



Public Engagement Summary

Overview of the Engagement Process

Throughout the project, the Silver Line Station Area Plan project team conducted a number of outreach events to learn more about the community's desires for the Silver Line Stations and surrounding areas. This is an overview of the various outreach activities conducted during the planning process and the outcomes from the visioning workshop, planning and design charrette, in-person and virtual open houses, an online community survey, and Advisory Group meetings.



Engagement Events and Activities

VIRTUAL VISIONING WORKSHOP

The Advisory Group participated in a Virtual Visioning Workshop via Zoom on Thursday, April 27, 2023. Advisory Group members discussed what they *need, want, and desire* in the transit station areas, and the *barriers, obstacles, and annoyances* that may hinder that vision.



Attendees

PLANNING & DESIGN CHARRETTE

The three-day Planning & Design Charrette event on June 27 - 29, 2023. As part of this 3-day event, the project team met with the Advisory Group multiple times and shared preliminary concepts for the Plan at Public Open House #1. Attendees had the opportunity to comment on engagement exercises and preliminary frameworks.



Attendees

VIRTUAL OPEN HOUSE

The Charrette content was posted online for four weeks to allow the public additional time to review and provide insights on engagement exercises, preliminary framework plans, and planning recommendations.



Attendees

COMMUNITY SURVEY

A 44-question community survey was made available online from May 31 to July 14, 2023. The survey received over 264 responses and identified key themes and priorities for each station area.



Respondents

ADVISORY GROUP MEETING #3

The final Advisory Group meeting was held on December 13, 2023 to gather revisions and direction on the refined draft framework plans for each station area in preparation for the final public open house.



Attendees

PUBLIC OPEN HOUSE #2

Public Open House #2—the final public engagement event—took place on February 13, 2024. The Public Open House allowed community members to view and provide feedback on Plan recommendations and concepts.



Attendees

Advisory Group

The project team asked for volunteers to form an Advisory Group to provide key insights throughout the planning process. The Committee consisted of about 50 members of diverse representation (in age, interests, geographic area of the community, background, race, etc.). Members included key property owners, developers, business owners, technical experts, and residents of the Plano community.



An active Advisory Group was crucial to cultivate an inclusive, informed Plan that is supported by the community and addresses local needs. When the community is involved in the planning process via an advisory committee, there is a greater likelihood of gaining public support and buy-in for the final plan and lead to smoother implementation and a higher success rate for the proposed initiatives. The Community Survey invited additional community members to join and participate in Advisory Group meetings and events, with several additional community members expressing interest and became part of the group.



Marketing and Communications

The City of Plano used local and social media resources alongside community emails, city newsletters, and press releases to advertise project information and ways to engage in the process.

PROJECT BRAND GUIDE

The Silver Line Station Areas Plan logo and brand guide outlined the look and feel of the project materials and establishing consistency and recognition for the project across all types of project communications. Cohesive branding facilitates professionalism and visibility for project efforts.

INTERACTIVE PROJECT WEBSITE

The City of Plano Comprehensive Plan (2021) specifically developed a website for the Silver Line Station Areas Plan (<https://planocompplan.org/362/Silver-Line-Station-Areas-Plan>). The website provides updates and information to the community that include a description of the project and its purpose, graphics, events, project timeline, and access to project materials related to the Plan.

- 1 Project Brand
- 1 Website
- 6 Rounds of Social Media



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

WHAT IS THE SILVER LINE STATION AREAS PLAN?

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

In Fall 2020, the city undertook the *Silver Line Corridor – Market Assessment & Economic Development Strategy* as a first step in understanding the impacts of the DART rail on surrounding land use. Following the completion of this study, in February 2022, the Planning & Zoning Commission directed staff to initiate an area plan within a half-mile of the future Silver Line stations in order to guide development patterns and address redevelopment opportunities presented in the market study. This planning effort is anticipated to be complete in 2024, and public input will be a priority throughout the process to create a long-range planning policy that represents the community's vision and guides the future of these station areas.

**NEWS AND UPDATES**
[Review the Draft Framework Plans and Input from the February 6, 2024 Public Open House](#)

SOCIAL MEDIA & CITY WEBSITE POSTS

Graphics were created and posted on the Nextdoor App, Instagram, and Facebook to inform the community about the planning process and encourage participation at upcoming engagement events and provide updates on Plan activities. The Instagram and Facebook stories each got an average of 500 - 1,000 views within 24 hours.

