

Date: November 8, 2021

To: Mark D. Israelson, ICMA-CM, City Manager

From: Christina Day, AICP, Director of Planning

Subject: Comprehensive Plan Review Process and Public Feedback

The purpose of this memo is to present a recap of the comprehensive plan review process, an overview of the Draft Plan, and a summary of the public feedback.

Comprehensive Plan Review Committee Overview

The CPRC held its first meeting on January 11, 2020. Over the next 20 months, the CPRC met a total of 34 times to discuss updates to the city's Comprehensive Plan, concluding in a 15-0 vote to approve the plan on September 28, 2021. Materials from all 34 meetings, including agendas, packets, minutes, recordings, and supplemental information have been available to the public throughout the process at www.PlanoCompPlanReview.org.

Members of the CPRC include:

- Doug Shockey, Chair
- Mike Bronsky, Vice Chair
- Jeff Beckley
- Jaci Crawford
- Jim Dillavou
- Erin Dougherty
- Carolyn Doyle
- Xinyi Gong
- Richard "Larry" Howe
- Mary Jacobs
- Hilton Kong
- Salvator La Mastra
- Michael Lin*
- Jijie "Jack" Liu
- Yoram Solomon
- Sara Wilson

*Resigned in August 2021

In addition to reviewing the contents of the previous Comprehensive Plan, the CPRC received presentations from various city departments including Plano Fire/Rescue, the City Attorney's Office, Neighborhood Services, Planning, Police, Public Works, and Special Projects, as well as the Plano ISD Superintendent and Chief Financial Officer. Discussion of relevant topics was included throughout the process, including on the relationship of zoning and comprehensive plans, density, transportation planning, Plano ISD school capacity, the Fair Housing Act, zoning change public notification and participation, undeveloped land, population projections, future land use plans of surrounding cities, police and fire statistics, "Missing Middle Housing," the history and challenges of retail zoning in Plano, and special districts and incentives for real estate development. Additionally, memos and supplemental reports on specialized topics were provided through the process, which have been made available to public on the [Reference Materials](http://www.PlanoCompPlanReview.org) page of www.PlanoCompPlanReview.org

Planning & Zoning Commission Overview

The Planning & Zoning Commission (P&Z) began reviewing recommendations from the CPRC on August 3, 2020. The draft Comprehensive Plan was a topic of discussion at a total of 13 P&Z meetings, concluding in an 8-0 vote to approve the Draft Plan on September 7, 2021. Materials from all meetings, including agendas, packets, minutes, recordings, and supplemental information were available to the public throughout the process at www.PlanoCompPlanReview.org.

Commissioners at the time of final P&Z recommendation included:

- M. Nathan Barbera, Chair
- David Downs, 1st Vice Chair
- Robert Gibbons, 2nd Vice Chair
- Gary Cary
- Richard Horne
- Allan Samara
- Arthur Stone
- Gwen Walters

Project Management

The City of Plano contracted with the consulting firm Freese & Nichols, Inc. (FNI) to guide and assist the CPRC and P&Z through the comprehensive plan review process. Mr. Dan Sefko, FAICP, was the lead consultant for FNI, facilitating discussions and offering suggestions to address concerns raised by the CPRC and P&Z.

An original project budget of \$1 million was approved by City Council in November 2019, including \$900,000 for consulting services with FNI and \$100,000 for CPRC operational costs. A separate \$180,000 contract was also approved with Bagley Associates, LLC to perform analysis of zoning cases submitted under the Interim Comprehensive Plan.

The project budget was revised in May 2021 to add \$200,000 to the FNI contract through a reallocation of \$120,000 unused funds from the Bagley Associates, LLC contract and a transfer of \$80,000 from the CPRC operations budget. The table below shows the total funds expended based on the most recent approved invoices (through September for FNI and August for Bagley Associates, LLC), and does not include invoicing for public outreach costs:

Budget Items	Budget (Original)	Budget (Revised)	Expenditures to Date
Freese & Nichols, Inc.	\$900,000	\$1,100,000	\$814,243.10
Operational Costs	\$100,000	\$20,000	\$34,032.85
Bagley Associates, LLC	\$180,000	\$50,000	\$19,975.00
TOTAL	\$1,180,000	\$1,170,000	\$868,250.95

Plan Overview

Comprehensive Plan 2021 is a web-based plan, continuing public access and transparency of the document. A new website, www.PlanoCompPlan.org, has been created to house the Plan's contents and is intended to be the primary format for users of the Plan. At this site, users will be able to browse all of the Plan's official policies and actions, link to relevant reports and studies, participate in continuous polling of citizen priorities, learn more about the city's history and demographic trends, receive updates on the status of actions to implement the Comprehensive

Plan, review annual reports, and more. The site will also contain the new [Existing Land Use and Housing Inventory](#), which will allow for analysis of how zoning proposals compare with recommendations of the Plan and existing conditions.

For legal reference, and for those wanting to download or print hard copies of the Plan, a [PDF version](#) of Comprehensive Plan 2021 as a legal document has been prepared. The regular meeting agenda item includes a print-friendly version as part of the ordinance. There is also a “For Information Only” version provided, which is formatted for more convenient viewing online. The contents of these documents is identical.

Plan Framework

The [Plan Framework](#) remains largely unchanged. The Plan still contains a hierarchy that includes the vision, pillars, components, policies, action statements, and associated maps. New to the Plan’s structure are a set of [Guiding Principles](#), [Future Land Use Dashboards](#), a [Glossary of Terms](#), and an [Executive Summary](#).

Major Changes

Major changes in Comprehensive Plan 2021 include:

- [Guiding Principles](#)
- [New/Revised Future Land Use Categories](#)
- [Future Land Use Dashboards](#)
- [Redevelopment & Growth Management Policy](#)

The following improvements were also made in connection with the new Plan:

- [Existing Land Use & Housing Inventory](#)
- [Zoning Process Improvements](#)
- [Findings Policy](#)

For an overview of which maps and policies were modified and which included no major changes, please visit the “[What's the Same?](#)” page of the Plan website.

Public Outreach

Due to ongoing concerns about the COVID-19 pandemic, original plans for the public outreach campaign were intended to collect feedback primarily through online and virtual platforms. As conditions allowed, hybrid and in-person events were also scheduled. Major outreach methods included the following:

- [Advertising](#)
The Planning and Communications and Community Outreach departments coordinated to employ various means to raise awareness of the Draft Plan and encourage participation in the public outreach opportunities. Primary among these was a postcard delivered to over 134,000 Plano residents and businesses. Other means included placing over 100 signs at strategic locations in city parks, trails, and other city facilities, including informational inserts in utility bills, purchasing advertisements in various print and digital media, and posting information in the city’s newsletters and social media platforms.

- Online Survey

An online survey was the primary method for community feedback. This survey was available at www.PlanoCompPlan.org between October 1 and October 18, 2021, and was heavily advertised to the community. To complete the survey, participants were first asked to review contents of the Draft Plan then answer up to 31 questions about the major changes. A series of links and informational videos were embedded within the survey to provide convenient access to the website and context directly from CPRC members about the purpose and intent of the proposed changes.

In total, the online survey collected 1,114 responses. Due to the complexity of the topic, the survey was designed to allow participants to pick and choose their level of engagement based on their areas of interest, beyond a battery of core questions. To that end, not all participants answered every question, with approximately 65% completing the full survey. This was expected given the quantity and complexity of the review materials necessary to complete the survey. Results of the online survey are discussed later in this report.

- Telephone Town Hall and CPRC Meet & Greet

A hybrid [Telephone Town Hall](#) was held on October 14, 2021, in which participants could participate by phone, through social media, or as part of live, in-person audience. Immediately following the Telephone Town Hall, an in-person only CPRC Meet & Greet event was held to allow citizens an opportunity to interact with CPRC members regarding the Draft Plan.

- Neighborhood Services BEST Break

A presentation was made at a virtual BEST Break meeting hosted by the Neighborhood Services Department on October 13, 2021. The CPRC Chair and Vice Chair provided an overview of the Draft Plan and encouraged attendants to participate in the online survey and Telephone Town Hall.

- Neighborhood Leadership Council Presentation

Planning staff made a presentation on the major changes in the Draft Plan at the Neighborhood Leadership Council on October 29, 2021.

- Social Media Packets and Community Outreach from the CPRC members

Social media packets were prepared for CPRC member to utilize to reach their networks within the community. Additionally, members of the committee took their charge seriously to do individualized outreach, promoting and socializing the Draft Plan to those within their acquaintance.

Public Feedback Results

Public feedback on the Draft Plan was collected in two primary ways:

- Online Survey Results

Detailed results from the online survey are available at the [project website](#) and are included as Attachment A. Because the purpose for creating the CPRC was to address community concerns about the previous comprehensive plan related to four key topics (land use, density, transportation, and growth management), the survey questions were

generally designed to answer the question, “Did we (the CPRC and P&Z) get it right?” To this end, most questions were structured on a spectrum of *Strongly Agree* to *Strongly Disagree* for each of the major changes. The feedback received indicates general support for the proposed changes, evidenced by all changes receiving a majority or plurality of *Strongly Agree* or *Agree* responses.

- Email Correspondence

In addition to the online survey, staff collected feedback via email correspondence to the Planning staff or to the project email, PlanoCompPlan@plano.gov. All correspondence with feedback on the Draft Plan are included as Attachment B.

Staff Modifications Following Public Outreach

Staff modifications are limited to minor updates correcting dates, typos, or other miscellaneous errors. These include:

- Page ES-1: Updated the Executive Summary to indicate the process concluding after more than 20 months.
- Page ES-4: Updated the “Redevelopment and Growth Management” section on the left column (blue) to change the fifth item from “1:1 Residential to Non-Residential in Mixed-Use” to “Minimum Non-Residential Requirement in Mixed-Use.” This change is for consistency with the CPRC and P&Z’s recent changes made to the RGM policy following original approval of the Executive Summary.
- Page ES-20: Updated the Maximum Development Scenario for Area J – Coit and Mapleshade to better reflect the approved Development Plan for the Beacon Square development.
- Page 89: Corrected the Employment Mix graphic on the Downtown Corridors (DT) Dashboard so that Industrial Types is 0-15%. It was previously 0-25%, which is not mathematically possible given the minimum requirements of 50% for Retail Types, 20% for Office Types, and 15% for Institutional Types.
- Page 108: Added a note under the description of “Transit-Oriented Development (TOD)” to note that TOD is defined as a ¼ mile radius from a transit stop for the purposes of the Downtown Corridors (DT) Dashboard. This is to remove a potential conflict with the existing general description of TOD in the Glossary that indicate TOD is an average 2,000-foot walking distance of a transit stop.
- Various: Removed or updated graphics used for draft purposes or marked with “For Draft Use Only” that were included to show where changes had been made by the CPRC and P&Z.

These corrections have been included in the ordinance version of the Draft Plan under consideration during the City Council’s regular meeting on November 8, 2021. Staff is prepared to discuss the modifications noted above and/or make additional changes requested by the City Council, if necessary, in response to public feedback.

Summary

The Draft Comprehensive Plan 2021 is presented for consideration by the City Council following nearly two years of significant efforts by the CPRC and P&Z and a unanimous vote by both bodies to approve the Plan for public review. A public outreach campaign, highlighted by an online survey with over 1,100 responses, indicates general support from the community on the major changes proposed in the Plan. In advance of the public hearing scheduled for the City Council's regular meeting, CPRC Chair Doug Shockey, Vice Chair Mike Bronsky, the consultant lead Dan Sefko, and city staff are prepared to make a presentation and be available to answer questions from the City Council about contents of the Plan and the details of the online survey results during the Preliminary Open Meeting.

Attachments:

Attachment A – Online Survey Results

Attachment B – Additional Feedback (Combined)



City of Plano
COMPREHENSIVE PLAN 2021

**SURVEY
RESULTS**

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ABOUT THE SURVEY

In late September 2021, after 20 months of discussions between the Comprehensive Plan Review Committee (CPRC) and the Planning & Zoning Commission (P&Z), the Comprehensive Plan 2021 (Draft Plan) received the approvals necessary to begin the public outreach phase. The primary method for receiving public comment on the Draft Plan was through an online survey made available to the public between October 1 and October 18, 2021. This survey was designed to inform the community about the major changes proposed by the CPRC and P&Z and solicit their feedback.

To complete the survey, participants were asked to first review contents of the Draft Plan at www.PlanoCompPlan.org. It was recommended that participants review, at a minimum, the following pages:

- [Guiding Principles](#)
- [New/Revised Future Land Use Categories](#)
- [Future Land Use Dashboards](#)
- [New Redevelopment & Growth Management Policy](#)
- [Existing Land Use & Housing Inventory](#)
- [Zoning Process Improvements](#)

Participants were then asked to answer up to 31 questions about the major changes to the Plan, as well as general information about themselves, their familiarity with the CPRC process, and how they heard about the survey. A series of informational videos were also embedded within the survey to provide context directly from CPRC members about the purpose and intent of the proposed changes.

Because the purpose for creating the CPRC was to address community concerns about the previous comprehensive plan related to four key topics (land use, transportation, density, and growth management), the survey questions were generally designed to answer the question: 'Did we (the CPRC and P&Z) get it right?' To this end, most questions were structured on a spectrum of 'Strongly Agree' to 'Strongly Disagree' for each of the major changes. Additionally, no questions were designed to solicit feedback on parts of the Draft Plan that fell outside the four key topic areas.

The City of Plano employed a number of methods to raise awareness about the survey, including mailing a postcard to over 134,000 city addresses, placing over 100 signs on city parks, trails, playgrounds, and other facilities, placing informational inserts in city utility bills, and advertising through a variety of print, digital, and social media platforms.

Three key events were also held during this outreach phase, including a virtual BEST Break neighborhood meeting hosted by the Neighborhood Services Department, a hybrid Telephone Town Hall, and an in-person CPRC Meet & Greet event. CPRC members also acted as ambassadors of the Plan, meeting with the public, sharing social media posts with their friends, family, and community organizations, and hosting their own online Q&A sessions.

In all, the online survey collected responses from 1,114 participants; however, not all participants answered every question, with approximately 65% completing the full survey. This was expected considering the quantity and complexity of the review materials necessary to complete the survey. All responses collected (whether full or partial completion) are provided as part of this summary.

Example Question Prompt:

- ☐ Strongly agree
- ☐ Agree
- ☐ Neither agree nor disagree
- ☐ Disagree
- ☐ Strongly Disagree

Please explain.

SURVEY AVAILABLE

**18
DAYS**

Oct 1 - Oct 18

1,114 PARTICIPANTS

Took Part in the Online Survey

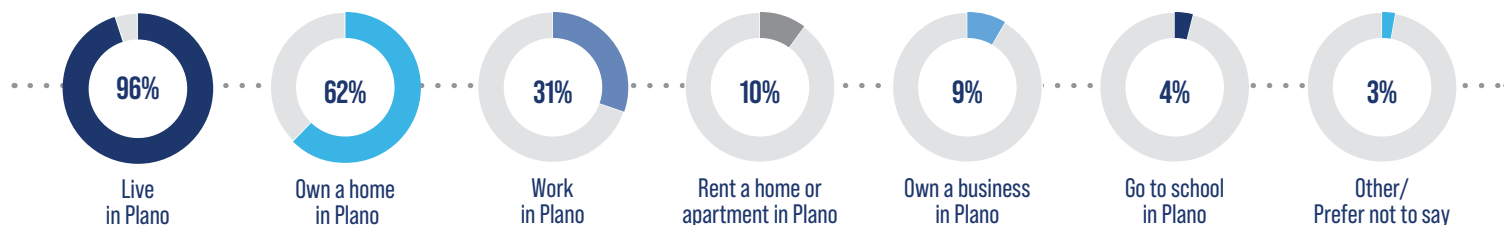
65% of PARTICIPANTS

Completed the Full Survey

Who did we hear from?

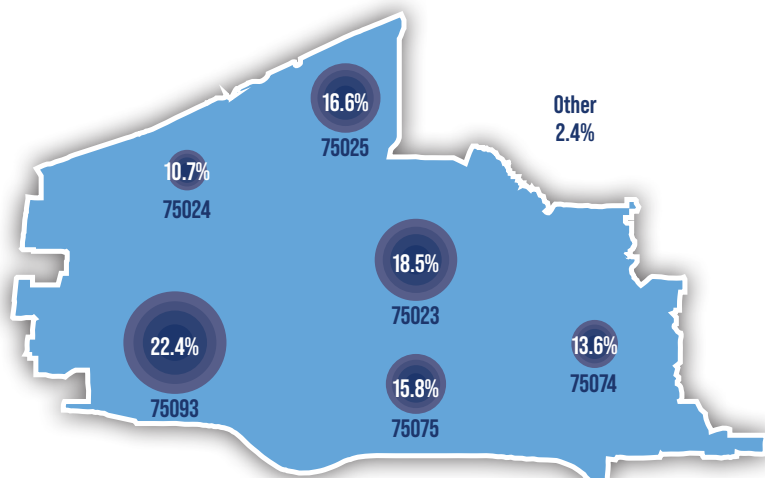
Q1. Please select the option(s) that represent your relationship to Plano. (select all that apply)

1,114 Answered / 0 Skipped



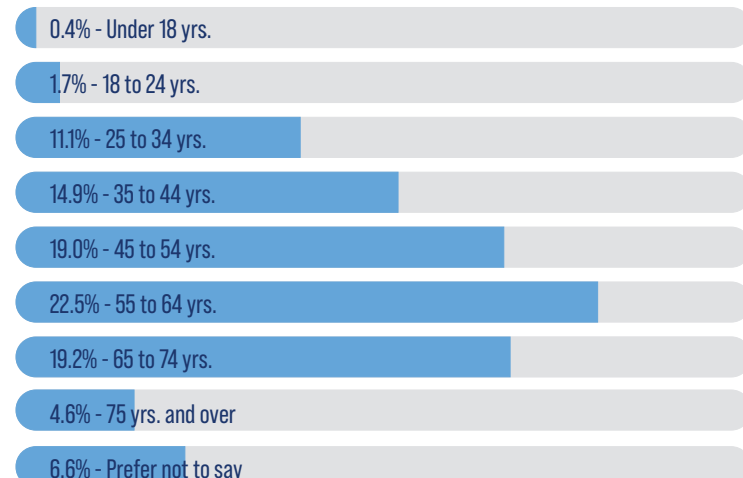
Q27. ZIP Codes

755 Answered / 359 Skipped



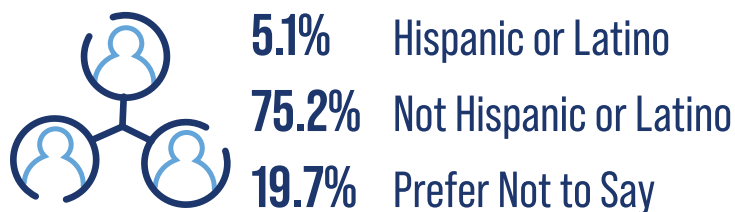
Q28. Age

759 Answered / 355 Skipped



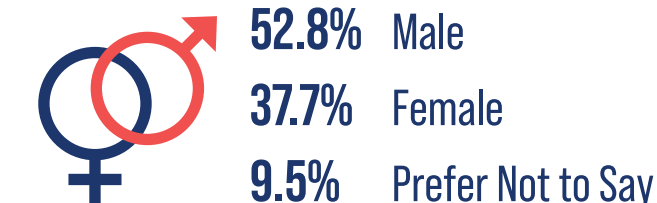
Q30. Ethnicity

747 Answered / 367 Skipped



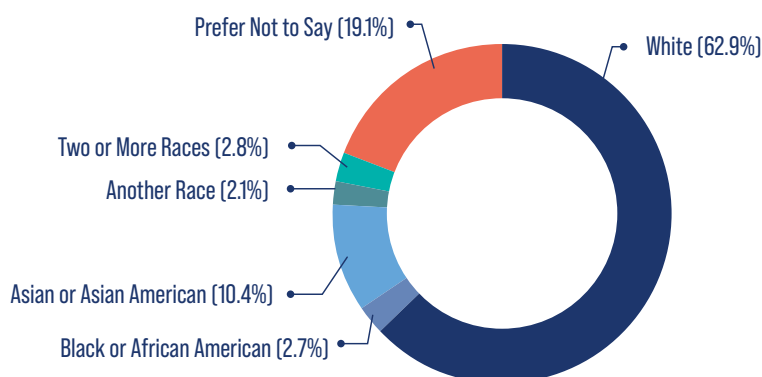
Q29. Gender

745 Answered / 369 Skipped



Q31. Race

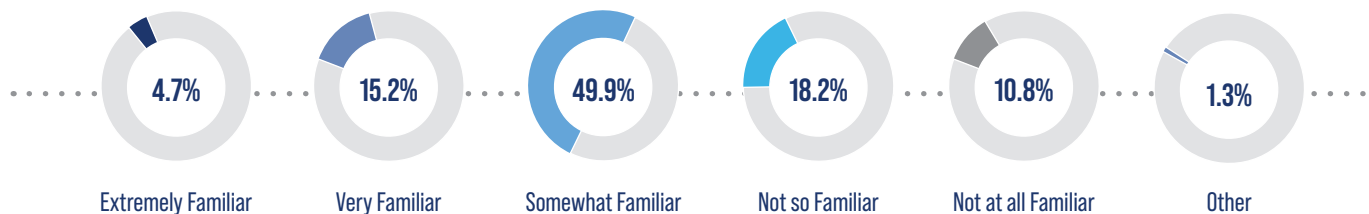
750 Answered / 364 Skipped



How did they hear from us?

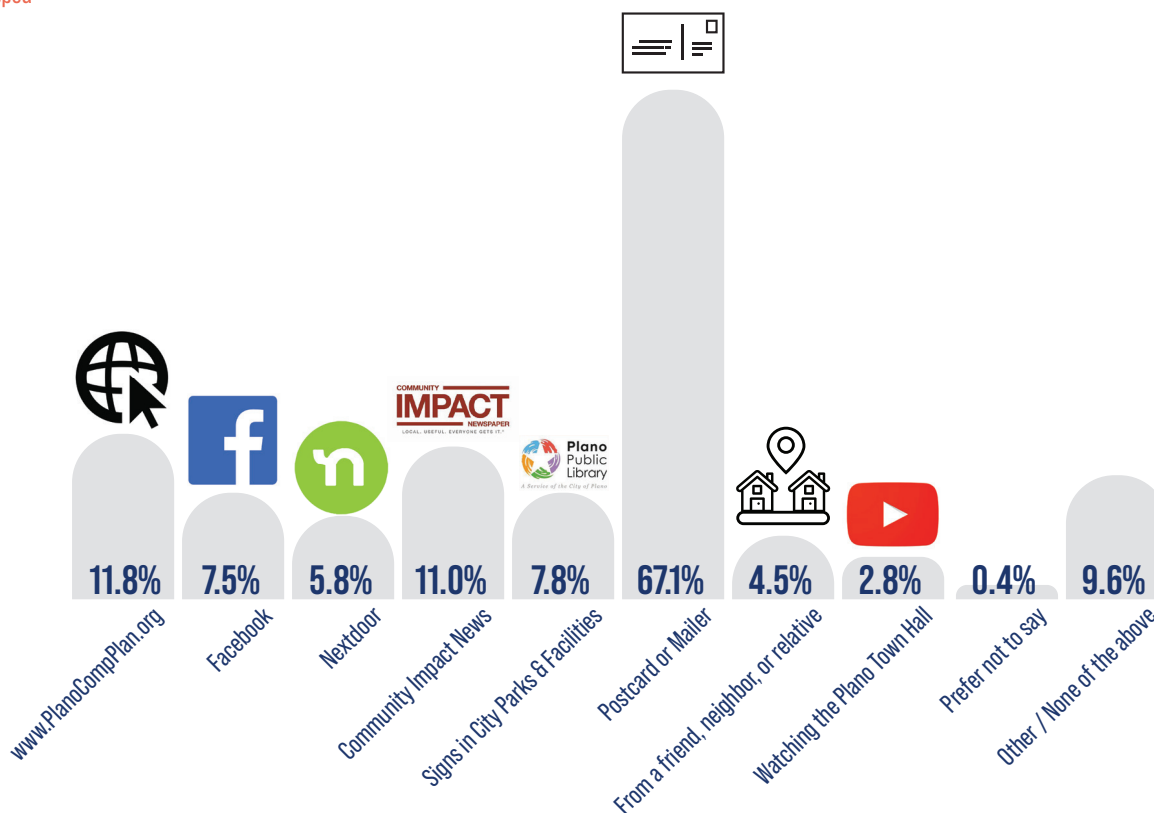
Q3. How familiar are you with the Comprehensive Plan Review Process?

1,114 Answered / 0 Skipped



Q2. How did you hear about the Survey? (select all that apply)

1,114 Answered / 0 Skipped



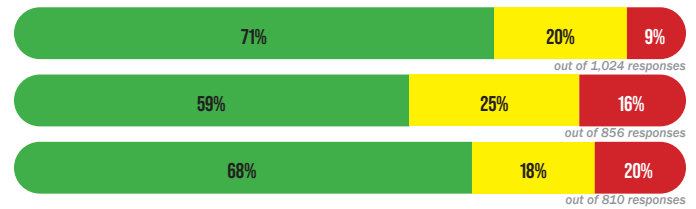
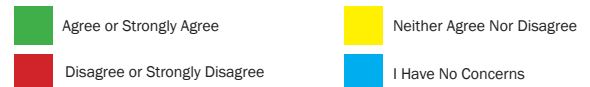
SUMMARY OF RESPONSES

Adding the [.....] was a positive addition to the Comprehensive Plan.

Guiding Principles

Future Land Use Dashboards

Redevelopment & Growth Management Policy

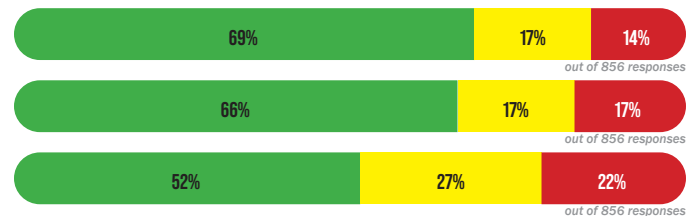


General questions about the Future Land Use Dashboards:

The new dashboard format is easy to understand.

The additional guidance on density, building heights and mix of uses will help manage growth, density, and redevelopment in Plano.

The Future Land Use Map and Dashboards appropriately describe how Plano should develop in the future.



The [.....] Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.

Neighborhoods (N)

Neighborhood Corners (NC)

Community Corners (CC)

Suburban Activity Centers (SA)

Urban Activity Centers (UA)

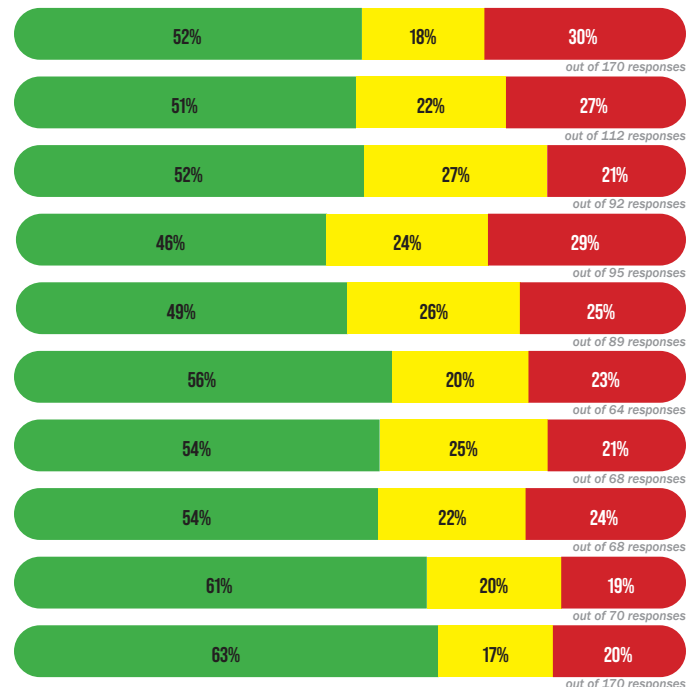
Employment Centers (EM)

Downtown Corridors (DT)

Expressway Corridors (EX)

Social Networks (SN)

Open Space Networks (OS)



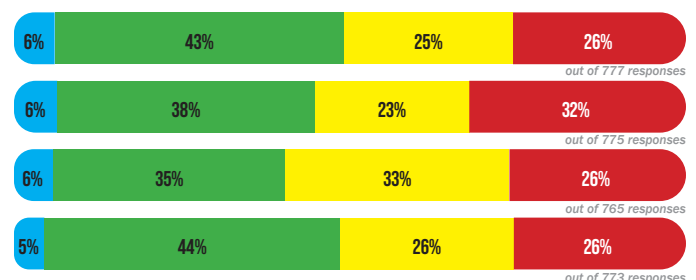
The Draft Plan addresses my concerns about [.....] in Plano.

