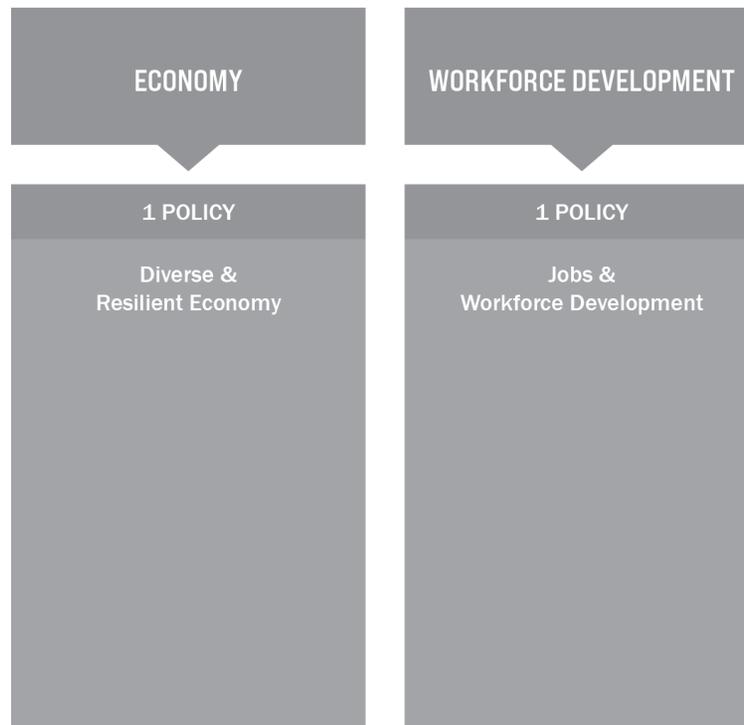


ECONOMIC ENVIRONMENT

Economic Environment Vision Statement

Plano has a diverse and resilient economic base with a variety of businesses and employment opportunities for a well-educated and highly-skilled resident population.

PILLAR COMPONENTS



Economy Component

Component Background

A diverse economy creates a city that is resilient in times of change or economic stress. Plano's current economy is comprised of a mixture of businesses that vary in size and industry sectors. To ensure the city has a wide range of future commercial activities, Plano will focus efforts to retain existing businesses, ~~and~~ target outreach to innovative knowledge-based companies, [and adapt to changing employment and market trends](#).

POLICY





Policy Background

Diverse & Resilient Economy

Business retention and expansion is a primary initiative of the City of Plano’s Economic Development Department. The city fosters relationships between businesses and community leaders to understand local needs and facilitate the growth and expansion of existing companies. The Plano Chamber of Commerce and Collin County Small Business Development Center also serve as a liaison to encourage the promotion and creation of business-friendly policies.

~~Plano’s business attraction efforts have most often centered on c~~Corporate headquarters and technology companies, ~~presently serve as the city’s primary focus for business attraction. The city seeks companies that provide~~ emphasizing the creation of highly-skilled job opportunities for residents and support for local industry sectors. While retention of existing business is very important to the city’s success, Plano must anticipate the community’s changing needs by attracting new companies and industry sectors.

~~While c~~Corporate campuses have traditionally been favored by ~~are still a desirable layout for~~ many companies, there is now a shift towards amenity-rich campus layouts and flexibility in office space design that better suit current employment preferences. The City of Plano has ample opportunities for relocation within the city’s business parks, expressway corridors, and strategic redevelopment sites ~~one of the four major business parks.~~ The Comprehensive Plan’s policies support the retention of vacant land for economic development and employment opportunities in identified areas throughout the city. There is also a shift towards compact offices and collaborative work-spaces that allow smaller footprints in a highly concentrated built environment. Increased office development on smaller lots is encouraged through the recommended redevelopment of expressway corridors and placement of mixed-use centers at targeted locations throughout the city.

In addition to available land for economic development, Plano’s high quality of life, including a variety of housing options, strong schools, and excellent parks and recreation facilities, attracts companies that are considering relocation. Comprehensive Plan policies support the enhancement of these assets to sustain a vibrant, growing community, allowing employees of all economic levels to enjoy living and working in Plano.

Policy

Plano will focus efforts to retain existing businesses and target outreach to a broad set of innovative knowledge-based companies to ensure a diverse and resilient economic base.

Actions

DRE1) Analyze Plano’s current economic base to identify current needs and opportunities.

DRE2) Create and implement an Economic Development Strategic Plan, with a focus on ~~i~~Identifying emerging business clusters within the

city and ~~develop market studies to~~ support^{ing} the continued growth and expansion of a variety of these industry sectors.

DRE3) Review undeveloped land and priority redevelopment areas within the city to identify anticipated infrastructure needs required to assist with economic development activities.

DRE4) Formally engage with business leaders, realtors, and brokers on a regular basis to address specific needs to assist with the expansion and retention of existing businesses as well as the development and growth of new companies.

DRE5) Provide strong customer support to businesses for the delivery of municipal services.

DRE6) Identify areas for special investment zones such as Public Improvement Districts and Tax Increment Financing Districts.

DRE7) Work with the Plano Chamber of Commerce to support and increase awareness of the variety of shopping opportunities available in Plano, including providing resources for ethnic-oriented stores and businesses.

Workforce Development Component

Component Background

A diverse economic environment demands a highly-skilled workforce that continues to improve job skills, education, and knowledge to compete in a dynamic business climate. Although 58.7% of all adults in Plano have a bachelor's degree and are employed in managerial, technical, and professional jobs, business concepts and operations are constantly changing. To ensure that Plano residents possess the characteristics desired by leading innovative corporations, the city will support local education and business efforts to develop and retain a competitive workforce.

POLICY





Jobs & Workforce Development

Policy Background

Plano residents are served by ~~three~~ four public school districts. Plano ISD, the city's largest school district, reported the completion rate for the class of ~~2023~~2014 was ~~98.294.1%~~. ~~95% Of~~ those graduating students 70% attended college during the fall of ~~2014~~2023. With more than 25 colleges and universities in the Dallas-Fort Worth region, Plano companies have a pipeline of ~~157~~190,000 students currently enrolled in four year universities. An additional ~~187~~170,000 students are attending community colleges. ~~More than 6% of Plano's adult population are enrolled in continuing education classes in area institutions that are focused on enhancing workforce skills.~~

Collin College offers more than 100 degrees and certificates in a wide range of fields. The University of Texas at Dallas (UTD) is a four-year emerging research university providing numerous undergraduate and advanced degree programs to Plano residents. Through specially designed undergraduate and graduate degree programs, these universities enhance professional development for working adults pursuing advanced education.

