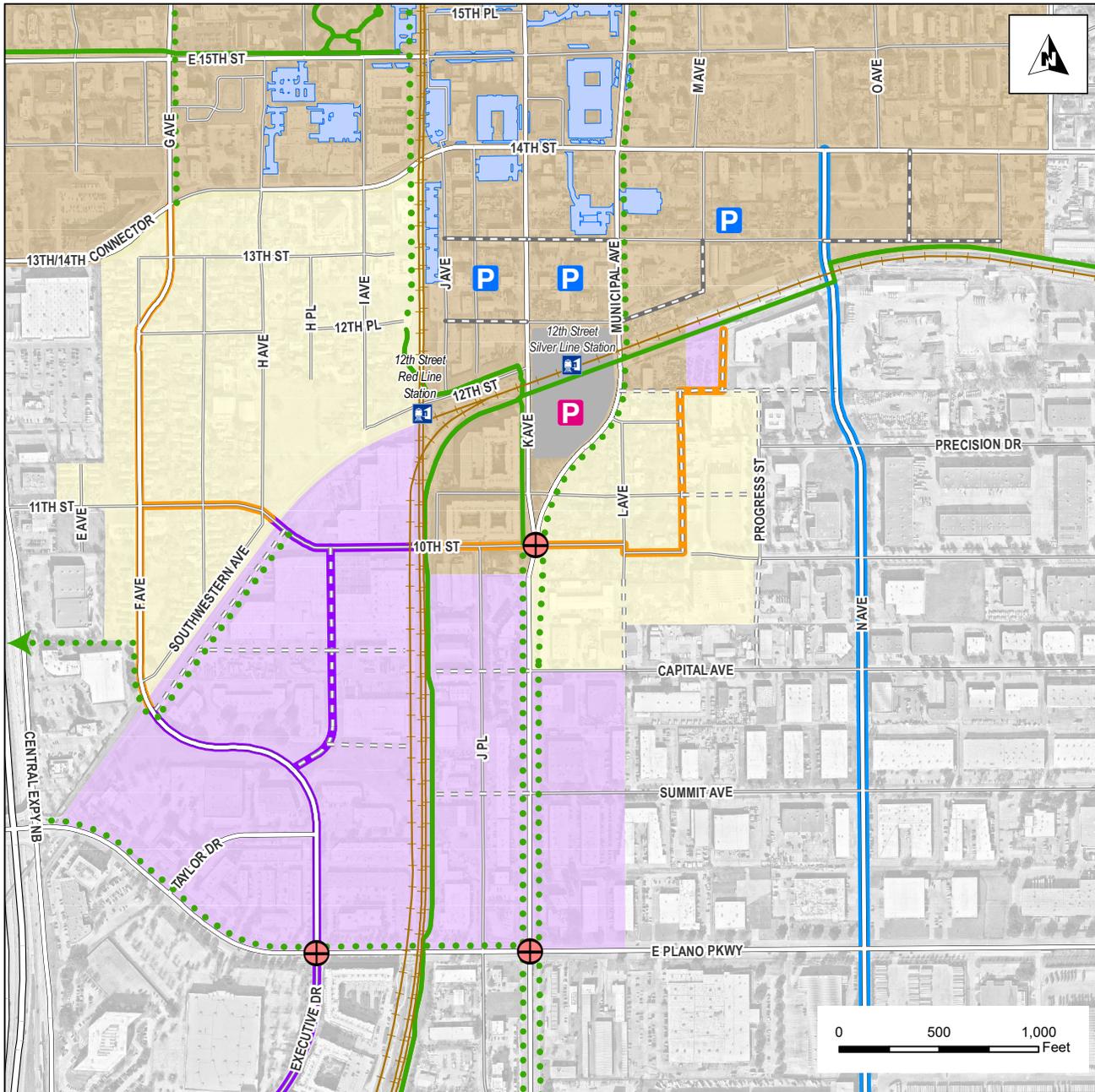
# 12th Street Station Area

## 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.



- |  |   |   |   |  |
|--|---|---|---|--|
| <p><b>Roadway Network</b></p> <ul style="list-style-type: none"> <li> Downtown Streets Plan Connection</li> <li> Potential Local Street Connection</li> <li> Upgrade Thoroughfare to Type E Minor Collector</li> </ul> | <ul style="list-style-type: none"> <li> Proposed Mixed-Use Context Street Design</li> <li> Proposed Neighborhood Traffic Calming Area</li> <li> Downtown Streets Plan Boundary</li> </ul> | <p><b>Parking</b></p> <ul style="list-style-type: none"> <li> Existing Public Parking Areas</li> <li> Future DART Station Parking</li> <li> Future Public Parking</li> <li> Opportunity Site: Shared Parking or Structured Parking</li> </ul> | <p><b>Bicycle &amp; Pedestrian</b></p> <ul style="list-style-type: none"> <li> Existing/Funded Shared-Use Path</li> <li> Proposed Shared-Use Path</li> <li> Proposed On-Street Bicycle Facility</li> <li> Proposed Bicycle Boulevard</li> <li> Intersection Safety Opportunity</li> </ul> | <p><b>Station Area Features</b></p> <ul style="list-style-type: none"> <li> DART Rail</li> <li> DART Station Property</li> <li> Future DART Station</li> </ul> |
|--|---|---|---|--|

### 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

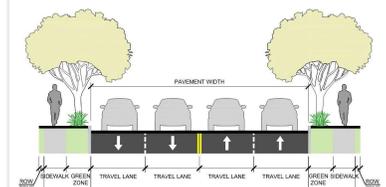
- Implement traffic calming techniques in residential areas like the Transit Residential Village and Douglass Neighborhood to mitigate cut-through traffic and bolster safe and welcoming streets for residents. Appropriate physical traffic calming measures may include raised crosswalks, curb extensions,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

### 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.



Residential bicycle boulevard



US 75 trail bridge concept  
(Example: Northaven Trail, Dallas)



Bicycle parking



Enhanced crosswalks



First-mile/last-mile transit options

#### 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.

#### Transit Access

- Enhance first-mile/last-mile transit options from rail stations to business areas. 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. A longer-term option could include exploring partnerships with major employers to provide dedicated shuttles to and from transit stations.