Land Use

Density

Transportation

Growth Management

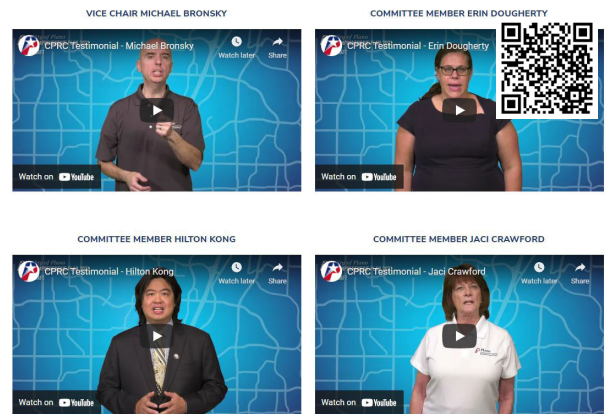


SECTION 1 – Introduction to the Draft Plan

Section 1 of the survey was intended to introduce respondents to the purpose and content of the Draft Comprehensive Plan 2021, then collect general information about how the respondents are related to Plano, how they heard about the survey, and their familiarity with the comprehensive plan review process.



A quick [overview video](#) was included on the introduction page.



Testimonial [videos from CPRC](#) members were also available for review in this section.

QUESTION 1

Please select the option(s) that represent your relationship to Plano. [select all that apply]

ANSWER CHOICES	RESPONSES	
I live in Plano	95.51%	1,064
I work in Plano	30.52%	340
I own a business in Plano	8.71%	97
I own a home in Plano	62.39%	695
I rent a home or apartment in Plano	9.61%	107
I go to school in Plano	3.95%	44
I prefer not to say/Other	2.51%	28
Answered		1,114
Skipped		0

QUESTION 2

How familiar are you with the Comprehensive Plan Review process?

ANSWER CHOICES	RESPONSES	
Extremely familiar	4.67%	52
Very familiar	15.17%	169
Somewhat familiar	49.91%	556
Not so familiar	18.22%	203
Not at all familiar	10.77%	120
Prefer not to say	1.26%	14
Answered		1,114
Skipped		0

QUESTION 3

How did you hear about this survey? (select all that apply)

ANSWER CHOICES	RESPONSES	
www.PlanoCompPlan.org	11.76%	131
Facebook	7.45%	83
Nextdoor	5.75%	64
Community Impact News	11.04%	123
Signs in city parks or libraries	7.81%	87
Postcard or mailer	67.06%	747
From a friend, neighbor, or relative	4.49%	50
Watching the Plano Town Hall	2.78%	31
Prefer not to say	0.36%	4
None of the Above/Other	9.61%	107
Answered		1,114
Skipped		0

SECTION 2 - Guiding Principles

Section 2 of the survey was intended to collect feedback on the Guiding Principles.



SCAN THE QR CODE TO VIEW THE GUIDING PRINCIPLES VIDEO.

SECTION 2

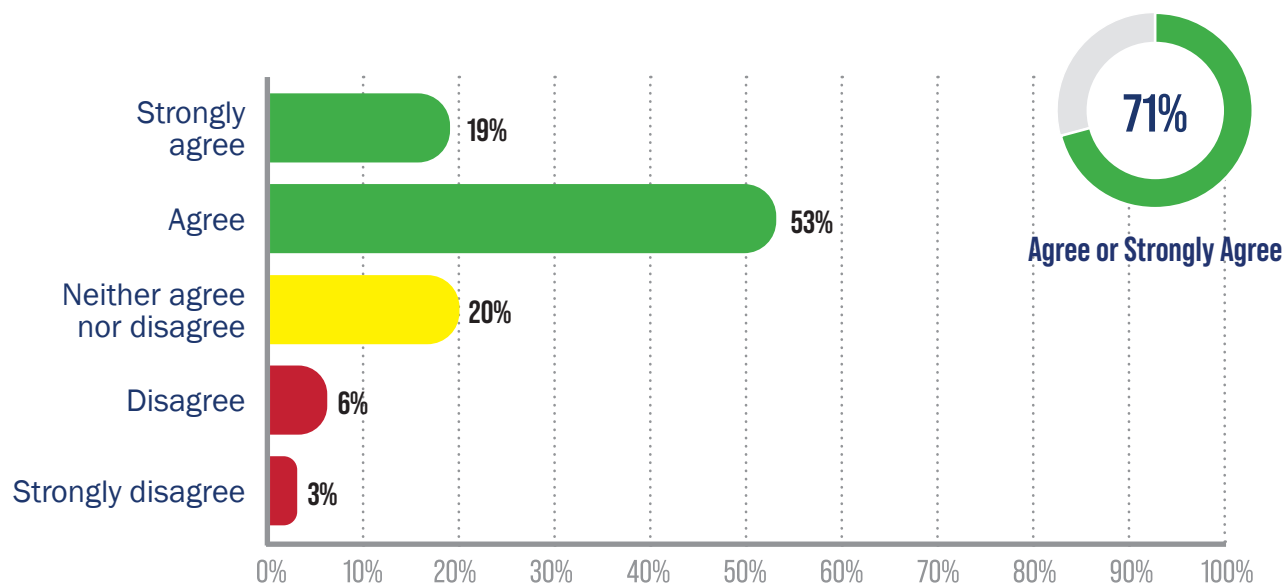
A new set of Guiding Principles has been added to serve as a set of overarching values for the Plan. The three principles, **Plano Today**, **Plano 2050**, and **Plano Together**, promote a Comprehensive Plan that is inclusive of Plano's diverse population and serves the present and future needs of Plano residents, businesses, and institutions. Each principle must be judged through a lens that incorporates all of the other principles to be fully and accurately understood.

- **Guiding Principle 1 - Plano Today** focuses on enhancing the quality of life in Plano in the *near-term* by maintaining the city's suburban character and proactively seeking to involve the community and incorporate public feedback during the decision-making process.
- **Guiding Principle 2 - Plano 2050** focuses on enhancing the quality of life in Plano in the *long-term* by encouraging forward-thinking planning to accommodate future trends, and calling for long-term planning to be fiscally responsible.
- **Guiding Principle 3 - Plano Together** underscores that the Comprehensive Plan inclusively serves the entire Plano community, helps the city maintain its stance as a regional leader, and will be implemented through collaborate public, private, and non-profit partnerships.

[Click here to view the details of the Guiding Principles.](#)

QUESTION 4

Adding the Guiding Principles is a positive change to the Comprehensive Plan.



ANSWER CHOICES	RESPONSES	
Strongly agree	18.75%	192
Agree	52.73%	540
Neither agree nor disagree	19.73%	202
Disagree	5.96%	61
Strongly disagree	2.83%	29
Answered		1,024
Skipped		90

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 210 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q4)

192 Responses | 18.75% of Total Responses

ID#	PLEASE EXPLAIN...
NA	162 respondents did not provide an explanation why they selected "Strongly Agree"
8	Well thoughtout
44	Trying to be as comprehensive as possible when considering how plans impact people now and into the future is a positive. These principles enable that.
100	As a resident of Plano for the past 40 years having moved my family here from the Northeast in 1981, I see many positive changes. For one, I embrace the growing diversity which makes for a more interesting lifestyle. I'm also glad to see some public transportation added but unfortunately at too slow a pace. The Plano parks have always been exemplary and hopefully we will build on that history. The city services have always been responsive so let's keep that up.
149	Maintain a balance quality for the community
167	I am not familiar with the prior plan but I do feel that these principles are well thought out and takes into considerations of the near and long term future. Also key is the apparent collaboration of a diverse group of individuals who all seek the best for the future of Plano. Having these in place will allow for those in charge of governance to reflect back upon when making decisions moving forward.
235	"Make a Plan & Work the Plan"!!!!
306	I think these are very helpful in providing context on what are the strategic priorities of the City in setting forth its comprehensive plan. In the future, any disputes or disagreements should be reviewed against these guiding principles to see if it is aligned. Personally, there seemed to be a lot under Plano Today and most of the prongs under this did not seem focused on "near term." Perhaps the title is a little misrepresentative. I interpreted most of these as guideposts on ensuring that we don't ignore our past as we plan for the future. It would appear Plano Today is a reminder on the considerations that many residents feel to be positive characteristics of the City and they should be considered in the future.
316	If we don't have guiding principles, we don't have a compass...and we need one in order to achieve the goals of the plan!
333	By having clear definitions as to what the Comprehensive Plan is for and what to focus on for near- and long-term as well as cooperation, the Plan is easily understandable to the public and more transparent of the Committees' goals.
370	I believe that Plano needs to modernize it's current zoning and urban planning vision for the foreseeable future. It is now a land locked city with minimal easy growth prospects to fund current and future liabilities. It is necessary to develop a new more higher to medium density vision to allow for a new type of growth to fill in that revenue requirement.
387	These three principles give more depth to the overall plan.
422	serving the entire needs of the community and its needs instead of short term developer needs and greed is a giant step forward
442	My primary concern is "maintaining the city's suburban character".
513	Interested in suburban character and residents' ability to participate in the development process of their community.
543	Clearly establishes a plan for growth in the short and long term.
628	It's important to weigh the needs of longtime residents with the needs of our city as we grow beyond the suburban sprawl. Modernization is essential in the long run to prevent stagnation, but it's essential that the character of Plano remains.
631	Anything that will help the community build the city and help with the infrastructure of our community is a good thing
650	I think the plan and vision is clear and best for the residents of Plano.
655	Community involvement is important.
659	There has been an increase in empty retail space across the city that threatens the long term value or nearby residential properties. Some remedial action needs to be taken or our community will become undesirable.
683	It's good that there are three components to have in place that will help guide Plano's future through 2050. These guiding principles are very comprehensive and well thought through.
723	Ensures consistency in the use of the plan
734	Please keep Plano a great suburb by limiting traffic (caused by high density) and focusing on bringing high paying jobs not more apartments as overbuilding in North Texas could cause a collapse in the real estate market
778	It is definitely very important to strive for community opportunities for growth and positive interaction. I really appreciate that the goals of Plano are to focus on long term society as a whole without making unwise decisions.
909	Any enterprise needs to have a well-defined set of objectives and codes/rules [a strategy] by which the enterprise operates. Otherwise, the governing / controlling members will initiate disparate plans and objectives that may not move the enterprise in the desired direction
946	Explains to community members the rationale behind the Plan and keeps planners on track.
962	The principles make it easy to understand exactly what the plan is aiming to achieve and implement.
996	Clarifies what the reasoning for the long range plan is
1031	Guiding Principles provide focus, direction, and a desire to follow a path to achieve the stated goals.
1058	As a resident and homeowner, I definitely would like to be a part in the development of the city where I live. I would like to see how my tax dollars are being spent.

AGREE (Q4)

540 Responses | 52.73% of Total Responses

ID#	PLEASE EXPLAIN...
NA	477 respondents did not provide an explanation for why they selected 'Agree'
11	that is the role of government and the only role to enhance the quality of life NOT giving money//grants to different groups under the guise of enhancing the city
58	I'm interested in learning more and from the sound of it, it sounds and looks like an interesting idea
65	It is a good addition. However, trying to keep Plano "suburban" will fail. Plano is "inner city" just like Beverly Hills, CA or Highland Park, TX. Trying to keep something that Plano is not will only cause us to have huge traffic problems. These guiding principles fail to recognize the trade off between housing density and traffic.
80	These categories give a definition to the stages of planning and the vision of the future.
99	It is good to be inclusive in decision making as long as it isn't used by NIMBY people to delay or limit progress.
119	Keeping the suburban character of Plano is very important to me. I've lived in Plano since I was 8. Now, I'm raising my kids in Plano and I want to continue to have neighborhoods and a suburban character.
124	I strongly agree with Plano 2050 because we need to keep the future resources in mind with our growth and use of space.
126	I like the idea of Plano being a place to feel safe and add new ideas thru forward thinking.
141	These principles often seem like just words as many of the decisions made in recent years have no look out to the future and are only made with the "right now" and how is going to benefit "me" rather than the community
157	If you don't have some guidelines a plan won't work very well
163	These principles ensure that all goals of the city are based on these principles. If they are not, they should be excluded
227	These guiding principles seem to represent what all residents hope will guide such decisions.
304	Together was missing in overall plan, East side of the Plano development is always in the bottom of the priority but for diversity and inclusion it is key to include East Plano development
321	Principles are high level. Devil is in the details
381	I really like that the committee has added these guiding principles. It's good to hear that the city and zoning are going to start listening to feedback provided by citizens on these matters.
392	You have to have a target to be able to hit it. Encompassing all community members is the best way to gain agreement and action.
429	Guiding Principle 4 - Understanding that plans can change, and, as a community, we should be driving young people towards civic involvement in order that these plans serve their future as well as our present.
437	It is a bridge that connects the guiding principles together.
444	Seems to be what one would expect.
445	The city should be proactive in forward thinking and planning
477	Common Sense
497	I'd just like more details about how the City of Plano will go about going with trends of helping people of diverse backgrounds. People like to be wanted not tolerated.
500	near term issues/concerns cannot be ignored when planning for the long term, and vice versa
506	I feel the previous comprehensive plan ignored the existing residents near term AND long term concerns, and was totally focused on what developers wanted. Previous Plano planning was pretty poor. This looks like a pretty good attempt at fixing shortcomings and trying to live with the poor planning of the past. Now, zoning board, stick to this! Don't let land owners and developers bully or sweet talk you.
526	Citizens of all countries, regions, states, counties, cities and towns are aware of the necessity to work at all levels of society to preserve and protect all natural resources for the long term sustainability of the planet as a whole. Each individual alive today of a certain age, must endeavor to make an effort and decide what they are capable of doing to collectively pass on a livable planet to the children and grandchildren of the future. We owe it to our ancestors who we imagine looked into the future and passed on to their decedents, ourselves, their version of progress with the preservation of life and the planet on their minds.
527	I feel Guiding Principle 2 should also emphasize the long-term financial health of the municipality, addressing long-term infrastructure, maintenance of quality of life elements, revitalization of aging areas, planning for build out, and resiliency in times of economic instability.
550	While Plano has had "Guiding Principles" in the past, our city leaders skirted around the guidelines to cater to developers to increase tax revenue at the expense of city residents. What drew my husband and I here to Plano, as opposed to other cities in North Texas, when we moved here in 1996 was the focus on neighborhoods, parks, trails, and community resources such as libraries and recreation centers. Unfortunately, over the years, the city council has restricted use of public fields in parks, built high intensity apartments on small parcels of land, built numerous office space which sits empty or has high turnover, and approved developer plans for residential and commercial development that fails to take into account the beauty of community development in regards to nature. (Have any of you taken a look at the retail center at the southwest corner of Custer and 15th street???)
568	At least the plan can be identified--not just glorified words.
575	I worry about an expansive phrase "maintaining the city's suburban character". A lot of things could be lumped under that statement and it feels like something that may tether us to outdated notions counter to what is best for Plano.

AGREE (Q4 - CONT'D)

540 Responses | 52.73% of Total Responses

ID#	PLEASE EXPLAIN...
581	What I've been able to watch and read is mostly generic enough to cover a lot of things. Nothing I see that can't be used in just about any plan.
618	I agree that there needs to be a plan. I also agree that the plan should be put together by a broad base of citizens that are also HOME OWNERS, not renters. I agree that consideration to homeowners (not landlords) should be put first. I agree that Plano does NOT need any more multi-family, multi-story housing units at every intersection. I agree that Plano should be considered a city that encourages families and home ownership rather than all the high density apartments and townhomes that are now popping up all over the city.
648	Long term planning is necessary for any organization. But stake holders need to be chosen carefully. I believe only those entities that pay property and income taxes (and those that have legitimate tax exemptions) should have a voice in the process. Those that don't pay taxes will merely "vote themselves money out of the treasury". Plano does not need to become a socialist community. If you don't work by choice, then you should not eat.
656	A bit vague
672	The Guiding Principles are needed for any future growth.
675	City government should always allow input, and guidance from it's Citizens. City government should serve it's Citizens, no rule over them.
678	Adds critical together element that seemed missing from prior versions
697	I like the emphasis on maintaining Plano's suburban atmosphere. That is very important to me. I think the principles are a good balance of current and future interests.
783	"Maintaining the suburban character" usually means no added mid-to-high density housing. If we want to grow better, we must grow as a city. 2nd, Fiscally responsible must mean raising taxes. Lowering spending and lowering taxes is not responsible. It just leads to us not having enough money to do what we need as a community. We raise taxes so we can pay for the things we buy.
785	Shows what should be considered while future development is contemplated.
787	It's a start .. but Muns was funded by outside developers.
790	Making Plano better like for example adding dedicated barrier bicycle lanes.
797	I agree with the proposed outline but recognize that the evolution of the process will likely create the need for midcourse changes.
802	We have allowed overbuilding of multifamily units in some areas. The plan appears to address this, but there are potential loopholes. Even the 2050 projection has many more MF units. Execution of the plan needs to insure that Plano is kept suburban and not overrun with MF units despite "market demand"
825	It includes a reminder that the future plans are necessary.
834	All of these Guiding Principles are commendable. The impact on the Plan and it's implementation is to be determined.
844	The guidance is "Mom and Apple Pie". The devil is always in the detail. Terms like fiscal responsibility could mean completely different thing to different people
848	The team has navigated many diverse groups to develop the plan.
851	I'm glad the "suburban character" part is included
902	A city needs clear and concise guiding principles and vision statements. 90% of the people have an attention span shorter than 2 mins, and very rarely is the printed word considered a viable transmission medium.
932	Residents want to know what will happen in the future for them and their children as they become adults. Residents also want assurance that their opinions on new developments and redevelopment will be seriously considered by the City Council and Zoning and Planning Commission
950	Plano needed a guiding plan that considered development impact on existing infrastructure especially water and traffic
980	These are common sense guidelines. We need a city that can evolve to benefit from opportunities and overcome challenges. This implies managing uncertainty, unforeseen change, complexity and dealing with ambiguity. These principles add focus for this.
993	I agree but was disappointed with the council meeting not addressing senior housing that would be only 1 story homes and aging in place.
1001	Plano's suburban character is a strong part of why Plano is such a desirable place to live.
1013	I like how there is a current and future plan for Plano rather than one generalized plan that may become outdated in the future.
1026	Anyone that is not a voter in Plano should not have a say in the plan. This includes developers. This is our city, not theirs.
1038	Keep Plano Suburban. It should be citizen-centered and business friendly. Infrastructure should be well-planned, efficient, more than adequate, and safe. Avoid water and waste issues and power issues. Density needs to be reduced. Open spaces need to be moved up in priority. Large tracks of land, Haggard Farms and the 121 corridor should be preserved for companies that will put headquarters there, thus supporting a healthy economy for Plano. Limited or no social engineering.
1061	Illustrates what the overall goal is for Plano.
1076	I would like to see more emphasis on suburban nature. We don't want Plano to become another Dallas
1088	I am Very, Very concerned because a 50-50 pass rate from planning and zoning department/committee for certain decisions is the Opposite of the Diverse Consensus that this plan claims to do! Please do better than "good intentions" (aka campaign promises.) Please actually embrace diversity and require a greater percentage for passing changes.
1091	Helps focus and remind planners to keep these priorities in mind.

AGREE (Q4 - CONT'D)

540 Responses | 52.73% of Total Responses

ID#	PLEASE EXPLAIN...
1110	Overall, including guiding principles is positive. Great to lay out the plan focuses on both today and the future. These principles are helpful to citizens in framing the rest of the plan/document, though not that necessary if a person is knowledgeable about City's values, strategic plan, etc . As long as the principles are expanding upon the Plan's vision statement and maintain alignment with the City's vision and values, it's fine. It's another place that could cause confusion if there is inconsistency between these. I do not agree with the overemphasis on "suburban character" throughout these principles as Plano is NOT a typical suburb. Plano being a suburb is half its identity. We are more than that. The business center community that really took off in the 1980s and hence long established in the city for 40+ years is completely minimized. For Plano today (and hopefully to continue in the future), this is the other part of Plano's identity, playing a vital role in our community's viability, quality of life, and culture. These principles (and plan overall) do not acknowledge this. A wholistic look at the City would accurately have this balance of suburb and business center represented between the two. Related to this point, under 'Redevelopment & Growth Management' section, the plan says "...creating a business-friendly environment ... and conserving the existing suburban character..." The City already has an EXISTING and ESTABLISHED business center community (that's a huge reason Plano is what it is today) as well as a suburban community, however the sentence only speaks to one being existing. Both need to be conserved and maintained. The sentence negates the decades of established business center character that has helped shape Plano alongside its suburban character. Again, the combination of the characters are important to Plano and that is not well represented.
1113	A city government should care about ALL of its citizens and their needs- now, and in the future.

NEITHER AGREE NOR DISAGREE (Q4)

202 Responses | 19.73% of Total Responses

ID#	PLEASE EXPLAIN...
NA	143 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
12	i don't know what the previous plans were so to state this is a positive change is invalid. i would have a report that compares Plano today vs 10 years ago, then develop a 10 year and 20 year plan from that.
25	Not sure all the "stakeholders" are consistent with citizen control over our destiny
36	The plan makes the population density too high for Plano
110	It sounds good but whether it will take citizens desires into consideration is still questionable.
123	The Guiding Principles sound good but mean nothing
177	Details are what matters to me, not so much the process to get there. However, it is nice to see some thought went into this before the details were developed.
191	Not seeing in anywhere in the plan that mention making Plano affordable to live. That is a major issue with most of the cities facing today
201	Ignores the importance of Plano's role as an important business area. As DFW continues to expand to the north, Plano's role as a center of business for the DFW area is likely to increase.
212	Make sure you are largely focused on Plano today and not 30 years from now. Long term is important, but so is what's happening right now. Plano is already excellent and we've already set trends. I would prefer Plano stay classically excellent than hip and trendy. Some trends are not good and certainly not as good as what we have right now. Strong and clear zoning, revitalization of disadvantaged areas. Green spaces and parks in all areas. Enough high density residential apartments, as it makes more traffic and changes character greatly.
213	Guiding Principle 3 - Plano Together is unclear woke bullshit. 1 and 2 are clearly understood.
290	Those principles look good, but too vague. I can't tell how it impacted the city planning.
294	These are just principles. Is Plano going to adhere to them?
298	Principle 1, I do not feel you listen to public feedback, only the developers. Principle 2, I do not think changing zone to accommodate developers high density and multi story buildings, lower set back and green space, enhancing the quality of life in Plano long term. Big Box stores included. Principle 3, I do not feel included, I do not have concerns in maintaining Plano "stance" as a regional leader...really?
324	These are vague statements that don't really mean anything without far more context.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
384	Not specific enough
397	Website font too small for me to read, too much info on one screen.....
415	Na
466	The principles state "what" but not "how" nor does it provide a timeline of "when"
476	Not sure how truly different the previous guiding principles were. The principles seem positive however.
483	Vision statements are not useful, but not harmful

NEITHER AGREE NOR DISAGREE (Q4 - CONT'D)

202 Responses | 19.73% of Total Responses

ID#	PLEASE EXPLAIN...
484	The language is too generic; can be interpreted too vaguely
499	Actions speak louder than words so I don't think things really matter. It's all about the execution.
514	They really don't say anything concrete
542	As much as possible, "future trends" do not serve the community if these "modern trends" will result in a decrease in the overall value of Plano properties and services. For example, high-density housing locations and single-family home locations should be sufficiently distanced from each other in order to maintain the neighborhood's non-urban character. Zoning and permitting should mindfully consider the effects of traffic, crime, and population density.
545	You plan for the future. If we are a city now, maintaining the city's suburban character is not a plan.
559	This is generic and doesn't really get to the issue at hand. Sounds like politician speak
570	I ran a business for 20 years that generated and adhered to its vision, mission and guiding principles. Adding them to the CP means nothing if the City does not actually adhere to them.
640	So this is a bunch of guidelines that doesn't seem to say much. What is forward thinking planning? Wouldn't that be subjective from one person to the next? How can I say adding fluff like that is beneficial to the plan already in place? Seems like you are boring me into saying yes
644	I guess you need to start somewhere, but this all seems a bit wishy-washy.
671	This is nice, boiler-plate language which is essentially meaningless. It sounds good, but when trust of institutions is at historic lows, citizens will read this and have no idea what it actually implies.
687	I think there should be more of an emphasis on managing population growth and the cost of it's environmental impact. I've read the water management and air quality parts in the summary. I'm not sure how we are ensuring that there will be enough resources (like water) for the future. I know that the Bois d'Arc Lake is under development but I think I read that it is predicted to serve us for 25 years. I'm concerned that the proposed rate of development is going to result in us having too large a population and not enough resources.
693	Too broad doesn't really protect home values if you keep allowing apartment. They should be closer to highways and public transportation and not replace green space as with the apartments going in at Custer Rd and Legacy. This is going to make an already deadly intersection even deadlier with 300+ cars coming out in the rush hours. Brings property value down. Many of my neighbors are angry
700	It doesn't change the fact that our leaders that were elected are in favor of adding many apartments and multi-family to an already overcrowded Plano landscape. We will just be a continuation of Dallas and lose our suburban lifestyle we saved, worked hard and moved here for.
720	Nothing detailed enough to have meaning
748	I am only familiar enough with this to know that there is a strong contentious faction of people who are against apartments and low income housing as I understand it. I think if Plano is to continue be a world class city we need to loosen the strictures to some extent. Maybe that's what's happening here, I don't know. I only care about a balance. I'm not looking to turn Plano into Highland Park or into South Dallas. It's already both in many ways and I think we can grow and make all of it better. If we become tight asses with our noses in the air it loses touch with the suffering within, both rich and poor. We need to stay grounded to stay sane and empathetic with a world in great turmoil. That's what will make us, or keep us, a great city. Embrace what is already a suburban mix and continue down that path until it is filled out, making life better for everyone in the city. Everyone. What's complicated about that? Give and take. Give-and-take.
763	Guiding principles with no explanation or example of intention to implement are just words.
765	Guiding principles are only useful if the decision makers take into account the community's perspective and feedback.
766	Keep Plano Suburban is very positive. But there are so many guiding principals how would one know EXACTLY how each one will affect Plano's future. Some of the language is pretty vague and/or is open to interpretation. For example: Encouraging Forward-Thinking planning can mean many things to many people. Guiding principals are great but should be clear, concise and to the point.
781	It is just a broad swath of generalities
784	Not necessary but if it keeps a small group of very vocal right wing nuts from suing the city again and wasting tax dollars OK
791	I am not sure how a Comprehensive Plan with Guiding Principle 2 Plano 2050 can possibly project that far long term planning to be fiscally responsible. That a lot of rhetoric and I sure did not see anything really talking about fiscal responsibility in the pages of this plan. In fact, I actually am worried that all these high rise apts. planned presents a real danger fiscally that these buildings especially the high rise ones will deteriorate over the years and even the multi family will not be appealing to many in 2050. They will be outdated and flipped to new investors probably at least 3-5 times in the next 30 years. With each flip the new investors will be trying to squeeze profit from the same space and I suspect the gov't will end up subsidizing people who live there and the areas will not keep their character. I think we will be trading retail space for more apts. which will not hold their values or add anything to the suburban lifestyle that I moved to Plano for. The plan talks a lot about 'suburban' but if look at the details it appears for the areas discussed they are being transformed to much more of an urban style.
800	I don't see the statements as guiding principles so much as generic statements. The don't communicate a clear vision of how our city will grow, develop and continue to support desired lifestyles, changes in those lifestyle in a post-Covid hybrid working world, and address aging, vacant strip malls that are adding little practice community value throughout the city.
808	There is a lack of trust of the Planning and Zoning process given the close relationships with developers, and the recent rejection of the Plano Tomorrow Plan by both citizens and the judicial system. This draft plan appears to be a start in the right direction to keep Plano suburban and safe for citizens.

