

**RESOLUTION NO. 98-5-10(R)**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, APPROVING AND ADOPTING THE CONCEPTS AND RECOMMENDATIONS CONTAINED IN THE **DOWNTOWN PLANO DART LIGHT RAIL STOP, DEVELOPMENT VISION AND OBJECTIVES STUDY**; AUTHORIZING CITY STAFF TO PURSUE THE IMPLEMENTATION OF THE STUDY CONCEPTS AND RECOMMENDATIONS - INCLUDING THE CONSOLIDATION OF OWNERSHIP OF THE REDEVELOPMENT BLOCK AND THE USE OF A PRIVATE DEVELOPMENT PARTNER; AND PROVIDING AN EFFECTIVE DATE.

**WHEREAS**, DART proposes to open the Downtown Plano Transit Stop - located along Avenue J between 15th Place and 16th Street - by the year 2003 as part of the North Central Corridor Light Rail Transit (LRT) Extension as recently amended by the DART Board; and

**WHEREAS**, the City Council of the City of Plano recognizes the location of said transit stop creates a redevelopment opportunity for the adjacent block of properties (bounded by Avenue J, Avenue K, 15th Street, and 16th Place) that can enhance the overall downtown environment; and

**WHEREAS**, the City of Plano already owns the majority of the redevelopment block and can thus help expedite the redevelopment of said block for the benefit of the downtown area and citizens of Plano; and

**WHEREAS**, the City Council commissioned the Downtown Plano DART Light Rail Stop, Development Vision and Objectives Study ("the Study"), attached hereto as Exhibit "A", to define development objectives and guidelines for the block of properties adjacent to the proposed transit stop; and

**WHEREAS**, the City Council finds that it is in the best interest of the City of Plano and its citizens to approve the concepts and recommendations contained in the Study and that city staff should be authorized to pursue the implementation of the Study concepts and recommendations, including the consolidation of ownership of the redevelopment block and the use of a private development partner.

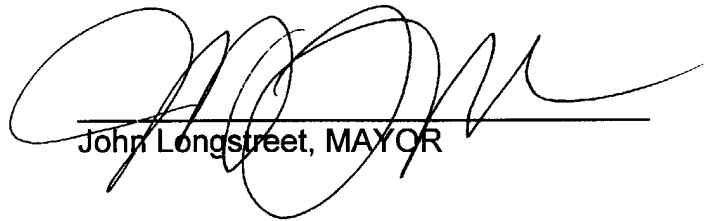
**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:**

**Section I.** The concepts and recommendations outlined in the Study are hereby approved and adopted.

**Section II.** City staff is hereby authorized to pursue an implementation process for the concepts and recommendations of the Study including: the consolidation of ownership of the downtown block (with assistance from DART); the establishment of a fiduciary relationship with a private development partner; and, ultimately, achieving the redevelopment of the full block ("redevelopment block") adjacent to the proposed station. City staff is hereby authorized to explore economic development incentives for new tenants and existing tenants as well. However, where approval of any item is reserved to the City Council, staff shall make recommendations to Council for final direction.

**Section III.** This Resolution shall become effective immediately upon its passage.


**DULY PASSED AND APPROVED THIS THE 11 DAY OF May, 1998.**

  
\_\_\_\_\_  
John Longstreet, MAYOR

ATTEST:

  
\_\_\_\_\_  
Elaine Bealke, CITY SECRETARY

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Diane C. Wetherbee, CITY ATTORNEY

■ EXHIBIT "A"

*Transportation, Consensus, and Vision Study*

**Downtown Plano Light Rail Stop**

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**DEVELOPMENT  
VISION AND OBJECTIVES  
FINAL DRAFT**

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**DART North Central Corridor**

*Prepared by:*

**Kimley-Horn and Associates, Inc.**  
12700 Park Central Drive, Suite 1800  
Dallas, Texas 75251

*April 1998*



**Kimley-Horn  
and Associates, Inc.**

*Engineering, Planning, and Environmental Consultants*

*12700 Park Central Drive  
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*Transportation, Consensus, and Vision Study*

**Downtown Plano Light Rail Stop**

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## I. Introduction

### ***Background***

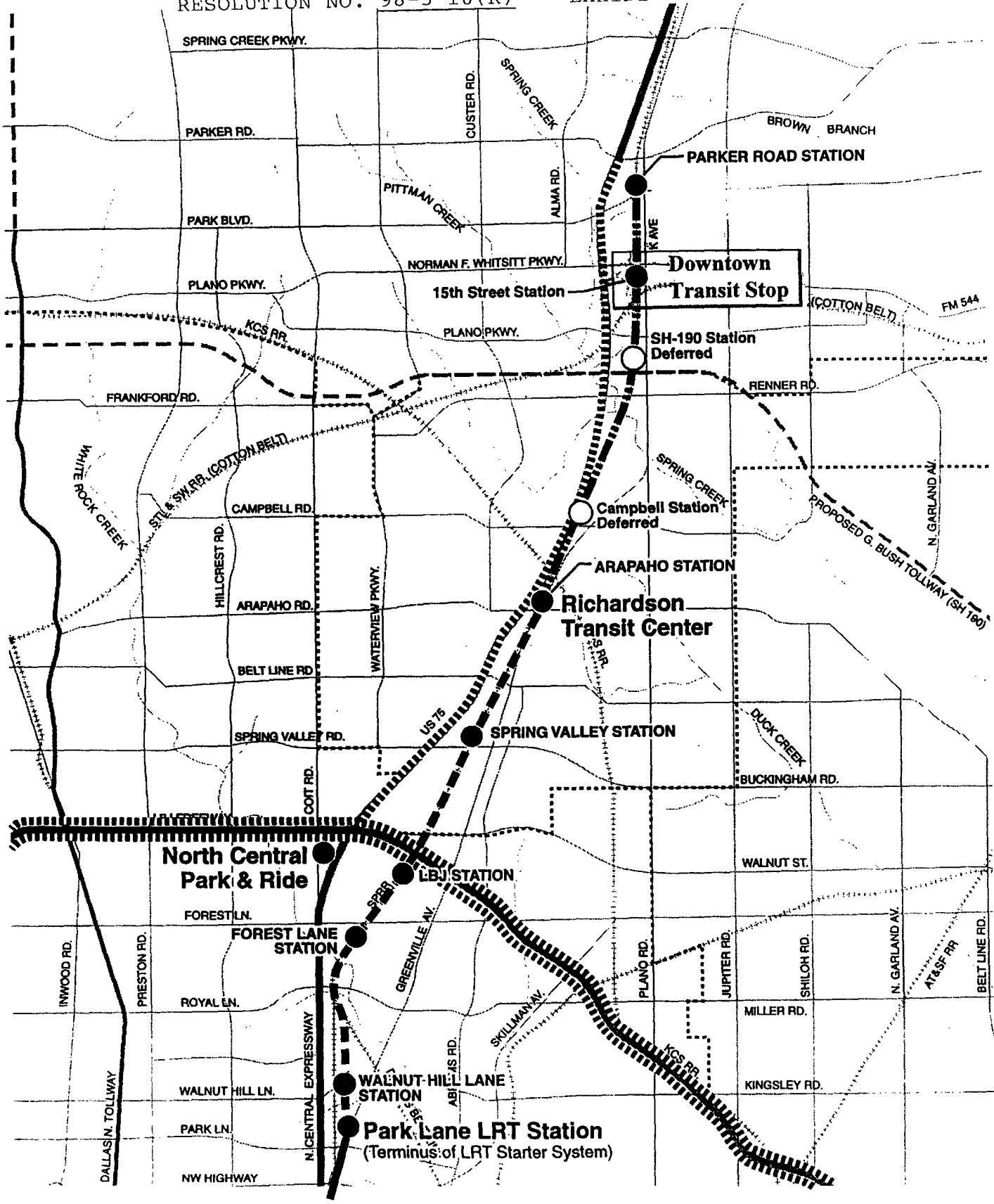
The Dallas Area Rapid Transit System (DART) is developing an extension of the North Central Corridor Light Rail Transit (LRT) Starter System from Dallas through Richardson and into Plano (See **Figure 1**). The current implementation schedule anticipates construction starting by year 2000 and revenue service starting by 2003 on the extension. The Downtown Plano Transit Stop (See **Figure 2**) will be located between 15<sup>th</sup> Place and 16<sup>th</sup> Street. This location is significant because the station introduces another element to encourage the ongoing redevelopment of Downtown Plano.

