

DOWNTOWN PLANO

Vision & Strategy Update

July 2019 Report Resolution No. 2013-2-20(R)



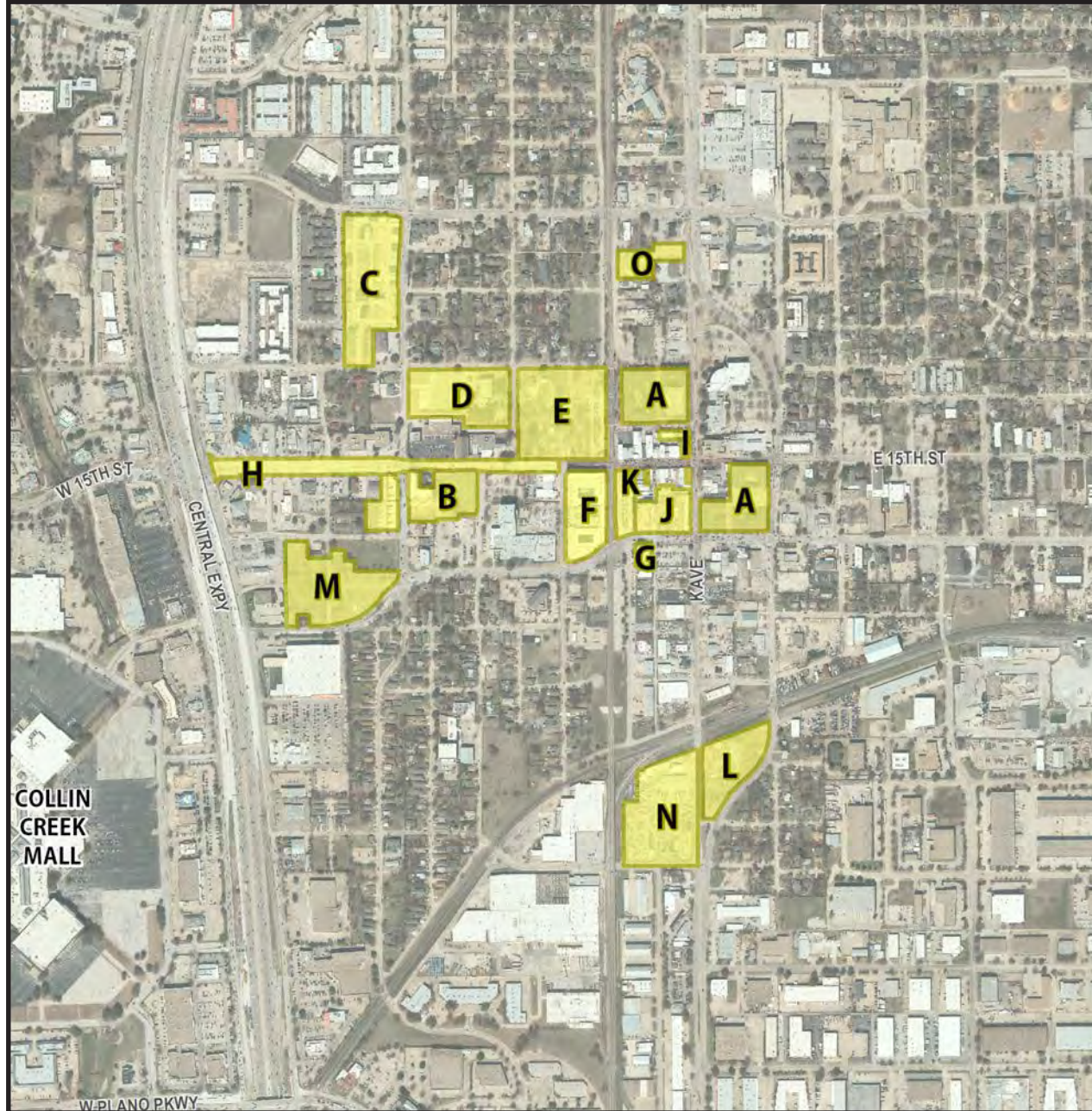
Historic Downtown Plano

Across America, people are searching for authentic places with the warmth and feel towns had a hundred years ago. Places which are vibrant, diverse and personally important. Places where they can live and walk to the park, shops and restaurants. Places to be with family, visit friends and meet new people. Places offering excitement, celebration and spontaneity. Places for quiet conversation or simply to read a book. Fortunately, we have such a special place - Historic Downtown Plano.

Once sleepy and nearly forgotten, Downtown Plano has reawakened and transformed into an exciting urban center with shopping, restaurants, entertainment and nightlife. In 2002, the Dallas Area Rapid Transit (DART) light rail station opened in downtown and provided the spark for renewed interest and reinvestment. Following the vision and strategies outlined in the 1999 Downtown Plano Transit Village Plan, developers and small business owners and the City of Plano have revived the heart of the city and created a vibrant, distinctive and authentic place of regional importance. Downtown Plano is ready for continued growth, with ample opportunities for redevelopment and infill projects to add new housing, businesses, shopping and entertainment. The prospect of a new DART Cotton Belt transit station on Downtown Plano's southside even further expands downtown's potential.

Urban. Historic. Artistic.

- 26 mile Cotton Belt commuter rail corridor to connect Downtown area to DFW Airport by 2022
- Plano Downtown Historic District listed on ***National Register of Historic Places*** in 2017
- Over 70,000 square feet of new commercial space, shops, restaurants and offices
- Public art projects featuring ten premier installations to date
- Named one of 2015 Great Places in America by American Planning Association
- ***Downtown Plano Cultural District*** received official designation from the Texas Commission on the Arts (TCA) in 2016
- A variety of new and restored housing options within a half mile of Downtown Plano Station
- A 143 percent increase in historic core property values since 2014
- Money Magazine named Plano as the ***Best City to Live in Texas*** and ***3rd Best City to Live in America*** in 2016



PROJECT KEY

- A - K Avenue Station (Eastside Village I & II)*
- B - 15th Street Village and 15th Street Townhomes*
- C - Rice Field*
- D - Courtyard Theater and Cox Building*
- E - Haggard Park Expansion and Saigling House
- F - Junction 15*
- G - The Ice House/Urban Rio
- H - 15th Street Reconstruction/Sculptures
- I - Various Downtown Building Renovations
- J - Municipal Center South Redevelopment (Morada Plano)*
- K - McCall Plaza Renovation
- L - DART Cotton Belt 12th Street Station Parking Area
- M - Patriot Park*
- N - Plano Marine Addition*
- O - Eco Village (17th Street Townhomes)*



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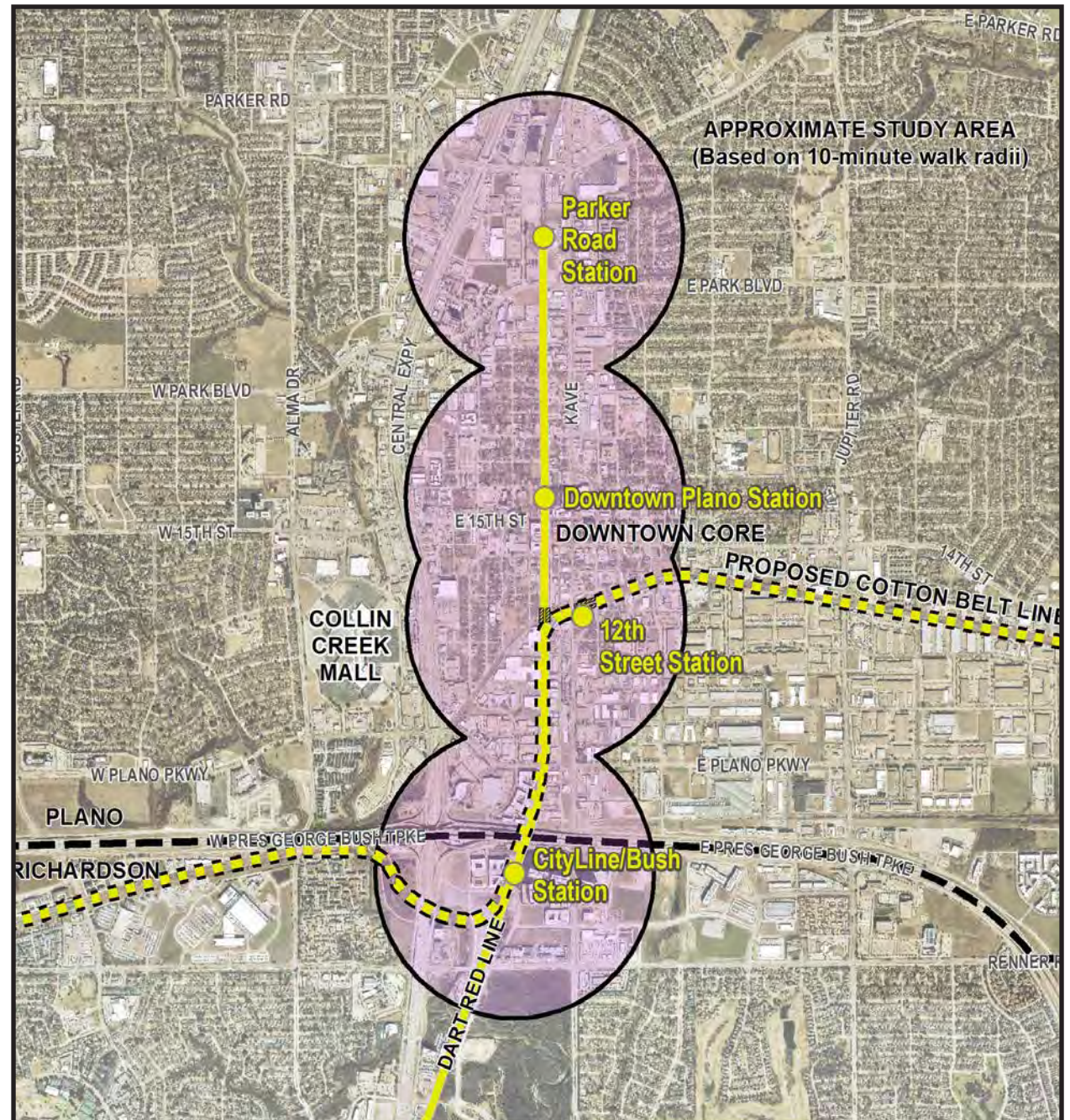
The Vision



STUDY AREA

With the coming of Dallas Area Rapid Transit's Red line, initial planning and reinvestment for Downtown Plano focused on the area within 1/2 mile (walking distance) of the station. This area contains downtown's historic commercial core and the sites with greatest potential for redevelopment. The opportunity for growth extends across the entire 2 1/2 mile DART corridor from the President George Bush Turnpike to Parker Road Stations. With the addition of the proposed 12th Street Station, the entire corridor is within walking distance of one of four DART stations. No place outside of Downtown Dallas is better served by transit.

This report expands the study area to the full corridor, while still concentrating on downtown and the proposed 12th Street Station. Tremendous urban infill and redevelopment opportunities exist at all four stations. Great neighborhoods, including Douglass, Vendome, Haggard Park, Old Towne and the Haggard Addition, add diversity and character to the area. Street, bike trail and sidewalk improvements can make the corridor more accessible, walkable and unified.



INVESTING DOWNTOWN IS SMART

Investing in Downtown Plano is smart business. Since 2015, new construction and renovation in the Neighborhood Empowerment Zone, an area encompassing all of Downtown, has resulted in construction valued at more than \$520 million. Property values in Tax Increment Finance District (TIF) 2, which includes downtown as well as a larger area, increased by over \$380 million since 1999, and added more than \$52 million in TIF 2 revenue. Downtown has many advantages that contribute to its success and continue to attract investors.

