

# DOWNTOWN DEVELOPMENT PLAN





FAX NO. 578-7396

December 22, 1992

John Longstreet  
Mayor

Dick Bode  
Mayor Pro tem

John VanMaele  
Deputy Mayor Pro tem

Cheryl D. Williams  
Place 1

Rick Neudorff  
Place 3

Steve Bonnette  
Place 4

Ieran Akers  
Place 5

David M. Smith  
Place 7

Thomas H. Muehlenbeck  
City Manager

RE: Downtown Development Plan

To Whom It May Concern:

On December 14, 1992, the City Council adopted Resolution No. 92-12-12(R) amending the Downtown Development Plan. This amendment revised the proposed land use for the south side of 14th Street, from the Southern Pacific Railroad to Avenue F, from Office (O) to Residential (R). The attached exhibits reflect the revisions to the Downtown Development Plan resulting from this amendment.

Please make note of these revisions as you review this document.

Sincerely,

Jeff Zimmerman  
Planning & Information Manager

/dz

Attachment

xc: Frank F. Turner, Director of Development Services  
Phyllis M. Jarrell, Development Review Manager  
John Lettelleir, Senior Planner  
Scott Norris, Planner  
Sherry C. Sefko, Planner  
Shelia Cross, Planner

N:JZ/DOWN

P.O. Box 860358  
Plano, Texas 75086-0358  
Area Code 214 - 424-6531



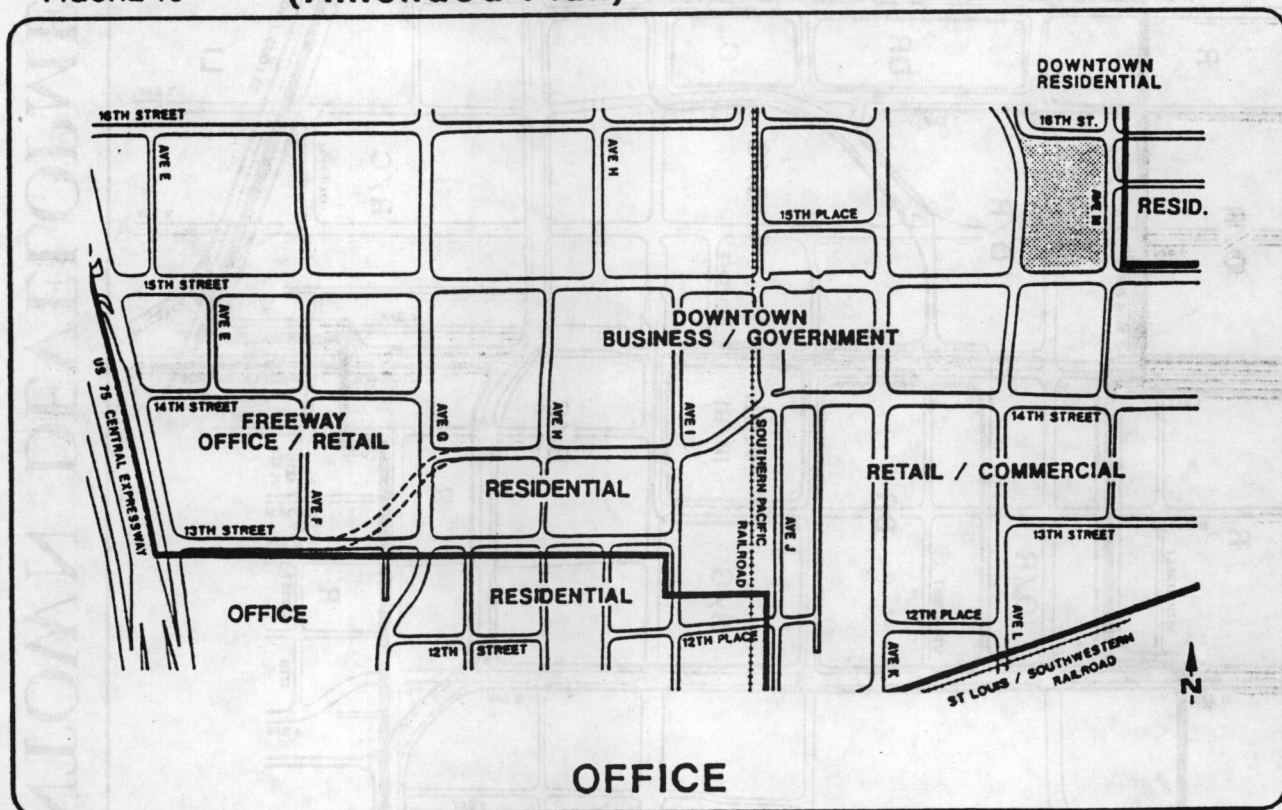


# **DOWNTOWN DEVELOPMENT PLAN AMENDMENT** December 14, 1992

## Amended Recommendation

The Office category is proposed as a low intensity transitional area between residential areas and more intense non-residential uses. The recommended Office area is the block immediately east of the Municipal Center (see amended Figure 16).

**FIGURE 16 (Amended Plan)**



## Explanation

- Deletes reference to Office along 14th Street.
- Deletes the property on south side of 14th Street from maps displaying office areas.

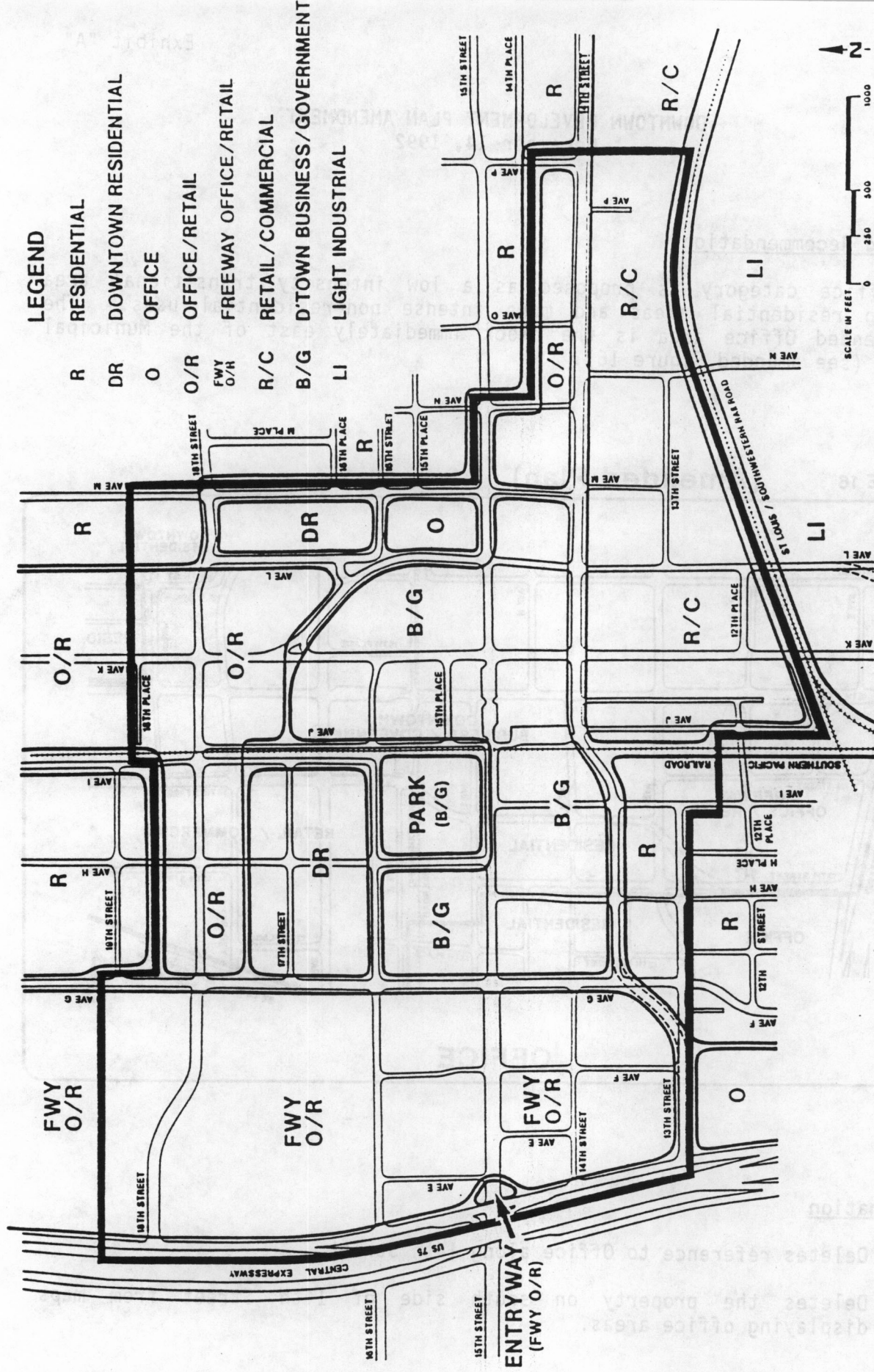



FIGURE 10  
2 of 2

N: JZ/DOWNTOWN



# DOWNTOWN DEVELOPMENT PLAN

*city of plano*

## FUTURE LAND USE PATTERN

Amended December 14, 1992

---

## **Downtown Development Plan Acknowledgments**

**Adopted September 11, 1991 Resolution No. 91-9-18(R)**

### **City Council**

Florence Shapiro, Mayor  
Dick Bode  
Ann Jones  
John Longstreet  
Art Martin  
David Perry  
David Seibert  
Steve Worth

### **Planning & Zoning Commission**

Larry Delzell, Chairman  
Al Hirschler, Vice-Chairman  
Perry Bolin  
Pat Evans  
Bobby Ray  
Shep Stahel  
Susan Stevenson  
Judy Tague

### **City Manager**

Thomas H. Muehlenbeck

### **Downtown Plano Committee**

Perry Bolin  
Ron Harris (Former Council Member)  
Al Hirschler  
Susan Stevenson  
Judy Tague

### **Participating City Departments**

Planning & Transportation  
Public Works  
Parks & Recreation

### **Master Streetscape Plan Consultant**

SWA Group, Inc.

### **Participating Organizations**

Plano Chamber of Commerce  
Downtown Merchants Association



---

# Downtown Development Plan

## Table of Contents

	<u>Page</u>
<b>Introduction.....</b>	<b>1</b>
Study Area.....	2
Downtown Plano Committee .....	3
 <b>Major Proposals .....</b>	 <b>5</b>
 <b>Background.....</b>	 <b>7</b>
Demographics .....	7
Land Use .....	8
Historic Landmarks .....	13
Public/Semi-Public Facilities .....	16
Zoning .....	18
Infrastructure .....	21
Transportation .....	24
Urban Design .....	27
 <b>Goals and Objectives .....</b>	 <b>31</b>
 <b>Recommendations.....</b>	 <b>39</b>
Future Land Use.....	40
Overall Plan and Land Use Categories .....	40
Downtown Business/Government Center .....	43
Office/Retail.....	46
Downtown Residential .....	49
Retail/Commercial.....	52
Freeway Office/Retail .....	54
Office .....	58
Residential .....	60
General Guidelines .....	60

---

	<u>Page</u>
Individual Site Considerations.....	61
Public Housing Tract .....	62
Block North of the Municipal Center .....	64
City-Owned Tract.....	65
Municipal Center South .....	66
Haggard Park .....	67
Downtown Center Block .....	68
Historic Landmarks .....	70
Zoning Districts.....	72
Business/Government District.....	72
Freeway Office/Retail .....	73
Office/Retail - 18th Street .....	74
Downtown Residential .....	75
Special Facilities .....	76
Library .....	76
Theater/Dinner Theater.....	76
Museum.....	76
Retirement Housing .....	76
Collin County Sub-Courthouse .....	78
Infrastructure .....	80
Transportation .....	83
Street Improvements .....	83
Railroad Crossings .....	85
Intersection Improvements .....	86
Mass Transit .....	87
Streetscape .....	90
Management and Promotion .....	94
 <b>Implementation .....</b>	 <b>95</b>

	<u>Page</u>
<b>List of Figures</b>	
Figure 1: Study Area Boundaries .....	2
Figure 2: Existing Land Use Pattern .....	9
Figure 3: Historic Landmarks .....	15
Figure 4: Public and Semi-Public Facilities .....	17
Figure 5: Zoning Districts .....	19
Figure 6: Water Line Improvements .....	22
Figure 7: Sanitary Sewer Improvements .....	23
Figure 8: Street Improvements .....	25
Figure 9: Landmarks and Focal Points .....	29
Figure 10: Future Land Use Pattern .....	41
Figure 11: Downtown Business/Government Center .....	43
Figure 12: Office/Retail .....	46
Figure 13: Downtown Residential .....	49
Figure 14: Retail/Commercial .....	52
Figure 15: Freeway Office/Retail .....	55
Figure 16: Office .....	58
Figure 17: Public Housing Tract .....	62
Figure 18: Block North of the Municipal Center .....	64
Figure 19: City-Owned Tract .....	65
Figure 20: Municipal Center South .....	66
Figure 21: Haggard Park .....	67
Figure 22: Downtown Center Block .....	68
Figure 23: Historic Landmarks .....	70
Figure 24: Office/Retail - 18th Street .....	74
Figure 25: Collin County Sub-Courthouse - Existing Location .....	78
Figure 26: Avenue K/15th Street Intersection Improvements .....	86
Figure 27: 1991 DART Fixed Bus Routes .....	89
Figure 28: Directional Signage .....	91
Figure 29: U.S. 75/15th Street Entry Feature .....	92

## **Appendix A: Master Streetscape Plan**



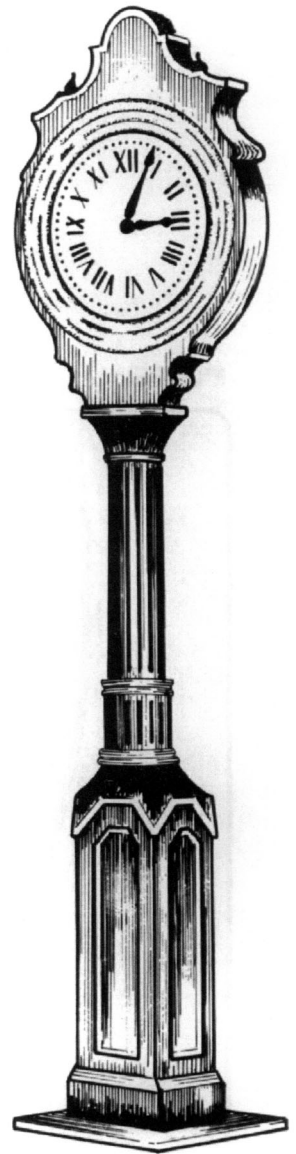
# DOWNTOWN DEVELOPMENT PLAN

## Introduction

Over the past two or three decades, the role of Plano's Downtown area has changed dramatically. Downtown Plano was once the hub for economic and social activity in the community. The City's rapid growth and development have produced new activity centers and Downtown Plano's prominence has been greatly diminished. Despite this transformation, Downtown Plano remains an important part of the community. It serves as a major center for business and government operations and provides a vital linkage to Plano's past.

Despite its obvious attributes, Downtown Plano's future role in the community has yet to be clearly defined. It is safe to assume that Downtown Plano will not regain its prominence as Plano's economic center; however, it can still be a vital part of Plano's future. The Downtown Development Plan is intended to define Downtown Plano's future role by establishing realistic goals, objectives, and implementation strategies. More specifically, the Plan does the following:

- Builds upon the general recommendations of the Comprehensive Plan to produce a detailed plan for land use, transportation, and public facilities;
- Recommends specific actions to improve and enhance economic development, urban design and historic preservation in the Downtown area; and

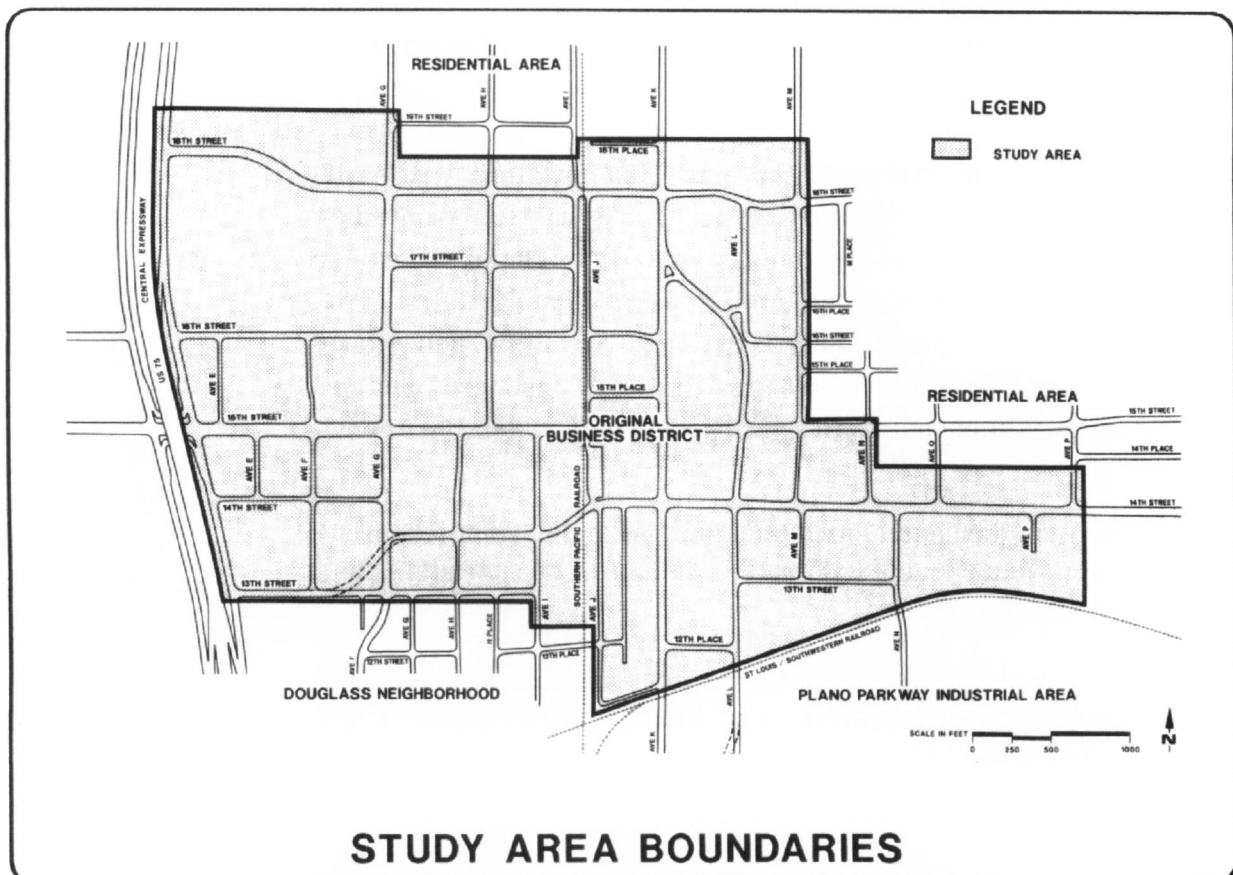


## Study Area

The study area is bounded generally by U.S. 75 and the Southern Pacific Railroad on the west, 18th Street and East 15th Street on the north, 13th Street and the St. Louis & Southwestern Railroad on the south, and Avenue M and Avenue P on the east (see Figure 1). This area encompasses the historic Downtown business area centered at 15th Street and Avenue K, as well as surrounding commercial, governmental and residential areas.

The study area includes the more intensely developed commercial areas of Downtown Plano. It also encompasses Plano's original business and residential districts. Logical boundaries are provided on the west and north by U.S. 75 and 18th Street, respectively. The study area boundary skirts developed residential areas to the east. On the south, 13th Street separates the Douglass residential neighborhood from the Downtown commercial area. Similarly, the St. Louis & Southwestern Railroad provides an edge between the Plano Parkway industrial area and the Downtown area.

FIGURE 1



**Downtown  
Plano  
Committee**

This planning effort responds to the potential impact of ongoing and proposed City projects in Downtown Plano. In March of 1990, a special committee comprised of four Planning & Zoning Commissioners and one City Council liaison member was formed. The Downtown Plano Committee was assisted by representatives of the 1991 Bond Referendum Committee, City staff, and the consulting firm SWA Group, Inc.

The Committee also sought and received valuable input from others, including:

- The Downtown Merchants Association;
- The Plano Chamber of Commerce;
- The Historic Landmark Committee; and
- Property Owners.

Three public hearings were held during the development of this Plan. The first included a discussion of the initial goal/strategy statements and the general Land Use Plan. The second public hearing included an overview of the refined Land Use Plan, design guidelines for the proposed use categories, and proposed streetscape improvement plans prepared by the consultants. The third public hearing involved a presentation of the Committee's draft report and final recommendations. Each public hearing included opportunities for members of the audience to comment on the Committee's proposals.

*public hearing process*

The Downtown Development Plan is the result of this very thorough and lengthy process. This effort to derive as much valid input as possible is reflected in a number of the Plan's proposals and recommendations.



---

---

## Major Proposals

Some of the more notable policies and recommendations of the Downtown Development Plan are:

The Development Plan recommends that the core area, including the original business district, assume an expanded role for government activities and that this will, in turn, create additional business opportunities in Downtown Plano. The Plan recommends that the City and the Plano Independent School District (PISD) continue to maintain and expand their administrative operations in the central core area. The Plan further recommends that any future expansion or relocation of the Collin County Sub-Courthouse and related facilities occur in or near the core area.

**Expanded  
Business/Govern-  
ment Center**

The Development Plan proposes that the Downtown area serve as a local center for arts and culture including offices for local organizations, small theaters, museums, lecture rooms, and studios and galleries for local artists.

**Local Center  
for Arts and  
Culture**

The Development Plan proposes the creation of a special residential district for Downtown Plano that would permit some non-residential uses in Downtown neighborhoods if they were consistent in character and design with current development.

**Downtown  
Residential  
Districts**

The Development Plan recommends the adoption of a Master Plan for pavement design, landscaping, lighting, signage and other streetscape features in the Downtown area. Installed over time, these streetscape elements would enhance the visual character of Downtown Plano and establish a cohesive image and identity.

**Master  
Streetscape  
Plan**

The ongoing management and promotion of the Downtown area is essential to its long-term viability. To ensure that the recommendations of this Plan are met, a special staff position is recommended. "The Downtown Coordinator" would devote his/her time to developing specific programs and activities for Downtown Plano.

**Downtown  
Coordinator**

## Background

In order to prepare proposals for guiding the future development and redevelopment of the study area, it is important to consider current issues, trends, and conditions within Downtown Plano. Following is a summary of relevant background information for the study area. (A more detailed analysis is contained in Downtown Development Plan - Background Report, January 1990.) It covers the following:

- Demographics
- Land Use
- Historic Landmarks
- Public/Semi-Public Facilities
- Zoning
- Infrastructure
- Transportation
- Urban Design

An estimated 1,600 people live within the study area. This population is concentrated in two locations: (1) the area of 17th Street/Avenue H, and (2) the 16th Street/Avenue M area. There are 134 single-family dwelling units within the study area, and 611 multi-family (apartment) units. The area contains approximately 4.9% of the entire City's total multi-family units.

Tract and block data from the 1990 Census are still unavailable, but will be analyzed upon their release by the Bureau of the Census. Despite the lack of precise information, certain conclusions can be drawn from available estimates. The study area's median household

## Demographics

*study area's median  
income and housing  
values*



income is less than half of the citywide figure. Housing values for the study area, both owner- and renter-occupied, are significantly lower than for most other areas of Plano. This is generally a function of the age and condition of residential structures in Downtown Plano.

The elderly make up a significant portion of the study area's population. A HUD-sponsored retirement apartment complex of 130 units is within the study area. Future programs for Downtown Plano should address special needs of the elderly including transportation, health care, and recreation.

One of Plano's two areas of public housing is located near the western edge of the study area. The Plano Housing Authority operates a small complex of units at the southwest corner of 14th Street and Avenue G.

## **Land Use**

The predominant land use in the study area is commercial, including retail, office and automotive uses (see Figure 2). Major concentrations of commercial uses exist along Avenue K, 15th Street, 18th Street and the U.S. 75 service road. Institutional uses, including the PISD offices, First Christian Church, and the Police & Courts Complex, are centered around 15th Street and Avenue H. Another concentration of institutional uses, including the Plano Municipal Center (City Hall) and Municipal Center South, exists along Avenue K near 15th Street.

### *residential uses*

Although commercial uses predominate, residential uses are scattered throughout the study area. Single-family concentrations include the 17th Street/Avenue H area, 13th Street to the south, and the 14th Street/Avenue M area. Major multi-family complexes are located between 18th and 16th Streets west of Avenue G, and along the east side of Avenue L south of 18th Street. Other smaller, scattered parcels of multi-family development exist in several locations.

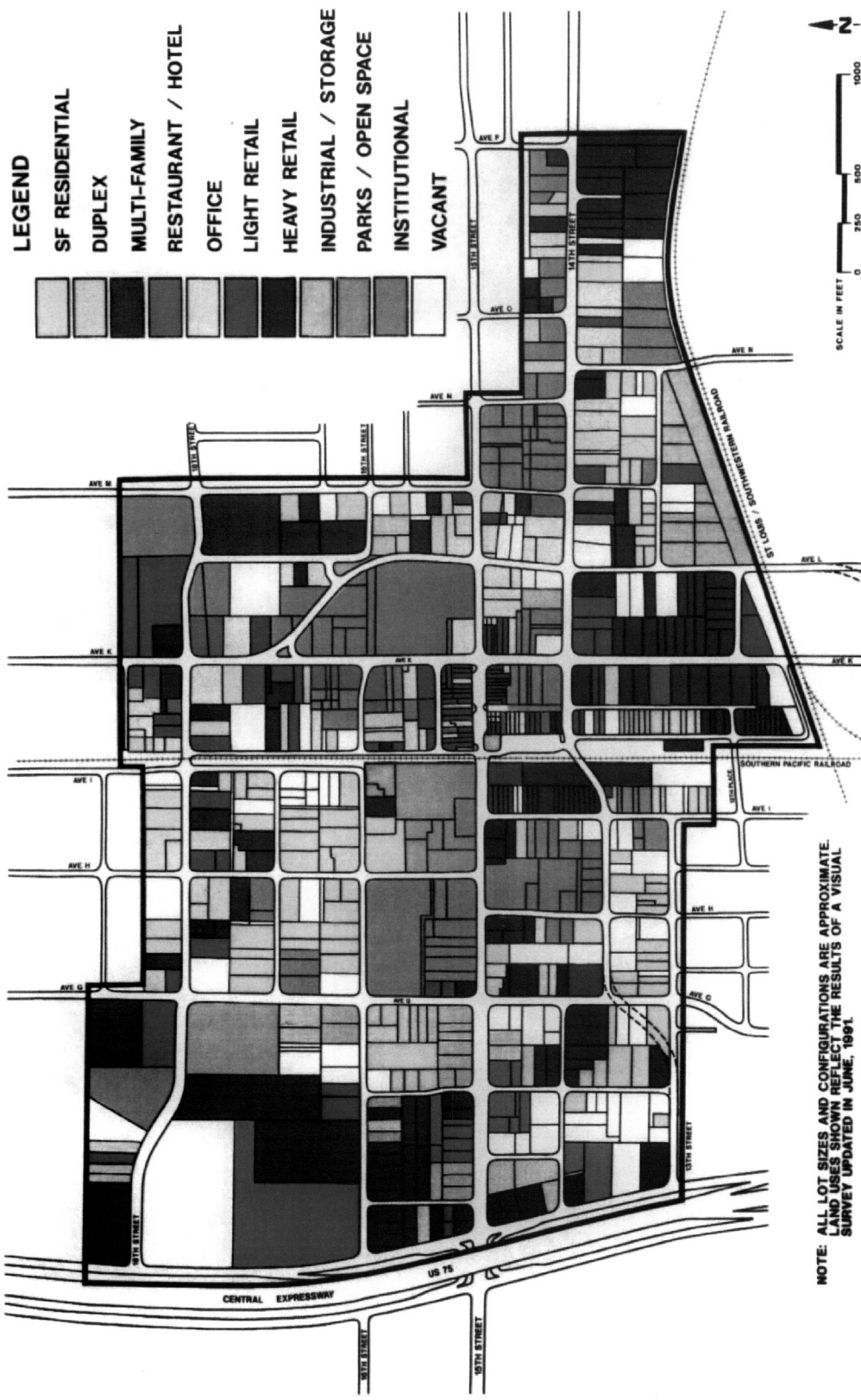


FIGURE 2



**city of plano**



**DOWNTOWN DEVELOPMENT PLAN**

**EXISTING LAND USE PATTERN**

Approximately 41 acres of vacant land are located within the study area (see Figure 2). In most instances, vacant parcels are suitable in size and configuration for development or redevelopment. Two large vacant tracts are located along 18th Street at U.S. 75 and at Avenue G. Several smaller vacant lots are located along the south side of 14th Street between Avenue G and Avenue I. They were identified in the Douglass Area Study as appropriate for a transition area of low intensity offices between Douglass residences and the Downtown core area.

*vacant sites scattered  
throughout the  
study area*

A number of vacant lots are scattered throughout the study area. They provide opportunities for infill residential and non-residential development. It will be essential that infill development be designed in a manner consistent with existing development. Many historic structures are located within the area and new development must be designed with sensitivity toward them.

*sensitivity of infill  
development with  
existing structures*

The Downtown core area offers a number of opportunities for infill development and redevelopment on properties acquired by the City in conjunction with the Municipal Center expansion and thoroughfare realignments. For example, the City owns 1.4 acres at the northeast corner of 14th Street and Avenue K, across from Municipal Center South. This tract can provide needed parking in the near future. It is also suitable for the development of a small retail/office structure, similar to those located to the north. This would fill a noticeable void in the core area and help to strengthen the old business district.

The block located due north of the Plano Municipal Center consists of the old Post Office, two restaurants, a small retail strip center, three residences converted to offices, and vacant land. It is one of several blocks in or near the core area that provide an opportunity for consolidating parcels to create a major redevelopment area. This particular block, situated between the Municipal Center, the Plano Community Home (retirement apartments), and the old Post Office (now used for stamp sales and mail drop-off), may be suitable for a future government facility or other major use.

*redevelopment  
opportunities in the  
core area*

Another possible area for redevelopment is the block bounded by Avenue K, 15th Place, Avenue J and 16th Street. This block includes the Downtown Center and several small retail parcels. This block could provide an important visual linkage between the Municipal Center, Haggard Park, and the PISD Administration Building. In addition to providing parking for the Municipal Center, portions of the block could be redeveloped for future government offices. It might also be considered for uses such as a library or museum which would increase activity in the Downtown area. A stop for the future DART transit line, using the railroad right-of-way, may also be appropriate on the western side of the block.

*most of the housing  
stock in good  
condition*

A majority (63%) of the housing stock in the study area appears to be in good or fair condition. Many of the homes require minor cosmetic repairs but are structurally sound. Based on a sight survey conducted in 1990, it appears that sixteen single-family structures (12%) are in a dilapidated condition requiring massive repair or demolition. Sub-standard conditions are concentrated between 14th Street and the St. Louis & Southwestern Railroad, and on 17th Street between Avenue H and Avenue I. The City's Community Development Block Grant (CDBG) program should be considered as a potential source for rehabilitation of these areas.

*new development  
standards may be  
needed*

The diversity of land uses in the study area requires that development and redevelopment occur in a logical manner with sensitivity for existing uses. This diversity is attributed to historic development of this area as the center of a small farming community. It included a mix of businesses, residences, and churches around a crossroads. Appropriate standards for development intensity and transitions between uses are needed to promote consistency and compatibility.

## Historic Landmarks

The need for sensitivity in development and redevelopment is heightened by the existence of many historically significant structures in the study area. A number of individual structures and groups of structures are identified for potential historic designation in the City's Preservation Plan. The potential for preserving and restoring Plano's historic structures depends on:

- Market conditions;
- The compatibility of surrounding uses with historic structures; and
- Financial incentives.

Official designation of structures, as historically significant to the City of Plano, requires approval of the Historic Landmark Committee, the Planning & Zoning Commission and City Council. Upon designation, future changes to a building's exterior or its site require approval by the Historic Landmark Committee. Tax abatements are available to encourage property owner participation. These tax abatements apply to the structure only (not the land) and include Collin County, Collin County Community College District, Plano Independent School District, and City of Plano taxes.

*historic preservation  
encouraged through  
tax abatement*

Ten structures (four residential properties, five commercial structures and one government facility) located in the study area (see Figure 3) have received historic designation. These are individual properties scattered throughout the Downtown area. There were two attempts to designate groups of structures as historic districts; one for the commercial core area and one for the residential district centered around 17th Street and Avenue H. Both were unsuccessful due to a lack of owner support. However, the Downtown core area remains the best candidate for district designation.

*locally designated  
historic structures*

An effort was also made in the late 1980s to establish a foundation for relocating threatened historic structures. The structures were to become part of an office park for social service agencies. This project was unsuccessful primarily due to difficulties in organizing and in locating a suitable site.



The City's preservation program includes a number of individual successes, but it has not resulted in a massive restoration of Downtown Plano's older business and residential structures. More than 98 potentially historic properties remain undesignated and most of these are unrestored. The City is currently engaged in a major promotional effort that includes a brochure outlining a tour of historic structures and a video program (to be available in Fall, 1991).

*a comprehensive  
historic preservation  
effort: coordination  
of public/private  
resources*

A comprehensive approach to historic preservation is needed. This will require a well-organized, ongoing program with full-time staff. Past efforts have been oriented toward individual preservation issues and have relied on small groups of volunteers. To be successful, this program must coordinate public and private resources in a cooperative effort. The preservation and restoration of Plano's historic structures should be viewed as a broad-based community issue and not simply as a Downtown issue. Plano's heritage is represented by these landmarks and the role they have played in the community's development.

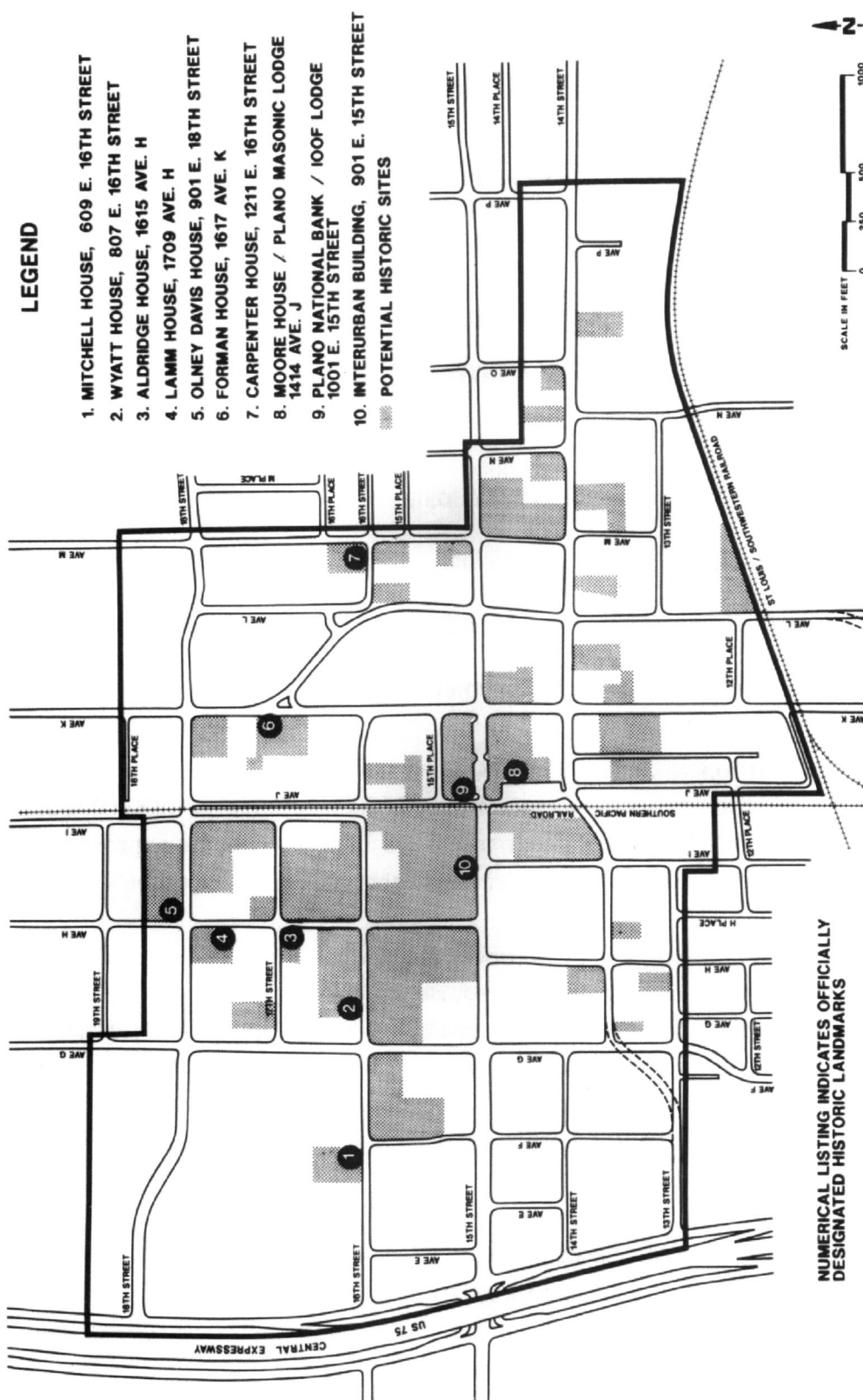


FIGURE 3



# DOWNTOWN DEVELOPMENT PLAN

## HISTORIC LANDMARKS

city of plano

**Public/Semi-Public Facilities**

Public and semi-public facilities play a major role in the character and function of Downtown Plano. The following public and semi-public facilities are currently located in the study area (see Figure 4):

- Plano Municipal Center
- Municipal Center South
- Central Fire Station
- Police & Courts Complex
- Haggard Park
- PISD Administration Building
- Post Office Branch Facility
- Collin County Sub-Courthouse
- Plano Chamber of Commerce

*expansion of  
municipal facilities*

City operations in the Downtown area will continue. The Municipal Center is being expanded from 37,000 square feet to 137,000 square feet. When completed in the Fall of 1991, it will house approximately 325 employees. By the year 2000, that figure will approach 450.

Plans are underway to provide additional police, courtroom, and jail space in the Downtown area, as well. Whether that will involve new or expanded facilities has not been determined. The Central Fire Station will move to a new site just outside the study area within the next five years. Municipal Center South will continue to provide office space for the Parks & Recreation Department and other City departments, as needed.

*"municipal campus"  
concept*

The potential exists to create a "municipal campus," extending from the Municipal Center through Haggard Park to the PISD Administration Building. This concept could be further enhanced by adding permanent Collin County facilities to the core area. The Collin County Sub-Courthouse is currently housed in leased space on 18th Street between Avenue G and U.S. 75.