Most of the city block immediately east of the transit stop is owned by the City of Plano. Following the recommended acquisition of the parcels needed to accommodate the transit platform, the full block will be available for redevelopment.

The specific community vision for downtown Plano (refer to Downtown Development Plan) is a place different from the modern suburban, residential, office and retail developments. Instead, its existing historic, cultural, and civic themes are to be preserved and expanded. The City recognizes the tremendous potential of the downtown transit stop to stimulate interest in the area and provide the impetus for revitalization consistent with the community vision.

### ***Purpose of Report***

The purpose of this report is to describe the initial *vision and objectives* toward redevelopment of the block adjacent to the transit station and define *New Urbanism* concepts. This report will also describe the transit station, its operation and spatial requirements in relation to downtown. Redevelopment guidelines for the block describe the fundamental elements developers will use to create this important component of downtown Plano. A previous report, *Site Comparison Summary Report of January 1998*, Kimley-Horn considered the transit stop location, traffic and other factors.



- — — Proposed LRT (Double Track)
- — — Proposed LRT (Single Track)
- ..... Committed HOV Lane
- Starter System LRT
- Transit Center / LRT Station
- Deferred LRT Station



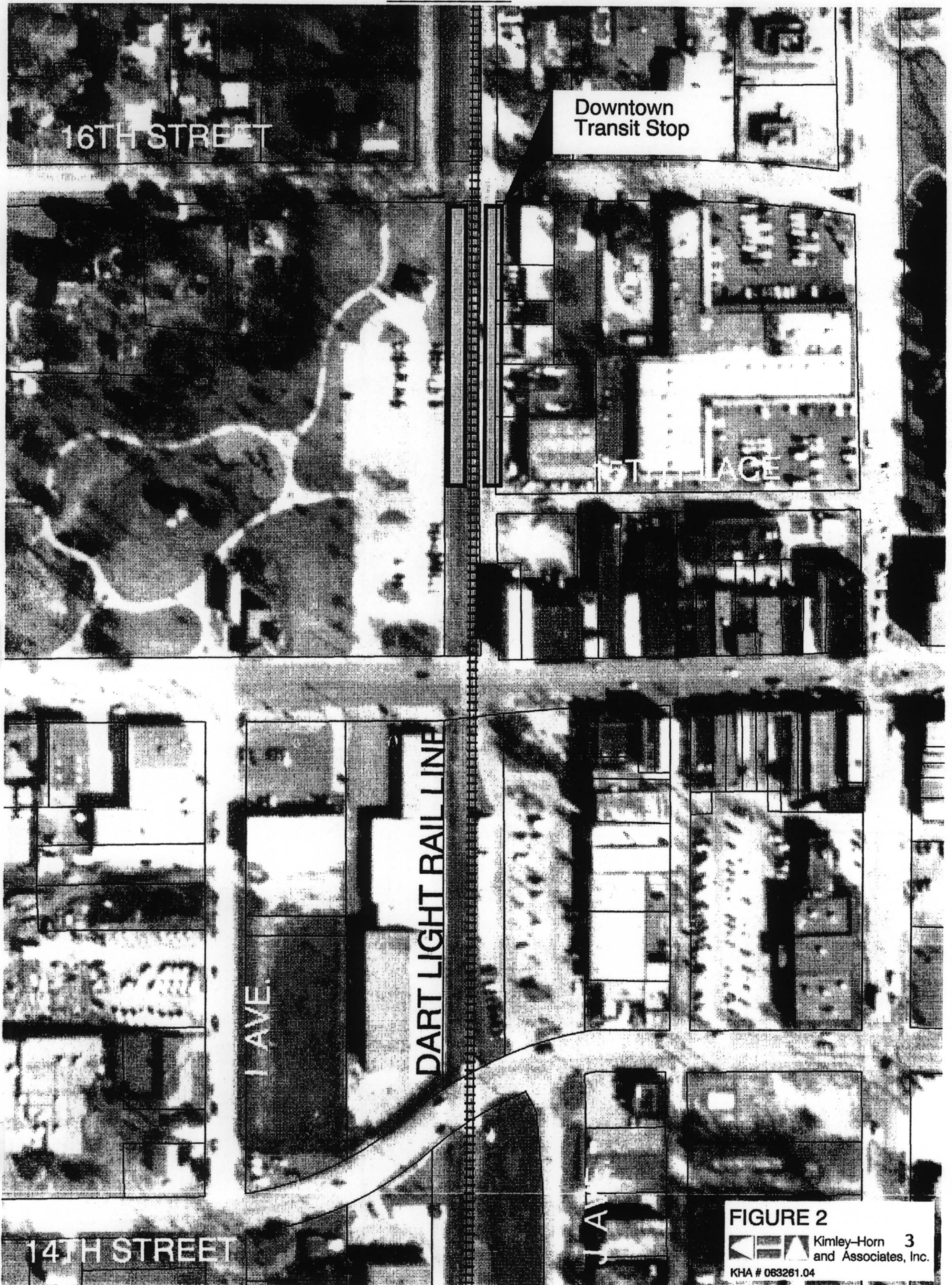
# LRT Alternative

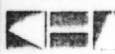


Final Environmental Impact Statement  
North Central Corridor, North of Park Lane

