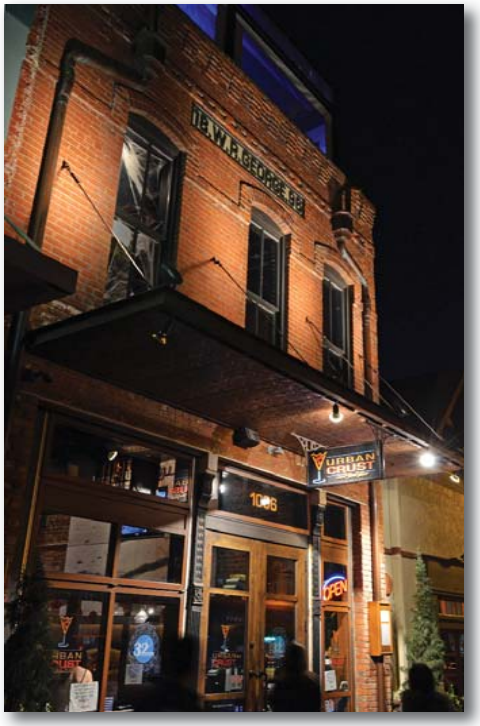


Downtown Plano

Vision & Strategy Update

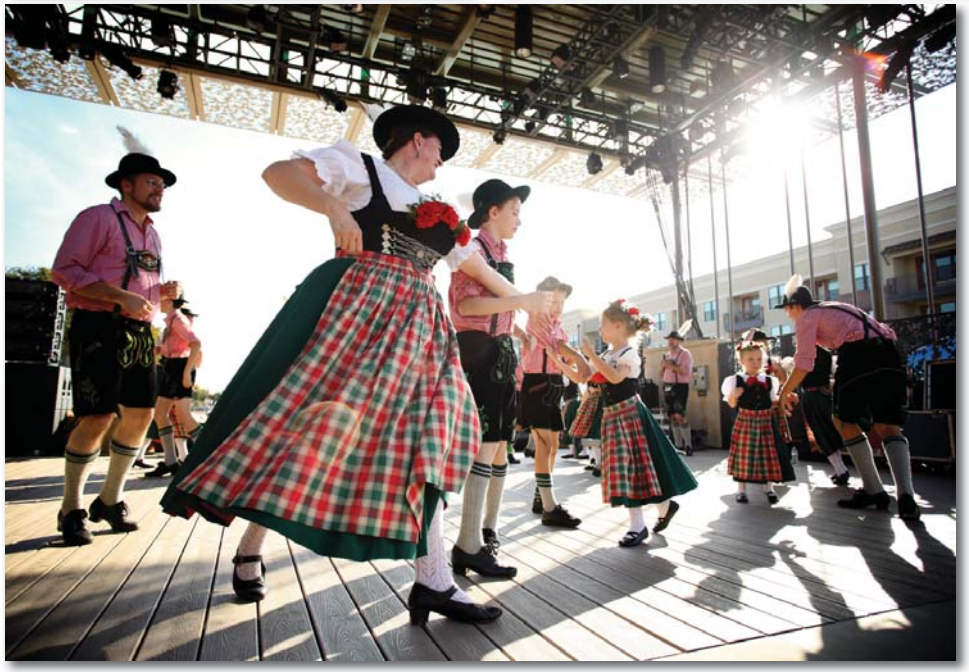
January 2017

Plano
City of Excellence





Photo/Mike Newman





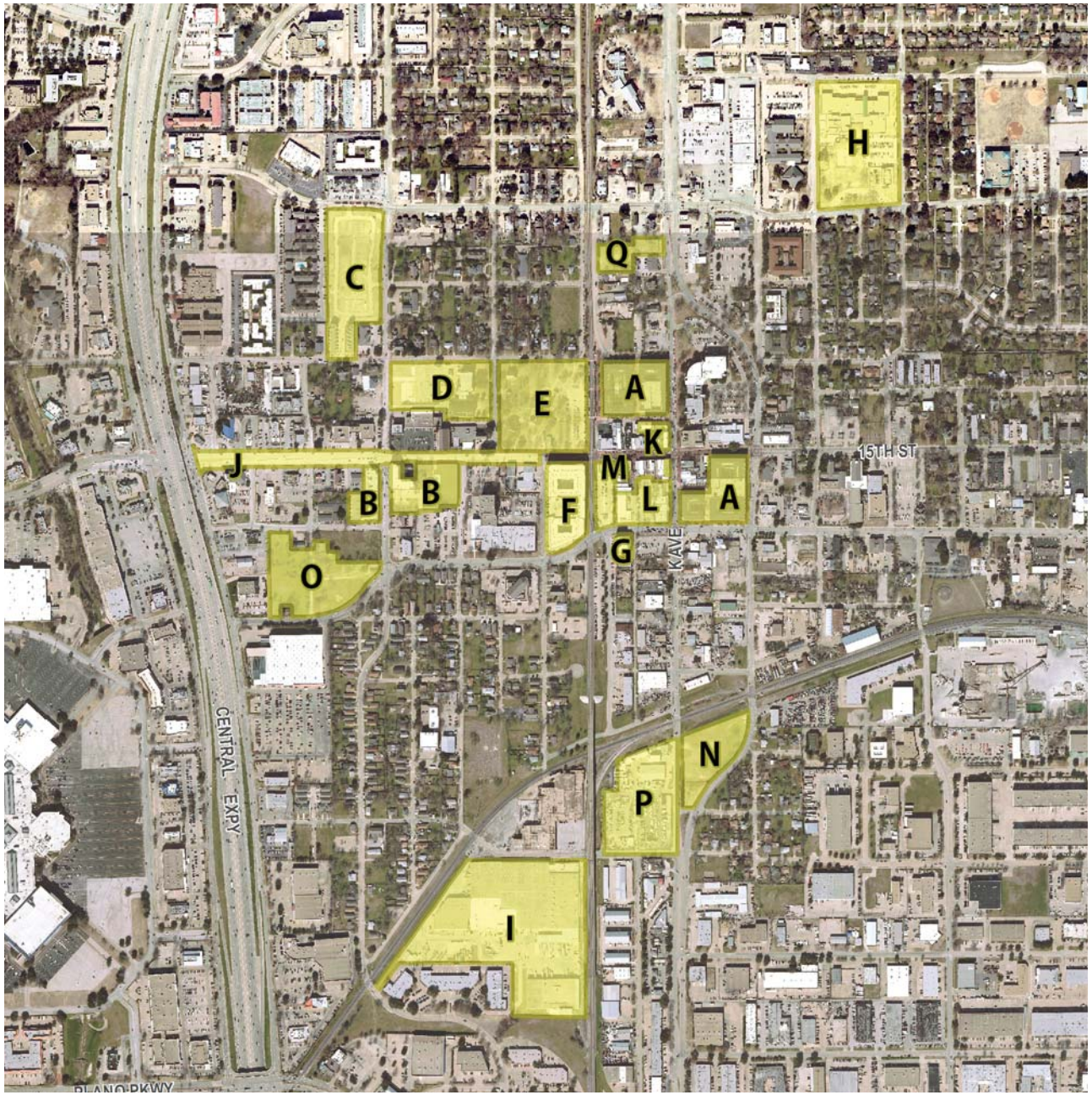
Historic Downtown Plano and Great Places

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.