NEITHER AGREE NOR DISAGREE (Q4 - CONT'D)

202 Responses | 19.73% of Total Responses

ID#	PLEASE EXPLAIN...
830	#1 It seems disingenuous to say involve the community and incorporate public feedback during the decision making process. Does this change the 2-3 min that is available for the public to speak on an agenda item? #2 Fiscally responsible, What does this mean? responsible in a way that relates to government revenue....especially taxes. New developments create higher property values and thus higher revenue. Again what is meant here? #3 This is a bunch of words that sound really pretty that mean nothing to me. How does this apply to a zoning ordinance? I am all for anything positive but this seems to be lots of fluff and no substance. I read the guiding principles, and again it lacks substance.
863	I found it confusing and hard to understand. Uses a lot of general verbage talking how things will be different but really doesn't tell me anything. I spent a considerable amount of time trying to figure out what it was you actually did. One page leads to another which leads to another without really saying anything.
870	The guiding principles seem very generic, e.g., forward looking, improve quality of life, etc. They sound good, but ultimately the specifics will be decided by committee members who review the changes.
885	I think all this is smoke and mirrors to hide the fact that the city is overwhelmingly bringing in more apartments and etc that the tax payers don't want. Too much distraction from that fact
887	No new apartments.
891	The focus on maintaining the suburban character is unrealistic and short-sighted. As the DFW Metroplex continues to redevelop and expand, the true suburbs will push further out and residents that will look to Plano as a first-tier suburb will expect more amenities and affordable housing that this plan espouses but does not truly allow for.
927	pretty generic and only "guiding"
953	I agree with #1, especially with maintaining the suburban character of Plano. I agree that community involvement is important. Although I was not heavily involved in the Plano Tomorrow Plan, I still have skepticism regarding the power of money to direct the implementation of the Comprehensive Plan. I am concerned about businesses being railroaded to comply with Appearance.
1019	The guiding principles seem like platitudes and are vague in my opinion.
1045	I didn't think there were any concerns with the Plano Tomorrow Plan.
1048	While we are very familiar with the guiding principles, we question a few competing aspects of principles 2/3 as follows: 1. Guiding Principle 1: We are in agreement with what this principle puts forward. 2. Guiding Principle 2/3: While we are in full agreement with enhancing quality of life for citizens of Plano in the long-term and believe this should be the goal of any Comprehensive Plan, we question whether "encouragement of forward-thinking planning to accommodate future trends" is being accomplished with certain aspects of the new plan. Specifically in the context of some "Future Land Use" designations, we think that some of the density and use-type limitations placed on strip-style retail corners with expansive parking fields will not allow them to become the thoughtfully planned, place making-driven, mixed-use spaces that the future calls for (and that would result in improvements for the community). We think a more appropriate approach to these zoning designations will more successfully "help the city maintain its stance as a regional leader" as is stated as an objective in Guiding Principle 3. Further, it has long been recognized that Plano is "over-retailed," and as a matter of policy, the city staff does not support zoning requests for new retail. The ability to revitalize existing retail centers will be a critical development challenge for Plano going forward, and that will require flexibility to redevelop centers into both horizontally and vertically integrated mixed-use centers that act as nodes within the overall neighborhood fabric. Please see our response to question 14 (regarding the S.A. Land Use designation) for more detail.
1049	A little vague. Not sure of the specifics.
1052	We didn't see anything different than what has already been in place.
1056	The wording in the principles seems to be too much of the textbook detached urban planning type, frequently not language that the great majority of residents can really understand or relate to.
1093	The language is so generic, some of the terms could mean almost anything you wanted them to.

DISAGREE (Q4)

61 Responses | 5.96% of Total Responses

ID#	PLEASE EXPLAIN...
NA	19 respondents chose not to explain why they selected 'Disagree'
14	Conserved about the over building of multi family housing!! Traffic issues with the expansion of multi family housing !
42	Principle 2 is to far away. Plus it is just a bunch of words that aren't actionable.
48	No to more apartments
83	Stop apartment growth. Build houses.
85	It's vague on "how" to achieve whatever the bulletpoint.
102	Still concern about the density and population growth with these Guiding Principles

DISAGREE (Q4 - CON'TD)

61 Responses | 5.96% of Total Responses

ID#	PLEASE EXPLAIN...
120	Plano city leaders are poised to approve a new high density devop.ent at Custer and Legacy. I live close and the impact on traffic and rodent problems will be a ad thing for my quiet neighborhood. We plan to move asap. City (lack of reasonable) leadership has ruined this city. It's no lo ger the nice community that people admired, it just about the tax revenue now.
138	I do not feel principles stated here are designed to engage or listen to citizens of Plano. I do not believe they benefit Plano long term. They are not a positive change
258	Plano should be limited to single family homes for all future development. Apartments and condo take away from the suburban environment.
322	What does maintain suburban character mean? Is that code for less density? Less apartments? Oak Park, Illinois, for example, is a fantastic suburban community but something tells me that is not what that phrase means here in Plano. It's too nebulous.
378	Plano Now is very confusing. We cannot be super surban as Dallas continues to grow. We need to focus on long term mix-use areas and green space conver-sation.
385	I'm a proponent of individual responsibility as well as family responsibility. I'm less interested in the government becoming our arbiter when in comes to deliver-ing guiding principles. The organization seems to use catch phrases that mean very little in reality an offer nothing but an increase in the power afforded to our elected leaders.
418	Some of the changes seem good (fixing Old Plano) and about time. However others seem to be done that will raise the housing prices in the area to unrealistic levels.
419	The plan is like driving through a traffic circle with no place to exit!
457	While having guiding principles seems to be a good idea, I disagree with these. Plano is not just a suburb. It is a city and preserving its suburban character seems to be unrealistic and wrong. There is no emphasis in these guidelines for affordable housing which is a compelling need.
462	This above me tells me nothing. Lot of words and tells me nothing as I say. No Info at all
515	These sound politically correct but I'm sure are biased towards some unsavory and prejudiced ideas.
551	The constant build out of properties is becoming a blight on the beautiful Plano community. In addition to an increase in traffic and reduction of green spaces, you're going to lose the people that originally moved to Plano and made it so great. These people are moving north and east for more space, something that attracted people to Plano in the first place. Who is going to replace them? Outsiders from our community, which from a cultural perspective is a good thing, but from a community vibe it is a game changer. Neighbors don't talk to neighbors anymore and the problem is only going to get worse.
585	I don't think this plan is very inclusive of Plano's diverse population.
611	The principles are too broadly defined. We do not know specifically which partnerships will be included in principle #3 or that their agendas align with Plano residents and home owners.
636	Guiding Principle 1 is great. I do not care about being a regional leader. If companies want to move to Irving, Prosper, Frisco etc that is fine. I like new companies but do not like them bringing employees from other cities and driving house prices up and causing more traffic. The traffic has got terrible over the past 24 months
637	I read these guiding principles as a way to attack future affordable housing, non-single family housing, and walkable neighborhoods. "Suburban character" reads to me as a signal for no public transportation, no consideration for individuals without the ability to drive, and no further middle housing or multifamily housing. I am also worried that "proactively involve the community" will not really mean including the voices of all groups effected by policies, but instead only weighing the voices of single-family home owning, middle class individuals with the time, money, and knowledge to participate in Planning and Zoning meetings. Because of these concerns, I don't think these principles are a net positive for the plan.
649	Principles are too general. They can be interpreted however a person wantw.
661	Guiding Principle 1 - Plano Today is counterproductive, and parts of it are blatantly false (1.5). This comes across as pandering to a loud small minority.
673	Plan does not address traffic flow thru issues. Main roads in Plano are too congested. Does not show improvements for Mass transit as DART light rail service continues week service to down town. Does not explain housing destiny game plan relative to balancing of school population along with traffic congestion. Am concerned about growing crime and increase in apartments and population density. Also concerned about the lack of current progress with Collin Creek Mall and impacts to adjoining neighborhoods.
712	The guiding principles are not aligned with the actions being taken in the city. I am pro-development but all I hear about is more concrete building development in new undeveloped land, less parks, no universities, instead of re-developing old, unused commercial areas.
746	There is still a lot of room for the themes and priorities to be misinterpreted or manipulated. For example, what does forward thinking planning mean? Or what does fiscal responsibility look like for long term planning...is it fiscally responsible today or tomorrow? Most of the time if someone really wants to accomplish something, regardless of what guiding principles say, they'll figure out how to work around it.
757	Encouraging neighborhood participation sounds good, but in reality it can create advocacy proceedings where staff and the commission are merely referees. I do not believe Plano's suburban character is threatened, but Plano is and must change to become more urban and sustainable.

DISAGREE (Q4 - CON'TD)

61 Responses | 5.96% of Total Responses

ID#	PLEASE EXPLAIN...
799	As an individual with Supply chain and infrastructure experience (both private and public), these guiding principles don't address the true issues at hand regarding transportation, housing, and future growth. We should not assume suburbs are the "character" of the future when every trend points towards denser urban living. As a city we should be more proactive and plan towards future growth. Instead of settling for single family housing which takes up a ton of usable space, we should zone more for multi use such as apartments with businesses underneath or condos. We should plan and zone in a way that attracts more people to our city, rather than settling for our current standard of typical suburban living. Additionally, we as a city should add more incentives to lower long distance transportation such as efficient public transit and more walkable/bike accessible roads.
816	I believe preserving suburban character (limiting density) conflicts with diversity and inclusion, as we have a housing shortage, rents are too high, and the only remedy is new construction, preferably on abandoned/underperforming retail property. People who work here should be able to live here.
831	Plano Today is no longer suburban and that character should not be what we strive for as it would hold us back from achieving the overarching vision of being a 'global leader' with 'vibrant neighborhoods'. Also, the plan update process has been going on for 18 months per the video and this is the first opportunity I've seen to be involved as a resident - that doesn't meet the intent of 'proactively seeking to involve the community.'
865	What does "maintain suburban character" mean?
877	I appreciate Plano's proactive intentions to care and plan for the city and its citizens. However, the density and growth must stop. We have quality of life to consider and more open spaces and less density is what our city must provide NOW to insure a continuing good quality of life here. We're already overbuilt and need to maintain and enjoy our city and services. NOT expand and increase population and building.
897	Sounds good on the surface, but I don't like the idea of "maintaining the city's suburban character". Suburbs, because they are less dense, can't support the infrastructure Plano has built out and plans to build out unless taxes are increased. I don't see a principle that guides planning for things like schools, hospitals, fire stations, etc. I thought that the Plano Tomorrow plan did a better job of "forward-thinking planning to accommodate future trends".
915	The damage is already done. Density is too high. Streets and intersections overly crowded.
916	Suburban character - the future is urban mixed use development with public transportation - especially with climate change. I don't agree that we need to keep suburban (for many that can be read as mainly white as well. Yes this will also include talk about race so buckle up!)
928	The phrase "inclusively serves" is vague and undefined, and hints at socialistic policies that do not work and have been tried in places like California where the results have been disastrous.
968	Too generic. Would like more details on the vision for changes to Plano's existing infrastructure.
978	Lots of words, but no meaningful measurements in place to ensure whether or not they were successful.
1043	Implementing measures for Plano to remain "suburban" at all costs will hold the city back from the development and growth that this region is experiencing and is expected to experience into the future.
1078	I am concerned about guiding principal #1. Define "suburban character." I think of Plano as an entity that can stand on its own 2 feet, not just a satellite of Dallas. Also, once the plan is confirmed, I want to see consistency and fairness in its implementation and not have individuals picking and choosing who is approved and who isn't. I think of one City Council meeting I was at where a developer had a great plan for land on the JCP campus - he had worked with the Plano staff for 2-3 years, made all the changes they wanted, had wide walkways, lots of green space, etc. The P&Z had approved it. It was voted down because of a minority that really had no vested interest. I suspected that a rival developer was involved, as the rents were going to be less than his "luxury" apartments. I was very perturbed at this uneven treatment and thought that if I were a developer, I would not want to work with Plano.
1096	Where's the beef? No details in HOW the plan will. E enforced. Guidelines are one thing, execution is another.

STRONGLY DISAGREE (Q4)

29 Responses | 2.83% of Total Responses

ID#	PLEASE EXPLAIN...
NA	13 respondents chose not to explain why they selected 'Strongly Disagree'
232	FIRST FIX the theft of my home.
1101	I do not believe in creating higher density living in Plano, nor changing Plano into a city. While the Plano Today Guiding Principle encourages the suburban community, this atmosphere would be altered by Plano 2050 Guiding Principle. Therefore, I am against adding these principles. However, Plano can become a mature city in a similar fashion as Park Cities, which keeps its suburban character in an urban area.
1103	I do not think many of these guiding principles accurately describe Plano. It seems like they are explicitly anti-growth? I would like these re-written.
736	I don't think "preserving the suburban character" will lead to positive change. Plano needs more urbanization to stay competitive with other growing areas. If it resists what is already happening, it will lose high-income earners and the opportunity to be a hub for large companies. Just look at what Amazon was looking for in a new HQ... Plano dramatically misses the mark.

STRONGLY DISAGREE (Q4 - CONT'D)

29 Responses | 2.83% of Total Responses

ID#	PLEASE EXPLAIN...
584	I saw no mention of how to manage the homeless and panhandler issue. We are being crushed by panhandlers. Maybe you haven't seen it, but it's having a real affect on residents and businesses. My wife doesn't go out an night because she has encountered aggressive panhandlers multiple times. A friend of mine owns the Dairy Queen on K Ave and has a terrible time with panhandlers and homeless running off customers, stealing and damaging his property. The city needs to address this issue as it's only going to get worse. I just reinvested a ton of money in upgrading my home and regret it, because now I am stuck and can't move.
1099	I see "emerging trends" enabling high-rise apartment buildings/condos, ruining Plano's suburban character. I am for a similar transition plan to a mature city that the Park Cities followed, creating a highly desirable destination, while maintaining a suburban feel surrounded by the City of Dallas.
580	I strongly preferred the Plano tomorrow plan which carved out a unique and progressive future for the amazing city of Plano. As a Plano resident I love this area and want to see it grow but it is clear that the Comprehensive Plan has no such intentions.
1064	I think these guiding principles are too broad to be of any use and are worded in a way that everyone would support them while opening up opportunities for extremely different interpretations. For example, I think 1 & 2 are contradictory in that studies have shown that it is fiscally responsible to increase density to support aging infrastructure once growth slows. Plano's character is driven largely by the schools and infrastructure and as Plano ages it may not be possible to support the suburban character other than the part that is specifically means single family home. This is also politically charged. Principle two could me very different things. To mean, what makes Plano great (though becoming less true) is that we have the best of everything. Best fire, policy, libraries, parks, etc. Fiscal responsibility today often is synonymous with minimizing taxes. For me, it is spending wisely to ensure that we continue to have the best which might include tax increases as long as we get good value for those investment. Quality of life and tax cuts are opposite but I fear this will be used to only mean tax cuts. Principal 3 is a completely meaningless jumble of words that serves no purpose other than it can be used to justify all sorts of things. My concern is that it could be used to push things to private or non-profit partnership that are not appropriate to do so as part of an ideology. It doesn't seem to be grounded in anything that is necessary for this sort of plan other than as a ideology position tool and I can see no benefit to this principle to this plan.
760	Plano is not a suburb anymore. Plano is a stand along city with region responsibilities. You can't apply the same formualars from one side of to Plano to the other. Each district has it's own characteristics and issues and they are not cooky cutter of each other. COVID has changed much, where we shop, work, eat and play! The draft plan is already outdated! The plan is gerimanded to create a plan by a committee with members primarily statisfing their own wants and desires, which can't be fairly implimented to all areas of Plano. Life has changed a lot in the past 22 months! The plan does not reflect those changes that near term can't be avoided!
615	The city has been destroying history, building on every square inch, highlighting businesses that are not local, encouraging high volumes of traffic (thanks visit plano), promoting consumerism, promoting separation (thru Park Guards in your parks), encouraging frantic busy pace. Promote family. Homeschool. Simple living by using parks and trails. Help citizens understand what crosswalks are. I've seen thousands speed through my neighborhood, race thru crosswalks and liquor stores go up on every corner.
888	The guiding principles ignore the current and future trends that will impact Plano's growth and development by longing for some illusory suburban dream. Plano's population and employment base will continue to grow, and redevelopment will be necessary to support the city's tax base and to keep Plano as an attractive option for new families, businesses and residents of all types.
362	There are clearly bigger plans to transform Plano into an urban area, packed with multi-dwelling construction practices that are promoted and fundamentally changing the fabric of what Plano once was.
508	These principles are anti-growth and therefore anti-affordable housing for the current and next generation of Plano residents. Plano is fortunately a growing city and these principles blindly cling to the past, attempting to freeze some 1990's version of Plano in amber. I suggest removing the following principles: 1.2, 1.4, (especially) 1.5 , 1.6, and 3.4. Honestly, I'd love to see all of guiding principle 1 entirely re-written by staff and not the CPRC.
326	This overbroad language is a dead giveaway. Residents of Plano like myself are highly suspicious of any announcement of "new plans" that are couched in deceptive 'your-gonna-love-it' marketing terms that merely dress up what we don't want--more apartments.
199	Too much urbanization and new construction. It seems Plano is becoming junk cities like NY, LA and Chicago. Please keep it like a suburban.
440	Too vague and subjective. You need to incorporate facts and figures to know if you meet a goal. "Make people feel good" doesn't achieve anything

SECTION 3 - Future Land Use Map & Dashboards

Section 3 of the survey solicited feedback on the changes to the Future Land Use Map and new Dashboard format.



SCAN THE QR CODE TO VIEW THE FUTURE LAND USE MAP AND DASHBOARDS VIDEO.

SECTION 3

One of the most critical parts of the comprehensive plan is the **Future Land Use Map**. The Future Land Use Map in the Draft Comprehensive Plan 2021 separates areas of Plano into one of ten major categories, providing a high-level overview of the community's preferred placement of housing, employment, social activities, and natural areas.

Major changes to the Future Land Use Map in the new Comprehensive Plan include a fresh, new dashboard format and updated categories. The new **Future Land Use Dashboards** provide much greater detail and guidance on the appropriate mix of housing and employment types, building heights, density, open space, and more for each of the ten categories.

To implement the dashboards, an **Existing Land Use & Housing Inventory** was created that shows how these areas measure up to existing conditions on the ground. Zoning change requests that propose to exceed the parameters in the dashboard are disfavored and subject to a higher bar for approval. This will help ensure that exceptions to the Plan are limited and based on findings that the request is beneficial to surrounding neighborhoods and the general public.

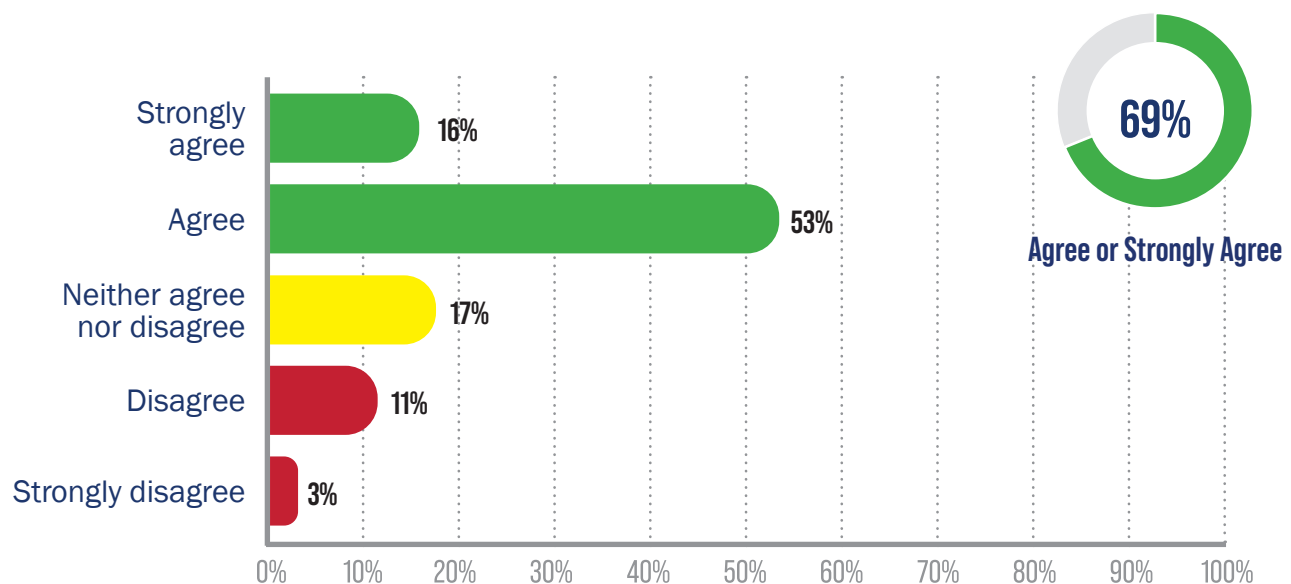
[Click here to view the Future Land Use Map and Dashboards.](#)

[Click here to view an interactive version of the Future Land Use Map.](#)

Don't understand a term? Try the [Glossary](#).

QUESTION 5

The new dashboard format is easy to understand.



ANSWER CHOICES	RESPONSES	
Strongly agree	15.54%	133
Agree	53.04%	454
Neither agree nor disagree	17.29%	148
Disagree	11.21%	96
Strongly disagree	2.92%	25
Answered		856
Skipped		258

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 161 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q5)

133 Responses | 15.54% of Total Responses

ID#	PLEASE EXPLAIN...
NA	118 respondents chose not to explain why they selected 'Strongly Agree'
26	Clearly demarcated the land use
896	Easy to navigate and expand interesting areas
909	Give a quick overview of the entire city and how the land is used. It shows how balanced the use is for the residents of Plano.
533	Good use of color contrasting
1031	I have been enlightened by what the dashboard presents. I had no clue about what a city is all about. What a surprise, we just go about our lives without realizing the value of planning. Thank you for waking me up.
306	I like the definitions and the I love the ability to navigate on the interactive map. It is more challenging to review the static map and this is near impossible to review on a mobile device. I had to review on my laptop. Those who only use their phones will likely either (1) not engage, or (2) be overwhelmed by the level or detail on their phone and not review it. I do appreciate the definitions and thought process in defining these areas. For someone not familiar with this process, it was easy to understand.
65	It gives clear guidance to how the city will react. However, for those who really want to change things, it gives guidance of how much money they need to spend on the political changes needed to make changes they want.
333	It is clear and laid out very well, with colors just different enough to show different zoning without being distracting. The information on each area is done very well.
80	Nice map -easy to view and understand. It gives citizens a view into the work of the P&Z committee.
512	Northeast Corner of 14th and Los Rios Blvd shows land use in the dashboard as industrial which case was recently denied because it did not match neighborhood use. This industrial use is ludicrous considering neighborhoods in the area
1110	The dashboard format is intuitive for people not familiar with planning. Great additions and creative design that summarizes alot of information into a easy to digest way. Very well deserved recognition on those that made this design. Great resources that really help walk a person through the material.
381	The dashboard is very clear as to what the intentions of each district are. The terminology is also very clear about what each district is targeted to be.
926	The dashboards quantify use mixed in an easier to understand format.
785	The visualization of what Plano does and could look like in the future is a great help. Takes some apprehension out of what the "green spaces" I observe while driving could possibly turn into.
422	yes this is a critical part of the overall plan, but as long as we continue to use the old plan until this one gets approved nothing gets accomplished and more housing and traffic issues and proposals get approved under the old plan that would not be appropriate under the new one. Taking way to long to get this done

AGREE (Q5)

454 Responses | 53.04% of Total Responses

ID#	PLEASE EXPLAIN...
NA	410 chose not to explain why they selected 'Agree'
6	Easier to read
58	It appears to look like a good idea. But What are the risk
67	No trouble navigating the site
100	I agree but I would suggest that it would have been easier if I could have input my address and have the dashboard find my neighborhood category. My address was difficult to locate since it was borderline on different categories.
124	All of the links appear to work and it is explained clearly.
177	Interactive map is very helpful to see what is planned where. I was able to locate my area and see what the plan is around me. This makes me much more comfortable that I understand what is planned as the verbage is often far too difficult to understand and makes me nervous about what is not being said.
207	Color coded dashboard is easy to understand.
227	It is readable, but groups higher occupancy areas into neighborhoods which it implies are largely single homes. This should have been designated a different color to see the ratio of single to multi family.
270	to the laymen it is hard to know if this easy or hard as nothing relative to compare to. Seems organized and useful and so i agree.
294	Easy to follow
321	Again specific details will determine the effectiveness of this segment

AGREE (Q5 - CONT'D)

454 Responses | 53.04% of Total Responses

ID#	PLEASE EXPLAIN...
334	Guiding principles and planning help set parameters, expectations, and ultimately facilitate decision making, which is usually resource intensive and political.
337	Would be good if there's a clearer view of the target metrics vs. current metrics
370	Clear presentation of how the different areas of the city will be zoned or utilized for growth.
378	Since Plano is mostly developed the amount of neighborhoods make sense. Good mix use of land.
387	The maps and dashboards make it easier to visualize.
409	Somewhat complex and actually using it is challenging due to large amount of data and the time it takes to load on the site, but, the general color coding with key is straightforward.
442	Too many categories.
445	Color coded plainly labeled
485	Colors are fairly similar and hard to discern
506	Took some study to understand. Worth the study.
508	I strongly disagree with the content of the dashboards, but the graphical design is very well done and easy to understand.
513	A larger version of the map would have been better, but I think the categories are appropriate.
527	Some of the dashboard seem a little redundant or could be condensed in some way.
539	As a whole, I agree that the dashboard is very well polished. It would be nice if the map could be expanded more easily. It is hard to tell exactly where the different boundaries are for the different zones.
551	Makes sense to me!
637	I think the dashboards are a definite improvement and increase individual's knowledge of what the city's plans are for their own neighborhood areas. Unsure of the differences between pedestrian and micromobility in practice, and unclear on what 'low' 'medium' and 'high' mean in regard to transportation types.
648	I don't have an idea to make it better. I get the content. The context however is in relationship to the entire plan.
763	While providing general information, specifically looking at the Park & Preston area, there is ambiguity that is concerning.
778	The key is helpful.
797	Nicely presented
813	After spending A LOT of time on it, yes, it now seems easy to understand.
833	It is better than it used to be. The previous version was nigh incomprehensible. I'd like to see a break down into further locations of how much each type of building exists per block.
848	Maps are clear although I would recommend the ability to zoom a little closer to see individual neighborhoods.
854	Easy to follow and view the very negative impacts of apartments and thus the major impacts!!!
884	Use of color helps understanding if you are not color blind.
902	The site is clear and concise, but the new categories seem like a shell game so the bureaucrats can expand the residential areas to get more votes.
932	All one needs is the ability to read a map and 11 categories of land use are not too much to keep track of.
959	It would help to have the major streets labeled.
964	I think the map needs more distinct colors. The dashboard is easy to understand
980	These are broad and important use segments.
1013	The major intersections listed along with the color code denoting the different land categories makes the map easy to understand.
1034	I like having a dashboard where I can clearly see housing density and what is planned around me. I would like to see a more definitive definition of what "Suburban character" actually means and what percentages of housing and other structures that is. When I see that up to 40% is housing that does not appear to be suburban - that mix should be much higher and specifically the percentage of detached single family homes should be much higher. This is the primary reason my family moved to Plano in 1983 and the primary reason my extended family and I live in Plano today. I want beautiful neighborhoods, parks and detached single family homes where we can live. I don't want to be surrounded by apartment complexes. I want to see concrete numbers for all types of structures listed.
1091	Zoom enables details to be seen. Color coding is good and I liked the ability to click on different sections of the city to see the explanations.