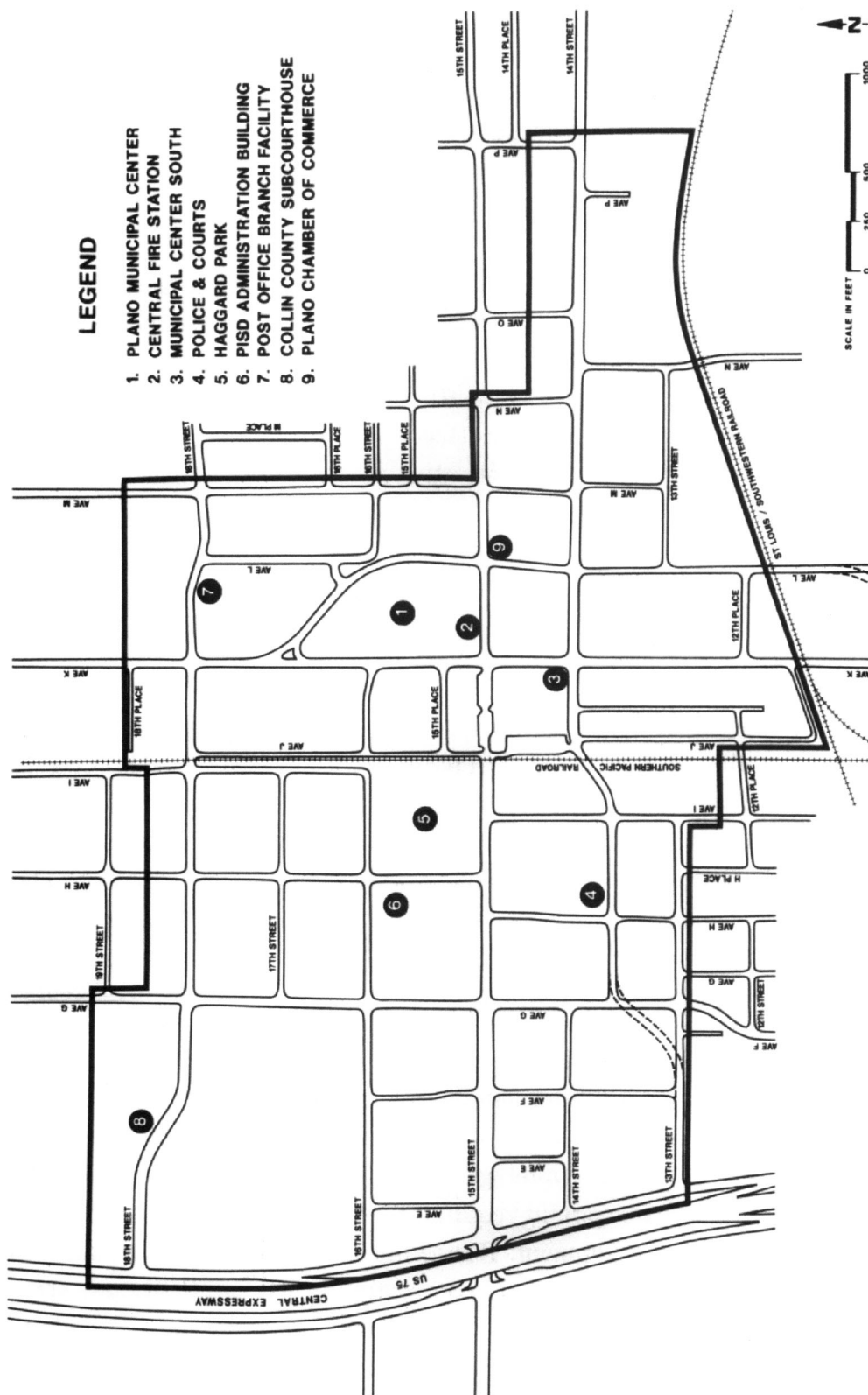


FIGURE 4



# DOWNTOWN DEVELOPMENT PLAN

## PUBLIC AND SEMI-PUBLIC FACILITIES

These government facilities provide an important visual presence in the area, and also impact its economic viability. The concentration of public employees and activities could help support restaurants, office supply stores, retail shops and other businesses. The parking, required to support government operations in the daytime, could serve business and cultural activities during evenings and weekends.

Another important component of Downtown Plano is the Chamber of Commerce, located in a small, one-story building at the southeast corner of 15th Street and Avenue L. The Chamber's expanding operations are outgrowing the existing facility. Current plans are to construct a larger headquarters facility in the same location. The Plano Chamber of Commerce intends to remain a part of the Downtown area.

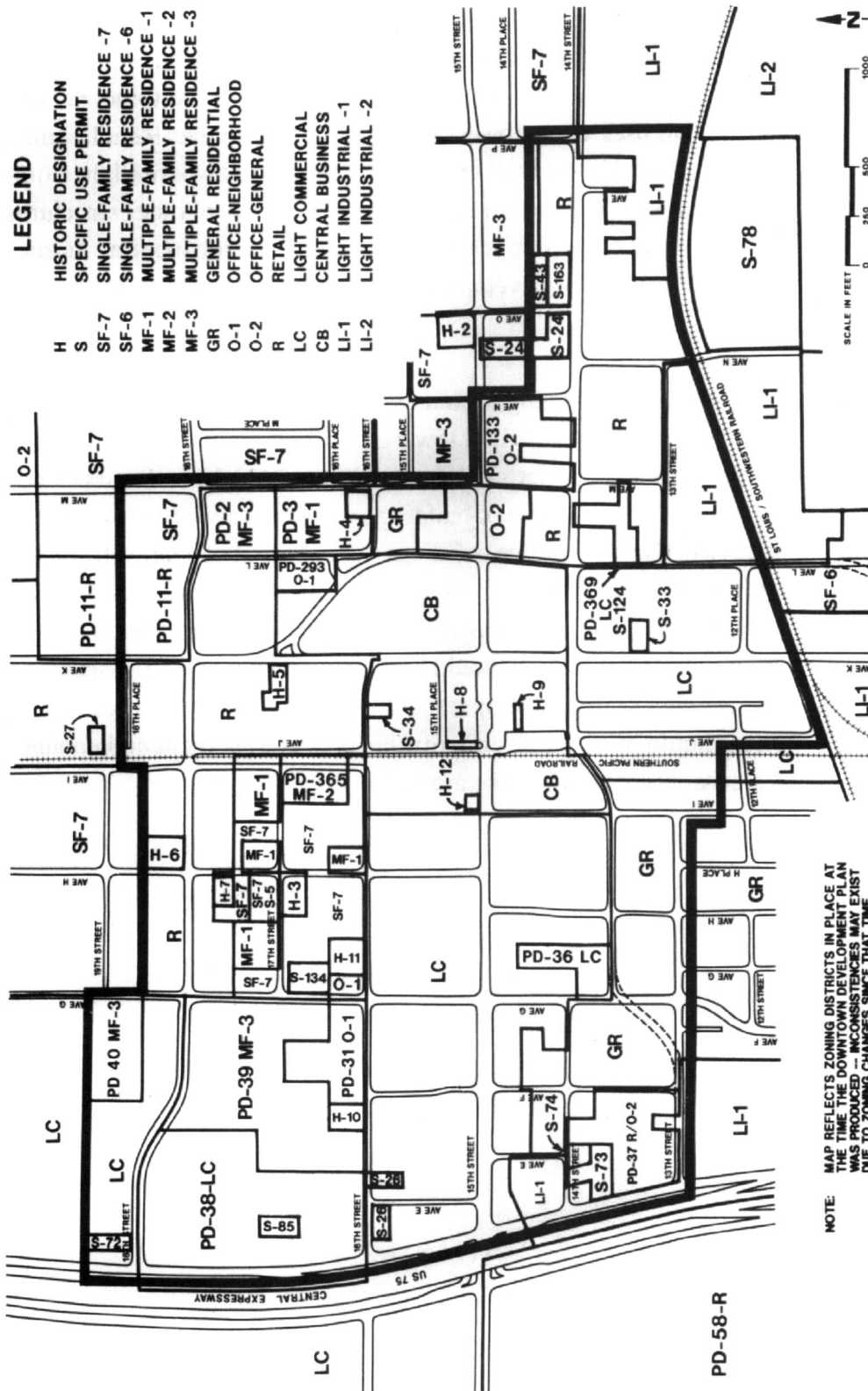
## Zoning

*downtown area's  
diverse zoning pattern*

For the most part, the zoning pattern reflects existing land uses within the study area. The general zoning pattern and district categories are displayed in Figure 5. (Specific regulations for individual parcels are included in the City of Plano Zoning Ordinance and Atlas.) The zoning pattern reflects development that was in place prior to Plano's first formally adopted zoning ordinance (1971). As a result, the pattern is much more diverse than that of areas developed more recently.

A majority of the land is zoned Light Commercial (LC), which allows most retail, service and automotive uses. The central commercial core at 15th Street and Avenue K is zoned Central Business (CB). Central Business zoning permits high intensity development while minimizing open space and parking requirements, in accordance with traditional downtown development. Residential zoning is limited to those areas already noted as residential concentrations. Retail (R) zoning, which is more restrictive than Light Commercial, can be found along both sides of 18th Street east of Avenue G, and along portions of East 14th Street from Avenue K to Avenue P.







**city of plano**

# DOWNTOWN DEVELOPMENT PLAN

## ZONING DISTRICTS



The Light Commercial designation is appropriate for parts of the area, given the broad mix of uses existing in Downtown Plano. Many small businesses operate in the area, including heavier automotive and contracting uses not allowed in the more restrictive Retail zoning classification. However, there are some instances where Light Commercial zoning may encourage inappropriate uses of older structures and properties. Guidelines for landscaping, street fixtures, facades and other aspects of development are needed for much of the study area.

Central Business zoning accommodates existing core development, but it appears to be oriented toward the creation of a dense, modern central business district. It allows unlimited height and a 10:1 floor area ratio (10 square feet of building area for every one square foot of lot area). High-rise office buildings would be out of character for this area. They would also be unlikely due to availability of freeway frontage on U.S. 75 and other regional arteries in Plano. Development criteria for the core area should be more consistent with the scale and intensity of existing development. New development and redevelopment should be viewed as opportunities to complement and enhance the existing character of the area.

## Infrastructure

The Downtown area is the oldest part of Plano and portions of its infrastructure do not conform to today's standards. Plano's Capital Improvements Program (CIP) has provided for the gradual replacement and upgrading of the area's water lines, sanitary sewer lines, drainage facilities, and street lights. This process needs to continue over time until the necessary improvements have been made.

Existing water and sewer lines are generally adequate for existing development, but new projects may require capacity increases. The new Subdivision Ordinance includes an "Adequacy of Public Facilities Policy" aimed at ensuring that the requirements of new projects do not exceed existing capacities. It could necessitate either the reduction of proposed development densities or the upgrading of facilities.

*adequacy of existing  
utilities*

Upgrading will often require fire hydrants and shut-off valves as well as larger lines. The result will be an infrastructure system that facilitates daily and emergency service.

Figures 6 and 7 display required improvements for water and sanitary sewer facilities, respectively. They indicate those necessary improvements that are underway or contracted for construction and those that are not currently funded.

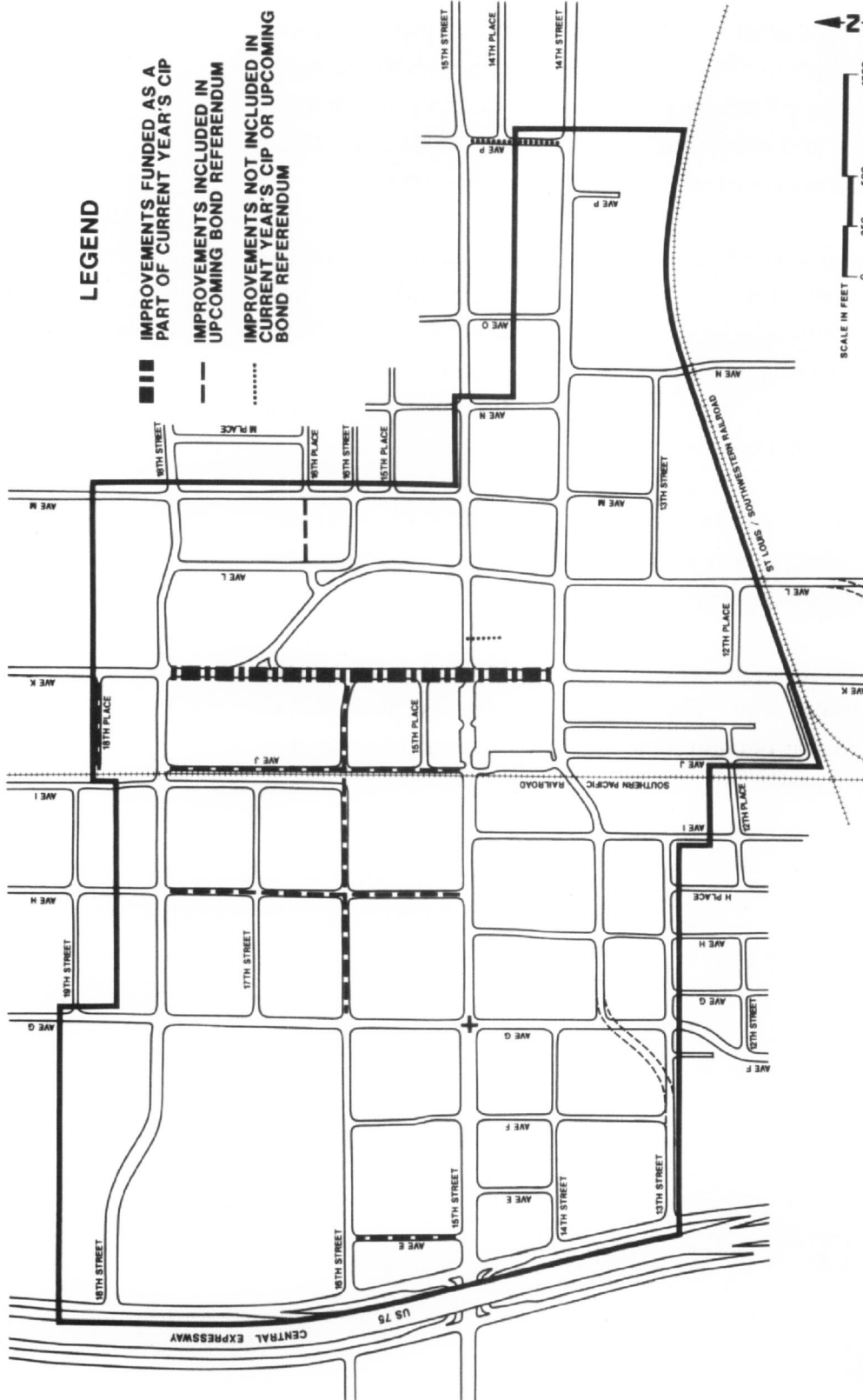


FIGURE 6



# DOWNTOWN DEVELOPMENT PLAN

## WATER LINE IMPROVEMENTS



*city of plano*

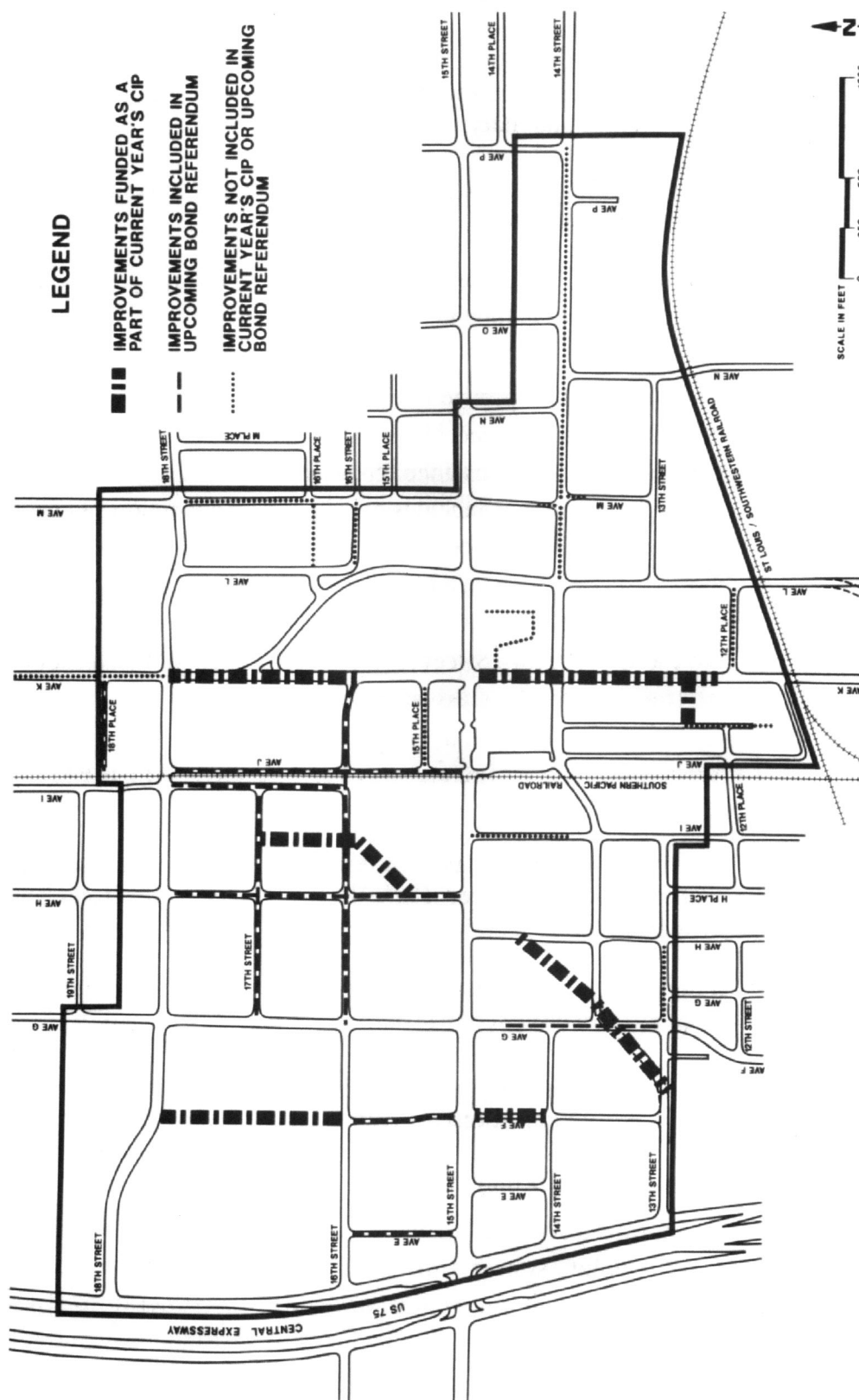


FIGURE 7



# DOWNTOWN DEVELOPMENT PLAN

## SANITARY SEWER IMPROVEMENTS

city of plano



## Transportation

Principal arteries serving the study area are:

- U.S. 75 and its service roads, running north and south along the area's western boundary;
- Avenue K which runs north and south through the center of the Downtown area; and
- 15th Street/14th Street which runs east and west through the study area, jogging at Avenue G.

### *U.S. 75 improvements*

U.S. 75 was recently improved to eight main lanes (six lanes north of 15th Street) and six service lanes along the study area boundary. Improvements are being designed for Avenue K and 14th Street. The 14th Street improvement includes an "S" curve connection between 13th Street and 14th Street to provide direct access from the northbound service road of U.S. 75 into the Downtown area (see Figure 8). This will allow a considerable amount of eastbound traffic to avoid the U.S. 75/15th Street interchange, and should also reduce through traffic in the Douglass neighborhood.

### *13th/14th Street connection*

### *Avenue K improvements*

The Avenue K improvements are more complicated (see Figure 8) and include the following:

- Widen Avenue K from a two- or three-lane undivided to a six-lane divided roadway between Park Boulevard and 18th Street and between 10th Street and the southern City limits;
- Redesign Avenue K between 18th Street and 10th Street to a three-lane roadway serving southbound traffic only; and
- Improve Avenue L to three lanes from 18th Street to 10th Street. Provide cross connections to Avenue K immediately south of 18th Street and north of 10th Street, and redesign Avenue L to serve northbound traffic only.

### *Avenue K/Avenue L "couplet" system*

The intent of the Avenue K/Avenue L improvements is to create a one-way "couplet" system through the core area, where existing development makes it impractical to widen either street to six lanes. Instead, the six-lane capacity will be obtained by using the two streets in tandem to provide three lanes of movement in each direction. This will minimize the amount of additional right-of-way required to

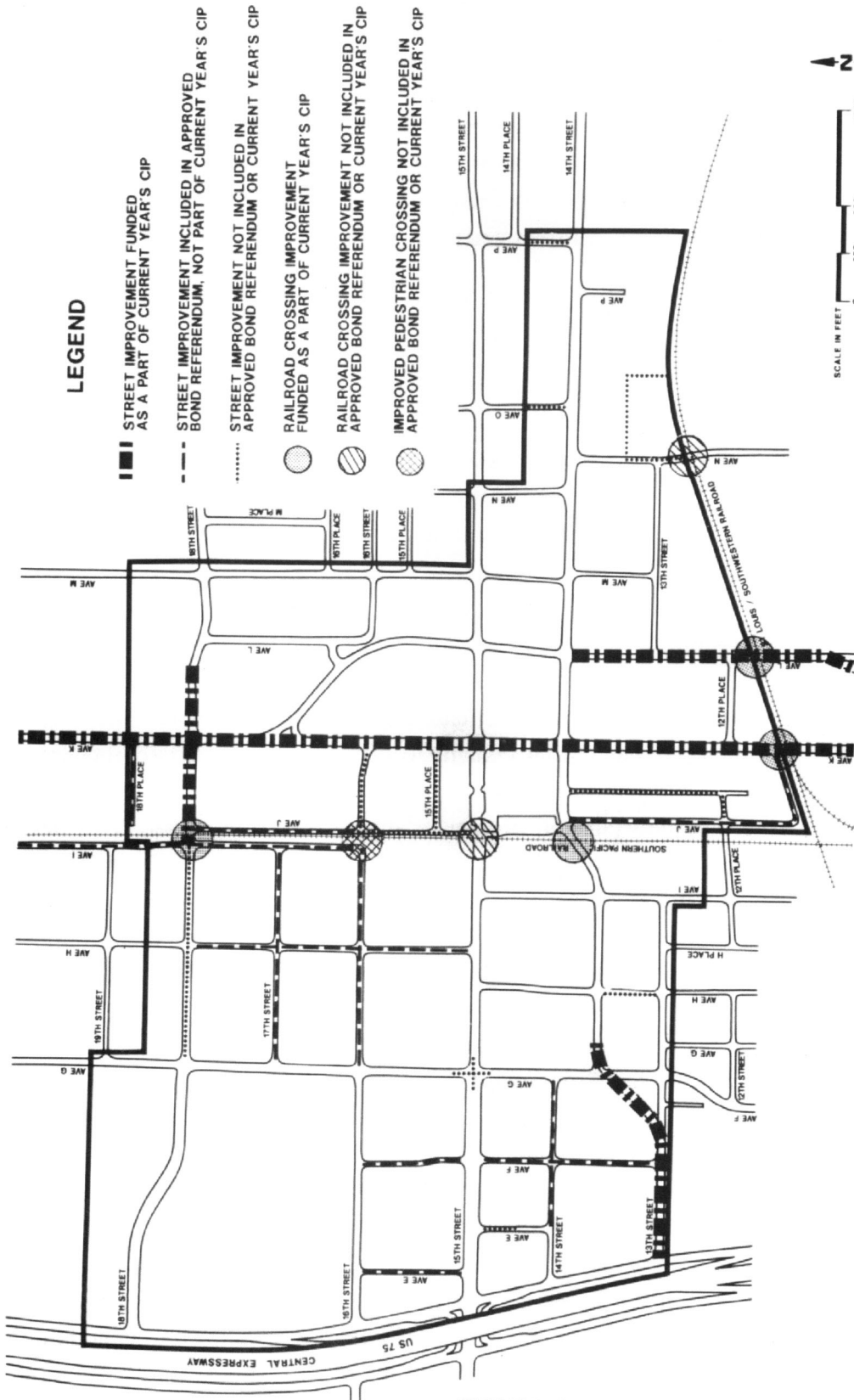


FIGURE 8



# DOWNTOWN DEVELOPMENT PLAN

STREET IMPROVEMENTS

city of plano

construct the improvements. Still, the couplet will require 2.5 additional acres of land and the clearing of nine residential and non-residential structures. It is anticipated that the couplet system will improve the movement of traffic through Downtown Plano. Persons with Downtown destinations should find that their access to stores, offices, and government facilities is improved, as well. An effective signage system will be needed to assist drivers in using the one-way system.

*upgrading streets*

A redesign of the remaining street system is not recommended, although several asphalt sections of existing streets should be upgraded to concrete pavement to minimize the cost of long-term maintenance. Some of the segments proposed for upgrading are funded under the current CIP. Others remain unfunded and should be considered in future CIPs. Funded and unfunded street improvements are shown in Figure 8.

*upgrading railroad crossings*

As noted in Figure 8, seven railroad crossings require upgrading. In some instances, the replacement of old wooden crossings with rubber grade crossings will be sufficient. The 16th Street and 17th Street crossings of the Southern Pacific Railroad are not included; they were recently closed to vehicular traffic. There is a substantial difference in grade between both roadways and the railroad tracks. The 16th Street crossing still allows for pedestrian traffic, but it should be reconstructed in the future as a pedestrian-oriented crossing. This could include narrowing of the pavement and landscaped separations between the crossing and the roadway.

*mass transit and DART*

Mass transit could be an integral part of the central core area in the future. Dallas Area Rapid Transit (DART) recently acquired the Southern Pacific right-of-way for a future light rail line. Although DART recently purchased a terminal site along the railroad between Park Boulevard and Parker Road, there remains the possibility for smaller pick-up and drop-off points in the Downtown area. A possible location for such facilities would be on either side of the right-of-way between 15th Street and 16th Street. This would accommodate employees, shoppers and visitors. It would also allow for connections to crosstown bus routes along Avenue K, Avenue L, 14th Street and 15th Street. The cross-town routes may require enlarged turning radii

and pull-over lanes at various locations within the study area. It will be important to include these in ongoing improvements to avoid retrofitting.

For the purposes of this report, "Urban Design" refers to the visual statement that a community's natural and man-made features present to its residents and visitors. Each community has places or areas within it that are clearly distinguished by their design features. Downtown Plano with its older structures, narrower streets, and lesser setbacks is one such place. As a visual element of the community, Downtown Plano affects the overall image and identity of Plano. A plan for the study area must define the extent and value of that impact.

Important components of Downtown Plano's visual character are its landmarks or focal points. Landmarks are readily identifiable reference points. Downtown Plano has a number of structures identified in the Preservation Plan as "Historic Landmarks". From an urban design standpoint, these historic structures may or may not qualify as landmarks. They must be prominent and visible from primary routes of travel to be considered urban design landmarks.

Figure 9 displays the location of existing landmarks and focal points in the study area. These include:

- Haggard Park/Interurban Station
- First Christian Church
- PISD Administration Building
- Plano Municipal Center
- Central Core Business Structures
- Olney Davis House
- Police and Courts Complex
- Plano Community Home
- First Baptist Church

## Urban Design

*Downtown Plano as  
a visual statement*

*landmarks and  
focal points*

*government facilities  
as landmarks*

Ongoing expansion of the Municipal Center and construction of the Avenue K/Avenue L couplet system will increase the visibility and prominence of this existing landmark. Possible expansion of municipal facilities to include the block on the west side of Avenue K (Downtown Center Block) will further enhance its value as a landmark. The addition of other government facilities in the central core would create a distinctive group, or district, of landmarks.

Haggard Park could also be strengthened as a landmark by expanding it to include all of the property on 15th and 16th Streets. This would require the addition of three out-parcels along 16th Street. One of these, at the southeast corner of 16th Street and Avenue H, includes a large, renovated home that might be used for special park programs and activities.

One local developer has also considered establishing a trolley connection from Fairview Farms Marketplace in north Plano to the Interurban Station. This, and other special transportation options, linking Downtown Plano to other focal points, should be explored. The linkage of Plano's principal focal points would strengthen them individually and as a group.

*streetscape and  
entryway features to  
strengthen Plano's  
visual character*

The visual image and identity of Downtown Plano could be enhanced by adding special streetscape and entryway features. Opportunities for entryway treatments on the north and south will be created where Avenue K splits to form the couplet system. On the west, a major opportunity for entryway features exists at 15th Street and U.S. 75. There are two small lots at the northeast and southeast corners of that intersection which will be difficult to redevelop. However, they could be improved with special landscape features to become a major entryway into Downtown Plano.



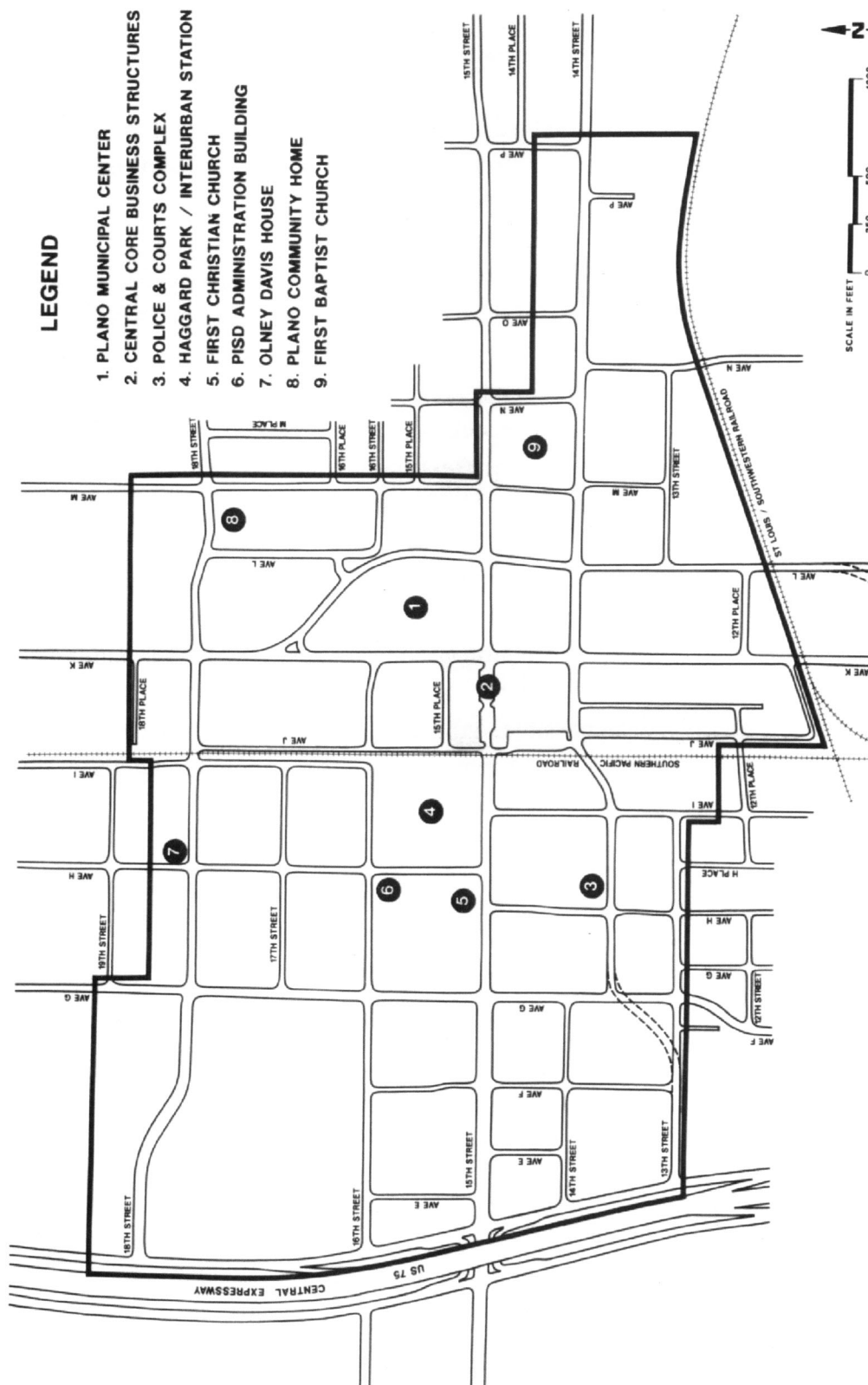


FIGURE 9



# DOWNTOWN DEVELOPMENT PLAN

## LANDMARKS AND FOCAL POINTS

There are no obvious opportunities for entryway features on the east side. 14th Street is the main access into the Downtown area, but it is constrained by existing development and right-of-way limitations. If major entry features are not possible, special treatments such as pavement accents and street trees may be added within the normal right-of-way.

Parts of the central core have been improved with special streetscape elements including a brick street and sidewalks, antique street lights, and street trees. These combine to provide a distinctive identity for Plano's original business district. Similar treatments are included in the 15th Street median between U.S. 75 and Avenue G. However, 15th Street contains a gap in streetscape treatment that extends from Avenue G to the Southern Pacific Railroad tracks.

An overall plan for streetscape fixtures is needed for Downtown Plano. This plan should recognize the specific conditions of various parts of the study area while providing a coordinated approach to treatment of the area's streets and street rights-of-way. This plan should be initiated as soon as possible so that its recommendations can be included in the design of the Avenue K/Avenue L couplet and the 13th Street/14th Street connection.

## Goals and Objectives

The Downtown Plano Committee has established a series of goals and objectives to define its general expectations for the study area. These goals and objectives are the basis for more specific proposals and recommendations of this plan.

**Goal Number 1 - Maintain and enhance Downtown Plano as the principal government center for the community and as a stimulus to private investment and reinvestment.**

### Objectives

- Retain and expand the City's administrative facilities in their current location within the central core.
- Ensure that existing facilities of other governmental or quasi-governmental entities located in or near the central core are retained and expanded on their current sites.
- Provide for the relocation of other government facilities to sites in or near the central core.

*make Downtown  
Plano the principal  
government center*

### Considerations

- Consolidation of government facilities in the Downtown area will improve coordination and information sharing between various entities.
- Continued location and/or relocation of City, County, and School District facilities within the Downtown area will improve their visibility and accessibility to the public. Retention of the headquarters of the Plano Chamber of Commerce, in or near the core area, will allow it to better serve the public and to compliment the operation of other core area facilities.
- Location of government employees in the central core will increase the market base for Downtown retail and restaurant establishments.
- Consolidation of government and business operations in the central core will increase opportunities for sharing facilities such as parks and gathering places, parking areas, and meeting rooms.

**Goal Number 2 - Establish the Downtown area as a center for local arts and cultural activities.**

**Objectives**

- Provide offices and facilities for local arts and cultural organizations in or near the central core.
- Develop museums, small theaters, lecture rooms, galleries and studios, and similar uses in or near the central core.

**Considerations**

- The historic character and setting of the Downtown area, particularly the central core, is appropriate for cultural activities.
- Individual artisans or groups of artisans could take advantage of unoccupied second floor spaces and other facilities in or near the central core.
- Plano's many arts and cultural organizations could use the central core as the primary location for their offices, practice areas, and presentation facilities.

*create a center for  
arts and culture*

---

**Goal Number 3 - Provide for the location of dining and entertainment uses in or near the central core area.**

**Objectives**

- Provide for the location of restaurants and cafes within walking distance of business and government offices in the central core area to support luncheon demand.
- Provide for the location of restaurants, private clubs, and dinner theaters to generate evening activity in the central core area.

*provide for dining  
and entertainment*

**Considerations**

- Proposed consolidation of government facilities in the central core area should provide significant opportunities for lunch trade. In turn, availability of luncheon facilities will make the same area more attractive and functional for business and government facilities.
- Introduction of dining and entertainment facilities to the central core is consistent with the proposed location of arts and cultural activities there, as well.
- Current private club provisions of the Zoning Ordinance require 1,000 feet of separation between private clubs and churches. This could effectively eliminate much of the central core from consideration for such uses, unless the current requirements are amended.

**Goal Number 4 - Preserve the historic character of the central core area including the original business district.**

**Objectives**

*preserve historic  
character*

- Provide incentives to encourage property owners to restore and maintain historic structures.
- Encourage the continued use of existing buildings in the central core if they are structurally sound and economically viable.
- Encourage development and/or redevelopment within the study area that is consistent with existing development.

**Considerations**

- The City, Collin County, PISD, and the Collin County Community College District (CCCCD) all currently participate in 50% tax abatements for designated historic non-residential structures.
- No tax abatements or similar incentives are available for development and/or redevelopment of properties that do not qualify as historically significant.
- Current zoning regulations for the central core area would permit development that is inconsistent in design and intensity with existing development.



---

**Goal Number 5 - Preserve and expand the housing stock within the study area.**

**Objectives**

- Increase private reinvestment in residential properties within the study area.
- Provide incentives for the restoration of historic homes and the renovation of other residences within the study area.
- Increase residential infill development that is consistent with existing residences.
- Ensure that non-residential development and redevelopment is compatible with and includes appropriate transitions to residential areas.

*preserve housing stock*

**Considerations**

- The City, Collin County, PISD, and CCCCDC all currently participate in 100% tax abatement for designated historic residential structures.
- Current zoning regulations for residential districts generally do not permit the mixing of various types of housing. They also prevent the conversion of older residences to "bed and breakfast" inns, artisan studios, and professional offices.
- The City's Community Development Department has developed a housing rehabilitation program for owner-occupied and rental properties. The project area includes Downtown Plano.

**Goal Number 6 - Maintain a Future Land Use Plan for the study area that provides for appropriate development and redevelopment opportunities while preserving the identity and character of Downtown Plano's special sites and districts.**

**Objectives**

- Provide for an adequately sized core area to accommodate the expansion of governmental and quasi-governmental facilities.
- Provide adequately sized sites in and near the core area to provide supplemental services to the primary use(s).
- Provide for adequately sized and located residential districts to preserve/conservate the existing housing stock.
- Establish development criteria for various uses to ensure consistency and compatibility between them.

*establish an  
integrated Land Use  
Plan*

**Considerations**

- The Comprehensive Plan contains a general Land Use Plan for Plano that includes the study area, but it does not provide the detail necessary for making development and redevelopment decisions within the study area.
- The Future Land Use Plan must be sensitive to existing land uses while providing appropriate opportunities for development and redevelopment.

---

**Goal Number 7 - Enhance the visual identity of Downtown Plano through the preparation and implementation of a comprehensive streetscape plan.**

**Objectives**

- Use streetscape features such as street lights, signage, sidewalks, street paving and street furniture to create a distinct appearance for Downtown Plano.
- Capitalize on the streetscape improvements already made in the core area, and create a visual linkage to other focal points within and outside of the study area.
- Establish major gateway features at primary entry points to Downtown Plano.