FIGURE  
1 2





**FIGURE 2**  
 Kimley-Horn 3  
 and Associates, Inc.  
 KHA # 063261.04

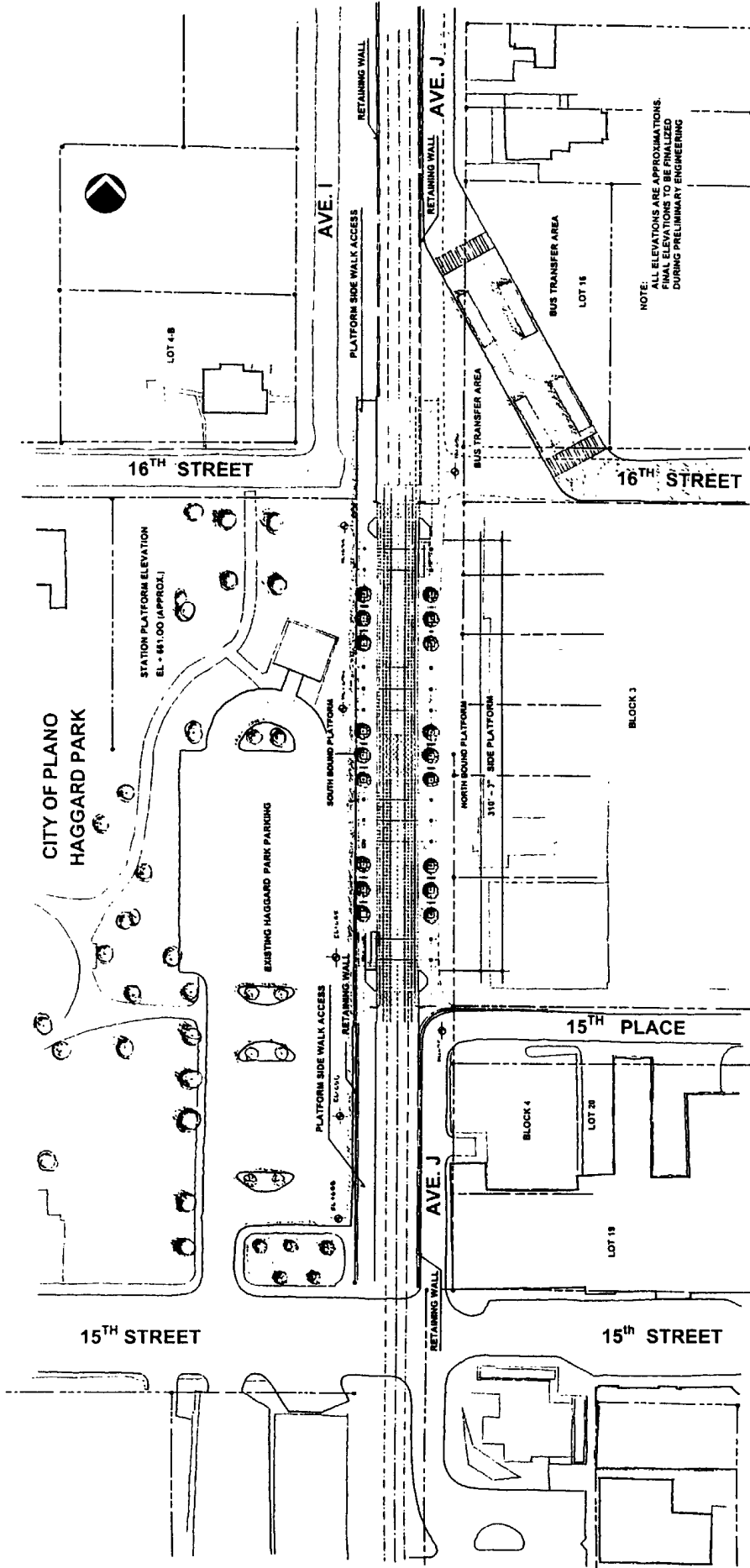
## II. Descriptions

### *The Downtown Plano Transit Stop*

The 15<sup>th</sup> Street Transit Stop will consist of two "side platforms", one for northbound and one for southbound trains (see **Figure 3**). DART's overall alignment of the platform is influenced by several technical considerations including: avoiding spatial impacts to Haggard Park; minimizing impacts to the existing parallel curb south of 15<sup>th</sup> Street; achieving a "smooth" rail alignment for the success of long term transit service; minimizing impacts to Avenue J; maintaining historic potential of certain buildings, and other factors. Each platform provides space for passengers to acquire route information, purchase tickets, wait upon train arrivals, and disembark after completion of the light rail trip.

The downtown Plano facility will operate as a local stop serving the neighborhoods in the vicinity, downtown, the Douglass Community, the Haggard Park neighborhood, and other activities within walking distance. In addition to pedestrian access, it will serve passengers using bus routes near downtown as well as future "shuttle service" using small buses between the station and other activity centers. Neighborhoods beyond walking distance may contribute some passengers who are dropped-off from automobiles (the so-called "kiss-and-ride" transit patron) who rely on a few short-term spaces or rely on neighborhood shuttle service.

This station, however, will not be designed as a "park-and-ride" facility. That is, high-volume long-term parking will not be accommodated. This is a "zero parking" concept currently used by DART at the Tyler-Vernon, Morrell, and Lovers Lane Stations and others in conjunction with facilities for kiss-and-ride. Field reconnaissance of these stations revealed no instances where the lack of parking at the station led to significant park and ride activity using nearby public or private parking spaces. The Parker Road Station and future 190T Station will be located and designed for park-and-ride service, which will include adequate vehicular access and parking supply. Thus commuters and long-term parking will be attracted to these two other stations.



Station Site Plan  
DART LRT Prototypical Station

# NORTH CENTRAL CORRIDOR 15th ST. Plano Downtown Station

DALLAS AREA RAPID TRANSIT



Source: John Chase Architects  
Carter & Burgess  
BRW, Inc.  
Date: March 18, 1998.

The DART LRT vehicles will operate on 10-minute headways during the morning and afternoon peak transit hours and 20-minute headways throughout off-peak hours of operation. This means that six trains per hour will serve the station in each direction in peak hours (12 total) and three trains per hour will serve the station in each direction at other times (6 total). The initial planning estimates predict approximately 800 passenger trips (400 departing and 400 arriving) will be served by the station on a weekday basis in the planning year 2010. About 600 of these passenger trips will arrive and depart by bus or by foot. The remainder will arrive and depart as automobile passengers (drop-off/pick-up). The experience of the DART Starter Line indicates that actual total passenger loads may be higher due to reverse commuters and greater off-peak use (midday, evening, and weekends). This trend, however, could strengthen the Downtown Transit Stop area as an important destination for visitors and patrons.

The transit station layout for the initial phase of operations is limited to the block between 15<sup>th</sup> Place and 16<sup>th</sup> Street. However, a future phase is anticipated to accommodate additional cars in the train make-up. The additional platform length for this operational configuration will be provided to the north. This means that 16<sup>th</sup> Street and Avenue J north from 16<sup>th</sup> Street will be realigned as shown in **Figure 3**. This street realignment also provides additional curb space for shuttle bus routes that will serve the transit stop.

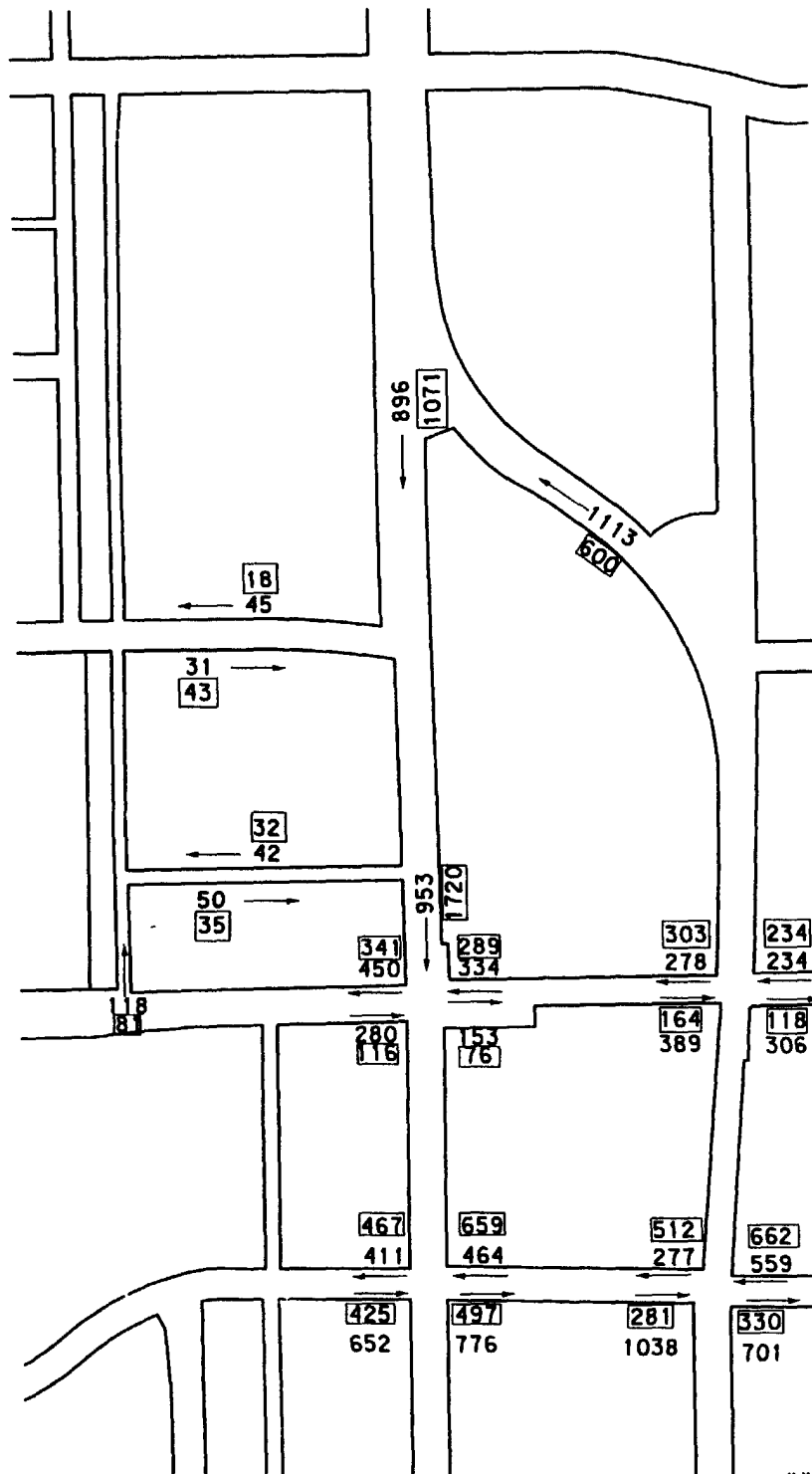
### ***Traffic and Circulation***

DART and the City of Plano have conducted detailed analyses of the impact of the operation of light rail transit on the area roadway system. Although the trains will cross area streets at grade, there is minimal effect on the capacity of crossing streets. This is because the capacity of streets in a network is determined by the influence of the area signals controlling intersections. In its maximum configuration, the system will deliver two trains every ten minutes to 15<sup>th</sup> Street. With gates down a maximum of 50 seconds for each train, (the average crossing time will be about 35 seconds) the total down time is ten minutes per hour, much less than the 31 minutes per hour of red time for the signal at 15<sup>th</sup> and K Avenue resulting from its typical operation. The integration of light rail and traffic signal control enables vehicles to clear the tracks and coordinate adjacent signal operations with train crossing times. The net result will be no significant decrease in the level of service on area streets.