MEDIA AND PRESS RELEASE DISTRIBUTION

Multiple press releases were sent as a formal communication to promote important engagement events during the planning process. The press releases focused on project kickoff, in-person and virtual events, input opportunities, open houses, and the community survey.



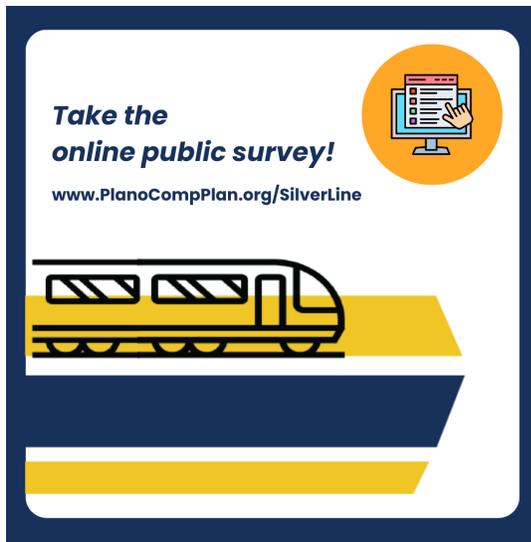
NextDoor Impressions



Facebook Impressions



Instagram Story Views



The Advisory Group worked in small groups to identify three priorities for each topic: needs, wants, desires, barriers, obstacles, and annoyances.

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

The results for each group are as follows.

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

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

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

Planning & Design Charrette

The project team hosted a three-day Planning and Design Charrette to dive into the development of recommendations for the Silver Line Station Area Plans with input from the Advisory Group and the general public. The Charrette was held from June 27 – 29, 2023 at the Sam Johnson Recreation Center for Adults.

To kick off Day 1, the team presented to and gathered preliminary input (**Advisory Group Meeting #1**) regarding existing conditions, future land uses, density, development/redevelopment opportunities, connectivity, traffic flow, parking, wayfinding, open space/parks, amenities, aesthetic enhancements, and operations.

The City of Plano staff provided a brief presentation on existing conditions and the purpose of the Silver Line Station Areas Plan—including imagery, graphics, analysis mapping, and findings from the Visioning Workshop. The Advisory Group participated in a prioritization session where the team presented big ideas and asked questions to gather input and direction from which recommendations would be refined.

On Day 2, community members dropped in during the **Open Design Studio** and provided additional ideas and comments on the work in progress. Draft frameworks were developed by the project team to explore potential solutions to address land use, transportation, sustainability, aesthetics, development/redevelopment, market factors, and area economics. Draft conceptual design solutions were prepared for presentation at the **Public Open House #1** on June 28 from 5:30 – 7:30 p.m. Over 50 attendees provided guidance for the Plan via input exercises and conceptual ideas.

On the final day, all input findings and design recommendations from Days 1 and 2 were consolidated into refined area plan concepts for each station—including a vision statement, guiding principles, future land use plan, development/redevelopment and infill opportunities, connectivity framework, streetscape recommendations, and urban design concepts. The Advisory Group was invited back to provide remaining direction during the follow-up meeting at 4:00 p.m (**Advisory Group Meeting #2**).

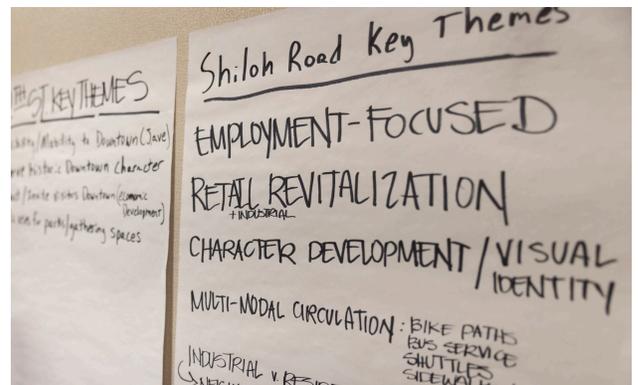
78 Attendees

3 Days of Planning and Engagement

478 Comments Received



The direction and consensus created with the community through this process provided the foundation for future decision-making, potential policy changes, development partnerships, resource investments, and more as necessary to achieve the goals of the Silver Line Station Area Plan. The engagement results emphasize the provision of economically sustainable land uses, connectivity, suitable development types, and character development for both stations areas.