*implement a  
comprehensive  
streetscape plan*

**Considerations**

- Major street improvement projects, such as the Avenue K/Avenue L couplet, provide opportunities for implementing significant portions of a streetscape plan.
- A comprehensive approach to streetscape improvements will provide coordination and consistency in the design of public and private projects.

**Goal Number 8 - Coordinate the ongoing management and promotion of the Downtown area.**

**Objectives**

*coordinate  
management and  
promotion*

- Establish a creative, yet consistent marketing approach to attract users to the Downtown area.
- Use the Downtown area for special events and activities throughout the year.
- Provide for a consistent approach to the operation, maintenance, and upkeep of the Downtown area.
- Provide for liaison between the three main elements - government, culture and business.

**Considerations**

- Unlike other business centers, such as Collin Creek Mall and Plano Market Square, Downtown Plano does not have a single entity responsible for its management and promotion.
- Implementation of the Downtown Development Plan requires ongoing involvement of both the public and private sectors.
- The Plan will require ongoing monitoring and updating as conditions change.

---

## Recommendations

A series of recommendations have been prepared to aid and direct accomplishment of the goals and objectives. Some of the recommendations focus on a single goal or objective while others impact two or more related proposals. In some instances, the recommendations provide further details to guide the decision-making process (e.g., the Future Land Use Plan and definitions). In other cases, they identify specific actions or programs for implementation (e.g., The Program for Management and Promotion). The recommendations are summarized as follows:

- Future Land Use
- Individual Site Considerations
- Historic Landmarks
- Zoning
- Special Facilities
- Infrastructure
- Transportation
- Streetscape
- Management & Promotion

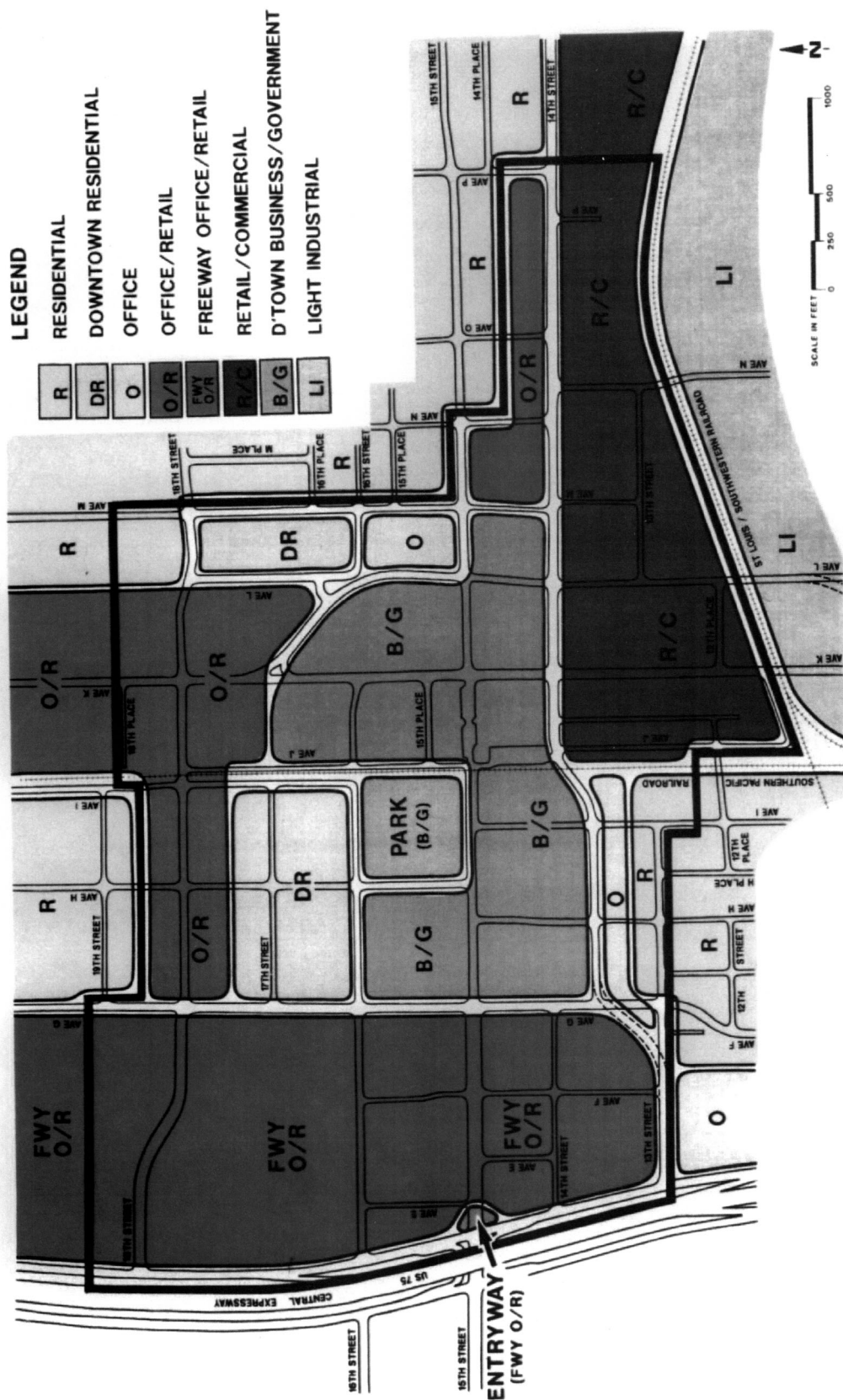
**Future Land Use**

Figure 10 depicts the recommended land use pattern for the Downtown study area. It provides for an expanded "Business/Government Center" focused on the existing concentration of governmental and quasi-governmental facilities. The plan links the City's Municipal Center, Police and Courts Complex, Municipal Center South, and the PISD Administrative offices with Plano's historic business district to create a special core area.

**Overall Plan and Land Use Categories**

Other proposed designations, such as the "Office/Retail" area along 18th Street and two "Downtown Residential" areas, are intended to preserve and enhance existing development and provide reasonable transition between uses. The "Retail/Commercial" and "Light Industrial" categories are intended to retain the southeastern portion of the study area for small business uses.





## DOWNTOWN DEVELOPMENT PLAN

**city of plano**

## FUTURE LAND USE PATTERN



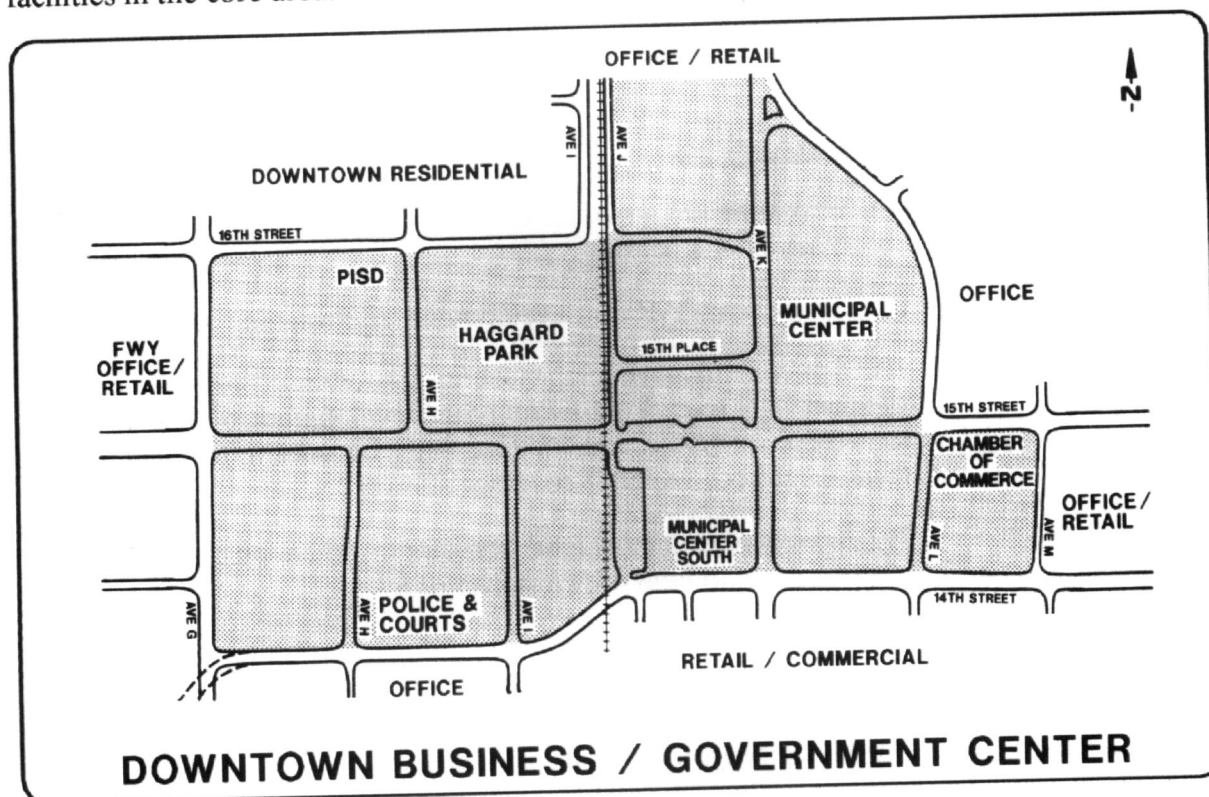
## Downtown Business/ Government Center

The Downtown Business/Government Center (see Figure 11) is intended for retail and office uses with a primary focus on governmental offices. The proposed Business/Government Center is larger than the area currently zoned Central Business. It is sized to include major public facilities such as the Municipal Center, the Police and Courts Complex, and the PISD Administration Building in a single district. Although activities will primarily occur during weekdays, there should also be an adequate amount of cultural, retail, and eating establishments to encourage night-time and weekend activities.

Development should be fairly intense and concentrated, but it should also be compatible with the historic business district. Low-rise buildings of two to four stories with reduced setbacks and shared parking would generally relate well to current development.

The Downtown Business/Government Center includes the block bounded by 15th Street, Avenue M, 14th Street and Avenue L. This is based on the intent of the Plano Chamber of Commerce to establish its permanent headquarters within this block. This semi-public facility is considered to be an important complement to the governmental facilities in the core area.

FIGURE 11



### Typical Uses

Government Offices

Professional Offices

General Offices

Retail - Specialty (small shops selling antiques, novelties, etc.)

Retail - General (providing products for employees and residents of the study area including pharmaceuticals, clothing, dry goods, etc.)

Personal Service Shops (barber and beauty shops, laundries and dry cleaners, shoe repair, etc.)

Restaurants and Private Clubs

Art Galleries and Studios (small facilities for local artists, sculptors, and craftsmen to prepare and display their wares)

Theaters (small auditoriums or dinner theaters for local thespian and choral groups to give periodic performances)

Institutional Offices and Facilities (school operations, churches)

Utility Company Offices

Hotels/Bed and Breakfast Inns (small hotels providing rooms and limited food service)

### Design Guidelines

4:1 maximum Floor Area Ratio (FAR) for infill development not requiring on-site parking.

0.6:1 maximum FAR for development requiring on-site parking.

100% maximum lot coverage where zero setbacks are allowed and no site parking is required, 40% for other development, 60% with parking structures. Service and loading must be accommodated by joint facilities to receive 100% coverage allowance.

Four-story maximum height, two stories when placed in-line with existing development of two stories or less.

Two-level maximum structured parking height (at or above grade).

Setbacks from residential uses (as measured from residential district boundary line):\*

- 25-foot minimum setback
- 26-200 feet - Two stories
- 201+ feet - Four stories

**Note:** The above setbacks for buildings taller than two stories shall not apply if the affected residential district allows buildings taller than two stories.

**Setbacks from streets:**

- Zero setbacks may be permitted where a full block of in-line development is built along the street right-of-way line. This setback should be confined to Avenue K, from the beginning of the couplet system to 14th Street; 15th Street, from Avenue H to Avenue L; 16th Street from Avenue K to the Railroad tracks; Avenue J, from 14th to 16th Streets; and 15th Place.
- 20-foot minimum setback should be applied to all other streets, or one-half foot for every one foot in height, whichever is greater, as measured from the property line.

**Parking** - Standard parking requirements shall apply except that allowances may be made for on-street parking and other shared facilities. Allowances should be made for those parking facilities within 500 feet (walking distance) and which have a capacity that exceeds planned usage. On-site facilities should be placed behind the building.

**Landscaping** should be placed within setbacks from streets except where zero setbacks apply. Landscaping should also be used to screen parking areas. Landscaping should include a combination of canopy and ornamental trees and shrubs that are part of an approved landscape plan.

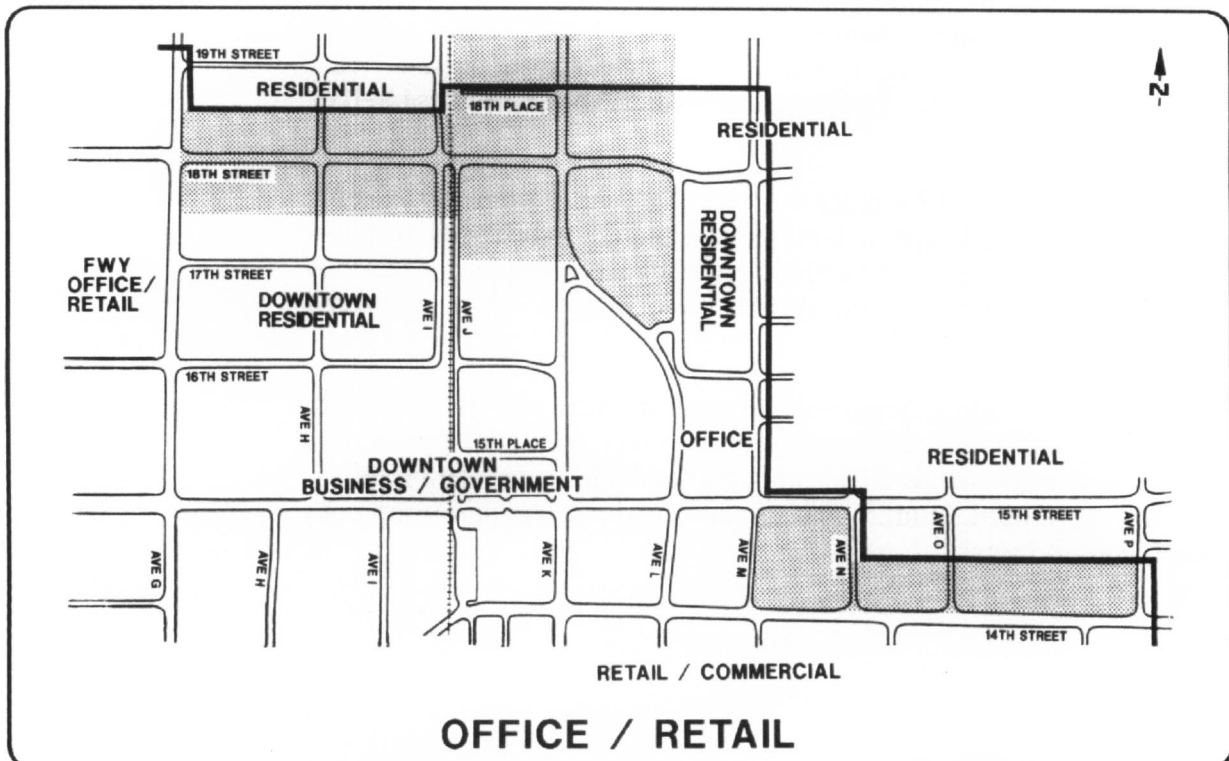
**Signage and Building Design** - Architectural review procedures should be established to ensure that all development and redevelopment is consistent with the existing and planned character of the Business/Government Center. This should include standards for both buildings and signs.

## Office/Retail

Development in areas designated for Office/Retail (see Figure 12) should be low intensity with residential setbacks and generous landscaping. Parking should be placed in the rear to preserve the residential character of these areas. The shopping center at the northeast corner of Avenue K and 18th Street should be consistent with current retail setbacks, but additional landscaping and monument signage is recommended when future improvements are made to that center.

Retail/Office areas are intended for development of a scale and intensity compatible with adjacent residential areas and with residential structures that already exist within a number of these areas. The property north of the Municipal Center and on either side of 18th Street from Avenue K to Avenue G is proposed for small office and retail shops located in old residential buildings or compatible new buildings. 18th Street should be a primary location for infill development including the relocation of displaced historic residential structures that can be converted to other uses. The north side of 14th Street also offers some limited possibilities for infill Office/Retail development.

FIGURE 12



### Typical Uses

Professional Offices

General Offices

Social Service Offices

General Retail

Personal Service Shops

Restaurants and Private Clubs

Institutional Offices and Facilities (schools, churches, etc.)

Hotels/Bed and Breakfast Inns

### Design Guidelines

0.4:1 maximum FAR.

40% maximum lot coverage.

10% minimum permeable surface.

Two-story maximum height (35 feet).

No structured parking.

Standard parking requirements should apply.

Setbacks from residential uses (as measured from residential district boundary line):\*

- 25-foot minimum setback
- 26-50 feet - One story (20 feet in height)
- 51 + feet - Two stories (35 feet in height)

Setbacks from streets - 50-foot\*\* minimum from property line/right-of-way line; may be reduced to 20 feet if no parking is within the setback.



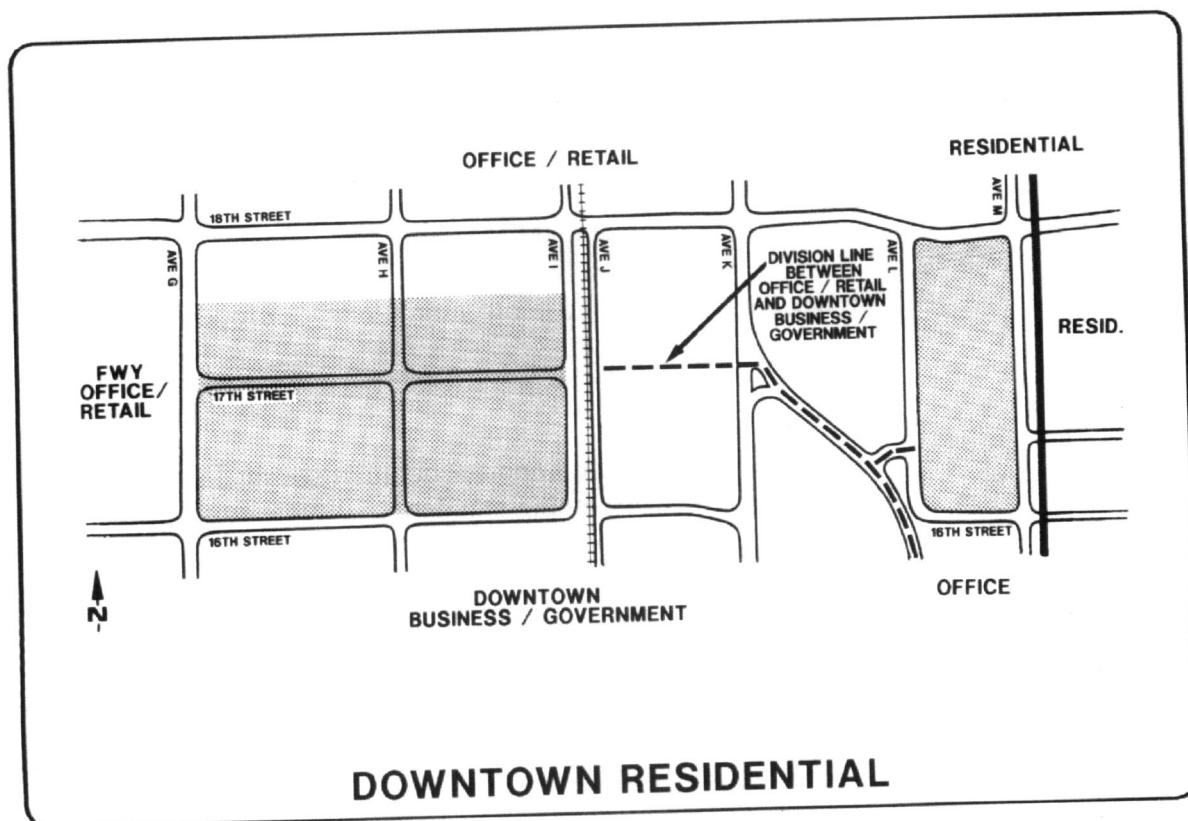
Landscaping should be placed in setbacks from streets. Landscaping should also be used to screen parking areas, and planting islands should be included in surface parking lots. Landscaping should include a combination of canopy and ornamental trees and shrubs included as part of an approved landscape plan.

Signage and Building Design - Architectural guidelines are recommended for properties on 18th Street between Avenue G and the Railroad tracks. Monument signs (four-foot maximum height), and/or post signs (six-foot maximum height) with no interior illumination are recommended throughout the Office/Retail area.

The Downtown Residential areas (see Figure 13) are intended to provide for a compatible mixture of office and residential uses in a neighborhood setting. The residential character of the areas should not be altered by the types of proposed non-residential uses. Non-residential uses should be small in scale and, where possible, should be a reuse of existing residential structures. They should generally involve the continued use of a portion of the structure as a residence. Non-residential uses should also have a minimal traffic and parking impact on the neighborhood.

### Downtown Residential

FIGURE 13



### Typical Uses

Single-Family Residences

Two-Family Residences

Small Scale Multi-Family Residences\*\*\*

Home Occupations

Studios/Offices\*\*\*\*

Bed and Breakfast Inns

### Design Guidelines

Minimum lot size:

- Single-Family - 5,000 square feet
- Two-Family - 7,500 square feet
- Single-Family Attached - 2,500 square feet
- Multi-Family - 11,000 square feet

Multi-Family density - 12 units/acre, typically in four-plex design.

(Multi-family development of greater density and of different design types may be appropriate if similar multi-family complexes already exist in the same block.)

Two-story maximum height (35 feet).

Setback from streets - 25-foot minimum from property/right-of-way line.

Parking - Residential and non-residential uses shall provide parking in conformance with zoning standards. Where mixed uses are involved, parking shall be adequate for each individual use within the structure(s).

---

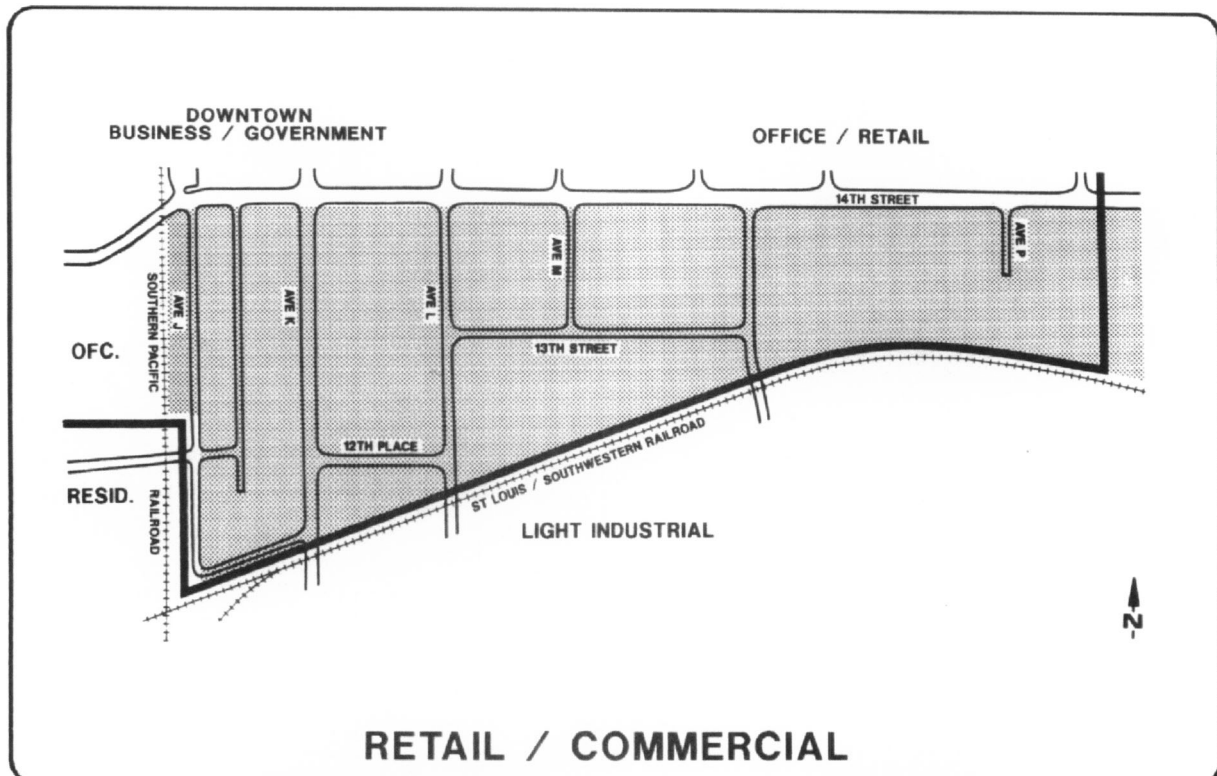
**Landscaping** - Should be consistent with the neighborhood residential character including large canopy trees along the front property lines and shrubbery around building foundations.

**Signage and Building Design** - Architectural guidelines are recommended which ensure that all new development, redevelopment or renovation is consistent with the existing historical and residential character of the neighborhood. Signage for non-residential uses should be six square feet or less. These signs should typically be placed on light posts or porches, and should not have interior illumination.

**Retail/  
Commercial**

The proposed Retail/Commercial area (see Figure 14) is along the south side of 14th Street, from the Southern Pacific Railroad tracks to the eastern boundary of the study area, and along either side of Avenue K and Avenue L from 14th Street to the St. Louis & Southwestern Railroad tracks. It should primarily support small businesses engaging in general service and sales including automotive oriented businesses, warehousing, service shops, etc. Although the proposed uses are similar to existing businesses, increased landscaping and setback requirements would improve the area's visual character.

FIGURE 14



### Typical Uses

Service Stations

Automotive Repair Garages

Plumbing and Air Conditioning Shops

Auto Sales and Leasing

Auto Parts Sales

General Warehousing

Office Showroom/Warehouse

General Offices

General Retail

Personal Service Shops

### Design Guidelines

0.4:1 maximum FAR.

40% maximum lot coverage.

Two-story maximum height (35 feet).

10% minimum permeable surface.

No structured parking.

Standard parking requirements should apply.

Setbacks from streets - 50 feet\*\*; may be reduced to 20 feet if no parking is within the setback.

Landscaping - A minimum five-foot landscaped edge should be provided in the front (as measured from the property line). Landscaping should also be used to screen parking and outside storage areas. Planter islands should be included in surface parking areas.

Signage and Building Design - Monument signs, four-foot maximum height with no interior illumination, are recommended along Avenue K, Avenue L, 14th Street and other primary arteries. No specific architectural guidelines are recommended.



**Freeway  
Office/Retail**

The Freeway Office/Retail category is proposed for that section of the study area that is within the U.S. 75 corridor but adjacent to the Downtown area (see Figure 15). It is intended to provide for uses that take advantage of freeway access and exposure while maintaining an appropriate transition to Plano's historic neighborhoods and business district.

A variety of office and retail uses are recommended for this portion of the study area including high-rise offices up to 12 stories along U.S. 75, transitioning down to two to four stories along Avenue F and Avenue G. Such limits in height are necessary to maintain a consistent character and scale with existing development. Uses with high employment yields should be encouraged to provide potential patrons of the shops and restaurants planned for the Downtown area.

Typical Uses

Professional Offices

General Offices

Corporate Offices

Restaurants and Private Clubs

Hotels/Motels

Department/Discount Stores

General Retail (furniture, appliances, clothing, etc.)

Movie Theaters

Service Stations (but not other automotive related uses)

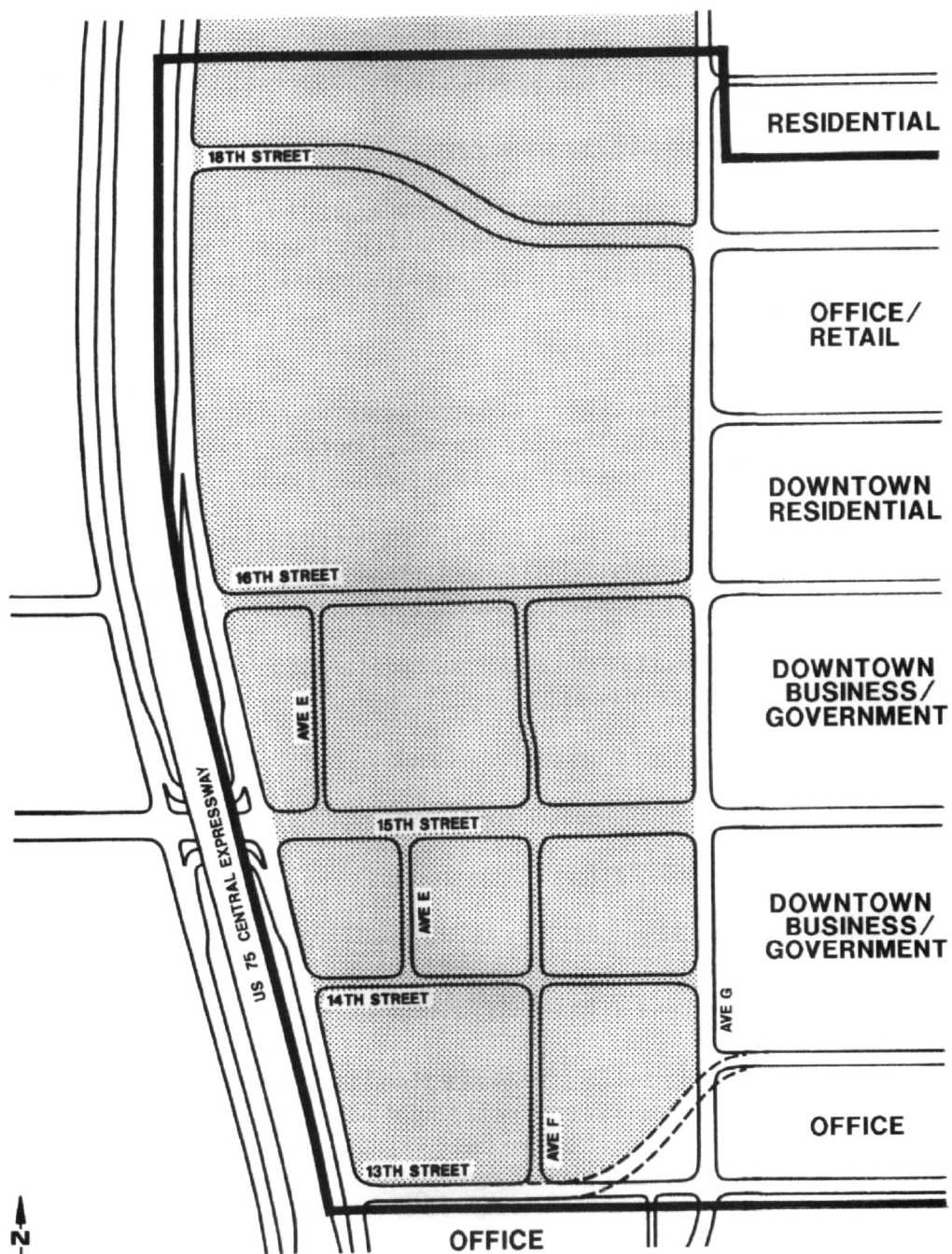


FIGURE 15  
FREEWAY OFFICE / RETAIL

### Design Guidelines

#### Maximum FAR:

- 1:1 for development located 500 + feet west of Avenue G.
- 0.4:1 for development within 500 feet of Avenue G.

#### Maximum lot coverage:

- 30% maximum lot coverage, 50% with structured parking for office development 500 + feet west of Avenue G. No allowance for structured parking within 500 feet of Avenue G.

#### Maximum height:

- Twelve-story maximum height for office/hotel development, 500 + feet west of Avenue G. Four-story maximum height for office development less than 500 feet from Avenue G.

Structured parking up to six levels, at or above grade (for office development 500 + feet west of Avenue G only). No structured parking should be located less than 500 feet from Avenue G.

Setbacks from residential uses (as measured from residential district boundary line):\*

- 25-foot minimum setback
- 26-100 feet - Two stories
- 101-500 feet - Four stories
- 501 + feet - Twelve stories

Setbacks from streets (as measured from property/right-of-way line):

- From U.S. 75 Service Road and 15th Street - 50 feet or one foot for every one foot in height, whichever is greater, as measured from the right-of-way line.
- From other streets - 50 feet\*\* or one-half foot for every one foot in height, whichever is greater, as measured from the property/right-of-way line. The setback may be reduced by 20 feet if no parking is within the setback.

10% minimum permeable surface area.

Parking - Standard parking requirements should apply.

---

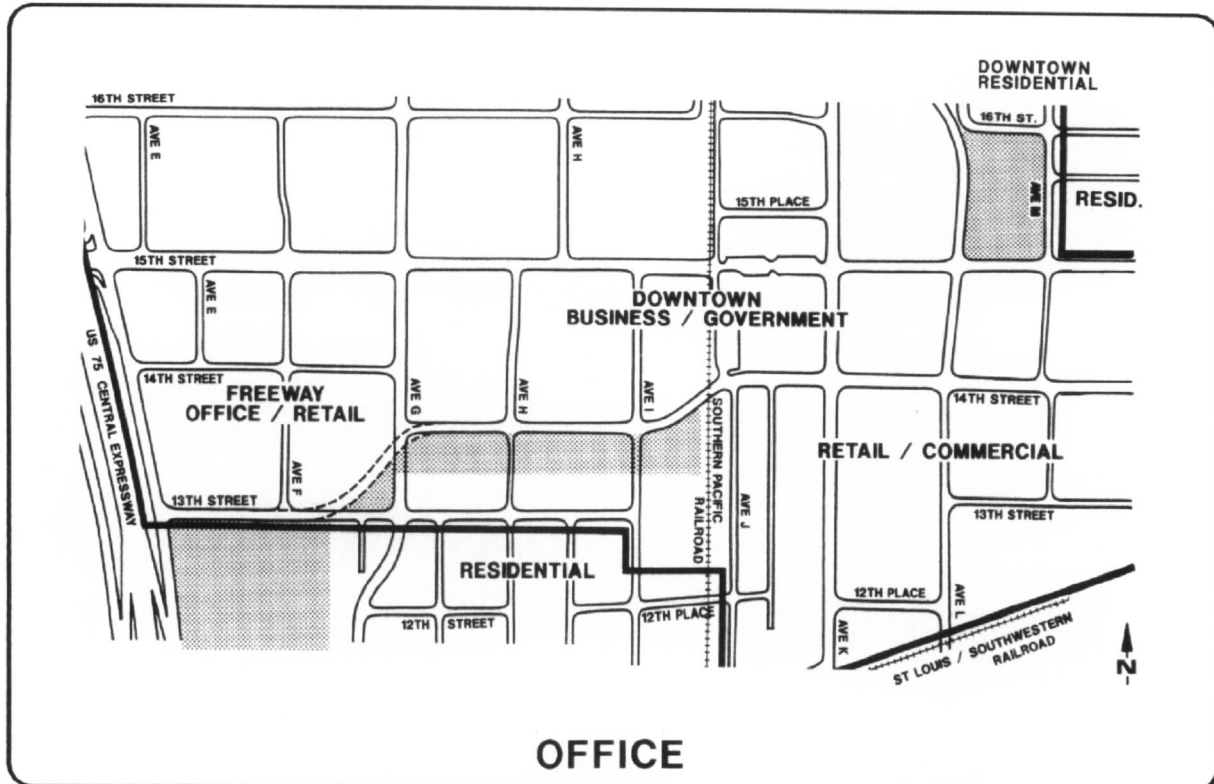
**Landscaping** - A 15-foot landscaped edge should be placed along U.S. 75 Service Road frontage and a 10-foot landscaped edge should be placed along all other streets. Landscaping should be used to screen parking areas. Planting islands should be included in all surface parking areas. (Landscaping should conform to the State Highway Department's U.S. 75 amenities guidelines).

**Signage and Building Design** - With the exception of U.S. 75 frontage, monument signs should be required. The maximum height for monument signs on 15th Street should be six feet, and four feet maximum height along other streets. Billboards should be excluded from the area. No specific architectural guidelines are recommended.

## Office

The Office category is proposed as a low intensity transitional area between residential areas and more intense non-residential uses. The recommended Office areas are the south side of 13th and 14th Streets, and the block immediately east of the Municipal Center (see Figure 16).

FIGURE 16



---

### Typical Uses

Professional Offices

General Offices

Social Service Offices

### Design Guidelines

0.3:1 maximum FAR.

30% maximum lot coverage.

10% minimum permeable surface.

Two-story maximum height (35 feet).

No structured parking.

Standard parking requirements should apply.

Setbacks from streets - 50 feet\*\*, 20 feet if no parking is within the setback.

Setbacks from residential uses (as measured from residential district boundary line):\*

- 25-foot minimum setback
- 26-50 feet - One story (20 feet in height)
- 51+ feet - Two stories (35 feet in height)

Landscaping should be placed in setbacks from streets, and landscaping should also be used to screen parking areas. Planting islands should be included in surface parking areas.

Signage and Building Design - Monument signs, four-foot maximum height with no interior illumination, are recommended throughout the Office areas. No specific architectural guidelines are recommended.

**Residential**

Residential development should comply with existing zoning standards, and with recommendations of the Douglass Area Study for those residential areas along the north side of 13th Street.

**General  
Guidelines**

Wherever possible, parking is recommended for placement behind buildings to buffer it from streets.

All development should conform to the Streetscape Plan for Downtown Plano (see Appendix A).

Notes

\* Where a street separates a non-residential area from a residential area, the center line of the street shall serve as the district boundary line.

\*\* 50-foot setbacks with parking may be reduced down to 25 feet when the size and configuration of a particular lot would prevent proper development and circulation.

\*\*\* Multi-Family structures, consistent in scale and character with existing residences, may be appropriate for infill development.

\*\*\*\* Studios or offices should be limited to the first floor of a structure, with the second floor serving as a residence.