NEITHER AGREE NOR DISAGREE (Q5)

148 Responses | 17.29% of Total Responses

ID#	PLEASE EXPLAIN...
NA	113 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
8	More I do needed
16	link to the map and dashboards doesn't work. We're sorry, but there is not a web page matching your entry.
36	The percentages are too broad.
59	Too small to really make any judgements
70	It's rather detailed, so "easy" is a difficult term to evaluate.
127	Dashboard is probably driven by data and/or computer algorithms input by programmers and/or hackers. Results can be manipulated.
252	It's hard to keep that much data simple.
298	It is a map, by design they are easy to read. The point is the community surrounding these of Haggard Farms and other areas near neighborhoods do not like what is says.
313	Most of us with an IQ over 50 see through the PC rhetoric and are sick and tired of the reckless expansion of huge apartment complexes and the influx of undocumented, uneducated and non tax paying parasites.
350	I don't understand maps well.
385	I've seen the continued development of multi-family/apartment areas. I'd like to see a bit less of this. Not a full elimination but much less.
466	Lots of statistical data but what is the plan to go forward and make the future happen
493	I believe the recommendations for density are too high given the current state of our infrastructure. Our water resources are not enough to support the anticipated growth.
505	I don't know what the old one looked like so I don't know if this is better or not
559	Thinks are convolutively organized and tend to hide the real goal of the plan, which is to add dense housing which increases traffic without a comprehensive plan for how to reduce congestion
566	This does not help describe future use of land and potential for too many apartments to be built.
581	Drilling down to particulars is a bit difficult. The wording is a bit too high level.
628	Great detail, but poorly formatted. This lacks resolution and should be embedded as a PDF.
654	After careful review the statistics are easy to understand. But it is NOT easy to understand at a glance. Even when you understand the statistics it is difficult to understand the effects of the plan.
672	The only aspect missing is a guide to not develop over the available water supply.
673	Doesn't show street names that I can see.
683	I'm not too familiar with reading dashboard formats, therefore I'm not so interested in this topic as presented, in this format.
687	It would be helpful to have the Existing Land Use & Housing Inventory displayed next the the Future Land Use Map. It would be even more helpful to have some kind of overlay that shows the areas of proposed change.
748	I'm looking at this thing at 10:30 at night and obviously this is not a 10 or 15 minute survey. This requires serious consideration and reading which I am not not up to at this point. My apologies but I can't give any legitimate input at this time.
811	I am struggling to go back and forth between the map and the definitions of the corresponding legend items. I can't imagine what it would be like to participate in this survey if I didn't have a computer.
842	Breaking down high density into smaller categories doesnt change their nature.
887	No new apartments
888	The dashboards are graphically easy to read, but may not be meaningful to the average citizen.
897	I would like to know where the idea of, say, optimal employment mix for an NC comes from. Citations needed.
921	It doesn't differentiate between single family homes and apartments.
933	Easy enough but the dashboards do not convey sufficient details and do not provide an easy view of the proposed changes. The functionality could be enhanced.
997	Lots of sales pitch. Lots of info. Not as easy for me to do a side by side by side comparison of the original Plano Comprehensive Plan, the Plano Tomorrow Plan, and the new Comprehensive Plan. It took a lot of time to get through it. But, I appreciate the excellent effort.
1003	Seems like much ado about nothing. The expressway corridors, downtown corridors, employment centers, all kinds of corners, activity centers, neighborhood centers, etc. already exist. This is what we already know and it confirms that there are not any major changes planned to these already well defined areas.
1038	This is especially important - Zoning change requests that propose to exceed the parameters in the dashboards are disfavored and subject to a higher bar for approval. This will help ensure that exceptions to the Plan are limited and based on findings that the request is beneficial to surrounding neighborhoods and the general public.

NEITHER AGREE NOR DISAGREE (Q5 - CONT'D)

148 Responses | 17.29% of Total Responses

ID#	PLEASE EXPLAIN...
1088	I am much more concerned about the serious and accurate, Long Term statistical impacts of these many decisions on the many communities than the format and graphic design presentations. For example, how many people from the community who disagree with a proposed zoning change (think the current rezoning of some Haggard property with 100 opposing and Current tax Paying Residents. How and what will "justify" ignoring their real concerns about the Long term change to the character of their city, Plano? Bless the desire to change, but please don't let money of a few determine that. This is true, especially in light of the fact that those Many who disagree will be living with the changes you as a council vote on, 24/7 for many, many years to come.

DISAGREE (Q5)

96 Responses | 11.21% of Total Responses

ID#	PLEASE EXPLAIN...
NA	44 respondents chose not to explain why they selected 'Disagree'
50	Colors are not very distinct (many are similar to other categories' colors) and it is hard to tell which one is which
83	Need a color chart
85	Not clear on the actual usage
91	What about traffic (& parking in those new areas)
133	Can't tell which streets are where
198	after 30 mins scrolling through the various tabs I have many more questions than when I started. I understand this is a voluminous topic but it has not been presented clearly and simply.
201	Good idea but the terminology is pretty strange. What is social "network" or "urban activity center?"
212	It looks like the neighborhood I live in is slated for "Open Space" whatever that means and this greatly offends me.
214	Cannot see what streets are on the map very small and unable to read them.
230	What happens when the older houses (80to100years) in non updated neighborhoods deteriorate and when a good developer may want to buy a group of these houses, change the zoning code and build mixed use, apartments, industrial, or high rise. If the plan is not flexible enough to allow for changes of this type, it's not good for the overall citizens Of Plano if developers decide not to go forward if the plan discourages their ideas. There does not seem to be any flexibility to allow for what Plano will look like. (perhaps parts of Plano will need to be urban. Also such changes will increase the tax base meaning more revenue for police, fire etc.
262	Language uses many legal Innuendos - keep it simple
281	Too Small to read
292	This was a lot of work with limited end results. Was it meant this way so it was not understandable? This could have been easily simplified to be more useable.
312	There are lots of definitions, but I don't see the guidance or plan. The colors on the map are too similar. The land use category section of the PDF has nonsense filler words: ilitae ipsantio excesto qui audipsantia nectis eum dolendi qui comnihil id mi, ipiendia volupicatur. "
326	What the heck are activity centers?
336	I am trying to confirm the areas and cross streets but even though I enlarge the map image the street names aren't legible
375	In person is always better
388	Neighborhoods should be more clear as to single family homes or apartments
419	Looks like a MAP to me!
450	It's hard to understand how to navigate and what the graphics mean
462	What is Higher level or Higher Bar.....tells me 0 of what your plans are!!!!
487	There is not enough detail from what is current and what changes are being proposed. There is no side-by-side comparison.
515	Too complicated. Maps are busy.
542	In order to understand this map, I had to download the presentation, blow up the map to approximately 300%, and open Google maps. This would not be easy for a typical person to understand.
545	I look at the intersection near me. I know a large residential project has just been approved on one corner. It looks like a park on the plan. I see an apartment complex that will be turned into a neighborhood center. It's just not real. I know the NE corner needs to be developed for a better use - it shows no plans.
547	The streets aren't marked clearly.
550	The terms utilized in the Legend fail to be full explained in the glossary.

DISAGREE (Q5 - CONT'D)

96 Responses | 11.21% of Total Responses

ID#	PLEASE EXPLAIN...
570	Jargon, complex graphics and lots of statistical data ... Not a problem for those of us with college degrees and/or technical training and experience. How about those with either no or very little higher education?
584	I think it's a lot of words describing why it's great.
586	There's too much to digest; the colors on the map are close to the same making it harder to decipher; just too much to read.
605	Clickable "layers" would be very helpful.
611	The classifications (color codes) in the legend of the map are too broadly defined. Also, multi-family dwellings are color coded the same as single family housing neighborhoods. This map actually masks apartment style development plans rather than highlighting them. They should not be grouped together. For example, why isn't the future multi family building project marked at the corner of Custer and Legacy?
621	Some of the maps do not have street names or legends. Some of the maps cannot be expanded. I cannot see density in the Future Use Land Map and Dashboards and that is highly meaningful and one of the most important things to me.
622	I've trying for 10mins to just get to the survey questions! This bounces you around all over the place, most would have already given up!
636	The most important issue people want to see if where are apartments planned. Only certain parts of town are acceptable for new apartments. The map should clearly label where future apartments are to be located. Apartments should not be disguised as "mix use" or anything else. Multifamily housing is a phrase that is clear and easy to understand, there is no need to cover it up.
640	But isn't it intuitive to say an open space will have no housing or much vehicle traffic? Where will the open spaces be? What is the percentage vs housing vs offices vs commercial retail and the like? Are you counting the wide swaths of land between the road and a building? Because some of it is obnoxiously large with a tiny little sidewalk. And in some places, an obnoxiously curvy sidewalk.
671	the color differences between CC/NC/SA are so close on my screen that I had to do further research to find out which corners were designated which.
693	Street names are not visible on the map
700	Was not able to easily see where the multi-family rezoning was going in.
720	Would be more helpful if simply have homes, rental property, parks, schools, businesses.
737	If you expand the map, then view page two, the information was never completed.
757	The dashboards give the impression that the plan is empirically based, when in fact the charts and graphs were bargained at the dais. They are designed to constrain P&Z and Council and to hold them accountable to arbitrary standards.
760	The average citizen dose'nt understand what family zoning is and all the different regulations governing that zoning. This plan is so confusing with so many different zoning districts, you need a City Planning degree to understand! Furthermore, the same formular process to determine what you can have is the same on all the districts. The bottom line, this plan mkes it impossible to redevelop areas that need it now and will certainly need it in the future. We don't need all the retail and office space allowed! COVID has changed that and people like it! People are leaving jobs because they are being told come back to the offic to work! People are buying on the internet and loving it. Picking up products from grocery stores, drug stores, retale stores etc., and they love it! We now have no need for all the required parking and the empty buildings! This plan is out dated!
766	Wow. I can see that a lot of time was spent on this and it is very very detailed but how do you expect the average citizen, family or not, to read and understand all of this data and then try to put it in prospective as to how this is going actually affect plano's future. Sensory overload for sure.
781	No detailed explanations. Too broad. Gived city too much latitude
829	This survey is ridiculous. Nobody wants to read all this! Instead why don't you ask opinions like are you in favor of high density apartments?
953	There are quite a few mixes of use, and it is hard to differentiate. In addition, the Neighborhood category is a mix of single family homes and apartments. For me, crowding and traffic are areas of concern.
993	Unless you have hours to spend reading and trying to understand, it is challenging
1000	Needs street names and zoom capabilities
1056	The inclusion of various conventionally non-neighborhood uses in the "Neighborhoods" category is disingenuous. For example, "Neighborhood corners" and "Community corners" subparts appear to be an excuse to carve out parts of true existing neighborhood areas for the purpose of commercialization, with attendant undermining of true neighborhoods.
1096	'Dashboards' failed 20 years ago. People need concrete details, statistics, not fancy icons and graphics.
1100	The nature of the subject makes this difficult to understand

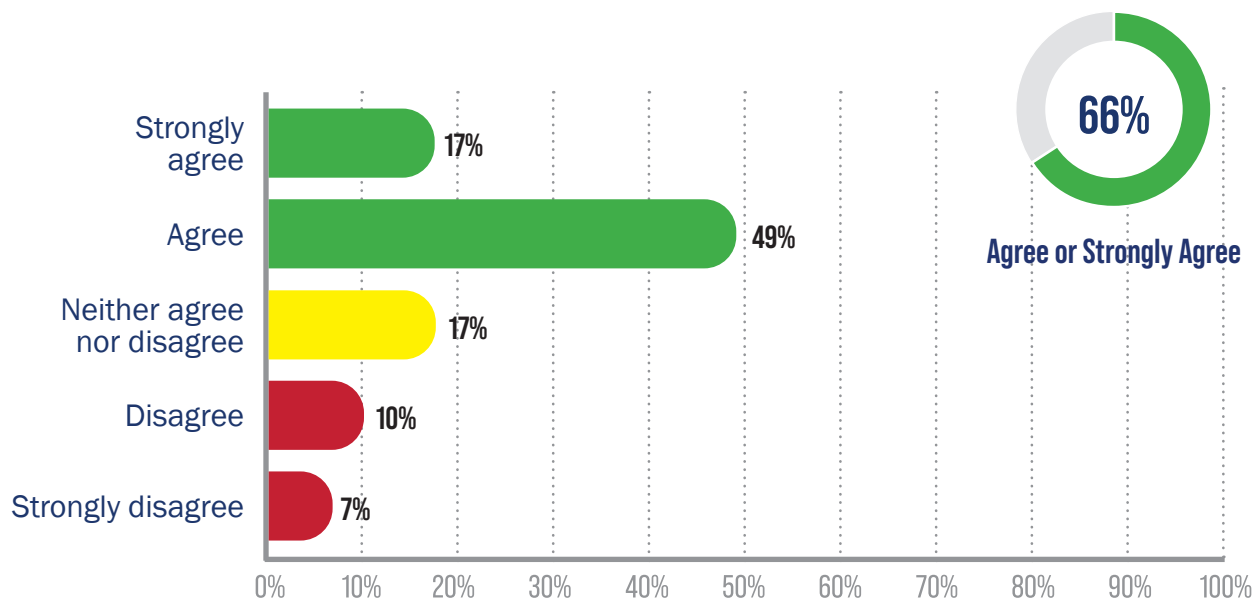
STRONGLY DISAGREE (Q5)

25 Responses | 2.92% of Total Responses

ID#	PLEASE EXPLAIN...
NA	10 respondents chose not to explain why they selected 'Strongly Disagree'
199	Too much commercialization and over population. It will increase the crime and pollution.
232	FIX the THEFT of my home
345	I am unable to read the streets and that is true even after zooming in. I find it interesting that I can read everything else when zooming in, but still cannot read the streets.
490	Numbers are too small Put in Dallas morning news
564	It is tough to picture where these things are in relation to each other. It seems we need more open / nature spaces. I can't tell where bike/walk trails are based on the map. Transit access for NW Plano does not appear to improve.
618	The map cannot be enlarged enough and the street names are not visible. I can only guess where my neighborhood is located based on the shapes of the streets. I am also very unhappy that the expressway corridors are so very close to existing neighborhoods (where there are many families with children).
674	Fonts are so small that even with a magnifying glass the letters are blurry—a real time waster.
838	Way too much for a person to process and understand who has not participated in the discussion
860	Very difficult to tell what the information means without doing lots of reasearch - it should be obvious and easy to understand. Map is tiny and hard to tell wher areas of interest are absent roads being identified.
877	too much info and too many plans for growth of density, business, etc in our already over built city
915	Color scheme should be more distinct. Why does the map not show the apartments on SE corner of Custer and Legacy? Custer is a VERY busy street. How much worse will it be?
968	Too generic. Again, would like specific details on expected land use and not just generic titles that don't say limits on housing density for the zones to which that would apply
1052	It's too convoluted.
1066	Color coded, but all in all, information overload.
1101	While the map can be seen, there needs to be an easier access to a zoom function in the webpage itself.

QUESTION 6

The additional guidance on density, building heights, and mix of uses will help manage growth, density, and redevelopment in Plano.



ANSWER CHOICES		RESPONSES
Strongly agree	17.29%	148
Agree	48.71%	417
Neither agree nor disagree	17.41%	149
Disagree	9.93%	85
Strongly disagree	6.66%	57
Answered		856
Skipped		258

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 193 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q6)

148 Responses | 17.29% of Total Responses

ID#	PLEASE EXPLAIN...
NA	126 chose not to explain why they selected 'Agree'
6	Makes sense
80	Having a written guide for zoning and building will help guide all new developments. All must work within the preapproved parameters.
225	In last 10 years, low quality high density apartments with little or no green space nor set backs were built
333	I think this will help people understand that higher density does not simply mean skyscraper after skyscraper, but simply buildings of varying height that are not the typical two or three story buildings most Planoites are used to.
422	Again we need to implement the new plan and stop using the old one.,
462	We need lower buildings!!!
512	You have provided no master utility plan showing you can even provide utilities for the uses in this plan Therefore your plan is not even realistic,
513	Agree that changes to density, mix use from plan must be transparent and explained.
539	It's nice to see growth management.
678	I agree assuming citizen input is both encouraged and acted on (unlike the past where it was patently ignored and abused)
683	The new guidelines, as presented in this new plan, written out, not in dashboard format, are very, very important.
778	As a perfectionist, I am highly pleased by the specific and precise planning being done.
785	It clarifies what to expect in each usage area and will help the public understand future zoning requests/development and will hopefully reduce confusion between developers and public.
833	Density is the name of the game, it being clearer to understand will better guide conversation.
909	The pdf dashboards for the type are a good method to convey how the land is used and the general appearances desired for an area.
926	These actions add clarity to the process.
932	Yes, it sends a message to developers. However, I do not understand why future multifamily development is to be 10 stories or more. That seems too high to me.
973	I like that Plano government is thinking about how to best redevelop areas to improve the surrounding community, rather than allowing random redevelopment that might not be great for the surrounding neighborhood. Especially like that multi family is going near major thoroughfares that can support the increased traffic.
996	This will help clarify the bone of contention with respect to the recalled plan
1000	It will help determine how much land will be used on the developments. More greenery is wanted and needed.
1031	Yes indeed, If we do not want to grow on top of one another and creating a mobility disaster, it is good to focus on the density of a geographical area. I hope we can stick to the density goals. Our city could potentially demand a higher density and I think that will be negative for all of us.
1038	Yes, it will help. Managing density is especially important as Plano has become way more dense that city plans have indicated.

AGREE (Q6)

417 Responses | 48.71% of Total Responses

ID#	PLEASE EXPLAIN...
NA	378 respondents chose not to explain why they selected 'Agree'
8	Shows good planning
26	This gives a good idea where each development category will focus on.
58	There isn't any discussion of risk or hindrances
70	If adhered to In the past 10 years, the Plano planning dept. has brought forward plans that did not adhere to the original plans.
270	has to help for someone or a company planning development. More important to the people living here or moving a family here would be how that information is interpreted or used.
294	The guidance regarding density, height restrictions, etc will help
306	I think these guidelines are very helpful for developers, however, given that these are very specific, how challenging will it be to go outside of these? While the City may feel like these are good parameters at this point in time, codifying this may unintentionally keep the City from engaging in new design which might not even be imagined at this juncture.

AGREE (Q6 - CONT'D)

417 Responses | 48.71% of Total Responses

ID#	PLEASE EXPLAIN...
314	hopefully will keep a check any rezoning and limit apartment complex's
321	This is fundamental relative to the segment. Implementation of the segment will be more meaningful.
334	Although, I admit to only being "somewhat" familiar with the detail of the comprehensive plan, in my overview I did not traffic analysis, travel corridors, as well as socio-economic variations that make up Plano. It appears that the plan only applies to what can be redesigned in areas of concentrated business.
350	We always need to manage growth
392	There's been much discussion in Plano about density and high rise apartments. It's helpful to know how this is decided and handled. I live in a 2-story older apartment building, but it affects me because of more traffic associated with more people.
445	We need to have firm plans to keep density from increasing
450	I'm glad there is forecasting for future growth of this suburb, but as a resident and homeowner of Plano I'm hopeful that the nature reserves, parks, and suburban life feel will remain. It's what attracted us to live in this city and will hopefully not change.
457	While this guidance may help control growth, density and redevelopment, the emphasis on single family homes and suburban character ignores the need for development of more affordable housing.
459	The new guidance is more specific and better defines community expectations.
500	some concern about definitions of "attached single family" housing vs "multi-family" housing. What is an attached single family house and how does it differ from an unattached single family house?
547	Yes! Remember this when I want to extend my garage so a car will fit. Want to bring this up during a session.
566	A directive not to allow buildings that will create over population and density that we cannot support is good. However I am concerned that not enough is stated here capping the opportunity for apartments to be overdeveloped.
570	Jargon, complex graphics and EASILY MANIPULATED statistical data will allow the City to do whatever it wants to do.
607	I wish it was more clear what growth projections actually are for Plano. That would make it more clear how different development strategies need to be prioritized. This dashboard helps me understand how different facets of the plan could theoretically be implemented, but doesn't make me clear on how they will be prioritized.
628	Revitalization of the downtown corridor is a great priority. Are we doing enough for multifamily development?
636	Less density is better. South of George Bush tollway has many apartments and so does our cities to the west. Let them build apartments we do not need the extra residents or high rise apartments.
734	What is the higher bar? P&Z? Does council vote have higher threshold? (Like 6 of 8? 7 of 8?) The bar has to be set really high like 7/8ths so deviations have to be really popular (like unanimous votes for Collin Creek Mall redevelopment)
770	while I don't agree with your density plans, I HATE this high density housing you folks have forced on us. I hate apartments. Don't get me started on my list of things about these items. You won't listen anyway.
802	How will areas already overbuilt with Multi-family be rectified?
834	Neighborhood is a very broad category. The real issue is if the zoning will be consistent with the Plan and its intent.
848	Well thought out plan
884	It would be better if map could be overlaid or removed (with + and - keying) to add individual aspect of interest one or multiple at a time (streetmap + density+ usage and so forth) making a simple or complex map of your choosing.
933	Guidance is good, but the overall direction is not. Plano is suburban and should stay that way and the plan should do something about creating a sense of community instead of "development". Where are the plans for making mass transit workable in the city? Also, I appreciate the identification of NC's and CC's but there appears to be a bias toward revitalizing / redeveloping nonperforming centers with high density housing. The problem with Plano and most cities is that suburban sprawl creates an ever new and exciting neighborhood and corners for the same big box stores and chain restaurants to occupy, which leaves a gap in the existing locations and causes incredible traffic congestion in and around those areas. The Shops of Legacy is a good example of the new place to be, and has pulled away from existing NC's and CC's like Park and Preston. There is no mention in the revitalization about creating green space buffers to neighborhoods, additional parks (micro habitat) or natural areas. Attached housing does not help these areas. The Great ReBuild is a good idea to help both home modernization and promote energy efficiency, but it would also benefit the NC's and CC's. Just don't sell out the city to the developers without requiring concessions in the form of open spaces for people, pets, and wildlife. Revitalizing these corners correctly, will go a long way to spread out congestion and keep existing businesses operating with profits to maintain their corners. There should not be any building of stumpy high density apartments or townhomes. Don't build on every square inch of space. The most loved areas in the city are those that incorporate nature. We should also look to the decline of the housing around the Shops of Legacy as an example of what we do not want to expand throughout the city. There has been a serious increase in violent crime in that area and multiple complaints about the landlords not maintaining the property. The City of Plano can and should directly change this with enforcement actions.
944	we do not need one more apartment.

AGREE (Q6 - CONT'D)

417 Responses | 48.71% of Total Responses

ID#	PLEASE EXPLAIN...
959	The traffic increased and water pressure decreased since all the apartments were added within a couple blocks of our neighborhood. West Plano does not need any additional multi-family housing units. What we do need is a post office.
968	Need more explanation however
980	The additional guidance is welcome and helps understand goals.
993	However I want to know why there are so many empty spaces in neighbor hood corner areas i.e. Parker at Preston...
1003	It should until the inevitable requests for zoning changes are approved.
1013	I like the standardization of small retail on intersections and larger mixed use communities in other areas of town.
1034	Need to ensure that the Zoning Commission is comparing all proposals holistically under the umbrella of this plan to ensure that overall the total number of homes approved stays the same to avoid incremental creep up in non suburban structures.
1061	This will server as a roadmap for implementation.

NEITHER AGREE NOR DISAGREE (Q6)

149 Responses | 17.41% of Total Responses

ID#	PLEASE EXPLAIN...
NA	107 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
17	Stop all multi family apartment structures. Keep Plano suburban.
33	TOO CROWED!!
65	The amount of money headed into Plano will overwhelm this plan.
67	It wasn't readily apparent how the zones related to this topic
86	No more tall high density apartments. We have more than enough.
91	What about traffic (& parking in those new areas)
127	Politics and economics will always prevail.
167	I would think the more specific guidelines could be helpful, but in the event that development changes drastically (such as after COVID-19) which refines the way we live as we know it, is the City confined to a restrictive process to make changes to building redesign which we cannot yet imagine?
227	Well, it should. But since we all recognize that there will be exceptions and Councils will come and go as to income based needs, the guidance may or may not be followed.
228	Additional guidance is good, but our view is that there should be no further development other than business and single family detached residences. Developers want to jam as much as possible in remaining areas stressing our infrastructure and schools.
230	See above comment.
385	"N" and "NC". I'm not entirely sure what that means. It's not clear without digging deeper.
389	All the guidance does is restrict development and redevelopment. The city will age and avoid modernization with guidance on density, building heights, and mix uses.
429	The simplification of zones could cause confusion while the dashboards should help clarify.
466	Lots of statistical data but what is the plan to go forward and make the future happen
472	The information is great, but whether it "helps manage growth, density..." will be determined by whether future decisions are consistent with the plan.
487	Not enough information
524	We all know how the Planing and Zoning Board allows building that exceeds the parameters set forth in any Plano Plan for a project that the city or outside developers want to implement.
562	It is vitally important that we keep the suburban way of life, and NOT build the 4-5-story apartments on every corner that overloads our streets. It is not apparent to me which areas are designated for multi-family apartments. The glossary does not include a definition for "Social Network".
643	I don't know what additional guidance this question is referring to.
656	Please do not increase housing density in Plano. Our infrastructure (roads, power utilities, water supply) can't handle it. This past year of Covid has caused enough stress so don't increase it by increasing density!
671	Guide? I don't know. We are so totally overbuilt with apartments already that most citizens consider any further density abhorrent.

NEITHER AGREE NOR DISAGREE (Q6 - CONT'D)

149 Responses | 17.41% of Total Responses

ID#	PLEASE EXPLAIN...
731	I would just like to make sure we are able to build a backyard cottage for Airbnb use if we'd like to
781	No detailed info
799	I don't see where urban density planning is mentioned- nor any new building height regulations. If denser zoning is implemented it's an overall benefit to the community, and we should definitely allow taller building.
806	I am concerned that the term desirable character-defining elements is nebulous. I would prefer stronger verbiage. In fact, I would omit the word desirable.
813	I guess I see that it COULD help but am not convinced it WILL help? Where is it shown? Who gets to see it? Is the goal to stay under a total City of Plano DUA? Meaning there can be pockets of "neighborhoods" that don't follow the "Desirable Character Defining Elements" or "DUA number" for a "Neighborhood" as long as other pockets bring that number down for the city as a whole? Will density and Desirable Character Defining Elements be considered at SE Corner of Custer and Legacy for example? A corner that was zoned MF-3 40 years ago and now catching all surrounding homeowners completely off guard? Where will actual DUA numbers be shown on the map? Where are they shown now? Example: Current DUA vs proposed DUA if current zoning for undeveloped property was eventually completed as zoned. It would be nice for residents to be able to select border streets (example Custer to the E, Independence to the W, Legacy to the N and Spring Creek to the S and see current and proposed DUA in a defined area.
831	Only if the zoning is updated to reflect the intent of the comprehensive plan and only if the Council decides to meet the spirit of the comp plan when reviewing potential developments.
835	I hope. There are undeveloped areas already zoned for multi-family, so surrounding area remains largely uninformed of intent to sell and build.
838	Only time and who is elected will prove this
887	No new apartments
897	I understand that the City of Plano and the P&Z commission will "manage growth, density, and redevelopment" with this plan. But will they manage it optimally? I can't say.
921	We don't need an urban center, we are a suburban community.
953	Maybe it will and maybe it won't. It all depends on how the staff uses it. The Plan is complex and detailed.
985	Seems like 120 units per acre is very high. I didn't see green space in the areas where such high density is planned. Perhaps it's there, and I didn't see it.
992	Doesn't address the link our zoning has to federal regulations via HUD, which our city leaders sold us out to in 2015/2016. Done deal.
997	Albeit the guidance is good, whether P & Z and Council follow it is to be determined. We were slammed with the Walmart at Park and Preston in the old Tollway Overlay Guidelines.. of which Walmart did not comply. That area was supposed to be like Shops at Legacy or Sakowitz Village in Dallas. We were told by P & Z and then Council and the then sitting mayor that the areas INSIDE Walmart sufficed for different shops and the porto cache for the drive-through pharmacy (of which there is none, just an awning with a solid wall) sufficed for walk around shopping. The guidance can be ignored now as easily as it was ignored then.
1064	Guidance does not equal management. Not sure how guidance manages anything.
1066	Somehow, in this 136 page document I think over time it will become overcomplicated and developers will have their way with the city and wedge in multi family overdevelopment and this plan will be null and void.
1100	I have concerns that the root of these decisions are aimed to keep low income housing unavailable
1102	Redevelopment is positive, but no new multi-family projects.
1110	It seems like it will help spell out expectations so they can be better managed. Unconvinced it was necessary.