The impact of any redevelopment activities on area streets is also a consideration. However, the immediate access to the light rail line and the fact that redevelopment uses are replacing current traffic generators means that very few new trips will be added to the system by redevelopment. Recent counts and results of a level of service evaluation show that there is ample capacity in the area. (Current Peak Hour Traffic Counts are in **Figure 4.**)

The nearby streets are expected to operate as follows:

**K Avenue.** This three-lane, one-way (southbound) roadway is coupled with Municipal Drive to form a major north/south arterial thoroughfare. During off-peak hours volumes decrease significantly. On-street parking on K Avenue may be instituted to support evening restaurant, cultural, and entertainment activities of the redevelopment block.



\*\*\* PM PEAK VOLUME  
 \*\*\* AM PEAK VOLUME



Kimley-Horn  
 and Associates, Inc.

Plano's Downtown Transit Stop Study  
 Peak Hour Traffic Counts

KHA NO.  
 063261.04

Figure  
 4

J Avenue. This two-lane local street connecting 16<sup>th</sup> Street and 18<sup>th</sup> Street is important because it currently provides access to the lots on the western side of the redevelopment block. The construction of the transit station will cause the closure of Avenue J for a one-block length adjacent to the station. From 16<sup>th</sup> Place to 15<sup>th</sup> Street, Avenue J will likely be reduced to one-lane, operating northbound only. The northbound operation complements the southbound operation of Ave. K, allowing a full circulation pattern to develop around the block.

From 16<sup>th</sup> Street to 18<sup>th</sup> Street, Avenue J will provide important two-way circulation to the redevelopment block and the transit stop. The Avenue J / 16<sup>th</sup> Street intersection will be realigned to accommodate a future extension of the transit stop platform.

15<sup>th</sup> Place. This one-block local street forms the south side of the redevelopment block. It will continue two-way operations for property-specific access and be an important pedestrian link to downtown and the Municipal Center. A traffic circle is recommended at 15<sup>th</sup> Place and J Avenue.

16<sup>th</sup> Street. The north face of the redevelopment block is formed by 16<sup>th</sup> Street with two-way operation. Although the street extends to U.S. 75, it does not cross the rail line today, thus preventing through traffic flow. Therefore, travel to the west side requiring access to 18<sup>th</sup> Street via Avenue J is vital for circulation. DART circulator busses may use this street for access to the transit station. As noted above, 16<sup>th</sup> Street will be realigned to accommodate the length of the transit stop.

15<sup>th</sup> Street. 15<sup>th</sup> Street provides the main access route to downtown Plano from Central Expressway and the west side. In the downtown district, on-street parking reduces 15<sup>th</sup> Street to only two lanes. This reduction of capacity in the downtown means that much of the east-west traffic flow in this area will continue to rely on alternate facilities: 14<sup>th</sup> Street, 18<sup>th</sup> Street, and Park Boulevard.

18<sup>th</sup> Street. The one-way operations of Avenue K and the restricted capacity of 15<sup>th</sup> Street make 18<sup>th</sup> Street an important component of the access to the redevelopment site.

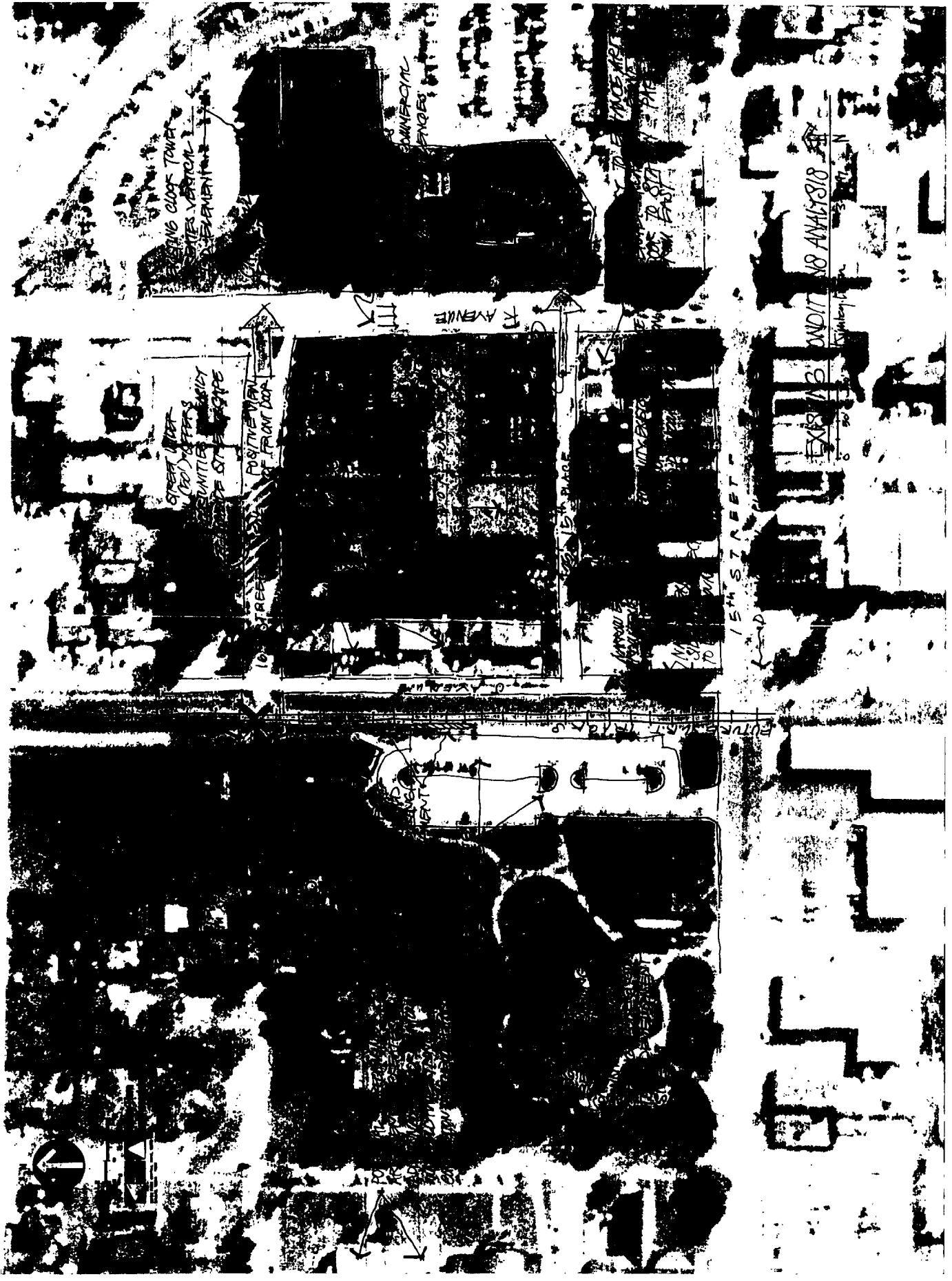
***The Redevelopment Block***

The city block immediately east of the proposed transit stop comprises about 3.5 acres of land. As illustrated in the site study (**Figure 5**), its setting adjacent to the Haggard Park Neighborhood, downtown Plano and Haggard Park proper and possibly a performance hall on the western edge of the Park makes it an exciting location with redevelopment potential. This potential is further enhanced by its adjacency to a "suburban downtown" DART station. This location is one block north of 15<sup>th</sup> Street, the primary commercial spine in downtown Plano. The Plano Municipal Center across the street is the City's primary administrative facility. The site is also walking distance to the Plano Chamber of Commerce, the Plano Community Home (retirement housing), the Douglas Community neighborhood and several churches and structures of historic significance. All of these factors combine to strengthen its potential for redevelopment. It should be noted that the final location of the Performing Arts Center has not been decided, and that the decision will be made outside this study.