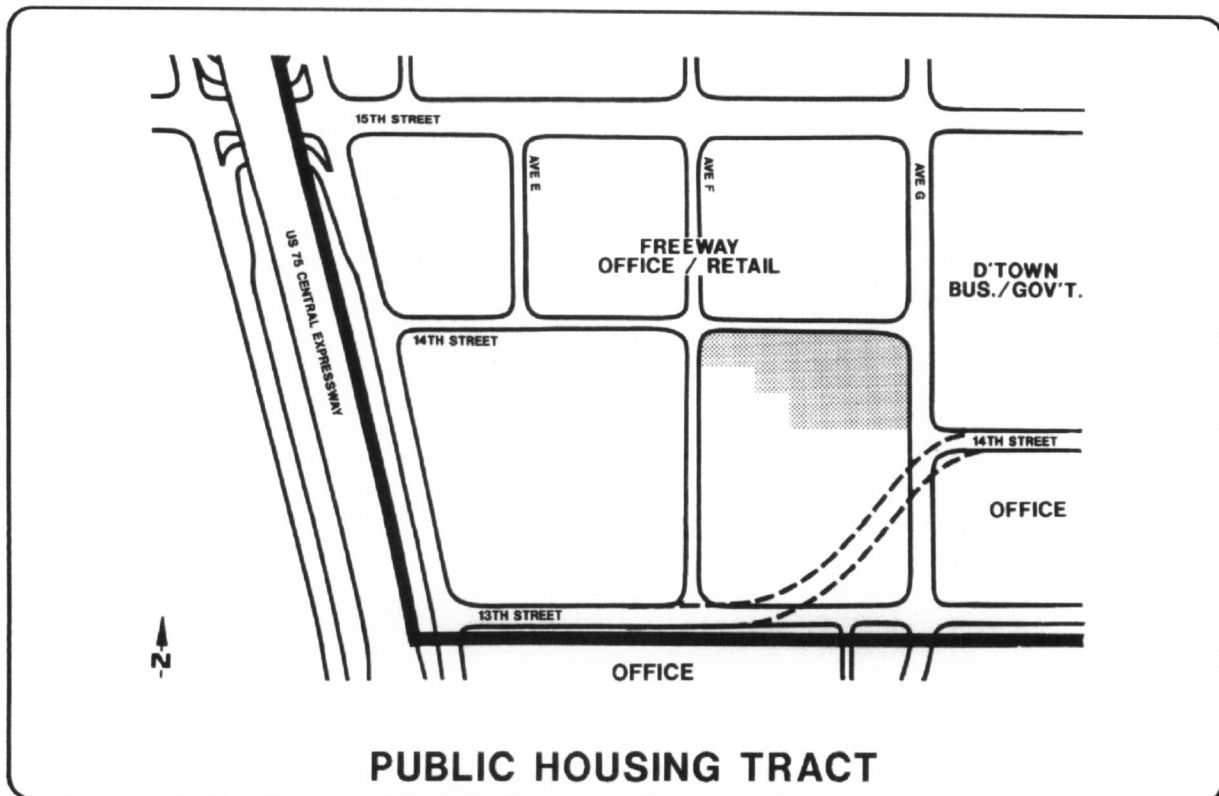
Several sites within the study area require consideration beyond that provided by the Future Land Use Plan. These sites may offer special development or redevelopment opportunities, or they may have special conditions impacting their use or development. These sites and the factors relating to them are described in the following sections.

### **Individual Site Considerations**

### Public Housing Tract

Nineteen of the thirty-four housing units owned by the Plano Housing Authority are located on 1-1/2 acres at the southwest corner of Avenue G and 14th Street (see Figure 17). This tract is bounded on three sides by non-residential zoning, but is within the northern extremity of the General Residential (GR) district that includes the Douglass Community to the south. When the 13th/14th Street connection is completed, this area will be physically separated from the remainder of the neighborhood. As non-residential uses occur around this site, it will become less suitable for residences. In the long term, this property is best suited for office or retail uses. The Future Land Use Plan includes it in the area designated as "Freeway Office/Retail".

FIGURE 17



---

In the near term, however, this property's most appropriate use will remain residential. The economic viability of converting this tract to office or retail uses is many years away. As development intensifies along U.S. 75 and 15th Street, the office and retail potential of this and other interior sites should increase. Until that critical point is reached, these well-kept, structurally sound units can continue to provide safe, comfortable housing for low-income households.

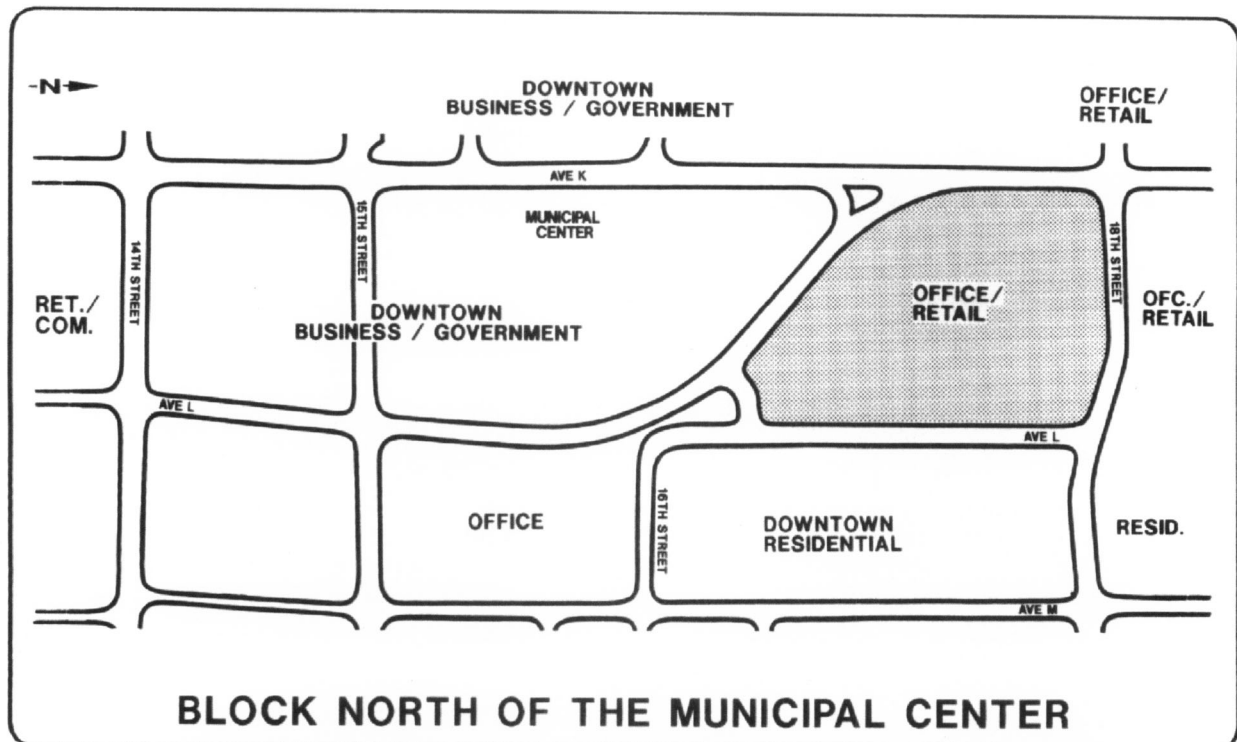
It is difficult to forecast the appropriate time for converting this property to another use; however, it is probably ten or more years from now. Therefore, development of surrounding properties should include appropriate setbacks, buffers, and screens to minimize their impact on this use. However, despite the use of these transition techniques, the non-residential development and redevelopment of surrounding properties and the 13th/14th Street connection will continue to isolate these residences from the neighborhood. The Housing Authority should begin to identify and acquire suitable properties for replacing these units in the future.

### Block North of the Municipal Center

The block bounded by 18th Street, Avenue L, and the Avenue K/Avenue L couplet (see Figure 18) is shown on the Land Use Plan as Office/Retail (O/R), although it is across the street from the Municipal Center complex. The boundary of the Business/Government Center (B/G) was established as the northbound leg of the couplet system (Avenue L). There is also a noticeable change in the character of existing development that approximates this boundary.

Because of its proximity to the Municipal Center and the high visibility offered by the couplet system, this block has the potential to develop as proposed in the Business/Government description. This type of development would be appropriate if it could occur consistently within the entire block. Therefore, if the individual lots within the block could be consolidated into a single development or redevelopment proposal, the block should be considered for inclusion in the Business/Government area. However, the application of the Business/Government guidelines to small individual lots or tracts would conflict with surrounding development, and would create a disjointed, piecemeal land use pattern.

FIGURE 18



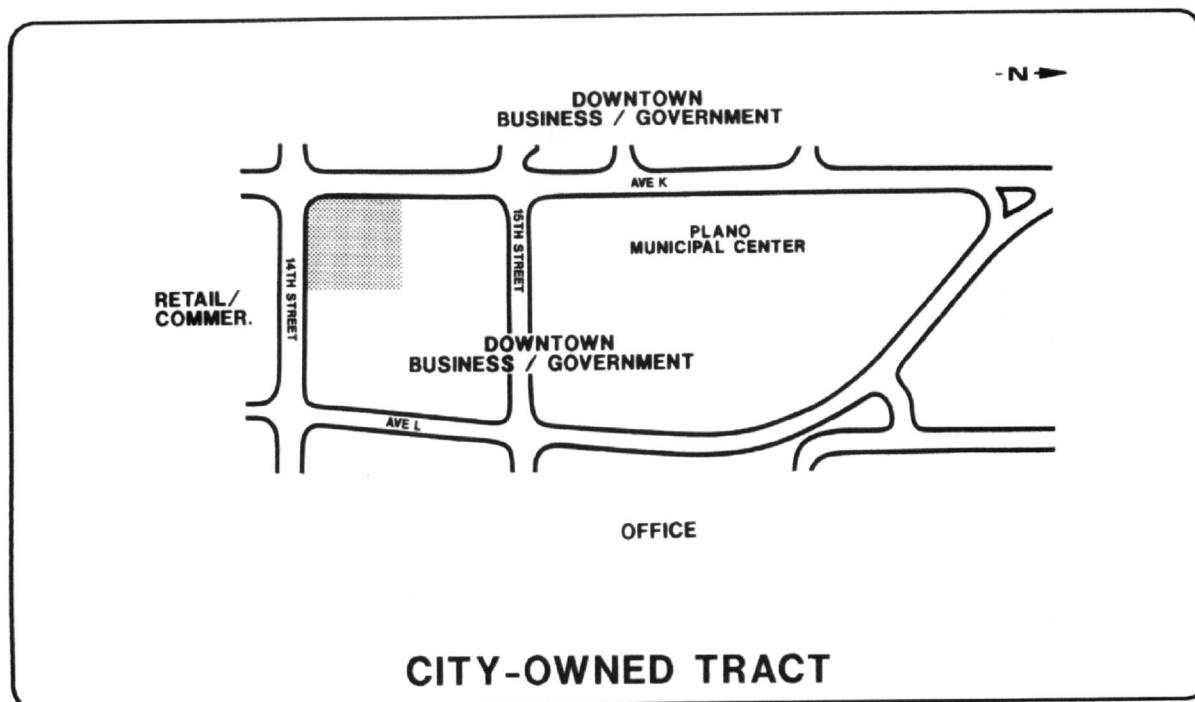
# City-Owned Tract

The City owns 1.4± acres at the northeast corner of Avenue K and 14th Street, across from Municipal Center South (see Figure 19). The property includes two lots: one lot containing a former bank drive-in facility, and a second vacant lot which once contained a car repair shop. To the north are five retail structures facing Avenue K with little or no setbacks.

The City currently plans to provide landscaping adjacent to the intersection, and surface parking on the remainder of the property. The parking will help support City operations and businesses in the area.

Although adequate parking is important to the success of the Downtown area, consideration must also be given to redevelopment opportunities of this site. In the long term, the original business district could be benefitted if the City's property were redeveloped in a manner consistent with existing development. This would create a stronger, more cohesive business area consisting of both sides of 15th Street between Avenues J and K, both sides of Avenue K between 14th and 15th Streets, and the east side of Avenue J between 14th and 15th Streets. Parking could possibly be included behind the buildings; however, redevelopment of this site should include an analysis of existing parking conditions at that time.

FIGURE 19

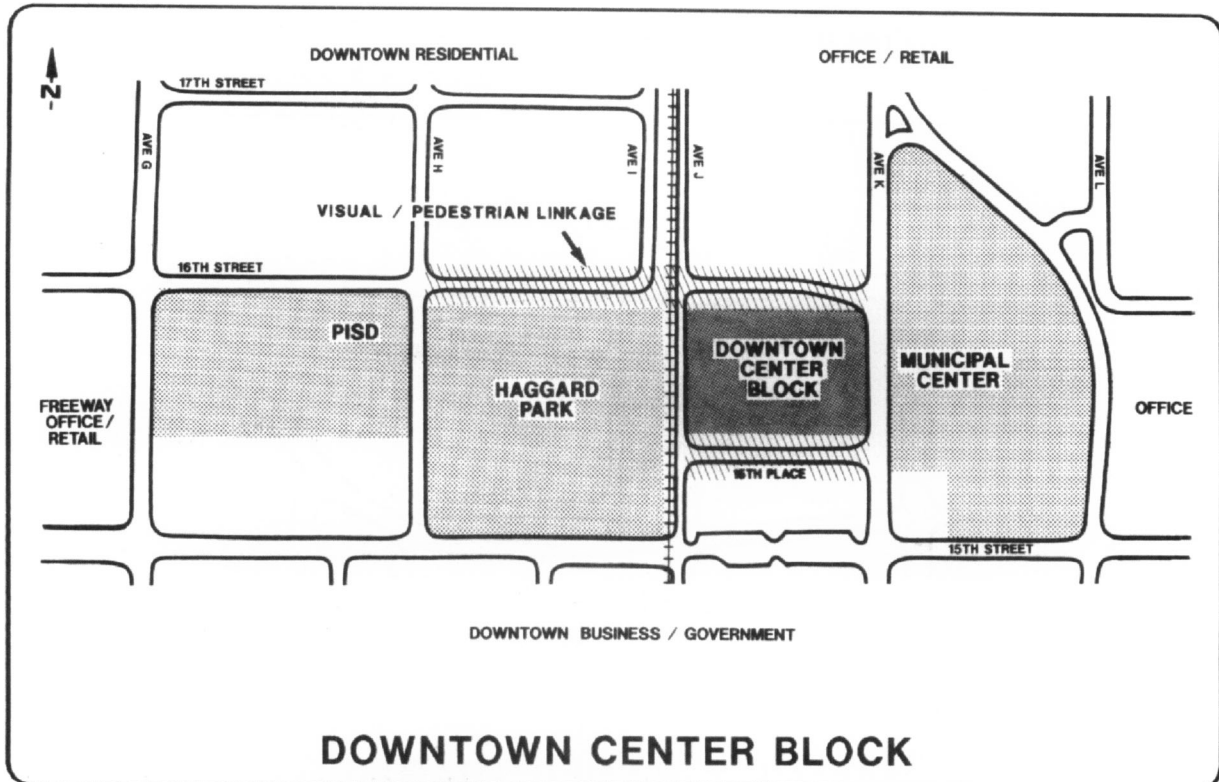


## Downtown Center Block

The City of Plano recently purchased the  $2.0 \pm$  acre shopping center, known as "Downtown Center", at the southwest corner of 16th Street and Avenue K (see Figure 22). The City intends to maintain the current use of the property for the next three to five years, and then convert it to a parking facility to serve the expanded Municipal Center.

It is recommended that the City eventually acquire the remaining  $1.3 \pm$  acres of the block and create a "Municipal Campus" (see Figure 22) extending from the Municipal Center, across the railroad tracks, through Haggard Park, to the Plano Independent School District Administration Building. It could include a library, administrative offices, or other public facilities in addition to surface or structured parking. This parking should be available weekends and evenings to serve businesses in the central core.

FIGURE 22



The edge of the block along 16th Street should be improved with special landscaping and sidewalk features to create a visual as well as a pedestrian connection from the Municipal Center building to Haggard Park. Special treatment should also be given to the edge of the block along 15th Place to create a second visual connection. In addition, 15th Place should be considered for a possible pedestrian mall. The backs of buildings along the south side of 15th Place could be modified to create outdoor cafes and second entrances to retail establishments. The street could be closed to vehicular traffic except for service access.

It is further recommended that a detailed study be conducted to determine long term use(s) and site layout of this block. Such a study should evaluate the following:

- Municipal facilities and parking;
- Pedestrian connections to Haggard Park, the PISD Administration Building, and 15th Street;
- Vehicular circulation and access;
- DART stops; and
- Treatment of 15th Place.

This study will allow the City to determine the block's exact role in the development of a "Municipal Campus" in Downtown Plano.

Preliminary cost estimates for acquisition of property within the Downtown Center block and for a study on this tract are included in Appendix B of this report.



## Historic Landmarks

The preservation and restoration of Plano's older structures is essential to the revitalization of Downtown Plano. Although limited in number, Plano's historically significant structures provide the charm and character that make Downtown Plano unique and special. The limited success of the tax abatement program and historic structure relocation project highlight the need for a comprehensive, pro-active preservation strategy.

It is recommended that a non-profit organization be established to raise and distribute funds for preserving Plano's historic structures. This organization should be comprised of business and civic leaders as well as historic preservationists. The specific responsibilities of this organization could include:

- Conducting special fund-raising events;
- Pursuing grants from public and private foundations;
- Developing a revolving loan program (at reduced interest rates) to assist property owners in restoring historic structures; and
- Acquiring sites for the relocation of threatened historic structures.

FIGURE 23



**HISTORIC LANDMARKS**

---

The Downtown Coordinator position, proposed in the "Management and Promotion" section, could serve as a liaison between the non-profit organization, the Historic Landmark Committee, other City groups, and property owners. The Coordinator could assist the non-profit organization in locating funding sources and qualified applicants for its loan program.

The combination of the non-profit organization and the Downtown Coordinator should provide a much needed framework for an ongoing, active preservation effort.

**Zoning  
Districts**

In order to implement the Land Use recommendations, a number of zoning amendments and rezonings are needed. Some of these may require creation of new district categories, while others may be best served by overlay districts. Overlay districts retain the base zoning of certain properties while adding special provisions or requirements to accomplish common objectives for a designated area. The zoning changes described as follows are recommended for the study area.

**Business/  
Government  
District**

Proposed standards for the Downtown Business/Government Center (B/G) (see Figure 11) do not approximate those of the Central Business (CB) category or other current zoning districts. A new district should be developed to replace the CB category in accordance with revised concepts for the central core. As noted previously, the CB district envisioned redevelopment of the area in a manner similar to that of modern downtowns in major cities with high-rise offices and hotels. This intensity of development would be incompatible with existing development in Downtown Plano, and would also require major infrastructure modifications.

The B/G district would set new standards for height, setback and density. It would also ensure that new buildings are designed to be compatible with existing structures. Requirements for architectural review should be included for the new district. Duplication of early 1900s architecture is not necessary, but infill development should reinforce the special character of this area.

One additional consideration for the B/G district is the private club section of the Zoning Ordinance. It prevents issuance of Specific Use Permits (SUPs) for private clubs to restaurants within 1,000 feet of churches, schools, hospitals and parks. The City Council may waive this requirement for hospitals and parks if it finds that a private club would not be detrimental to them. Because of the location of several churches and parks in or near the B/G area, much of it is ineligible for private club SUPs. The original development pattern of the downtown area was more diverse with businesses, residences and churches all centered in the same general area. As a result, it is more difficult to obtain the separation of uses that is common in other areas of Plano.

Restaurants with private clubs would be complementary to the cultural uses and activities proposed for the central core area. They would provide evening dining facilities for those attending plays, concerts and similar events. The existing development pattern of this area requires it to be treated differently when applying certain development standards. Therefore, it is recommended that a study be conducted to identify the legal options available to reduce separation requirements for private clubs and other uses.

*private club study  
recommended*

Once the new district regulations are added to the Zoning Ordinance text, it will be necessary to apply them to the total B/G area shown on the Land Use Plan. This will require rezoning twelve blocks in the central core from CB, Retail (R) and Light Commercial (LC) to the new category. This will be a complicated process, but it will be necessary to ensure that appropriate development and redevelopment occur in this critical section of Downtown Plano.

Development of a freeway zoning district (see Figure 15) is not only important to the study area, but to other areas along U.S. 75, as well. A new district which allows greater height while limiting the array of allowed uses would benefit overall development of the U.S. 75 corridor. The City should take the initial step by creating the category so it can be applied consistently to individual rezoning requests along U.S. 75. Rezoning requests for U.S. 75 properties should become more common since many are zoned Light Commercial and are limited to two stories in height. It may eventually become necessary to undertake a massive rezoning effort. At a minimum, the district should be added to the Zoning Ordinance text and applied to any new requests within the U.S. 75 corridor.

**Freeway  
Office/Retail**

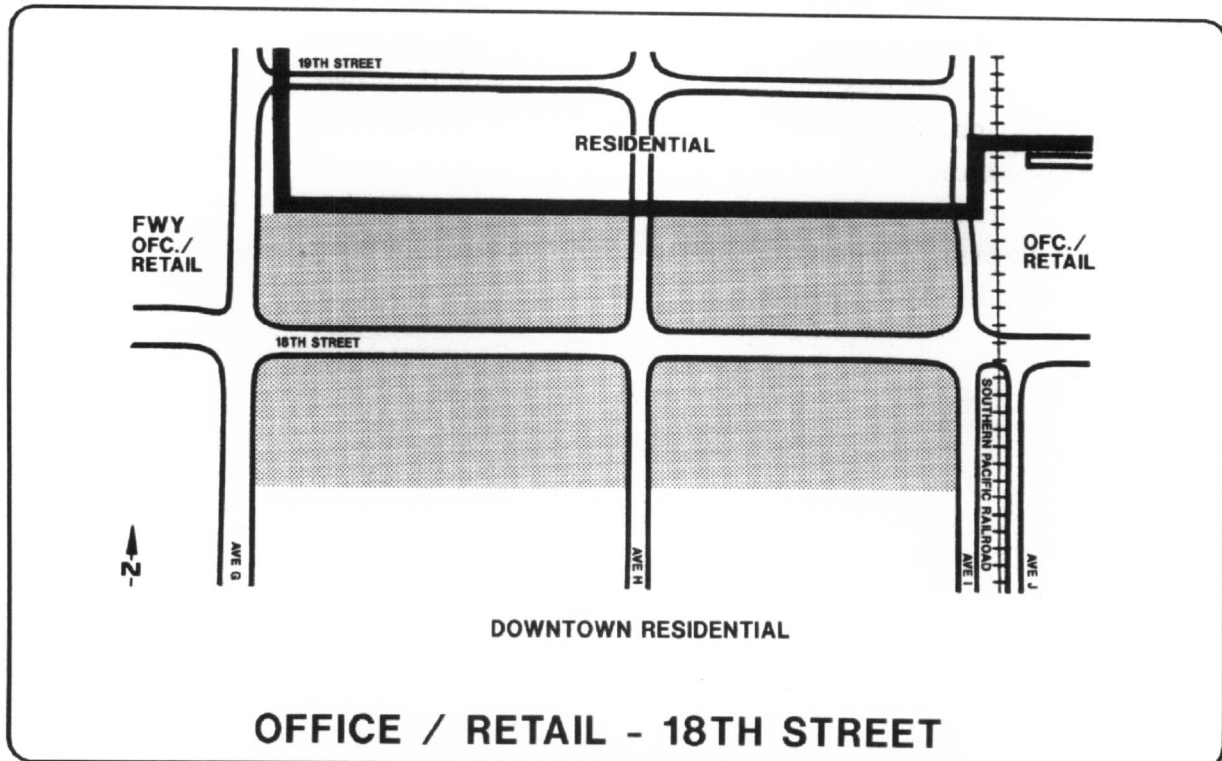
### Office/Retail - 18th Street

That portion of 18th Street between Avenue G and the railroad tracks (see Figure 24) includes conditions that are not present in other Office/Retail (O/R) areas. The area has a combination of existing retail, offices and residential uses. Many of the existing retail shops and offices are located in residential structures. Many of the structures along 18th Street are historically significant.

In order to preserve the character of this section of 18th Street, an overlay district should be established. It should include procedures for architectural review to ensure that infill development is consistent with the residential character of 18th Street.

As a special stipulation, the overlay district should include single-family, duplex and four-plex residences as permitted uses of existing structures. The Zoning Ordinance currently prevents conversion of non-residential properties back to residential uses. With appropriate design standards, retail, office and residential uses could exist side-by-side along 18th Street. Addition of this stipulation will provide greater flexibility to property owners in this section of 18th Street without altering the character of the area.

FIGURE 24



**Downtown  
Residential**

The historical development of Downtown Plano has created two pockets of residential units surrounded on at least three sides by non-residential uses (see Figure 13). Although conversion of these areas to office or retail zoning would create a simpler, more consistent Land Use Plan, it would overlook the following:

- The inability of streets and utilities to handle significant increases in volume;
- The likely inability of the market to absorb all of the properties for non-residential uses, particularly when other sites offer greater visibility and access; and
- The probable loss of many historic structures and a significant portion of the housing stock.

Establishment of an overlay district, in accordance with the "Downtown Residential" category, could encourage infill development and bring stability to these areas. By confining non-residential uses to "bed and breakfast" inns and home occupations, the residential character of the neighborhoods can be maintained while increasing reinvestment opportunities.

*overlay district to  
encourage infill  
development*

It appears that an overlay district would be easier to apply than an entirely new zoning category. There appears to be only two small pockets where Downtown Residential applies, and they both contain two or more existing zoning categories within them. The overlay district should include procedures for architectural review to ensure that infill development is compatible with the neighborhoods. The standards should encourage conservation of existing structures where possible and restoration of those with historic significance.

**Special  
Facilities**

A number of special facilities, both public and private, should be strongly considered for Downtown Plano. The need for these facilities and the feasibility of locating them in Downtown Plano should be studied and reported within the next two to three years. Some of these facilities could be placed on City-owned properties, others may require acquisition and consolidation of small parcels. These special facilities include:

**Library**

The City should continue to investigate the possibility of developing a major library facility in the central core that would house special collections for municipal reference and genealogy. It could also include meeting and lecture rooms and areas for the display of special art and cultural exhibits. Such a facility could complement other existing and planned facilities, and could increase the overall level of activity in Downtown Plano.

**Theater/Dinner  
Theater**

A small theater for two to three hundred people could accommodate local productions of plays and recitals. Some existing buildings may be appropriate for conversion to this type of facility. Such a facility could be provided in conjunction with galleries and offices for local art and cultural groups.

**Museum**

A small museum depicting the history of Plano and how it has changed over time could be an excellent educational and tourist addition to the area. The restored Interurban Station in Haggard Park will contain relics depicting the history of the Interurban Rail Line, but it will not have the space necessary to provide a general overview of Plano's past. A museum facility would also complement a walking tour of Downtown Plano's historic sites.

**Retirement  
Housing**

The Plano Community Home, at the southeast corner of Avenue L and 18th Street, contains 130 specially designed apartment units for the elderly. It is operated by a private, non-profit organization initiated by a group of local churches. Land acquisition and construction funds for the project came from donations, the Community Development Block Grant Program (CDBG), and the Section 202 Federal Housing Program. The facility has been fully occupied since it first opened in 1986, and typically has waiting lists of 150 to 200 persons. Prospective residents often wait up to three years for available units.



The community should seek to locate additional retirement housing in Downtown Plano. Retirement housing complexes and shopping facilities, medical offices, libraries, churches and government offices often are mutually benefitted when located in close proximity. It would also be beneficial if the additional units were located near the Plano Community Home and could share services, facilities and activities.

*additional retirement  
housing needed*

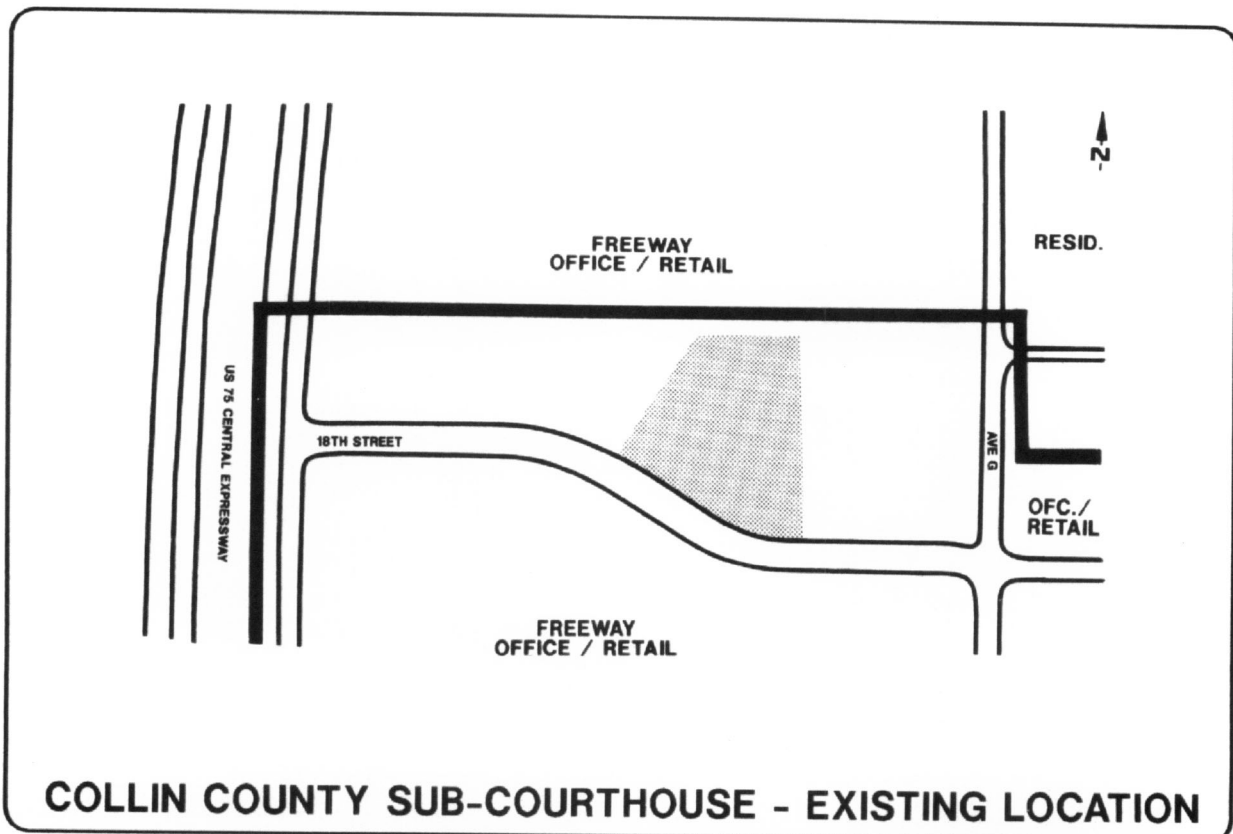
If parcels of land on nearby blocks can be consolidated, it may be possible to include retirement housing in development plans for those properties. If properly designed and located, retirement housing can be part of the areas designated as Business/Government (B/G) and Office/Retail (O/R) as well as for Residential (Res) and Downtown Residential (DR) areas. The B/G and O/R areas will often include other services and facilities that retirement housing needs to have nearby.

## Collin County Sub-Courthouse

*consider relocation  
of sub-courthouse to  
core area*

Collin County currently operates its Sub-Courthouse in leased space on the north side of 18th Street between U.S. 75 and Avenue G (see Figure 25). The small office complex also includes Texas Department of Public Safety (DPS) drivers licensing facilities and a motor vehicle registration office. As Plano's population continues to increase, larger facilities will probably be required. A central location that includes these facilities, PISD's central offices, and the City's administrative operations should be mutually beneficial. This would improve coordination and efficiency in providing public services. It would also increase the opportunities for support services such as restaurants, personal service shops, and retail stores.

FIGURE 25



---

It is recommended that the City establish an ongoing planning effort with Collin County to assist in determining future facility requirements in Plano and in locating suitable sites. Potential sites should be within or adjacent to the proposed Business/Government Center (B/G) shown on the Land Use Plan (see Figure 10). If possible, potential sites should be close enough to the Municipal Center to accommodate shared parking and pedestrian access between the facilities.

The City's Facilities Planning Committee (FPC) should initiate discussions with the County on this matter. FPC is a staff organization charged with interdepartmental coordination in the location and design of public facilities. It is also responsible for exchanging plans and ideas with other governmental agencies that provide facilities and services in Plano. FPC's recommendations should be reported to the Administration and to the City Council for further review.

**Infrastructure**

The City should continue upgrading utilities and other infrastructure items to meet current standards. Where possible, those improvements should be linked to other planned improvements such as the Avenue K/Avenue L couplet project. They should be scheduled as soon as possible in an upcoming Capital Improvements Program (CIP). These projects are shown in Figures 6 and 7 and include the following:

- 8 inch water line in Avenue K between 15th and 18th Streets;
- 8 inch water line in Avenue J between 15th and 18th Streets;
- 8 inch water line in Avenue H between 15th and 18th Streets;
- 8 inch water line in 16th Street between Avenue G and Avenue I, and between Avenue J and Avenue K;
- 8 inch water line in 18th Place west of Avenue K;
- 8 inch water line in Avenue E between 15th and 16th Streets;
- 8 inch water line in Avenue P between 14th and 15th Streets;
- A minor water line extension north of 16th Street between Avenue L and Avenue M;
- A minor water line extension south of 15th Street between Avenue K and Avenue L;
- 8 inch sanitary sewer line in Avenue K between 16th Street and Park Boulevard and between 12th Place and 15th Street;
- 8 inch sanitary sewer line in Avenue J between 15th and 18th Streets;
- 8 inch sanitary sewer line in Avenue I between 16th and 18th Streets;
- 8 inch sanitary sewer line in Avenue H between 15th and 18th Streets;
- 8 inch sanitary sewer line in 16th Street between Avenue G and Avenue I, and between Avenue J and Avenue K;
- 8 inch sanitary sewer line in 17th Street between Avenue G and Avenue I;

- 
- 8 inch sanitary sewer line in the blocks east of Avenue H, between 15th and 17th Streets;
  - 8 inch sanitary sewer line in Avenue F between 14th and 15th Streets, and between 15th and 16th Streets;
  - 8 inch sanitary sewer line in the block west of Avenue G, between 16th and 18th Streets;
  - 8 inch sanitary sewer line in Avenue E between 15th and 16th Streets;
  - 8 inch sanitary sewer line in Avenue G between 13th and 15th Streets;
  - 8 inch sanitary sewer line in 13th Street between Avenue F and Avenue H;
  - 10 inch sanitary sewer line in the blocks north of 13th Street, between Avenue F and Avenue H;
  - 8 inch sanitary sewer line in Avenue I between 14th and 15th Streets;
  - 8 inch sanitary sewer line in the block and alley west of Avenue K, near 12th Place;
  - 8 inch sanitary sewer line in 12th Place between Avenue K and Avenue L;
  - 8 inch sanitary sewer line in 15th Place between Avenue J and Avenue K;
  - 8 inch sanitary sewer line in the block east of Avenue K, between 14th and 15th Streets;
  - 8 inch sanitary sewer line in 14th Street between Avenue L and Avenue P;
  - 8 inch sanitary sewer line in 16th Street between Avenue L and Avenue M;
  - 8 inch sanitary sewer line in the block north of 16th Street, between Avenue L and Avenue M;

- 8 inch sanitary sewer line in Avenue M between 16th Place and 18th Street; and
- 8 inch sanitary sewer line in 18th Place, west of Avenue K.

These infrastructure improvements (see preliminary cost estimates in Appendix B) are necessary to improve the level of service in Downtown Plano to that provided in other areas of the community. They are part of a systematic approach to prevent more costly damage and repairs in the future.

## Transportation

A safe, efficient vehicular and pedestrian circulation system is vital to success of the various proposals contained in this Plan. This system must accommodate both the movement of traffic through Downtown Plano and internal access. The City already has plans to create a one-way couplet system for north/south traffic and a direct east/west connection from the central core to U.S. 75. In addition to moving ahead with these plans, a number of other improvements are recommended for Downtown Plano. These recommendations have been categorized as street improvements, railroad crossings, intersection improvements and mass transit, and are described below (preliminary cost estimates are included in Appendix B of this report).

### Street Improvements

As noted previously, the Avenue K/Avenue L couplet and the 13th/14th Street connection will definitely improve overall circulation of Downtown Plano (see Figure 8). Funds are available to construct these projects as part of the current CIP. A number of smaller projects remain unfunded, however. These projects will not have as great a circulation impact as the two funded improvements, but they are important to revitalization efforts in the study area. Private investment and reinvestment are often affected by the level of public improvements committed to an area. Funding sources should be examined and available funds should be applied to the following projects:

- Avenue E between 15th and 16th Streets;
- Avenue E south of 15th Street;
- 14th Street between Avenue E and Avenue G;
- Intersection of Avenue G and 15th Street;
- Avenue F from 15th Street to 16th Street;
- Avenue F from 15th Street to 13th Street;



- 18th Street from Avenue G to Avenue K;
- Avenue H from 13th Street to 14th Street;
- Avenue J from 12th Street to 14th Street;
- Avenue J from 15th Street to 18th Street;
- 12th Street from Avenue J to Avenue K;
- Avenue N/Alley segment between the St. Louis & Southwestern Railroad and 14th Street (primarily a drainage improvement);
- Avenue P from 14th Street to 14th Place;
- Avenue O north of 14th Street;
- Alley south of 14th Street between Avenue J and Avenue K;
- 15th Place between Avenue J and Avenue K;
- 16th Street between Avenue J and Avenue K;
- 16th Street between Avenue G and Avenue I;
- 17th Street between Avenue G and Avenue I;
- Avenue H between 15th and 18th Streets;
- Avenue I between 16th Street to beyond the study area boundary;  
and
- Upgrade existing street lights with 100 watt high pressure sodium units for all areas not identified in the streetscape plan for special lighting fixtures.

## **Railroad Crossings**

The Southern Pacific railroad crossings at 16th and 17th Streets were recently closed to vehicular traffic because their steep grades created visibility problems (see Figure 8). Since 16th Street will be a vital pedestrian link between the Municipal Center, Haggard Park and the PISD offices, a pedestrian crossing at the railroad tracks should be maintained. In the future, the crossing should be improved as part of an enhanced pedestrian connection between the PISD offices and the Municipal Center.