Workforce development programs by local schools and organizations, ~~such as the Plano Chamber of Commerce~~, are also offered to enrich personal development skills. Collin College and Plano ISD have initiated a new Collegiate Academy starting in Fall 2024 that will offer Plano ISD students a streamlined pathway to earn an associate degree and a high school diploma at the same time, allowing students to enter the workforce much sooner. The Young Professionals of Plano, Leadership Plano, and The Women's Division are all Plano Chamber of Commerce initiatives that have specialized training for specific workforce groups to receive instruction on career development and business leadership. ~~TEDxPlano, a Chamber initiative, provides a platform to explore innovative ideas, emerging business trends and best practices – inspiring further development of local companies.~~

Through collaborative efforts with the education and business communities, the City of Plano can assist in developing a competitive workforce. TEDxPlano, a Chamber initiative, provides a platform to explore innovative ideas, emerging business trends and best practices – inspiring further development of local companies. Additionally, the City offers job and skills development grants through the Economic Development Chapter 380 grant program, which aims to retain and attract high-wage jobs, train and recruit talent through workforce partnerships, and encourage companies to hire Plano residents.

To attract and retain this selective employee base as residents, Plano will need to enhance the existing community character and provide a superior quality of life by creating interactive social spaces, diverse housing options, and excellent municipal services to distinguish itself from neighboring communities. Education, business, and local government efforts provide the foundation to attract skilled workers and ensure competitive job skills that provide area businesses with an ever-improving employee base.

Policy

Plano will assist partner with the education and business communities in developing a competitive workforce to provide job skills demanded by the regional marketplace and employment opportunities for local graduates.

Actions

JWD1) Create a partnership involving executive leadership from the city, local education services, and businesses for providing data and analysis that address community issues impacting workforce development.

JWD2) Regularly assess and ~~Create an annual~~ report ~~on~~ the city's workforce strengths and challenges.

JWD3) ~~Meet~~ Work with local colleges and public education providers ~~and~~ to:

A. encourage the creation of programs that enhance job skills of city residents needed by employers; ~~and~~

B. disseminate public awareness information about programs to enhance job skills.

JWD4) Encourage and support efforts by area colleges and businesses to integrate recent graduates into the local workforce.

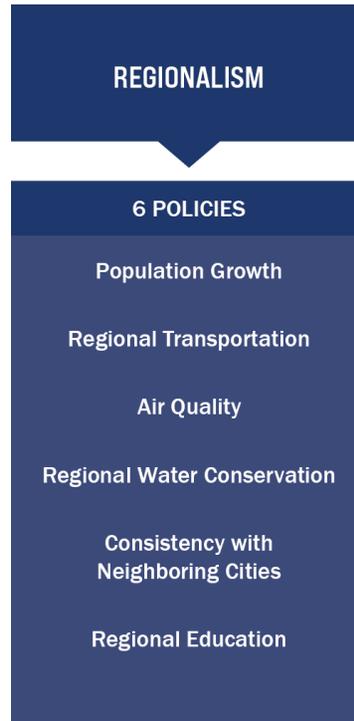
JWD5) Conduct employer preference surveys to identify and improve quality of life aspects that are necessary to retain and recruit a highly-skilled workforce for the community.

REGIONALISM

Regionalism Vision Statement

Plano is a leader and an innovator in the Dallas-Fort Worth region, by working with other communities to address population growth, regional transportation, air quality, water conservation, consistency with neighboring cities, and educational opportunities.

PILLAR COMPONENTS



Regionalism Component

Component Background

Plano is a principal city in the Dallas-Fort Worth region located in North Texas. With a population of 7.47.7 million people, the Dallas-Fort Worth Metroplex is the largest urban region in the state of Texas and the fourth largest in the United States. Dallas-Fort Worth is also one of the fastest growing areas in the United States, supplying 4.5 million jobs. As a large metropolitan area, there are many future challenges that are beyond the ability of a single city to address. Working cooperatively with the regional governments, Plano and its neighboring cities will need to find complementary solutions to solve broader problems and attain area goals. The Comprehensive Plan has identified several regional topics to address.

POLICIES





Population Growth

Policy Background

By 2045, the DFW area is expected to increase by 4.3.8 million people and the City of Plano is likely to accommodate a portion of this population growth. With established city boundaries and limited undeveloped land, Plano will need to identify areas appropriate for new housing and redevelopment. This increased regional population will also have an impact on the area’s transportation network although infill and urban development are more efficient than continued regional expansion.

Policy

Plano will plan for regional population growth in identified areas while preserving the suburban character of the community.

Actions

- PG1)** Evaluate the potential of preferred growth and redevelopment locations to accommodate anticipated growth in a way that compliments and respects existing neighborhoods. Where potential is found to align with community priorities, initiate action to support desired outcomes.
- PG2)** Collaborate with neighboring cities to determine compatibility with residential development policies. Whenever possible, seek solutions that are mutually beneficial.
- PG3)** Coordinate with the North Central Texas Council of Governments to ensure Plano’s projected residential development is included within regional traffic modeling.
- PG4)** Participate in regional discussions regarding population change and migration into the Dallas-Fort Worth area and its impact on cities and the region.



Regional Transportation

Policy Background

Currently, the average DFW commuter spends approximately ~~365~~243 hours a year commuting – or ~~2-weeks~~10 days per year in their car annually. By 203~~4~~5, regional commute times are expected to increase without major investment in the roadway and public transit networks. Regional transportation improvements in Plano should focus on expanding ~~tion-of~~ existing transportation choices, increasing travel efficiency, ~~tion-of~~ reducing traffic demand, and improving safety.

Policy

Plano will evaluate regional transportation initiatives with consideration of the impacts on existing residential and business development and emphasis on expanding transportation options, traffic demand management, improving safety, and other traffic efficiency strategies to improve regional mobility.