The existing zoning of the redevelopment block is BG - Downtown Business/Government District. This district is comprised of approximately 12 city blocks along 15<sup>th</sup> Street from Avenue G to Avenue M and on either side of K Avenue from the 1700 block south to 14<sup>th</sup> Street. This zoning category is unique to downtown and it is "designed to ensure that development, redevelopment, and renovation within the district are consistent with the historic character of Plano's original business district and the surrounding area."

The uses that are permitted in this district allow for considerable development flexibility. Most retail, service, institutional, office, professional, transportation, utility, and communications uses are allowed. Regulation of coverage, setbacks, and bulk are also relatively permissive. The block's west, south, and east sides have no minimum front yard setback and a maximum front yard setback of fifteen feet. There is no maximum lot coverage, but the maximum height is four stories and the maximum floor area ratio is four to one. Some setback provisions from the residential zoning in the Haggard Park neighborhood may further limit the height on the block. The residential density for the BG District is 45 units per acre.



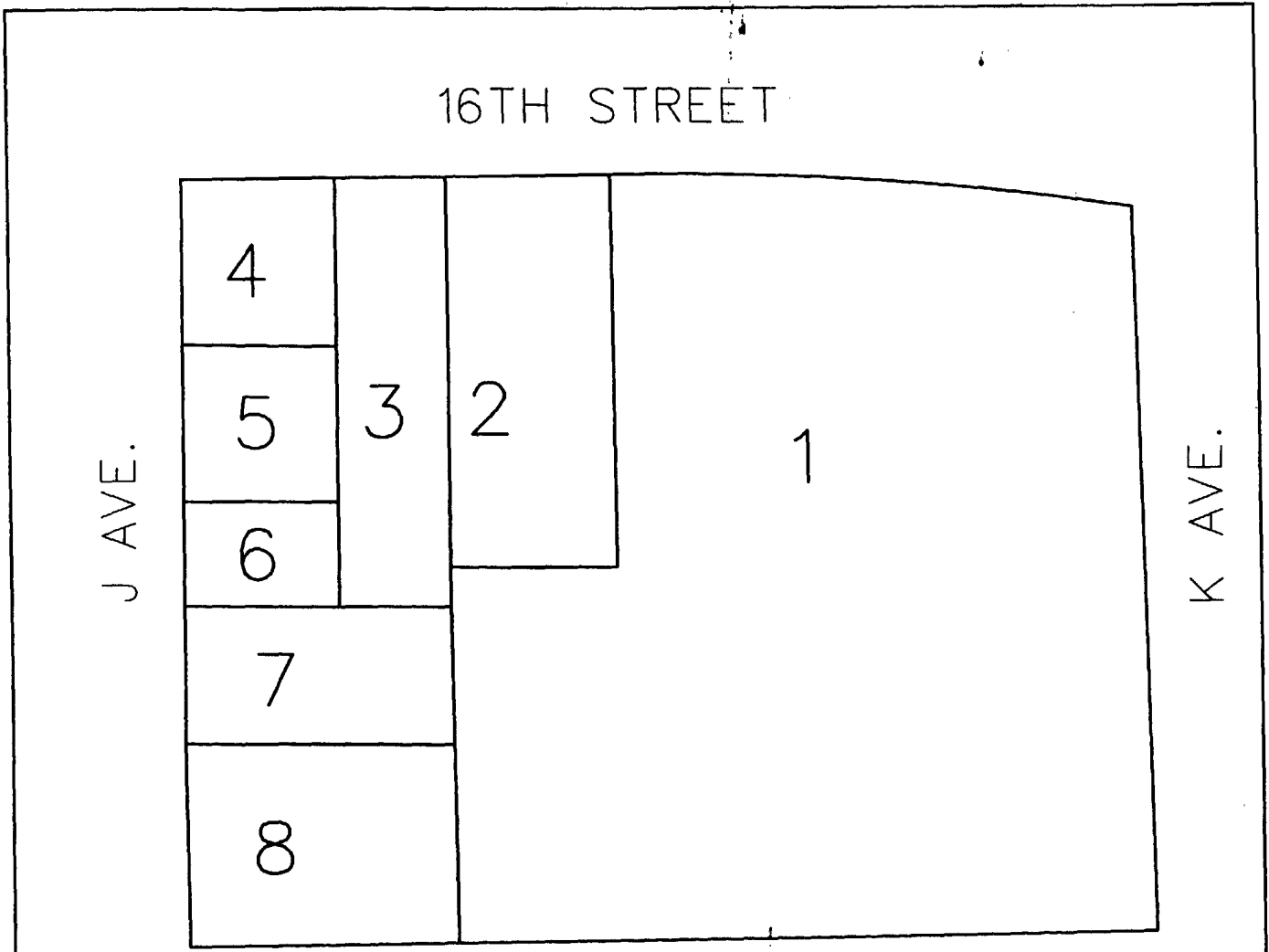


PLANO'S DOWNTOWN  
TRANSIT STOP STUDY

FIGURE 5

As noted, this district already offers considerable flexibility for redevelopment. Changes in specific requirements, as in any zoning district, may be considered on merit, with due consideration of the performance characteristics of proposed changes.

The entire block is served by many municipal and franchise utilities. Access is provided by Avenue K, 16<sup>th</sup> Street, and 15<sup>th</sup> Place. The developed block is fairly flat and provided with underground street drainage. **Figure 6** summarizes the parcels, sizes, and ownership.



LOT	SIZE (ACRES)	%	OWNERSHIP
1	2.28	62.6	CITY OF PLANO
2	.32	8.8	PRIVATE ↓
3	.24	6.6	
4	.13	3.6	
5	.13	3.6	
6	.08	2.2	
7	.19	5.2	
8	.27	7.4	
3.64			

NOTE:  
 LOT SIZE AND BOUNDARIES DEPICTED FROM  
 AVAILABLE RECORDS. ACTUAL BOUNDARIES  
 AND OWNERSHIP OF PRIVATE PARCELS MAY VARY.



Kimley-Horn  
 and Associates, Inc.

Plano's Downtown Transit Stop Study  
 Redevelopment Block

KHA NO.  
 063261.04  
 Figure  
 6

### III. Development Vision

#### ***New Urbanism***

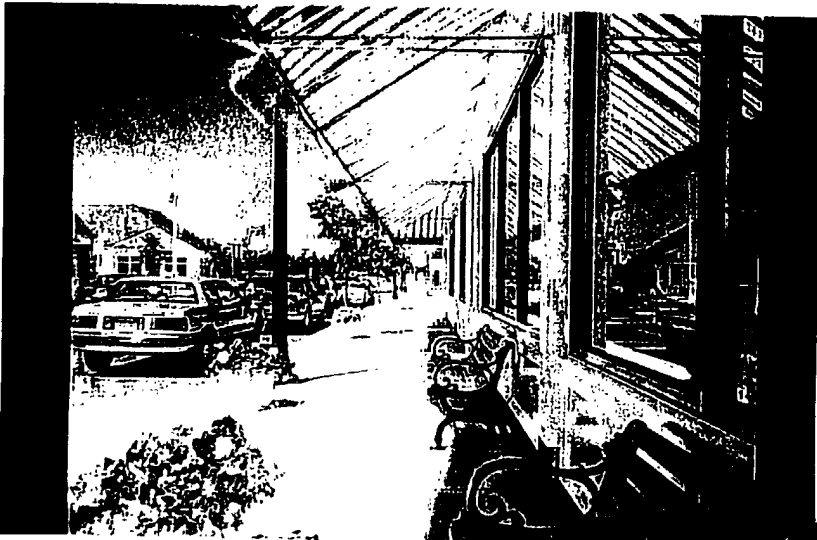
New Urbanism, as applicable to downtown Plano and its transit station, consists of two basic elements:

- 1) Encouragement of an effective mix of land uses that are synergistic to create a pocket of "urban life" adjacent to the transit station.
- 2) Enhancement of the pedestrian environment and the amount of pedestrian street activity in and around the transit stop. (See **Figure 7.**)

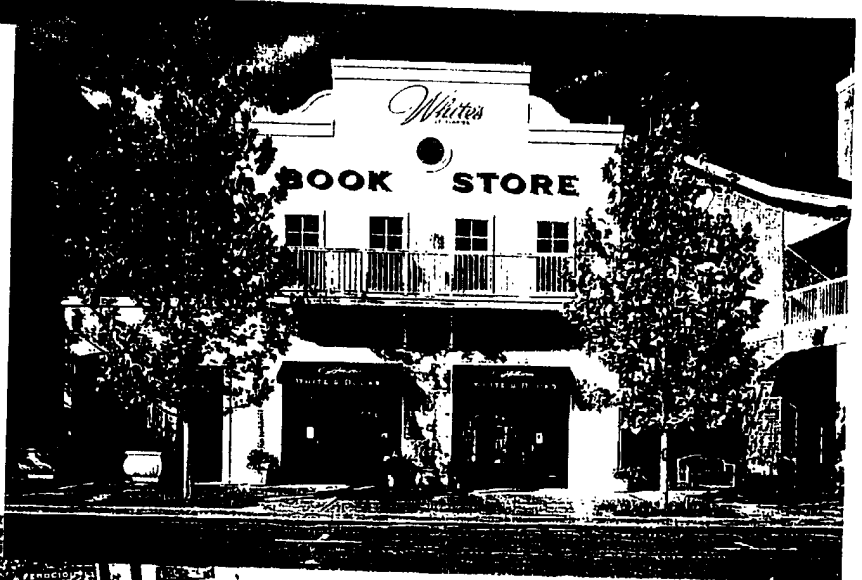
Achieving an effective mix of land uses provides a number of benefits. Among them are a more vital identity through an enhanced "downtown life", the provision of neighborhood/retail businesses providing services not currently met by existing commercial locations, and an improved sense of security through the presence of a greater number of patrons throughout different times of the day. An effective land use mix can provide these benefits while minimizing impacts to the existing roadway network. This is because people can satisfy multiple needs with one trip, (i.e. groceries, laundry and pharmacy) and trips can be made by alternate modes of travel including light rail transit or walking. (See **Figure 8.**)

An enhanced pedestrian environment is critical to maximizing the benefits of appropriate land use mix. This pedestrian-friendly atmosphere can be created by:

- Easy and direct connections to and from destinations.
- Adequate, comfortable sidewalks with appropriate width, shade, seating and other amenities.
- Adequate safety, through on-street parking buffering vehicular traffic and effective lighting.
- Interest at the street level including building entries, enhanced storefronts and a complementary mix of uses.



Enhanced pedestrian environment includes protection provided by on-street parking, shade, seating, and lighting



Interesting storefronts at street level



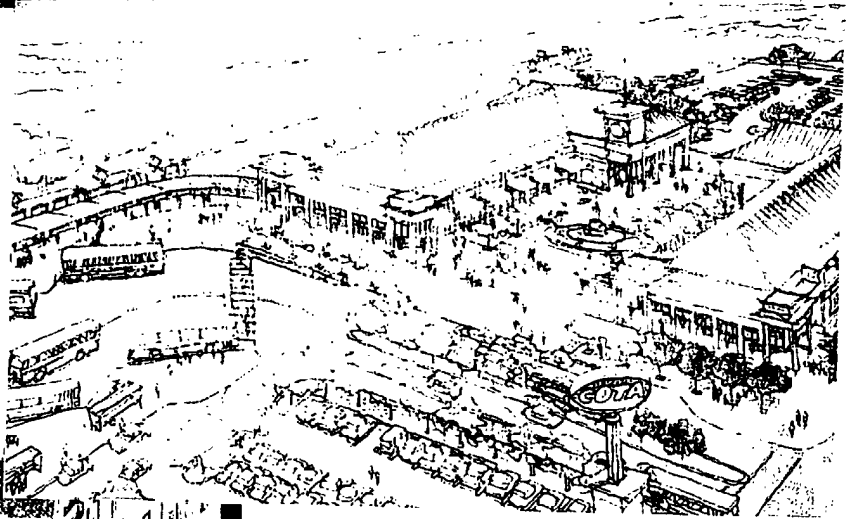
Varied retail at street level encourages pedestrian activity

**PRINCIPLES OF NEW URBANISM  
ENHANCED PEDESTRIAN  
ENVIRONMENT**

**FIGURE 7**



Rail, cars, and pedestrians in tight urban space



Transit-oriented design integrating rail, car, pedestrians, buses; includes both rail and neighborhood service retail



Mixed use integrates residential and commercial encouraging transportation modes in addition to automobile

PRINCIPLES OF NEW URBANISM  
INTEGRATION OF MULTIPLE  
MODES OF TRANSPORTATION

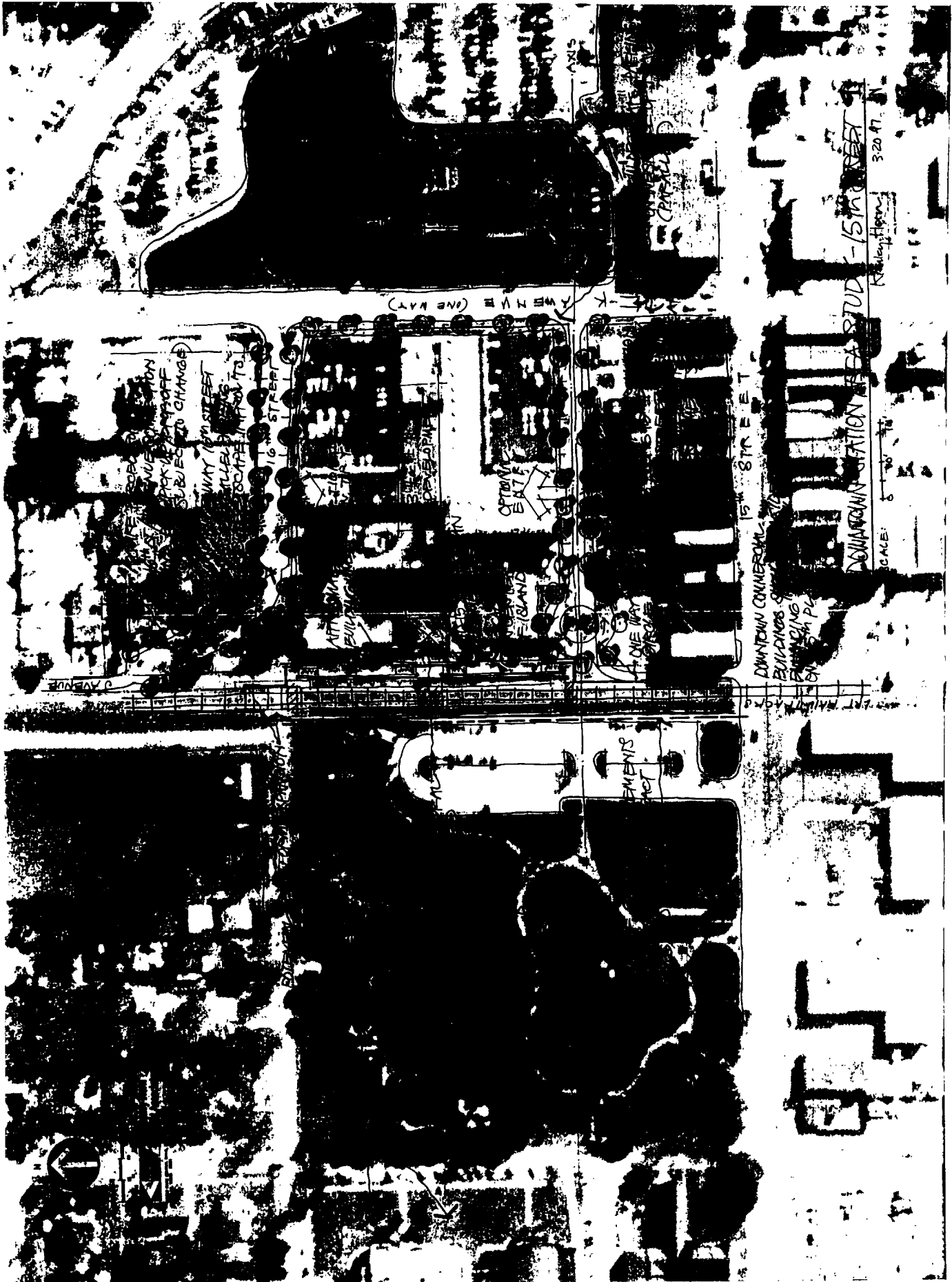
FIGURE 8

These conditions currently exist in parts of downtown Plano and are consistent within the City's Downtown Development Plan. Continued application and maintenance of these will enhance the vitality of downtown and maximize the City's investment in transit.