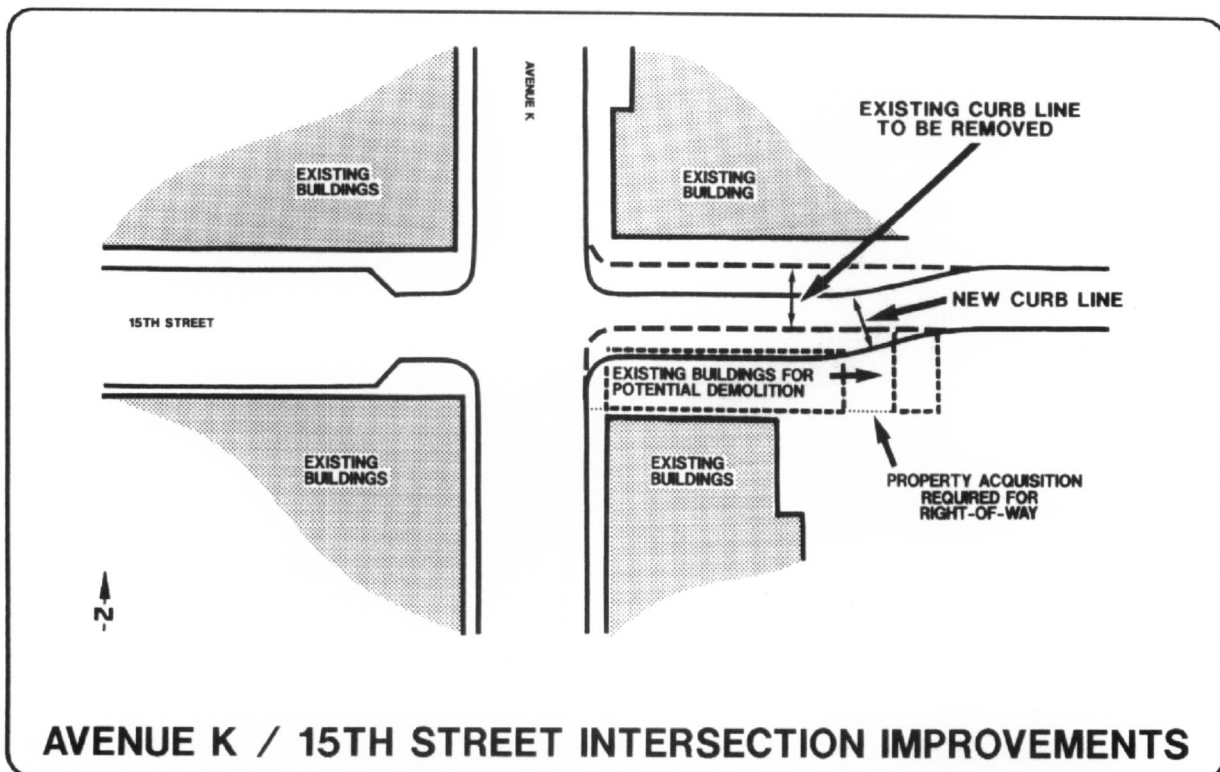
As shown in Figure 8, six other crossings require upgrading. The old wooden crossings should be replaced with more modern rubber devices. This will reduce upkeep and maintenance costs while providing safer, smoother access.

## Intersection Improvements

Operation of the Avenue K/15th Street intersection is hampered by an offset in the alignment of 15th Street. The roadway is narrower and jogs to the north as it crosses Avenue K from west to east (see Figure 26). This problem will be partially resolved when Avenue K becomes one-way (southbound only) and left turns from the west side of the intersection are eliminated. However, the one-way system is likely to increase the number of left turns from the east side of the intersection. The most appropriate solution is to shift 15th Street south on the east side of the intersection. This will require purchase of property at the southeast corner of the intersection, and may result in the loss of one or two structures.

It is recommended that the City make every effort to acquire the necessary right-of-way and to realign 15th Street in conjunction with the planned construction of the couplet system. This would be more cost effective than retrofitting the intersection at a future date. It would also improve the overall operation of the intersection.

FIGURE 26



DART's acquisition of the Southern Pacific Railroad right-of-way presents additional opportunities for Downtown Plano. The timing of the proposed light rail line is uncertain. The City should work closely with DART to locate a transit stop in the central core of Downtown Plano. As noted previously, it appears that an excellent location would be the Downtown Center block between 15th Place and 16th Street (see Figure 22). The design of this facility should be incorporated into the plan for this block as recommended under "Individual Site Considerations". Haggard Park should be considered as an alternative site for a transit stop should the Downtown Center block prove inappropriate. Both sites should be considered for crosstown bus stops as well.

The central core area should be included in DART's crosstown bus system. The route currently operating on 18th Street should be looped through the B/G area. As a major employment center, the B/G area should be connected by mass transit to residential neighborhoods and to activity centers such as Collin Creek Mall, The Legacy, and Fairview Farms Marketplace.

## **Mass Transit**

*connection to DART  
system needed*

Design of the couplet system, the 13th/14th Street connection, and other primary arteries in the study area should include wider turning radii to accommodate crosstown bus operations. This will become particularly important as the Municipal Center expansion and other projects increase the employment base in Downtown Plano. The radius improvements included below should be linked to future thoroughfare projects:

- 18th Street and Avenue G;
- 18th Street and Avenue K;
- 18th Street and Avenue L;
- 16th Street and Avenue K;
- 15th Street and Avenue G;
- 15th Street and Avenue L;
- 14th Street and Avenue G;
- 14th Street and Avenue K; and
- 14th Street and Avenue L.

In addition to its fixed route bus system (see Figure 27), DART should continue to offer its "DARTABOUT" paratransit service to Downtown Plano. Including the Plano Community Home, a major portion of the study area's population are elderly and require special transportation services. DARTABOUT provides dial-a-ride, door-to-door service which is often the only suitable transportation type for persons whose physical agility is limited by age or handicap. The DARTABOUT service should be monitored and upgraded as needed to provide efficient transportation.

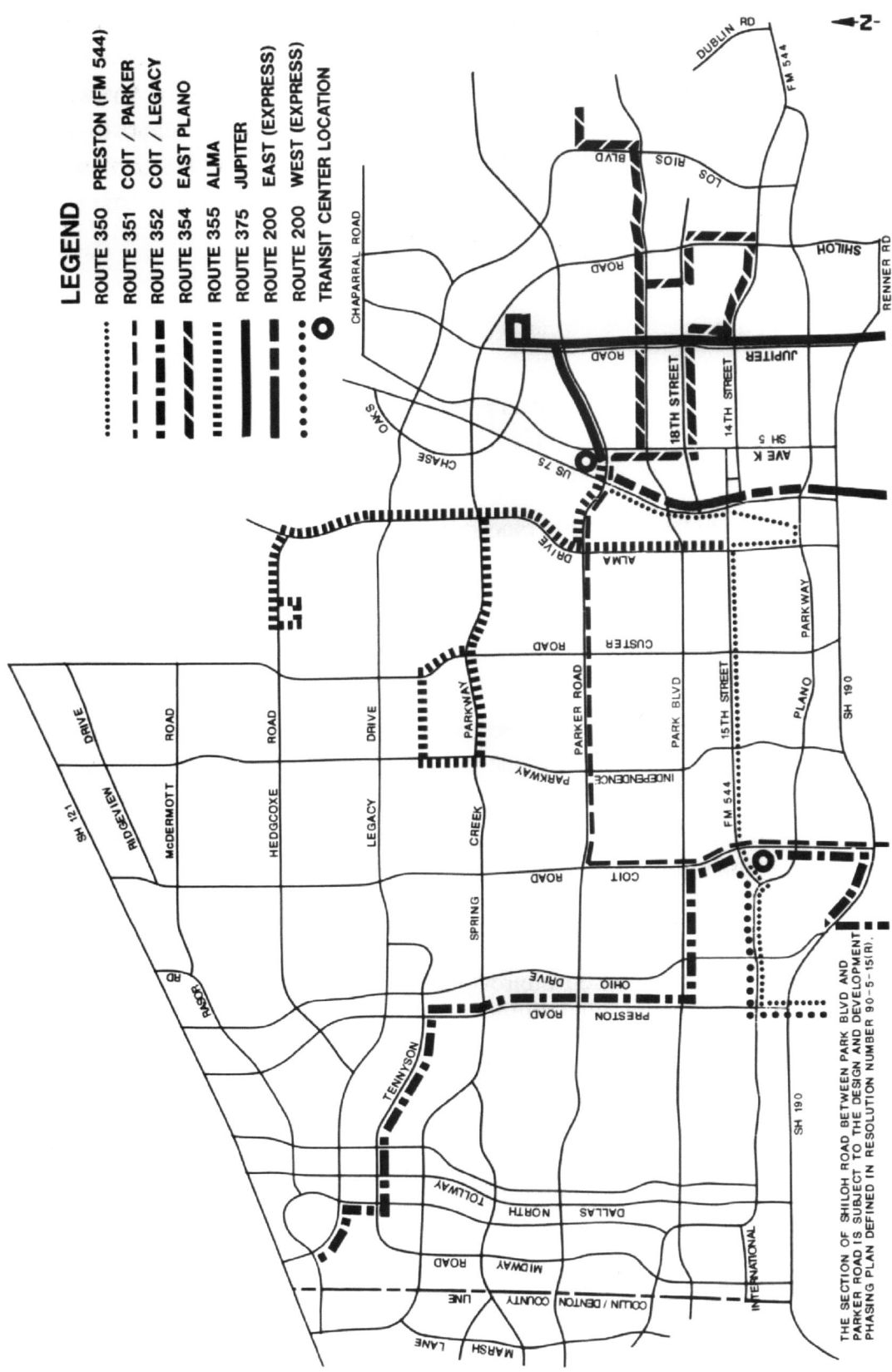


FIGURE 27



# DOWNTOWN DEVELOPMENT PLAN

## 1991 DART FIXED BUS ROUTES

## Streetscape

### *"Master Streetscape Plan"*

As noted previously in the Urban Design description, a comprehensive streetscape plan is needed to reinforce and enhance the visual character of Downtown Plano. In response to this need, the "Master Streetscape Plan" was prepared in conjunction with this report (see Appendix A). It includes specific recommendations and design plans for the treatment of rights-of-way within the study area. Among elements addressed in the Streetscape Plan are:

- Paving and crosswalk treatments;
- Street lighting fixtures;
- Sidewalks and pedestrian pathways;
- Directional signage;
- Street trees and other landscape treatments;
- Street furniture; and
- Entryway features.

### *implementation of the "Master Streetscape Plan"*

The Streetscape Plan begins with the Land Use Plan, identifies special districts and corridors within the study area, and establishes a hierarchy of special treatments to complement development and redevelopment of the area. The Streetscape Plan should be implemented over time using the following strategy:

- Develop preliminary cost estimates by geographical areas;
- Compare proposed improvements and estimates to the current CIP for streets and utilities;
- If funds permit, include proposed streetscape improvements in plans for individual projects;
- If current funds are inadequate, ensure that the design of funded improvements will allow for future installation of streetscape features; and
- Update cost estimates and consider them as part of a future CIP.

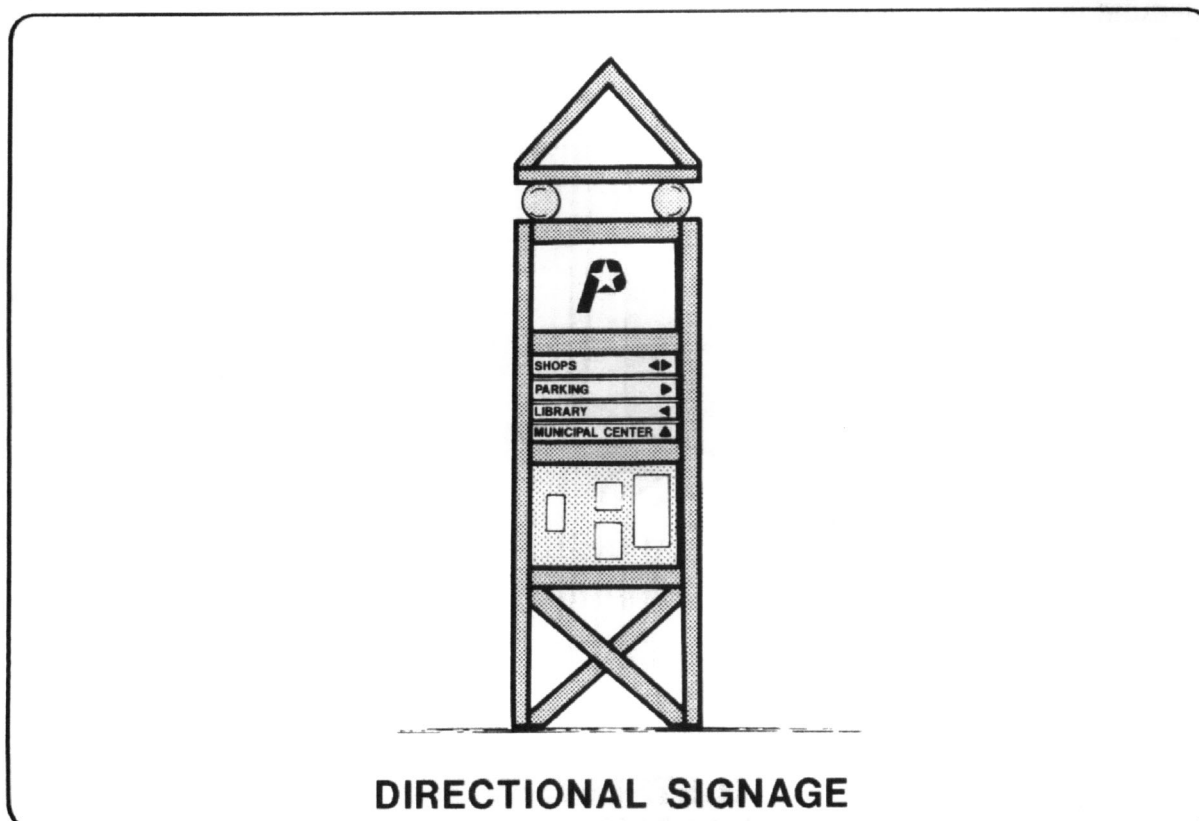


Preliminary cost estimates for various improvements recommended in the "Master Streetscape Plan" are included in Appendix B of this report.

One element of the Streetscape Plan, directional signage (see Figure 28), is recommended for immediate implementation. The Plan proposes a special signage fixture that can be systematically placed throughout the study area to guide travelers to public buildings, historic structures, parks, business and shopping areas, and cultural facilities. An attractively designed, but functional, signage system would add interest and distinction to the area while improving one's ability to locate a desired destination.

*directional signage  
program*

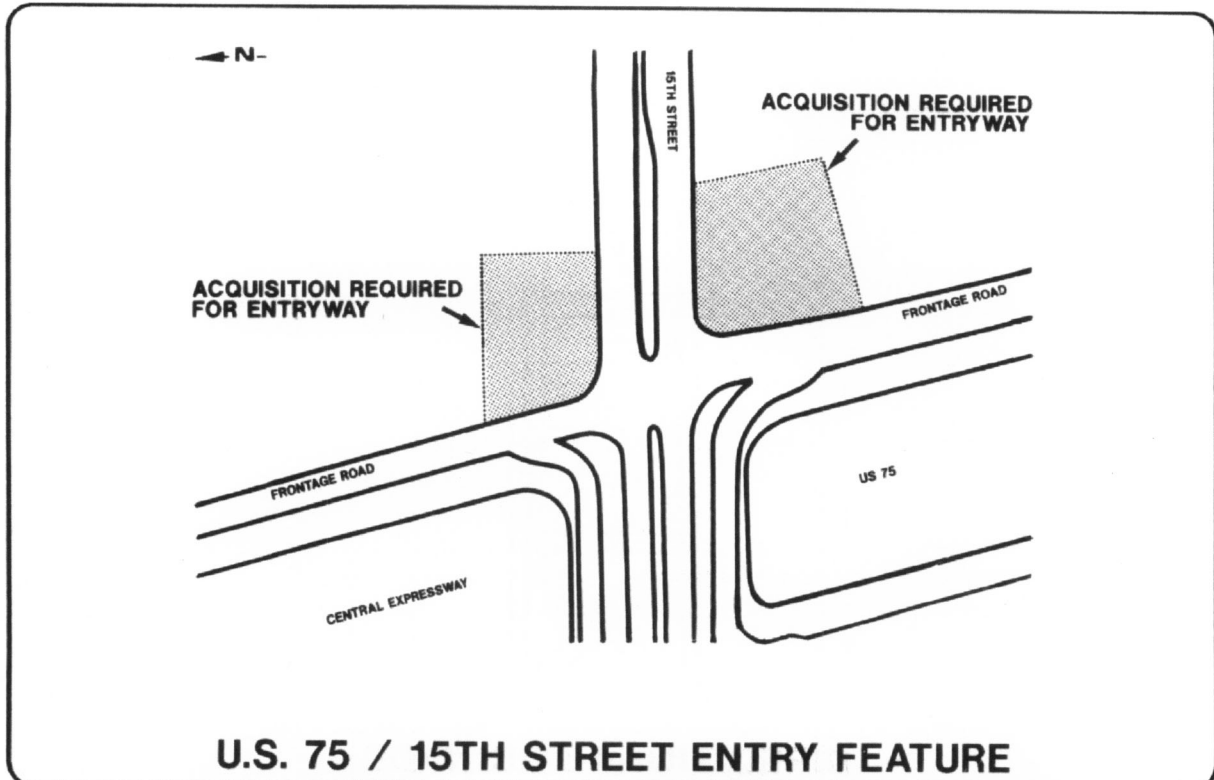
FIGURE 28



*special entry features*

The City should actively pursue acquisition of the lots at the northeast and southeast corners of U.S. 75 and 15th Street (see Figure 29). Although these lots will be difficult to redevelop, even as pad sites, they are well suited for providing special entry features. The Streetscape Plan proposes a landscape treatment of dense plantings and decorative walls to highlight the primary access point into Downtown Plano.

FIGURE 29



The Streetscape Plan also strongly recommends that the existing streetscape features on 15th Street between U.S. 75 and Avenue G, on 15th Street just west of the railroad tracks, and in the plaza/parking area east of the railroad tracks (formerly a section of Avenue J) be incorporated into proposed improvements. These projects were completed during the City's celebration of the Texas Sesquicentennial in 1986. The section of 15th Street between U.S. 75 and Avenue G includes extensive landscaping and lighting treatments in the median. Preservation and enhancement of the median features are particularly important because the narrow right-of-way limits opportunities for special treatments along the sides of the street.

*incorporation and  
expansion of existing  
streetscape features*

Basic elements of the treatments along 15th Street, just west of the railroad tracks and in the plaza/parking area, should be expanded into the remainder of the central core. The Streetscape Plan recommends some changes in the core's landscaping treatment and the addition of some special pedestrian oriented improvements.

## Management and Promotion

An essential part of any plan for Downtown Plano must include an ongoing management and promotion effort. Many elements of the Downtown Development Plan are long term and will not impact Downtown Plano for a number of years. In the meantime, interest and activity in the study area must be developed and maintained. Through a regular schedule of special programs and events, Downtown Plano can become an integral part of the community. Currently, the Downtown Merchant's Association sponsors a series of sidewalk sales and similar events in the central core. Summer band concerts are also held in Haggard Park. These existing programs provide an excellent starting point for development of a comprehensive special events schedule.

Because of the diversity of projects, programs and participants that must be part of improving Downtown Plano, coordination can be difficult. The projects conducted by one individual or group may be counter-productive to another. Limited resources make it essential that an efficient, well-defined management and promotion program is implemented. The management and promotion function is so vital to improving Downtown Plano that it cannot be handled on an informal basis. It is recommended that the position of "Downtown Coordinator" be established to assist in the achievement of the Plan's goals and objectives. This position should be added to an existing agency or department, and should be assigned the following responsibilities:

- Liaison between businesses, property owners and government agencies and departments that operate within or provide services to Downtown Plano;
- Development of programs and incentives for funding public and private improvements in Downtown Plano;
- Organization of an ongoing schedule of special events and activities for Downtown Plano; and
- Monitorship and evaluation of codes and ordinances impacting the study area.

A preliminary cost estimate for the proposed "Downtown Coordinator" position is included in Appendix B of this report.

*"Downtown  
Coordinator" position*

---

## Implementation

The Recommendations section contains a variety of proposals for meeting the goals and objectives of the Downtown Development Plan. These need to be combined into an overall action plan or strategy. The following table outlines the various actions that are required to implement the Plan's recommendations.

A general priority ranking is included to guide the sequence of their implementation. A ranking of "1" indicates that an action should be undertaken within the next year. On the other hand, a ranking of "5" indicates that a particular action could be delayed for several years without adversely affecting the intent of the Plan. The Downtown Committee does not rank any action lower than "4". It is the group's consensus that all of the actions should be initiated within a maximum of ten years depending on funding availability and other constraints.

## DOWNTOWN DEVELOPMENT PLAN IMPLEMENTATION PRIORITY

<u>Description</u>	<u>Priority*</u>
1. Establish a management and promotion program including addition of the "Downtown Coordinator" position.	1
2. Prepare a new zoning district for the Business/Government (B/G) area.	1
3. Prepare a study of the legal options available for reducing the separation requirements for private clubs and other uses in the B/G area.	1
4. Prepare overlay zoning districts for areas shown as Downtown Residential (DR) on the Land Use Plan.	1
5. Prepare an overlay zoning district for 18th Street between Avenue G and the railroad tracks.	1
6. Develop architectural guidelines and review procedures for special zoning districts.	1
7. Develop a program for the design and installation of improvements proposed in the "Master Streetscape Plan".	1
8. Implement the directional signage system proposed by the Streetscape Plan in advance of other improvements.	1
9. Acquire lots at the northeast and southeast corners of U.S. 75 and 15th Street and develop special entry features.	1
10. Pursue realignment of the Avenue K/15th Street intersection in conjunction with the couplet construction project.	1
11. Conduct a study of the long term use and layout of the Downtown Center block.	2
12. Pursue the location of special facilities such as a library, theater, museum and/or retirement housing in the B/G area.	2
13. Establish a non-profit organization for historic preservation projects.	2

<u>Description</u>	<u>Priority*</u>
14. Pursue the possible relocation of the Collin County Sub-Courthouse and related facilities to the central core area.	2
15. Develop a comprehensive program for the design and construction of infrastructure and transportation improvements.	2
16. Pursue infill development on City property at northeast corner of 14th Street and Avenue K.	3
17. Pursue acquisition of remaining lots in the Haggard Park block.	3
18. Amend the Zoning Ordinance to create a new freeway district category.	3
19. Coordinate with DART to provide transit related improvements.	3
20. Acquire future site(s) for relocation of public housing facilities.	4
21. Improve rear facades and extend pedestrian connection from Municipal Center South.	4

\*Note: The various actions were rated by the Downtown Committee on a scale of "1" to "5". Those items receiving a "1" rating were considered to have the greatest need for immediate implementation. Those receiving a "5" rating could be delayed for as much as ten years without negatively impacting the Plan's success.

The numerical listing of the actions (left hand column) is not intended to indicate a specific ranking within each priority level. However, of the actions receiving a "1" priority, the Committee most highly recommends the creation of the "Downtown Coordinator" position. The Committee feels that the "Downtown Coordinator" could facilitate implementation of a number of the other actions.

The other actions with a "1" rating include preparation of new zoning standards and districts for parts of the study area, initiation of a comprehensive streetscape program, and an intersection realignment. These actions, along with creation of the new position, will establish a firm commitment to the Plan. They include ordinance changes to accommodate appropriate development and redevelopment and public investment to encourage private investment in Downtown Plano. The items rated lower than "1" are still important to the overall success of the Downtown Development Plan. The time frame for initiating these actions is not as critical at this time. If conditions change, the priorities for these actions may change as well. Ongoing monitoring of these actions, and the conditions affecting them, should be an integral part of the Plan's implementation.



---

# MASTER STREETSCAPE PLAN

Developed for the City of Plano by

**SWA Group, Inc.**  
(Dallas Office)

In coordination with the

**Downtown Plano Committee**  
**Planning & Transportation Department**  
**Public Works Department**  
**Parks & Recreation Department**

---

# Master Streetscape Plan

## Table of Contents

	<u>Page</u>
<b>Introduction.....</b>	<b>1</b>
<b>Opportunities and Constraints.....</b>	<b>2</b>
<b>Master Streetscape Plan.....</b>	<b>4</b>
Downtown Area Entryways.....	7
Major Downtown Entryways .....	8
Minor Downtown Entryways .....	11
Perimeter Identification .....	12
Special Downtown Districts .....	13
Original Business District .....	15
Central Core Area .....	17
15th Street/Avenue K Intersection.....	19
15th Street Pedestrian Crossing .....	24
Special Entryways.....	28
Streetscape Improvements .....	30
Downtown Residential District.....	33
Special Entryways.....	34
Streetscape Improvements .....	36
Streetscape Corridor Treatments .....	40
15th Street Corridor .....	41
18th Street Corridor .....	44
14th Street Corridor .....	49
Avenue K/Avenue L Corridor .....	52
<b>Summary of Goals.....</b>	<b>55</b>

## List of Figures

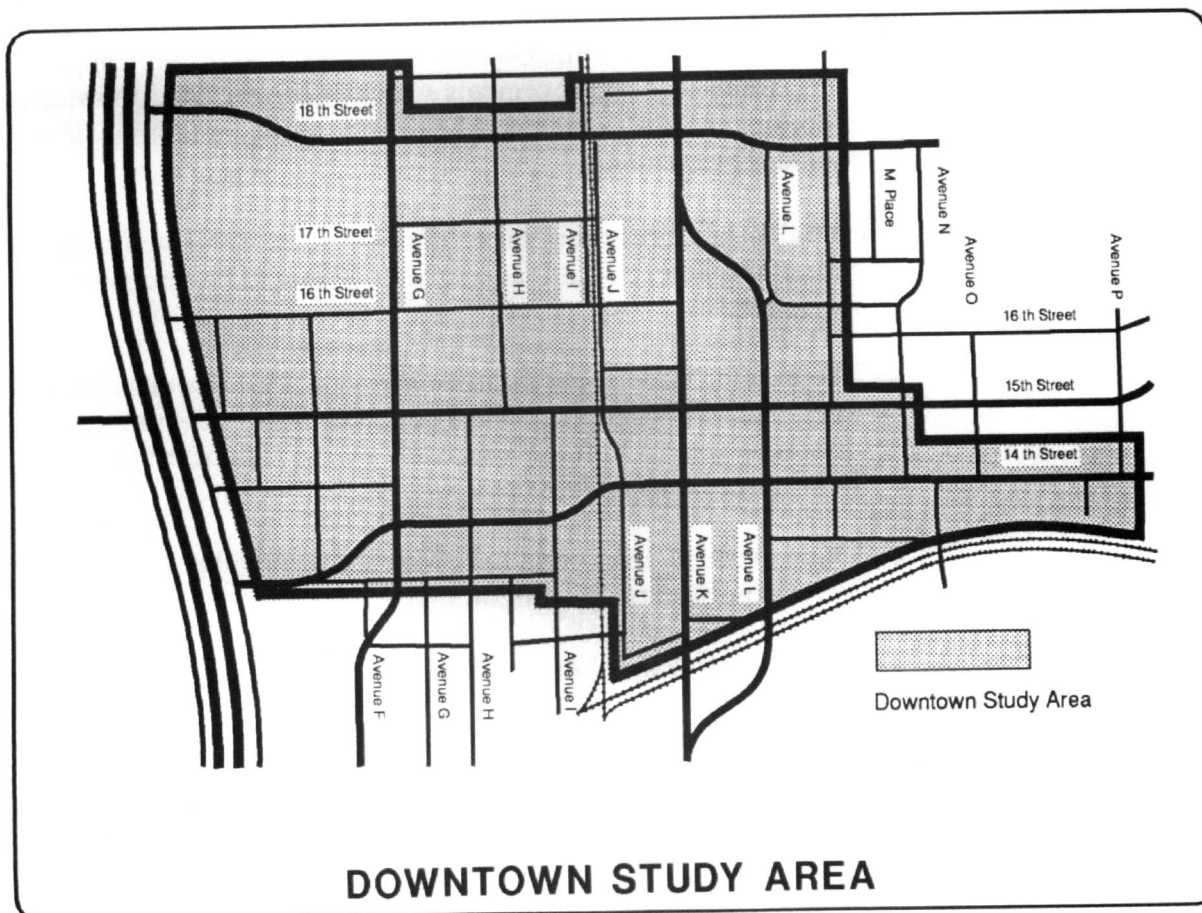
Figure 1:	Downtown Study Area .....	1
Figure 2:	Opportunities and Constraints Plan .....	3
Figure 3:	Master Streetscape Plan .....	5
Figure 4:	Downtown Area Entryways .....	7
Figure 5:	Major Downtown Entryway - Conceptual Plan .....	9
Figure 6:	Special Downtown Districts .....	13
Figure 7:	Original Business District .....	15
Figure 8:	Central Core Area .....	17
Figure 9:	15th Street/Avenue K Intersection - Typical Sections .....	20
Figure 10:	15th Street/Avenue K Intersection - Conceptual Plan .....	21
Figure 11:	15th Street Pedestrian Crossing - Conceptual Plan .....	25
Figure 12:	15th Street Pedestrian Crossing - Typical Sections .....	27
Figure 13:	Original Business District - Special Entryways .....	28
Figure 14:	Original Business District - Conceptual Plan .....	31
Figure 15:	Downtown Residential District .....	33
Figure 16:	Downtown Residential District - Special Entryways .....	34
Figure 17:	Downtown Residential District - Conceptual Plan .....	37
Figure 18:	Downtown Residential District - Typical Sections .....	39
Figure 19:	Streetscape Corridors .....	40
Figure 20:	15th Street Corridor .....	41
Figure 21:	15th Street Corridor - Typical Sections .....	43
Figure 22:	18th Street Corridor .....	44
Figure 23:	18th Street Corridor - Typical Sections .....	46
Figure 24:	18th Street Corridor - Conceptual Plan .....	47
Figure 25:	14th Street Corridor .....	49
Figure 26:	14th Street Corridor - Typical Sections .....	51
Figure 27:	Avenue K/Avenue L Corridor .....	52
Figure 28:	Avenue K/Avenue L Corridor - Typical Sections .....	54
Figure 29:	Downtown Signage Program .....	56

## Introduction

A Master Streetscape Plan has been developed as a component of the Plano Downtown Development Plan. The Master Streetscape Plan addresses the diversity of land uses in the study area to ensure that new streetscape development occurs in a logical and sensitive manner. A comprehensive approach to streetscape improvements will provide both coordination and consistency in the design of public and private projects within the Downtown study area (see Figure 1). It is also aimed at achieving maximum effectiveness in the application of public funds toward the goal of streetscape development.

The Master Streetscape Plan is based upon an analysis and assessment of existing conditions in the study area, and includes specific goals and actions for the various districts and roadway corridors in order to enhance the visual character of Downtown Plano.

FIGURE 1



## Opportunities and Constraints

The first step in development of the Master Streetscape Plan included analysis of current conditions within the study area. This included an assessment of the physical condition and viability of any existing streetscape improvements, the overall image of the areas under study, and an evaluation of the success and extent of any new improvements developed as a part of the Master Streetscape Plan.

As a result of this analysis and assessment, the following general issues were noted for the study area:

- There needs to be a strong Downtown entry design statement at North Central Expressway (U.S. 75) that would serve as the major entryway into Downtown Plano.
- Additional entryways should be developed to serve as minor entry points into Downtown Plano.
- Special Districts within Downtown Plano should be highlighted with streetscape improvements which help to create individual identities. All districts should be linked through a family of common design elements.
- The Central Core area of the Original Business District along 15th Street between Avenue J and Avenue K should be enhanced and expanded.
- The existing streetscape improvements on 15th Street should be upgraded where necessary and extended to form a continuous link between North Central Expressway (U.S. 75) and the Historic Downtown Business District.
- There needs to be a community-wide directional graphics signage system and streetscape program.
- Pedestrian linkages between the various districts need to be improved.

These observations and perceptions are summarized in the Opportunities and Constraints Plan (see Figure 2).

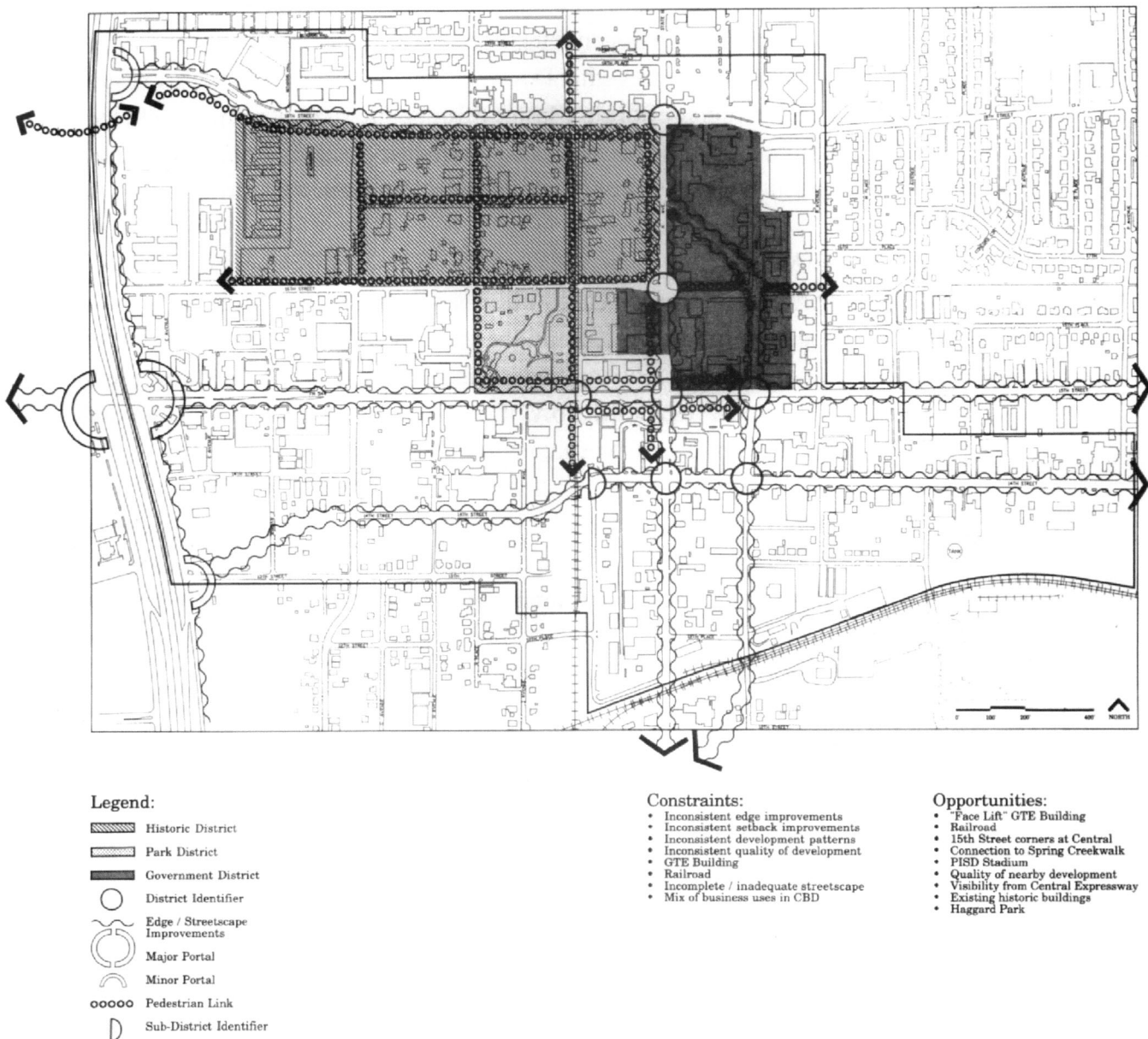


FIGURE 2  
OPPORTUNITIES AND CONSTRAINTS PLAN

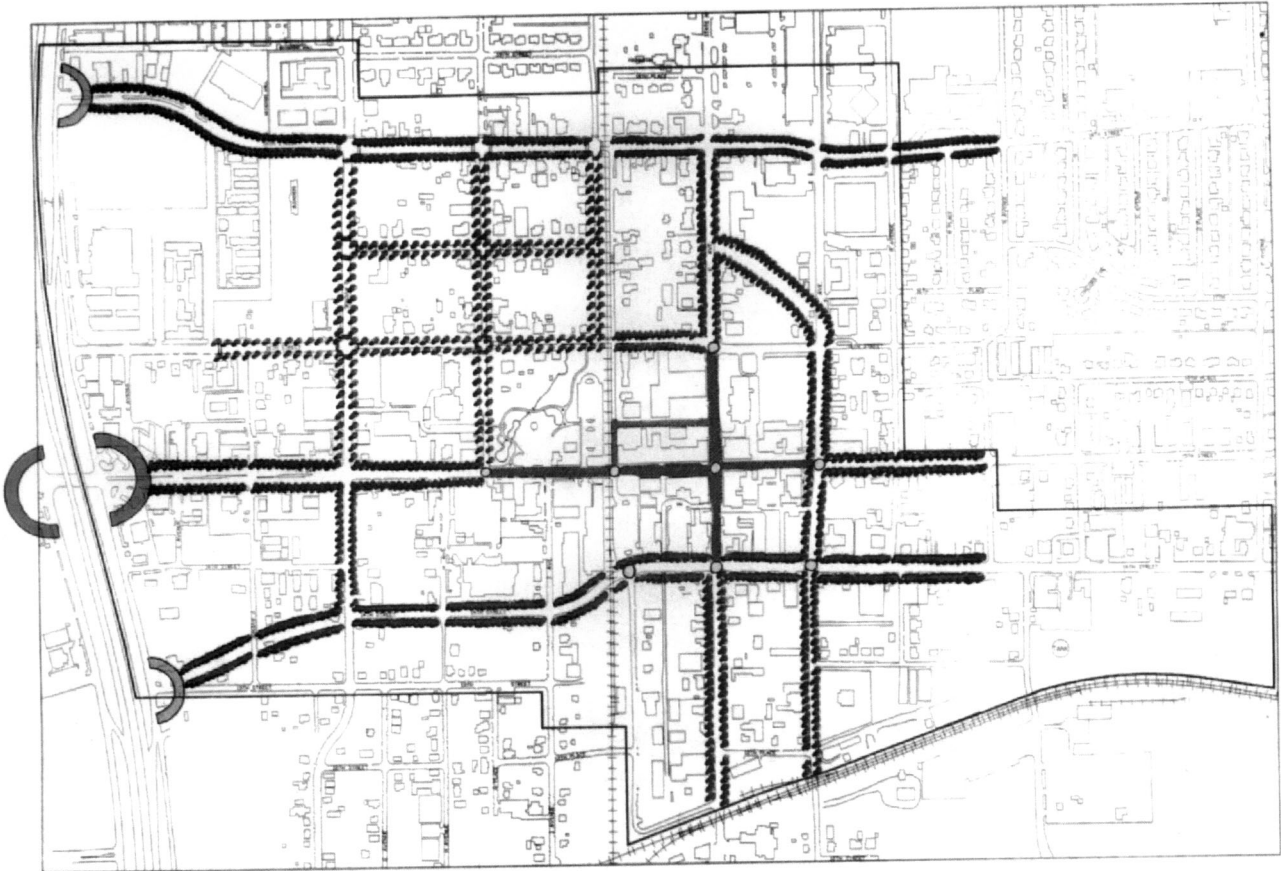
## **Master Streetscape Plan**

Existing conditions within the study area have been analyzed and assessed. This assessment included existing land uses, street character and unique features within Downtown Plano. Based upon this analysis and assessment effort, a Master Streetscape Plan was prepared (see Figure 3). Emphasis was placed upon district edges, entryways, street corridors, and the definition of special Downtown districts.

The Master Streetscape Plan is made up of several components including but not limited to entryways, paving, lighting, directional graphics systems, street furniture and landscape. While improvements alone cannot bring vitality and pedestrian activity to the Downtown area, these improvements will provide a visual conformity and thematic style to enhance the existing character of the area.