12th Street Station - Charrette Findings

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

The **Guiding Principles** for the future development of the 12th Street Station area were to:

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

The team drafted a concept plan outlining character areas with development/redevelopment sites, mobility access, and four urban design concepts. The refined *urban design concepts* include:

- Higher-density housing options are ideal, complemented by connections between nearby housing at Collin Creek and Cityline and destinations like the University of Texas at Dallas and Collin College.
- Development/redevelopment areas promote distinct environments with a sense of place through area-specific design guidelines that encourage using similar exterior materials, building and parking orientation, street setbacks, height and size ranges, building separations, open space, and signage (i.e., Main Street Traditional Mixed-Use development type).
- Enhanced streetscape design elements, designated walkways, outdoor dining experiences, and pedestrian amenities that safely connect the station with Downtown and generate a vibrant and bustling streetscape along K Avenue and 12th Street.
- Development relief options that incorporate landscaping features, green spaces, and public gathering spaces to complement new development and integrate existing land uses.
- Well-designed multi-modal connections that prioritize safety, comfort, connectivity, and accessibility via on-street parking, protected walkways, bus routes, bicycle facilities, wayfinding signage, and roadway safety features (crosswalks, signalization, landscaped medians, etc.).

Shiloh Road Station - Charrette Findings

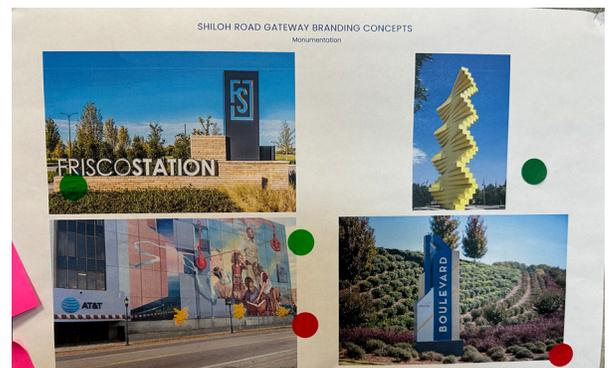
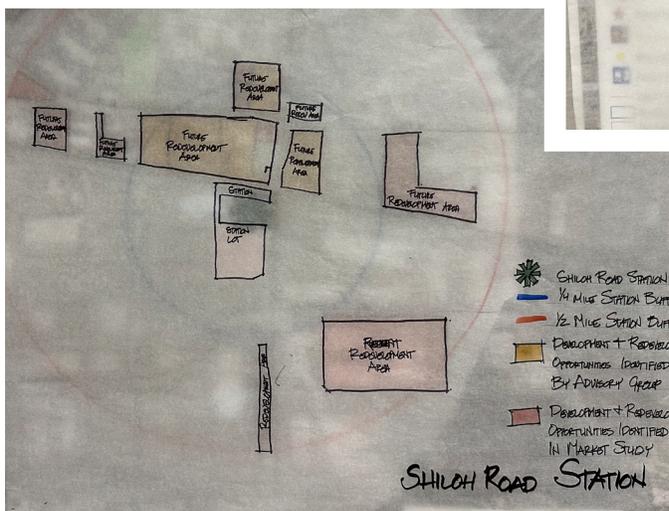