Actions

- RT1)** Routinely consider ~~Create~~ criteria and best practices to evaluate the local impacts of regional transportation projects ~~to determine the impact upon the city~~ and develop solutions to mitigate negative effects.
- RT2)** Complete all proposed bicycle trail connections in coordination with neighboring cities as identified on the City’s adopted plans.
- RT3)** Advocate with Dallas Area Rapid Transit (DART) member cities for a financially equitable means for nonmember cities to enter service agreements that benefit the overall transportation system.
- RT4)** Regularly ~~Annually~~ review city and regional transportation plans to identify any inconsistencies between the plans. Where inconsistencies are noted, advocate for changes that balance the safety, needs, and priorities of the traveling public with deference to Plano residents, businesses, and institutions.
- RT5)** Share opportunities for citizen input on proposed regional transportation projects and priorities being funded by county and regional governments.



Air Quality

Policy Background

Enhancements to [local and](#) regional mobility will also improve the area's air quality by reducing emissions from vehicles. Currently, DFW does not meet federal standards for ozone levels, which results in breathing difficulties for some area residents and increases in local temperatures. If this situation does not improve, the Environmental Protection Agency could impose sanctions that would result in the loss of federal funding for major transportation projects. Plano intends to lead by example to reach federal standards for regional air quality.

Policy

Plano will lead by example in the Dallas-Fort Worth area by developing policies that assist the region in reaching attainment for air quality.

Actions

- AQ1)** In order to mitigate emissions, ~~continue~~ [regularly evaluate the implementation of the city's anti-idling ordinance related to heavy-duty vehicles and of the Mobile Source Pollution Reduction Policy to manage idling procedures of city fleet vehicles.](#)
- AQ2)** Evaluate and implement new technologies, ~~such as idling detection for city vehicles,~~ to assist with reducing air pollutants, [such as idling detection for city vehicles.](#)
- AQ3)** Improve timing and coordination of traffic signals with Plano, the state of Texas, the North Texas Tollway Authority (NTTA), and neighboring cities to reduce emissions from idling vehicles and improve traffic flow.
- AQ4)** Initiate and participate in regional alternative energy projects to reduce dependence on fossil fuels.
- AQ5)** [Implement and evaluate](#) ~~Develop a~~ [the city's](#) policy that limits roadway construction within Plano to non-peak hours to the maximum extent possible.
- AQ6)** Work with area cities [through regional transportation agencies](#) to ~~develop a policy regarding~~ [implement and evaluate travel demand management policies and strategies, such as](#) High Occupancy Vehicle (HOV) access and congestion pricing.



Policy Background

Regional Water Conservation

Another key issue in the Dallas-Fort Worth area is water conservation. Droughts are a fact of life in Texas, so water conservation must be an ongoing effort. Plano shares Lavon Lake, its primary water source, with thirteen neighboring cities. As population increases and drought conditions persist, it will become more difficult to meet future water needs. Plano will assume a regional leadership position and work with neighboring cities to encourage more efficient water use.

Policy

Plano will assume regional leadership regarding water issues and work with North Texas Municipal Water District (NTMWD) member organizations to encourage more efficient water use and conservation.

Actions

RWC1) ~~Develop a regional water usage plan with NTMWD for all member cities.~~ Promote local responsible use of water through the city's Water Management Plan, in conformance with the NTMWD Water Conservation Plan.

RWC2) Participate in regional planning activities to prepare for predicted future drought conditions.

RWC3) ~~Develop a landscaping water usage plan that would enable Plano to conserve~~ Ensure conservation of water and reduced ~~the~~ costs for purchasing water ~~from the NTMWD through the efficient irrigation of city parks, athletic fields, and other public property.~~

RWC4) Actively educate residents to:

A) follow recommended watering guidelines during normal conditions; and

B) achieve compliance with water restrictions during drought and emergency water conditions.

RWC5) ~~Require~~ Encourage the use of drought resistant and native plants for required landscaping on all new development and replacement of current landscaping throughout the city.

RWC6) Implement programs to reduce and control water loss, and ~~S~~study operational impacts of drought conditions on the city's water and sewer system.



Consistency with Neighboring Cities

Policy Background

Municipal boundaries are primarily for governmental purposes – many residents are unaware of moving from one city to another since roadways, trails, and parks often continue across city borders. To take advantage of its centralized location in the region, Plano will coordinate with neighboring cities to provide more efficient and consistent municipal services and public improvements.

Policy

Plano will coordinate with neighboring cities to provide municipal services and plan for compatible growth, public improvements, and operational efficiencies, in a way that compliments and respects the Plano community.

Actions

CNC1) [Regularly coordinate](#) ~~Review plans~~ with neighboring cities to ensure consistency in land use [planning](#) activities and transportation facilities and services ~~every two years~~.

CNC2) Explore and identify additional opportunities to share municipal services [, programs, and information](#) with area cities.

CNC3) Partner with neighboring cities [and Collin County](#) on vector control of insects and animals [control](#).

CNC4) Analyze changing [regional](#) demographics [and trends](#) in cooperation with neighboring cities to determine impacts on programs and facilities provided by municipal park departments and sports organizations.



Regional Education

Policy Background

Other partners for the City of Plano are the local and regional education providers. Educational opportunities and quality of education are major factors in determining a community of choice. While school districts serving Plano receive strong local support that enables academic excellence, the city should advocate for reliable and adequate state funding for education. In addition, access to Tier 1 research institutions and other quality colleges and universities enhance the economic competitiveness of Plano and the region. Partnerships with local and regional education providers will ensure quality academic opportunities for the Dallas-Fort Worth area.

Policy

Plano will partner with education institutions to provide quality educational opportunities to retain students in the region and for economic development opportunities to attract businesses seeking universities to provide research and development opportunities.

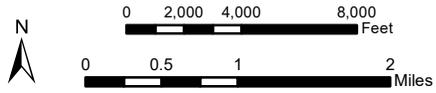
Actions

- RE1)** Participate in research and economic development opportunities with local colleges and universities.
- RE2)** Support initiatives to improve the quality of and accessibility to educational resources in Plano.
- RE3)** Attract and retain the presence of higher education institutions within the City of Plano.
- RE4)** Support Collin College's efforts for academic excellence and provide student opportunities for professional work experience including corporate and business partnerships.
- RE5)** Support the efforts of educational institutions in utilizing new technologies that improve access to higher education and vocational training for Plano residents.
- RE6)** Participate in partnerships with local schools and businesses to provide student opportunities for internships, job skills, and professional work place experience.