Inclusive

Downtown offers a broad range of goods and services needed for daily living. In or within walking distance of Downtown Plano are restaurants, personal and business services, a grocery, vegetable and meat markets, theaters and art galleries, a park, post office, library and new elementary school. No other urban center in the region can match the diversity and completeness of Downtown Plano.

Connected

Downtown Plano's location near U.S. 75 and the President George Bush Turnpike provides excellent access to the metropolitan area. DART's Red and Orange Lines and the future Cotton Belt Line provide rail service to other urban and employment centers and to Dallas-Fort Worth International Airport.

Employment

Downtown Plano contains several thousand jobs related to municipal administration, public safety, education, telecommunications and general business and services. Tens of thousands of jobs are located within 3 miles of downtown in the Research Technology District and Telecom Corridor and City Line. Plano alone has more than 210,000 locally-based jobs tied to international corporate, headquarters, hospitals and medical technology and a wide variety of business enterprises. All of this makes Downtown Plano a strong urban market for housing, restaurants and services, and small-to-mid size businesses.



Favorable Demographic and Economic Trends *(Mobility 2045 demographic forecast)*

The Dallas-Fort Worth metropolitan area's population is projected to grow to 11.2 million people by 2045, with jobs increasing 53 percent from 4.6 million in 2017 to 7 million in 2045. Collin County, which encompasses most of the City of Plano, is one of the fastest growing counties in the country. The population is expected to increase from 951,795 in 2017 to 1.7 million in 2045. Plano is a major employment center with a diverse, well-educated population of over 284,000 and more than 210,000 jobs. These favorable trends ensure Plano will continue to attract new residents, many of whom will be looking for the more urban lifestyle that Downtown Plano can offer.

Choice

The initial Downtown Plano Transit Village Plan adopted in 1999, recommended adding 1,000 housing units within 1/4 mile of the rail station. To date, 782 apartments, 20 for-sale townhouses and 31 condominium units have been constructed, along with numerous single-family homes on infill lots in surrounding neighborhoods. The Municipal Center South project nears completion, adding 184 additional apartments. A variety of housing choices, including a range of options and prices, create the best environment for overall quality of life.

Incentives

The City of Plano continues to provide a wide range of economic incentives and a favorable regulatory environment to stimulate redevelopment, infill, restoration and adaptive-reuse projects. All major projects are conducted through public-private partnership agreements.

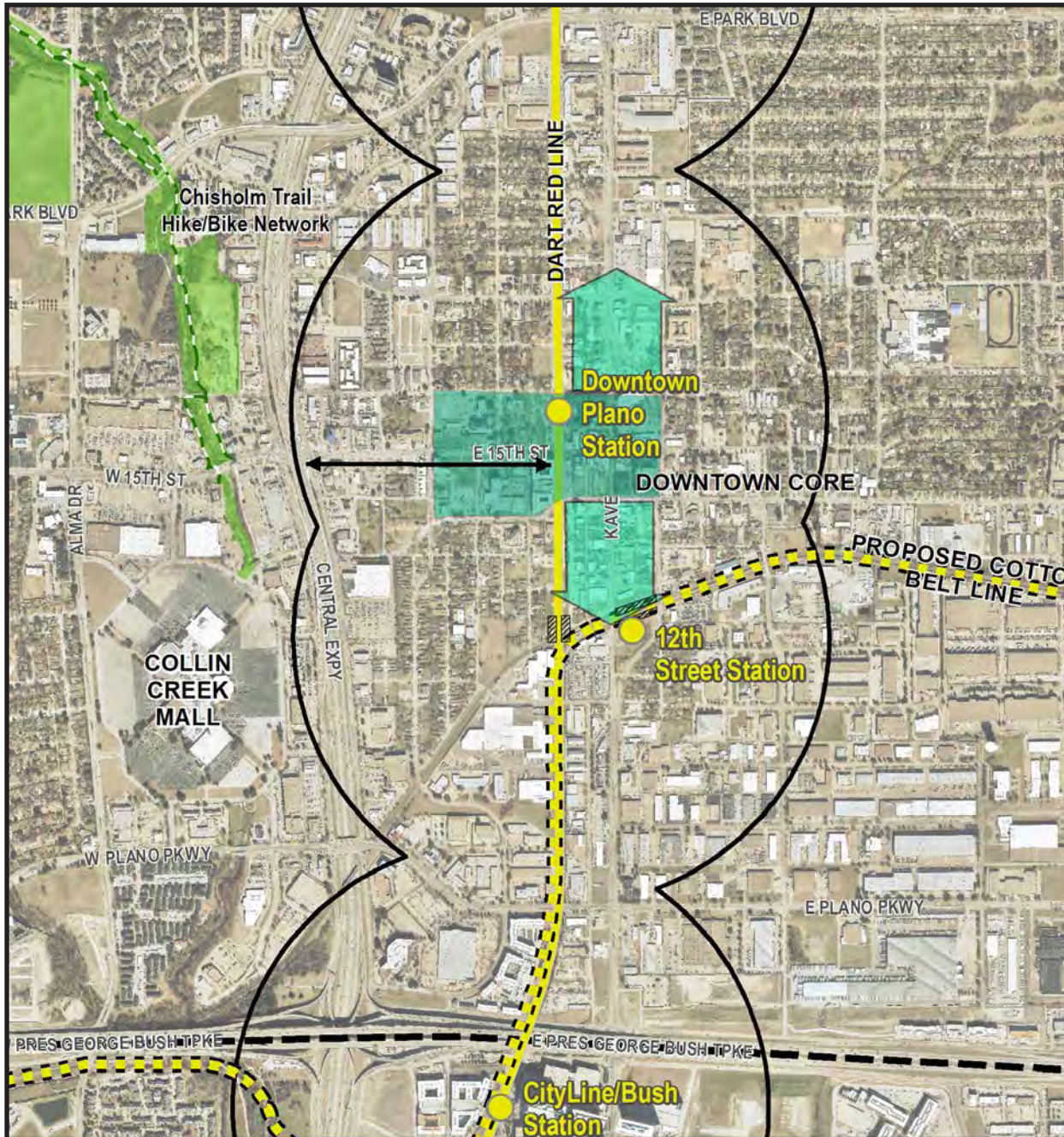


Housing options offer choices in lifestyle...



...and in transportation mode and route.





EXPANDING THE VISION

Strong developer interest in downtown and planned public improvements present the opportunity for continuing downtown's success and expanding the vision for transit-oriented development within the entire corridor. A summary of some of the major opportunities and needed initiatives follows.

15th Street Gateway

Downtown Plano is only a 1/2 mile from U.S. 75, yet was physically and economically disconnected from the City's most heavily travelled commercial corridor.

Work completed along 15th Street west of G Avenue features an enhanced streetscape with improved traffic operations, an additional bike lane and relocated overhead utilities. The underpass below U.S. 75 reveals a wider pedestrian walkway, better lighting and downtown-themed artwork. The artwork is an inviting entry into the newly designated Downtown Plano Cultural Arts District. A highlight of the district's artwork includes seven distinct sculptures created by artist John Weiner.

An improved 15th Street Gateway connects downtown to the U.S. 75 corridor and attracts new commerce to downtown. These improvements complement the sense of entry to existing and planned residential development located only blocks away.