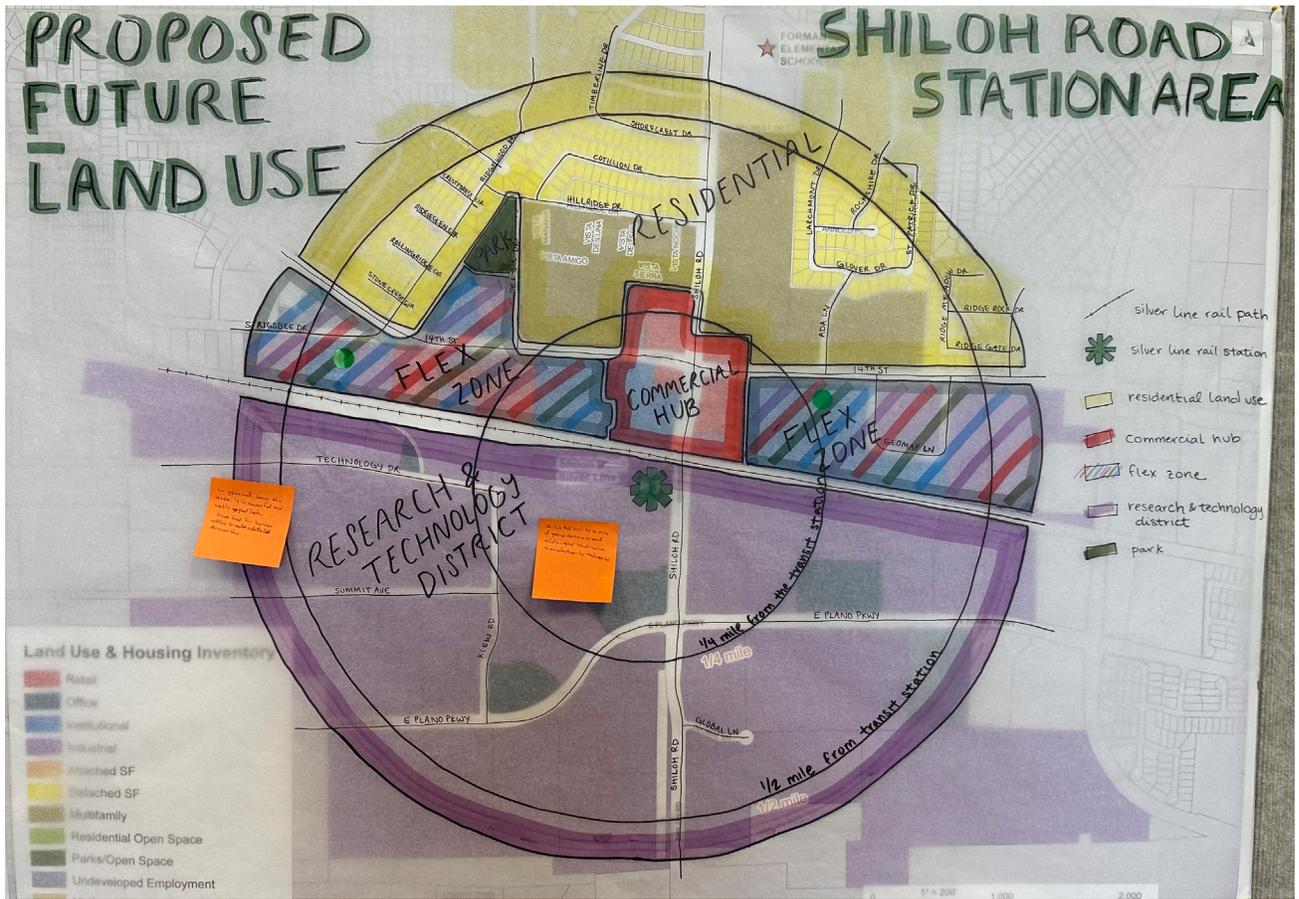
The Shiloh Road Station's **vision** is based heavily upon its current form and function as an industrial and employment center. The station area is a distinguishable innovation district focused primarily on employment-generating uses, including supporting existing businesses while attracting new ones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

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

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

Based on feedback from participants, two of the proposed concepts from Day 2—Retail Hub and Flex Buffer—were combined into the plan presented on Day 3. The refined frameworks include:

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



Virtual Open House

A Virtual Open House was available from July 24 – August 21, 2023 to showcase the findings and results gathered at the Planning and Design Charrette and engage additional residents from the community, including those who could not attend the in-person events.

Detailed information and concept ideas for each transit station were organized by topic and displayed in a consolidated, easy-to-understand format that respondents could easily navigate. Topic areas included:

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

Each topic area included input opportunities, questions for more profound insight, and a presentation of the design process, issues, and critical elements to gather additional consensus from respondents. Over 28 days, 113 comments were published on the interactive website by 26 respondents. The results of the Virtual Open House confirmed the prioritization of economically sustainable land uses, connectivity, appropriate development types, and character development of the areas in and around both transit stations.