EXPRESSWAY CORRIDOR ENVIRONMENTAL HEALTH MAP

Expressway Corridor Environmental Health Map and Guidelines adopted by City Council on November 8, 2021 as part of the Comprehensive Plan 2021



LEGEND

EXPRESSWAY CORRIDOR ENVIRONMENTAL HEALTH AREA ONE (EHA-1)

Properties where outdoor noise levels are greater than or equal to 65 dBA L_{dn} and less than 75 dBA L_{dn}. Sensitive land uses are appropriate in EHA-1 if satisfactory mitigation is achieved.

EXPRESSWAY CORRIDOR ENVIRONMENTAL HEALTH AREA TWO (EHA-2)

Properties where outdoor noise levels are greater than or equal to 75 dBA L_{dn}. Sensitive land uses are generally inappropriate in EHA-2, but may be appropriate if satisfactory mitigation is achieved.

The Expressway Corridor Environmental Health Map shall not constitute zoning regulations or establish zoning district boundaries.

PURPOSE

These guidelines are adopted in accordance with the Expressway Corridor Environmental Health Study, available at: www.plano.gov.

EXPRESSWAY CORRIDOR ENVIRONMENTAL HEALTH GOAL

Sensitive land uses within Expressway Corridor Environmental Health Areas should achieve a maximum outdoor noise level of less than 65 dBA L_{dn}.

SENSITIVE LAND USE (SLU) REQUIREMENTS

Sensitive land uses proposed in Expressway Corridor Environmental Health Areas shall have an EHA Site Analysis or additional site design standards, as per the table below:

Sensitive Land Use	Environmental Health Area		Sensitive Land Use	Environmental Health Area	
	EHA-1	EHA-2		EHA-1	EHA-2
RESIDENTIAL AND INSTITUTIONAL DWELLINGS			DAY CARES AND SCHOOLS		
Assisted Living Facility			Day Care Center		
Boarding House			Day Care Center (Accessory)		
Continuing Care Facility			Day Care Center (Adult)		
Day Care (in-home)			School, (Private)		
Household Care Facility					
Household Care Institution					
Independent Living Facility					
Live-Work (Business Loft)					
Long-term Care Facility					
Mid-Rise Residential	EHA Site Analysis	Inappropriate; except redevelopment of existing SLU may be considered with EHA Site Analysis			Site Design Standards should be consistent with Article 15.1900 for these uses
Mobile Home Park					
Multifamily Residence					
Rehabilitation Care Facility					
Rehabilitation Care Institution					
Rooming House					
Single-Family Residence (Attached)			PARKS		
Single-Family Residence (Detached)			Park		
Studio Residence			Playground		
Trailer Park					
Two-Family Residence					
Two-Family Residence (Attached)					

TO BE REMOVED

EHA SITE ANALYSIS REQUIREMENTS

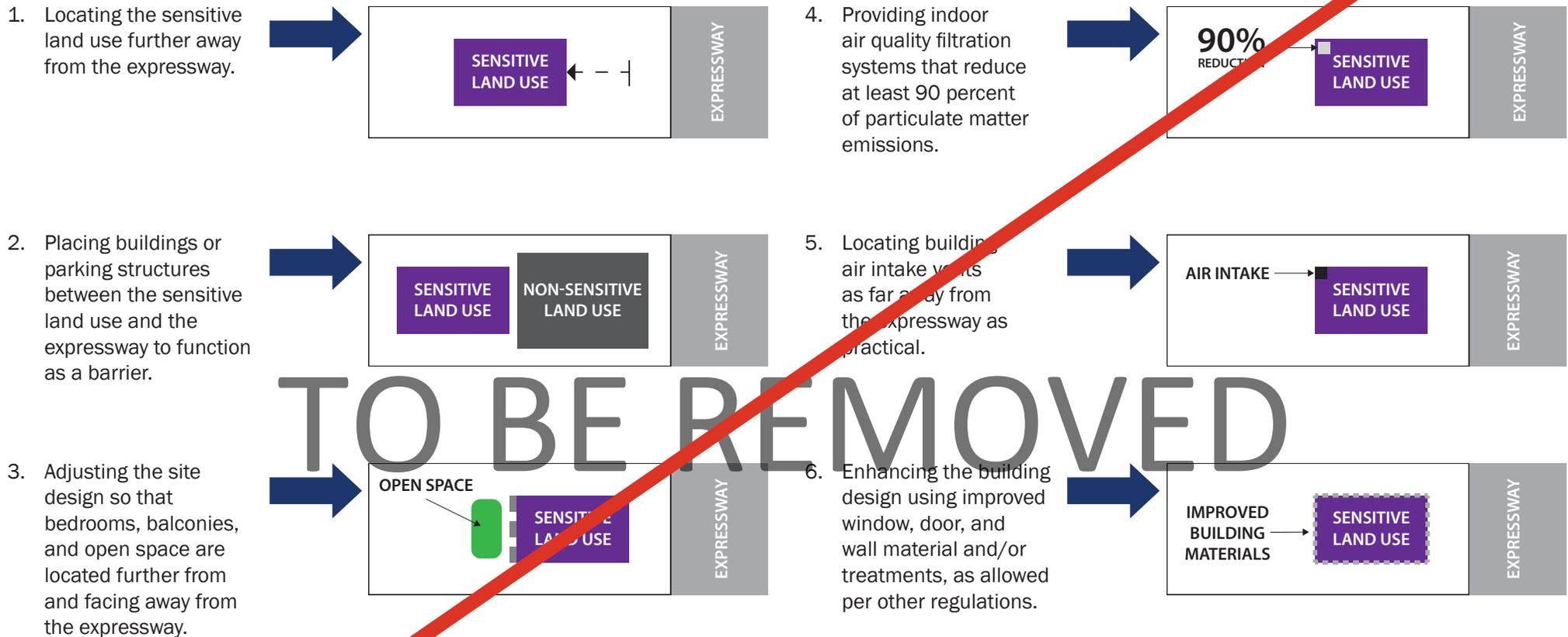
An EHA Site Analysis should meet the following criteria:

1. Be prepared by a recognized expert experienced in the fields of environmental noise and air pollution assessment and architectural acoustics;
2. Include representative noise level measurements with sufficient sampling periods and locations to adequately describe local conditions and predominant noise sources on the project site;
3. Estimate existing, future, and projected cumulative noise at ground level and for all proposed floors of the building, and compare those noise levels to the adopted standards of the Expressway Corridor Environmental Health Guidelines;
4. Recommend appropriate mitigation options; and
5. Estimate resulting noise exposure after the mitigation measures have been implemented.