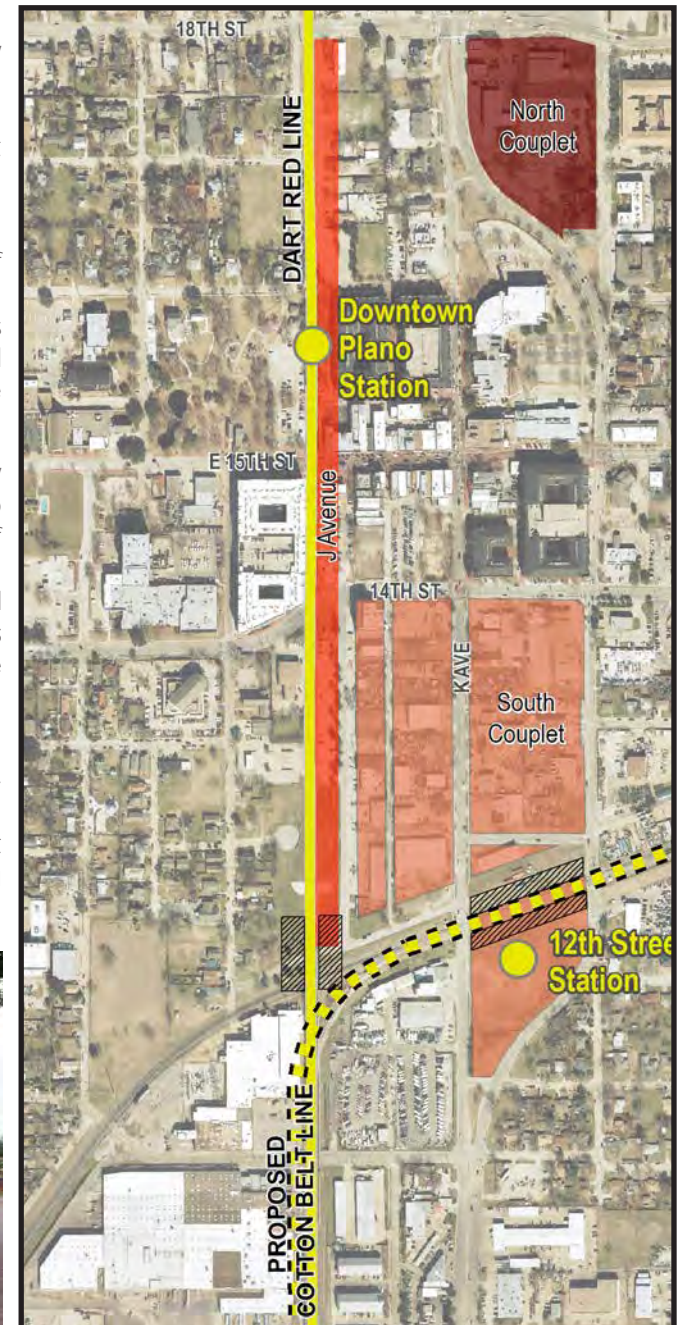
Downtown Couplet

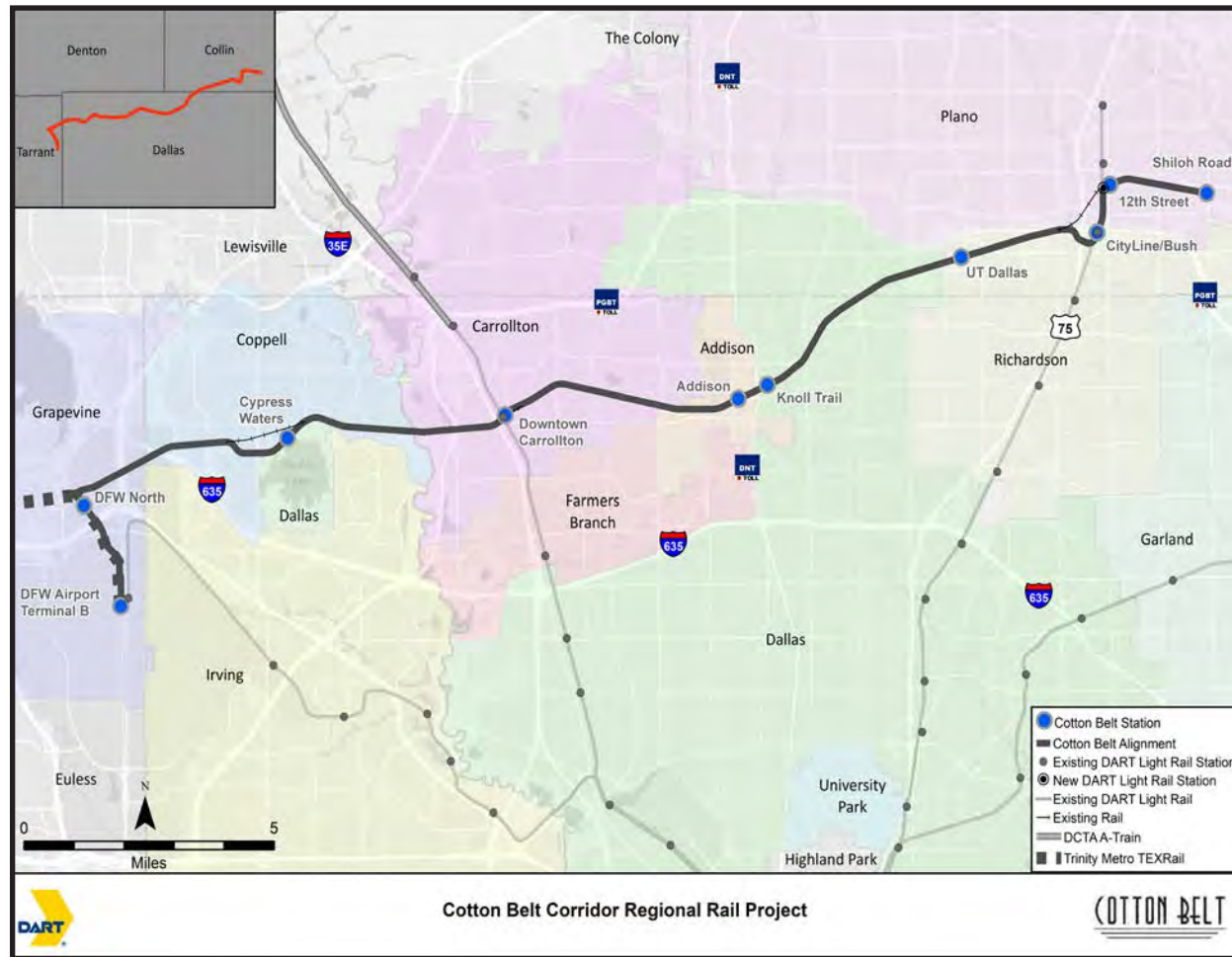
K Avenue is the major arterial street running north-south through Downtown Plano. This heavily travelled route extends from McKinney to Dallas and is vital to downtown's commercial success. Through downtown, K Avenue splits into a one-way couplet to reduce the impact on downtown properties and provide a more pedestrian-friendly environment. Initial downtown reinvestment focused on the historical core along 15th Street. Now interest is shifting to sites along the couplet, which are generally larger and have much greater exposure to regional traffic.

North Couplet - A major opportunity for northern expansion of downtown is the block north of the Municipal Center, which is mostly used for surface parking. The City hopes to partner with one or more developers to assemble, master plan and redevelop the property. This 6-acre site is ideal for urban mixed-use development, with a significant non-residential component. Successful development of the site would likely lead to redevelopment of the shopping center at the northeast corner of 18th Street and K Avenue.

South Couplet - Couplet sites south of 14th Street also have great potential. The area is currently occupied with commercial and auto-related uses. Land is subdivided into small lots and ownership is fragmented. This area has not caught the attention of developers. However, the completion of the Ice House (a four-story mixed-use building) on 14th Street marked the start of the southern expansion of downtown to the planned 12th Street DART station. This area is well suited for small infill projects. The addition of public parking and assistance with street and utility improvements may be the needed catalyst. Bold, more edgy architecture should be encouraged to give the area a distinctive character.

J Avenue - J Avenue parallels the couplet between K Avenue and the DART Red Line. Between 12th Street and 18th Street, J Avenue presents a special opportunity to create a pedestrian-oriented environment well suited for small-scale mixed-use. Much needed public parking and streetscape improvements essential to this area have already been completed. The grid street pattern could be improved by adding new mews streets between J and K Avenues, including 12th Place, 13th Street and 17th Street.





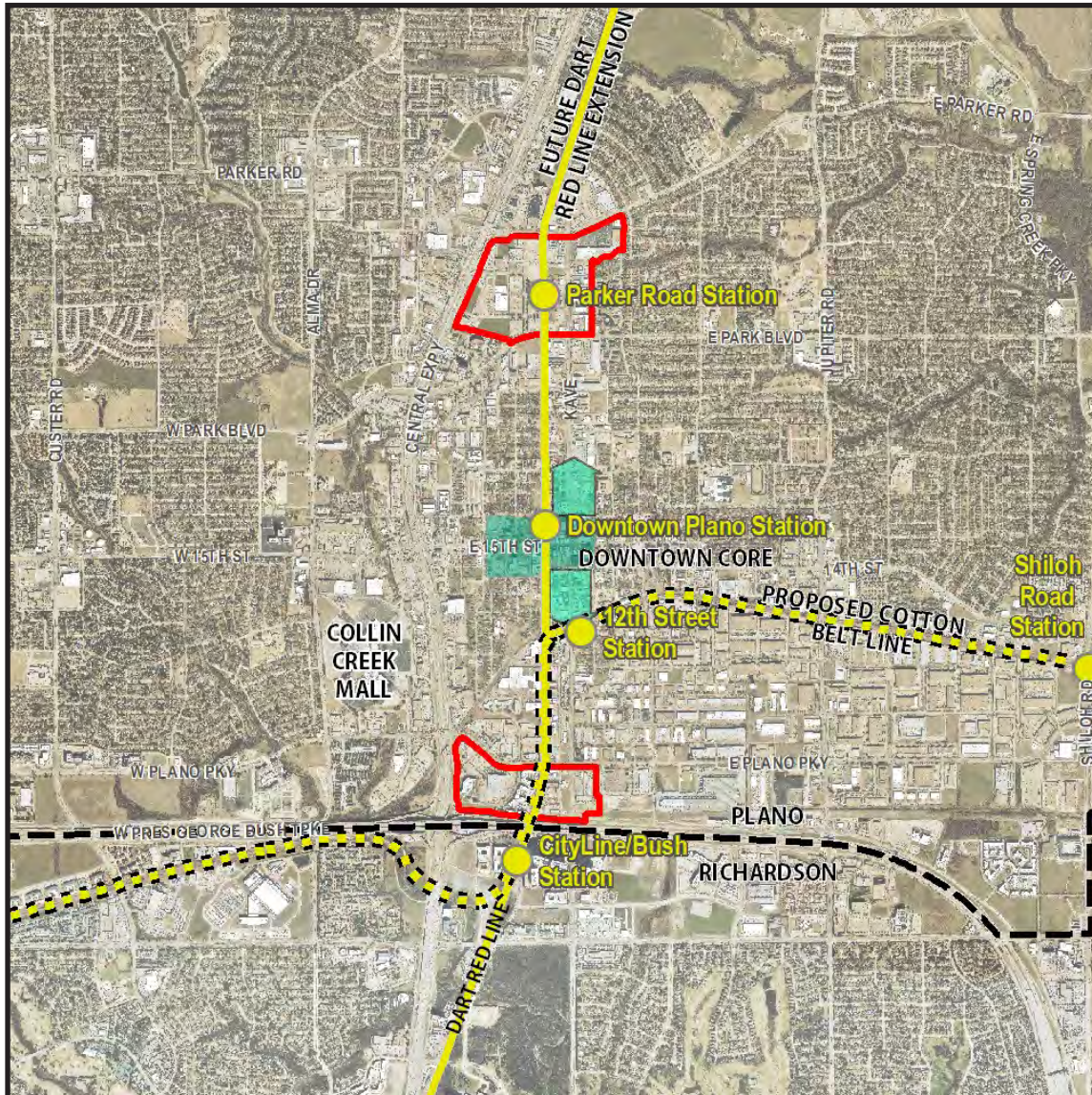
Cotton Belt Corridor Regional Rail Project

DART's Cotton Belt Corridor Regional Rail Project is a 26-mile commuter rail line extending from the DFW Airport to Shiloh Road in Plano. The Cotton Belt Line will interface with the Orange Line and The T's TEX Rail Project at DFW Airport, the Green Line in Carrollton, and the Red Line in Richardson/Plano.

The station at 12th Street and K Avenue, where the Cotton Belt Line crosses the Red Line, is approximately 0.4 miles south of the core of Downtown Plano. The end-of-the-line station will be located to the east on Shiloh Road, south of 14th Street. The 12th Street station will anchor the south side of downtown and act as a magnet for new development. Potential development opportunities await the area, including projects well suited for infill.

In 2017, DART approved the Cotton Belt Line. The Final Environmental Impact Statement was approved in 2018, and research of site conditions was started in February 2019. Construction on the Cotton Belt Line is also expected to begin in 2019, with completion projected for 2022.

The U.S. Department of Transportation approved a loan to DART for the project in the amount of \$908 million.



Parker Road Station

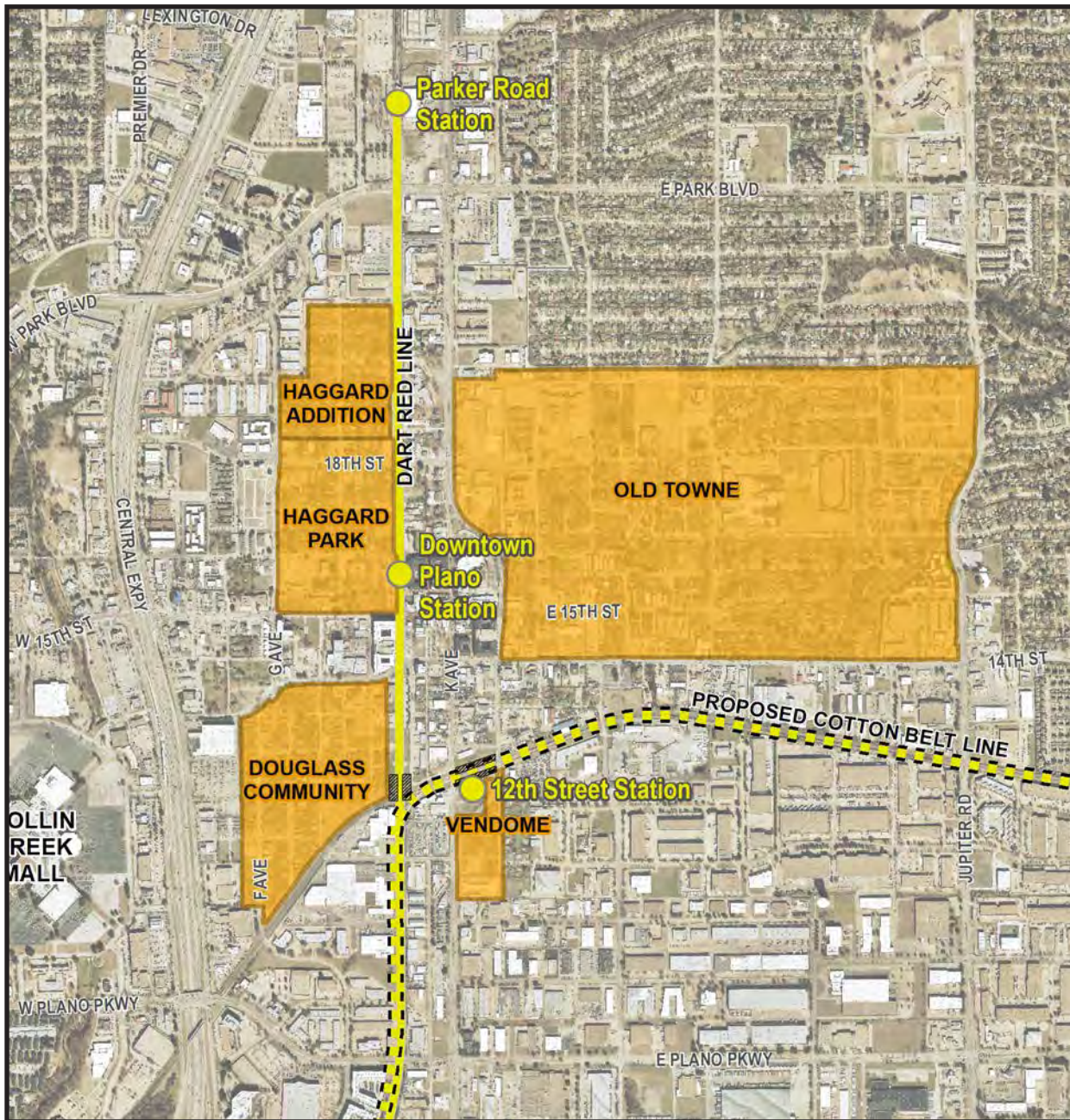
The DART Red Line presently ends at the Parker Road Station, approximately 1 mile north of downtown. The station has strong ridership with heavy parking demand. The best opportunity for transit-oriented development is at the southern end of the station along Park Boulevard. This area is well suited to a variety of uses including multifamily, office, medical, entertainment and retail. DART's long-term plan to extend transit service northward to McKinney will reduce the need for parking at the station. During the next 10 years, 8 to 15 acres in this area could redevelop. Streetscape improvements along K Avenue and development of a hike and bike trail to downtown would strengthen the northern K Avenue corridor.