26 Respondents

113 Comments Received

28 Days Available Online

Community Survey

The City of Plano hosted a 44-question community survey online via the project website from May 31 – July 14, 2023. The goal of the survey was to better understand the concerns, opinions, needs and desires concerning the future development of and around the Dallas Area Rapid Transit (DART) Silver Line transit stations at 12th Street and Shiloh Road.

 264 responses

 44 questions

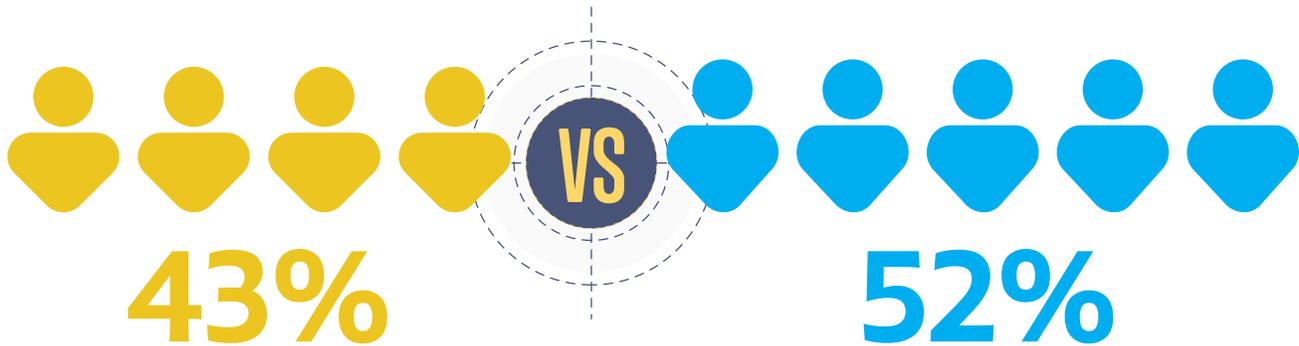
The survey received 264 responses from the Plano community, hosting a variety of questions including multiple choice, yes-or-no, ranking, and multi-answer questions. Survey topics inquired about respondents' preferences for station area land use, transportation/mobility, design, and vision/purpose to identify community desires, existing issues, and opportunities for planning and development solutions in each station area.

- Of the 264 respondents to the survey, roughly 65% live elsewhere (outside of study areas) in Plano, and 18% work elsewhere (outside of study areas) in Plano.
- Most survey respondents visit the 12th Street Station a few times a month, 50% on weekends (Saturday and Sunday) and the other half during the weekdays (Monday through Friday). They visit for dining options (53%), just passing through (49%), or for shopping (36%).
- Conversely, 23% of respondents visit the Shiloh Road Station area less than once per year; if they do, 54% are just passing through.
- Over 66% of respondents indicate that they rarely ride DART, but 35% indicated they are likely to ride the incoming Silver Line due to its improved connections to Dallas/Fort Worth International Airport.
- Topics of concern surrounding the new stations include:
 - Increased noise and traffic from transient users
 - Cleanliness and safety enforcement in and around the stations
 - Concentration of homelessness (see above)
- Respondents identified active ground-floor uses with various dining options, shops, and restaurants as attractive features for the Silver Line stations.

The community wants each station to be recognizable to users and provide the highest and best uses with amenities that encourage ridership and development/redevelopment efforts. Character, comfort, and safety will be provided via amenities like shade, public art, benches, bathrooms, trash receptacles, and features like crosswalks, sidewalks, and lighting.

12th Street Station - Survey Findings

The survey prompted respondents to provide feedback on the stations individually. The overarching desire for the 12th Street Station is safe and easy pedestrian access to surrounding amenities and Downtown.



want diverse and attractive housing options to support Downtown's economic activity and success with customers for the local businesses.

would prefer a diverse mix of business and service uses, including a variety of retail shops, neighborhood food markets, unique dining, and casual cafes.

Most Needed Development Types

**Listed in order of importance.*



Green Space, Parks, & Recreation



Neighborhood-Scale Retail/Commercial Spaces

(grocery stores, pharmacies, restaurants, cafes, etc. without residential above)



Mid-Rise Mixed-Use Development (5 to 9 stories)

with commercial/retail shops and dining on the bottom floor with multiple floors of diverse housing options above (including affordable workforce housing for moderate-income residents and local workers).