Success Stories

- Light rail and bus service
- Nearly 1,000 dwelling units built or under construction
- Over 70,000 square feet of new commercial space, shops, restaurants and offices
- New elementary school
- An exciting arts scene, including galleries, studios and two theaters
- An expanded downtown park and improved streetscape
- New and restored homes in surrounding historic neighborhoods
- Increased property values
- The American Planning Association (APA) named Downtown Plano one of the 2015 Great Places in America
- Money Magazine named Plano as the best city to live in Texas and 3rd best city to live in America
- The Downtown Plano Cultural District received its official designation from the Texas Commission on the Arts (TCA) in 2016



RECENT, ONGOING AND PLANNED IMPROVEMENTS

PROJECT KEY

A - Eastside Village I and II*
B - 15th Street Village*
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 - Mendenhall Elementary*
I - Holt Lunsford Industrial Renovation
J - 15th Street Reconstruction / Sculptures
K - Various Downtown Building Renovations
L - Southern Land Downtown Addition*
M - McCall Plaza Renovation
N - DART Cotton Belt 12th Street Station Parking Area
O - Artist Lofts
P - Plano Marine
Q - Eco Village

**See Appendix for individual project information.*



Photo/Mike Newman



Photo/Mike Newman







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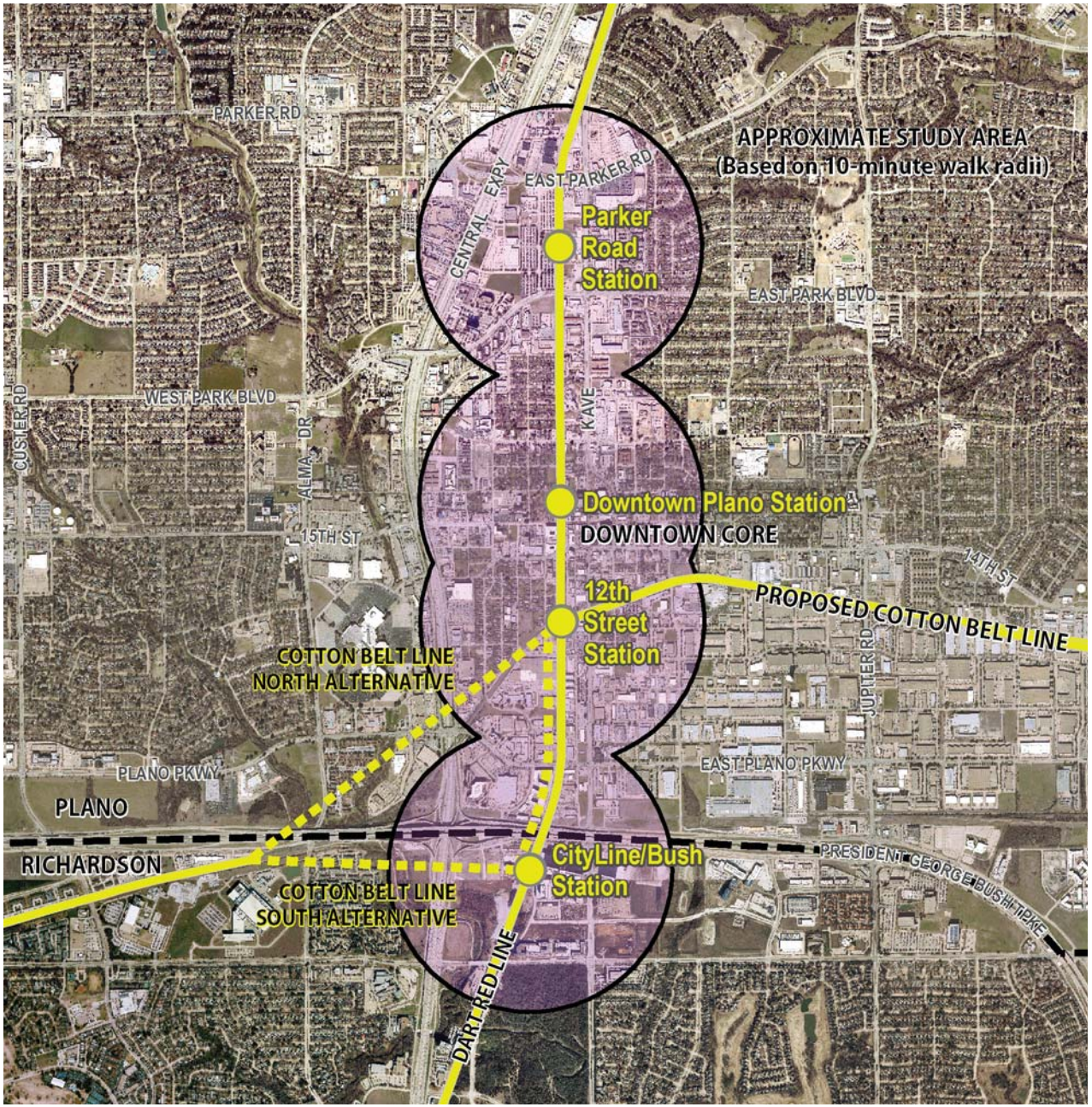


Photo/Mike Newman


Photo/Mike Newman



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 Town 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.


Photo/Mike Newman

INVESTING DOWNTOWN IS SMART

Investing in Downtown Plano is smart business. From 1999 to 2016, developers and small business owners have infused more than $130 million in new construction and renovation in the area. Property values in Tax Increment Finance District (TIF) #2, which includes downtown as well as a larger area, increased by over $206 million in the same time frame, and added over $49 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 200,000 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.




Photo/Mike Newman



Favorable Demographic and Economic Trends *(2040 Forecast as of May 28, 2015)*
The Dallas-Fort Worth metropolitan area's population is projected to grow to 10.7 million by 2040, with jobs increasing to 6.7 million. Collin County, which encompasses most of the City of Plano, is one of the fastest growing counties in the country with a population expected to increase from 778,427 in 2010 to 1.6 million by 2040. Plano is a major employment center with a diverse, well-educated population of over 275,000 and more than 200,000 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 recommended adding 1,000 housing units within 1/4 mile of the rail station. To date, 742 apartments, 34 for-sale townhouses and 34 condominium units have been constructed, along with numerous single-family homes on infill lots in surrounding neighborhoods. Construction is underway on an additional 61 urban, single-family homes at Rice Field, and 789 multifamily units received Planning and Zoning Commission approval in 2016. Looking to the next 10 years, 1,000 housing units should be built downtown, augmented by 1,000 units within the Plano DART corridor. New housing brings a wide range of options and prices.