MITIGATION METHODS

A combination of these methods is recommended for the most effective mitigation. Mitigation methods can be recommended through an EHA Site Analysis.

Potential mitigation methods include:





Redevelopment of Regional Transportation Corridors

Four expressway corridors, one active light rail, and one commuter rail line provide a variety of travel opportunities through the city and around the region. Development along these corridors should be carefully planned as a transition between adjacent residential neighborhoods and the expressways. To ensure the city's regional transportation corridors remain vibrant and attractive, Plano will encourage reinvestment in and redevelopment of regional transportation corridors to create cohesive developments that incorporate well-designed commercial and retail opportunities. When housing is considered, noise and air quality standards will be maintained to protect the quality of life for residents.

Policy

Plano will encourage reinvestment and redevelopment of identified regional transportation corridors to create cohesive developments that incorporate well-designed commercial, retail, and housing opportunities, where those uses are appropriate according to the Future Land Use Map and other related Comprehensive Plan standards.

Actions

RTC1) Develop a U.S. Highway 75 Corridor Plan to guide infill and redevelopment efforts. Develop other Expressway Corridor Plans as needed.

RTC2) Adopt regulatory strategies that permit and encourage a viable mix of residential, employment, and other diverse land uses in locations identified as Urban Activity Centers.

RTC3) Implement the [results of the](#) Expressway Corridor Environmental Health [Study Guidelines](#) in order to [preserve land for economic development and maintain quality of life for residents](#) ~~mitigate the impacts of noise and air pollution for sensitive land uses, such as schools, daycares, parks, senior housing, and other residential uses.~~ Update the Expressway Corridor Environmental Health [Study Map and Guidelines](#) at least once every 5 years or as changes in expressway corridor conditions warrant reassessment.

EXPRESSWAY CORRIDORS (EX)

The Expressway Corridor future land use category applies to development along major expressways serving regional and interstate commerce. Development in these corridors is expected to include a mix of retail, service, office, restaurant, medical, hotel, and technology-based uses. Uses should be serviced by parking structures to reduce surface parking and encourage efficient use of land.

Residential Uses & Environmental Health - Due to noise and health impacts of expressways [and the desire to preserve land for economic development](#), residential development should be considered in limited circumstances where needed to revitalize declining commercial centers. ~~Use of the Expressway Corridor Environmental Health Map is critical to ensure~~ that buildings are adequately designed to protect ~~sensitive land uses, such as schools, housing, and day cares~~ [residential uses and institutional dwellings](#).

US 75 Corridor Redevelopment - As the oldest of the expressways in Plano, the US 75 (Central Expressway) was developed with auto-centric and service-oriented uses geared towards highway commuters. Revitalization and redevelopment is desired to provide additional employment opportunities and improve general aesthetics along the corridor.

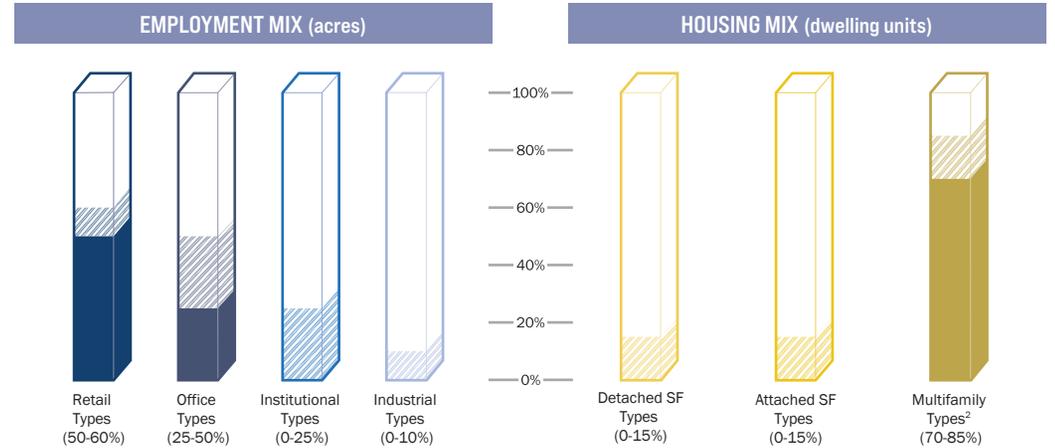


LAND USE MIX (acres)



98-100% Employment should include the following mix of land uses:

0-2% Housing should include the following mix of land uses:



SPECIAL NOTES:

Information above represents preferred mixes per expressway (US 75, Dallas North Tollway, Sam Rayburn Tollway)
¹Up to 12% Housing along US 75 due to age and existing conditions in the corridor
²Consistent with the Redevelopment & Growth Management Policy

DESIRABLE CHARACTER DEFINING ELEMENTS

BUILDING HEIGHTS	DENSITY	INTENSITY & SCALE	OPEN SPACE
1 to 20 stories	SF: 10 to 40 DUA MF: 20 to 75 DUA	Moderate to high intensity Low to high-rise scale	10% to 20% Passive Open Space
PARKING ORIENTATION		BLOCK PATTERN & STREETScape	
Structured parking preferable to surface lots		Wide blocks Corporate Commercial Streets	
MULTIMODAL ACCESS			
AUTOMOBILES	TRANSIT	MICROMOBILITY	PEDESTRIANS
HIGH Direct access from frontage roads/major streets	LOW Served by bus at major intersections	MEDIUM Connected to trails and bike routes	LOW Mostly served by perimeter sidewalks



EXPRESSWAY CORRIDORS PRIORITIES

1. Redevelopment of US 75 Corridor
2. Protecting ~~sensitive land uses~~ residential uses and institutional dwellings as identified in the [Expressway Corridor Environmental Health Areas Study](#)
3. Limiting residential uses to redevelopment of underperforming commercial areas



PURPOSE

The purpose of the Glossary of Terms is to explain the concepts located throughout the Plano Comprehensive Plan. In addition, the Glossary serves to clarify terms that may have multiple meanings. Unlike definitions adopted in a regulatory document, this Glossary of Terms does not strictly govern the document, but the terms can and should be utilized to generally explain the content of the document.