Priority Recreational Amenities

67%

54%

29%

27%

Walking Trails

Bike Trails

Community Garden

Outdoor Amphitheater

that include amenities like landscaping and shade features/structures, public restrooms, water fountains, crosswalks, wide sidewalks, and lighting for comfort.

Shiloh Road Station - Survey Findings

The survey prompted respondents to provide feedback on the stations individually. The overarching desire for the Shiloh Road Station is safe and accessible access to and from the DART station and surrounding amenities, leveraging the potential of the DART station as a commuter station.

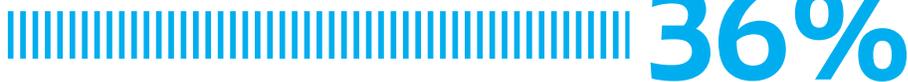
Restaurant Options



Mixed-Use Residential Options (retail on the first floor and residential units above)



Incubator Spaces for Startup Businesses



Top 3 Desired Land Uses



Dining/Cafes

(unique places for a daytime meal or coffee)



Public Open Spaces

(dynamic parks, green spaces, recreational amenities, plazas, etc.)



Mix of Business & Service Uses

(from retail shops to neighborhood food markets)

Most Needed Development Types



Green Space, Parks & Recreation



Neighborhood-Scale Retail/Commercial Spaces

(grocery stores, pharmacies, casual/fast dining, cafés/coffee shops, etc.)



Affordable Workforce Housing

Priority Public Space Amenities

88%

Lighting & Safety Features

87%

Street Trees & Shade

82%

Wide Sidewalks & Crosswalks

69%

Landscaping & Planters

63%

Dedicated Bike Lanes & Parking

63%

Outdoor Seating & Sidewalk Dining

Advisory Group Meeting #3

The third and final Advisory Group meeting was held to further refine the recommendations for the 12th Street and Shiloh Road Station Area Framework Plans. The meeting was hosted on December 13, 2023, at 5:30 p.m. at the Plano Municipal Center. The Advisory Group provided input to fine tune the Framework Plans further before the final Public Open House.

16 attendees

124 comments received

The project team opened the meeting by presenting the proposed frameworks for each transit station area to ensure alignment with the community vision and preferences.

The attendees were divided into two groups and asked to review and provide feedback on the recommendations for the 12th Street Station Area and the Shiloh Road Station Area, respectively. Each station area included a Land Use, Transportation, and Open Space Framework Plan. The groups were each given 30 minutes to review the content for each station and provide written feedback to address specific challenges and opportunities with each framework plan. Once the exercise was complete, the team summarized the input received, identified themes, and pinpointed unresolved issues.

Finally, the project team utilized real-time digital Mentimeter exercise to ask questions and gauge the Advisory Group's overall impressions of each station's framework plan and the direction of the recommendations. The resulting live word clouds were displayed on the screen for confirmation, providing overall consensus, and pending issues for the finalization of the plans.



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



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



12th Street Station Area - Advisory Group Feedback

Feedback for the **Land Use Framework** revealed an interest in further integrating art and creative uses, 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 into the station area and more sensitivity to the Douglass neighborhood—transitions between land uses, neighborhoods, and open spaces.

Transportation Framework feedback revealed a desire for reduced parking presence and requirements, increased traffic calming measures, and further multimodal access to the transit station. The Advisory Group also desired further wayfinding, signage, bicycle infrastructure, pedestrian infrastructure, crosswalks, and safety enhancements. The Group expressed concern for maintaining the transportation infrastructure and interest in more diverse and multimodal transportation connectivity in the station area.