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.



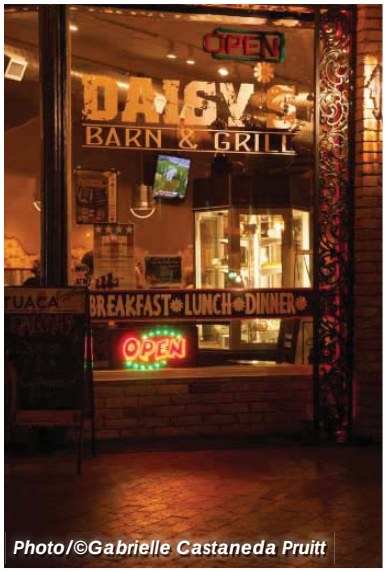
Variety of housing types is essential component of choice...



...as is choice in transportation mode and route.



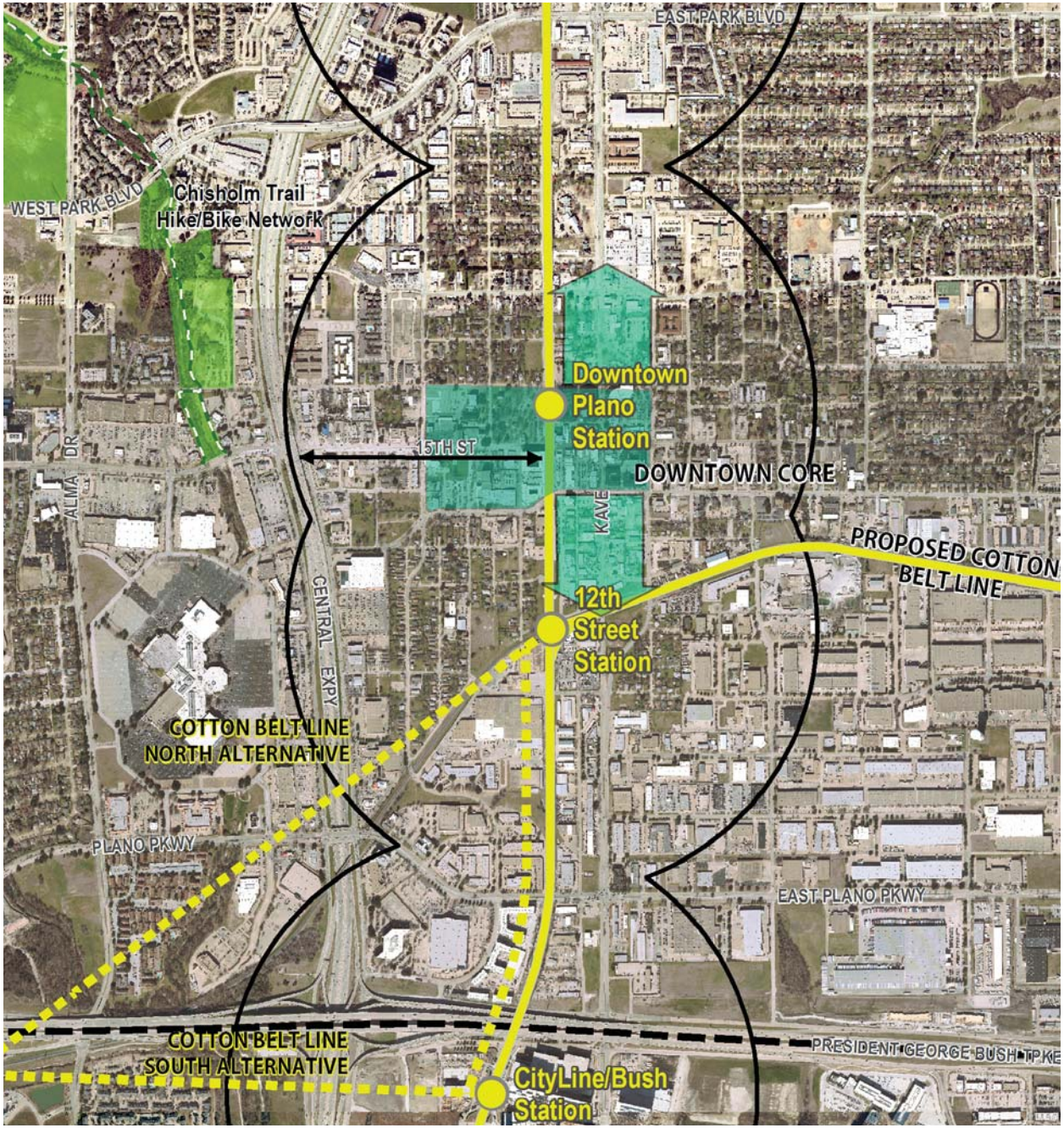
Plano's incentive program are designed to give new life to old buildings.



Photo/©Gabrielle Castaneda Pruitt



Photo/Mike Newman



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.