Contained within the Master Streetscape Plan are a series of actions combining both long term and short term goals which are intended to set the stage for improvements within the Downtown area to enhance its continued development as an entertainment, retail and government center which is rich in pedestrian activity.



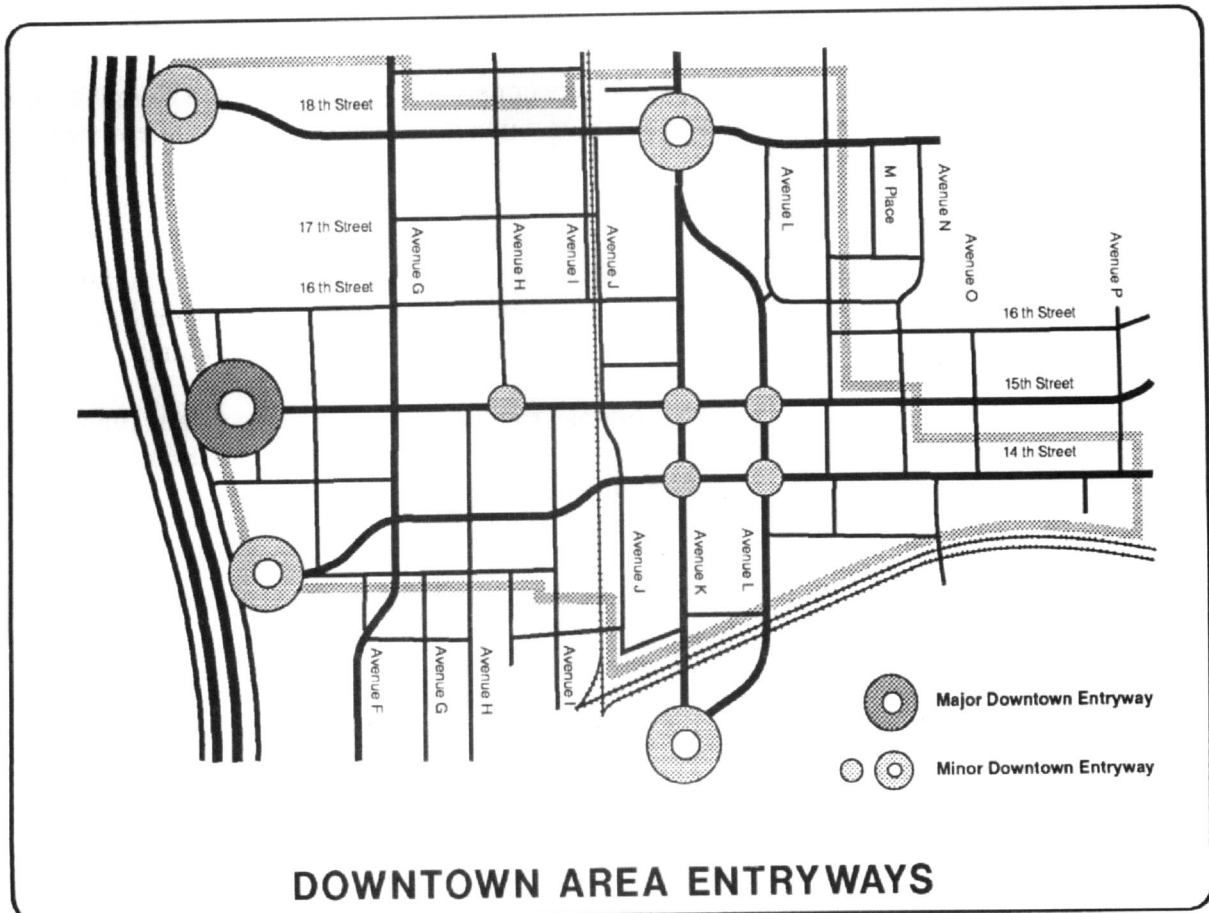


**FIGURE 3**  
**MAJOR STREETSCAPE PLAN**

A hierarchy of major and minor entryways has been proposed for the Downtown area. These entryways are intended to define the edge of, and arrival into, the Downtown area. The establishment of these entryways is based upon vehicular circulation patterns and location within the Downtown area (see Figure 4).

## Downtown Area Entryways

FIGURE 4



## **Major Downtown Entryways**

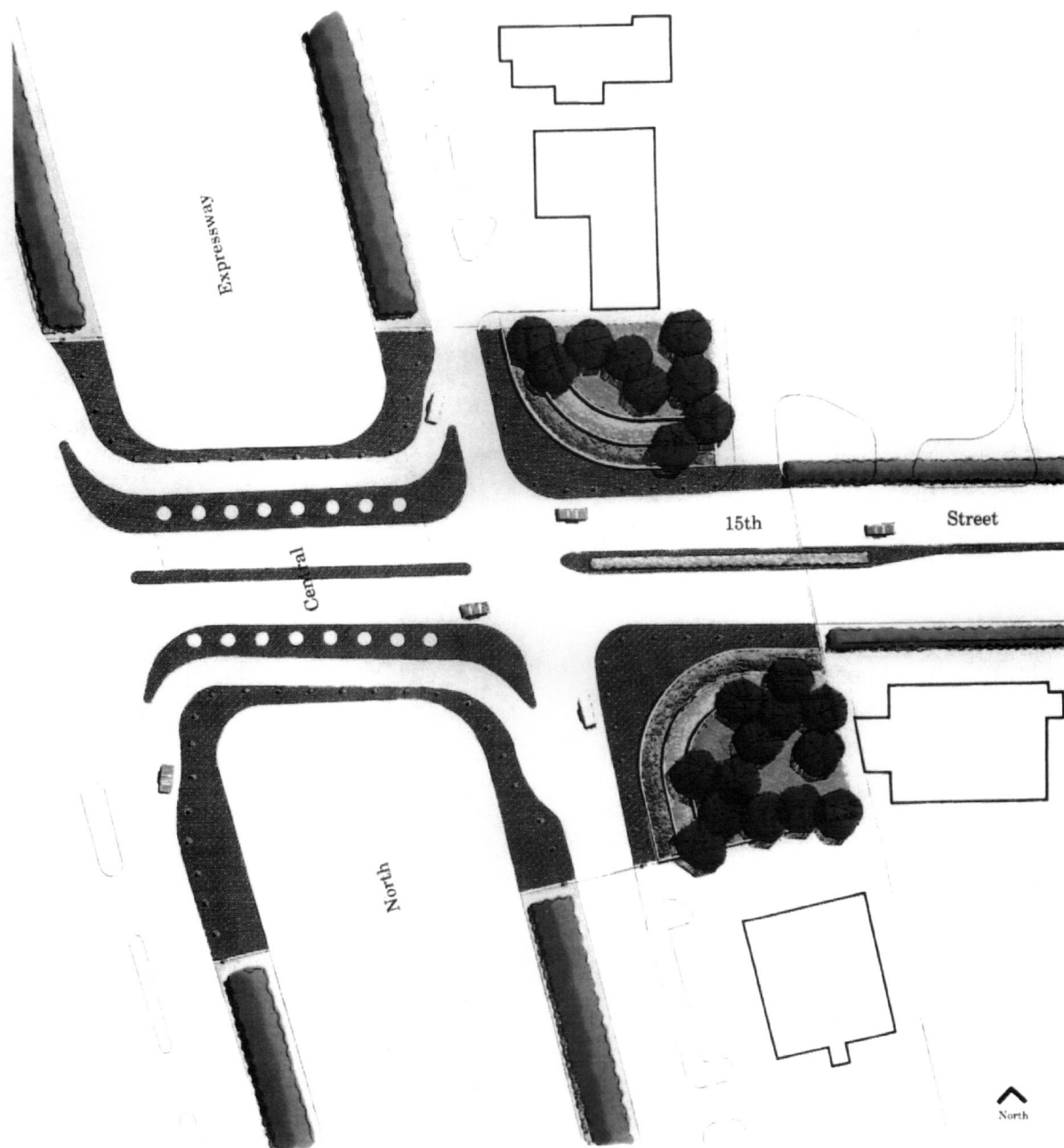
The western boundary for the study area is defined by North Central Expressway (U.S. 75). The primary circulation route into Downtown Plano from the west is 15th Street. At this location there is a link to west Plano, notably Collin Creek Mall and the proposed Spring Creek-walk. This location serves as the major western entrance into Downtown Plano.

Because of the presence of Central Expressway, it is necessary that the entry provide a "freeway scale" statement. The entryway should be inviting from the freeway as you pass through the district. It should also strengthen the tie to west Plano through the use of common design elements and materials.

Currently the east corners of the intersection of 15th Street and North Central Expressway are vacant. Developed properly, these parcels will provide a major entryway into the Downtown area at a scale that is appropriate to the adjacent expressway development (see Figure 5).

### **Actions:**

- Develop the vacant corner parcels at 15th Street and North Central Expressway to serve as a major entryway. Design the entryway to include terraced planting areas to take advantage of pronounced grade changes and to provide a "freeway scale" for the entryway.
- Incorporate extensive use of paving, special lighting and bollards. Extend these improvements under Central Expressway to the west side of the freeway to strengthen the link to west Plano.
- Introduce directional graphics and a signage system that easily identifies retail and entertainment areas, historic structures, parks, public facilities and parking facilities in order to reinforce the Downtown area as a destination.
- Install tree plantings that will reinforce the scale and help define the entryway.
- Install plant materials which will introduce color and accent.



**FIGURE 5**  
**MAJOR DOWNTOWN ENTRYWAY - CONCEPTUAL PLAN**

**Minor  
Downtown  
Entryways**

Minor Downtown entryways will be located along additional circulation routes where these routes enter into the Downtown area. Design treatment of these entryways will be in scale with the location. Minor Downtown entryways will contain streetscape elements, materials and plantings similar to the major Downtown entryway at 15th Street and North Central Expressway.

Currently, 18th Street and 14th Street serve as secondary east/west circulation routes within the Downtown study area. The proposed 13th/14th Street connection to North Central Expressway will provide an additional direct access point from the expressway into the Downtown area. Creation of the Avenue K/Avenue L couplet presents a good opportunity to develop minor entryways at the north and south ends of the couplet system.

**Actions:**

- Develop a minor entryway at 18th Street and North Central Expressway.
- Develop a minor entryway at 13th Street and North Central Expressway in conjunction with construction of the 13th/14th Street connection.
- Develop minor entryways along Avenue K and Avenue L at the couplet connections near the Municipal Center and at 12th Street.

**Perimeter  
Identification**

North Central Expressway provides a strong perimeter edge to the Downtown area, forming the western boundary of the study area and separating it from west Plano. A strong streetscape treatment along North Central Expressway will help to define the limits of the Downtown area and create a positive image to motorists travelling along the freeway. The proposed major Downtown entryway at 15th Street and North Central Expressway should be augmented by additional planting along the freeway service roads between the proposed minor Downtown entryways at 13th and 18th Streets.

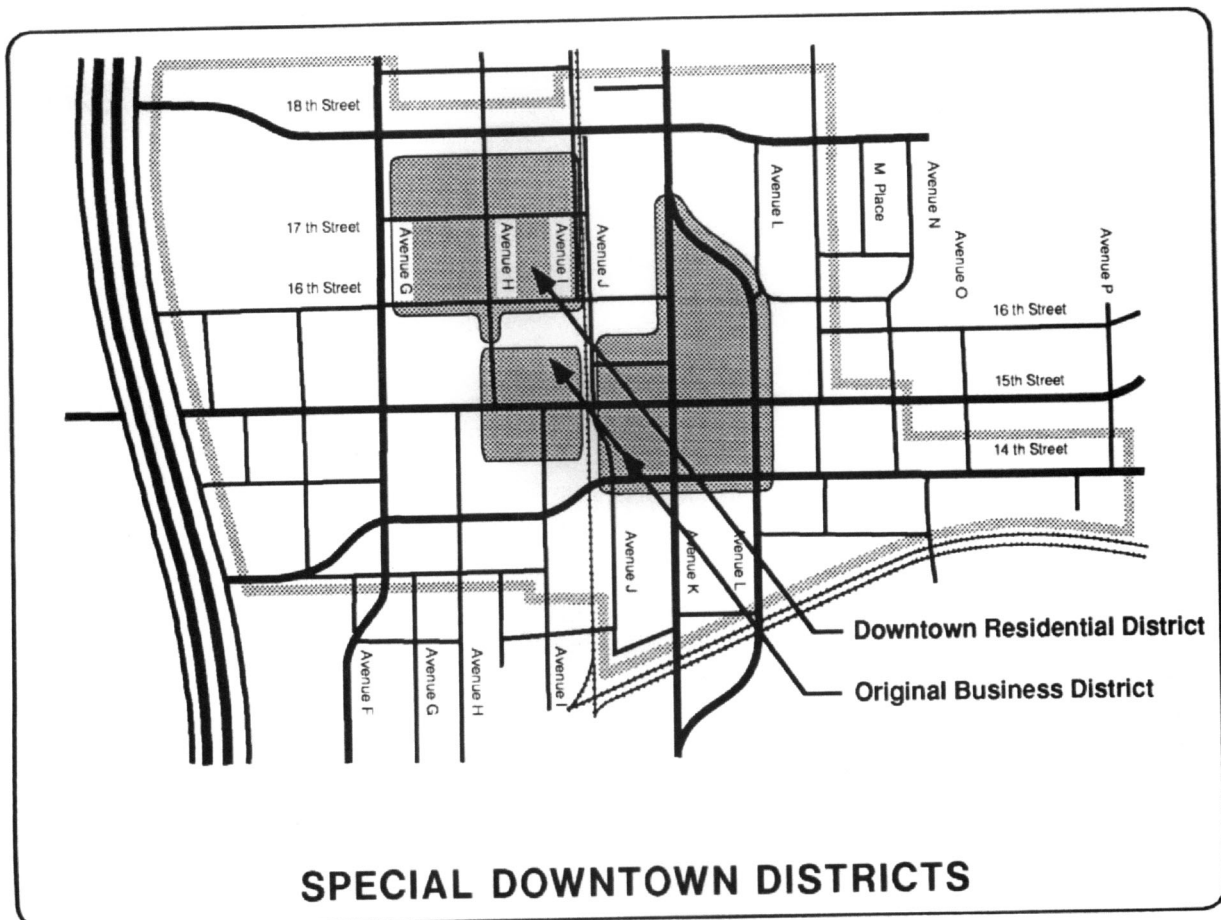
**Action:**

- Introduce street tree plantings along Central Expressway between 13th Street and 18th Street. Incorporate plant materials that will introduce both color and texture to soften the harsh edge created by Central Expressway. These plantings should be designed in conjunction with the Downtown entryways at 13th Street, 15th Street and 18th Street in order to unify the western edge of the Downtown district.

Downtown Plano is comprised of many historical structures which remain as a legacy to the area's history. Within the area are numerous historic structures, both residential and commercial, several of which have already received historical designations. Existing streetscape improvements within the central core area provide a distinct identity for the historic business district. The existence of numerous government facilities provides a visual presence in the area, as well (see Figure 6).

## Special Downtown Districts

FIGURE 6





*continuity between  
special districts*

Downtown Plano is comprised of various land uses and visual characteristics which define the districts. These districts collectively are a positive feature for the area. Development should be in a manner that enhances the individual characteristics of that district. Although each district possesses unique features which will be developed independently, there must be an overall continuity between the districts which ultimately defines the Downtown area as a special place.

Actions:

- Develop two distinct districts assessed to have characteristics worth enhancing. These districts are:

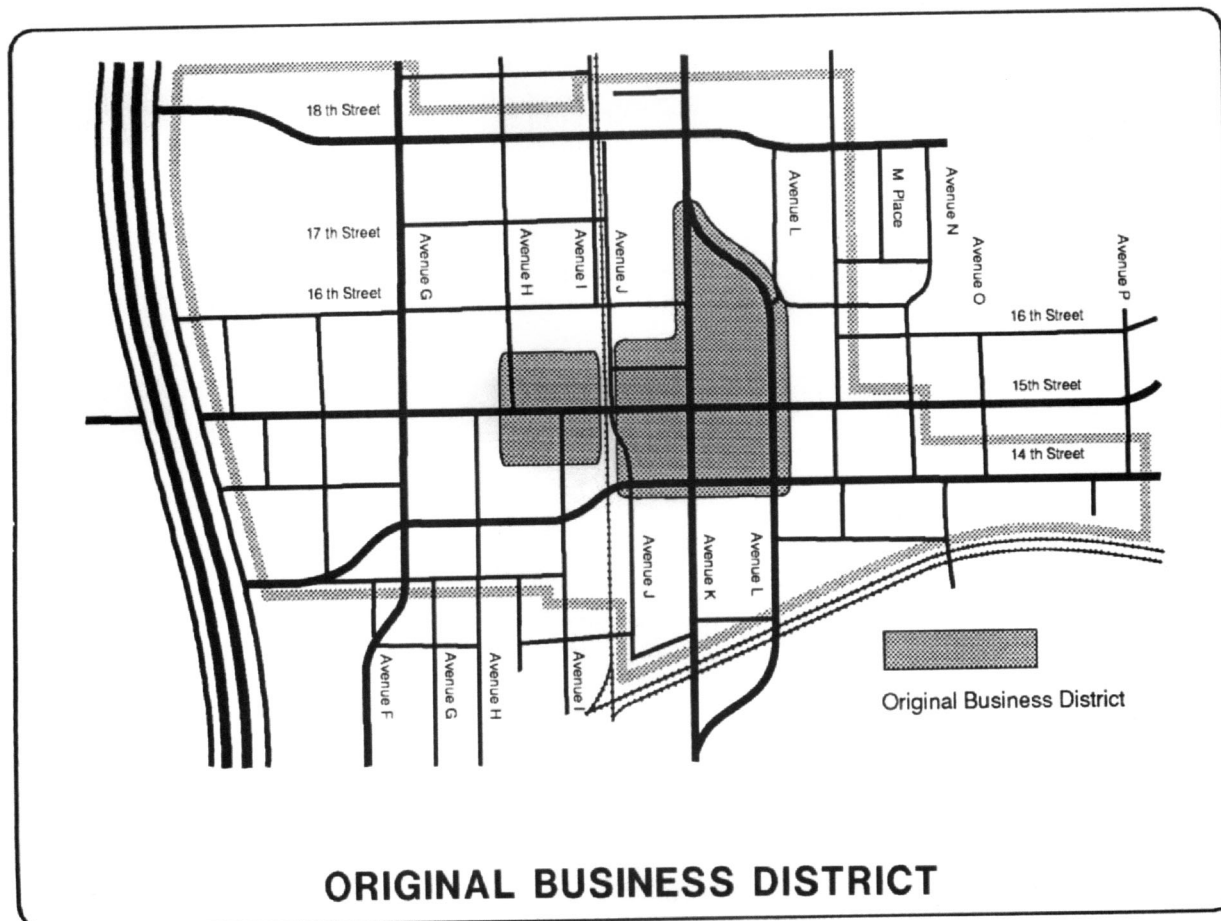
Original Business District  
Downtown Residential District

- Implement design elements similar in color, material or style that will provide a uniformity between the two districts and that can be used throughout the entire Downtown area.

The Original Business District encompasses 15th Street from Avenue H to Avenue L, Avenue K from the Municipal Center to 14th Street, the retail shops and public parking area east of the railroad between 15th Street and 14th Street, and the area between Avenues K and L from 15th Street to 14th Street. Opportunity exists to expand the Original Business District north to 15th Place and ultimately to 16th Street. The Downtown Development Plan recommends closing 15th Street to vehicular traffic and creating a pedestrian mall to include restaurants having interior and exterior dining areas, and to provide second entrances to shops facing 15th Street (see Figure 7).

### Original Business District

FIGURE 7



*strong linkage needed  
between Downtown  
Plano's landmarks  
and focal points*

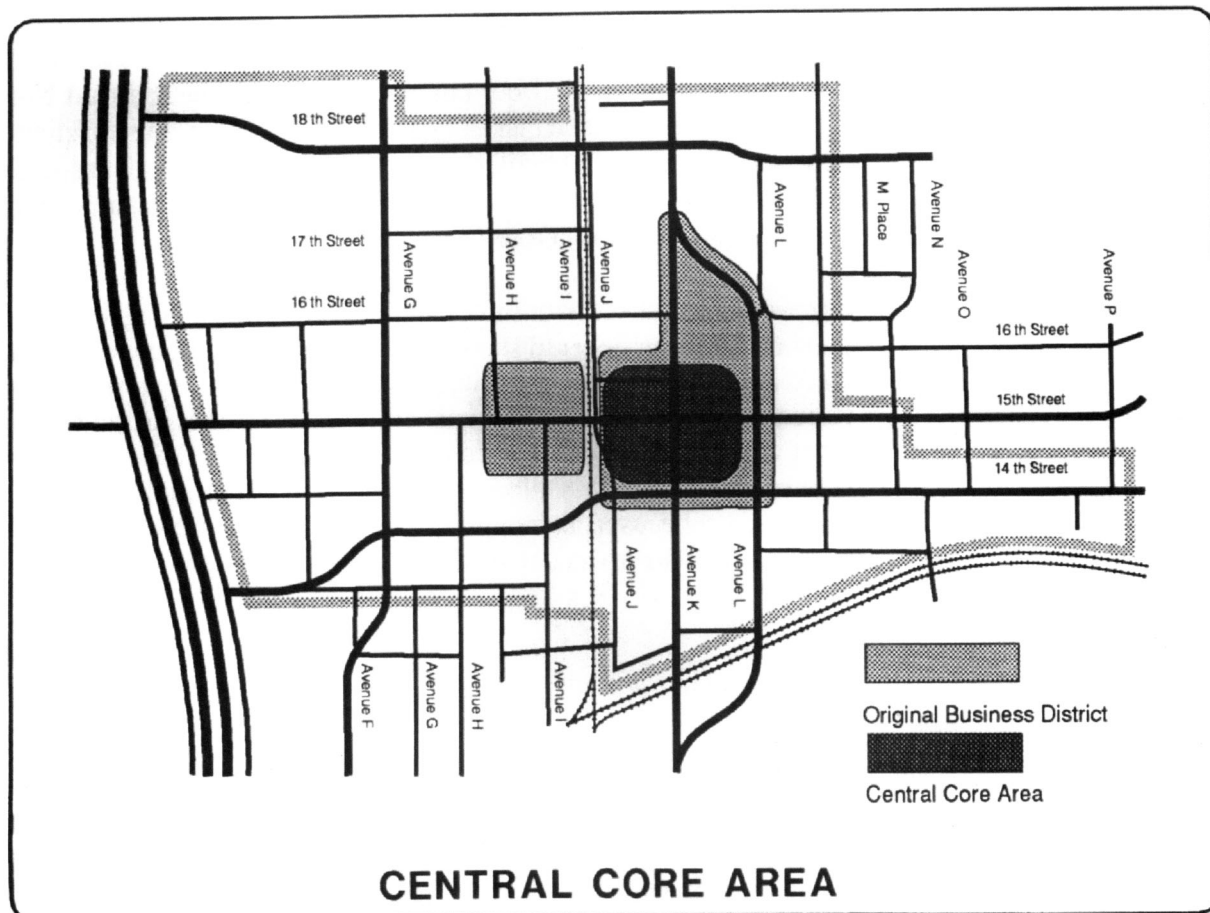
Public facilities play a major role in the character and function of the Original Business District. The Plano Municipal Center, Municipal Center South and Central Fire Station are all located within this area. These facilities serve as focal points for the District, and impact the vitality of both retail facilities and pedestrian activity during the week. Linking Plano's focal points both within the Original Business District and between other districts will enhance their role in the Downtown area. Haggard Park serves as an important link between the PISD Administration Building and the Municipal Center.

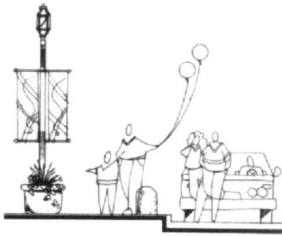
Traditionally, the center and focus of the Original Business District has been the retail shops along 15th Street from Avenue J to Avenue K, which is defined as the Central Core area. Existing streetscape improvements in this area, constructed as part of the City's celebration of Texas' sesquicentennial, will be enhanced. Special streetscape improvements proposed will define the core area as a "special" place within the Original Business District.

The Central Core area, within the Original Business District, includes 15th Street from Avenue J to just east of Avenue K, and portions of Avenue K just north and south of 15th Street (see Figure 8). This is the "crossroad" for the entire Downtown Plano area, and the location of the historic business district. It is comprised of older historic structures with narrow building setbacks, uncharacteristic of most parts of Plano, which adds to the uniqueness and charm of the area. Streetscape improvements were constructed in the area for the City's celebration of Texas' sesquicentennial. These existing improvements will be incorporated into the proposed Master Streetscape Plan. Because this is a highly visible and active area, the focus of improvements to the Original Business District will occur within this area.

#### Central Core Area

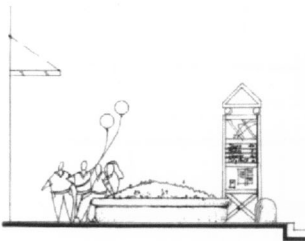
FIGURE 8





#### Actions:

- Relocate existing trees, along 15th Street from Avenue J to Avenue K, to locations just outside of this area to allow greater visibility and access to the existing retail shops along this one block stretch.
- Widen existing sidewalks along Avenue K. This is to take place in conjunction with roadway improvements proposed for Avenue K.
- Extend special paving along Avenue K where sidewalks have been widened. This will match existing brick paving.
- Create small islands along 15th Street, spaced evenly between Avenue J and Avenue K, to allow placement of street lights away from buildings to open up narrow sidewalks.
- All new or existing lights within the Central Core area are to be re-lamped and re-painted to create a more desirable lighting effect and to help the lights be more distinctive. This should be established as a standard throughout the entire Original Business District for future lighting replacement and installation.
- Introduce an improved banner system for all existing and proposed street lights. These will be located only within the Central Core area to differentiate it as a "special area" within the Original Business District. These will represent citywide or District special events, or will consist of a permanent banner program which represents the Central Core area.
- Implement a directional/informational graphics signage system that easily identifies retail shops, entertainment areas, government facilities, and especially public parking facilities within or near the Core area. This graphics system should evoke a style and character that is appropriate for the Central Core area as well as the entire Downtown area. This directional and informational system is designed to be used throughout the entire Downtown area and possibly in other areas of Plano.



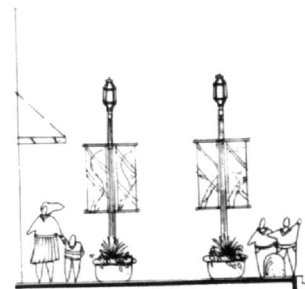
The focus of the Central Core area is the intersection of 15th Street and Avenue K. At this location, vehicular routes from the north, south, east and west meet to create the actual "crossroad" of the area. Because this is the "hub" of both vehicular and pedestrian activity, it is the focus of streetscape improvements within the Central Core area (see Figures 9 and 10).

**15th Street/  
Avenue K  
Intersection**

In 1986, the original brick paving was restored along 15th Street and brick pavers were installed on the sidewalk surfaces. Further use of special paving materials should be sensitive to the historic character of original paving surfaces. Greater visual impact can be achieved by using contrasting but compatible materials in new design features.

**Actions:**

- Introduce a special intersection paving design which indicates and reinforces limits of the intersection and pedestrian crossings (see Figure 10). The intersection should incorporate existing brick street paving, but also incorporate other complimentary paving types to differentiate pedestrian crossings and the street intersection itself.
- Widen sidewalks on 15th Street and Avenue K to allow greater pedestrian circulation at the corners. The widening of sidewalks on Avenue K will take place in conjunction with roadway improvements proposed for Avenue K.
- Locate additional street lights at the intersection for better illumination and to add additional interest at the corners.
- Introduce a banner system for street lights as proposed for the entire Central Core area.
- Re-design and re-construct the 15th Street/Avenue K intersection to create a uniform intersection, both visually and in terms of vehicular operation.



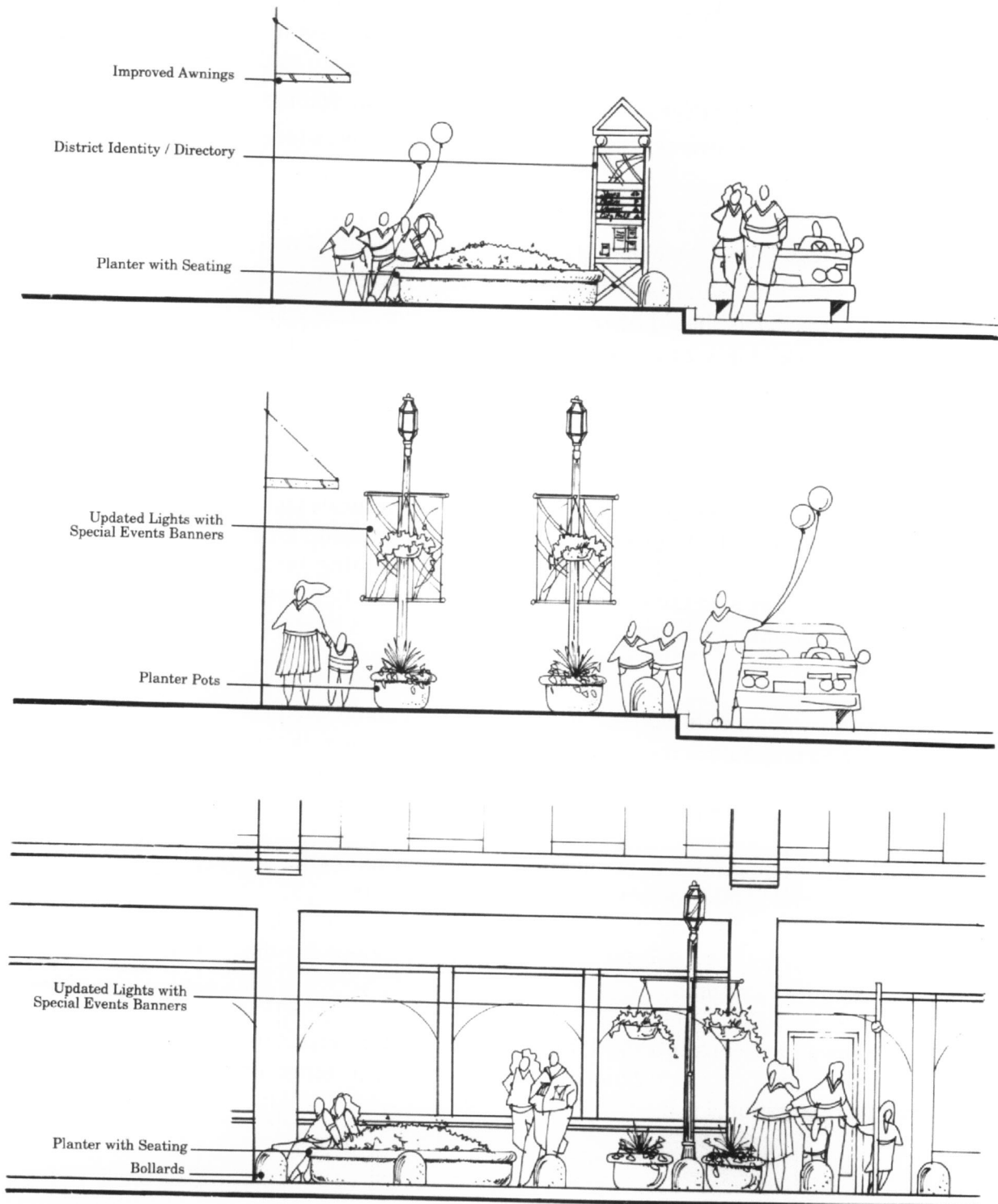


FIGURE 9  
15TH STREET / AVENUE K INTERSECTION - TYPICAL SECTIONS



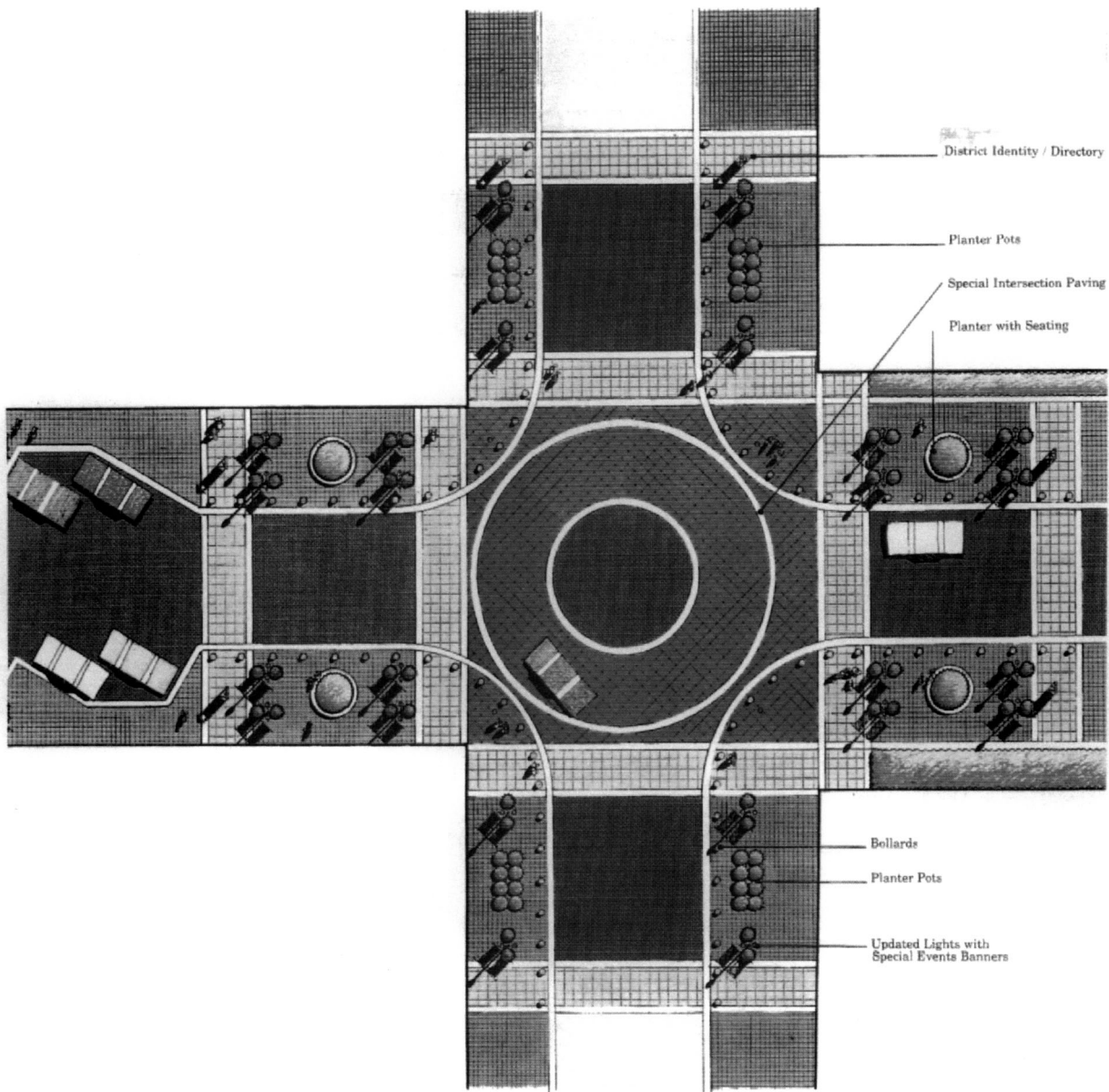
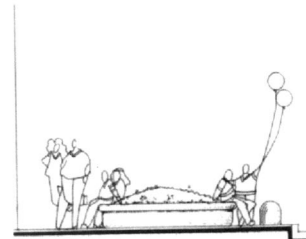


FIGURE 10  
15TH STREET / AVENUE K INTERSECTION - CONCEPTUAL PLAN

- Introduce low streetscape bollards at the edge of pedestrian sidewalks that will form in part a physical barrier, but mostly a visual barrier between pedestrian zones and vehicular zones.
- Construct pedestrian seating areas. These should be simple in design and of a size that does not create an obstruction to pedestrian circulation.
- Group permanent or moveable planters containing seasonal color along 15th Street.
- Locate a directional/informational graphics signage system, as proposed for the entire Downtown area, near the intersection to direct pedestrians and motorists to nearby retail and entertainment establishments, government facilities and public parking facilities (see Figure 9). This system should evoke a style and character that is appropriate for the Central Core area as well as the entire Downtown area.
- Adhere to universal accessibility standards for all pedestrian improvements.

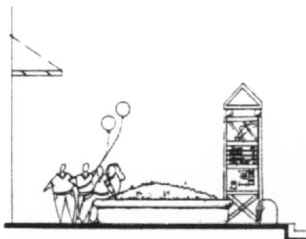


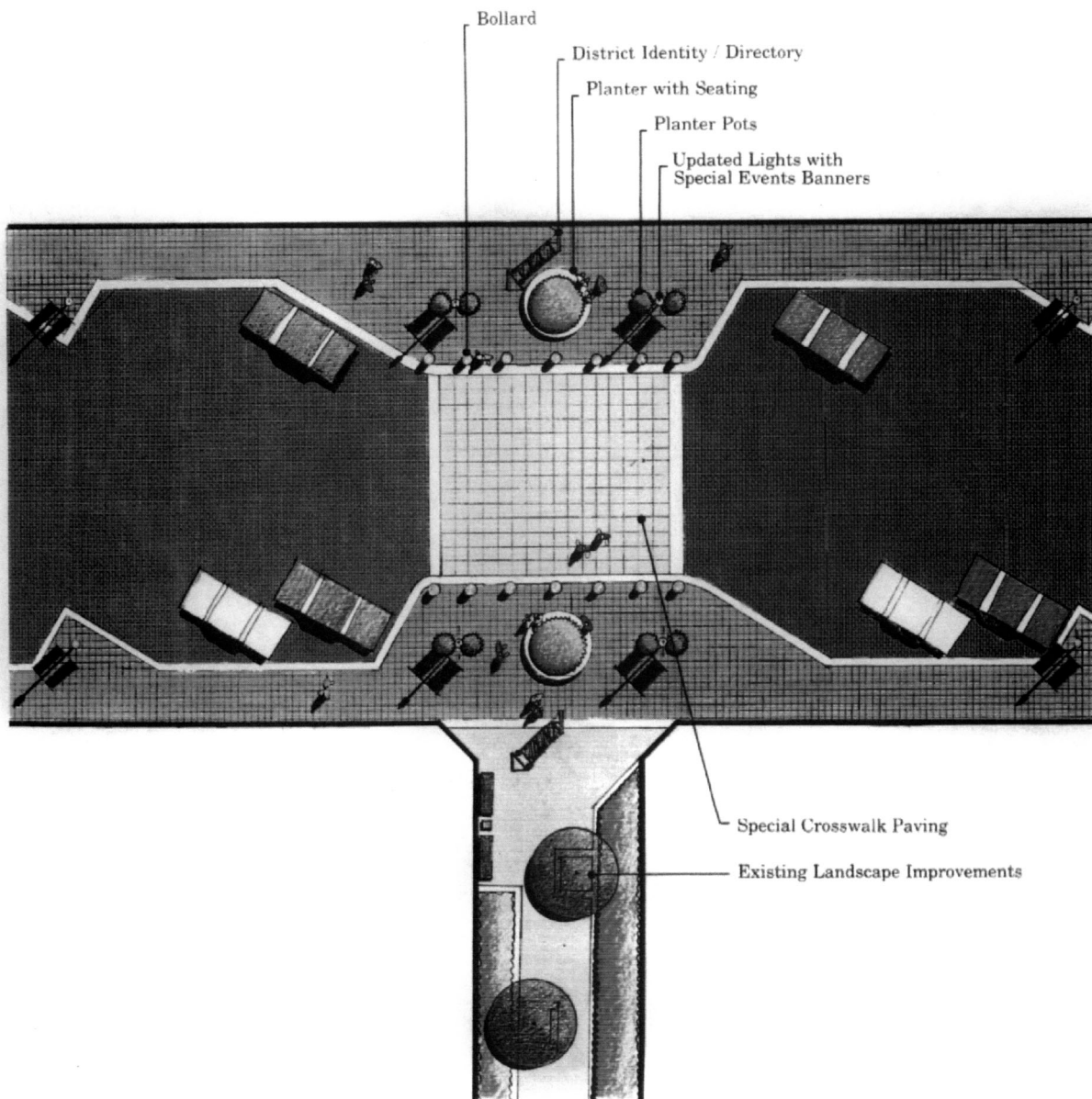
**15th Street  
Pedestrian  
Crossing**

Within the Central Core area, pedestrians currently cross 15th Street in unmarked crossings in the middle of the block and at Avenue J. Improved crosswalk conditions are needed. Pedestrian crossings on 15th Street will contain the same streetscape elements as the 15th Street/Avenue K intersection to provide better pedestrian access and visibility to the adjacent retail shops (see Figures 11 and 12).