DISAGREE (Q6)

85 Responses | 9.92% of Total Responses

ID#	PLEASE EXPLAIN...
NA	39 respondents chose not to explain why they selected 'Disagree'
83	Stop increases in business and increase watchdog on current road work. 15 people sitting around a road repair is unacceptable
238	I would prefer slightly more density, as well as more flexibility in zoning. As it is, houses in neighborhoods are generally too far from even neighborhood corners, let alone community corners, and so EVERYTHING requires car travel.
258	All building heights should be limited to 2 stories, density single family home and redevelopment only in areas current developed.
274	population density is too high already.
292	This looks to be a way to hide high density housing growth in Plano's plan.
297	Density is already an issue in a lot of areas
313	The politicians will continue to be bought and sold by large developers who only understand money and power. NO more apartment complexes - we are looking more and more like Oak Cliff every day.

DISAGREE (Q6 - CONT'D)

85 Responses | 9.92% of Total Responses

ID#	PLEASE EXPLAIN...
338	Plano was a beautiful suburban area now it has become way too overpopulated and urban.
357	I don't feel that density is being well managed, in the last five years or for the future.
381	Many of these restrictions were already available and set (i.e. density and building heights). What isn't clear is how these have changed from the Plano Tomorrow plan vs. Comprehensive plan from the 1980s vs this plan. Does the current plan allow for more density in areas that were previously lower density? The consolidation of different zones also makes this confusing. My fear is that some of these changed and might degrade the diffusion between lower density and higher density areas.
418	I think it will make Plano much harder to buy housing in.
465	There is no distinction between single family housing and apartment complexes.
493	Water resources are not adequate to support the growth.
511	It appears Plano makes exceptions to overdevelop and ignore its own rules fairly routinely.
542	It is unclear what growth requirements are essential. Is high-density residential development necessary? Has the commission considered traffic implications and challenges? From my experience, it is advisable to consider that when a city becomes too congested, traffic and crime increase. It is typically better to build in areas that are less congested. This helps to manage growth. Because there is no statistical data, to support the need for high-density housing I disagree that there was "additional guidance on density" in the presentation. When there is a lack of evidence, it is better to maintain the status quo.
550	Merely being concerned with numbers will never make Plano a draw for engaged citizens. Planners need to consider the community aspect for how citizens gather, live, work, and play within their community. Safe neighborhoods are created when spaces are created for citizens to gather together. Instead of just cramming in a whole bunch of bodies so you can get more money from a developer, you should be thinking about design of the development. Have any of heard about Ian McHarg?
551	Just because there is space doesn't mean you need to add apartments/shopping. We have enough of both. Enjoy the open space as it is!
563	The fight in the past over density doesn't help me believe that a reasonable comprehensive plan can be adopted unless there is a more reasonable approach to the location of apartments and low income government subsidized housing. Neither of these are bad or wrong, in my opinion. They help a community when they're in the right location.
574	The elephant in the room is still not being addressed: there is very little affordable housing for the lower and middle income individuals that Plano expects to be readily available to clean their homes, work in grocery stores, serve them in restaurants, etc. Also affected by the lack of affordable housing are college students and people needing to change careers because of the pandemic. A large percentage of Plano residents fall into the NIMBY category.
580	All I see is this plan limiting growth, not helping it.
584	Again, I'm being negative on this survey. Developers are going to come in here, promise the Sun Moon and Stars, and leave us with apartments. Why do they have to lie and deceive us?
585	Long term residents are going to suffer with these new plans...we are going to end up with far more expensive business and residential areas that will push out the culture that brought people here these last 10 years.
593	We do not want to be a city of apartment buildings....we have too many already with more on the drawing board
622	This is an underhanded jumble of mess to coverup the real intent to stay on track with high density development!
640	See question 5
661	Actually, if it does manage growth, that will be to the detriment of our fine city. We should be forward thinking, not retreating to the past. This Land Use Map also robs landowners of their rights.
673	Concern with traffic and imbalance of school children across the district from high density rental areas.
687	I am not a statistician and I realize the counsel has a lot more experience with the topic. I am just concerned that the formulas for deciding percentage of acreage used does not place enough importance on the environmental cost of population growth.
693	We don't need more shopping or apartments. Need property tax single family homes. Property taxes are sky high due to PISD
754	ALLOWING MEGA-STORES TO POPULATE STREET CORNERS ONLY ADDS TO LOOSE TRASH, TRAFFIC, AND NOISE POLLUTION. TAKE A LOOK AT OTHER COUNTRIES. WHAT DO YOU SEE? NEIGHBORHOODS MIXED IN WITHIN RETAIL SO IT IS JUST A SIMPLE WALK TO THE STORE OR RESTAURANT INSTEAD OF HAVING TO LOAD UP THE SUV JUST FOR A SHORT TRIP TO IHOP.
757	Again, the numbers are arbitrary and are in many cases inconsistent with existing land use and zoning.
759	We need less apartments and more single family homes in redeveloped areas.
760	If you are a professional developer or city employee, it will work for you. I thought one of the reasons the Comprehensive Plan was being reviewed and updated this time, was to make it more transparent for the average citizen. The average citizen knows next to nothing about land use principles to keep a city vibrant with healthy growth/development and redevelopment. With this plan, we will have a very complicated plan that most average people will throw up their hands with frustration and confusion. This plan is like a highschool plan created by people who think they have all the answers and do not understand the repercussions of each part of the plan. Maybe they do! Maybe it is just a great plan to keep development and redevelopment away and push it to cities north of Plano!
763	The additional guidance is too vague. While providing general information, specifically looking at the Park & Preston area, there is ambiguity that is concerning.

DISAGREE (Q6 - CONT'D)

85 Responses | 9.92% of Total Responses

ID#	PLEASE EXPLAIN...
764	Planning Dept and Commission completely ignore guidelines.
766	Again, way too little in the way of green spaces. Nice to see that building heights may be limited in the future but with so little space left in Plano, the damage has already been done. We already have so many 4 and 5 story apartment buildings already in place.
780	It's becoming too crowded and the property taxes are ridiculously high
791	For example 3 out of 4 corners at Independence and Parker can all have apts. which can be 3 stories and a density of 22 DUA...and based on photos of similar already in Plano they could look like the Heritage apts on Plano Parkway. Independence and Parker are not equipped for the traffic that those could bring to that corner and if you remove all that retail from those corners everyone in all the surrounding neighborhoods are going to be driving further to shop and the traffic will be a nightmare. There is no reason that all 3 of these corners should be planned that way. We can barely get out of the neighborhoods in the northwest area of those corners.
814	Too much high density housing will have a serious impact on schools, traffic and quality of life for all of us in Plano
842	Again. Too much, too tall. More isn't better. We can't keep up now.
898	PTP was fine as it was. Too much micromanaging will hurt redevelopment options.
915	You're 30 years too late
916	My only concern is leaving out true affordable housing. My husband is a pharmacy tech and I'm a teacher and we can barely afford a place in Bel Air Oaks. We don't even try to go to the nicer complexes because they are too expensive for too old apartments.
945	It's not spelled out enough, it needs more fine tuning
1026	The guidance is vague. For example Expressway Corridors can have buildings up to 20 stories tall and be right across a 4 lane street from single family residences and yet there are no rules on height restrictions within so many feet of single family residences.
1048	In certain cases, the additional guidance appropriately manages growth, density and redevelopment, but in others the guidance hinders forward-thinking redevelopment into viable mixed-use centers and could lead to a devaluation of certain properties and subsequently devalue surrounding properties. The benefits of mixed use and walkability versus low density, surface-parked developments are widely recognized among planning professionals today, and the comprehensive plan should more openly embrace and encourage such development.

STRONGLY DISAGREE (Q6)

57 Responses | 6.67% of Total Responses

ID#	PLEASE EXPLAIN...
NA	13 respondents chose not to explain why they selected 'Strongly Disagree'
16	Plano is already too big and the planning was poor.
103	It is helpful to the common person. But the plan is terrible. See Question 7.
120	We don't need any more high density housing.
122	Those who trust in the plan's development "guidance" underestimate the ease of investors being granted an exception
123	You are putting lipstick on a pig, the pig being more and more apartments.
133	No more apartments or mixed use areas
141	The decisions being made are not being thought out properly, they are rushed and ultimately the board caves to a savvy if not tricky developer that misrepresents the final product to the board and due to the board's hasty decision making process the developers get what they want, the board is left explaining their obvious mistake and the development is built and the developers are gone and the citizens of Plano are left with the fallout of the board's poor decision
170	Plano has a population density per square mile greater than Dallas. Every open space is being used to create more density. Crime is at its worst, not because we don't have an incredible police department but because we are becoming too big, too fast.
199	Too much construction there is no consideration for environment.
212	No, not in the direction the plan seems to be going. It will change the character of Plano completely, making far more urban and less suburban. As I look more closely at the site, future plans scare me and are offensive.
232	remove the corrupt cops/managers from the city admin
234	Plano has way too many multi family housing projects. Much prefer single-family homes in Plano. People who rent do not care as much about their community as people who own a home.
262	It appears our public officials have not been able to maintain dashboard criteria thus far. Poor performance. What's different now?
298	What guidance from whom are you referring to?
326	Moving the goal posts and calling it 'additional guidance' is extremely deceptive.

STRONGLY DISAGREE (Q6 - CONT'D)

57 Responses | 6.67% of Total Responses

ID#	PLEASE EXPLAIN...
345	I disagree because I cannot read the map clearly to make an informed decision.
349	No more new development. Work on renewing only.
413	Need to have area for industrial use
419	Guidance? How about we keep it simple - Let's not allow the construction of any additional, what U call "High Density", apartment/office complexes in Plano. We have enough! Want more traffic? We don't! And, who is the genius that thinks it's OK for bicycles to USE THE FULL LANE of a vehicle roadway??? Bicycles, and bike paths, do NOT belong in a roadway that's designed for motorized vehicles! Cars, trucks and bicycle don't mix! What about this does the City of Plano not understand? And another thing - longer green lights mean longer RED lights for everyone else at the intersection!! So, don't tell me that longer green lights can ease traffic because they don't.
431	There will always be attempts to obtain exemptions or to modify by developers.
482	No high density apartments need to be built in our city. Most of our schools in 75093 do not have the occupancy capacity to handle more student enrollment. Also, our streets are unable to handle the current traffic flow at peak times, abs high density housing will cause additional transportation issues. Last, over time, we could potentially have issues such as section 8 housing next to very high priced homes which could adversely effect home values.
496	I don't see who this is meant to appease. The development is too dramatic for the anti-growth set, and too haphazard for people wanting Plano to be more urban. It's a so-so compromise that only the people who drafted it are going to be in to, and if the anti-growth group fights it again, it'll be repealed again.
508	These restrictions on density will make housing unaffordable for future (and current) Plano residents. We need much looser guidance on density, building heights, and zoning uses. This is a step backwards from the Plano tomorrow plan.
549	if YOU WANT TO KEEP THE QUALITY OF LIFE IN THE HAGERT AGEA OF DEVELOPMENT, THEN TAKE THE APARTMENT OUT. tHE LARGE HIGH DENSEITY RENTAL APARTMENTS. THIS IS ZONED RESIDENTAL. THE NEW PARK IS NOW USED BY THE SINGLE FAMILY HOMES IN THE AREA, THESE PRROPOSED RENTAL APARTMENT WILL OVER RUN THE PARK AND CAUSE A REAL PROBLEM FOR CITY MANAGEMENT. THIS IS ASKING FOR TROUBLE. YOU WILL REGRET THIS IN THE FUTURE OR NEAR FUTURE.
559	Increased Traffic and commute times, pollution from emissions. Increases tax revenue, but increases strain on city infrastructure without solutions.
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOO0000 MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET111 THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!
611	The map does not adequately convey these building types.
615	We are dense already.
624	Low rent apartments attract gangs and will destroy Plano.
832	Strongly caution against additional commercial buildings, apartments and multi-family dwellings- as we have outgrown available space. Schools & roadways are crowded and many folks living in high density urban housing are not paying property taxes and don't financially support the infrastructure in any way. Money earned is sent overseas and lack of community and educational involvement.
854	Way to many apartments. Will drive up traffic and choke the atmosphere we chose Plano for our family and kids.
865	Making more hoops to jump through discourages incremental improvement by making it impossible for anyone without a real estate lawyer on payroll to propose changes.
877	no more development so we can continue to enjoy the quality of life in Plano
885	This all garbage. We don't want more plans that try to convince us we need more apartments. We don't. Stop bringing in housing that we don't have utilities to support. Stop crowding out folks that have been here for years
888	The dashboards appear to be a form of "shadow zoning", which contradicts what a comprehensive plan should be -- a general guide to growth and development. The dashboards will constrain developers and decision makers alike by trying to force development into some pre-determined formula.
889	New guidance will discourage development in Plano. Lower densities so close to the urban center will detract developers from looking at Plano.
913	We do not want to increase density. If anything, older empty shopping centers in central Plano should be knocked down and replaced with new high-end homes or parks. More green space and less retail. We already have way too many empty shopping centers.
966	Once again Plano is NOT listening to their residents. They continue to jam more and more high density growth and high density housing into areas that do NOT want it. You ruined West Plano now you want to bring that high traffic, high density housing to east Plano. So much for listening to your residents. All Plano city employees and elected officials are interested is in kickbacks for developers to line THEIR POCKETS!
1009	More clarity needs to be provided. If you're looking at 50 years then having single family only zoning needs to be revised to allow duplexes at the minimum for home owners that wish to convert their homes. It's wishful thinking to think you can have enough affordable housing especially for young people without having flexible single family zoning. I live two blocks from 18th street which has duplexes and I thought I would be against duplexes but it actually looks good and 18th is able to accommodate more families than other streets that just have only single family homes.

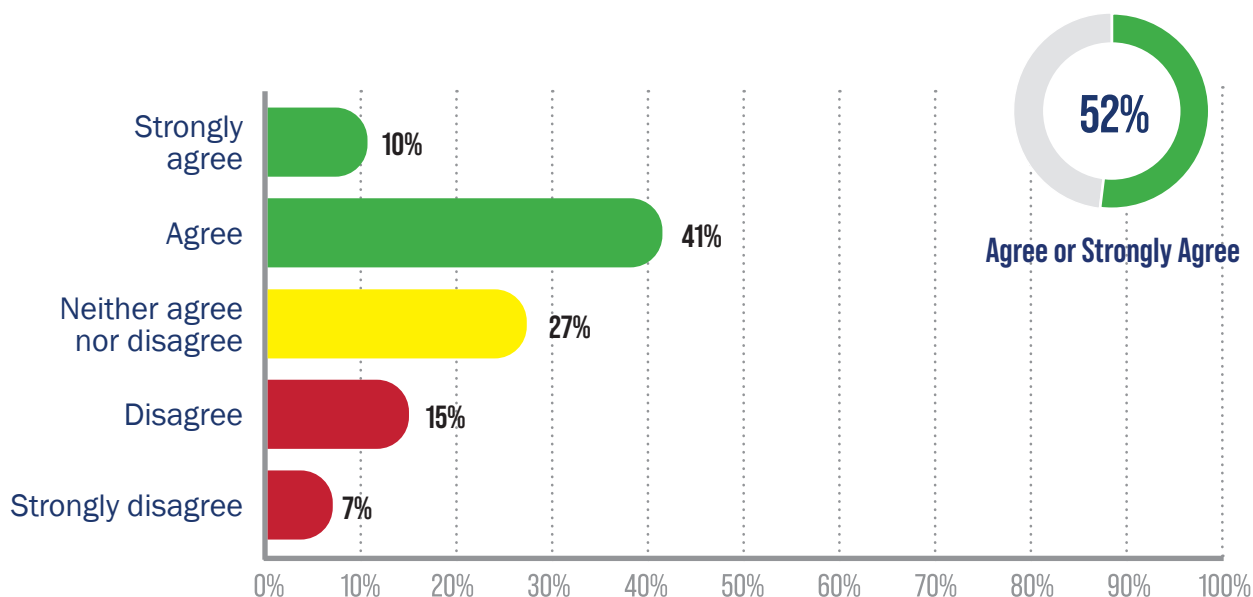
STRONGLY DISAGREE (Q6 - CONT'D)

57 Responses | 6.67% of Total Responses

ID#	PLEASE EXPLAIN...
1088	I would like to see serious statistics with error margins front and center by Multiple analysis and companies (to Avoid Bias) that addresses the pros and Many Cons of increasing apartments in Plano, especially in light of the council's past legal "missteps" in pushing through apartments. Again, who is pushing this addition of multiplying apartments? Do they represent the majority of Plano residents? How? And why is the Plano Impact news advertise single family Homes in other cities? There is a reason. Please be more Creative! Isn't it your job to consider multiple view points? How has this been done? How many residents from diverse backgrounds have actually responded? There are plenty of other ways to increase housing (smaller urban homes, possibly condos).
1092	1-20 stories of multi-family housing is ridiculous for anywhere in Plano. Tenement halls won't be "good" for anyone except developers and corrupt politicians. The zoning that was set in the past was set for a reason. Leave it as is.
1096	Again, no metrics on density. So a home in Plano can be expanded to have 20 people living there?
1101	While adding clarifications could improve growth, these are simply guidances. Additionally, the plan itself states the guidances and map may not be followed if a sufficient case can be made. What determines a sufficient case? Since this question is not answered, I cannot see the positive outcome of adding new guidances.
1103	I hate that Plano seems to be taking an anti-growth, anti-density, car-centric stance for our 30-year future. We need more density, more green space, and more walkability!

QUESTION 7

The Future Land Use Map and Dashboards appropriately describe how Plano should develop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	10.40%	89
Agree	41.12%	352
Neither agree nor disagree	26.99%	231
Disagree	14.72%	126
Strongly disagree	6.78%	58
Answered		856
Skipped		258

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 182 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q7)

89 Responses | 10.40%% of Total Responses

ID#	PLEASE EXPLAIN...
NA	82 respondents chose not to explain why they selected 'Strongly Agree'
58	Why does zoning need to be changed?
235	Forward thinking to 2050 is crucial to Plan's long term residents.
306	This provides great direction.
330	It should be a clear draft
848	Well thought out plan
926	Dashboard indicate what is possible and should tend to limit fear caused by unfounded speculation.
1031	If we can stay within the boundaries of the plan the city will retain its current and very attractive land usage. But I'm anxious because the population keeps growing and demands can change as time goes by.

AGREE (Q7)

352 Responses | 41.12% of Total Responses

ID#	PLEASE EXPLAIN...
NA	330 respondents chose not to explain why they selected 'Agree'
26	Somewhat clear guidance by categorizing neighborhood, community, suburban activities can be placed.
99	New development should focus on improved transportation (beyond single-person cars) and increased density, while preserving land for natural and recreational purposes.
100	Agree but each area requires flexibility
294	I agree
333	Though it does show the Committee's plan, I do fear that less emphasis on higher density and more walkable environments will simply put Plano into the same problem it is experiencing today. This plan, though it does clearly show the current administration's plans does not prove to be forward thinking enough. There is no more land to develop after this. Single family homes are going to drive taxes up in order to compensate the stagnate population with rising costs instead of having denser housing to keep taxes the same but bring in more revenue for the city. I see this plan severely changing in the next decade to approach this, but I do not see the current City Council nor the various Committees dedicating time to this Plan be forward thinking enough to solve this issue.
350	That's what the video said
381	I agree with the plan in general about the future land use of Plano. My only frustration is why this wasn't done sooner. Much of the land in Plano has already been developed or has already been zoned. My concern is that this plan won't be applied retroactively, so areas like Beacon Square are going to have a bunch of cheaply built, overpriced "live-work units" that detract from the corporate and high quality feel of Plano.
409	Agree but remains to be seen if developers will be able to skirt proposed land use designations or other restrictions with exemptions, etc.
444	Not much difference from existing conditions.
445	Color coded and labeled
510	They should be beneficial unless the City P&Z group continues to grant zoning change request like they have been doing with limited consideration for immediate neighbors impacts.
527	Regarding Guiding Principle 3, for example, the traditional neighborhood form may not work. Inclusion and equity are usually not best served by this form.
584	It looks good to me.
636	I like the land use maps but I am still unsure of where apartments are zoned for. I do not want apartments snuck in on pieces of land that would make good businesses or parks.
648	It's tough to project what the needs will be 30 years in the future. And even harder to know how things will be financed. Our "eyes should not be bigger than our stomachs". In other words, don't spend what you don't have and begin to save. The baby boomers and their money will be gone in 30 years. In case you haven't noticed, there are no high paying jobs anymore. And society is turning communistic.
656	Do NOT develop every inch of land in Plano. Residents need open space more than more stores. Buy, buy, buy is NOT my motto.
746	I'm still concerned about growth of traffic and lack of parking in Plano with such large increases in residential units. Also concerned about affordability of new housing.
764	Only if it is adhered to. Exceptions defeat the cornerstone of the plan. If we have a plan, we should follow it.
778	You can tell how much thought has been put into this, and it makes me optimistic for the future of the town.

AGREE (Q7 - CONT'D)

352 Responses | 41.12% of Total Responses

ID#	PLEASE EXPLAIN...
785	Great initial attempt but as stated, is a living document. Initial introduction to this data makes sense on what I observe is currently being developed and would make sense in the future. May disagree with some of the DUA limits; however, that is without knowledge of discussions going into it.
997	If the guidance is followed.
1110	it does a good job of laying it out the best we can predict today and balancing direction vs flexibility.

NEITHER AGREE NOR DISAGREE (Q7)

231 Responses | 26.99% of Total Responses

ID#	PLEASE EXPLAIN...
NA	188 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
8	Matter of opinion
65	This is one plan that fits a certain group of people. In ten years, we will have a very different politics.
122	A lot can be labeled as appropriate development, but we are in unknown territory after so many small businesses closed. To be determined.
124	I would like to see more transit center proposals to increase public transportation access. I would also argue that we do not need allowance for more large (3000+ sq feet), as many who have lived in Plano for years (myself included) cannot afford this, and it uses up a large amount of space for a small number of residents.
210	Who will enforce the "Plan" for Plano?
227	See my previous comments.
262	Plan was put into place. Plan did not take place. Reversion back to 1986 plan? Crazy! Poor planning, poor commitment, horrible performance. Decisions should be made by people living in the middle of area that is forced to live through it
270	i could not derive any future development or specific future development ideas or philosophy from this. However, i am not familiar with the starting point. As well as Plano has done, it to me has always been a developers dream, so density concerns and green areas a secondary goal. I hope all of this takes that to a better level for Plano.
292	"Should" is appropriate. "Describe accurately" is not.
313	The "map and guiding principles" will be quickly discarded by the left all in the name of "inclusivity".
379	This aspect did not come out very clearly
385	"N" and "NC". I'm not entirely sure what that means. It's not clear without digging deeper.
389	It sets the guidelines; it does not enforce the guidelines. I want all great ideas to be considered whether or not it meets the future land use map.
466	Again, lots of data but what will cause the change to happen? How will developers buy into the plan? What incentives will be offered to entice them to work in Plano as opposed to the cities to the north of Plano?
487	Again, not enough information.
490	Can't tell
509	Future development should be based on present and future needs and re-evaluating at least every 5 years if not more frequently.
542	The report does not establish statistical numbers to support the zoning changes. Predictions, analysis, and statistical studies that reasonably support the need for growth would be helpful. As such, it is unclear that Plano "should" develop in the manner because there is no presentation to support "should" in this statement.
547	Worried about Collin Creek! Did they stop working on it?
563	This too global a statement for me to agree with.
628	Very focused on business development, but not terribly granular for residential development.
678	We live near Park & Preston and are not sure we agree with the Suburban Activity Center development proposed.
683	My response to this is the same as my response to #5.
693	We are losing too much green area. I'm wanting to move seeing this
727	Don't understand what has changed from a proposed zoning perspective using the map
743	Difficult to assess but Plano's expansion plans must not stress the city resources. It is hard to make that determination from the dashboards as population growth doesn't seem to be included as one of the factors

NEITHER AGREE NOR DISAGREE (Q7 - CONT'D)

231 Responses | 26.99% of Total Responses

ID#	PLEASE EXPLAIN...
770	It's been my experience that while you share this information, the developers have more influence over you than the residence. Just look at how many variances are given to plans being changed from what was initially agreed upon.
802	Single family homes up to 10 units per acre is TOO DENSE. Should limit to 4 per acre.
831	This is a hard question to answer because there are so many different categories
835	I think so. But not sure.
887	No new apartments
928	No more apartments.
932	Most is good, but see my comments in 6 on the multifamily development.
940	I like what has been done and proposed, but to say how Plano should develop in the future is beyond my knowledge.
944	we do not need any more density, we need safety for or family and neighbors.
992	It all looks very pretty, however our local voices don't really matter since the federal govt. via HUD has a big say in how any housing development is done.
1003	The dashboards do not clearly indicated intensity or density, only the general location of development.
1045	I am concerned with the aging commercial centers and the lack of affordable housing, especially for seniors. I hope this plan gives enough leeway for creative solutions to Plano's excessive retail areas.
1048	In certain cases, we do agree that the Future Land Use Map appropriately describes how Plano should develop in the future. However, there are certain instances in which we question the Plan's approach for future development, generally within those designations that fall on the scale between neighborhood/ purely residential and urban zoning designations. For example, we believe that limitations placed on density and permitted mixed-uses in the Suburban Activity Center designation hinder the ability for these centers to achieve the Plan's priority for "activated open space... and walkable streetscapes internal to the development," as explicitly defined for this land use category. It is not possible to achieve walkability without density. Numerous examples of this principle exist throughout the region and beyond.
1081	I have not lived in Plano long enough to have a sense for wise trajectories for Plano's future growth.
1102	Make sure commercial side of multi-use develops at same time as residential.
1113	I do not feel I've had enough time to review what this means. I only found out about this survey this evening.
1114	Most of it looks good, but no more apartments please.

DISAGREE (Q7)

126 Responses | 14.72% of Total Responses

ID#	PLEASE EXPLAIN...
NA	57 respondents chose not to explain why they selected 'Disagree'
33	TOO CROWD!!
83	To congested now. Slow down growth and ensure utilities can handle existing demand.
85	We need a real plan.
119	I live in Shepherds Glen at park and Preston. I see a 5 story apartment building when I sit outside on my patio. I do not want the park and Preston to be part of the suburban activity land designation. I saw that there was a qualification for park and Preston related to being 400 ft from single family housing, etc, but I still believe the density outlined is too high. It needs to be lowered more. I want apartments limited more. We already have so many in this area.
133	Please think of homeowners, We do NOT need more high density housing. The people there use a disproportionate amount of city service.
185	Fewer apartments, more open space, no more retail, no more employment
228	Our view is that there should be no further development other than business and single family detached residences. Developers want to jam as much as possible in remaining areas stressing our infrastructure and schools.
238	See my last answer. The plan as-is caps growth and focuses on preserving the existing tax base to the exclusion of an expanded future tax base.
239	The Collin Creek and Heritage Creekside Urban activity centers are too close together and will make that area too crowded. I also don't think the existing roads can handle that density
243	Needs more Open Space networks
258	It is taking Plano in the wrong direction
274	need more single family homes...the suburban piece of the puzzle. there is too much business / apartment.