CityLine/Bush Station

The CityLine/Bush Station serves Richardson and Plano. While the platform is in Richardson on the south side of the Bush Turnpike, it is within walking distance of new multifamily housing and underdeveloped property south of Plano Parkway. The CityLine, Raytheon and other developments in Richardson bring thousands of employees to the area. Properties in Plano are suitable for mixed-use development. Commercial uses may find market support from heavy commuter traffic. Successful residential use in this area requires imaginative design and amenities.



Opportunity exists around stations for development similar to the Eastside Village in Downtown Plano.



GENERAL RECOMMENDATIONS

Neighborhood Preservation

Several single-family neighborhoods are located in downtown and the larger DART corridor, including Douglass, Old Towne, Haggard Park, the Haggard Addition and Vendome. These neighborhoods contain a wide variety of architectural styles, house sizes and price points.

During the last 20 years, many homes have been restored and new housing constructed in this area. Nevertheless, the neighborhoods are fragile and continuing effort is needed to preserve, protect and enhance them.

There are several older apartment complexes in the area. Some are well maintained, but others require major rehabilitation or demolition. More is needed than just financial and technical assistance. Strengthening the neighborhoods also requires greater social interaction and organization of neighborhood residents to promote their common interests.



Pedestrian-Friendly Streets

A combination of public infrastructure projects and private development has reshaped the streetscape of Downtown Plano. The signature brick sidewalks and tree-lined streets provide not only an improved pedestrian experience but connect the area visually.

On-street parking calms traffic and provides a safe buffer for pedestrian comfort. Opportunities exist to extend this theme as the downtown area expands westward to U.S. 75 and along J and K Avenues.

The planned north-south hike and bike trail linking the four DART stations is in progress and pedestrian routes within neighborhoods continue to be evaluated. Many areas lack sidewalks; however, constructing new sidewalks may destroy landscaping and the street character.

More Variety of Uses

A complete neighborhood includes a broad mix of uses to meet the daily needs of its residents. This includes a variety of housing options, office, restaurants, retail, general apparel and household goods stores, personal services, and public services and facilities.

Downtown and the DART corridor are very diverse, but further improvement can be made. Downtown and the surrounding area could benefit from a pharmacy, clothing stores, personal services, a boutique hotel and public services. Additional office space near all the DART stations is encouraged.

Arts District

Downtown is a magnet for artists and is home to the Art Centre of Plano, the Plano Art Association and several art galleries and design studios. The City Council has designated downtown and the immediate surrounding area as an arts district. In 2016, the Texas Commission on the Arts also designated downtown as a cultural district. The Courtyard Theater, Cox Playhouse, McCall Plaza and the Saigling House provide the core of publicly-owned arts venues. Non-profit organizations and individual artists have contributed greatly to downtown's creative environment. The City Council has adopted an Arts, Culture and Events Plan to further development of the arts district.



Guiding Principles



DESIGN ELEMENTS AND PRINCIPLES

Building on the momentum of the last decade requires adherence to design principles that make sustainable, walkable, active urban centers and traditional livable neighborhoods. The following principles have been used in Plano and other successful communities.

Urban Center

An urban center is the area of greatest density, social interaction and commerce. It is where people meet, conduct business, entertain and celebrate. The center is a place frequented by nearly all residents. It is a regional destination attracting visitors beyond the community without detracting from its local character.

Mix of Uses

Mixing land uses results in a symbiotic relationship where the whole is greater than the sum of parts. Land use can be mixed horizontally or vertically. It is natural and desirable for sub-areas within the urban center to be either predominantly but not exclusively residential or non-residential. Urban mixed-use centers always have a commercial core, typically consisting of restaurants, entertainment uses and shops. Residential uses may be vertically integrated. The size of the commercial core should be a function of the market and not forced solely as a design consideration.

Inclusive Housing

A strong urban center is for everyone. It can be a great place to visit, but to be a great place to live it should showcase many housing choices. Density and compact design are important, yet a variety of housing types and cost is essential to respond to a broad demographic profile. Universal design of ground floor units is strongly encouraged.

Entry Corridors

The urban center must be accessible to a large market area. Entry corridors and major through streets must balance the need for accommodating traffic volume with the need to maintain a pedestrian-oriented environment. Public parking should be convenient, but never allowed to dominate the urban environment.

Street Grid

A tight grid street pattern provides good vehicular and pedestrian movement in an urban center. Frequent intersections discourage high-speed vehicular traffic and improve pedestrian safety. Small blocks make walking easier and provide visual interest. The street grid pattern should be regular, but with occasional off-sets and irregularities to create visual interest and unique development sites. Streets should vary in width appropriate to their context. Large thoroughfares should be avoided as they detract from the pedestrian environment. The street grid must physically connect to adjacent neighborhoods to create a larger market and psychological shared bond.



An example of parking converted into temporary public space

Development Grain

The urban center should principally consist of a fine grain of narrow lots and multiple buildings, both attached and detached. A few larger anchor uses are desirable to generate activity, establish identity and appeal to a larger market area. However, large buildings are best located on the perimeter and lined with smaller users.

Streets as Places

A street is more than a means of travel. It is also an outdoor room, a place for sharing time and spending time. A street is a common shared environment. It is the primary place where social and economic interaction occurs. The appearance of the street (including pavement, curbs, walks, and fixtures) sets the quality of the place. Streets should be designed to discourage high-speed traffic, thereby increasing safety for bicyclists, pedestrians and vehicle occupants alike.

Streetscape

The design of streets, sidewalks, and associated fixtures, furniture and plantings create the pedestrian environment and provide the most unifying elements of an urban center. Development of a common vocabulary of materials and design is important, but each building should have opportunity to develop an individualized response to the street. Pedestrian comfort and safety is a priority, yet the streetscape must also create visual interest that makes an urban center walkable.

Public/Private Realm

Buildings are designed to create a comfortable transition between the public and private realms. Windows, doors, porches, stoops and overhangs are ways to connect a building to the street and encourage social interaction and a sense of community. Buildings should interface directly with the street (generally a maximum setback of 15 to 20 feet behind the curb) to frame the street and connect public and private environments.

Common Open Space

Urban centers should be relatively dense and compact. Common open space is preferred over private yards. A central open space is needed for community activities, leisure and celebrations. It should not be too large or it will separate the urban fabric. A few smaller open spaces should be located for relief and visual interest.

Flexible Outdoor Space

Outdoor event space is important to activate urban development. Small plazas should be designed where they can be restful retreats or easily converted for events and entertainment. Even surface parking lots should be designed to support festivals, art shows, concerts and food truck courts. Streets, walks, plazas and parking lots are a part of the public realm as much as open space.



Regardless of size or use, good urban buildings interface directly with a safe, walkable public realm.



Park(ing) Day provides an example of flexible space in public realm.

Transportation Choice

Walking is the lifeblood of the urban experience, but a variety of transportation options is essential to a successful urban center. Rail, bus, bike, foot and car should all be options available to meet specific needs. Cars must be accommodated, but never allowed to dominate the urban environment.

Shared Parking

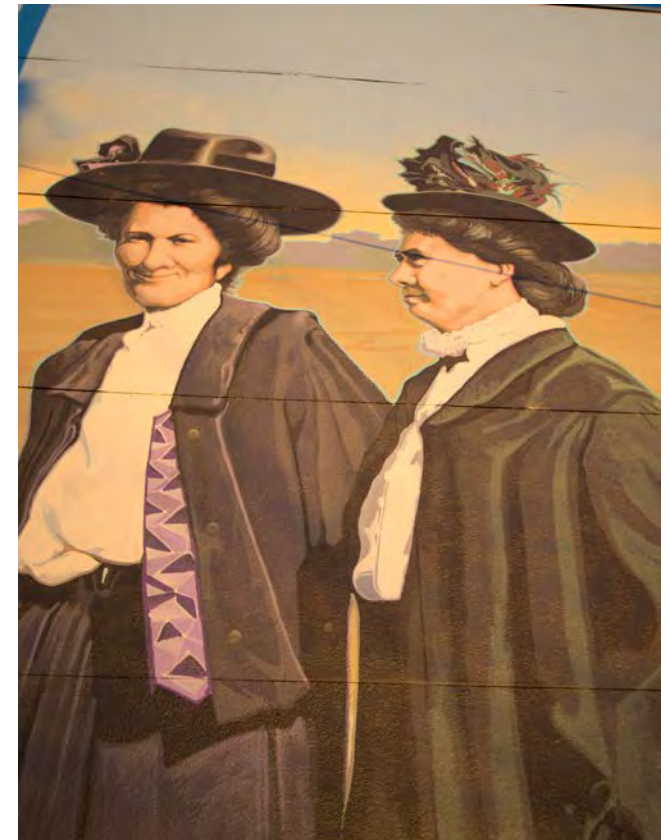
Like open space, parking must be managed to maintain a compact development form conducive to pedestrian travel. The maximum amount of allowed parking should be controlled. Large buildings should be garage parked. Surface parking lots should be publicly owned and shared as open public parking. Surface parking lots should be considered as reserved future development sites. On-street parking is encouraged to reduce the need for parking lots and to reduce the speed of vehicular traffic.

Character and Authenticity

Authentic places take on the personality of those within them. Urban centers that grow organically through multiple independent local business decisions and personal investments are more likely to develop a unique character and authenticity. Organic development faces greater coordination and financial challenges, but typically results in a more spontaneous and dynamic character. Sculpture, wall graphics and murals by local artists can add visual interest and personality to urban centers.