Definitions have been cited from a variety of accredited sources. Sources are listed after each definition and a complete list, along with links to the cited definitions, is provided in the *References* section of the Glossary.

*Disclaimer: Some terms listed within this Glossary have also been defined in adopted City of Plano regulatory documents, as they may be amended from time to time, such as the Zoning Ordinance. Adopted definitions in regulatory documents control those documents, while these Glossary terms advise **only** the Plano Comprehensive Plan.*

TERMS

Americans with Disabilities Act (ADA)	Historic Preservation (Heritage Preservation)	Public Improvement District (PID)
Apartment	Industrial Types	Redevelop/Redevelopment
Area Plan	Infill Development	Renewable Energy
Arterial	Infrastructure	Residential Adjacency
Attached Single-Family Types	Institutional Types	Retail Types
Attached Single-Family Types, Brownstones	Intelligent Transportation System	Ridesharing
Attached Single-Family Types, Duplexes	Investment Zones	Right-of-Way
Attached Single-Family Types, Row Houses	Level of Service (Bicycles and Pedestrians)	Safe Routes to School Maps
Attached Single-Family Types, Townhomes	Level of Service (Traffic)	Sensitive Land Uses
Building Intensity	Light Rail	Setback
Bus Rapid Transit (BRT)	Micromobility	Short Hop Services
City Property	Mix of Use Measurement Areas	Stormwater Runoff
Community Crime Prevention Through Environmental Design (CPTED)	Mixed-Use	Streetscape
Commuter Rail	Mobility	Suburban
Compatibility	Mode Share	Sustainable Development
Condominiums	Multifamily Types	Tax Increment Financing (TIF)
Context-Sensitive	Multifamily Types, Garden-Style	Thoroughfare
Corridor	Multifamily Types, High-Rise	Traffic Calming
Dallas Area Rapid Transit (DART)	Multifamily Types, Independent Living	Traffic Impact Analysis
Density (Future Land Use Map)	Multifamily Types, Main Street-Style	Trail, Off-Street
Design Elements	Multifamily Types, Mid-Rise	Transit
Detached Single-Family Types	Multifamily Types, Small-Scale	Transit-Oriented Development (TOD)
Detached Single-Family Types, Conventional Houses	Multimodal Streets	Transit Shuttle
Detached Single-Family Types, Estates	Multimodal Streets Ordinance	Transportation Demand Management (TDM)
Detached Single-Family Types, Patio Homes	Natural Feature	Unified Design
Detached Single-Family Types, Small-Lot Single-Family	Neighborhood	Universal Design
Dwelling Units per Acre	North Central Texas Council of Governments (NCTCOG)	Urban
Expressway	Office Types	Urban Design
Gateway	Open Space	Urban Heat Island
Green Buildings	Overlay Districts	Walkability
Heat Island	Paseo	Zoning
	Pedestrian-Friendly	



P

Paseo

See Zoning Ordinance

Pedestrian-Friendly

The density, layout, and infrastructure that encourages walking and biking within a subdivision or development, including short setbacks, front porches, sidewalks, and bikepaths. (*American Planning Association: A Planners Dictionary*)

Public Improvement District (PID)

A defined geographical area established to provide specific types of improvements or maintenance within the area which are financed by assessments against the property owners within the area. Authorized by Chapter 372 of the Texas Local Government Code.

R

Redevelop/Redevelopment

Building new construction on a site that has preexisting uses or renovating existing uses on a site. Redevelopment generally is a strategy to rehabilitate blighted urban areas through renovation. (*Institute for Local Government: Glossary of Land Use and Planning Terms*)

Renewable Energy

Energy derived from sources that do not deplete natural resources. Examples include solar, wind, and geothermal energy from the earth's core. (*Institute for Local Government: Glossary of Land Use and Planning Terms*)

Residential Adjacency

See Zoning Ordinance

Retail Types

Retail Types generally includes businesses with commercial store frontages located in pad, strip, activity, or big box shopping centers. It also includes supporting businesses such as light office, hotels, self-storage, gas stations, light automotive servicing centers, entertainment venues, and other similar uses when located in a retail shopping center.

Ridesharing

Transportation of more than one person for commute purposes, in a motor vehicle, with or without the assistance of a commuter matching service. (*American Planning Association: A Planners Dictionary*)

Right-of-Way

See Subdivision Ordinance

S

Safe Routes to School Maps

A school route map can inform students and families about walking and bicycling routes to school and can also identify areas that require improvements. While school route maps are often developed for all households within the school walk zone, consideration should be given to areas outside of the defined walk zone and, when appropriate, to the entire enrollment area of a school. A school walking and bicycling route map not only provides way-finding for students to walk and bicycle to and from school, it can identify where engineering treatments may be needed and where adult school crossing guards, curb ramps, and traffic control devices such as signs, crosswalks, and traffic signals should be provided. (*National Center for Safe Routes to School*)

~~**Sensitive Land Uses**~~

~~Land uses, including residential and institutional dwellings, defined to be sensitive to the effects of noise and air pollution when adjacent to expressways as listed in the Expressway Corridor Environmental Health Map and Guidelines.~~

Setback

The minimum distance by which any building or structure must be separated from a street right-of-way or lot line. (*American Planning Association: A Planners Dictionary*)

Short Hop Services

See Transit Shuttle

Stormwater Runoff

That portion of the stormwater that flows from the land surface of a site either naturally, in man-made ditches, or in a closed conduit system. (*American Planning Association: A Planners Dictionary*)

Streetscape

An area that may either abut or be contained within a public or private street right-of-way or accessway that may contain sidewalks, street furniture, landscaping or trees, and similar features. (*American Planning Association: A Planners Dictionary*)

Suburban

Low- to medium-development patterns that surround the urban areas of a city. The suburbs are often residential in character with single-family detached houses as the primary use of land. Increasingly, the suburbs contain employment and service centers as well as residential areas. The automobile historically determines the form of the suburbs. (*American Planning Association: A Planners Dictionary*)

Sustainable Development

Development that maintains or enhances economic opportunity and community well-being while protecting and restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. (*American Planning Association: A Planners Dictionary*)

T

Tax Increment Financing (TIF)

A tax incentive designed to attract business investment by dedicating to the project area the new property tax revenues generated by redevelopment. The increase in revenues (increment) is used to finance development-related costs in that district. (*Institute for Local Government: Glossary of Land Use and Planning Terms*) Authorized by Chapter 311 of the Texas Tax Code.