**Actions:**

- Introduce a special crosswalk paving design which indicates and defines pedestrian crossings. The crossings should implement the existing brick street paving, but also incorporate other complimentary paving types to differentiate the pedestrian crossing.
- Widen sidewalks along 15th Street at mid-block and at Avenue J to allow greater pedestrian circulation.
- Relocate existing street lights away from buildings, and install two additional lights to illuminate pedestrian crossings and add visual interest to the streetscape.
- Place low streetscape bollards adjacent to the pedestrian crossings to form not only a physical barrier, but also a visual barrier between pedestrian zones and vehicular zones.
- Construct large permanent planters of seating wall height as proposed for the 15th Street/Avenue K intersection.
- Group small seasonal planter pots adjacent to street lights to add additional interest.
- Introduce a banner system for the street lights as proposed for the entire Central Core area.
- Locate a directional/informational graphics signage system where applicable to direct both pedestrian and vehicular traffic as proposed for the 15th Street/Avenue K intersection.
- Provide accessibility for all citizens by designing the pedestrian crossings to be flush with the roadway.





**FIGURE 11**  
**15TH STREET PEDESTRIAN CROSSING - CONCEPTUAL PLAN**

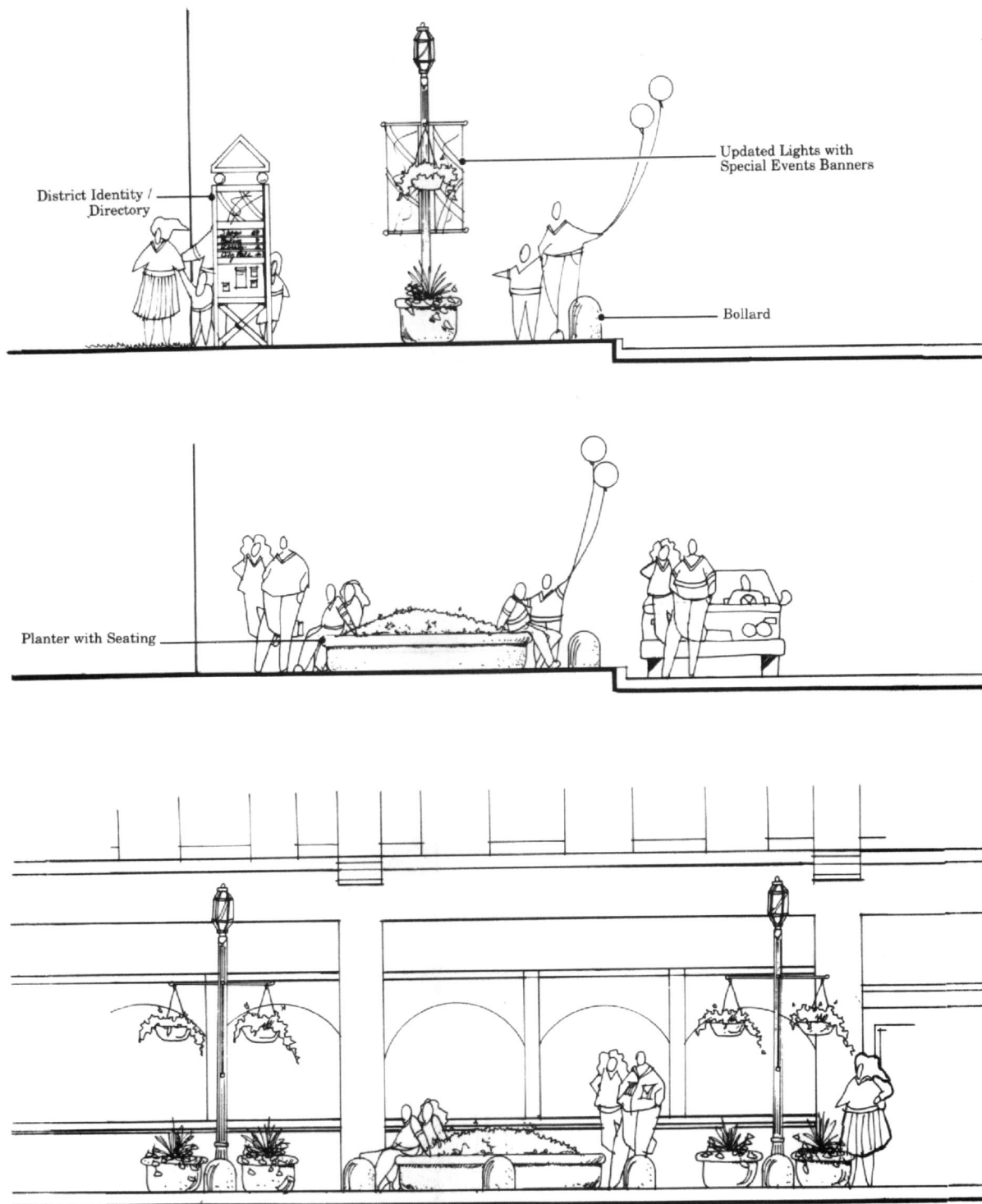


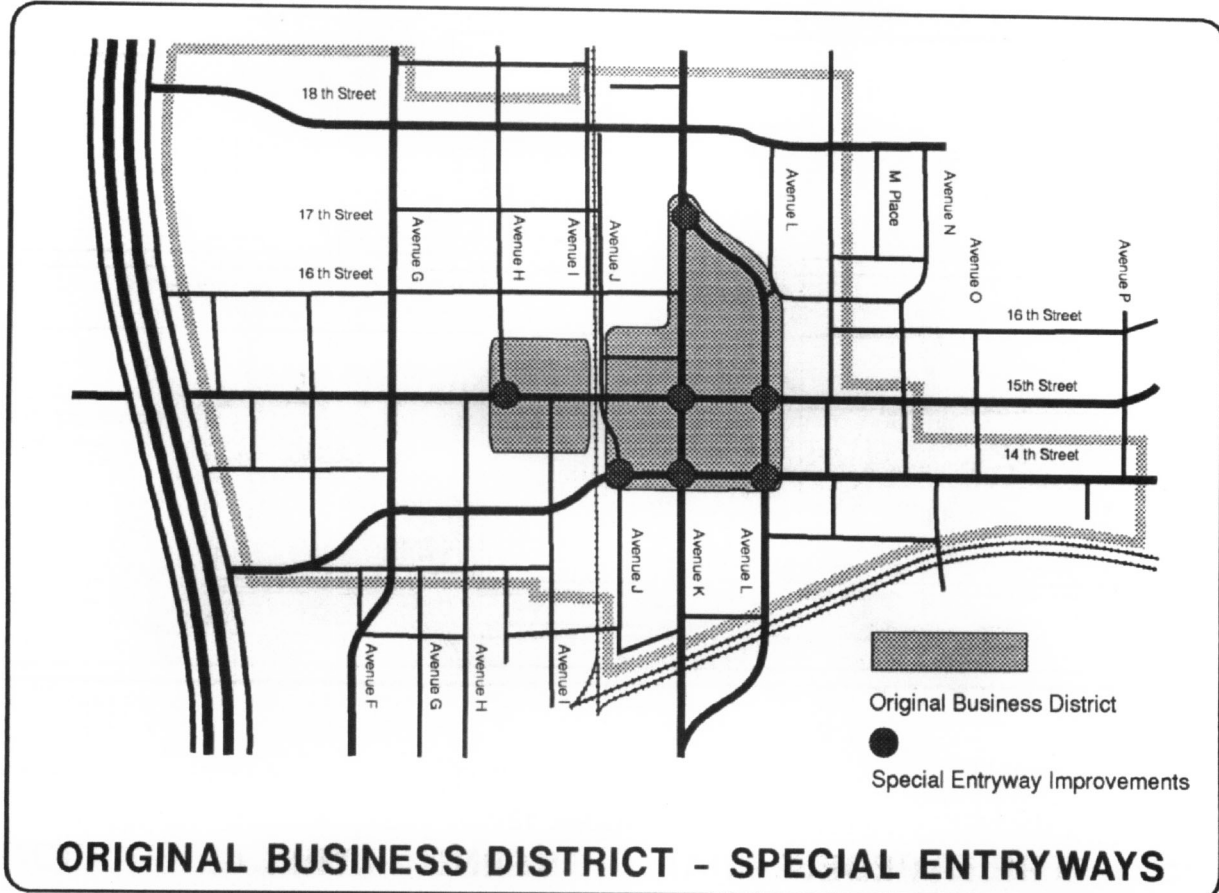
FIGURE 12  
15TH STREET PEDESTRIAN CROSSING - TYPICAL SECTIONS

### Special Entryways

Major and minor Downtown entryways have been established to signal arrival into the Downtown area. Additional entryways are needed to mark the boundaries of established special Downtown districts (see Figure 13).

The proposed Avenue K/Avenue L couplet near the Municipal Center will serve as both a minor entry into the Downtown area, as well as a special entryway into the Original Business District. Because 15th Street acts as the major east/west vehicular circulation route, a proposed special entryway is located at Avenue H and 15th Street. This will act as an entryway into the Original Business District as well as the Downtown Residential District, strengthening the tie between the two districts. Another special entryway is located at Avenue L and 15th Street. Because 14th Street acts as the southern boundary for the Original Business District, additional special entryways should be located at intersections with Avenue J, Avenue K and Avenue L.

FIGURE 13



Due to the lack of right-of-way, as well as the existing businesses and government facilities at these locations, the entryways' design must be simple and non-obtrusive. The entryways should be of a scale that relates to the proposed locations and be flexible enough to fit varying intersection conditions.

Actions:

- Locate special entryways in addition to the locations on Avenue K near the Municipal Center. These will serve as entryways into the Original Business District:

Avenue J at 14th Street  
Avenue K at 14th Street  
Avenue L at 14th Street  
Avenue H at 15th Street  
Avenue L at 15th Street

- Introduce a special paving design, similar to the intersection design for 15th Street and Avenue K, that is restricted to the street and corners. The intersection should incorporate special paving existing within the Central Core area, and introduce other complimentary paving types.
- Design a simple district identifier monument to be located at the corners within the right-of-way.
- Incorporate special plantings within the right-of-way to reinforce the entryways and to introduce color and texture.



**Streetscape  
Improvements**

Streetscape improvements add scale and definition to streets and visual variety to the pedestrian and vehicular experience. Plant materials can be used to introduce color, texture and shade. Tree plantings and street lights are key elements in defining a space along streets and sidewalks, as well as creating a visual rhythm for both pedestrians and motorists passing through the Original Business District (see Figure 14).

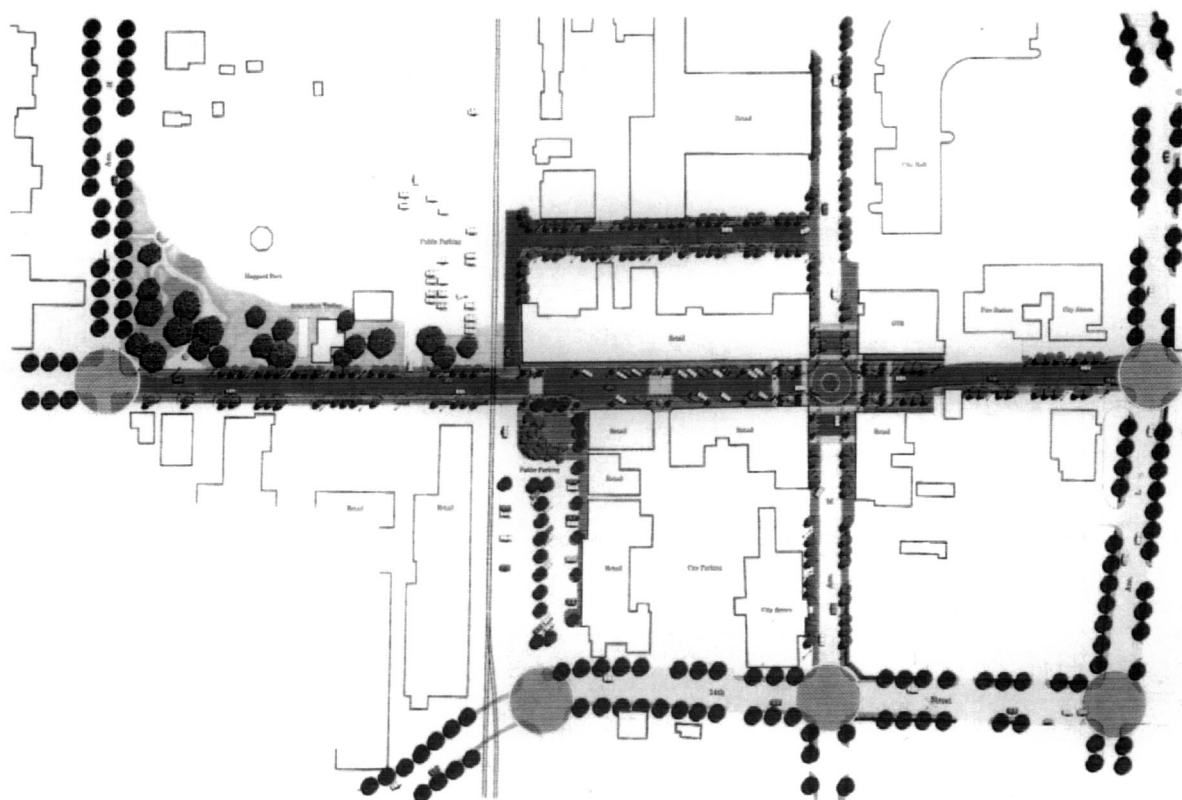
Proposed streetscape improvements will be implemented along all streets within the Original Business District outside those areas specified to receive special improvements. The locations for these general streetscape improvements are:

- 15th Street from Avenue H to Avenue J
- 15th Street from Avenue K to Avenue L
- Avenue K from the Municipal Center to 15th Street
- Avenue K from 15th Street to 14th Street

Additional streetscape improvements will be made to Avenue J, 15th Place and ultimately 16th Street as the district is expanded.

**Actions:**

- Install street lights throughout the entire Original Business District as it is expanded. These should be painted and lamped as proposed for the Central Core area.
- Introduce a street tree program to be located within the right-of-way.
- Extend special street paving along designated streets. This should match existing brick street paving within the Central Core area.
- Implement special brick sidewalks along all streets to match existing sidewalk brick in the Central Core area. This special paving should be installed at private driveways to create a continuous brick sidewalk throughout the entire district.
- Locate a directional/informational graphics signage system where appropriate to direct pedestrians and motorists to retail shops, entertainment, government facilities and public parking locations.
- Introduce additional plantings to add color and texture and to provide a visual buffer from unsightly parking areas.



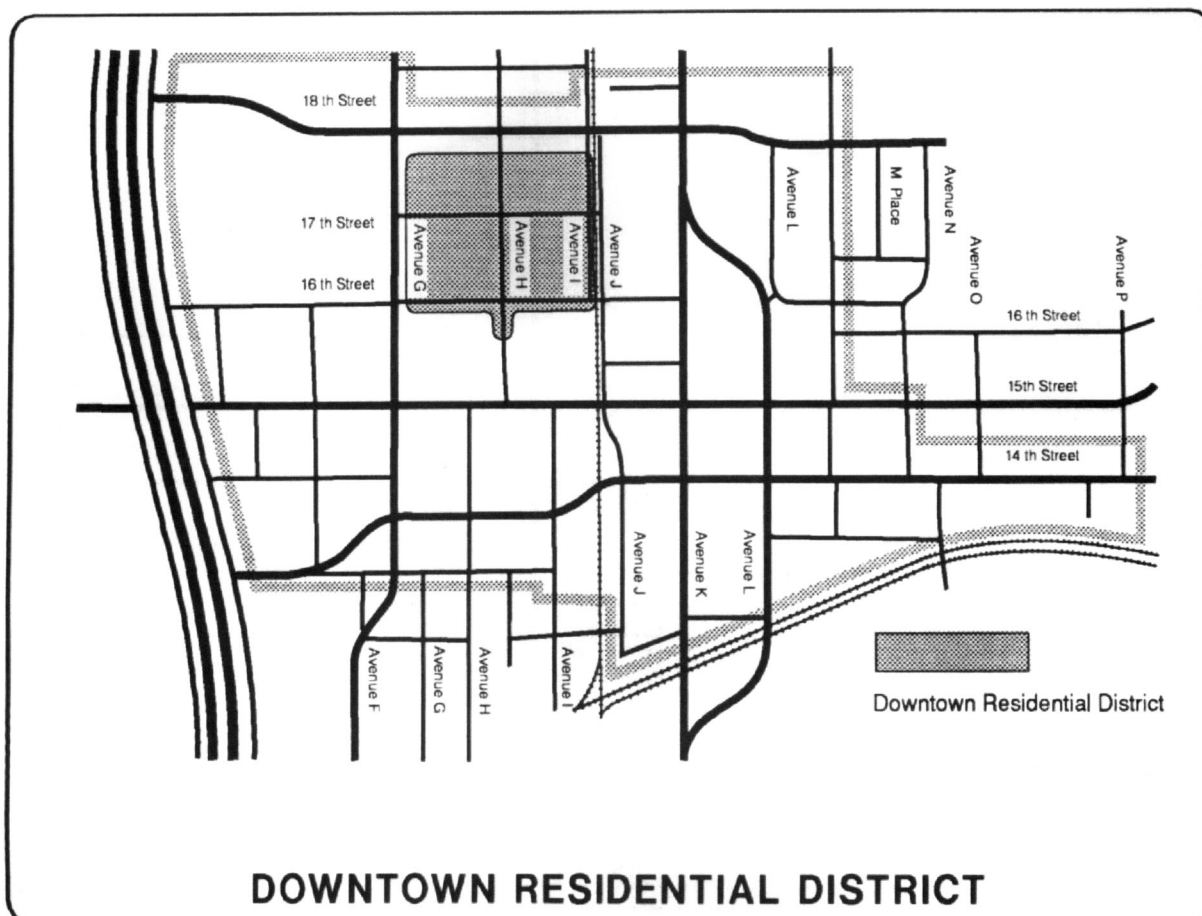
**FIGURE 14**  
**ORIGINAL BUSINESS DISTRICT - CONCEPTUAL PLAN**

Within the Downtown area are distinct areas defined by their individual land uses and visual character. One such area, generally bounded by Avenue J, 18th Street, Avenue G and 16th Street, is characterized by a concentration of older homes, four with historical designations, and numerous large established trees lining the streets. Because this area possessed such unique character, the Downtown Residential District was created (see Figure 15).

### Downtown Residential District

Streetscape improvements within the Downtown Residential District will create a stronger connection between the PISD Administration Building and the new Municipal Center along 16th Street, as well as link the Original Business District to the proposed Spring Creekwalk west of Central Expressway. Streetscape improvements will be implemented in this area to enhance the charm and character of the district, and to ultimately spark interest in reinvestment in existing homes or to relocate additional historic homes to the area.

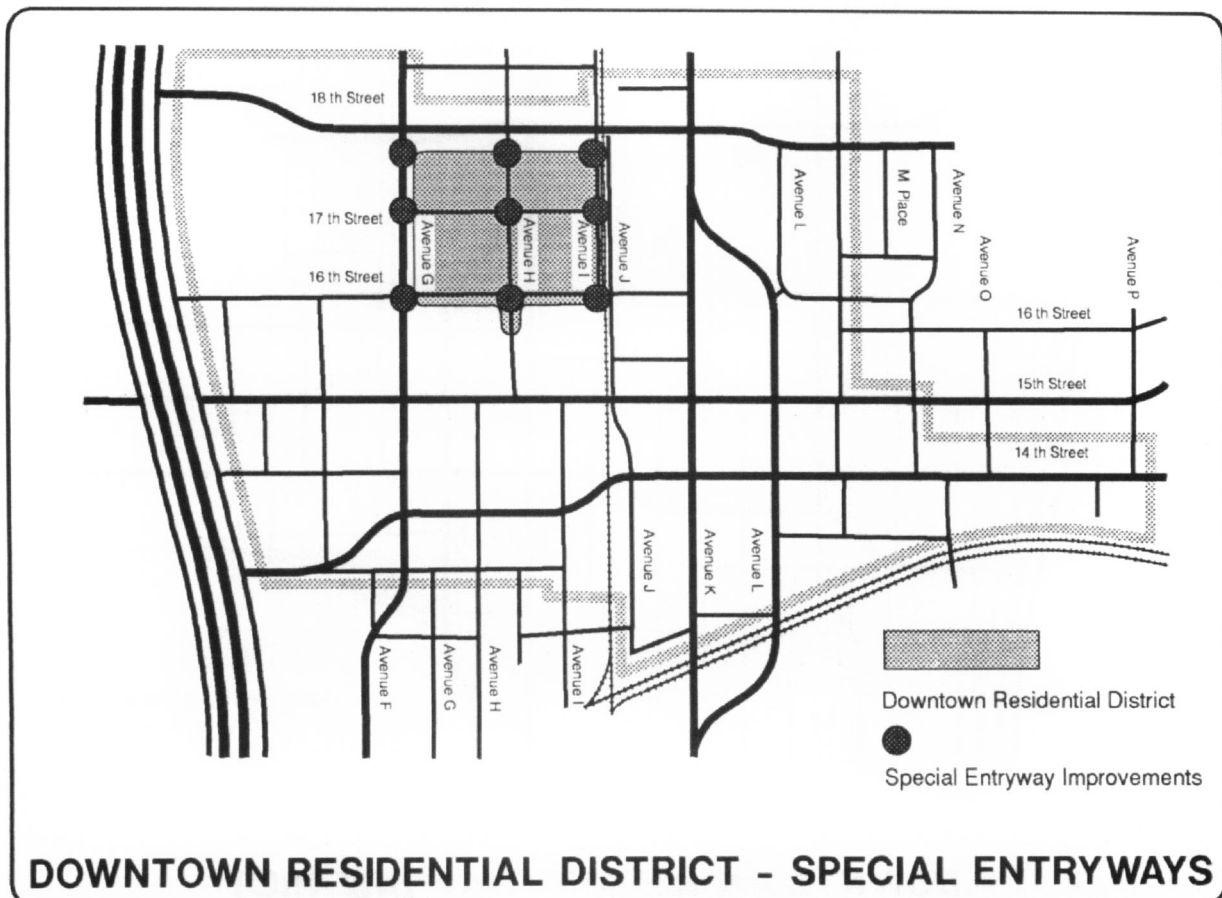
FIGURE 15



### Special Entryways

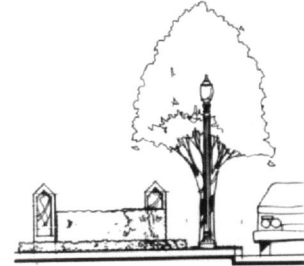
Special entryways mark the boundary and signal arrival into the Downtown Residential District (see Figure 16). Improvements at these entry points will help to accentuate this district. They can also strengthen links between this and other districts. The proposed entryway located at Avenue H and 15th Street is intended to serve as a combined entryway for the Original Business District and Downtown Residential District, thus strengthening the link between the two. Special entryways will be designed and located at all intersections within the district and at the periphery of the entire area, and will tie into proposed streetscape improvements.

FIGURE 16



Actions:

- Design simple district identifier monuments to be located at corners within the district and at the periphery. These are to be located within the right-of-way, and should evoke a style and character that is appropriate for the Downtown Residential District.
- Introduce special paving at the intersections, within the right-of-way, and design a special street paving design which reinforces the entryways. The special paving should match existing brick paving within the Central Core area. These improvements will be made as roadway improvements are made.
- Incorporate special plantings within the right-of-way to reinforce entryways and add color and texture.



**Streetscape Improvements**

Many streets within the district are lined with older established trees. Improvements should be designed to fill in areas where such trees do not exist to create over time the same charm throughout the entire Downtown Residential District. Improvements should enhance the character of the district, but also form continuity between the other districts through the use of similar color and materials.

Existing sidewalks within the district are in poor condition; many are broken and in some cases sidewalks are nonexistent. Because a link between districts and the proposed Spring Creekwalk is desired, future improvements should include upgrading pedestrian circulation (see Figures 17 and 18).

**Actions:**

- Implement a street tree program to supplement established trees lining the streets within the district.
- Install street lights that are similar to the Original Business District, yet unique to the Downtown Residential District. This will create continuity between the districts.
- Locate a directional/informational graphics signage system at key locations to direct pedestrians and motorists to particular historic homes or to points of interest within the Downtown area.
- Create a permanent banner system to be used in conjunction with the street lights.
- Install new sidewalks within the right-of-way to strengthen links between other areas and improve pedestrian circulation.
- Introduce a signage system for non-residential and residential uses. These will typically be small signboards or "shingles" placed on light posts or porches. These are to be small in size and evoke a style characteristic of the Downtown Residential District.



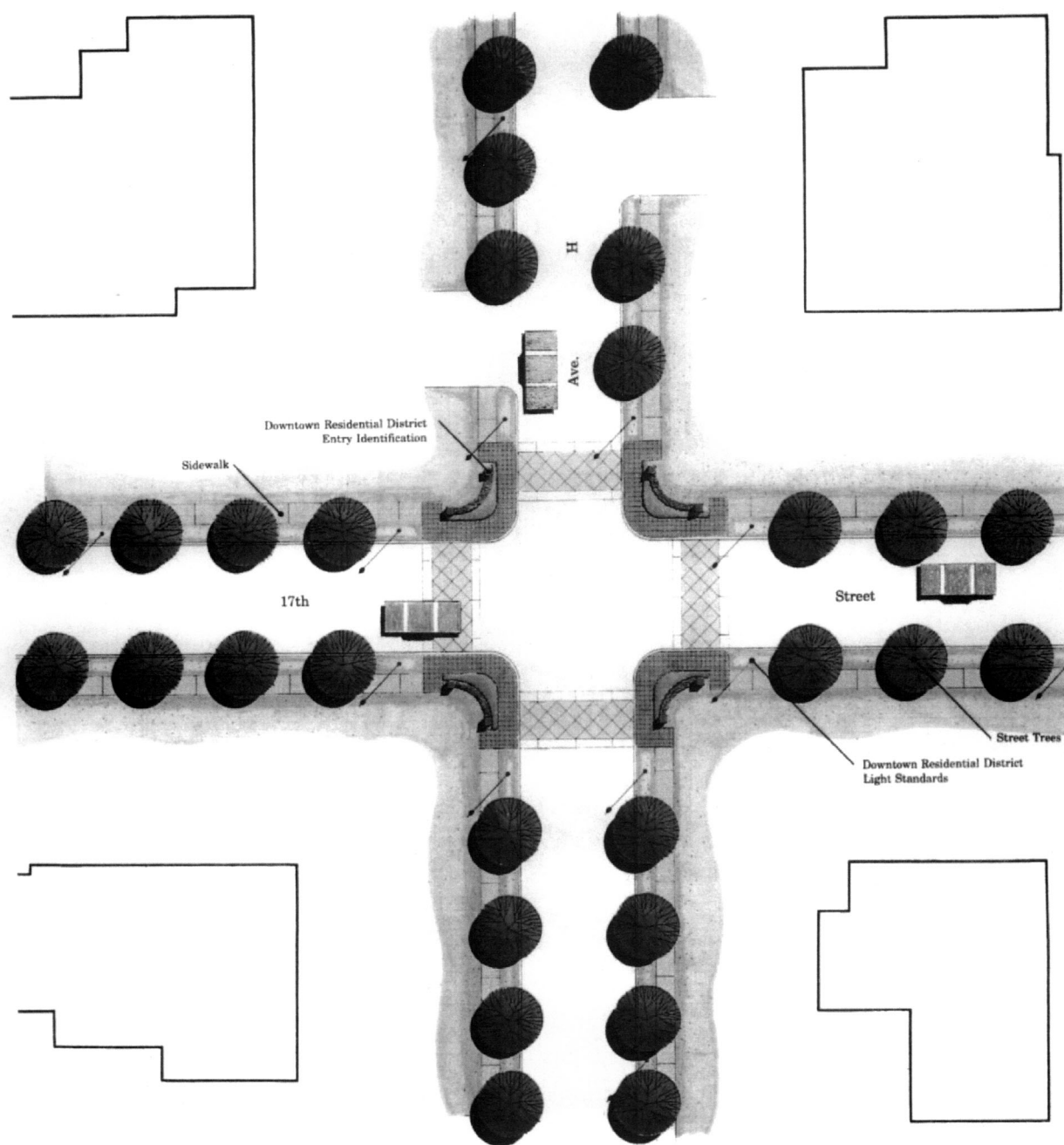


FIGURE 17  
DOWNTOWN RESIDENTIAL DISTRICT - CONCEPTUAL PLAN



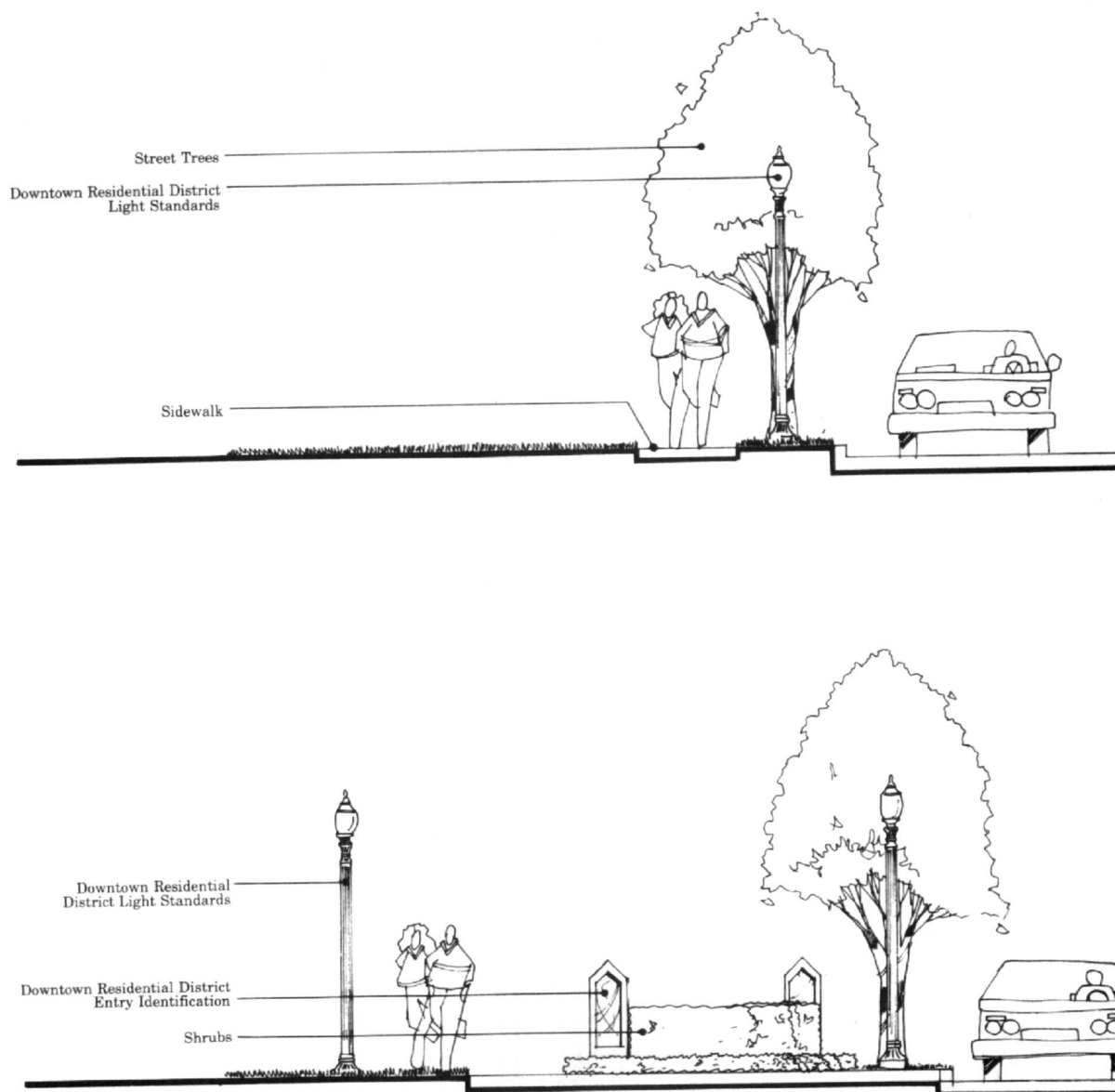
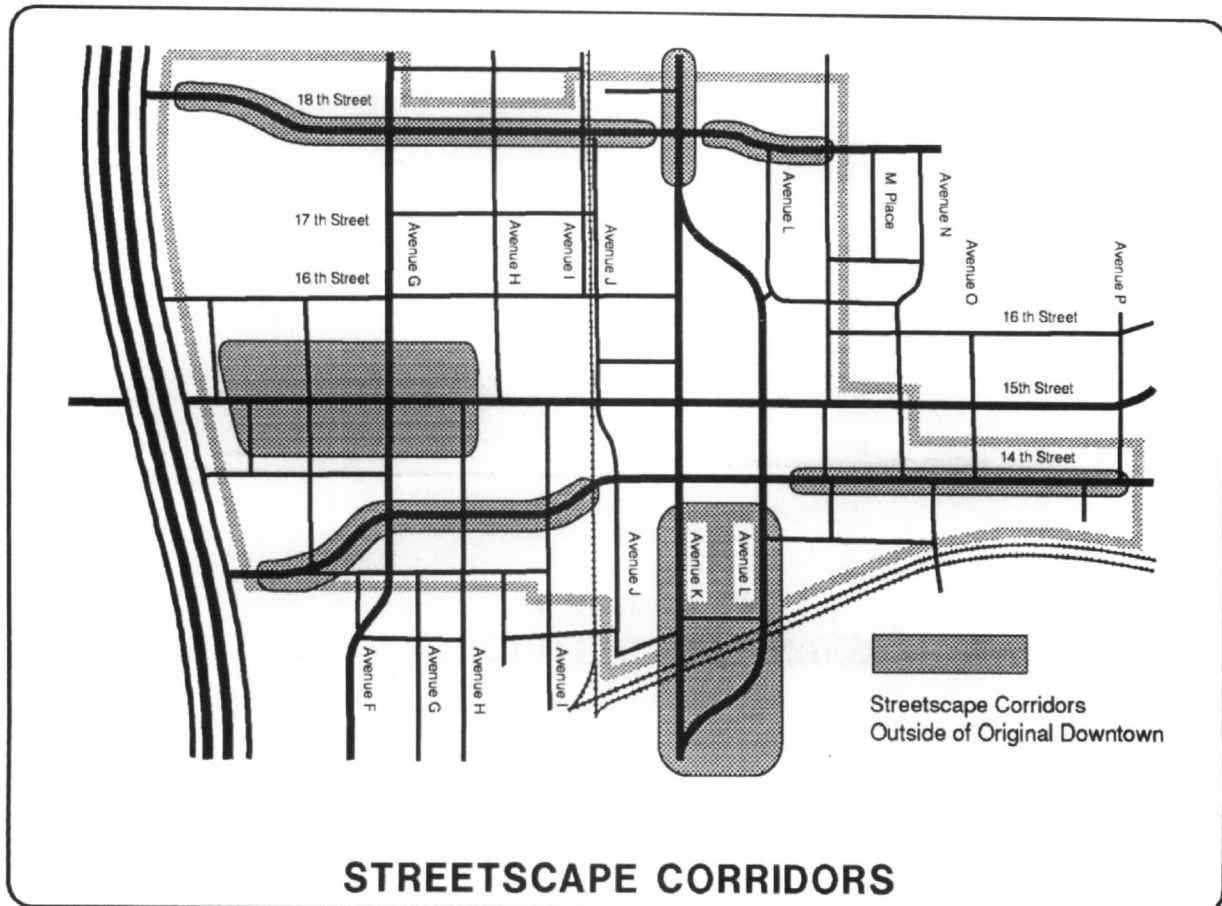


FIGURE 18  
DOWNTOWN RESIDENTIAL DISTRICT - TYPICAL SECTIONS

## Streetscape Corridor Treatments

Circulation routes act as a continuation of the major and minor entryways into the Downtown area (see Figure 19). These streetscape corridors link the districts together. Based on location, visibility and traffic volumes, several streets have been selected to receive special streetscape treatment. Similar streetscape developments are proposed for each of these corridors. A comprehensive approach to streetscape improvements will provide coordination and consistency in streetscape treatment implementation. Typical standards will be developed for implementation along these corridors to ensure uniform development as funding for improvements becomes available over time.