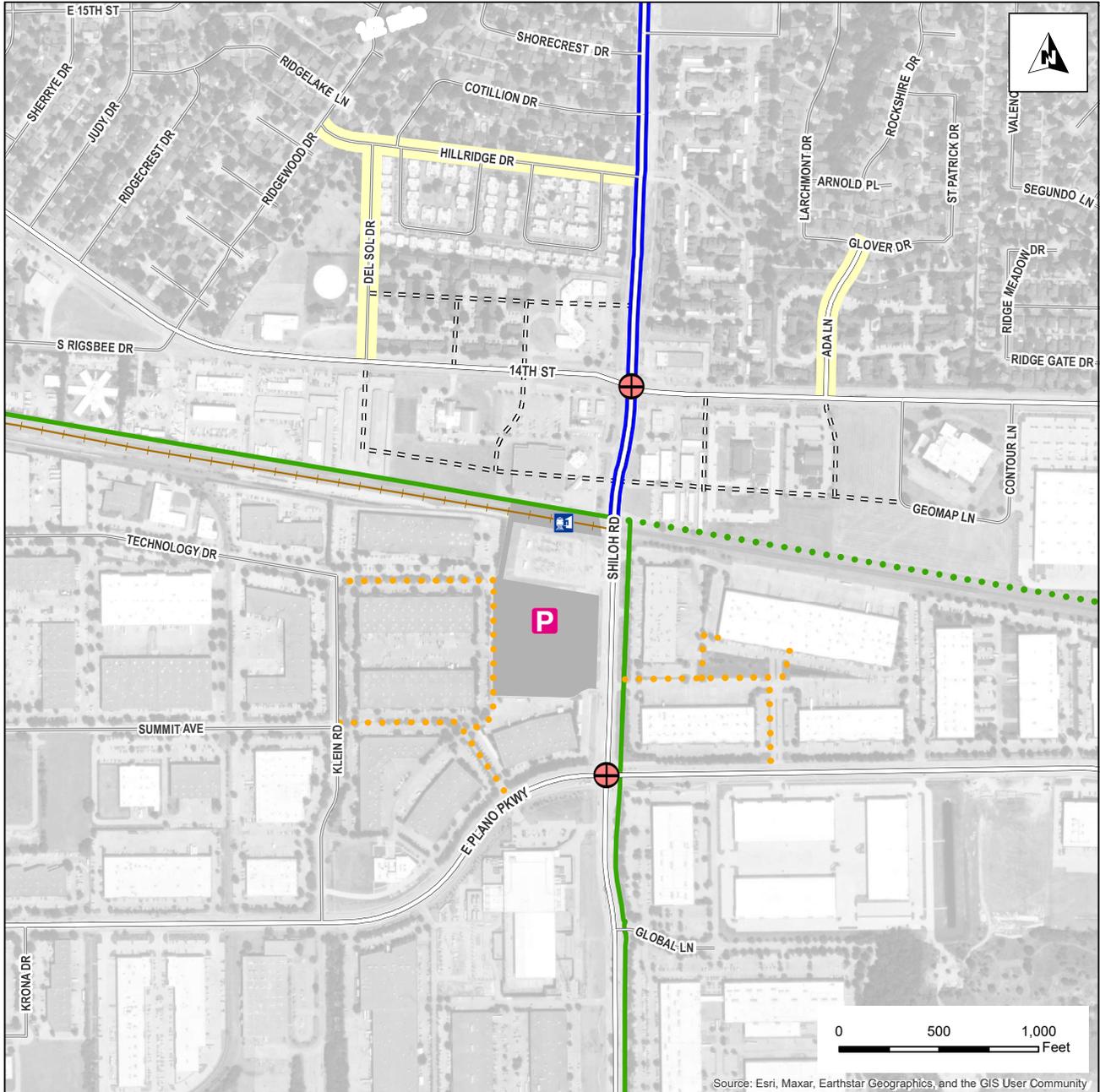
# Shiloh Road Station Area

## 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
- Yellow shaded area Proposed Neighborhood Traffic Calming Area

### Bicycle & Pedestrian

- Green line Existing/Funded Shared-Use Path
- Blue line Existing/Funded On-Street Bicycle Facility
- Green dotted line Proposed Shared-Use Path
- Orange dotted line Proposed Pedestrian Connection

Red circle with cross Intersection Safety Opportunity

### Station Area Features

- Blue line with cross DART Rail
- Blue square with '1' Future DART Station
- Grey square DART Station Property
- Pink square with 'P' Future DART Station Parking

### Roadway Network & Parking Strategies

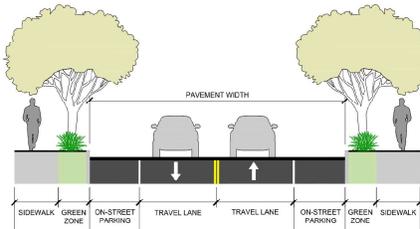
#### Street Design & Connectivity

- 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.