Repurposed Buildings

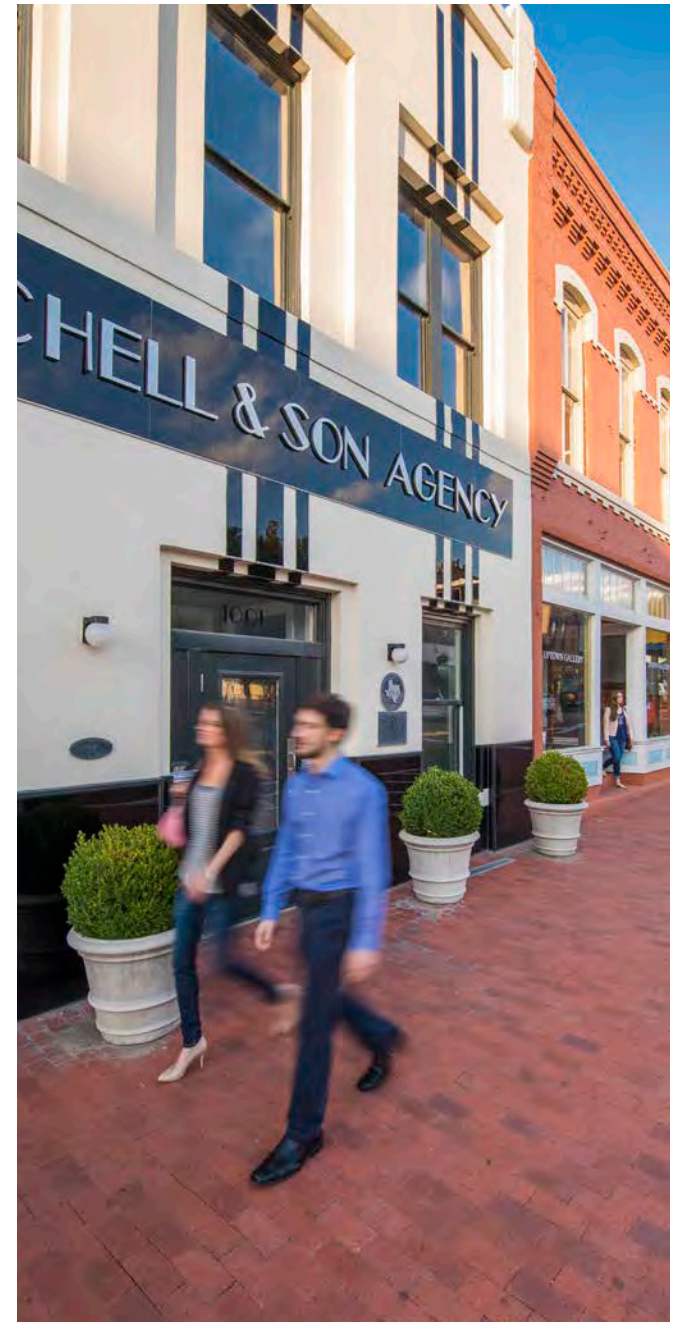
Revitalization does not always mean new construction replaces existing buildings. Basic, even non-descript, buildings may be converted for different uses and allow small investors and businesses a less expensive way to enter the market. Such conversions can add to the liveliness of the street through the use of outdoor or rooftop patios, new landscaping and refacing of building facades.



CONTINUING THE MOMENTUM

In the short period following Downtown Plano's resurgence, there have been many success stories to tell. Residents of downtown and its surrounding neighborhoods populate the streets, visiting downtown shops and restaurants, taking children to the park and walking dogs. A vibrant restaurant and nightlife scene attracts people from throughout the region. New investors and businesses have diversified the retail, service and office sectors. New residential units are underway, adding to the street life and energy of the area. Downtown Plano has the critical mass necessary to sustain existing businesses and attract new ones.

- Develop 1,000 units of housing within 1/2 mile of the Downtown Plano Station and a total of 2,000 units within the Plano DART rail corridor. Promote a variety of housing types and price points.
- Diversify non-residential use and develop or revitalize 150,000 square feet of non-residential space within 1/2 mile of the Downtown Plano Station and a total of 500,000 square feet of non-residential space within the DART rail corridor.
- Use redevelopment opportunities to remove the blighted and under performing commercial buildings.
- Improve streets, trails and sidewalks to create a pedestrian-friendly environment and better connections among neighborhoods, mixed-use centers and transit stations.
- Improve the physical condition and economic vitality of neighborhoods within the DART rail corridor.
- Continue the economic and tax base growth required to provide public improvements, services and reinvestment incentives.
- Strengthen Downtown Plano's identity and sense of place through celebration and support of the arts.
- Further diversify land uses to meet the demand for lodging and daily shopping needs.



ACTION ITEMS

To build on the original strategies key to Downtown Plano's successful rebirth, several actions were recommended and have been completed.

Recommended

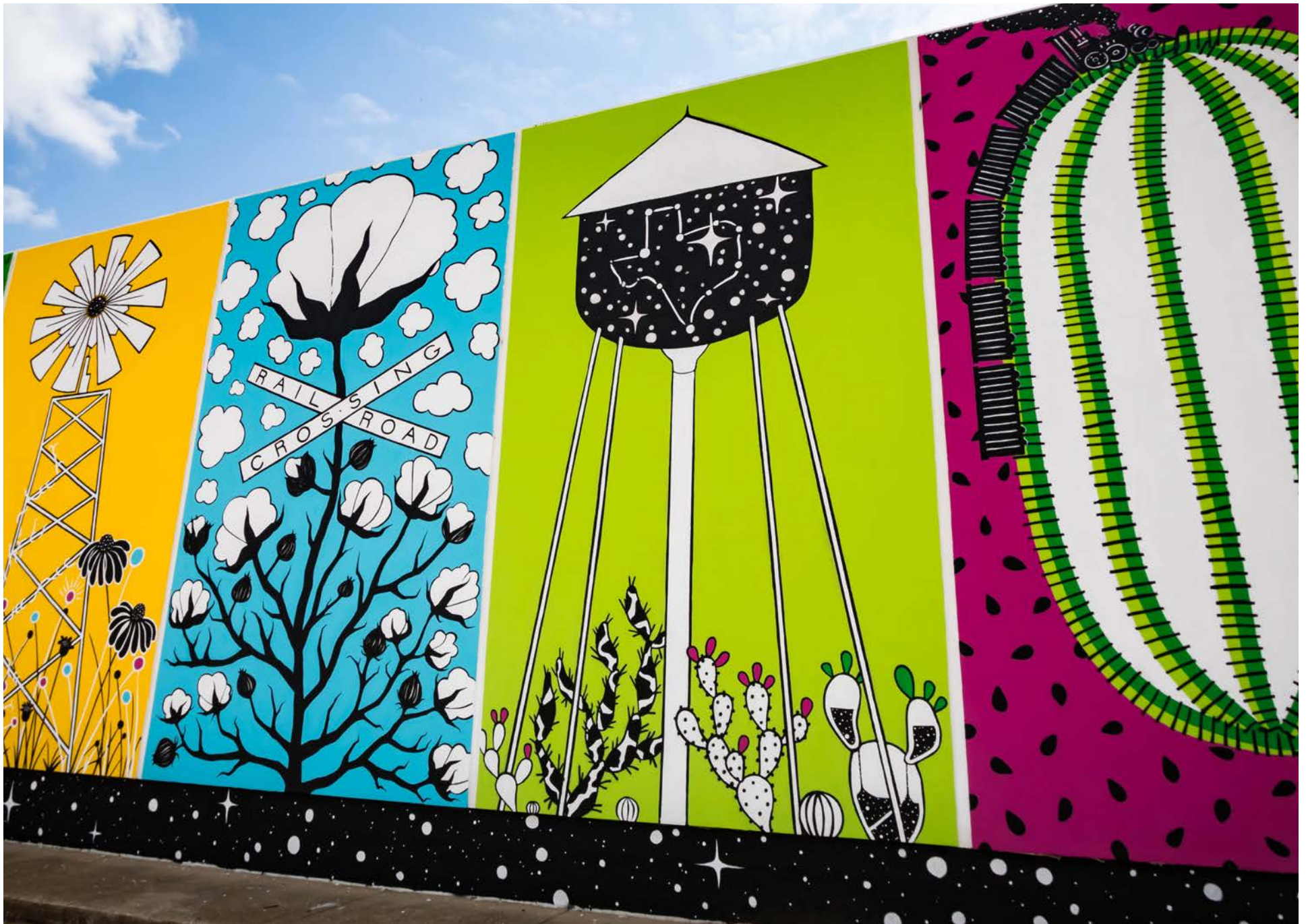
- 18th and K Redevelopment - Assemble and redevelop the block located at the southeast corner of 18th Street and K Avenue as a master planned mixed-use development. This project would include a large parking garage devoted to public parking and municipal use. Estimated cost: \$1.5 million, primarily for land acquisition. Funded.
- Downtown Business Government Zoning District - Modify and expand the Downtown Business Government district to include the 12th Street Station and south couplet corridor. Estimated cost: staff time.
- Municipal Center South Redevelopment - Redevelop the site, including other non-historical properties within the block as a mixed-use project. A large public parking garage would be a part of the project. Estimated cost: \$2 million for parking and infrastructure improvements. In progress.
- Parker Road Station - Continue to pursue urban mixed-use development at the DART Parker Road Station. Efforts should focus on city and county-owned property along Park Boulevard. Estimated cost: \$2.6 million, including land acquisition and perimeter improvements. Funded.
- Transit Village Veloweb - Construct the planned hike and bike trail connecting the four DART stations. Add bike racks and lockers at rail stations and other activity nodes. Includes sidewalk, street trees and ornamental street lights along J Avenue from 12th Street to 18th Street. Estimated cost: \$4.0 million. Partially funded. In progress.