DISAGREE (Q7 - CONT'D)

126 Responses | 14.72% of Total Responses

ID#	PLEASE EXPLAIN...
312	There are lots of definitions, but I don't see the guidance or plan. Start with the plan, then detail the definitions
336	Much too vague and this speaker is not good. He comes across as aggressive and not trustworthy, I'm sure he's intelligent and a nice person but that's not translating
357	I'm not sure who decided how Plano SHOULD develop.
408	We need more green spaces
420	Plano now has an over abundance of multi-high rise apartment. Would like to see more single family development.
431	If a developer wants to build a high density apartments, what is to stop him from doing so if it falls within the ok category? Why do we even need more apartments in Plano?
454	The Future Land use map does not incorporate emergency facilities. The Future Land use does not touch upon utilities such as power, water, schools, communication, and EMS. The Future Land use does not include any temporary shelters from high wind events, or other emergency temporary (less than 1 day) sheltering.
457	We need more affordable housing here.
462	Dont appropriately tells me anything.
465	Plano is saturated. We do not need more apartments/ communal living.
483	I disagree with the stark zoning differences that concentrate essential economic activity only to specific areas, causing traffic and stagnating the more residential areas.
496	it implies there will be demand to grow in these ways, but doesn't seem to be handle the actual market value growth areas, if they exist outside the bounds of this map. This will also do nothing about residents concerns about traffic since it is so haphazard or about transportation alternatives, since it's based on existing road systems, which aren't very friendly to driving-alternatives.
499	More density means more traffic, more crowds, and a lower quality of life for homeowners in Plano. As someone that grew up here and eventually decided to settle down here, Plano has done a great job of evolving, but it's definitely over indexed towards high density, which has led to a decline in community and public services.
505	I think some of the new land use cases are inappropriate for the existing character of neighborhoods
511	Too many high density plans. Plano PD will not be able to keep up with the increase. This is not why people invest in homes and businesses in Plano. Our quality of life will decline.
512	No data is provided as to what are the benefits what is the buildout population range for this plan?
550	All the plan does is try to justify how to squeeze as many people as you can on small parcels of land which are left for development instead of overall community planning.
551	Fix existing infrastructure instead of focusing on new stuff.
570	BOTTOM LINE - The City needs to make housing affordable for everybody who works here, including the people of color, ethnicity and lower education that make up the backbone of the City's service industry. If that means more apartments ("multi-family dwellings") so be it.
574	The older, Caucasian residents want Plano to continue to be the quiet little suburb it used to be, but with all the nice restaurants and retail that has developed over the last 20 years. And they don't want housing that the workers in those establishments can afford. And, by the way, my husband and I are Caucasian, college graduates who have lived in the same house in Plano for 45 years and raised our 4 children here.
611	There are issues with the accuracy and scope of the map.
622	It's a bunch of mumbo jumbo
637	I feel like the current plan is a step between the status quo and more visionary plan that focusses on neighborhood diversity and local amenities. I would love to see a plan that puts a greater emphasis on being able to shop and work within walking, biking, or public transit of your home. Ideally, children, the elderly, the disabled, and those without cars should be able to navigate their city and go to school, the library, shops, and other local amenities. I'd also like to see a little more 'middle housing' and multifamily encouraged to keep housing prices affordable for young families, college students, and low-income individuals.
640	Maybe to a point but really, isn't Plano out of land to develop or are you going to start squeezing CBD and Sara secret stores in wherever they can fit? Also, why do we need like 10 walmarts? They all sell the same cheap crap and most of the time I have to order online because the stores don't sell anything unique.
643	Items #1 and #4 for Neighborhood zones appear to be in conflict with each other: 1. Preserving neighborhood character and quality of life 4. Variety of housing heights, sizes, and types How do you square that circle?
671	Too, too, too dense already.
687	I am not a statistician and I realize the counsel has a lot more experience with the topic. I am just concerned that the formulas for deciding percentage of acreage used does not place enough importance on the environmental cost of population growth.
720	Already have too many densely populated apartments and seems plans for more without plans for proper water, schools, roads to support, not to mention maintaining these properties to a level to have quality 10-20 yrs

DISAGREE (Q7 - CONT'D)

126 Responses | 14.72% of Total Responses

ID#	PLEASE EXPLAIN...
754	PLANO IS BASICALLY IN MAINTENANCE MODE NOW. WE CANT EXPAND NORTHWARD, WESTWARD, OR EAST. WE NEED TO LOOK AT PUTTING IN WHAT IS BEST IN THE LIMITED SIZE WE HAVE NOW.
757	The comprehensive plan land use maps should not use property lines and zoning boundaries for illustrating future land use. It is too constraining and becomes pre-zoning. In general, the plan limits the imagination and judgement required for sustainable growth.
763	Lacking specificity, this is hard to say. Take Park & Preston. This is located in one of the most affluent areas of Plano. Specificity is important for homeowners in this area to understand the impact.
766	Again, where is the green space. There is so little of it. I appreciate the work that went into this document. I'm sure it is just me, but this has to be one of the most confusing documents I've ever read. Really difficult to try and analyze exactly how in the end all of this data presented is really going to affect Plano's future.
783	Increase housing density!
791	See above. I do like some of it..but, I am just not in favor of all these additional apts. on Community Corners or the density allowed on the Suburban Corners even with the lower density for Park and Preson it is still too high density for me and I do not think Plano needs this much multifamily housing. I moved here for neighborhoods and not apts. where we lived in Dallas.
799	Not to repeat myself but we need to focus much more on mixed zoning and far less on single family. We only have so much space and need to plan accordingly. Also population stagnation is a serious concern.
800	I don't see much change from status quo
808	There is still much too much consideration/weight given to Multi-family housing, the character of which destroys Plano's suburban lifestyle and safety of its citizens.
813	The word "should" might be the wrong choice of word in this question. It might show P&Z but it doesn't show me (resident) what I really want to see. Multifamily needs to be broken out within Neighborhood in name and color code. OR Multifamily could be shown differently on the map. OR a "neighborhood" section that has MF that puts DUA over a certain number could be called something different than "neighborhood". Using the word "Neighborhood" does not point out strongly enough where there will be MF mixed in. Including MF in "Neighborhood" allows apartments to be snuck in under the radar. Apartments should be BOLDLY shown on the map. There are already apartments at SW Corner of Custer and Legacy. ADDING 360 more units on the 17 acres of the SE Corner seems it would change Custer and Legacy area from traditional "Neighborhood" to something else (in my opinion). Avalon, Legends and Villas apartments (off Legacy close to 75) are all considered "Neighborhood" on the map? Seems that grouping of apartments would be part of the Expressway Corridor.
814	Too much high density housing
816	See my answer to guiding principles above.
833	Far too much neighborhood, not enough mixed use or green space. Way, way, way too much SFH.
838	Still too many apartments Plano needs no future apartments No details on refurbishing areas
842	Plano should not be seeking to increase its population by increasing building of residential of any kind especially over 2 stories.
890	I would personally like to see a little more open space.
897	A developer will just pitch projects that fit within these rules and not bother as much with market research.
916	We need to do urban development mixed us more so than suburban. We need walkable sidewalks and more public transportation. We need affordable housing in apartments that aren't like the ones I'm living in currently.
921	We do not need an urban center, we are a suburban community.
933	Not enough detail on the "what", "when" and "how", but it is pretty. Must have hired a consultant.
945	It's not spelled out enough, it needs more fine tuning
982	Too much density. I want Plano to be suburban. No more apartments!
1000	Needs more detail regarding the impacted areas
1056	Again, artful wording about "neighborhood corners" and "community corners," coupled with a priori inclusion of apartment complexes in the standard "neighborhood" category is unhelpful and disingenuous.
1064	Too limited of a view. Show that principle 1 being interpreted as suburban character being only defined as single family homes and not all of the other things that makes plano great.
1066	it's a plan.. we'll see.
1073	There is a high-density development planned and approved at the SE corner of Legacy and Custer, this is shown on the future land use map as neighborhoods. Either the map is incorrect or the development has correctly been cancelled as inappropriate to the neighborhood.
1080	Do not expand the Downtown Historic District . They continue to ruin the value of properties because you can't demolish small houses with big lots that are in complete disrepair.
1093	".....appropriately describe how Plano COULD develop in the future."

STRONGLY DISAGREE (Q7)

58 Responses | 6.78% of Total Responses

ID#	PLEASE EXPLAIN...
NA	17 respondents chose not to explain why they selected 'Strongly Disagree'
16	Plano doesn't need more people here.
36	Too high percentage potential for multifamily. There too many multifamily in Plano already. We as a community need to stop these developments to continue the suburban feel that has made Plano great.
70	Plano has too many multifamily buildings now. Increasing that percentage is a grave mistake. You only have to look at Legacy West, which has great shops, to see that the apartment buldings there detract from the area's desirability and require much time from the Plano Police Dept.
86	No more high density urban areas.
103	This is awful. It places an emphasis on suburban- low density development which has been an unmitigated disaster across the entire country. It contributes to environmental destruction via climate change and resource depletion. The way forward should be densifying the city in certain areas to become less auto dependent and also have a higher taxable value per acre (and therefore lower tax rates) then what is currently being proposed. It is going to stop growth and freeze Plano in the outdated development model of post World War 2 USA. It is any unmitigated disaster.
123	More lipstick on the pig (apartments)
141	They are not being used as they are portrayed, they are merely there as a smokescreen and decisions are made outside of the plans.
199	Keep it like suburban don't make it another NY.
212	Plano will no loner be suburban, but urban.
231	Too many apartments/multiple housing
232	remove the corrupt cops/managers from the city admin
249	Plano needs more open spaces for parks and trails. One of the reasons I moved to, and eventually bought property in, Plano is becuase of the parks and trails systems. We need more of that to make Plano a place where people will want to live and less building more housing. We have enough housing to accommodate everyone.
298	I do not think the previous zoning of 2 stories, setback and low density objectives should or need to change. Keep Plano, Plano
326	Once you get past the marketing categories that are really code words for more high-density development, it is clear that this latest attempt to change the rules is a thoroughly inappropriate vision for our city.
345	I disagree because I cannot read the map clearly to make an informed decision.
419	Say goodbye t green spaces!!!
508	This plan unreasonably favors low-density, detached, single family homes. Plano should be looking at abolishing single family home zoning, not doubling down and basically barring most future development.
549	WHAT PART DONT YOU GET. WE DO NOT WANT APARTMENT IN THIS AREA. 20 YEARS AND THE AREA WILL BE RIUN DOWN. tHANKS ALOT. THESE LARGE APARTMENT WILL BRING CRIME IN TO THE AREA. AND WHAT ABOUT THE WATER WE ARE STILL UNDER RESTRICTION WHERE WILL YOU GET THE WATER? THER IS A SHORTAGE RIGHT? WHAT ABOUT THE SCHOOLS? POLICE FIRE WHO PAYS? we DO WE BUILT THE SCHOOL ECT. HOW WHAT A FUTURE YOU HAVE PLANNED FOR US no no no
564	Again hard to read. I see no plan changes. I suggest oh hover changes from one year to the next based on what category you want to track.
586	There's too much to digest; the colors on the map are close to the same making it harder to decipher; just too much to read.
594	Too many apartments and not enough budget options.
615	I plan on moving, especially under past leadership and City of Plano employees (LaRosilrie who is a pro-BLM person, BLM is a terrorist org) and current leadership.
618	Stop with the high density multi family and high-rise buildings already!!!
661	If this is followed our stagnant 4 corner retail situations will only get worse. The market should be a part of what development is done, not just the loudest people.
669	Despite the additional guidance offered, there is little logic supporting many of the proposed changes as it relates to changes to retail, commercial and housing stock. We are making changes to regions and neighborhoods at a time when the entirety of all commercial real estate is navigating how to manage in a post-covid world. There will be fundamental changes to the way we work and live over the next 20 years and implementing this plan at this time seems to be a poor idea vs. waiting 3-5 years and evaluating use patterns.
700	I moved here for the neighborhoods of homes not the multi-family living and apartment living. I could have saved my money and stayed in Dallas if I wanted to live in the city and not a suburb.
760	This plan makes it almost impossible to develope and redevelop property in Plano.
854	Clearly shows way too much developer favoring developments and not family developments.
865	In a climate and housing crisis, why is the vast majority of the city single family housing with no walkability?
877	No more development here. The plans for living spaces, traffic, air quality and density are destroying our current and future city needs and comforts.

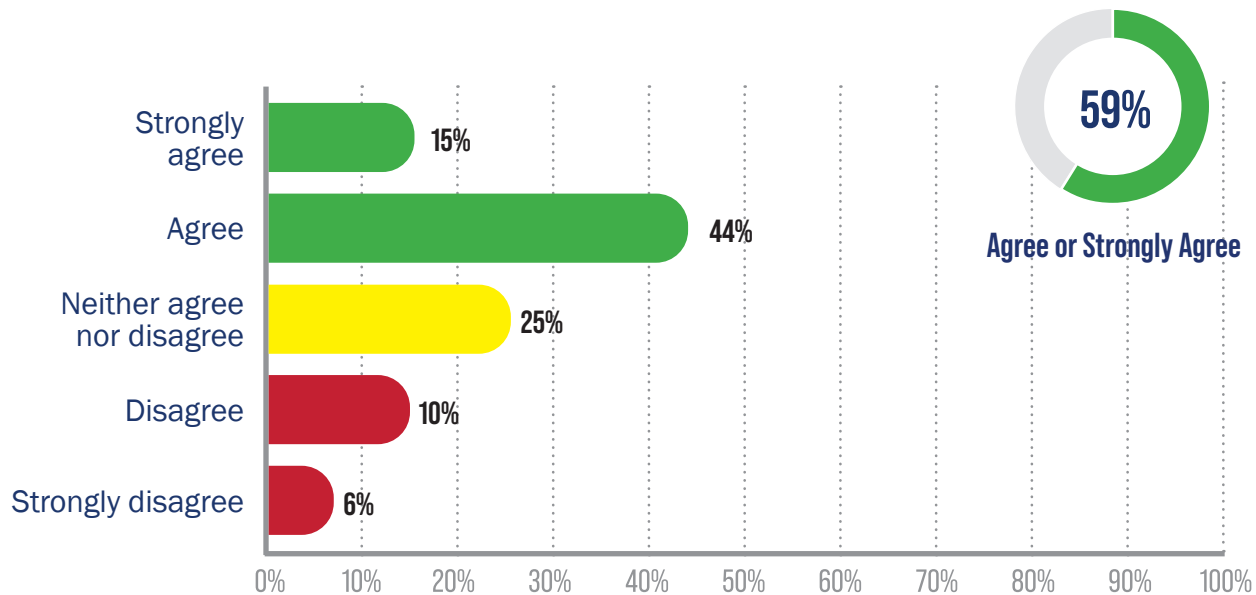
STRONGLY DISAGREE (Q7 - CONT'D)

58 Responses | 6.78% of Total Responses

ID#	PLEASE EXPLAIN...
885	Stop building. Fix what we have
888	It is impossible to fit development into some pre-determined formula, and keep track over time as to the percentages of different types of land use. The map and dashboards do not effectively address organic growth that comes about slowly and possibly one parcel at a time, as will likely happen with the redevelopment of corner shopping centers and aging expressway corridors.
889	Same explanation above. Urban center should be pedestrian friendly and encourage healthier living, with higher densities allowed.
913	We do not want to increase density. If anything, older empty shopping centers in central Plano should be knocked down and replaced with new high-end homes or parks. More green space and less retail. We already have way too many empty shopping centers.
966	Once again Plano is NOT listening to their residents. They continue to jam more and more high density growth and high density housing into areas that do NOT want it. You ruined West Plano now you want to bring that high traffic, high density housing to east Plano. So much for listening to your residents. All Plano city employees and elected officials are interested is in kickbacks for developers to line THEIR POCKETS!
1023	My neighborhood, Clearview, backs up to Central Expressway. We are a diverse neighborhood that includes residents of different races and social economic status. Our houses are perfect for those who are looking to downsize or start a family. Currently the businesses that are across Premier from Clearview are of the appropriate size and categories that compliment and support our neighborhood as well as other neighborhoods near ours. The zoning between Spring Creek Pkwy and Parker should be one that limits the size of the buildings to 2 stories. The Draft Plan violates Guiding Principle 1 - enhancing quality of life in Plano. Zoning that allows up to 20 story buildings directly across the street from our neighborhood will devalue our quality of life as well as our property values. To have the sunrise blocked from view from our homes, to live with the knowledge that any stranger in those buildings can invade our privacy in our own back yards by simply looking out the window does not enhance the quality of life in Plano. Pearson Early Childhood School as well as Clearview Park would be in clear site of any tall buildings. Can the CPRC guarantee that no employee of any business that overlooks the school and park is not a child abductor if this area on the plan remains an EM category? For the safety of our neighborhood children as well as the school children, I hope you think carefully about that question. I for one do not want to live the next 30 years with the stress of worrying about a high rise being built just across the street. Having been a commuter for 34 years, easy access to Central is a strong selling point. To be able to go directly from Premier to the feeder road without having to deal with the traffic on Spring Creek Pkwy or Parker was certainly a selling point for me when I chose to live here. Removing the access points or increased traffic from large number of employees coming and leaving the building will definitely decrease the value of our properties. Designating the area adjacent to Central Expy between Spring Creek Pkwy and Parker as EX is inappropriate so close to homes and schools. Please change the category to an NC even though it is not an actual corner. In all other ways it fits that designation.
1052	Too hard to interpret.
1088	For transparency and true encouragement of Plano resident participation, Please Advertise in Multiple ways, including on new digital platforms, and at bus stops, colleges, schools, and other places, about your online City Committee Meetings! Please be serious about a Deliberate plan, Not the fastest to cash!
1097	Plano is becoming a California City; more traffic and less space. Space, nature and sporting activities is key to thriving city. There are many run down areas and a lot of risks that exist in this city.
1101	I believe a major factor that keeps Plano likable is its suburban character. By increasing high density housing, Plano continues in a transition to becoming an urban city. This premise would decrease the reasons people move to Plano, such as a suburban character.
1103	Not enough density! We are in a housing crisis. Housing is already so far out of reach got so many, we need more multi family, more SF attached.

QUESTION 8

The updated Future Land Use Map and Dashboards are a positive change to the Comprehensive Plan.



ANSWER CHOICES	RESPONSES	
Strongly agree	15.19%	130
Agree	43.69%	374
Neither agree nor disagree	25.23%	216
Disagree	9.81%	84
Strongly disagree	6.07%	52
Answered		856
Skipped		258

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 128 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q8)

130 Responses | 15.19% of Total Responses

ID#	PLEASE EXPLAIN...
NA	122 respondents chose not to explain why they selected 'Strongly Agree'
175	Help built better living
177	Words drafted by city representatives are often difficult to really understand. I rarely trust them as they seem written by politicians who usually have a hidden agenda. I don't trust them and want to see cold hard facts with quantifiable data that I can read and understand.
764	All city employees, boards, and council should adhere the the plan
785	Anything visual that provides additional information and transparency for the public is great. The map is a great quick visual and the dashboards provide additional data if so desired.
926	The process is and must be complex to address complex issues. The dashboard sift facts into understandable outcomes.
973	I like having the planned redevelopment visualized, so that I can see what sorts of development will happen in which parts of Plano.
1031	It is imperative that the community remain aware of the future goals to keep the city growth acceptable to all/
1110	It walks people through the material very well. It makes the Plan more accessible to the public without them having to be familiar. great way for people to start a base understanding because they can review this instead of reading paragraphs - helps bring it to life.

AGREE (Q8)

374 Responses | 43.69% of Total Responses

ID#	PLEASE EXPLAIN...
NA	352 chose not to explain why they selected 'Agree'
65	Any planning is better than none. This shows more work.
100	I agree but I don't want to make it a way to restrict income disparity within areas creating an undiverse element to the area.
122	Shout out to my fellow programmers whether they like this plan or not.
124	I like the areas that address Environmental Quality and Health. I think these are incredibly important to focus attention on in the future.
227	We hope so. but as I have mentioned, we all realize that changes can and probably will be made.
235	Easy to understand - very intuitive!
238	In that it highlights the problems I see, that's good.
294	These are changes at we needed
333	It helps, after all, reading through that let me see the flaws.
337	It will be good to quantify using the metrics rather than have community reactions be anecdotal and emotional.
381	As someone who lives near Park and Preston, it's relieving to hear that more high density residential units won't be built there. I really enjoy the intersection, shops, and restaurants available there and it would hurt the vibe, traffic, and noise there if these were introduced.
431	Yes, it is better but so what?
445	Show future planning
500	provides more clarity / detail / attention related to congestion issues, which is helpful as well as useful when combatting the FUD on nextdoor, facebook, etc
547	Yes it sounds good. However you must follow through with the plans and not let contractors ruin this City! Because they are.
636	The map helps
678	We like the addition of zoning case alerts (although not sure this comment field is where this feedback should go)
746	It's helpful to have a level of transparency about growth.
778	The new plans are necessary because it takes more into consideration the recent events like the snowstorm and the virus and the growing population of the city.
1003	They do provide a roadmap to the future and some transparency about the plans which is an improvement.
1034	Yes - as a resident of Plano, I want to have clear accountability with what is being planned
1045	Dashboards are great.

NEITHER AGREE NOR DISAGREE (Q8)

216 Responses | 25.23% of Total Responses

ID#	PLEASE EXPLAIN...
NA	175 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
8	We'll see
36	The Land Use Map is easier to read. It allows for too much multifamily.
50	Map is slow reacting and very hard to see move/expand and see details
58	What population is this geared to?
67	Use of the site may help folks who are interested, but it may not be clear to some that they exist.
141	If the plans were followed, they could potentially be considered a positive.
262	Politicians make changes that best suit their pockets and re- election opportunity. Decisions must be made by residents that live in mapping area
274	you have 50 years of iron pipes that are going to drive people out of this town. you should probably address / help citizens with that
295	I'm unfamiliar with the previous state, so I can't really say much.
313	It's more fluff without substance - developers will continue to rape our city and the rest of Collin County.
334	It all depends on how the plan is utilized. It may only become a conversation starter between stakeholders.
336	I don't understand it so I can't comment either way
385	Seems like ya'll just had a nice committee to make dress up and distort what is really not being changed.
408	It might be
466	Again, lots of data but what will cause the change to happen? How will developers buy into the plan? What incentives will be offered to entice them to work in Plano as opposed to the cities to the north of Plano?
482	Don't agree with the proposed P&Z changes.
496	having a plan, even if it's vague, is fine.
542	There is no justification for change. Without statistical support, the change is not positive. To be positive, there must be evidence that this change was needed.
584	No opinion on it being a change.
683	I can't give a true opinion on this, as I'm not interested in reading anything in a dashboard format.
687	I don't have enough knowledge of the previous Comprehensive plan to judge that. I am just concerned that the Draft may be looking too much toward economic growth and not enough to population management.
754	NO FORWARD THINKING HERE, JUST THE SAME IN THE BOX MINDSET WE HAVE SEEN FOR THIRTY YEARS.
783	Good, very informative maps! The dashboard is also excellent. That doesn't mean I like all the info they present. The maps help the plan, their content, not as much
787	Minimum standard
813	I'm not sure I find it super useful if I can't click or hover and see current zoning, proposed zoning and DUA on the map.
829	Compared to what?
833	Don't know what the last one looked like so I can't compare.
834	Again, the broad definition of neighborhood concerns me.
838	Only time and who is elected will prove this
842	See above. A mixture of descriptions makes map less comprehensible in subtle shadrs of colors
887	No new apartments
896	Not familiar with Comprehensive plan to compare
921	I don't see where there are limits on multi-family/apartment communities.
931	I don't know what was there already.
945	I prefer to know more of what types of projects are going in the designated areas.
971	I didn't know what was used before, so it's hard to compare
1048	We believe that in many instances this plan is more sophisticated and relevant than the 1986 plan brought back into use. However, we think that in certain cases there exists a level of granularity and limitation that will not allow certain commercial uses to develop adequately to keep up with the City's goal of maintaining its status as a regional leader. Redevelopment and infill development are relatively new but ever-increasing phenomena in Plano. Infill and redevelopment planning inherently requires a more individualized, site-by-site approach that can be unnecessarily impeded by overly prescriptive, broad standards that do not take into account the unique aspects of a particular tract of land.
1052	There is already too much high density housing and empty strip centers.

NEITHER AGREE NOR DISAGREE (Q8 - CONT'D)

216 Responses | 25.23% of Total Responses

ID#	PLEASE EXPLAIN...
1064	The amps and dashboards yes, the contents, not so much.
1066	it's a plan, we'll see.
1080	Again, keep the historic district out of the old town neighborhood .

DISAGREE (Q8)

84 Responses | 9.81% of Total Responses

ID#	PLEASE EXPLAIN...
NA	56 respondents chose not to explain why they selected 'Disagree'
33	TOO CROWED !!
46	More complexity. Not needed.
83	Need more detail.
102	Still very concern about density and over-populated growth that will lead Plano into a urban type of living instead of suburban (where I like it)
133	Plano has stopped growing. Please concentrate on improving the city
292	See above.
350	I don't agree
419	Is Plano running out of land for expansion? Maybe Plano should STOP trying to expand! Maybe Plano should annex Dallas and Frisco.
420	Would like to see more park and outdoor areas provided versus more retail shopping
457	It does not address affordable housing.
459	They are a good tool, but the reduction of flexibility and the reduction in density is not positive.
462	Again you tell me O!! Just lot of political words like a lawyer would use.
545	We should have a plan for declining strip malls - not just a new name. Where is the multi-use housing? Where are the live-work spaces? This plan is archaic and not reflective of a dense City of the Future.
551	It's opinion based so maybe I'm in the minority, but there's too much traffic and not enough ways to improve it in the wake of even more cars inevitably coming to the area.
563	I'm burned. This is too much info to gain my trust. I'd started slower and with less info.
575	I am not clear as to why we would only allow single family housing in some categories while not allowing multifamily. Such a constraint seems to deny the reality of our low inventory of housing and the need for more affordable housing.
611	The map is insufficient to complete this task. See comments to the other questions regarding this map.
622	Why do we need this development at ever corner? We've got strip shopping centers that are ghost towns. You should be looking at revitalization, not building future ghosts towns.
640	What was there before? I don't see a future plan, I see a lot of vague wording
671	The existing apartment complexes are a blight on the community. We want to see them gone and replaced by fine homes.
693	Where is the green. Where is the repurposing of old structures or rebuilding run down areas
738	Just a cute way to add more apartments and act like it is planned...
808	There is still much too much consideration/weight given to Multi-family housing, the character of which destroys Plano's suburban lifestyle and safety of its citizens.
832	Less Development is the key to keeping Plano a thriving family oriented community.
860	I suppose something is better than nothing but they are so hard to read.
911	Too many multi family housing projects. Our schools are full enough already
928	No more apartments.
933	An interactive geographic map is central for understanding and visualizing a plan. Unfortunately, the maps were not built in a way that easily provide the relevant information for changes. Please improve this because it is an important component of the plan.