### ***A Vision of Opportunity***

Beyond the functional aspects of the redevelopment site, the city's vision for redevelopment includes a number of objectives intended to integrate the site into the downtown environment and to increase the vitality of downtown Plano. **Figure 9**, Downtown Station Area Study, illustrates a number of opportunities, including:

- Incorporation of a traffic circle and/or vertical "icon" in the vicinity of the Avenue J, 15<sup>th</sup> Place intersection. Allowing two-way circulation on 15<sup>th</sup> Place and one-way circulation north bound on Avenue J is one acceptable solution for the traffic patterns of the area.
- Provision of parallel parking on 15<sup>th</sup> Place and 16<sup>th</sup> Street. If approved by the city, some or all of this may be utilized to offset required development parking. Off-peak, parallel parking along Avenue K should be allowed to further support midday and night time activities.
- Development of a pedestrian promenade adjacent to the station. As discussed in the Redevelopment Objectives, adequate pedestrian circulation should be provided on all sides of the development. Special attention should be paid to integration of the development to the transit station via a pedestrian promenade and other appropriate amenities.
- A strong visual presence across Haggard Park. In many ways, Haggard Park is the eastbound gateway into downtown Plano. The view across the park should be enhanced by an appropriate visual presence to further establish this point of entry and sense of place. The architectural design of the structure should provide an enhanced "backdrop" for the park.



PLANO'S DOWNTOWN  
TRANSIT STOP STUDY

FIGURE 9



Redevelopment on this site should incorporate New Urbanism principles as previously discussed and integrate effectively into the downtown environment. This integration should incorporate sensitivity to existing architectural materials, scale and character. Also, if a performing arts center is located west of the park at some future date, it will significantly add to the integrity of downtown activity.

**Figures 10 and 11** illustrate the general character or "mood" of the buildings and pedestrian environment desired on the redevelopment site. However, they are not a design proposal. Instead, these sketches provide an example of one solution to the proposed guidelines rather than limiting creativity.



**FIGURE 10**

REDEVELOPMENT MOOD SKETCH  
5<sup>th</sup> PLACE AT AVE K LOOKING WEST  
Plans Downtown DART (3/98)  
Transit Stop Study



FIGURE 11

REDEVELOPMENT MOOD SKETCH  
AVE. K AT 16th ST. WALKING SOUTH  
PLANO'S DOWNTOWN PART (3/95)  
(Transit Stop Study)

**General Recommendations**

1. Consolidate ownership of development block adjacent to transit stop
2. Develop a balanced mix of land uses emphasizing residential uses that complement commercial and retail activities.
3. Establish detailed goals and objectives for redevelopment and seek out private development partner to implement the project.
4. Help establish a parking management process for Downtown Plano and the station area, emphasizing the AM peak hour.
5. Provide for the vehicular circulation which serves the transit stop, redevelopment activities on the adjacent block, and the existing downtown consistent with Figure 9 and the analysis of this report.
6. Develop pedestrian amenities which ensure transit patrons and downtown customers an exceptional pedestrian environment.
7. Maintain sidewalks and provide adequate lighting and other pedestrian amenities in the downtown area to encourage pedestrian activity and increase patron access to the station.
8. Explore opportunities with DART for a station design that reflects the architectural character of downtown, and yet provides all of the functions of the DART prototypical light rail station.

9. Provide pedestrian and vehicular safety elements at the rail grade-crossing areas.
10. Provide traffic signal/railroad signal communications to facilitate coordinated operations of the existing and future signal system.
11. Coordinate with DART to develop shuttle service to the transit stop that uses a smaller, rubber-tired coach which is suitable for suburban shuttle service.
12. Recognize and emphasize the character of the transit stop as a facility, which serves destination activity centers.
13. The City of Plano, downtown owners/merchants and DART should work cooperatively to implement these other recommendations.
14. Explore area-wide development incentives for new tenants and existing tenants.

## IV. Redevelopment Guidelines

### ***Redevelopment Vision Statement: To Help Develop The New Urbanism Potential of Downtown Plano And To Enhance Economic Opportunity***

#### ***Detailed Goals and Objectives***

- 1.0 Increase 24-hour occupancy/residential use in the downtown area.
- 2.0 Provide services and activities, which can be used by DART patrons.
- 3.0 Help create a safe and secure environment for public use and pedestrian activities.
- 4.0 Encourage nighttime activities in downtown.
- 5.0 Enhance downtown's image as an arts and cultural district.
- 6.0 Support the objectives of the *Downtown Development Plan*.
- 7.0 Provide land uses and activities which increase ridership at the Downtown Plano Transit Stop.

#### ***Land Use Guidelines***

- 1.0 **Residential.** Residential units should be the principal use with at least 50% of the gross leasable floor area and at least 100 units.
- 2.0 **Non-residential.** Retail, restaurant, cultural facilities, and office are possible land uses for the non-residential areas of the site. These uses should occupy the majority of the ground floor leasable area.
- 3.0 **Flex Space.** Non-residential space should provide for flexibility of configuration and use. Sizes and configurations of leasable areas should complement "standard" configurations found in the retail and office space market.
- 4.0 **Land Use Mix.** The mix of land uses or types of tenants on the site should be complementary to each other and the transit stop.

**Site Configuration**

- 1.0 **Building Layout.** The project should present the "look and feel" of multiple buildings oriented to the bordering streets.
  - 1.1 K Avenue. Ground floor use directed to K Avenue should be primarily retail and restaurant uses. No single use should occupy more than 25% of the street frontage.
  - 1.2 15<sup>th</sup> Place. Studios and flex space should be the predominant ground floor use. Live-above studios/shops should be encouraged.
  - 1.3 Haggard Park (Transit Stop) Ground floor uses should be oriented to the service and retail needs of DART ridership and neighborhood residents. Views overlooking the park should be enhanced through patios, windows, and balconies.
  - 1.4 16<sup>th</sup> Street. While 16th Street should be attractively designed, it should be used as the primary service access.
- 2.0 **Internal circulation.** Interior streets, walks, and courtyards are desirable.
- 3.0 **Height.** Buildings should be a minimum of two stories and a maximum of four stories. Building height should appear to vary to reflect "rhythm" of the downtown streetscape.
- 4.0 **Setbacks.** Buildings should be close to the street. Seventy-five percent of the building face should be placed within 15 feet of the curb line. The remaining percentage may be setback no further than 20 feet from the curb line.

### ***Circulation and Service***

**1.0 Vehicular Access.** Vehicular access for tenants, visitors, customers, and services should be accommodated by a system that is easy to use. Maneuvering and queue areas for vehicles should be provided on-site so vehicles do not obstruct dedicated streets. Site driveways should be located so that ingress and egress routes to the arterial street system is direct and efficient. Adjacent, external street circulation should be compatible with the "Downtown Station Area Study", as shown in **Figure 9**.

**2.0 Pedestrian Paths.** Sidewalks are to be placed around the full perimeter of the block. The width of these pedestrian ways can vary based on the characteristics of the development, but should be in no case less than 5 feet (unobstructed) or greater than 20 feet. Landscaping, hardscape, lighting, and street furniture should be designed to be consistent with the principals of *New Urbanism* and with the existing downtown streetscape and pedestrian system. Internal pedestrian pathways should be provided in the development to encourage travel and interaction among buildings and uses.