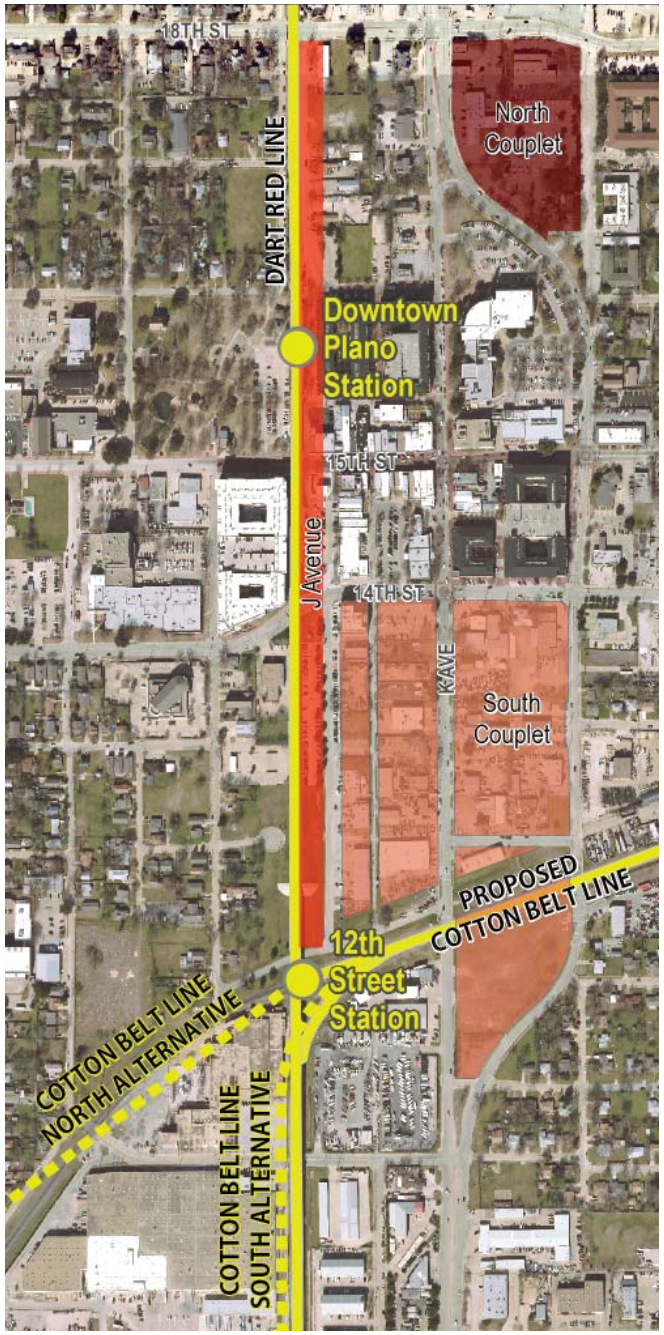
15th Street Gateway

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

Work completed in 2016 to reconstruct 15th Street west of G Avenue enhanced the streetscape with improved traffic operations, an additional bike lane and relocated overhead utilities. In Phase 2, the underpass below U.S. 75 features a wider pedestrian walkway, better lighting and downtown-themed artwork. The artwork will be an inviting entry into the newly designated Downtown Plano Cultural Arts District. A highlight of the district will be seven distinct sculptures created by artist John Weiner.

An enhanced 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.


Photo/Mike Newman



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.

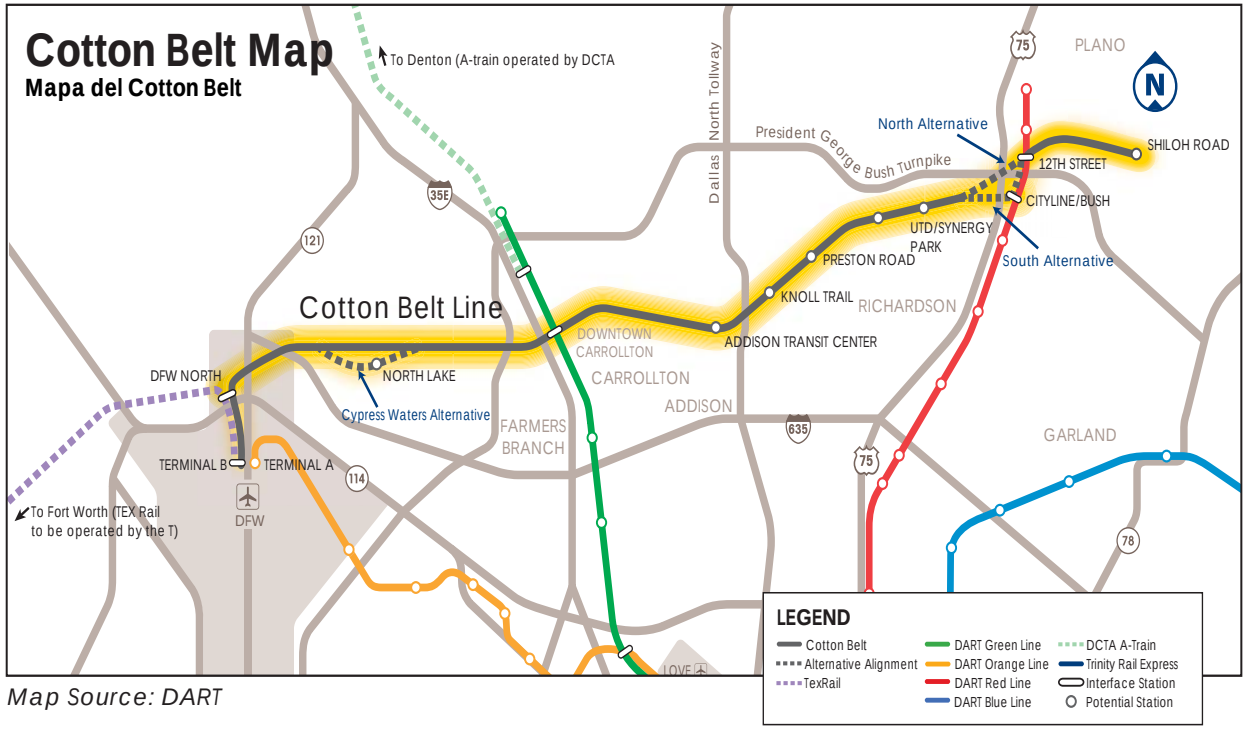
North Couplet - A major opportunity for northern expansion of downtown is the block north of the Municipal Center, which is mostly used for surface parking. The City hopes to partner with one or more developers to assemble, master plan and redevelop the property. This 6-acre site is ideal for urban mixed-use 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.







Map Source: DART

Cotton Belt Line/12th Street Station

DART's planned Cotton Belt Line will be a transit corridor extending from the DFW Airport to Shiloh Road in Plano. The Cotton Belt Line would 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 proposed 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 DART 20-Year Financial Plan includes the Cotton Belt Line for implementation in 2035.

The new 12th Street station will anchor the south side of downtown and act as a magnet for new development. This area offers many development opportunities and is well suited for infill projects, including townhomes, live/work space and small offices and studios.