Completed

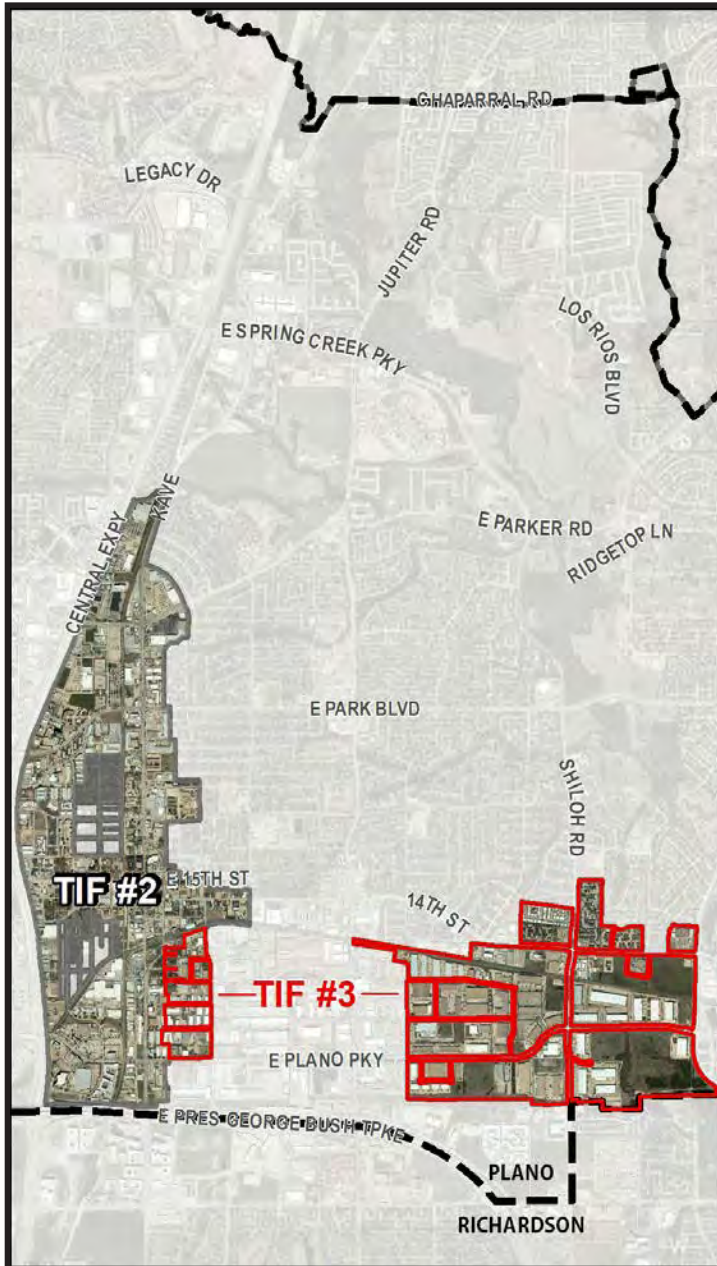
- 12th Street Station - Secured designation of the proposed 12th Street Cotton Belt/ Red Line Station. The City purchased 3 acres of land for parking for use by commuters and area businesses.
- 15th Street Gateway - Reconstructed 15th Street from G Avenue to U.S. 75, added streetscaping and relocated overhead utilities.
- Art Plan - Developed a plan for establishing Downtown as an arts district and promoted a variety of venues to create, display and perform the arts. Estimated cost - Implementation of the arts plan was a shared effort with multiple funding sources. City Council adopted the plan in August 2015.
- McCall Plaza - Modified and repaired the McCall Plaza for improved DART pedestrian crossing, removed the water wall, re-landscaped, replaced capstones and created a stage for entertainment events.
- Neighborhood Empowerment Zone - Expanded Neighborhood Empowerment Zone 2 to include the 12th Street Station area and the Vendome area. Added incentives to attract uses including offices, primary medical services, lodging, artist studios and galleries. \$100,000 in waived fees over a 10-year period.
- Public Improvement District - Established a public improvement district (PID) for the management, maintenance and promotion of downtown. Estimated cost – staff time to establish district, plus \$50,000 annual contribution from the City. The PID was renewed in 2017.
- TIF District - Expanded the duration of TIF District 2 beyond 2014 and eliminated Plano Independent School District participation as required by law. Estimated cost: \$500,000 annual property tax contribution by the City. The TIF District's term was extended for 15 years in 2014. TIF District 3 was adopted in 2018.
- Improved the U.S. 75/15th Street Underpass - Added lighting and artwork noting Downtown Plano. Estimated cost: \$500,000.
- 14th Street Reconstruction - Rebuild 14th Street from F Avenue to U.S. 75 and add sidewalks and street lighting. Estimated cost : \$300,000.
- 18th Street Improvements - Median on 18th Street east and west of G Avenue landscaped and lanes realigned.



Implementation



Tax Increment Financing Reinvestment Zone 2 and 3



IMPLEMENTATION AND FUNDING

Downtown development is spurred by a variety of City of Plano incentives. Many of the projects conducted during the last decade resulted from public/private partnerships tailored to the specific needs of each project.

The City amends development regulations to achieve good design and sound development economics, while protecting downtown's historical and architectural character. The City expedites plan review and inspections to keep projects on schedule.

In addition to these incentives, the City has created many programs, described below, to further encourage development downtown and in the surrounding neighborhoods:

Tax Increment Financing: In 1999, the City of Plano, the Plano Independent School District, Collin County and Collin College created Tax Increment Financing Zone Number Two (TIF Zone 2) to encourage economic reinvestment along the DART rail corridor. As authorized by Chapter 311 of the Tax Code, a TIF receives funding through ad valorem taxes derived from the growth of the total appraised value of property within the district occurring after the district is established.

At the time TIF Zone 2 was created, the total appraised value of property within the district was \$314 million. Today, the total appraised value has grown to more than \$699 million, yielding over \$52 million in revenue to date.

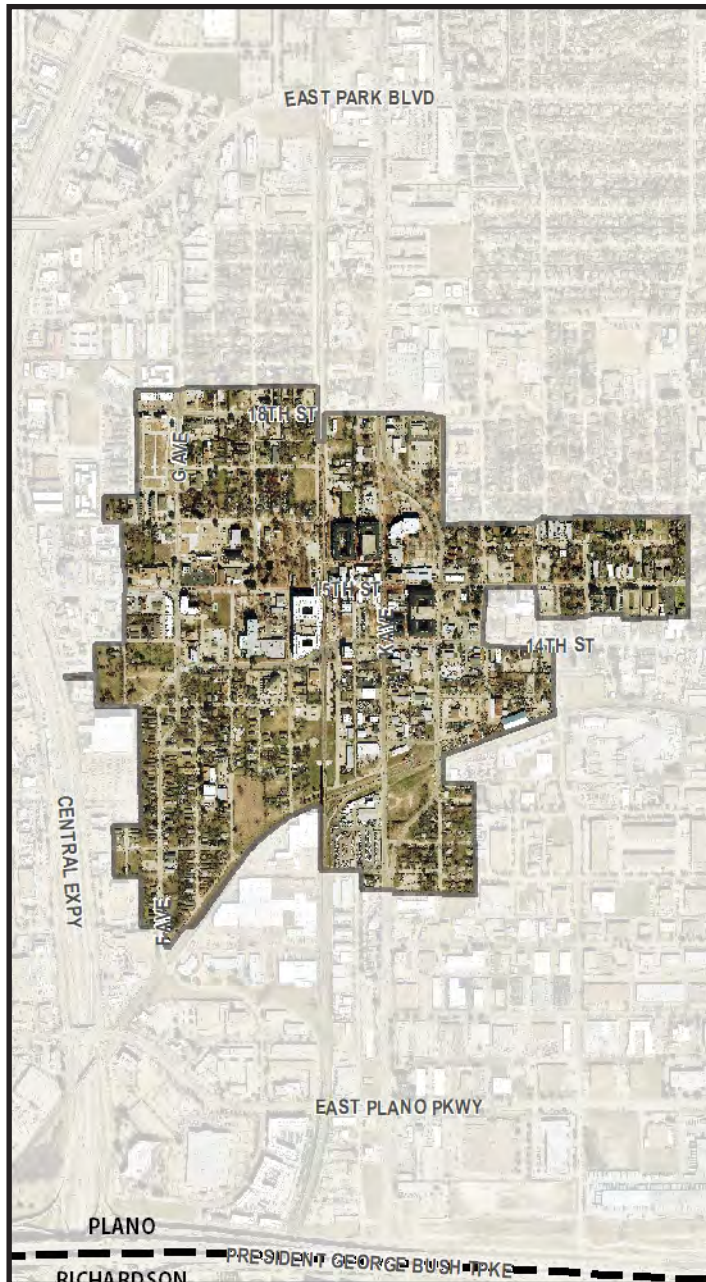
In 2014, the City and Collin County extended TIF Zone 2 for another 15 years, during which time it expects to generate an additional \$20 million in revenue.

In December 2018, City Council created Tax Increment Financing Reinvestment Zone Number Three (TIF Zone 3) to support Cotton Belt Corridor Regional Rail Project construction and development for the Plano stations. This new TIF Zone 3 dedicates 50% of collected real property tax increments to the Cotton Belt project.

TIF funds can be spent for infrastructure, facilities and land within the district to facilitate economic reinvestment. State law grants municipalities broader development powers within a TIF district.



Neighborhood Empowerment Zone



380 Agreements: Chapter 380 of the Local Government Code gives municipalities authority to make grants and loans of funds or services to further economic development. This authority, combined with that associated with tax increment financing, is the basis for most public/private partnership development agreements.

Neighborhood Empowerment Zone: Authorized under Chapter 378 of the Local Government Code, the City of Plano created Neighborhood Empowerment Zone 1 in August 1999, which includes downtown and the surrounding neighborhoods. Among the powers granted by the law, cities may waive development fees within an empowerment zone to stimulate economic development, including the production and rehabilitation of affordable housing. Plano's empowerment zone waives all development-related fees for construction, remodeling and rehabilitation of commercial buildings and single-family housing. Fees are also waived for the rehabilitation of multifamily units, provided the cost of work is greater than \$8,000 per unit. The neighborhood park fee is waived for new multifamily construction. Since 2015, \$212,049 in fees have been waived in the Zone.

Historic Preservation Tax Exemptions: Under the authority of Chapter 11.24 of the Tax Code, properties designated as a heritage resource by the city are eligible to receive a property tax exemption to encourage proper restoration and maintenance. The size of the exemption ranges from 38 percent to 100 percent of the structure's value based on the use of the property and its historical significance. All four governmental entities levying property taxes in Plano participate in the program. Designated properties are reviewed annually to ensure they are properly maintained and qualified to continue receiving the exemption. In addition to designating individual properties, Plano has established two heritage districts – Downtown Heritage District and the adjacent Haggard Park Heritage District (neighborhood).

Fire Sprinkler Program: Fire protection of Downtown Plano is a long-standing concern. Downtown was repeatedly destroyed by fire in the 1890s. Today, only a few buildings in the historic commercial core have fire sprinklers. Plano Fire-Rescue is working with downtown merchants and building owners to reduce risk and install a shared fire sprinkler system. As an incentive, the City will pay the cost of extending water lines and installing fire valves and risers to serve building groups. The merchants pay the cost of internal service lines and sprinkler heads.



Regulatory Incentives: A number of regulatory incentives accommodate development and reduce cost. No existing building is required to provide parking regardless of occupancy. Up to 4,500 square feet of building area may be added to a designated historic building without providing parking. New buildings are required to provide parking, but at a much lower rate than required elsewhere in the City. The Planning & Zoning Commission can decrease the amount of required parking by giving credit for nearby public parking. Buildings may cover 100 percent of the lot and be four stories in height. Live/work units are permitted on the ground floor of buildings. Building stoops, awnings, balconies and signs can extend into the street right-of-way. Where sidewalks are sufficiently wide, the City permits outside dining under a license agreement with the restaurant.

Public Improvement District: As authorized by Chapter 372 of the Local Government Code, a public improvement district (PID) may be established by petition of property owners. An assessment on properties within the boundaries of the district may be used to pay for additional security and lighting, landscaping and other public improvements, marketing and advertising, and special events. In 2014, City Council approved a PID for Downtown Plano, with an advisory board comprised of all PID property owners. The PID was then renewed in 2017 with overwhelming support. Over 79 percent of PID property owners supported its renewal.

SUMMARY

Downtown Plano and the DART rail corridor are redefining Plano's future. As the region's population is expected to grow to over 11 million people within the next 25 years, and Plano matures, greater emphasis is placed on redevelopment and creation of mixed-use urban development. Downtown and the DART rail corridor remain full of opportunities to demonstrate how density, diversity and design can stimulate reinvestment while improving quality of life and sense of community.

For more information, contact the City of Plano Planning Department at 972-941-7435 or Special Projects Department at 972-941-7430.

Websites:

plano.gov
visitdowntownplano.com

plano.gov/specialprojects
dart.org

belairdowntown.com
junction15apartments.com

Public Improvement District



Appendix



PROJECT PROFILES

15th Street Village & 15th Street Townhomes

Location: Southeast and Southwest Corners of 15th Street and G Avenue

Site size: 4 Acres

Number of dwellings: 20 Townhomes and 31 Condominiums

Building height: 2-Story Townhomes and 3-Story Condominiums over 1-Level Garage

Unit size: 1,700 to 2,100 Square-Feet Townhomes and 900 to 1,100 Square-Feet Condominiums

Project completed: 2014

Project architect: Graphics Design Group 214-520-8800
3615 N. Hall St.
Dallas, TX 75219

Civil engineer: Helmberger & Assoc. 972-442-7459
1525 Bozman Road
Wylie, TX 75098

Contractor: Diversified Construction Services 972-668-9354
10625 North County Road
Frisco, TX 75034

Developer: OakPath, LLC

Public concessions and incentives: City of Plano provided a two-year option to purchase approximately 1 acre of land at \$11 per square foot subject to the developer acquiring all other property required for the project, obtaining zoning and plan approvals and substantially completing 50 dwelling units. The City also provided a reimbursement allowance of \$100,000 for public infrastructure and \$24,000 cost participation in shared use on-street parking. The City waived most development fees associated with the project.