**3.0 Parking.** The parking needs of the development must be satisfied on site. Parking requirements should be calculated to reflect the effect of the DART station and land use mix. Except where prohibited for fire, traffic safety or transit access purposes, parallel, or diagonal parking is required on all public streets bordering the site. Street level parking should not face 15<sup>th</sup> Place or Avenue K. All off-street surface parking should be screened from view from streets or Haggard Park.

**4.0 Service and Loading Areas.** Service facilities such as loading docks and trash receptacles will be required on-site. The size and configuration of these facilities will be based on site demand. They should be located and screened in a manner that achieves adequate access and that does not adversely impact the primary uses on the site. It is desirable to accommodate service areas on internal vehicular roadways. The distribution of these facilities could favor 16<sup>th</sup> Street.



## **Architecture**

**1.0 Entry/Orientation.** Architecture should be oriented to all streets and Haggard Park, with no "back side." A substantial viewshed exists across Haggard Park, to the east and to the redevelopment site. Architecture should respond appropriately to this viewshed and to the transit station. A "seamless" connection between the transit stop and development should be achieved. Appropriate pedestrian connections should also be made to the Municipal Center. Building entries should occur along all streets and the park, with multiple entries encouraged to enhance pedestrian activity.

**2.0 Character/ Materials.** The character and scale of the project should complement the downtown Plano environment. Building facades should be designed to include windows, porches, arcades, and balconies appropriate to provide interest and activity at street level. Walls, which are "blank" or absent, interesting features, are not desirable along the perimeter of the project. Building materials such as masonry, tile, stone and wood are encouraged and should compliment downtown architectural styles. Glass walls and reflective glass are inappropriate.

**3.0 Structured Parking.** Parking structures should be hidden from view along Avenue K and Haggard Park and preferably on all sides of the development. Locations where structured parking occurs on a street face, the street level of the structure should be used for commercial uses and the architectural character of the structure should be compatible with the downtown environment. Parking ramps and sloped-floor parking should not be visible from adjacent streets. Garage entrances and exits should occur only on 15<sup>th</sup> Place or 16<sup>th</sup> Street. The urban edge should be maintained with building or façade spans across the driving aisles or the continuance of streetscape into the project.

**4.0 Public Art.** A public art opportunity exists and should be explored either on or off site. The public art stemming from this project should be coordinated with the DART art enhancement program planned for this transit stop.

## **Appendices**

***Public Meeting Comments***

***Summary of Downtown Development Plan***

***Summary of Downtown Plano Program Review and Evaluation***

***Intersection Level of Service***

***Acknowledgements***

**Public Meeting #1 Comments/Questions**

On January 22, 1998 a public meeting was held at the Plano Municipal Center to discuss the proposed site for the Downtown Plano Transit Stop and to describe the redevelopment opportunities of New Urbanism and Transit Oriented Development. Approximately 40 citizens were in attendance. The following comments, questions, and issues were expressed and discussed.

- How should enforce "No Parking" be enforced?
- How/who decides Site "A" or "B?"
- Parking is very valuable downtown.
- Site "B" is preferred due to opportunity to add parking, if necessary, in the future.
- Time restricted enforcement could be a concern if it impacts downtown customers.
- Residential (multi-family) could be an appropriate use by creating patrons without impacting parking (demand handled on-site).
- 15<sup>th</sup> Place (and other adjacent streets) need to accommodate traffic circulation to minimize impact on 15<sup>th</sup> street.
- Will redevelopment effectively deal with service (trash pick-up, etc.)?
- What is the impact of "B" to existing uses?
- Would enhanced circulation positively impact undeveloped parcels north of "B?"
- Group generally agrees that "B" is superior to "A"; agrees that acquiring properties adjacent to "B" preferred to those adjacent to "A."
- What type of redevelopment does City have in mind?

***Public Meeting #2 Comments/Questions***

On March 26, 1998 a second public meeting was held at the Plano Municipal Center to further discuss the proposed site for the Downtown Plano Transit Stop and the redevelopment opportunities.

- What is the incentive to change the business orientation and add amenities to 15<sup>th</sup> Place for existing land owners?
- Business/Government zoning issues: What is the flexibility of land uses?
- What is the cost to the taxpayer of land acquisition?
- Should the land be sold or leased?
- What is the timeline to purchase lots on J Avenue?
- What mix of land use ideas is necessary for what market?
- What about parking and allowable density? How will it be regulated?
- What about interior structured parking? Shielded from outside view? Multi-story?
- Parking is tight as proposed by the station design. What about overflow parking?
- Are there plans to improve south of 15<sup>th</sup>/14<sup>th</sup> for parking?
- Where cars go in proposed circulation is contrary to New Urbanism. Is this good?
- Are we going to utilize areas south of 15<sup>th</sup> for parking?
- Performing Arts Center proposed for downtown: May 2 election.
- PISD owns the building being considered for a performing arts center. If approved, who will pay for the building?

- Development cost to city will be made up by new tax revenue. As interest picks up, city should control nearby land use change to maintain a quality tax base?

### ***Summary of Downtown Development Plan***

An important tool for public and private participation in a redevelopment process is a plan. Downtown Plano developed this essential ingredient in the early 90's - *The Downtown Development Plan*. The document defines "... Downtown Plano's future role by establishing realistic goals, objectives, and implementation strategies." The document is a valuable resource and provides planning data, major policies and recommendations, an historic preservation context, and defines needs in key areas such as transportation and urban design. The *Downtown Development Plan* is the resource that defines the "big picture" for the approximately 12 blocks of downtown Plano. In other words it is to some extent the "masterplan" that guides existing and future redevelopment initiatives for all Downtown Plano.

### ***Summary of Downtown Plano Program Review and Evaluation***

The *Downtown Plano Program Review and Evaluation*, published in the fall of 1997, is a practical document which assesses the current plans and programs which affect downtown Plano. The document discusses the effectiveness of the programs and identifies instances where multiple programs are complementary and where their effects are contradictory. The report makes recommendations that emphasize the former and eliminate the latter.

The report is of particular value regarding the Downtown transit stop because it addresses the opportunity presented by the development of the station and the Light Rail System. The consultant, Kate Singleton, worked directly with community groups to define expectations and concerns related to the transit line. Specific programs reviewed and evaluated include:

- 1) Downtown Development Plan
- 2) Zoning
- 3) Preservation Plan
- 4) Preservation Ordinance
- 5) 10 Big Ideas
- 6) Urban Design Section of Comprehensive Plan

This comprehensive document is a significant tool for downtown Plano redevelopment.

**Intersection Existing Level of Service**

Signalized Intersections	A.M Peak		P.M. Peak	
	V/C	LOS	V/C	LOS
15 <sup>th</sup> / G Ave	.61	C	.68	C
15 <sup>th</sup> / K Ave	.63	B	.55	B
14 <sup>th</sup> / K Ave	.60	B	.50	B
15 <sup>th</sup> / Municipal	.31	B	.49	B
14 <sup>th</sup> / Municipal	.54	B	.40	B
Non-signalized Intersections	A.M Peak		P.M. Peak	
	Delay	LOS	Delay	LOS
18 <sup>th</sup> /J NB	5.2	B	6.4	B
18 <sup>th</sup> /J WBL	2.9	A	3.8	A
15 <sup>th</sup> /J NB	8.2	B	13.5	C
15 <sup>th</sup> /J SB	5.0	B	5.6	B
15 <sup>th</sup> /J EBL	3.3	A	3.5	B
15 <sup>th</sup> /J WBL	2.7	A	3.2	A
16 <sup>th</sup> /K EBR	5.2	B	3.8	A

Legend:      V/C                      Volume to Capacity Ratio  
                   LOS                      Level of Service  
                   NB                        Northbound Movement  
                   WBL                      Westbound Left Movement  
                   EBL                      Eastbound Left Movement  
                   EBR                      Eastbound Right Movement  
                   Delay                    Average Delay per vehicle in seconds

**Acknowledgements****City Council**

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

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**Consultant Team Leaders - Bill Waddill, ASLA; F. T. Watson, P. E., AICP**



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