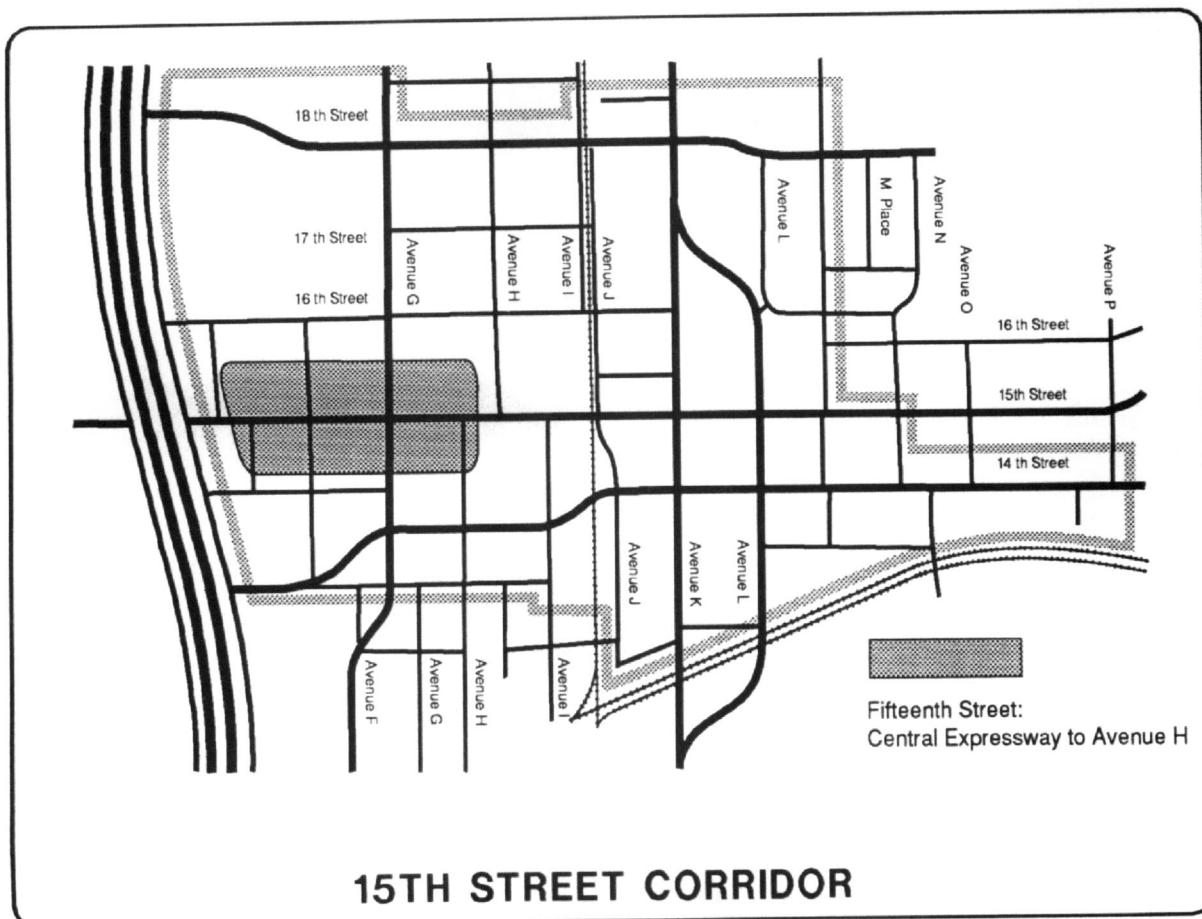
FIGURE 19



The major circulation route running east and west through the study area is the 15th Street corridor (see Figure 20). There are existing streetscape improvements which were completed during the City's celebration of the Texas Sesquicentennial in 1986. These improvements extend from North Central Expressway and continue to Avenue G. The proposed North Central Expressway entryway has been developed to serve as a connection to developments west of Central Expressway. Because there is not a continuous link between the Downtown entryway and the Original Business and Downtown Residential Districts, an additional connection is needed. Proposed improvements along 15th Street will tie the entryways together, anchoring either end of the 15th Street corridor.

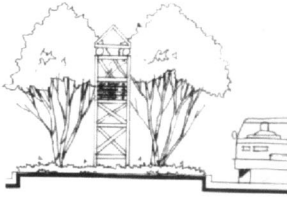
### 15th Street Corridor

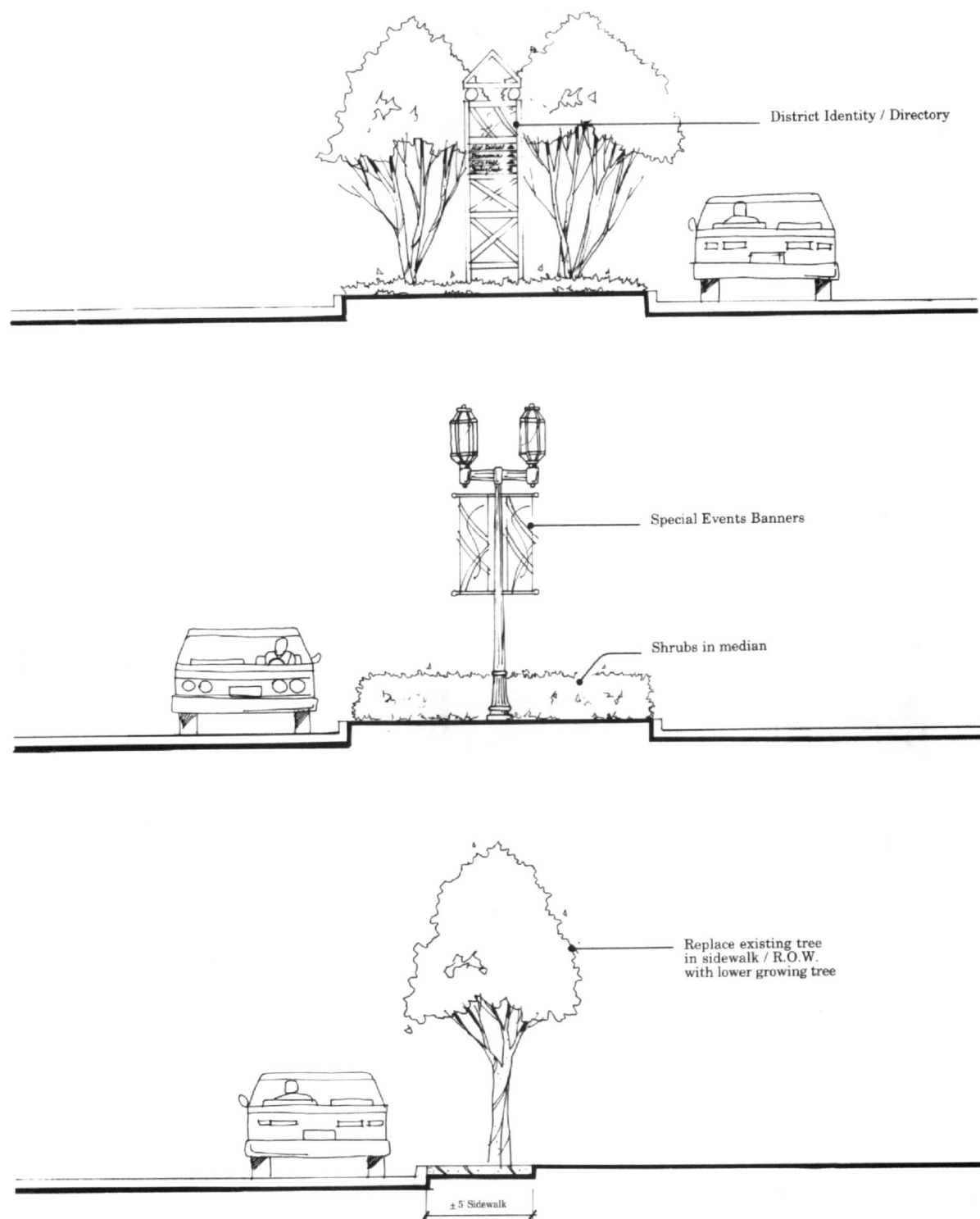
FIGURE 20



Actions:

- Upgrade the existing median and curbside plantings with additional trees, shrubs and groundcover to reinforce and complete streetscape treatments between North Central Expressway and the Original Business District (see Figure 21).
- Introduce a directional graphics signage system that easily identifies retail and entertainment areas, historic structures, parks and public facilities, as well as parking facilities, in order to reinforce the Downtown area as a destination place. This is the same system proposed for use throughout the entire Downtown area.



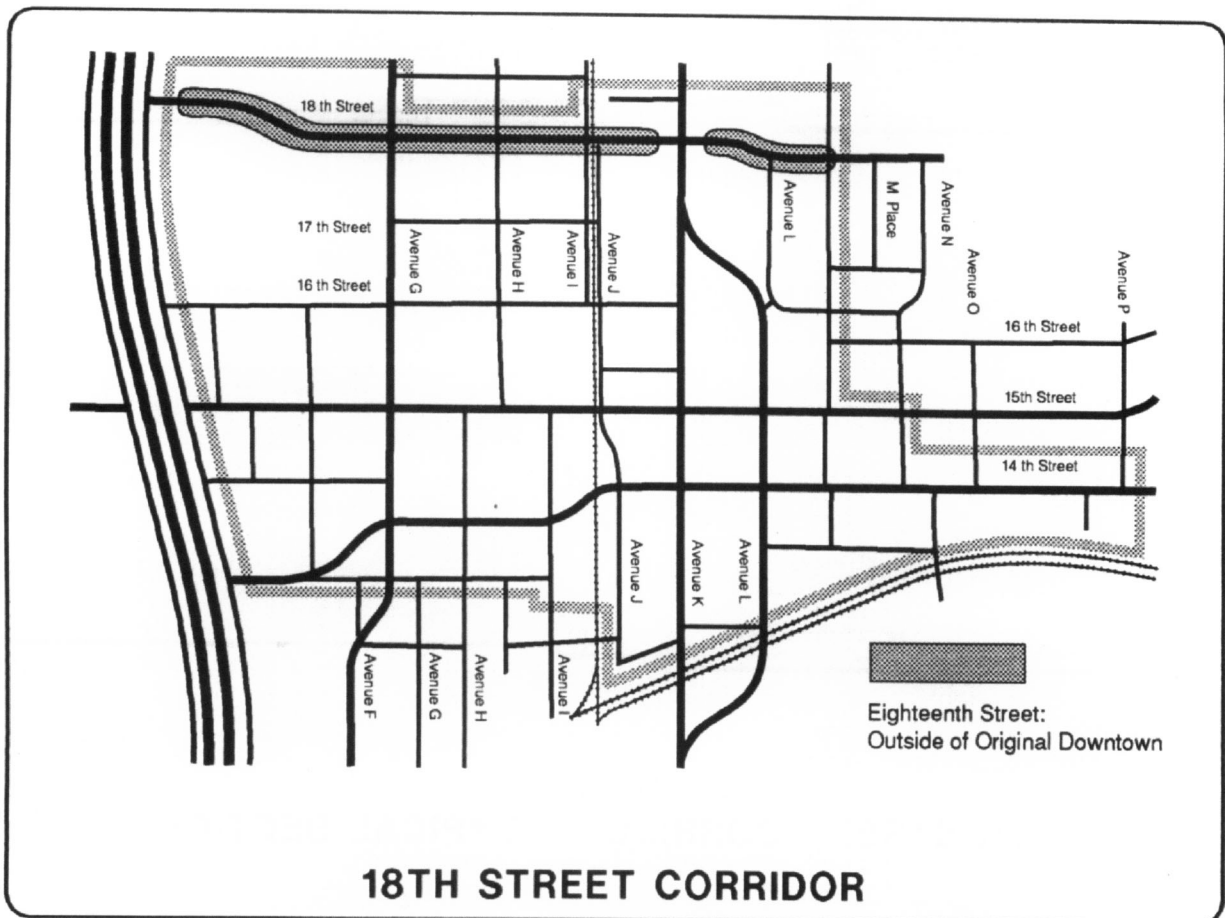


**FIGURE 21**  
**15TH STREET CORRIDOR - TYPICAL SECTIONS**

### 18th Street Corridor

A second circulation route running east and west through the study area is 18th Street (see Figure 22). Although 15th Street is viewed as the major entry into the Original Business District, 18th Street provides an important means of access and linkage to the Downtown area.

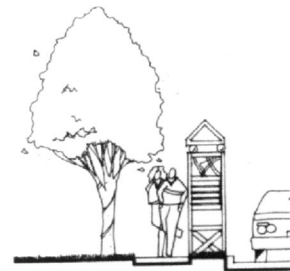
FIGURE 22



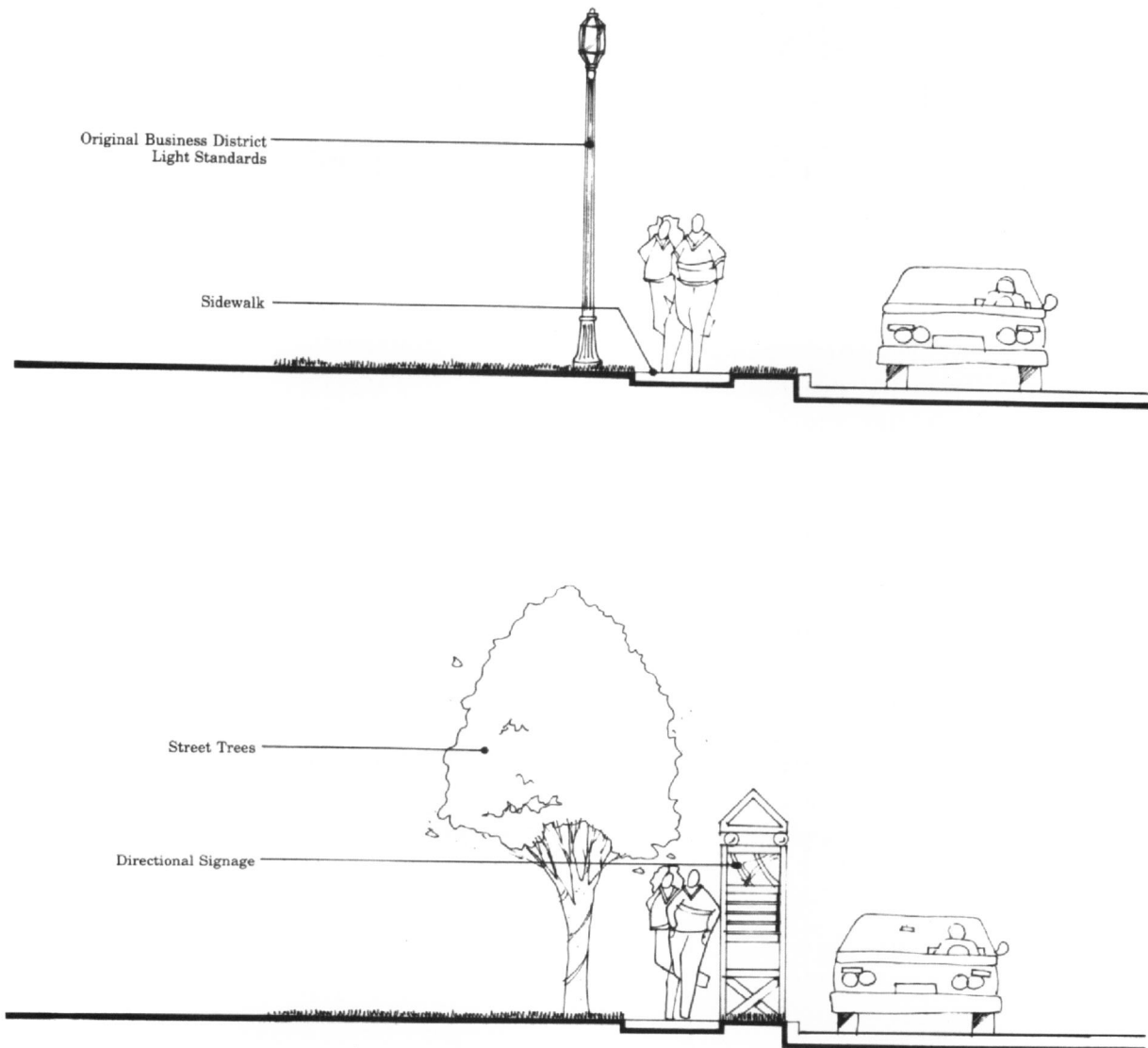
No streetscape improvements currently exist along 18th Street. The corridor is characterized by a lack of uniformity along the rights-of-way. There are areas where a street tree program will be easy to introduce, but in most cases the entire right-of-way is concrete paving, providing little opportunity to introduce street tree plantings. Also, continuous sidewalks are nonexistent along the length of 18th Street. Future improvements should strengthen pedestrian circulation along 18th Street (see Figures 23 and 24).

Actions:

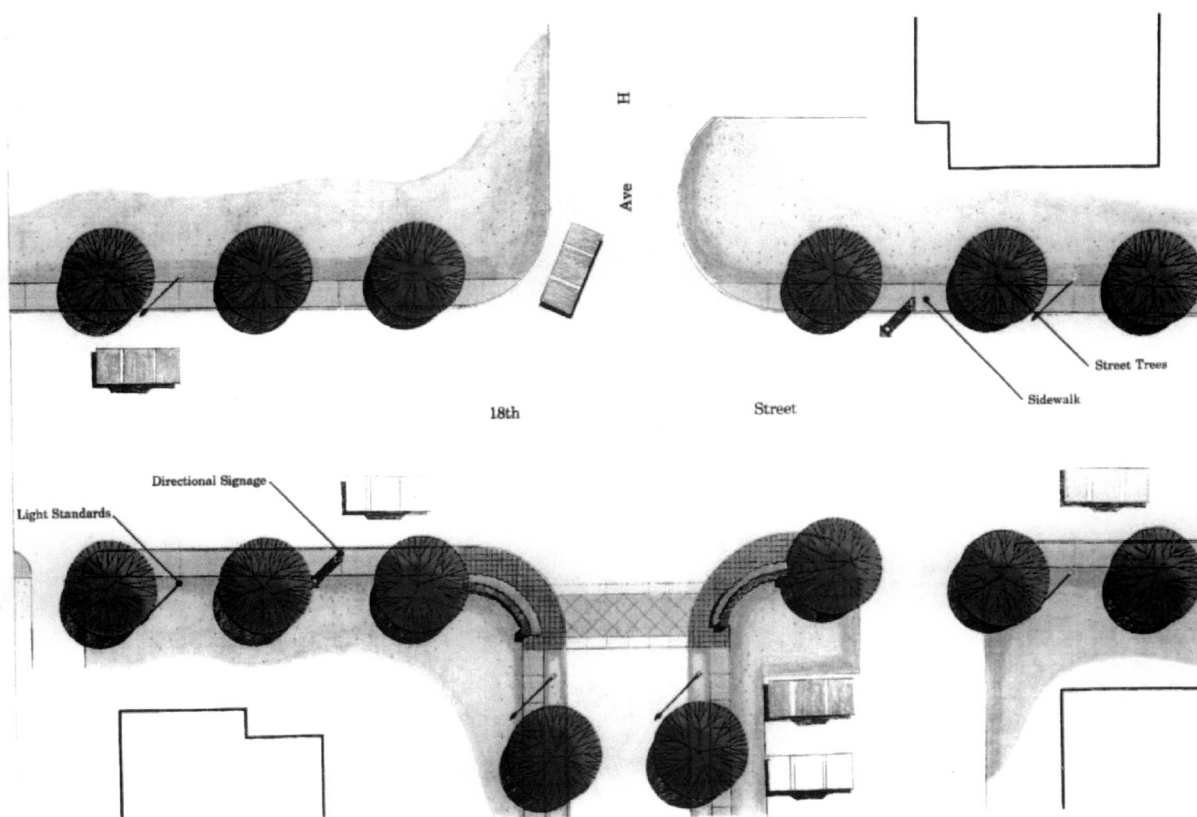
- As future street improvements are made to 18th Street, implementation of a street tree program should occur within the right-of-way. Additional planting is recommended to screen parking areas from view.
- Implement a continuous sidewalk along 18th Street within the right-of-way to ultimately link the Downtown Residential and Original Business Districts with the proposed Spring Creekwalk west of Central Expressway.
- Introduce a directional graphics system that easily identifies retail and entertainment areas, historic structures, parks and public facilities, as well as parking facilities, in order to reinforce the Downtown area as a destination place. This is the same system proposed for use throughout the entire Downtown area.







**FIGURE 23**  
**18TH STREET CORRIDOR - TYPICAL SECTIONS**

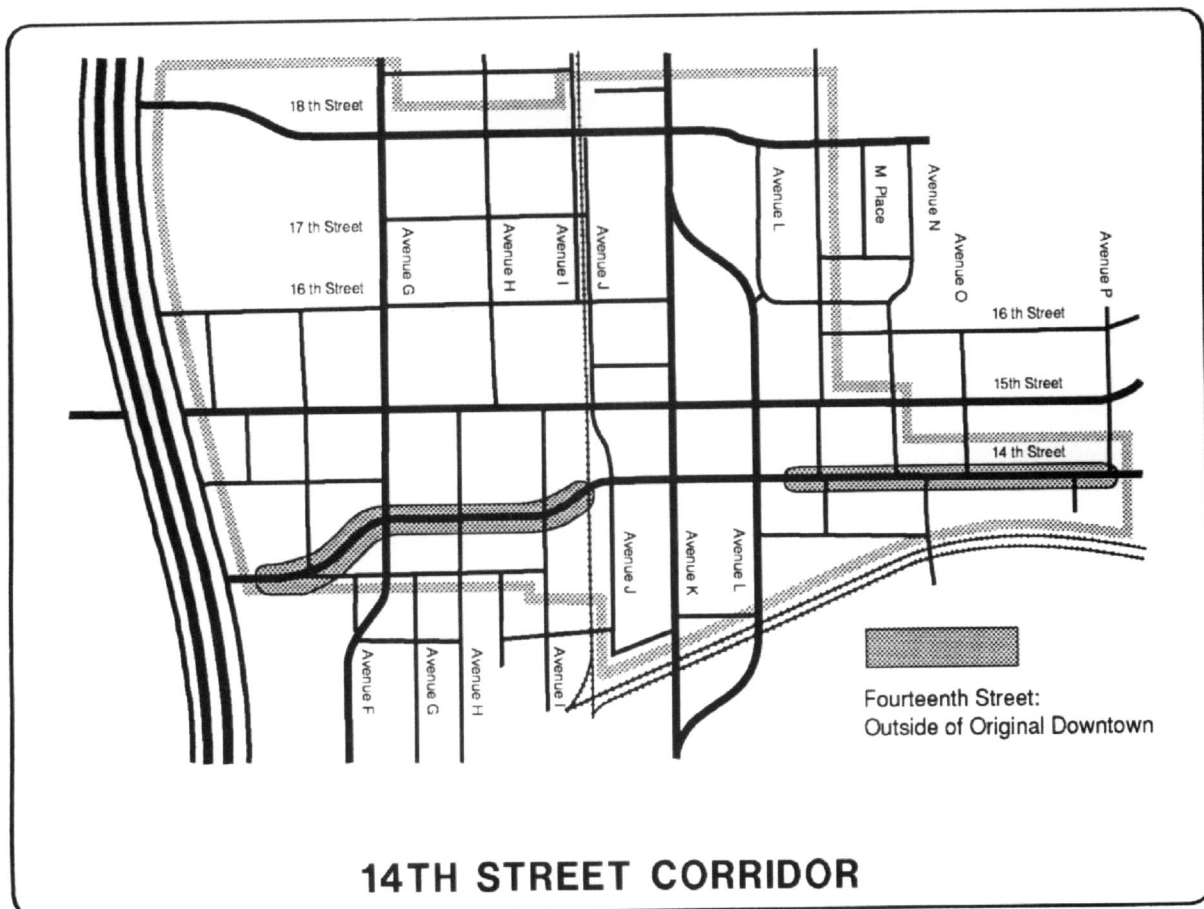


**FIGURE 24**  
**18TH STREET CORRIDOR - CONCEPTUAL PLAN**

Future roadway improvements will connect 14th Street to 13th Street at North Central Expressway, creating a direct route to the Original Business District (see Figure 25). Existing conditions along 14th Street are generally adequate for the introduction of streetscape improvements within the right-of-way (see Figure 26). A few areas provide limited opportunity to introduce a street tree program, but because these conditions are isolated, implementation of improvements will not be a major obstacle. Streetscape improvements should be installed in conjunction with construction of the 13th/14th Street connection.

### 14th Street Corridor

FIGURE 25



Actions:

- Introduce a street tree program to form a continuous corridor along 14th Street to connect the minor entryway at 13th Street and Central Expressway with the Original Business District. Additional plantings should be introduced to buffer parking areas from view.
- Introduce a directional graphics signage system that easily identifies retail and entertainment areas, historic structures, parks and public facilities, as well as their parking facilities, in order to reinforce the Downtown area as a destination place. This is the same system proposed for use throughout the entire Downtown area.

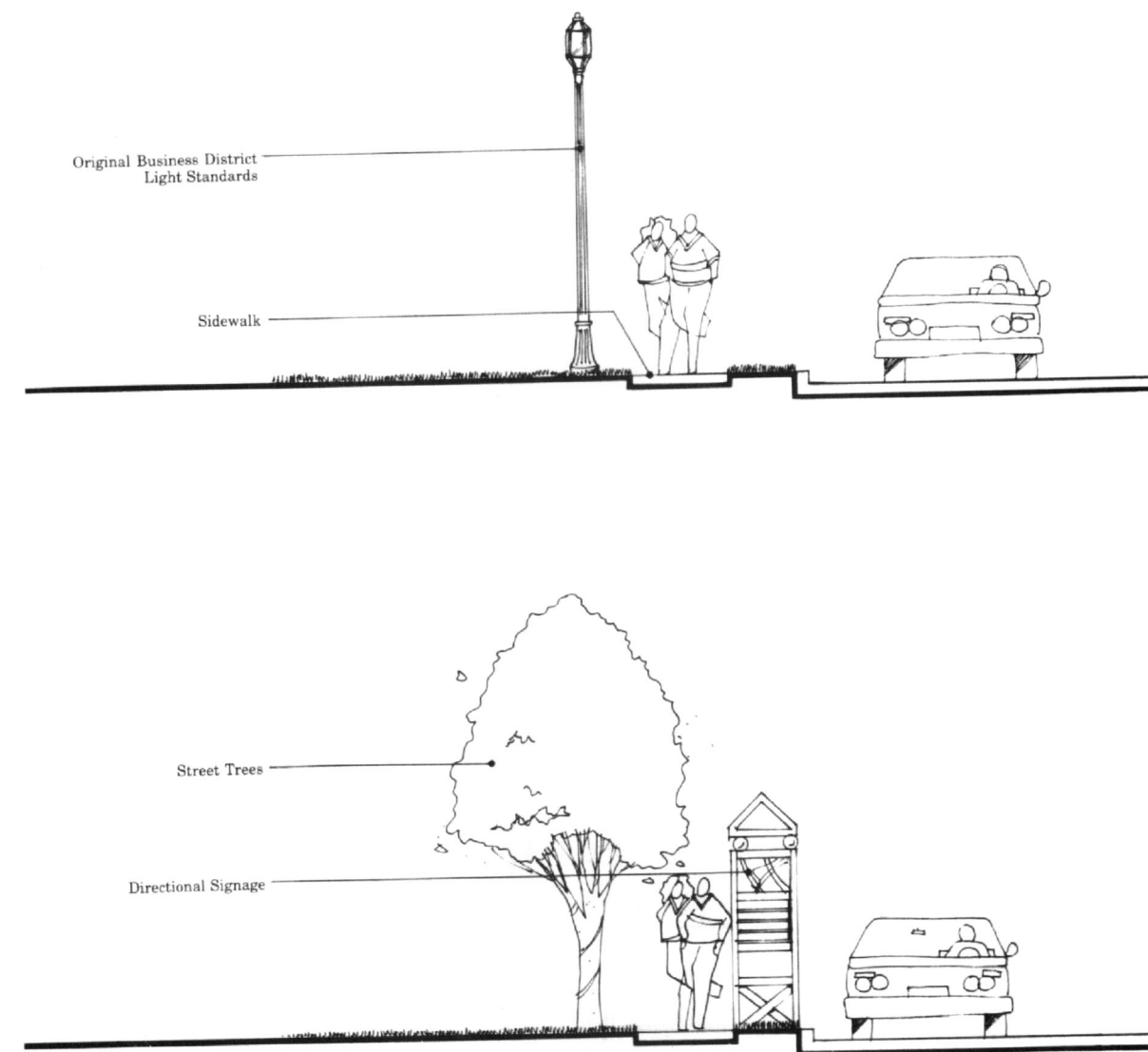
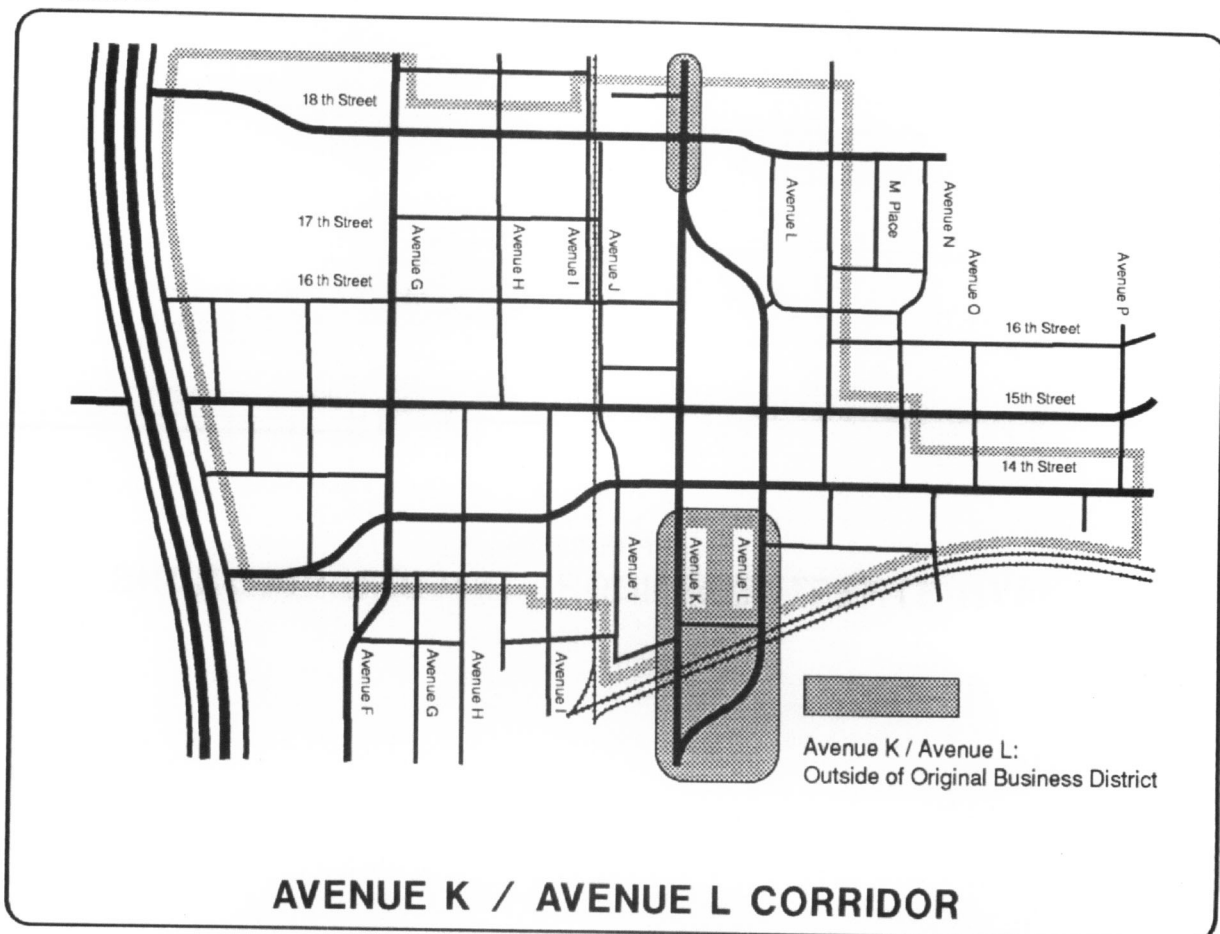


FIGURE 26  
14TH STREET CORRIDOR - TYPICAL SECTIONS

### Avenue K/ Avenue L Corridor

Avenue K and Avenue L serve as the major north/south vehicular routes through the Downtown area (see Figure 27). Improvements for these streets are currently being designed. Current conditions along Avenue K and Avenue L will not easily allow for the implementation of street improvements. Because proposed roadway improvements for Avenue K will narrow the width of paved roadways, the additional excess right-of-way should be utilized for streetscape improvements.

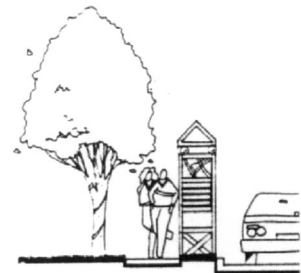
FIGURE 27



Improvements along Avenue K will begin at 18th Street and continue south to the Municipal Center. They will begin again at 14th Street and continue south to tie into the 12th Street couplet. Streetscape improvements for Avenue L will begin at the 12th Street couplet and continue north to the Municipal Center. These treatments will become part of the minor entryways at the Municipal Center and 12th Street, and will be installed in conjunction with roadway improvements proposed for Avenue K and Avenue L. Also, streetscape treatments along Avenue K will tie into special improvements proposed for the Central Core area (see Figure 28).

Actions:

- Introduce a street tree program to form continuous corridors along Avenue K and Avenue L to connect the minor downtown entryways together and define the entire Downtown area. Additional plantings should be introduced to buffer parking areas from view.
- Introduce a directional graphics signage system that easily identifies retail and entertainment areas, historic structures, parks and public facilities, as well as parking facilities, in order to reinforce the Downtown area as a destination place. This is the same system proposed for use throughout the entire Downtown area.





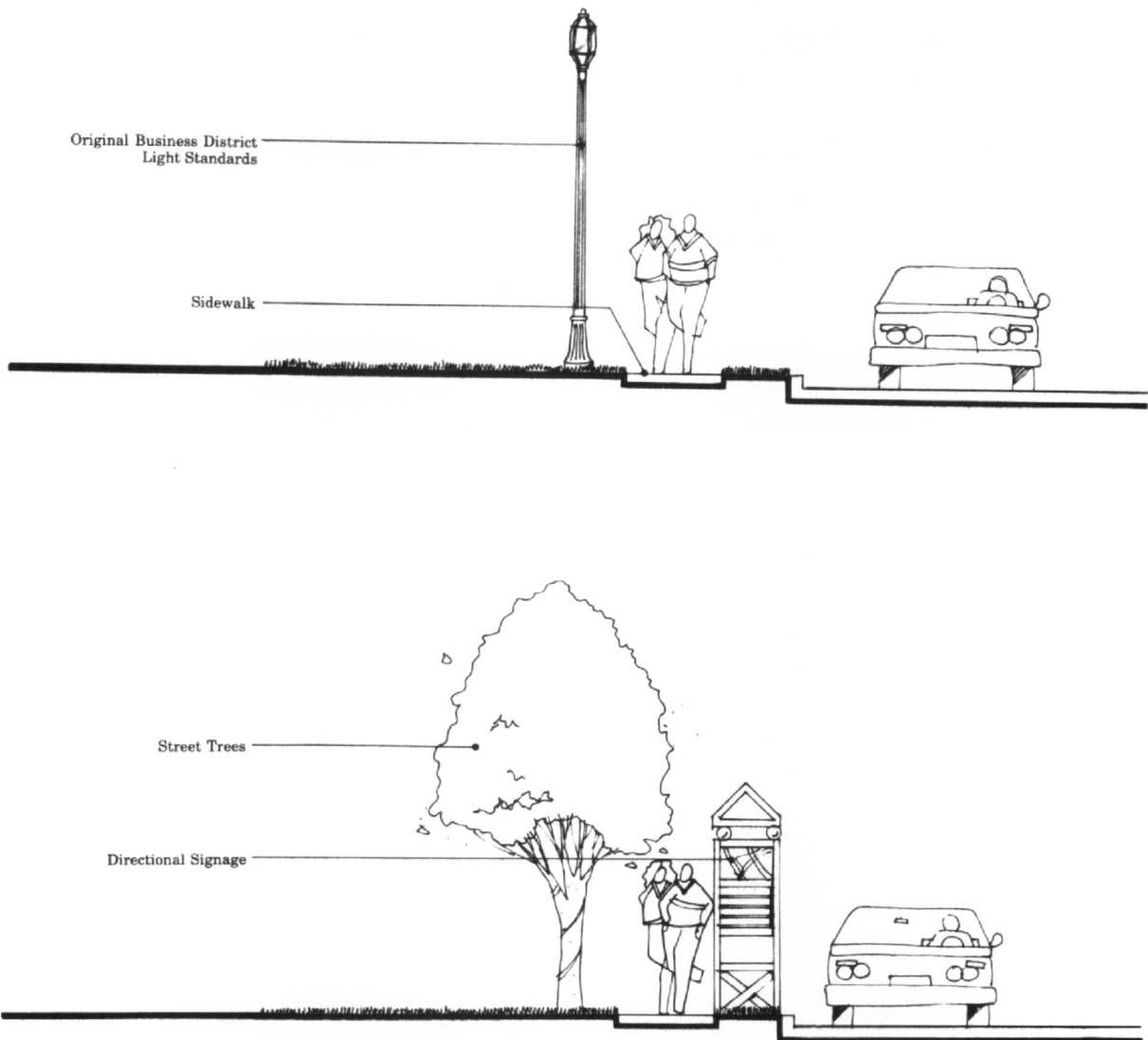


FIGURE 28  
AVENUE K / AVENUE L CORRIDOR - TYPICAL SECTIONS

## Summary of Goals

The following is a summary of goals set to bring business vitality and additional pedestrian activity to Downtown Plano. These are the goals for Downtown Plano that can be attained over time. These should act as a "blueprint" to guide the City of Plano through the implementation of specific improvements when necessary and when funding becomes available.

- Develop a major downtown entryway for Downtown Plano at 15th Street and North Central Expressway (U.S. 75).
- Develop minor downtown entryways:
  - 13th Street and North Central Expressway
  - 18th Street and North Central Expressway
  - Avenue K/Avenue L at the Municipal Center Couplet
  - Avenue K/Avenue L at the 12th Street Couplet
- Create two Special Downtown Districts based upon their existing land use and unique character:
  - Original Business District
  - Downtown Residential District
- Enhance and expand the Original Business District over time to include 15th Place and 16th Street. Improvements will include:
  - Create special entryways into the district.
  - Implement streetscape improvements to all streets within the Original Business District outside of the Central Core area.
  - Enhance the Central Core area of the Original Business District with special streetscape improvements to be incorporated with existing improvements.
- Enhance the Downtown Residential District through the implementation of:
  - Special entryways into the district at all intersections and at the periphery of the entire area.
  - Streetscape improvements to all streets within the district.

- Create a community-wide directional/informational graphics signage system and streetscape program.
- Specify street corridors to be improved and establish typical standards to be implemented along these corridors to ensure uniform development over time. These will include:
  - 15th Street Corridor
  - 18th Street Corridor
  - 14th Street Corridor
  - Avenue K/Avenue L Corridors
- Design and locate a directional/informational graphics signage system that will be used throughout the entire Downtown area (see Figure 29).

FIGURE 29