Thoroughfare

See Thoroughfare Standards Rules and Regulations



Roadway System

Plano’s street system is determined by the Thoroughfare Plan, a component of the Comprehensive Plan. There are many users of the city’s roadway system, including vehicles, public transit, bicycles, and pedestrians, all competing for the same space. Vehicles will likely remain the primary means of transportation; however additional opportunities should be provided for other modes of transportation to create a safe and efficient system for all users.

Multimodal roadways, common throughout the US, are designed to provide space to accommodate bicyclists and mass transit while improving pedestrian safety through increased distance from vehicular traffic. To prepare for future traffic demands, Plano will develop a multimodal transportation system to improve safety and efficiency of the roadways for all users. Future multimodal accommodations should be strategic and meet the needs and priorities of Plano residents, businesses, and institutions.

Increasingly, technological innovations are being utilized to mitigate traffic congestion. Intelligent Transportation Systems (ITS) monitor traffic flow and provide real-time information to drivers of possible delays and alternative routes. Innovative projects such as smartphone traffic apps, solar panel roadways and trails, and automated vehicles are changing traffic conditions and will likely affect future mobility.

Policy

Plano will develop a safe and efficient roadway system.

Actions

- RS1)** Develop a transportation plan that addresses all modes of travel, while acknowledging vehicular traffic is expected to continue to be the primary mode of travel for residents and the workforce of Plano.
- RS2)** Continue to improve upon Plano’s Intelligent Transportation System for the roadway network, through efforts such as smart traffic signals and data collection systems.
- RS3)** Improve intersections of bicycle trails, pedestrian pathways, and streets where necessary for increased visibility, safety, and comfort.
- RS4)** Review and update roadway standards to efficiently and safely accommodate all modes of transportation.
- RS5)** Develop criteria to assess the costs and effectiveness of pilot transportation projects.
- RS6)** Identify and improve locations within the city’s transportation infrastructure to meet or exceed Americans with Disability Act (ADA) standards.

- RS7)** Coordinate with neighboring communities to explore mutually beneficial regional transportation approaches that improve traffic flow within and between jurisdictions.

- RS8)** Regularly evaluate ~~Review and update~~ the updated Traffic Study and Traffic Impact Assessment (TIA) ~~threshold and standards requirements~~ to better evaluate, which provide standard criteria for evaluating the impacts of new and redevelopment projects on existing neighborhoods, the surrounding community, and the roadway system.



Public Transit

In 1986, the City of Plano joined the Dallas Area Rapid Transit (DART) system and receives public bus transportation and light rail services. Plano residents desire more east-west transit connections and the city looks towards new solutions, such as Bus Rapid Transit to fulfill this need. Utilizing a dedicated service lane on a major thoroughfare or unused railroad rights-of-way, additional bus, light rail or commuter rail options could encourage new riders for public transit services within the city. Trolleys can also be used to transport residents within and between employment and commercial centers. Plano will provide access to a convenient transit network focused on increased travel options to local destinations.

Policy

Plano will provide access to a convenient transit network focused on increasing and improving travel options and direct connections to major local destinations.

Actions

- PT1)** Share information about Dallas Area Rapid Transit (DART) services offered in Plano to city residents and workers.
- PT2)** Develop metrics to measure ridership and to identify service enhancements.
- PT3)** Increase the number of public transit options in Plano by working with DART to enhance service provision where needed and desired.
- PT4)** Partner with DART to study the feasibility and identify the required infrastructure and routes for a Bus Rapid Transit program.
- PT5)** Work with DART and businesses near transit stops to protect public transit users from weather and vehicular traffic.
- PT6)** Investigate feasibility of partnerships regarding the provision of short hop services, including streetcars, self-driving shuttles, or alternatives providing the same benefits, within major destination areas in Plano.
- PT7)** [Work with DART to provide east-west transit connections within the city.](#)



Facilities & Infrastructure

Policy

Plano will strategically plan and implement improvements to city facilities, assets, and infrastructure to ensure the necessary needs and services are provided to the community.

Actions

- F11)** Maintain an asset management system to inventory the location, condition, and anticipated lifespan of city facilities, assets, and infrastructure.
- F12)** Utilize data and insights from the city’s asset management system to:
 - A)** Strategically plan for proactive maintenance, repair, and replacement of city facilities, assets, and infrastructure;
 - B)** Assess the adequacy and future needs for public facilities, assets, and infrastructure in potential growth and redevelopment locations; and
 - C)** Develop long-term public facilities, assets, and infrastructure strategies to balance the need for timely and cost-effective maintenance, repair, and replacement with other efforts to revitalize identified growth and redevelopment locations.
- F13)** Maintain the Community Investment Program (CIP) as a five-year guide to planning, building, operating and maintaining capital projects. Adopt the first year of the CIP as part of the City’s annual operating budget.
- F14)** Review the 5-year Community Investment Program (CIP) annually with the Planning & Zoning Commission to ensure projects and programs are aligned with the Comprehensive Plan and other adopted master plans. Priority should be given to projects which:
 - A)** Address issues, inadequacies, or needs in the city’s facilities and infrastructure where identified by the city’s asset management system or strategic plans;
 - B)** Provide preventative maintenance to city facilities, assets, or infrastructure that, if not addressed, would likely result in more costly or extensive repairs or replacement in the future;
 - C)** Construct aspects of the Thoroughfare Plan Map, Bicycle Transportation Plan Map, and Parks Master Plan Map which are incomplete or not yet built to fully developed standards;
 - D)** Promote strategic objectives outlined in the Facilities Master Plan, the Parks, Recreation, Trails and Open Space Plan, Public Works Master Plan, Small Area Plans, or other adopted master plans;

- E)** Promote an economic development objective as defined by the Comprehensive Plan, Economic Development Plan, or other adopted master plan;
- F)** Implement technology improvements and innovative solutions to support city facilities and operations.
- G)** Coordinate with private reinvestment in preferred growth and redevelopment locations.

F15) In preparing the CIP, project selection should consider asset conditions, equitable distribution, environmental impacts, resiliency and sustainability, long-term health and safety benefits, and cost effectiveness.