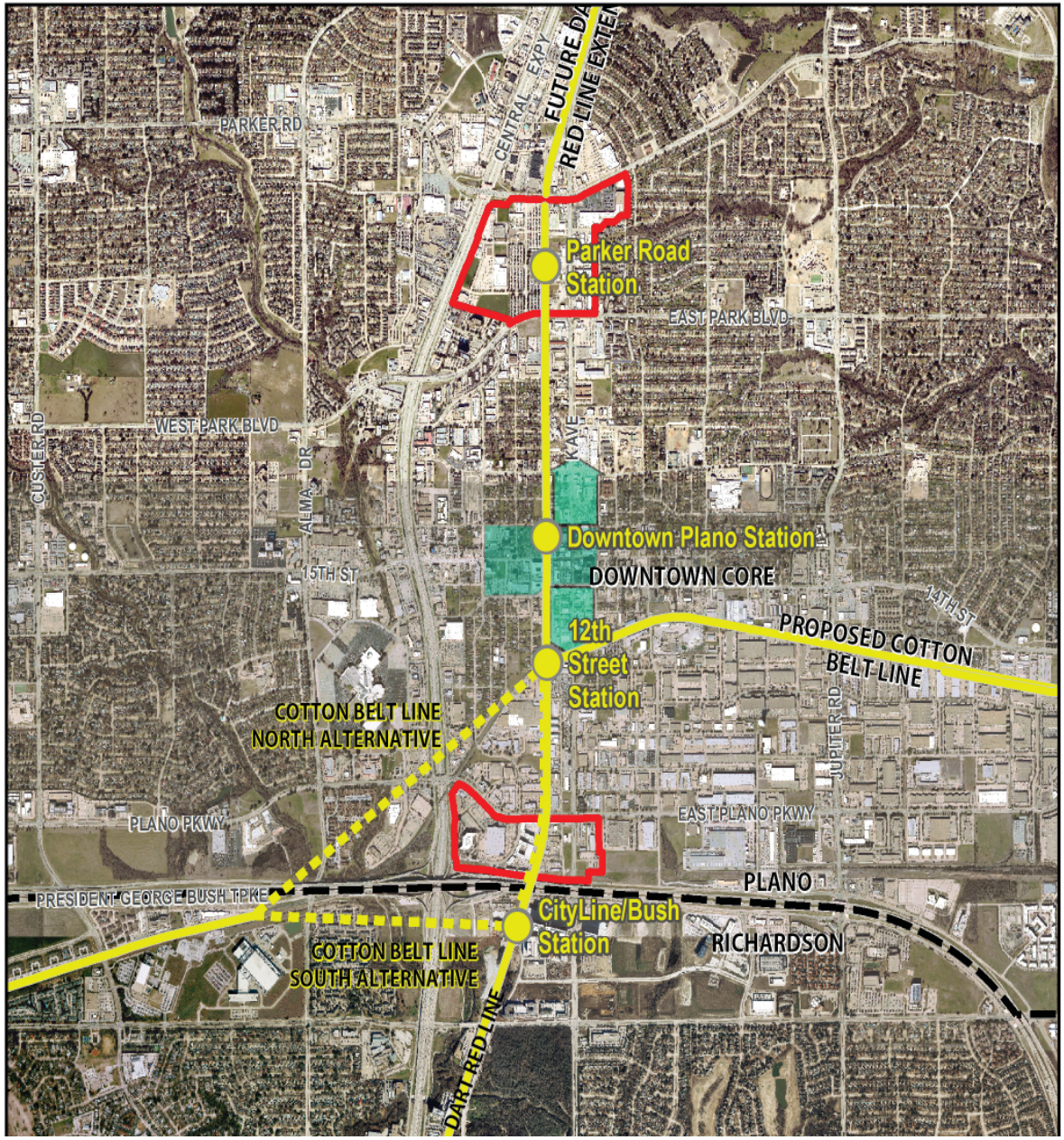
There is sufficient land for the station platform. Approximately 3 acres of land needed for station parking has been purchased. Even if the Cotton Belt corridor is not developed for many years, the added parking will help stimulate private development at the southern end of the couplet.

Proposed "North Alternative" 12th Street Station Plan and Renderings









Underdeveloped areas near DART stations

Parker Road Station

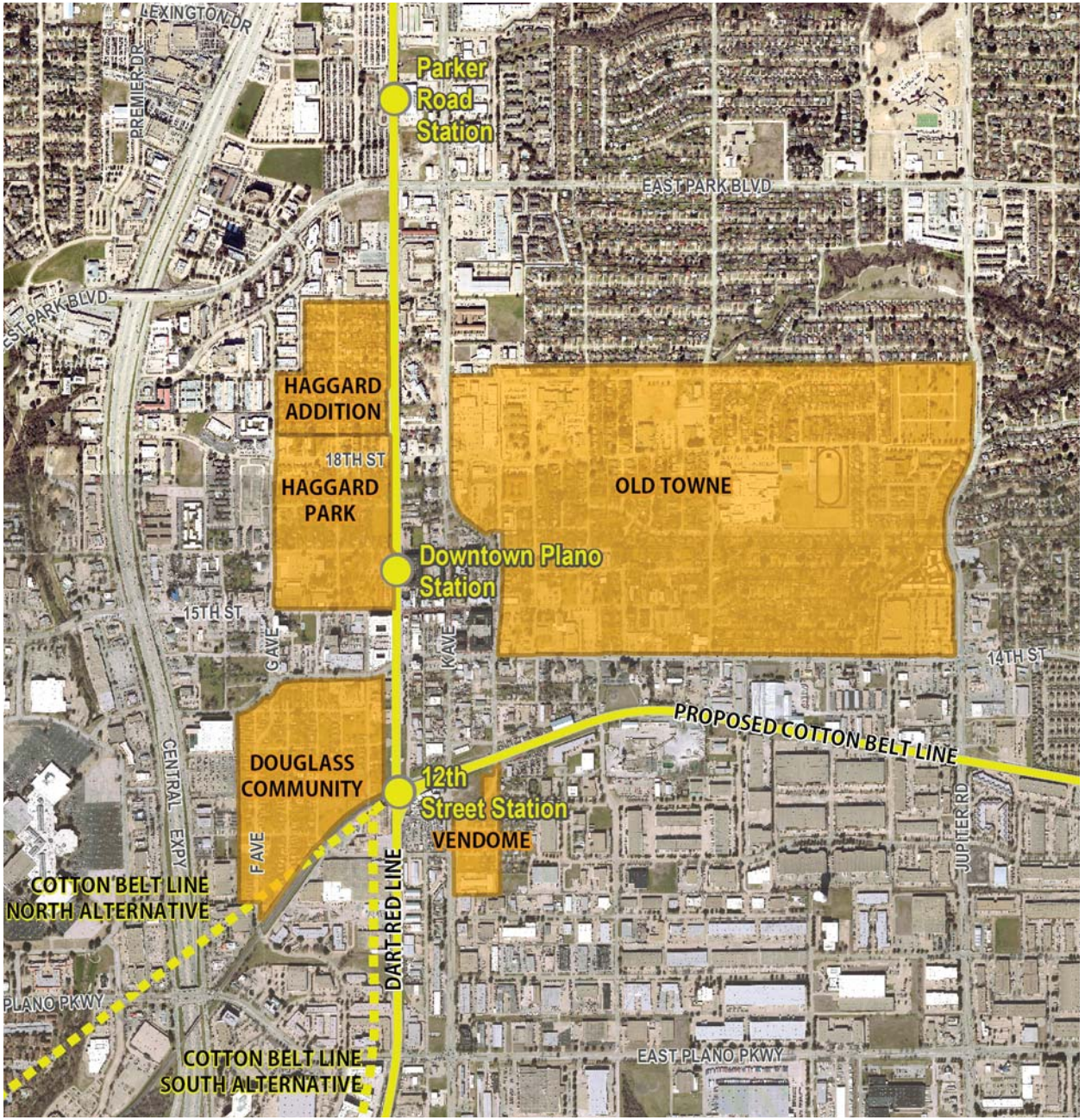
The DART Red Line presently ends at the Parker Road Station, approximately 1 mile north of downtown. The station has strong ridership with heavy parking demand. The best opportunity for transit-oriented development is at the southern end of the station along Park Boulevard. This area is well suited to 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. One residential development is under construction. 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.