STRONGLY DISAGREE (Q8)

52 Responses | 6.07% of Total Responses

ID#	PLEASE EXPLAIN...
NA	respondents chose not to explain why they selected 'Strongly Disagree' (23)
16	We're sorry, but there is not a web page matching your entry.
70	Any land use approved for more multifamily housing is a mistake.
103	This is awful. It places an emphasis on suburban- low density development which has been an unmitigated disaster across the entire country. It contributes to environmental destruction via climate change and resource depletion. The way forward should be densifying the city in certain areas to become less auto dependent and also have a higher taxable value per acre (and therefore lower tax rates) then what is currently being proposed. It is going to stop growth and freeze Plano in the outdated development model of post World War 2 USA. It is any unmitigated disaster.
199	Too much zone change to please the builders and thank invite migration from California.
212	Disagree in that Future Land Use Map and Dashboard appear to serve furthering political agendas and not preserving Plano's suburban character and all of the current positive aspects of Plano.
232	remove the corrupt cops/managers from the city admin
258	Plano will become another Richardson if this is implemented
298	Against high density, multi story buildings. Example, Haggard Farm, do no change zoning of land east of Parkwood... there is no need, to put higher than 2 story buildings or increase the density of the population, in addition to loss of green space, increase in pollution, how is the area going to manage strain on water usage??
345	I disagree because I cannot read the map clearly to make an informed decision.
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail.
389	Plano should not be zoning!
508	This is vastly worse than the Plano Tomorrow plan. It is as if the CPRC was attempting to write a Plano Yesterday plan. We need to allow more density, more housing types and options, and more flexibility for future development and re-development.
549	HOW IS THIS APOSTIVE CHANGE YOU ARE BACK TO THE OLD PLAN JUST BY BS.
564	They can be with changes. Now they are pretty useless to the average person.
661	See above, but these changes are very negative.
700	It is just another way to push the Plano Tomorrow Plan that I am against as are many of the residents who live here in Plano as our only home.
757	The plan basically maintains the status quo. It's sole purpose is neighborhood preservation. Nothing wrong with that, but the city faces much greater challenges in meeting housing needs and facing a fast changing economy.
760	It is a very complicated plan that any student would be proud to present as a school project. I have to agree that it was created in a way to dazzle anyone reading it. Much was considered and there are a few positive components. The maps are very nice, but small. The color scheme is hard to differentiate because there are so many colors. The districts sound good, but too many with names the average person would not understand the meaning or how it would effect them and their home or business.
854	Plans choke Plano. Why are we trying to compete with Dallas to maximize density and traffic?
865	Adds bureaucracy
877	No more land development, please!!
885	Stop developments
888	The Future Land Use map should not be parcel based with hard lines drawn between different land use categories. This specificity does not take into account the general trends that may be happening over time in a given area and makes it more difficult to defend individual zoning decisions. Two parcels may be very similar in location and may be equally appropriate for a certain type of development, but the hard line on the map results in different outcomes.
966	Once again, the developers win and the Plano city employees and elected officials are interested in kickbacks for developers to line THEIR POCKETS! This plan destroys what used to be a GREAT place to live. Now it is just a bunch of high density, ugly, traffic congesting plans to enrich the Plano city employees and elected officials!
1023	See Question 7 response.
1088	Why are some Purportedly "open" to the public meetings by planning and conducted in the privacy (aka Secrecy) with a lawyer (paid for by the Citizens of Plano and Their Tax Dollars) by Plano City Council members elected by the Citizens of Plano. Please bless by being a blessings. The method is the message! Let's be straight forward, and take at least a little bit of time to get a consensus from a diverse group of not only "stake holders," but ethnicities and ages.
1097	There should more land and less concrete areas. Plano should look to remove concrete areas; unused parking areas; put in more grass/tree areas.
1099	The Future Land Use Map allows for more apartment buildings within neighborhood settings.
1103	There are way to many new, untra-restrictive land uses that don't make any sense? We need much more housing!

SECTION 4 - Future Land Use Categories

Questions 9-20

At this point in the survey, participants could choose whether or not to answer ten additional questions about specific Future Land Use categories. If the participant chose not to answer these questions, they would automatically skip to Section 5 (Question 21).

QUESTION 9

Do you have comments you would like to share about the individual Future Land Use Categories?
[10 questions total]

ANSWER CHOICES	RESPONSES	
Yes	33.64%	288
No - I'll skip these questions.	66.36%	568
	Answered	856
	Skipped	258

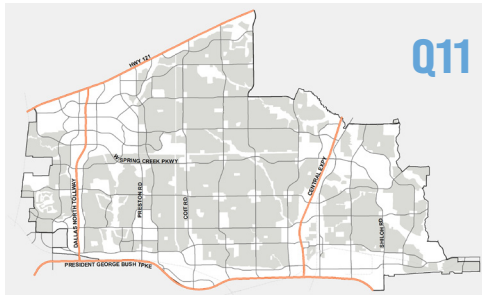
QUESTION 10

Please select all the Future Land Use Categories that you would like to share additional feedback on.

ANSWER CHOICES	RESPONSES	
Neighborhoods (N)	59.77%	156
Neighborhoods Corners (NC)	37.93%	99
Community Corners (CC)	27.59%	72
Suburban Activity Centers (SA)	29.89%	78
Urban Activity Centers (UA)	27.97%	73
Employment Centers (EM)	16.86%	44
Downtown Corridors (DT)	19.16%	50
Expressway Corridors (EX)	19.54%	51
Social Network (SN)	19.54%	51
Open Space Network (OS)	34.48%	90
	Answered	261
	Skipped	853

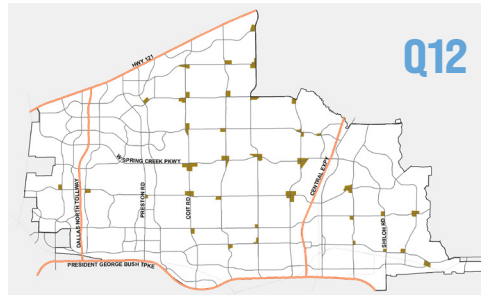
QUESTIONS 11-20 | Supporting Information

Participants who chose to answer additional questions about one or more Future Land Use Category were provided information about the specific category or categories they selected. These details included a map illustrating the location of the Future Land Use Category within the City of Plano, the description and list of priorities for the category as detailed in the Future Land Use Category Dashboard, and a link to the category's Dashboard pages.



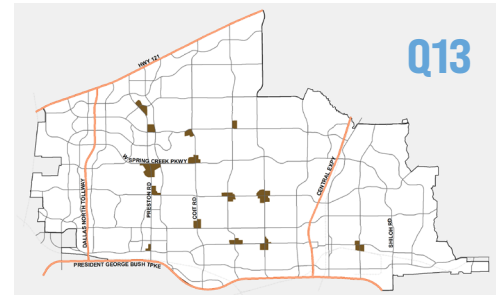
Neighborhoods (N)

52% 18% 30%



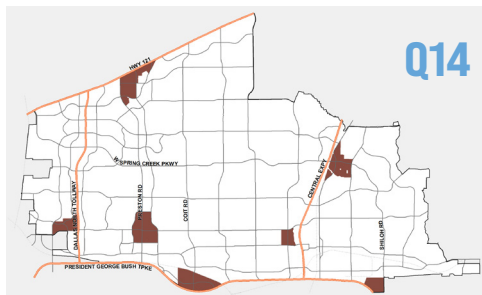
Neighborhood Corners (NC)

51% 22% 27%



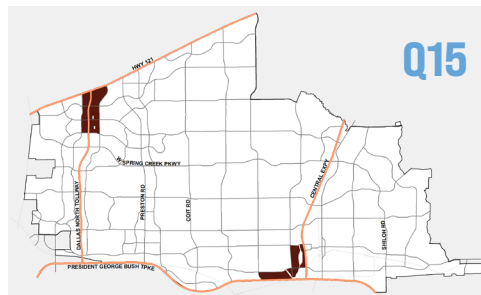
Community Corners (CC)

52% 27% 21%



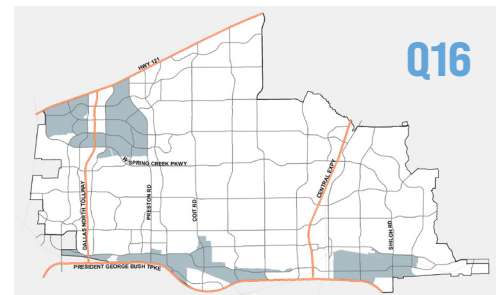
Suburban Activity Centers (SA)

46% 24% 29%



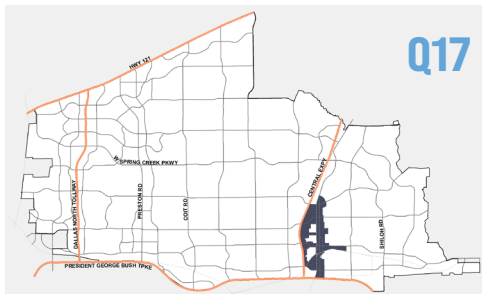
Urban Activity Centers (UA)

49% 26% 25%



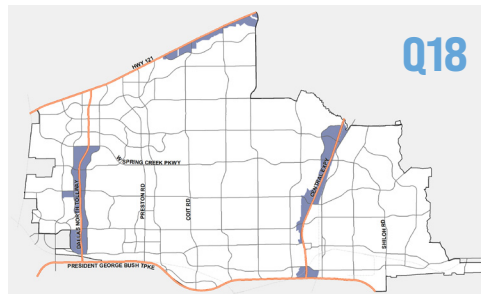
Employment Centers (EM)

56% 20% 23%



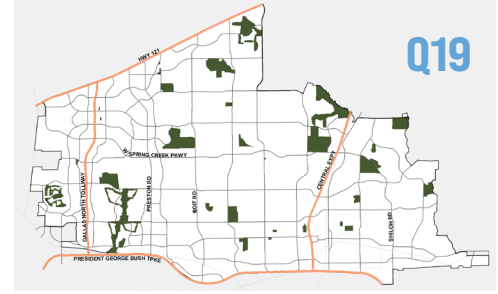
Downtown Corridors (DT)

54% 25% 21%



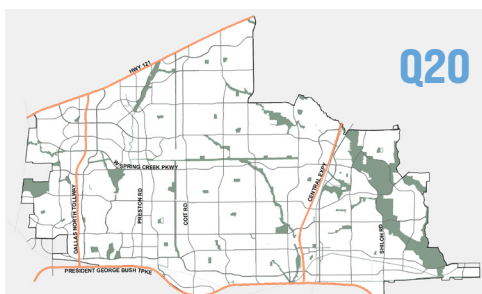
Expressway Corridors (EX)

54% 22% 24%



Social Network (SN)

61% 20% 19%



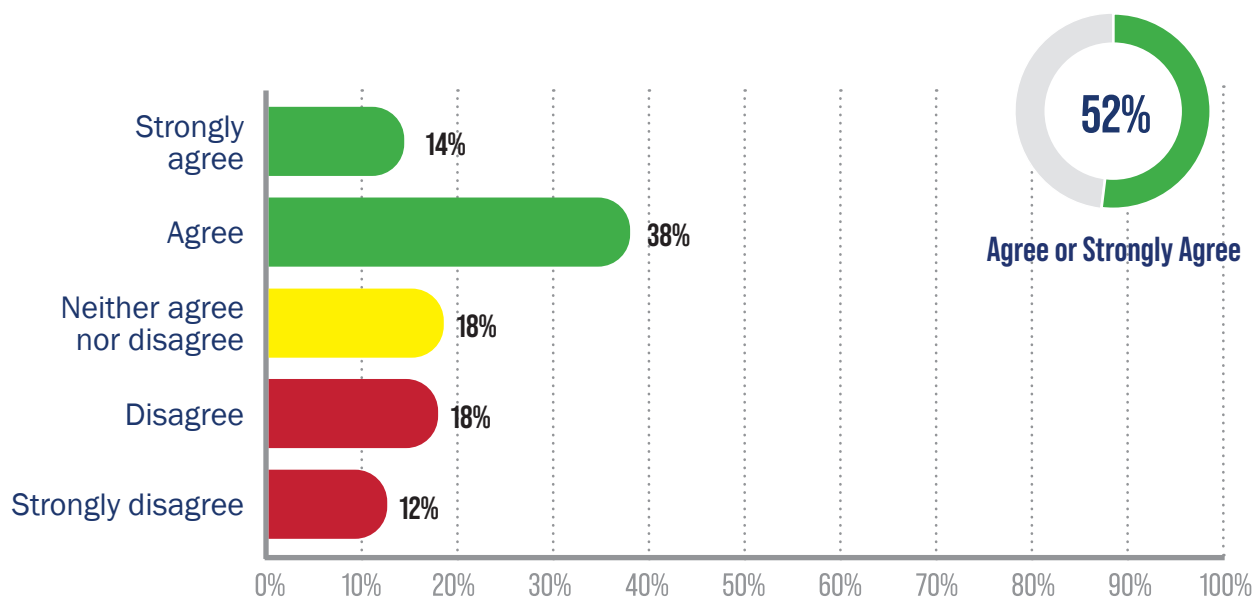
Open Space Network (OS)

63% 17% 20%

■ Agree or Strongly Agree
■ Disagree or Strongly Disagree
■ Neither Agree Nor Disagree

QUESTION 11

The Neighborhoods (N) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES	RESPONSES	
Strongly agree	14.12%	24
Agree	37.65%	64
Neither agree nor disagree	18.24%	31
Disagree	17.65%	30
Strongly disagree	12.35%	21
Answered		170
Skipped		944

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 87 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q11)

24 Responses | 14.12% of Total Responses

ID#	PLEASE EXPLAIN...
NA	20 respondents chose not to explain why they selected 'Strongly Agree'
422	the plan is great until the developers change the rules and end up getting approvals for less set backs, taller buildings and use the popular term mixed use which is a joke
785	Like the primary focus of Plano remains on neighborhoods. Believe MFT dwellings should be less % mix or less maximum DUA. Would like to see expanded into NW Plano with less EM type (possible less need for EM type zoning due to relaxed working from home requirements but no data to back up).
790	Yes no no more high density apartments.
996	The dashboard calculations of current usage, available space, and mix of housing is very useful when trying to understand possible configurations

AGREE (Q11)

64 Responses | 37.65% of Total Responses

ID#	PLEASE EXPLAIN...
NA	46 chose not to explain why they selected 'Agree'
65	The only change I can see is in how we need to accept more young people sharing a house together. This may result in a small group of "unrelated people" in one "single family dwelling". But, the number of people so sharing needs to be regulated. That is the only way I see the young people being able to afford such. Check out other so-habitation ideas.
192	While I agree with the areas for the neighborhoods, I believe that Plano needs to slow down or end high density apartments. I have lived here since 1990s and our roads and city are getting too crowded. There also needs to be some oversight into how many people live in single family houses. Our neighborhood is full of large (5000 SF) homes that house 3 to 4 generations. Cars are scattered everywhere because garages are used for storage. We need to keep Plano a beautiful suburban area without packing in people.
227	Emphasis here is on the word "should."
281	We need more single-story homes with under 2000 sq ft
294	I hope this is an adequate description
370	The height limit should be 3 stories not 2 to allow better infill due to rising land costs. Reduced footprint requirements to allow for narrower but taller buildings. Reduce setback by 2 foot in front/back and 1 foot on the sides. Most importantly expand Auxiliary dwelling to allow all properties to build them.
381	I feel like my biggest concern with this is there's not a clear distinction between low density and high density. What's stopping a developer from building an apartment complex right next to a SF home?
445	Need more single family homes. City needs to help neighborhood and HOAs with upkeep of infrastructure
554	Please pay deep attention to flood control. Also, we need more street lights and police patrols regarding speeders inside the neighborhoods. For example, there is necessary construction on Park/Coit and our neighborhood is (understandable) experiencing people searching for a way around the construction. However, they are going much faster than 30MPH. Too fast.
628	Building setbacks and lot size have been in decline for the last 20 years in residential development. New builds lack diversity of design and seem to cheapen the quality of our historic developments. What guiding principles in specific will help alleviate these problems?
759	eliminate new apartments being added
802	allows for too many attached single family and too much density
835	A little wordy. I think it leaves a lot of wiggle room for interpretation as needed.
854	Looks reasonable but with choking apartments no good for our families
921	However it is too vague and leaves far too much room for interpretation. Plano homeowners do not want to see more apartments, especially right next door. We don't have the infrastructure or schools to support all the additional people. And the tax payer will be stuck paying the bill.
990	Residential areas MUST remain primarily single family homes. We MUST not increase the number of apartments in Plano. In the non-residential areas, we need to fill vacancies prior to building new strip malls, etc.
1021	Would like to see P&Z encourage larger setbacks and lower intensity SF homes. The SF residential development in last decade have been mostly houses that appear to be med-high intensity. Houses have minimal separation from each other and limited yards. East Plano and some Central Plano homes are prevalent with this style.
1114	Street parking should not be allowed anywhere

NEITHER AGREE NOR DISAGREE (Q11)

31 Responses | 18.24% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
15	The dashboards are a tool, but as we have seen, not followed when development money is thrown around.
83	Need more detail
91	What about traffic (& parking in those new areas)
124	While I agree that we need a variety of housing types, I believe the larger neighborhood homes (3000 plus sq ft) are unnecessary and inaccessible for the majority of Plano residents. There are enough existing large homes without the need for building more in the future.
221	I do not trust the city of plano to follow these guidelines.
225	The green space park next to Muehlenbeck Recreation in West Plano area needs grading and drainage. We We walk that park daily and the sidewalks are often slick from the rain water and sprinkler system
262	Neighborhood should have strategically placed entities. Keep single family in own complexes and build multi dwellings nearer busier locations and like willow bend, legacy west, downtown Plano, etc. stop deviating from plan without a populous vote from residents
274	please help folks with cast iron pipe replacement. it's going to start getting real bad for thousands of your citizens because of this.
485	The resistance to multi-family housing will hurt Plano in the long term and is an outgrowth of "NIMBY"ism.
509	My comments are based on having lived in the same Plano location since 1968. The City of Plano must become more concerned about maintaining and preserving older neighborhoods as well as quality of life for residents. I live on Park Blvd. between Jupiter and Rigsbee. Unfortunately, some of the houses along the boulevard are not kept even reasonably well and are becoming a neighborhood blight. There should be a standard code of home maintenance enforced by the City. It only takes a drive by the street and through the alley to see the severe neglect. Please do not "write off" the east and older neighborhoods in our city. Perhaps, a Commission for Improving and Maintaining Older Neighborhoods is needed. I am fearful that Council members neither live in nor represent us.
547	Too many cars in the streets ruin a neighborhood. Allow us to extend garages thus meeting the idea of not all houses look the same. If it will look better and get cars under a roof or off the streets let us do it! i need 8" to my garage to get my car inside lets also mention the trucks and Suburbans that can't fit in most of the garages built. why? Because of the codes on the books that need changing.
562	It is vitally important that we keep the suburban way of life, and NOT build the 4-5-story apartments on every corner that overloads our streets.
581	too generic to apply directly
638	Need to share the exact locations where houses will be built. Economic single family houses should be build and with special rates to people living in Plano.
700	The zoning always changes once it is agreed to and busier areas with less parking and reduced setbacks seem to occur on a regular basis.
887	No new apartments
950	Care must be taken to avoid commercial development that remains unused. Empty strip malls are undesirable
953	Mixing single and multi-family residential areas and calculating the ranges of non-residential areas is confusing.
971	our neighborhoods are a mess. neighborhoods without an HOA should have stronger property standard rules...especially when we are promoting to "keep Plano beautiful".
1003	There is no simple, clear, direct information on how the remaining undeveloped land will be allocated to single family residential versus multi-family apartments. That information is not quantified for easy reference.
1049	"It is the intention ... to regulate the design of new residential infill products to be within the context of the surrounding environment." Not sure exactly what that means. New homes seem to be built on top of each other. Is private outdoor space a thing of the past? Also, please consider stricter regulations for landlords (especially out-of-state investors). Our neighborhood has been taken over by remote, hands-off landlords and apathetic renters who don't take care of the landlord's property. Many properties have become run-down, and the neighborhood feel has largely disappeared. We're just tired of living in Plano.
1102	Redeveloped areas are very positive.

DISAGREE (Q11)

96 Responses | 11.21% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Six respondents chose not to explain why they selected 'Disagree'
33	Single-family residential should remain the primary use
36	The housing mix is too slanted to high density. Neighborhoods should not allow for multi-family and reduce the use of attached SF.
54	I hate to see the farm at Park and Custer turned into houses. This area is refreshing to view instead of nothing but houses and buildings - Plano has enough of those but not enough open areas for the farm animals and horses. Children today usually do not have relatives living on farms where they can view he various types of animals. The dairy on Spring Creek is another one of these unique areas to Plano and it would be a shame to have those areas disappear totally. WE REALLY DO NOT NEED ADDITIONAL LIVING SPACES IN THESE AREAS. WHY NOT LEAVE THEM ALONE ENTIRELY.

DISAGREE (Q11 - CONT'D)

96 Responses | 11.21% of Total Responses

ID#	PLEASE EXPLAIN...
58	I'm only hearing the positive and not the negative who's excluded? Is it only for white people or is this all inclusive?
185	Fewer multi family apartments, more open space
217	I don't see enough expansion of public transportation through neighborhoods that service all needs, which includes the elderly and disabled citizens of Plano who no longer drive.
238	As before, there is too much focus on preserving the status quo, severely hampering any opportunities for improvement.
292	We already have too many apartments which were designed to be sold within 7-10 years and then downgraded to new ownership and clientele. No more, please. Until you do something about the existing ones that are blighting our neighborhoods, don't add more. And there is not enough emphasis on fixing existing housing. For too many years the city has mainly concentrated on downtown and east side and now the middle of Plano needs help. The retail corners are shabby and IMO a waste of valuable land. We have enough tiny business and open store fronts and the world is changing. How about buying some of this land and providing updated and attractive usage? And mostly - where is your high end senior one-story homes????? Everything is multi-family or Legacy-like if it is currently undeveloped land. The inability of this city to provide one-story, smaller and high end homes for a senior community who has spent their entire life here is offensive. And by not providing this option, you are not freeing up the larger homes that could accommodate families. I definitely speak for myself when I say I am not interested in senior apartment or condo living or downsizing to a smaller home in a mediocre older neighborhood. Past zoning decisions lead me to believe you think every senior wants to transition to a multi-floor, poorly designed senior living environment of small, unattractive apartments or limited (tiny) yard space. Just look what you are trying to do with the Haggard property in West Plano. While some have interest, many do not. And I'd venture to say that some of the interest is driven by the lack of other single senior home options.
375	Too generic
453	The Dashboard only provides a view of the current state of affairs but, as I read the map, does not tell us what "should be" the future state of development in Plano.
465	The description as to multi-family housing is very vague. We do not need more apartments.
611	The fact that the planned apartment complex on the corner of Custer and Legacy doesn't show up leads me to disagree with the accuracy of the single family dwelling portion of this map. I wonder how many other inaccuracies there are in this category and others?
621	There is too much density for multi-family housing in Neighborhoods. I would prefer the maximum density to be 15 DUA. I would actually prefer to have NO multi-family housing in Neighborhoods. Leave this to the Suburban and Urban Activity Centers. We have too much multi-family housing in Neighborhoods already, and this needs to be entirely curtailed.
637	I'd like to see more middle housing encouraged in certain areas. I'm not sure why any existing multi-family complexes are included in this areas if they are discouraged. I would rather have those multi-family complexes incorporated into other categories.
643	The list of priorities above is not ordered by priority but instead is a bulleted list, implying that all four points are of equal priority (which sort of negates the purpose of a priority list). In the actual description, however, they are numbered. Items 1 and 4 appear to be potentially in conflict with each other. Is it intended that the list of priorities is being present *in order of priority*? If it doesn't say that anywhere, can you please specify it? I believe that inclusion of "variety of housing heights, sizes, and types" may give unwarranted weight to the arguments of developers who which to build radically different styles/sizes of homes in the many in-fill areas in our existing neighborhoods. I strongly encourage you to put in language clarifying that this is not the intent (if it is not your intent). Why is this item even included? It seems, again, at odds with the Plano Today guiding principal.
671	As I have said, more single family homes of the highest quality ought to be built. No. More. Apartments.
787	Push toward multifamily is out of balance.
813	It seems to until you hit a sentence like this that seems to be the "but" in the middle of a sentence that cancels out everything you just said: "With few large tracts left for residential development, some infill and redevelopment opportunities may not fit the typical neighborhood design." Maybe this needs clarification?
888	The recommendation to "maintain" existing multi-family development does not recognize the potential for redevelopment of older, poorly maintained apartments. Redevelopment may be at a higher density than the recommended 22 units per acre, but still permitting surface parking. This is a development trend that the city should be encouraging and not discouraging.
945	There are lots of issues with density and the thorn in many Planoites side are apartments. I have suggested in the past and again recently; we really need more affordable residential units and less apartments and this can be accomplished with compromise on both sides. The answer is Condominiums, almost like apartments but comes with pride of ownership. I can hear the nay sayers, saying investors will come in and buy up condos and start leasing them like apartments, but there are ways to prevent this initially HOA documents could spell out that only after say 5 years can a unit be sold to a non-occupant and further the HOA documents could stipulate that at anytime no more than say 10% of total units can be non-owner occupants (these numbers 5 years and 10% could be set up as the developer & owners establish their HOA). I realize for me this is just an exercise in writing, it's like water in a strainer, honestly this is what Plano needs not more apartments period.
978	Single dwelling homes should be EXTREMELY limited to rentals.
992	Nowhere do any of these documents explain the relationship of our local zoning and the constraints we have under HUD since 2016. THAT is NOT being transparent at all.
994	Concerned that revitalization of existing older detached single family neighborhoods. I think for some of those neighborhoods an effective revitalization would be to replace with attached single family homes. I am 63 years old, have owned two different houses in Plano since 1984. The first one was a "starter" house with an enormous yard. I would like to downsize and retire in Plano to single family house with minimal yard to upkeep. I can find houses the right size but the yards are too big.

DISAGREE (Q11 - CONT'D)

96 Responses | 11.21% of Total Responses

ID#	PLEASE EXPLAIN...
1034	I see my home in the middle of a large swath of "Neighborhood" land, however, new zoning proposals such as the one south of Windhaven are not for neighborhoods as they include multifamily homes that are not in this definition. I want to be able to clearly see on the dashboard what neighborhoods will be single family homes and those that are not. Also, I am very disappointed to see that Plano is not planning for more single family homes that are affordable by young families and elderly that are wanting to downsize. This would maintain the "suburban" character vs. building a ton more of apartment complexes which tax our resources. Plano was built on low density housing character which our citizens want to maintain.