F16) Implement the goals in the Facilities Master Plan and update every 5 years or as needed to prioritize and schedule projects for the Community Investment Program (CIP).

F17) Design municipal buildings that are functional, distinctive, and appropriate for their surroundings.

F18) When upgrading, expanding, or building new public facilities, utilize signage, landscaping, and related amenities to improve their visual appeal.

F19) Work with private utility providers to ensure that ordinances and policies can accommodate innovative service technologies.

F110) [Develop public awareness and education regarding the funding and scheduling of facilities and infrastructure projects.](#)



Libraries

Educational opportunities also contribute to the high standard of living in Plano. With five libraries, approximately 800,000 books in circulation, and thousands of print and non-print materials, the Plano Public Library System contributes to the academic advancement of the citizens. However, today's libraries serve a larger role in the Plano community; they are places that provide an interactive human element where people can meet, learn, get help, be entertained, and improve their quality of life. The Plano libraries are continuously evolving with new technology to enhance and expand services that meet the future needs of the community.

Policy

Plano will enhance and expand, as appropriate, the existing library services to accommodate additional community needs that serve the changing demographics and library trends for the city.

Actions

- L1)** Implement the Library Strategic Plan and update every three years.
- L2)** Identify and prioritize projects for inclusion in Community Investment Program (CIP) fiscal year budget and future bond elections.
- L3)** Implement and sustain reliable technology to support new information and service delivery formats.
- L4)** Expand and enhance educational programming to reflect the changing demographics of Plano's community.
- L5)** Evaluate the use of mobile library facilities and other ways to increase public outreach and enhance Plano's active public spaces.
- L6)** Annually evaluate the Library Marketing Plan and make updates, as necessary, to continue promoting the libraries as civic focal points and resource hubs for Plano's community.
- L7)** Expand existing libraries to include meeting spaces, workshop spaces, enlarged program rooms, and quiet spaces.
- L8)** Provide library materials in all formats as they become desired by the public.
- L9)** [Maintain and promote educational resources and programs to enhance language skills, including improving English-speaking skills or learning new languages.](#)



Placemaking & Public Spaces

Placemaking, a community design technique that creates distinctive public spaces while encouraging social interaction, is utilized by cities across the world. Improving streets as interactive zones, linking health to public spaces, and transforming parks into multi-use destinations are all common techniques that can enrich the desirability of civic areas. Plano will utilize placemaking techniques to create memorable and unique experiences, and build neighborhood identity to enhance the community’s character.

Policy

Plano will create memorable and unique public spaces to enhance community character and build neighborhood identity.

Actions

PPS1) Evaluate the cost and other resources needed to create active programming in parks and along trails to create multi-use destinations that support both formal and informal activities.

PPS2) Participate with national PARKing Day where artists, designers, and citizens transform parking spots into temporary public parks.

PPS3) Create a public space activation guide that provides guidance to the city and developers on activating public spaces.

~~**PPS4)** Identify areas for food truck events.~~

PPS45) Explore the addition of complementary facilities on the Plano Event Center site or surrounding properties that would enhance its ability to attract regional and national events.

PPS56) Evaluate current facilities in terms of hosting regional and national events which could attract visitors to the city and determine the costs required to complete the necessary improvements.

PPS67) Review development regulations as needed to ensure site design requirements support and encourage public spaces.

PPS78) Coordinate with ~~the Historic Downtown Plano Association~~ [Downtown businesses and stakeholders](#) to support active programming for McCall Plaza.



Arts & Culture

Plano’s artistic and cultural assets contribute greatly to its unique character and overall livability. As the city’s population evolves, diverse cultural traditions and experiences are also providing Plano with a wealth of international perspectives that complement the existing creative community. Private and nonprofit organizations are leading the advancement of arts and cultural facilities, and Plano will partner with these organizations to improve quality of life and enrich the community’s culture.

Policy

Plano will promote the advancement of arts and cultural amenities with private and nonprofit partners to enhance quality of life and enrich community culture.

Actions

- AC1)** Develop a [Cultural Arts Master Plan and policies](#) to support the installation of public art throughout the community.
- AC2)** Coordinate with the Plano Multicultural Outreach Roundtable (MCOR) to determine the needs of different cultures living in Plano and possible impacts on municipal services.
- AC3)** Create a cultural awareness program for city employees to learn about the different cultures represented in the city.
- AC4)** Build on the success of the annual music festival and promote additional arts and entertainment throughout the year.
- AC5)** Promote events and programs that recognize and celebrate social and cultural diversity in Plano.
- AC6)** Coordinate with the various arts and performing arts organizations to expand cultural activities within Plano.
- AC7)** Target public investment to leverage additional capital for heritage, arts, and cultural activities.
- AC8)** Determine the feasibility of performing arts venues within the City of Plano.



Community Involvement & Participation

To effectively determine citizen needs and appropriate solutions, city government must interact with residents, businesses, non-governmental organizations, and other governmental agencies. The City of Plano has encouraged citizen input through a number of efforts including public meetings, outreach programs, and social media. Plano will proactively seek civic participation from all ages, ethnicities, and cultures and provide residents with opportunities to increase citizen involvement.

Policy

Plano will proactively seek civic participation from all ages, ethnicities, and cultures and provide residents with information, education, and opportunities to increase citizen involvement.

Actions

- CIP1)** Assist in creating a young adult leadership program to engage the next generation of Plano leaders.
- CIP2)** Provide leadership and training programs that encourage and support representation on local boards and commissions reflective of the community's diversity.
- CIP3)** Provide the public with regular communication and sufficient information regarding policies, programs, and decision-making using traditional outreach methods and social media marketing.
- CIP4)** Create and support meaningful and inclusive community engagement initiatives through new and innovative service opportunities.
- CIP5)** Evaluate new innovative technology to increase public participation and emphasize interactive participation methods.
- CIP6)** Coordinate and collaborate with nongovernmental organizations to increase public participation.
- CIP7)** Coordinate with county officials to create marketing campaigns for increasing voter participation.
- CIP8)** Create a public engagement guide and update yearly to include best practices for hosting successful public meetings.
- CIP9)** Develop a strategy with the Plano Multicultural Outreach Roundtable (MCOR) to increase communication and participation by diverse populations within the community.
- CIP10)** [Increase participation of multi-lingual volunteers through the Volunteers in Plano \(VIP\) program to assist the city in various capacities.](#)