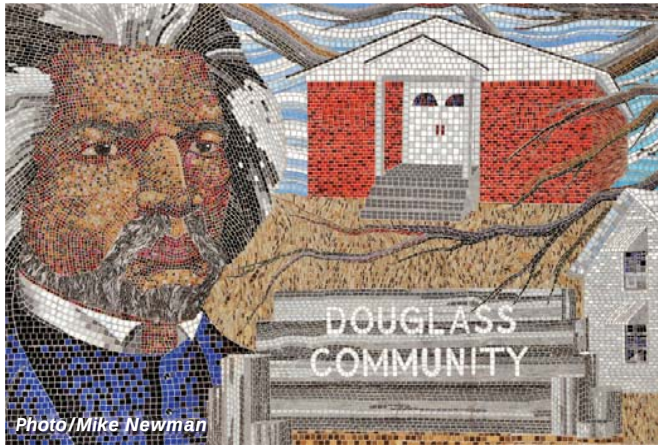
GENERAL RECOMMENDATIONS

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.



Photo/Mike Newman









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 needs to be built. Pedestrian routes within neighborhoods need to be evaluated. Many areas lack sidewalks; however, constructing new sidewalks may destroy landscaping and the street character.

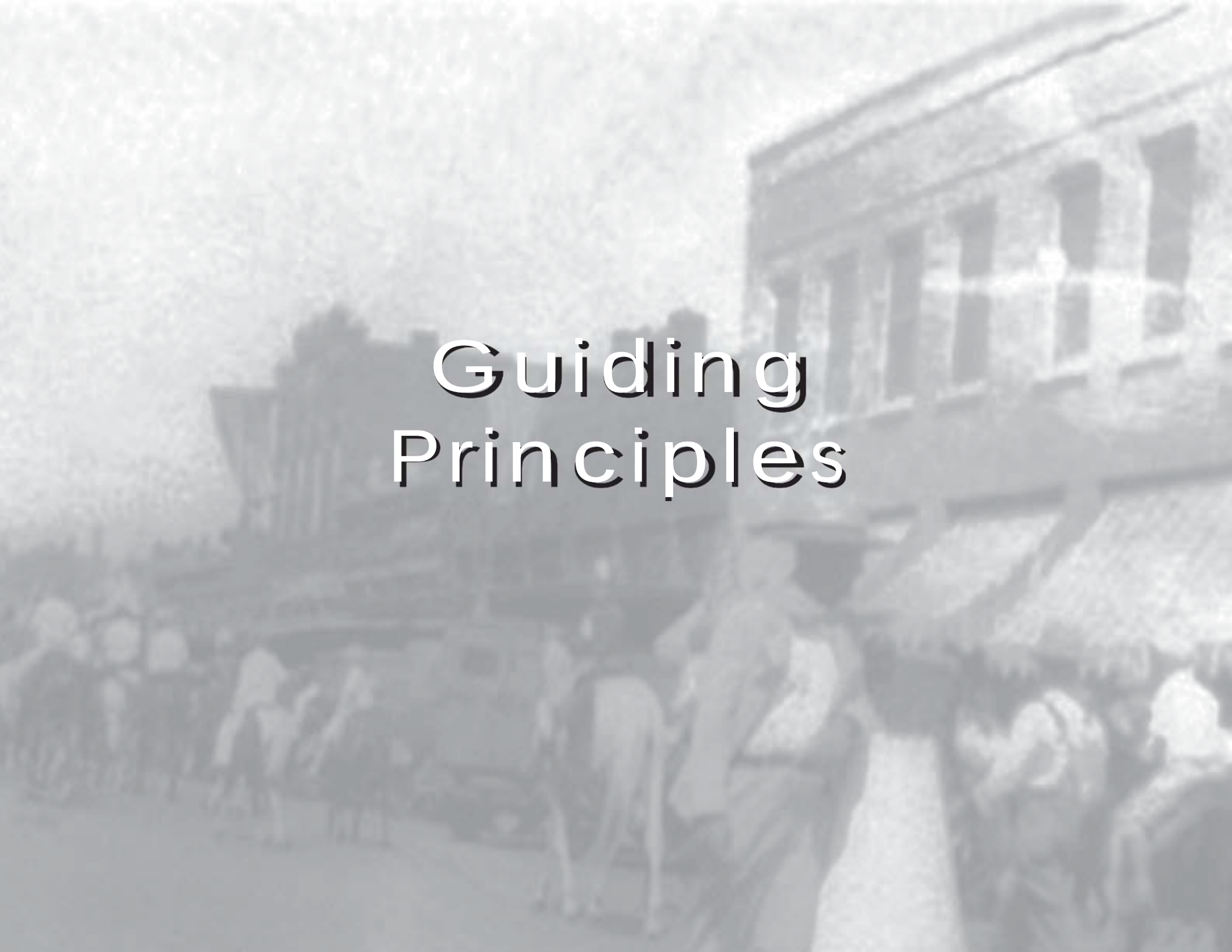
More Variety of Uses

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.





Pedestrian cut-throughs can ensure a flexible block structure and variety of experiences.



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.






Photo/Mike Newman



Photo/Mike Newman


Seek opportunities for the unexpected, such as human-scaled, niche public spaces within developments.

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.

Goals for the Next 10 Years:

- 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.


Photo/Mike Newman


Photo/Mike Newman



ACTION ITEMS

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

Recommended

- *14th Street Reconstruction – Rebuild 14th Street from F Avenue to U.S. 75 and add sidewalks and street lighting. Estimated cost -- $300,000. Funded.*
- *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.*
- *18th Street Improvements – Reconstruct portions of 18th Street east and west of G Avenue to realign lanes and remove the median strip. Estimated cost -- $1.2 million; part of larger reconstruction project. 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.*
- *Improve the U.S. 75/15th Street Overpass – Add lighting and artwork noting Downtown Plano. Estimated cost -- $500,000. Funded.*
- *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. Funded and 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.*







Photo/Shutterstock/Gorin

Completed

- *12th Street Station – Secure designation of the proposed 12th Street Cotton Belt/ Red Line Station. The City has purchased 3 acres of land for parking for use by commuters and area businesses.*
- *15th Street Gateway – Reconstruct 15th Street from G Avenue to U.S. 75, adding a bike lane, streetscaping and relocating overhead utilities.*
- *Art Plan – Develop a plan for establishing Downtown as an arts district and promoting a variety of venues to create, display and perform the arts. Estimated cost – Implementation of the arts plan will be a shared effort with multiple funding sources. City Council adopted the plan in August 2015.*
- *McCall Plaza – Modify and repair the McCall Plaza to improve the DART pedestrian crossing, remove the water wall, re-landscape, replace capstones and create a stage for entertainment events.*
- *Neighborhood Empowerment Zone – Expand Neighborhood Empowerment Zone #2 to apply to the 12th Street Station area and the Vendome area. Add incentives to attract uses including offices, primary medical services, lodging, and artist studios and galleries. $100,000 in waived fees over a 10-year period.*
- *Public Improvement District – Establish 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 created in 2014.*
- *TIF District – Expand the duration of TIF District 2 beyond 2014, eliminating the participation of the Plano Independent School District 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.*







Implementation



Tax Increment Financing Reinvestment Zone #2



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 a tax increment finance (TIF) district 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.