Property tax: 1999 tax valuation \$1,058,069. 2018 tax valuation \$13,284,055



K Avenue Station (Formerly Eastside Village I)

Location: Northwest Corner of 15th Place and K Avenue

Site size: 3.6 Acres

Gross building area: 245,000 Square Feet

Building height: 3 and 4-Stories

Number of dwellings: 246 units

Non-residential space: 15,000 Square Feet

Parking: 351 Garage Spaces, 47 Surface Spaces

City of Plano construction cost: \$2,000,000 (\$1,030,098 credited against land transferred by DART to Plano.)

Project completed: 2001

Project architect: Womack & Hampton Architects, LLC
4311 Oak Lawn, Suite 50 214-252-9000
Dallas, TX 75229

Civil engineer: Huitt-Zollars, Inc
1717 McKinney Ave., Suite 1400 214-871-3311
Dallas, TX 75202

Landscape architect: Huitt-Zollars, Inc.
1717 McKinney Ave., Suite 1400 214-871-3311
Dallas, TX 75202

Developer: Amicus Partners, Limited
8343 Douglas Ave., Suite 360 214-635-4723
Dallas, TX 75225

Public concessions and incentives: The City of Plano assembled the site, cleared improvements and abated environmental contamination. The site was leased to the developer for 70 years, with three 10-year renewal options. Annual base rent (\$0.60/sq. ft.) was discounted in the first and second year of the lease to 25 percent and 50 percent. After the third lease year (base year), the ground lease is adjusted based on the net operating income generated by the development. The City assumed responsibility for the construction of off-site infrastructure serving the development. Development fees paid to the City were credited against the ground lease rent during the first and second years. The neighborhood park fee was waived.

Property tax: 1998 tax valuation \$1,102,211. 2018 tax valuation \$24,691,333



K Avenue Station (Formerly Eastside Village II)

Location: Northeast Corner 14th Street and K Avenue

Site size: 3.1 Acres

Gross building area: 245,000

Building height: 3 and 4-stories

Number of dwellings: 256 units

Non-residential space: 25,000 Square Feet

Parking: 419 Garage Spaces, 33 Surface Spaces

City of Plano construction cost: \$800,000 Reimbursement Allowance

Project completed: 2002

Project architect: RTKL Associates, Inc.
1717 Pacific Ave. 214-871-8877
Dallas, TX 75201

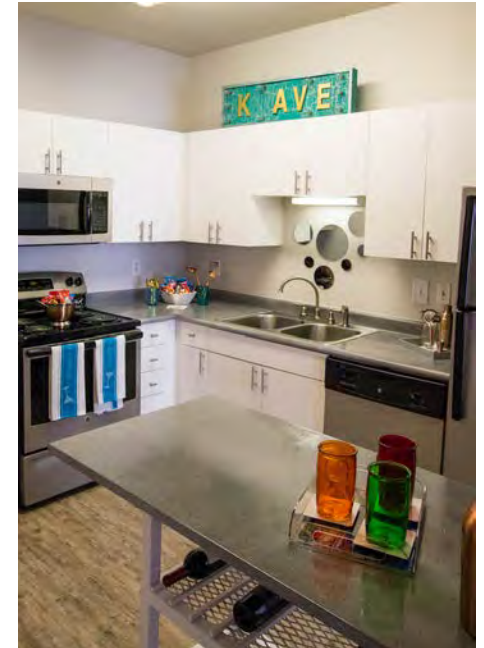
Civil engineer: Huitt-Zollars, Inc.
1717 McKinney Ave., Suite 1400 214-871-3311
Dallas, TX 75204

Landscape architect: RTKL Associates, Inc.
1717 Pacific Ave. 214-871-8877
Dallas, TX 75201

Developer: Amicus Partners, Limited
8343 Douglas Ave., Suite 360 214-635-4723
Dallas, TX 75001

Public concessions and incentives: The City of Plano deeded 1.1 acres to Amicus in exchange for 100 garage parking spaces (in addition to those required by code). The right to the parking is secured by easement. The City provided an allowance of \$800,000 for the construction of public infrastructure to serve the development. The neighborhood park fee was waived.

Property tax: 1999 tax valuation \$979,328. 2018 tax valuation \$34,139,577.



Junction 15

Location: Southeast Corner of 15th Street and I Avenue

Site size: 3.1 Acres

Number of dwellings: 280 units

Retail space: 9,000 Square Feet

Unit size: 870 Square Feet Average

Construction cost: \$32,000,000+

Project completed: 2015

Developer: Southern Land, LLC 615-778-3150
1550 McEwen Drive, Suite 200
Franklin, TN 37067

Project design team: Southern Land Internal Design Services

Public concessions and incentives: The City of Plano granted 1.6 acres of land in exchange for 92 garage parking spaces dedicated to the City for police parking. In addition, the City reimbursed the developer \$1.7 million for perimeter streetscape improvements, including \$900,000 for a pedestrian walkway adjoining the DART rail line. DART granted an easement within its right-of-way to the City for the pedestrian walkway. In recognition of the project's TOD benefit, the North Central Texas Council of Governments is crediting the City of Plano \$900,000 toward local funding matching requirements of future road projects.

Property tax: 2011 tax valuation \$996,498. 2018 tax valuation \$47,400,000.



Plano Courtyard Theater

Location: Southwest Corner of 16th Street and H Avenue

Site size: 1.063 Acres

Gross building area: 20,000+ Square Feet

Building height: 33 Feet

Building materials: Brick and Cast Stone

Parking: 200

Construction cost: \$6+M

Description: The Plano Courtyard Theater was created through the adaptive reuse of the Cox High School Gymnasium, located on Avenue H across from Haggard Park. Constructed in 1938 under the Works Progress Administration, the building is Plano's second oldest public structure. The 326-seat theater is a flexible venue well suited to a variety of theatrical, musical and other artistic performances. The theater can be set in several configurations, including end stage, thrust stage and arena. The "courtyard" name refers to the manner in which the balcony surrounds the floor seating and engages the stage to create an intimate environment. Moveable panels allow the room to be acoustically tuned to the needs of the performance. Approximately 20,000 square feet in size, the theater includes large lobbies and ample space for technical and administrative functions.

Original architect: Hoke Smith

Project architect: Hardy Holzman Pfeiffer Associates
902 Broadway, 11th Floor 212-677-6030
New York, NY 10010

Theater consultant: Theatre Projects Consultants
25 Elizabeth St. 203-299-0830
South Norwalk, CT 06854

Acoustician: Jaffe-Holden Acoustics, Inc.
114A Washington St. 203-838-4167
Norwalk, CT 06854

General contractor: Joe Funk Construction Engineers, Inc.
11226 Indian Trail 972-243-7141
Dallas, TX 75229

Financing: The City of Plano leased the building and site from the Plano Independent School District for 60 years in exchange for the District's use of the theater for 10 days annually. The main source of funding is \$4.6 million from a tax increment finance district. Other funding has been provided through the City's general fund, hotel/motel tax and private gifts.



Rice Field Addition

Location: Southwest Corner of 18th and G Avenue

Site size: 4.127 Acres

Number of dwellings: 61 Single-family Homes

Unit size: 1,800-2800 Square Feet

Sales Price Range: \$370,000-High \$400,000s

Civil engineer: Kadleck & Associates 214-473-4640
(a Division of Westwood)
2740 Dallas Pkwy., Suite 280
Plano, TX 75093

Developer: Texas InTownHomes, LLC 214-725-0560
1520 Oliver St.
Houston, TX 77007

Public concessions and incentives: This project completes initial development of 14 townhomes previously constructed on the adjacent site. It is a pedestrian-oriented development in close proximity to the DART Downtown Plano Station, approximately a quarter mile away, and less than a 10-minute walk from 7-acre Haggard Park.

\$250,000 in TIF 2 appropriations for site paving, sidewalks, and curb and gutter improvements; water and sewer utilities; streetscaping, streetlights and landscaping; alley way construction; and relocated utilities.

As part of the Neighborhood Empowerment Zone, the City will also waive the majority of development fees associated with the project.



Municipal Center South Redevelopment (Morada Plano)

Location: Northwest Corner of 14th Street and K Avenue

Site size: 1.7 Acres

Number of dwellings: 184 units

Building height: Two 5-Story Mixed-Use Structures with 3-Level Underground Garage

Building materials: Brick Veneer, Stucco and Fiber Cement Board

Nonresidential space: 12,000 Square Feet

Parking: 333 Garage Spaces

Unit size: 700 Square Feet (average)

Construction cost: \$25,000,000+

Project architect: Womack & Hampton Architects, LLC
214-252-9000
4311 Oak Lawn Ave., Suite 50
Dallas, TX 75219

Civil engineer: Kimley-Horn and Associates, Inc.
972-770-1300
12750 Merit Dr., Suite 1000
Dallas, TX 75251

Developer: Southern Land, LLC
615-778-3150
1550 McEwen Drive, Suite 200
Franklin, TN 37067

Public concessions and incentives: The City of Plano granted 1.7 acres of land in exchange for 70 garage parking spaces secured by an easement for public parking. The City reimbursed Southern Land Company \$700,000 for 50 additional spaces and \$200,000 for demolition and abatement. Additionally, the City will provide \$1.25 million for streetscape improvements, and utility and paving infrastructure.



Perspective from J Avenue SW

Prepared For:
**SOUTHERN LAND
COMPANY**

Prepared By: Job No. 15006 May 16, 2016
Womack + Hampton
Architects, L.L.C.
4311 Oak Lawn Avenue, Suite 50
Dallas, Texas 75219
TEL: 214.252.9000 FAX: 214.252.9080
www.womackhampton.com



Plano Marine Addition

Location: Northwest corner of K Avenue and 10th Street

Site size: 5.58 Acres

Gross building area: 279,784 Square Feet and 283,412 Square Feet

Building height: Two 4-Story Structures

Number of dwellings: 385 units

Parking: 516 Parking Spaces in 5-Story Garage Structure, 34 On-Street and Surface Spaces