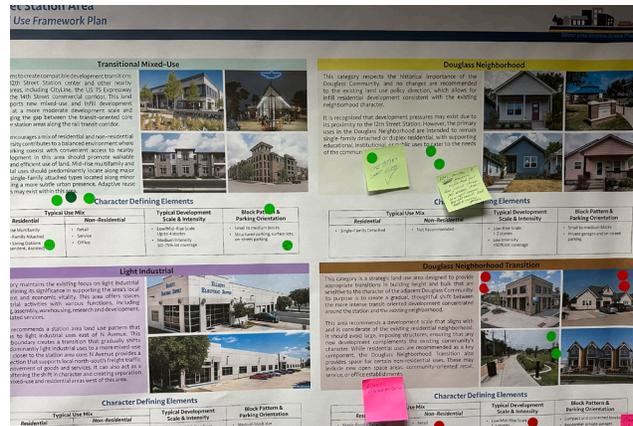
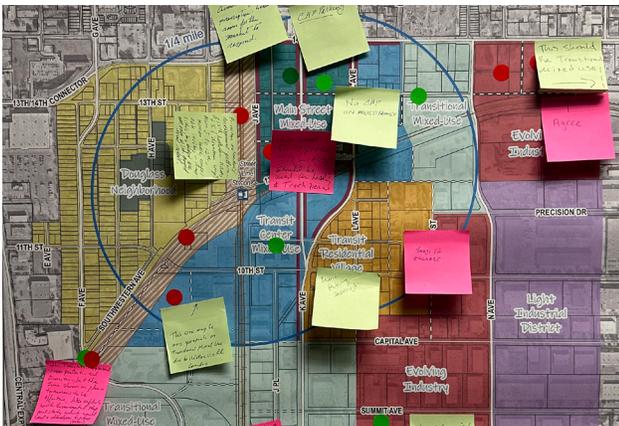
The **Character and Open Space Framework** prompted feedback on the need for additional private open space requirements, as well as the incorporation of more clean and well-maintained parks, plazas, activated open spaces, and streetscapes in the station area.

Shiloh Road Station Area - Advisory Group Feedback

The **Land Use Framework** revealed an interest in additional affordable housing and concern for the retention of permanent residents of the area. The Advisory Group also showed an interest in maintaining open space as a primary land use in the station area, with additional connectivity and continuity between new and existing land uses. Finally, the Advisory Group wanted to expand the Flex Zone land use further to the south.

The **Transportation Framework** identified concerns with additional parking in the DART lot and problems with how new development will impact the transportation network. Attendees identified a need for additional bicycle and pedestrian infrastructure, safety, and expansions for additional connectivity across the station area.

The **Character and Open Space Framework** identified a need for additional green space, wayfinding, signage, community branding efforts, and revealed a general concern for maintenance and community aesthetics in the station area.



Public Open House #2

42 attendees

136 comments received

The City of Plano held Public Open House #2—the final public engagement event for the Silver Line Station Areas Plan—on February 13, 2024. The Open House allowed community members to see the progress and adjustments made in preparation of the draft plan.

Detailed information and draft framework plans were organized at stations in an easy-to-navigate format so the community could easily provide comments. Each station incorporated the strategies, opportunities, and recommendations that resulted from the planning process and engagement efforts. The stations were:

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



12th Street Station - Public Feedback

The 12th Street Station Area promotes a mixed-use activity area with appealing retail, commercial, and residential uses, attracting residents and visitors from all over the Dallas-Fort Worth Metroplex. The respondents supported various 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. Community members felt that density would be an opportunity to attract visitors and new residents. Attendees discussed the need for independent living supported through any development type that includes multifamily uses.

The Douglass Neighborhood Transition Area is a new development type that expands east, from the Douglass Neighborhood to the DART rail to accommodate compatible uses and ensure the appropriate scale of development is allowed adjacent to existing homes. Potential development sites were discussed, as some respondents would like to see other uses than parking lots for the riders on the DART. Future public parking opportunity sites were analyzed, and the recommendation is to minimize the amount of surface parking with the use of shared public parking sites or structured parking so it can serve both the DART riders and those living and visiting Downtown. The safety of bicyclists, pedestrians, and automobile users was at the forefront of each framework; 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 need 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 - Public Feedback

The Land Use Framework is based on the current form, function, and focus on 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 anticipate walkable destinations like parks, eateries, and shops, where a new mixed-use activity hub will attract 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 station area. Surrounding 14th Street are both residential and mixed-use areas—thus, residents identified a need for improved pedestrian infrastructure to protect users from automobile traffic. There was support for 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 incorporating unique transitional uses and safe connections.

While allowing and encouraging new mixed-use developments, each framework prioritizes creating and maintaining the appropriate character for each station area. The results of Public Open House #2 provide clear direction for and validation of the content and recommendations that are outlined in this Plan.

Public engagement was critical to the development of this plan. Using diverse tools and techniques, the project team gained insights from the community that shaped and refined the final plan.