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.

TIF #2 extends along the DART rail corridor from the southern city limit to approximately 1/2 mile north of Parker Road. At the time the TIF was created, the total appraised value of property within the district was $314 million. Today, the total appraised value has grown to more than $520 million, yielding over $49 million in revenue to date.

Thus far, projects (including the Courtyard Theater and Cox Building rehabilitation) specified for TIF funding have created a funding obligation of $12 million. The total revenue generated during the district's initial 15-year term (expired in 2014) exceeded $48 million. In 2014, the City and Collin County extended the TIF for another 15 years, during which time it expects to generate an additional $20 million in revenue.


Photo/Mike Newman



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. As of June 2015, $791,051 in fees have been waived, resulting from construction valued at $103,953,898.

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.



Public Improvement District



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 five 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 a managing committee composed of property owners. The PID is anticipated to generate between $130,000 to $175,000 annually during its initial three-year term. The City contributes $50,000 annually to the PID.

SUMMARY

Downtown Plano and the DART rail corridor are redefining Plano's future. As the region's population grows to over 9 million during the next 20 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 the quality of life and sense of community.

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

Websites:

plano.gov
junction15apartments.com
planotexas.org
dart.org
planoplanning.org
plano.gov/demographics
eastsidevillage.com
visitdowntownplano.com



Appendix

PROJECT PROFILES

15th Street Village

Location: Southeast and Southwest Corners of 15th Street and G Avenue
Site size: 4 Acres
Number of dwellings: 20 Townhomes and 34 Condominiums Completed
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
Projected sales price: $250-300K Townhomes and $150-200K Condominiums

Project architect:	Graphics Design Group 3615 N. Hall St. Dallas, TX 75219	214-520-8800
Civil engineer:	Helmberger & Assoc. 1525 Bozman Road Wylie, TX 75098	972-442-7459
Contractor:	Diversified Construction Services 10625 North County Road Frisco, TX 75034	972-668-9354
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. 2016 tax valuation $10,059,017





Artist Lofts



Location: 13th/14th Connector and G Avenue
Site size: 5.47 Acres
Number of dwellings: 220-Unit Multifamily Development
Building height: 4-Story Multifamily Units
Unit size: Various Sizes, Ranging from Studio to Three-bedroom Units
Projected sales price: To Be Determined

Description: Project uses a 9 percent noncompetitive Housing Tax Credits provided by the Texas Department of Housing and Community Affairs. The units will be a mix of market rate and low-to-moderate income housing with proposed set asides for veterans and artists.

Project architect: MULTATECH Architects & Engineers
817-877-5571
2821 W. 7th St., Suite 400
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.

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
Building materials: Frame Construction, Brick Veneer, Stucco and Fiber Cement Board
Number of dwellings: 33 Efficiencies, 118 One-Bedroom, 83 Two-Bedroom
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.)
Construction completed: 2001

Project architect:	Womack & Hampton Architects, LLC 4311 Oak Lawn, Suite 50 Dallas, TX 75229	214-252-9000
Civil engineer:	Huitt-Zollars, Inc 1717 McKinney Ave., Suite 1400 Dallas, TX 75202	214-871-3311
Landscape architect:	Huitt-Zollars, Inc. 1717 McKinney Ave., Suite 1400 Dallas, TX 75202	214-871-3311
Developer:	Amicus Partners, Limited 8343 Douglas Ave., Suite 360 Dallas, TX 75225	214-635-4723



Photo/Mike Newman

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. 2016 tax valuation $17,303,045

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
Building materials: Frame Construction, Brick Veneer, Stucco and Fiber Cement Board
Number of dwellings: 38 Efficiencies, 137 One-Bedroom, 54 Two-Bedrooms
Non-residential space: 25,000 Square Feet
Parking: 419 Garage Spaces, 33 Surface Spaces
City of Plano construction cost: $800,000 Reimbursement Allowance
Construction completed: 2002

Project architect:	RTKL Associates, Inc. 1717 Pacific Ave. Dallas, TX 75201	214-871-8877
Civil engineer:	Huitt-Zollars, Inc. 1717 McKinney Ave., Suite 1400 Dallas, TX 75204	214-871-3311
Landscape architect:	RTKL Associates, Inc. 1717 Pacific Ave. Dallas, TX 75201	214-871-8877
Developer:	Amicus Partners, Limited 8343 Douglas Ave., Suite 360 Dallas, TX 75001	214-635-4723

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. 2016 tax valuation $25,157,040





Photo/Mike Newman

Eco Village



Location: South of 18th Street between J and K Avenues
Site size: 1.277 Acres
Number of dwellings: 21 Townhomes, a Minimum of 7 Units for Low-to-Moderate Income Homebuyers
Building height: 2-Story Townhomes
Unit size: 1,300-1,950 Square Feet
Projected sales price: To Be Determined

Civil engineer:	Kistenmacher Engineering Company 6336 Greenville Ave., Suite C Dallas, TX 75206	214-234-0011
Developer:	Carl Franklin Homes, LLC 2320 King Arthur Blvd. Lewisville, TX 75056	972-977-7398

Public concessions and incentives: $500,000 in TIF 2 funding for 17th Street construction; site paving, sidewalks 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.

Junction 15



Location: Southeast Corner of 15th Street and I Avenue
Site size: 3.1 Acres
Number of dwellings: 279
Retail space: 9,000 Square Feet
Unit size: 870 Square Feet Average
Construction cost: $32,000,000+
Project completion: 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 Council of Government is crediting the City of Plano $900,000 toward local funding matching requirements of future road projects.

Property tax: 2011 tax valuation $996,498. 2016 tax valuation $52,900,753.