Construction cost: \$65,000,000

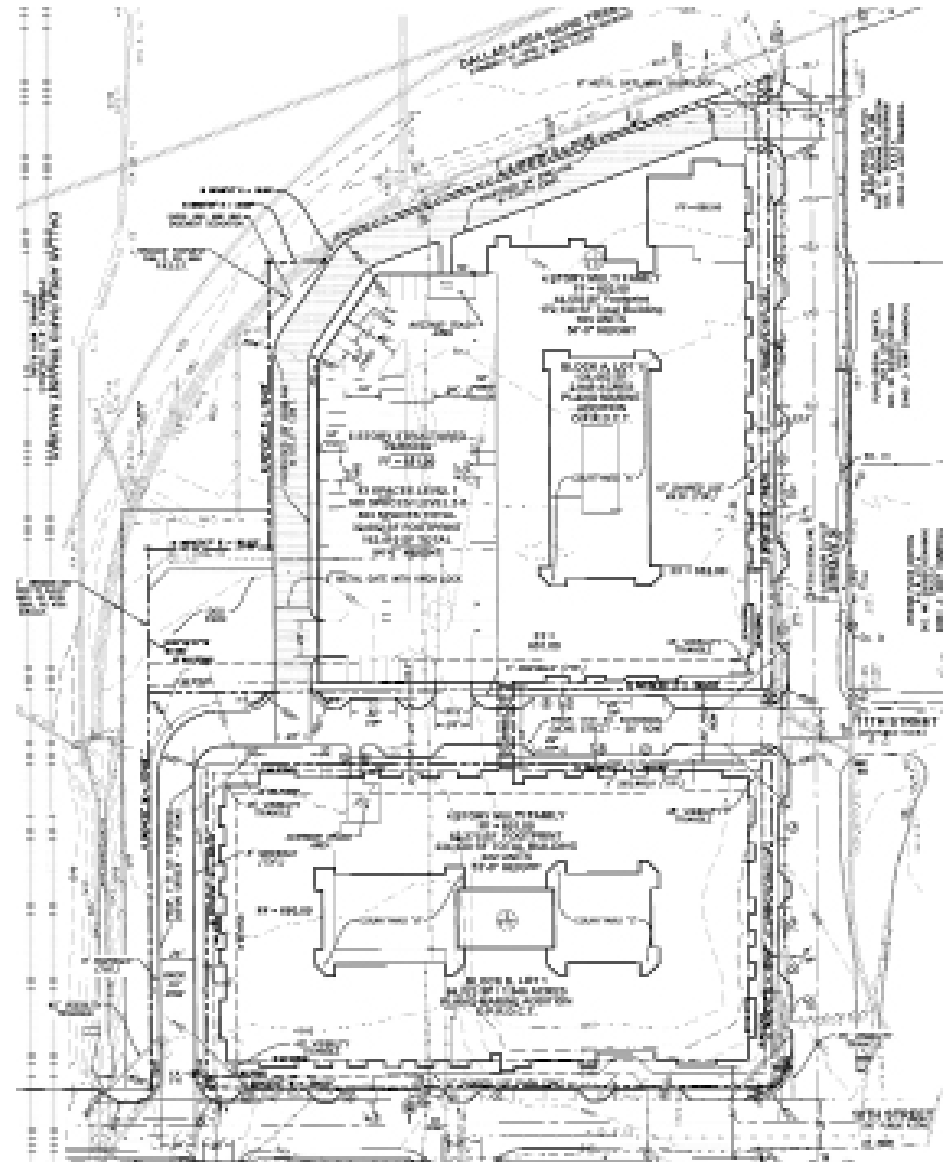
Project architect: R. Michael Hampton 214-252-9000
Womack + Hampton Architects, LLC
4311 Oak Lawn Ave., Suite 50
Dallas, TX 75219

Civil engineer: Cates-Clark & Associates, LLP 972-385-2272
14800 Quorum Dr., #200
Dallas, TX 75254

Developer: Toll Brothers 301-654-3400
7940-A Wisconsin Ave.
Bethesda, MD 20814

Public concessions and incentives:

TIF 2 funding was approved for project utility improvements, including relocation of an Atmos Energy gas line and installation of a new storm drain line. Incentives granted for actual improvement costs total \$423,356. Plano Marine Addition is the pioneer development within the vicinity of the Cotton Belt Corridor Regional Rail Project. It is also adjacent to the South Couplet where reinvestment has languished relevant to the Downtown core.



Patriot Park

Location: 13th/14th Connector and G Avenue

Site size: 5.47 Acres

Number of dwellings: 220 units

Building height: 4-Stories

Unit size: Various Sizes, Ranging from Studio to Three-bedroom units

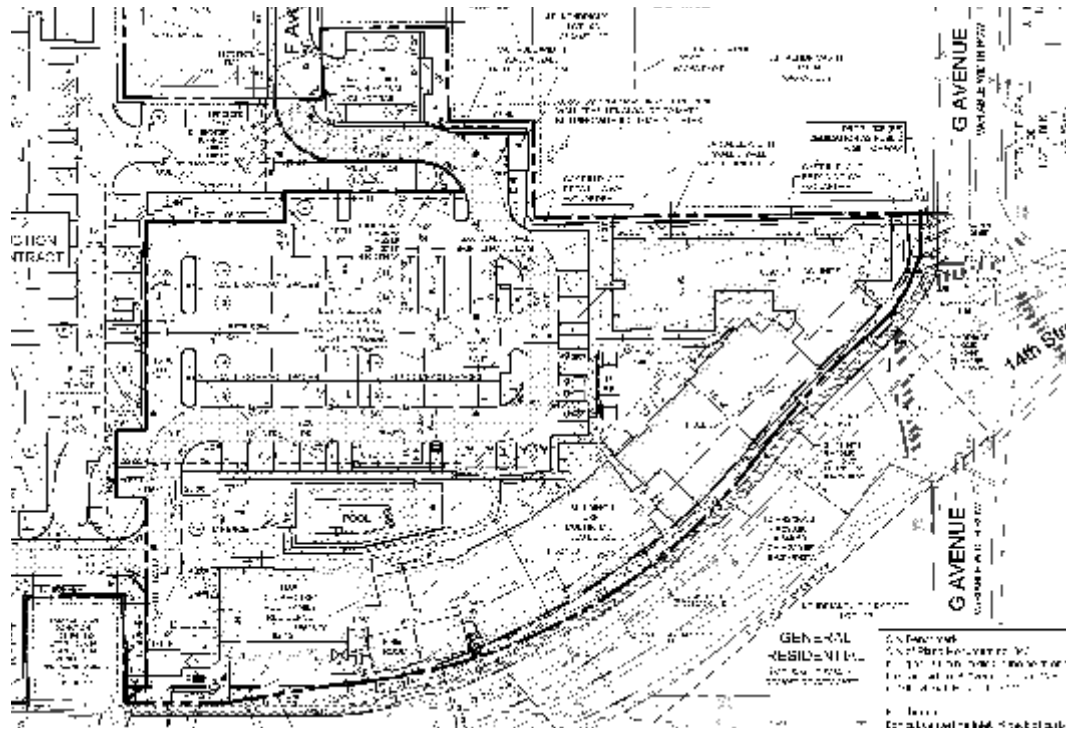
Project architect: Josh Sporel 817-514-0584
Arrive Architecture Group
2344 Hwy. 121, Suite 100
Bedford, TX 76021

Civil engineer: MULTATECH Architects & Engineers
2821 W. 7th St., Suite 400 817-877-5571
Fort Worth, TX 76107

Developer : Plano Housing Corporation 972-423-4928
1740 G Ave.
Plano, TX 75074

Public concessions and incentives: \$500,000 in TIF 2 funds to rehabilitate a portion of F Avenue near 13th/14th Street Connector to 14th Street; site paving, sidewalks, and curb and gutter improvements; water and sewer utilities; streetscaping, streetlights and landscaping.

As part of the Neighborhood Empowerment Zone, the City will also waive the majority of development fees associated with the project.



Eco Village (Formerly 17th Street Townhomes)

Location: 17th Street between J and K Avenues

Site size: 1.277 Acres

Number of dwellings: 21 Townhomes

Building height: 2-Story Townhomes

Unit size: 1,300-1,950 Square Feet

Civil engineer: Kistenmacher Engineering Company
214-234-0011
6336 Greenville Ave., Suite C
Dallas, TX 75206

Developer: Carl Franklin Homes, LLC
972-977-7398
2320 King Arthur Blvd.
Lewisville, TX 75056

Public concessions and incentives: \$500,000 in TIF 2 funding for 17th Street construction; site paving, sidewalk improvements on J and K Avenues, and curb and gutter improvements; water and sewer utilities; on-street parking along J Avenue; streetscaping, streetlights and landscaping.

This project capitalizes on its short walking distance to the DART Downtown Plano Station.

As part of the Neighborhood Empowerment Zone, the City will also waive the majority of development fees associated with the project.





CITY FACT SHEET *(U.S. Census Bureau)*

2010 Census Population - 259,841

2017 American Community Survey (ACS)
Five-Year Estimates

Population	281,566
Land Area	72 square miles
Adults with Bachelor's Degrees or Higher	58%
Median Household Income	\$88,578
Median Home Value	\$271,300

Largest Private Employers:

Capital One	Frito Lay
DXC Technology	J. C. Penney Company, Inc.
Bank of America Home Loans	NTT Data Services
Ericsson	Keuring Dr Pepper
Toyota Motor North America, Inc.	Cigna
Texas Health Plano	Medical City Plano
PepsiCo,	FedEx Office
Nokia	McAfee
Liberty Mutual Insurance	JPMorgan Chase

Mayor-Council-City Manager Form of Government

AAA City Bond Rating

Leading Employment Industries:

Trade, Transportation and Utilities	21%
Professional and Business Services	19%
Education and Health Services	12%
Government	12%
Leisure and Hospitality	10%

Source: Plano Economic Development

DEMOGRAPHICS

City of Plano

2013-17 ACS Five-Year Estimates

Population	281,566
Median Age	38.8 years
Race and Ethnicity	
Hispanic	14.5%
Non-Hispanic	85.5%
African American or Black	8.1%
American Indian/Alaska Native	0.3%
Asian	19.3%
Native Hawaiian/ Other Pacific Islander	0.1%
Some Other Race	0.3%
White	54.9%
Foreign Born	25.1%
Educational Attainment	
No High School Diploma	6.1%
High School Diploma/GED	12.4%
Some College, No Degree	18.4%
Associate Degree	6.4%
Bachelor's Degree	35.1%
Graduate/Professional Degree	21.6%

Household Income Distribution

Under \$25,000	10.4%
\$25,000 to \$49,999	15.2%
\$50,000 to \$74,999	16.6%
\$75,000 to \$99,999	13.2%
\$100,000 to \$149,000	20.2%
Over \$150,000	24.5%
Median Household Income	\$88,578
Per Capita Income (families)	\$44,855

Poverty

Population Below Poverty	7%
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Median Home Value

\$271,300

Downtown Plano (Census Block Group Compilation)

Population	3,793
Median Age	31.2 years
Race and Ethnicity	
Hispanic	59.3%
Non-Hispanic	40.7%
White	35.1%

Educational Attainment

No High School Diploma	38%
High School Diploma and Higher	38.6%
Bachelor's Degree or Higher	23.4%

Median Household Income **49,441**

Poverty

Population Below Poverty	21.9%
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Median Home Value **\$168,411**



CONTACTS

City of Plano Special Projects Department

1520 K Ave., Suite 350
Plano, TX 75074
972-941-7430 / 972-941-7435
plano.gov/specialprojects

City of Plano Planning Department

1520 K Ave., Suite 250
Plano, TX 75074
972-941-7151
planoplanning.org

City of Plano Economic Development

5601 Granite Pkw
Plano, TX 75024
972-208-8300
planotexas.org

Dallas Area Rapid Transit

1401 Pacific Ave.
Dallas, TX 75202
214-749-3278
dart.org

North Central Texas Council of Governments

616 Six Flags Drive
Arlington, TX 76005
817-640-3300
nctcog.org

Historic Downtown Plano Association

PO Box 860841
Plano, TX 75086-0841
214-674-3225
visitdowntownplano.com

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DAVID DOWNS PHOTOGRAPHY

DALLAS AREA RAPID TRANSIT

HISTORIC DOWNTOWN PLANO ASSOCIATION

NORTH TEXAS DISTRICT COUNCIL OF THE URBAN LAND INSTITUTE

RESIDENTS OF DOUGLASS, OLD TOWNE, HAGGARD PARK, HAGGARD ADDITION AND VENDOME NEIGHBORHOODS