#### 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 Street Design Improvements:



Mixed-Use Local Street Design



Neighborhood Traffic Calming



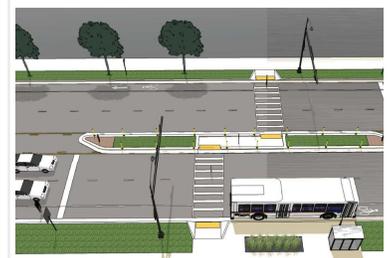
Walkable Internal Street Connectivity



Pedestrian-Friendly Street Features



Internal Pedestrian Pathways



Enhanced Mid-Block Crossing



On-Demand Transit Services

### 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.

#### 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.

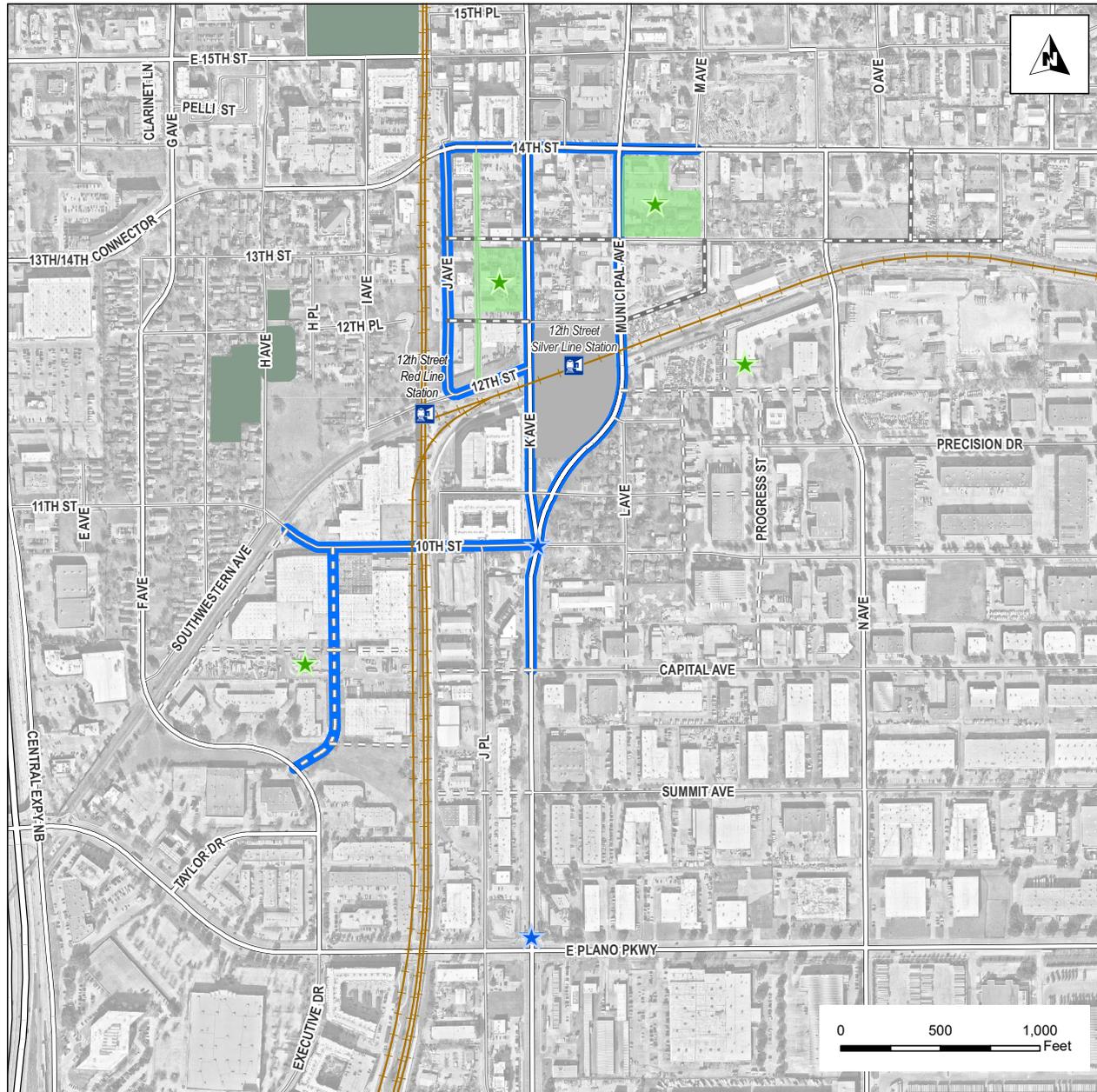
# 12th Street Station Area

## 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.



**Open Space & Character Opportunities**

- ★ Parks & Open Space
- ★ Streetscape & Placemaking

- Potential Open Space Sites
- Primary Pedestrian Streetscape

- Downtown Streets Plan Connection
- Potential Local Street Connection

- + DART Rail
- DART Station Property
- Future DART Station
- Open Space Network (Existing)



### 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

# 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



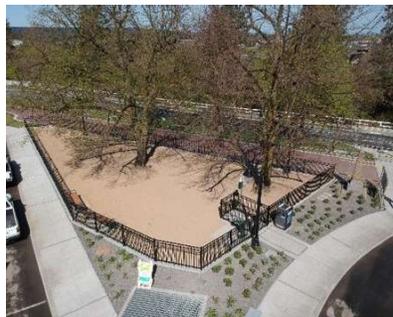
Town Square Park Example



Town Square Park Example



Public Art



Dog Run



Dining Adjacent to Park

#### J Place Shared Street/Plaza Concept



Public Plaza Example



Public Plaza Example



Active Shared Street/Alley



## 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.
  - **Streetlighting:** Illuminate streets with well-designed and pedestrian-friendly lighting that contributes to both safety and ambiance.

### 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.



Pedestrian-Oriented Streetscape



Pedestrian-Oriented Streetscape



Pedestrian-Oriented Streetscape



Wayfinding Signage



Gateway Identity Features

# Shiloh Road Station Area

## Draft Open Space & Character Framework Plan



Silver Line Station Areas Plan

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**Open Space & Character Opportunities**

- ★ Parks & Open Space
- ★ Streetscape & Placemaking

- Potential Open Space Sites
- Enhanced Streetscape & District Branding
- Potential Local Street

- DART Rail
- Future DART Station
- DART Station Property
- Open Space Network



## 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

## Streetscape & Character Recommendations

### Distinctive District Branding

- Create uniform streetscape and community design standards across the district to establish a consistent visual identity and branding 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 installations, or sculptural elements, can be strategically placed at key entry points. Streetscape 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