Mendenhall Elementary School/
Employee Child Care Center II

Location: 1330 19th St.
Site size: 8.85 Acres
Gross building area: 76,819 Square Feet
Building height: 1 Story
Building materials: Steel Frame with Brick Veneer
Parking: 115 Spaces
Construction cost: $11.5 million
Construction completed: August 2011

Project architect:	VLK Architects 2821 W. 7th St., Suite 300 Fort Worth, TX 76107	217-633-1600
Civil engineer:	RLK Engineering, Inc. 111 W. Main St. Allen, TX 75013	972-359-1733
Landscape architect:	Ramsey Landscape Architects, Inc. 11914 Wishing Well Court Frisco, TX 75035	972-335-0889
Developer:	Plano Independent School District Planning/Construction 6600 Alma Drive, Suite E Plano, TX 75023	469-752-1480



Public concessions and incentives: The Plano Independent School District (PISD) constructed a new building to replace the existing 1950s elementary school and converted part of the existing structure into a second child care facility for district employees. $11.5 million in funding was provided by Tax Increment Finance District #2. The City also waived plan and permit fees for the new construction.

Plano Courtyard Theater

Location: Northwest 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





Photo/Mike Newman



Photo/Mike Newman

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 New York, NY 10010	212-677-6030
Theater consultant:	Theatre Projects Consultants 25 Elizabeth St. South Norwalk, CT 06854	203-299-0830
Acoustician:	Jaffe-Holden Acoustics, Inc. 114A Washington St. Norwalk, CT 06854	203-838-4167
General contractor:	Joe Funk Construction Engineers, Inc. 11226 Indian Trail Dallas, TX 75229	972-243-7141

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

Location: Southwest Corner of 18th and G Avenue
Site size: 4.127 Acres
Number of dwellings: 61 Single-family Houses
Unit size: 2,000+ Square Feet
Projected Sales Price: $359,000-High $400,000s

Description: This project is the continuation of an existing residential development of 14 town homes, planned out in the Traditional Neighborhood Development design of craftsman-style housing, compact lots, zero-lot line development and prominent front porches. This pedestrian-oriented development is 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.

It is also in keeping with the *Downtown Plano - A Vision and Strategy for Creating a Transit Village* and the *Downtown Plano Vision & Strategy Update*.

Developer (Single-Family): Texas InTown Homes, LLC 713-961-3877

Public concessions and incentives: $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.





Lexington Park, Rice Field Phase I

Southern Land Downtown Addition

Location: Northwest Corner of 14th Street and K Avenue
Site size: 1.7 Acres
Number of dwellings: 184 Apartments
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 will grant 1.7 acres of land in exchange for 70 garage parking spaces secured by an easement for public parking. The City will reimburse 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.





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

2010 Census Population – 259,841

2015 American Community Survey (ACS) 5-Year Estimates

Population – 275,645

Adults with Bachelor's Degrees or Higher – 54.9%

Median Household Income – $83,793

Median Home Value – $231,600

Major Corporate Presence

Alcatel-Lucent	Alliance Data Systems
Bank of America	Capital One Finance
Cigna	Cinemark Holdings
Dell Services	Denbury Resources
Dr. Pepper-Snapple Group	Ericsson
FedEx Office and Print Services	Frito-Lay
HP	JCPenney
JP Morgan Chase & Co.	Liberty Mutual (2017)
Pepsi-Co	Pizza Hut of America
Rent-A-Center	Toyota (2017)

Mayor-Council-City Manager Form of Government

AAA City Bond Rating

Local Economic Development Incentives:

Cash Grants
Tax Abatements
Freeport Exemption
Tax Increment Finance District
Neighborhood Empowerment Zone
Public Improvement District

DEMOGRAPHICS

City of Plano

2011-15 ACS 5-Year Estimates

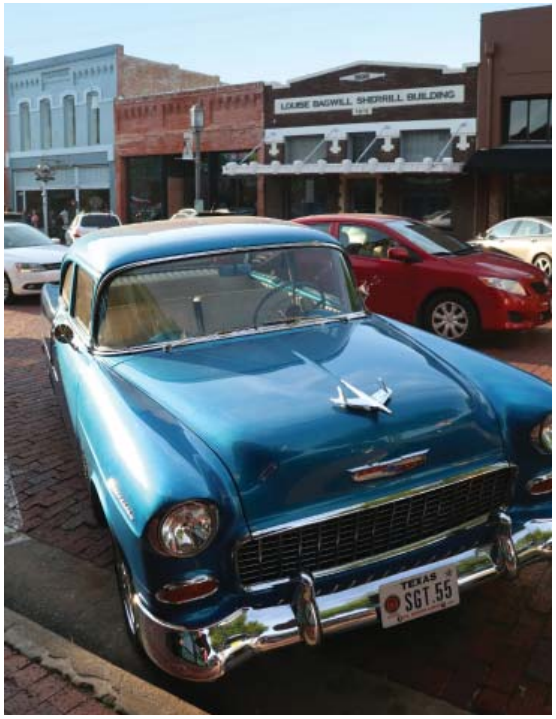
Population	275,645
Median Age	38.2 years
Race and Ethnicity	
Hispanic	14.2%
Non-Hispanic	85.8%
African American or Black	7.7%
American Indian/Alaska Native	0.3%
Asian	19.1%
Native Hawaiian/ Other Pacific Islander	0.0%
Some Other Race	0.2%
White	56.2%
Foreign Born	24.3%
Educational Attainment	
No High School Diploma	6.5%
High School Diploma/GED	12.5%
Some College, No Degree	19.4%
Associate Degree	6.7%
Bachelor's Degree	33.7%
Graduate/Professional Degree	21.3%

Household Income Distribution	
Under $25,000	10.9%
$25,000 to $49,999	17.3%
$50,000 to $74,999	16.7%
$75,000 to $99,999	13.3%
$100,000 to $149,000	19.3%
Over $150,000	22.4%
Median Household Income	$83,793
Per Capita Income (families)	$42,366
Poverty	
Population Below Poverty	7.5%
Median Housing Value	$231,600

3-Mile Radius of Downtown Plano

Total Population	89,802
Median Age	38.8 years
Race and Ethnicity	
Hispanic	26.2%
Non-Hispanic	73.8%
White	76.0%
African American or Black	8.3%
American Indian/Alaska Native	0.3%
Asian	8.8%
Native Hawaiian/ Other Pacific Islander	0.1%
Some Other Race	3.0%
Two or More Races	3.5%
Educational Attainment	
No High School Diploma	12.4%
High School Diploma and Higher	87.6%
Bachelor's Degree or Higher	40.6%
Household Income Distribution	
Under $25,000	14.5%
$25,000 to $49,999	23.9%
$50,000 to $74,999	18.7%
$75,000 to $99,999	14.1%
$100,000 to $149,000	15.9%
Over $150,000	12.9%

Source: U.S. Census Bureau; compiled by North Central Texas Council of Governments







CONTACTS

City of Plano Special Projects Department
1520 K Ave., Suite 350
Plano, TX 75074
972-941-7430 / 972-941-7435

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 Parkway, Suite 310
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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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