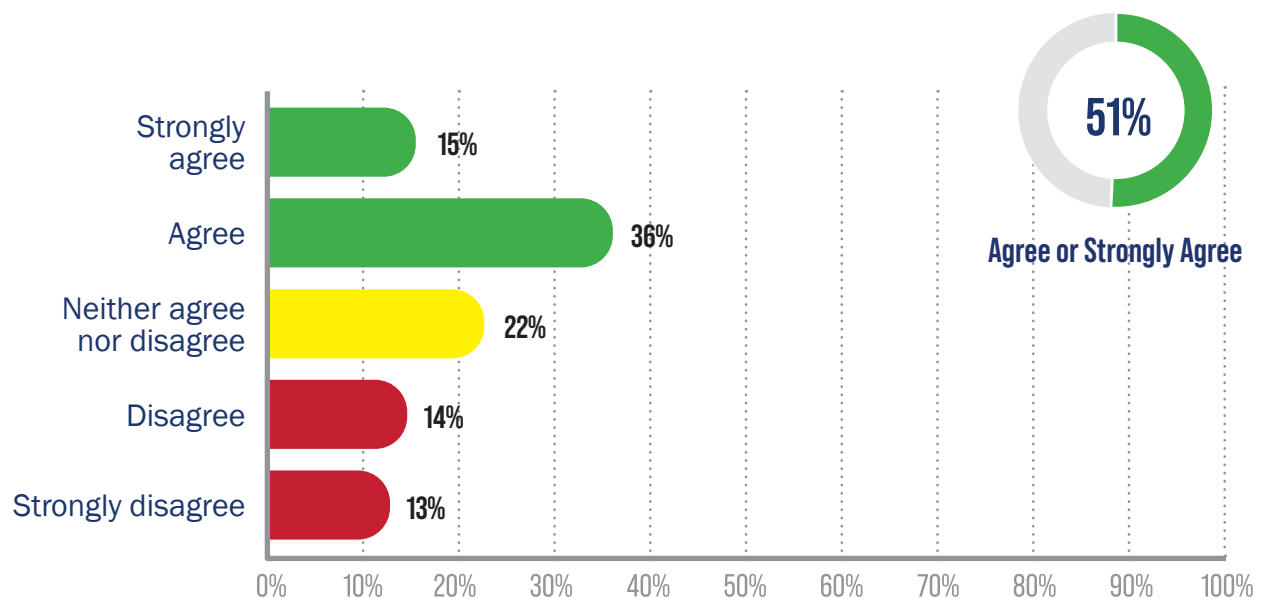
STRONGLY DISAGREE (Q11)

21 Responses | 2.92% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Strongly Disagree'
199	Please stop too much residential construction
298	See the previous comments.
333	The quality of life does not go down when Multi-Family or Denser Single-Family homes are introduced. Instead, the ability to walk to schools, the grocery store, or work improves happiness and outlook on life, vibrancy of the neighborhood, and decreases crime. As a result, more people move into the denser housing sections of Plano, increasing the city's revenue and budget for public works. Keeping with the outdated sub-Urban design from the 1940s and 50s keeps our neighborhoods unfriendly. The need to drive to work increases traffic and lessens the use of sidewalks that are all over the neighborhoods. Made terrifyingly clear during the Covid-19 pandemic, while the alleyways are filled with cars coming and going from rear house garages, the front door is barely used outside of getting the mail. The streets are empty, streets Plano taxpayers don't use because of how widespread our neighborhoods are. Instead, we need denser homes, work offices nearby on top of small retail shops or restaurants or cafes. This will create a better Plano and a friendlier city.
431	See previous comments.
487	There is no limit on high-density, multi-family properties.
508	I am not in favor of single family zoning in general. But at the very least: 1) there should be no minimum of detached SF type housing - 0% instead of 70%, 2) the attached SF types should match the percentages of detached SF types - up to 95% 3) multifamily maximum should be dramatically increased from 20% to >50%, 4) there should be some small commercial uses allowed - like small neighborhood, walkable shops, 5) no density limits, 6) raise building heights to 4 or 5 stories, 7) limit surface lots as much as possible and increase walkability
549	NO ONE IN THIS AREA WANTS ANY KIND OF APARTMENTS IN THE AREA. TO MANY PEOPLE IN THE AREA NOW. YOU ARE WORKING HARD ON MAKING THIS AREA JUST LIKE DOWN TOWN DALLAS WE DONT WANT THIS. REMEMBER THE COUTR BATTLE YOU LOST COSTING THE CITY A LOT.
566	I would like to see that a very small amount of development will be allowed for apartments. This website while cool does nothing to speak to that issue-I feel one guiding principle vaguely addresses that issue around density but this is just a website that does nothing to address my concern about too many apartments. Appears to be puff and fluff. also where would I go to see what builders are asking to build, so that I can be involved in expressing my opinion and so I can be informed IN ADVANCE?
624	Low rent apartments attract gangsters that will destroy Plano.
833	75-90 SFH is an absolute disaster for this city in the long term. Multi family homes should be alone in any instance SFH is. SFH does not have to be restricted but it cannot be protected.
865	How can basic services be rendered for someone who lives in the middle of these neighborhoods? Why does there need to be "adequate transitions" between residential and non residential? What if I want a house next to a restaurant?
1009	Given the rapid growth in Plano and population, I strongly suggest that Neighborhoods should allow duplexes / town-homes, this does not change the character of the neighborhood or lower the values of existing homes on the contrary it would modernize some of these neighborhoods. The zoning should be flexible to allow this. Already in Plano there are many neighborhoods that allow duplexes, this will just help increase the supply of affordable homes especially for young people. I'm sure some homeowners will be able to redevelop their current homes into duplexes / town-homes depending on their lot size.
1011	It sounds like just more restrictions without any benefit to land owners. There is poor infrastructure maintenance now. Our streets and roads are terrible!
1064	I believe more density is needed to be fiscally responsible to support aging infrastructure. Smaller multi-family property (duplexes, small apartments, etc) should be encouraged more rather than thinking the community is only supported by one style of house.
1099	Neighborhood designation conflates the distinction between apartment buildings and single-dwelling homes. Apartments next to single-dwelling homes depresses the home values, ruining the suburban charm of Plano (which is why citizens move to Plano).
1101	Plano should continue to increase traditional neighborhood housing instead of high density units, thus keeping a suburban character. Moreover, apartments decrease the value of residential houses that are next to the former.
1103	Neighborhoods are way too restrictive! We need full flexibility on attached SF. As well as multifamily. Segregating 90% of Plano as sprawling detached SF housing is keeping our city in the 20th century.
944	apartments do not need to be built in Plano.
672	The plan covers the most important aspects except is there a plan that makes sure all these neighborhoods have a steady water supply in times of a drought.

QUESTION 12

The Neighborhood Corners (NC) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	15.18%	17
Agree	35.71%	40
Neither agree nor disagree	22.32%	25
Disagree	14.29%	16
Strongly disagree	12.50%	14
Answered		112
Skipped		1002

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 58 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q12)

17 Responses | 15.18% of Total Responses

ID#	PLEASE EXPLAIN...
NA	13 respondents chose not to explain why they selected 'Strongly Agree'
381	I'm glad the committee decided to allow for SF homes and no high density residential here.
422	new plan fantastic and covers the needs and wants of the community
785	Like the neighborhood focus of businesses. Would like to see more of this type vs Community Center type but like the employment mix (50%) of the Community Center
973	I live near one of these corners (Alma and Spring Creek). The buildings look pretty sad, but there are some great businesses in there. I'd love to see the restaurants, shipping business, etc. stay and thrive, but the physical environment (landscaping, etc.) improve.

AGREE (Q12)

40 Responses | 35.71% of Total Responses

ID#	PLEASE EXPLAIN...
NA	28 respondents chose not to explain why they selected 'Agree'
105	No one planned a pandemic, no one can plan whether we will have another pandemic or not. What we have seen from the pandemic coupled with the mega-online retailers is that we probably don't need all the retail space what we have. We probably don't need all of the parking lots that support the unnecessary retail space. Kohl's at Custer and McDermott is a good example. The retail at Northeast corner of Independence and McDermott is probably another good example. so yes, I agree with the priority to reduce excess retail square footage and the associated support land area for that footage.
294	I agree with the description
336	I agree that this dashboard is easy to read and the NC concept is described well but in my neighborhood there are very unhealthy and unattractive corners and I don't believe the City is properly maintaining them or allowing businesses to have very unattractive storefronts.
370	Would like to see these be more like community corners. The distinction doesn't seem to be more than acreage. It would be of great value that these areas can be utilized for more medium density housing.
391	Must provide a neighborhood market / Grocery store in the NC or there is no point to it. I currently walk to get items that I can carry home. I have been doing this for 15 years of the 29 years I have been in my Single store home.
445	Not every corner needs to have commercials centers. After covid there are many unoccupied areas. These need to be redeveloped or put into a less dense use
575	I think
661	I guess it accurately describes the redevelopment, even though its plan are based on false premises, and will lead to further decay.
964	These neighborhood corners should prioritize small and local businesses if not already prioritized
990	It is VITAL that vacancies be filled PRIOR to building new strip malls or building on corners.
993	Would like to ask to leave Kohls at Spring Creek and Ohio and not add more housing. Would like eatery added there.
1021	Would be helpful to not encourage more fast-food chains to crowd intersections that block views of adjacent shopping centers (especially older parts of town). Appears to add to heavier congestion of vehicles in smaller areas (i.e. Coit/Spring Creek, Alma/Spring Creek). The NCs west of Coit seem to be better laid out and have less of the same issues.

NEITHER AGREE NOR DISAGREE (Q12)

25 Responses | 22.32% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
36	It is worrisome that NC allows up to 100% attached SF. The percentages should be more defined. It should less than 25%.
91	What about traffic (& parking in those new areas)
217	I'd like to see more. There's a significant amount of elderly and disabled who would enjoy access. Possible more public transportation that goes through neighborhoods to provide access.
221	I do not trust the City of Plano to do the right thing.
238	The NC stuff is mostly fine, although I think there should be a few more of them.

NEITHER AGREE NOR DISAGREE (Q12)

25 Responses | 22.32% of Total Responses

ID#	PLEASE EXPLAIN...
262	Too many stores popping up on all corners of Plano. We do not need them all. They are an eyesore Keep businesses in complex areas where stores are grouped together
292	Not very clear.
791	I would like to see higher standards on the actual developments in all these areas. I think many of our existing retail corners should and could be updated in the upcoming years which would make a tremendous difference for many of them. Allowing some of the current signage for the establishments etc. should have continuity and existing establishments could be offered some 'property tax relief' or a similar incentive to update the areas with nicer signs ...nicer facades... nicer parking lots, etc. Sadly I do not feel that Plano's Standards have been higher enough for many of these or enforced. Sorry..but as an example 'blinking lighted Condoms to Go' signs absolutely should not exist in our Plano neighborhoods. And this would be a great time for Standards to be raised with anything new coming on board and incentive others existing to follow the new guidelines.
887	No new apartments
950	Avoid having empty strip malls - require a business plan to show they will be used
1003	It is good that these areas are a focus of the committee but the information is vague.
1013	As a resident that lives near a neighborhood corner (Park & Coit), I wish there were more street crossings to get to the plaza rather than crossing at the end of the block (Park & Coit intersection). If I'm trying to get to a store (Elliot's Hardware) halfway between the major intersection, it's kind of annoying to have to walk a further distance to Park/Coit to cross the street.
1049	Agree if this includes businesses that the neighborhood actually needs and wants. Disagree if this results in vacant retail sites at every intersection.
1066	Rezoning to add massive multifamily throws all the projections off. This is only a plan. Change 1 number and ALL numbers will change.
1097	There are too many stacked buildings; parking lots falling apart; unused space. Focus on usage and look to reduce the number of buildings in these areas.
1102	Some of these corners are truly in bad shape. Consider beautification and redevelopment. Increase access from bike trails.

DISAGREE (Q12)

16 Responses | 14.29% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Disagree'
33	Single-family residential should remain the primary use
133	We all know that high density housing will be built on these corners.
184	over reach
459	Allowing multifamily would allow these corners to redevelop, which is important as more retail goes on-line. Dilapidated retail corners are very harmful to neighborhoods.
505	It does not specify how new development on these lots will impact traffic on roads through mostly residential areas and negative consequences of increasing cars and commercial activity on existing homes
622	Instead of wasting money on new centers your focus should be on the dead shopping centers there are hundreds dying off! You want to build more future ghost towns! It's stupid! People don't shop as much in person as in previous decades and proof is all the empty office and retail spaces already here!
637	I want to see a DUA minimum in these areas to encourage more townhouse type housing rather than single one house per lot. The DUA maximum could also be increased slightly. I don't know why pedestrian, micro mobility, and bus service are all rated as 'medium' here since they seem like prime candidates for creating walkable and integrated neighborhoods. I'd also like to see a specific call out for reducing unused parking lots that take up a lot of space.
759	Limit fo eliminate redevleoment of apartments
813	I am concerned that the use of the word "desired" here is on purpose allowing the door to be left wide open for multi family instead. "Low-rise, single-family housing types are DESIRED for compatibility with existing adjacent neighborhoods"
833	I think these can be expanded on a smaller scale. I like the idea but instead of being at major intersections, I'd like to see them at more. While I live very close to wonderful things, they all require a drive. I would like to bring more retail closer to residents. Filling in crappy ones with more housing is great, but it should not be SFH only.
842	Keep the corners free of anything over a single story. Hazardous site lines.
933	There should not be any conversion to multifamily or attached housing for these areas. All of them are adjacent to neighborhoods of single family homes. Those same lot density should prevail. The plan should also require the introduction of additional park / green spaces for the public in exchange for any assistance to the developer. Additionally, the city should maintain the same housing standards in the surrounding neighborhood.
944	50% more people now work from their homes. It changes everything.
978	No more multi-family dwellings!

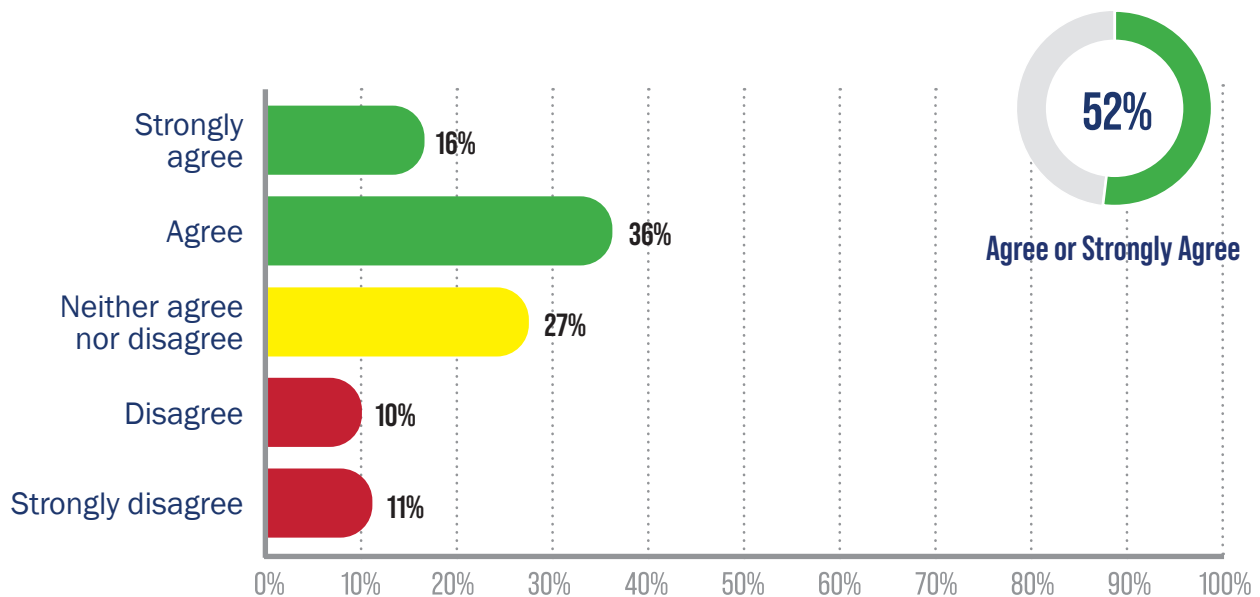
STRONGLY DISAGREE (Q12)

14 Responses | 12.50% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Strongly Disagree'
298	See previous comments....Also getting annoyed how long of a survey this is.
333	These corners should spread out along most if not all the streets of the city, allow on street parking, and greatly reduce its parking minimums. I understand that people think this will improve walkability, but that cannot happen when public transport is underfunded and these corners are out of reach of most citizen's walking distance.
487	There are too few neighborhood corners and too many "major retail" corners.
508	Neighborhood Corners should all be classified as Community Corners. I don't understand why these areas were singled out to preserve the lowest density, car-centric, backwards-looking restrictions? Developers will likely need more flexibility to propose these redevelopments, many of which are sorely needed. Also, the housing percentage should be increased, multifamily should be allowed, density should be increased, building heights should be increased, and surface lots should be minimized by lowering or removing parking minimums.
636	No new apartments. Some of the small businesses including gas stations have good quality small business owners working to support their families. I would like to vacant see strip malls repurposed for activity centers such as gyms, auto repair, or businesses rather than torn down to build apartments with retail on the bottom floor.
734	We do not need to reduce "excess" retail square footage. "Excess" square footage could help lower rent prices so new creative businesses can take off. Why is our priority raising rent prices by lowering the supply of places to rent? That's squeezing the little business owners to benefit wealthy landlords' rent-seeking behavior. Our focus should be on attracting new innovative businesses to occupy those "excess" square footages or replace undesirable businesses (maybe incentives on new creative job creating businesses in those spaces, incentives for replacing undesirable retail like liquor stores or inappropriate adult retail that makes the area appear undesirable for families to settle in).
888	This dashboard ignores the retail trends that have been impacting the city's corner shopping centers for decades. The city has always been over-retailed based on its population, and the abundance of vacant retail space and run-down buildings illustrate this smaller market. Housing will need to be a significant part of meaningful redevelopment of these corners. Multi-family should be allowed and may be needed to support financing of redevelopment projects. Plano has traditionally located apartments on the exterior of neighborhoods, with access to schools, parks and other amenities that are needed and desired by all residents, regardless of the type of "unit" they occupy. Why should aging retail corners suddenly be off-limits?
1011	The city officials enforcing the ordinances have NO IDEA what the laws actually are! A freaking camp director in Planning and Zoning?
1099	Moderate-to-high density creates a looming presence over nearby the single-family dwellings.
1101	Increasing high density living units would minimize the suburban character of Plano and lower home values. Lower home values results in decreased tax revenue for the City of Plano. Decreased tax revenue for Plano increases dependency on outside sources, removing the say from the citizens of Plano.
1103	Why does this land use exist? Those doesn't give developers the flexibility they need to add housing and new and improved retail. We need less parking, higher buildings, more walkability, and much more housing types.
1064	Don't agree with the residential use. This plan is obsessed with one aspect of the community at the expense of coming up with the best plan. Should be a more holistic approach than just saying no to density.

QUESTION 13

The Community Corners (CC) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	16.30%	15
Agree	35.87%	33
Neither agree nor disagree	27.17%	25
Disagree	9.78%	9
Strongly disagree	10.87%	10
Answered		92
Skipped		1022

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 44 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q13)

15 Responses | 16.30% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Strongly Agree'
370	Very good proposal and I think this is exactly what we should use these areas for in the future. In my previous comment I feel that Neighborhood Corners (NC) should be rolled into this category regardless of acreage.
381	Again, I'm glad the city is allow SF homes and no high density in these intersections. With things moving online and people shopping less at brick and mortar stores, I think we'll see more homes built in these areas and hopefully some parks too.
422	set backs and landscaping are needed to stay within the plan instead of changes by developers that seem to encroach closer to streets and corridors. examples would be the older complexes and buildings in Plano with set backs and landscaping compared with the newer construction that seems to get closer and closer to the roads and intersections.
785	Like the employment/house mix and the focus on renovation/revitalization/redevelopment of underperforming spaces.
973	There's a lot of decaying, under-utilized retail space on the east side of Plano (east of Independence). I'd love to see the space reimaged into something that better serves the surrounding neighborhoods. Businesses should stay, but I think we can better use the empty/vacant spaces.
1021	yes, especially at Independence/15th St, Custer/Parker, Custer/15th, Jupiter/14th!

AGREE (Q13)

33 Responses | 35.87% of Total Responses

ID#	PLEASE EXPLAIN...
NA	22 respondents chose not to explain why they selected 'Agree'
65	We would do well to think of how these could be used in co-habitation for young people. That would both provide more traffic in them as well as provide incentive to keep it up.
122	I would strongly agree if any new housing in CCs was very strictly limited and strongly worded as such within the plan.
336	Plano needs a lot more green spaces around CC's on east side of Plano
444	These comments are in response to the images of renovated/redeveloped/revitalized Community Corners (page 82) but applies to all commercial properties. The first picture shows the center with excess parking. One way to improve this is to include pedestrian walkways through the parking lot to also increase pedestrian safety. But one of the best assets of a redesigned commercial area is to actually provide a way to walk to them. Very few of our commercial centers have walkways connecting the street sidewalk to the shopping center. Visit the Sprouts shopping center and figure out how someone pushing a stroller could safely walk from Coit or Legacy to Sprouts; or Fiesta Mart with no access to Parker or K Avenue.
445	Redevelop with less density or use as open space
459	Encouraging green space and walkability in exchange for some density could be effective and a winning combination for Plano.
637	I am perhaps most excited about this category. I'm generally in favor of it, but might rather increase the DUA slightly, and increase neighborhood integration with micromobility and bus network. I love the decrease in unused parking and buildings and the increase in community spaces and mixed-use.
661	It describes it, but what it describes is based on false premises and will lead to further decay. It also needlessly ties the hands of current property owners and future developers. If you want decay, implement this!
990	It is VITAL that vacancies be filled PRIOR to building new strip malls or building on corners.
1003	It is important to acknowledge the abundance of these aging retail areas are in decline but the "introduction of residential uses are encouraged" statement just opens the door to more multifamily housing. This type of construction project must be highly profitable because so many developers want in on the action.
1064	This is one of the few places that a more holistic view seems to be supported. We definitely need more of this. More livable, more green spaces, etc. Perhaps also figure out how to use some of this space to support retail that is smaller, local, or unique that can't currently compete with big-box that could also support the communities.

NEITHER AGREE NOR DISAGREE (Q13)

25 Responses | 27.17% of Total Responses

ID#	PLEASE EXPLAIN...
NA	15 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
58	Unsure
221	I do not trust the City of Plano.
262	Too much legal jargon to cover up what you are not saying. Yes reduce retail space for parks, but NOT to tear down and build a big Building that detracts from the beauty of Plano. Whoever votes for a change should be required to reside in that map area
292	On paper, this sounds good. But let's take Park and Preston for an example. Some out of state developer wants to put a high rise apartment building on the land. NO!!!!!! This is neither innovative or good. Adds ugliness to the area and too much additional traffic. Low rise is better. Multi-family housing hardly ever looks good after 5-10 years and the city lacks either the laws or the ability to force better maintenance both inside and out. And we need more resident ownership in multi-family residences built in the future - not rentals - and we need more stringent construction build rules for these developers. I've watched too many be built with the cheapest possible materials. Use our land wisely for an increased tax base. There is already plenty of "affordable" housing (ie: apartments) both here in Plano and in neighboring cities right on our borders. I like thinking I live in an upscale and innovative city.
295	A big part of the misused space is due to absurdly high parking requirements. Additionally, trying to turn a major intersection receiving lots of traffic into a retail destination may be problematic, both from a store access perspective as well as from a traffic management one.
813	This sentence makes me nervous about rezoning and density: "Due to the abundance of retail zoning in Plano's development history and changes in retail consumer trends these areas are increasingly susceptible to decline" Decline happened BEFORE online shopping trends were a thing. Do not be hasty to rezone from retail to housing. When one store is allowed to line their windows with LED rope lights the entire center loses me. It pushes me to the outer edges of the city or completely out of the city to shop and eat. Online shopping was trending but the most recent online shopping trends were not organic. Will there be some levelling out OR even a shift away from online shopping post pandemic due to a resentment for companies like Amazon? How will new supply chain problems shed light and bring about yet another change in behavior? I WANT to eat and shop where I live. Every week we leave the Custer/Legacy area (where we live) to shop for groceries at Preston and Park (Trader Joes & Market Street). How many like us? I am making a conscious effort to make Amazon my LAST resort for purchases. How many like us?
854	Looks reasonable but with choking apartments no good for our families
1066	Again, rezoning allows the whole plan to go askew.
1093	Why does added housing have to be apartments rather than single family homes?
1102	Keep and develop green space. Increase access for bikes to reduce congestion and noise.

DISAGREE (Q13)

9 Responses | 9.78% of Total Responses

ID#	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Disagree'
33	Single-family residential should remain the primary use
178	I feel it is very important to revitalize those corners. However, I disagree that Plano should be adding more housing.
184	could be placed in an already defined category. Less is better
238	Looking at the map, anyone can see large swathes of neighborhood areas far from any potential grocery store. By design!
424	You do not need to have residential zones on corners. Plano's density for housing is putting too much strain on the infrastructure and school system
759	Limit or ban redevelopment to add apartments
791	See my earlier comments.
978	Need to eliminate pariah businesses like payday loan companies and title loan companies.

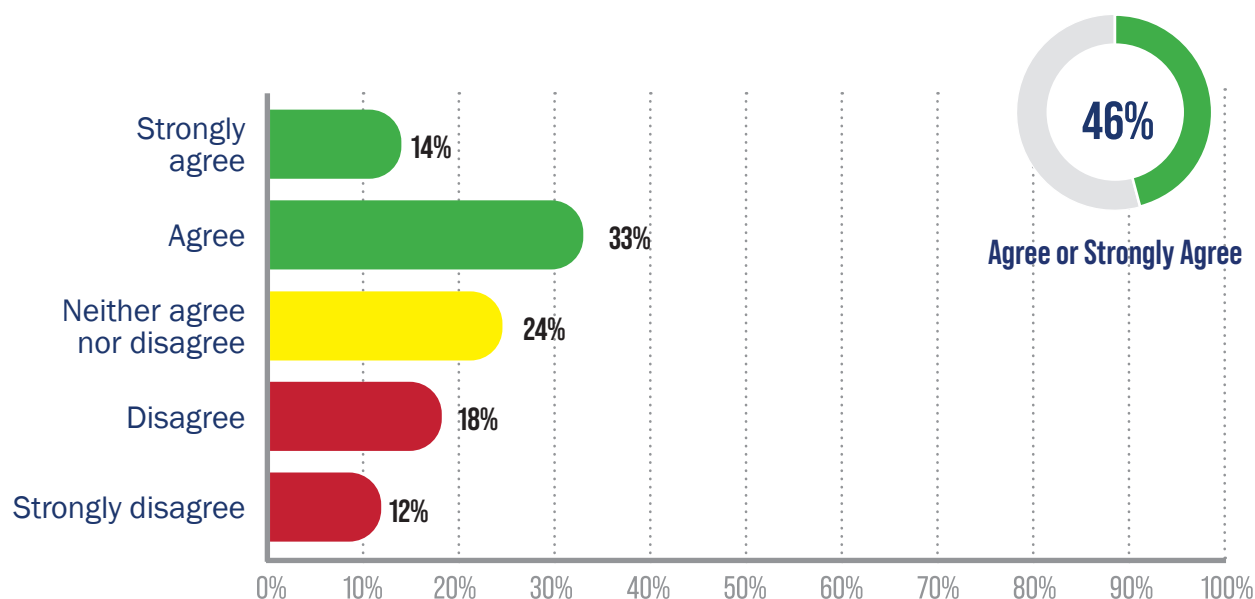
STRONGLY DISAGREE (Q13)

10 Responses | 10.87% of Total Responses

ID#	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Strongly Disagree'
199	Needs more protection and space.
326	Reducing excess retail space should not require extensive zoning amendments which merely seek to repurpose these areas into high-density apartments.
508	Community Corners are way too restrictive! The allowable percentages should be increased across every type, including multifamily. Building heights should be increased, density should be increased, and car-centric design should be minimized to the extent possible.
734	Again, we should not be prioritizing reducing "excess" retail square footage and artificially reducing the supply of retail space, but rather coming up with incentives to bring in new creative small businesses that would benefit from lower rent prices, or turning them into creative spaces, mini offices for the gig economy, theaters, spaces for religious communities, music venues, comedy clubs, and so forth That add value, not just destroy the jobs these spaces create by turning them into apartments which increases the labor supply. If we increase the labor supply while simultaneously decreasing the job supply that will be disastrous!!
888	Housing will need to be a much higher percentage of any redevelopment of these large concentrations of retail. In addition, the recommended percentages of open space across all the dashboards are unrealistic. 20% open space exceed what has been required for suburban density townhouses and patio homes. Some form of open space is needed, but it should be usable and not just a grassy spot surrounded by parking lots that technically meets the percentage requirements.
933	No redevelopment with multifamily or attached should be allowed. The map shows a CC at Spring Creek and Preston which has already has a number of multifamily units under construction.
1099	While we have a need for retail space, the moderate-to-high density will depress home values, thereby lowering property tax revenue for the City of Plano.
1101	I do not think the City of Plano should increase apartments. If this happens, the Plano loses its suburban appeal.
1103	Why are we afraid of retail next to SF housing? We need more density and more housing. These areas should also be very accessible for pedestrians and bikers.

QUESTION 14

The Suburban Activity Center (SA) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	13.68%	13
Agree	32.63%	31
Neither agree nor disagree	24.21%	23
Disagree	17.89%	17
Strongly disagree	11.58%	11
Answered		95
Skipped		1019

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 46 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q14)

13 Responses | 13.68% of Total Responses

ID#	PLEASE EXPLAIN...
NA	11 respondents chose not to explain why they selected 'Strongly Agree'
156	Glad the plan recognized that Park and Preston is surrounded by neighborhoods. New multi family is NOT appropriate.
381	I'm very happy about the decision about Park and Preston. On another note, I really like the concept of this zoning type.

AGREE (Q14)

31 Responses | 32.63% of Total Responses

ID#	PLEASE EXPLAIN...
NA	23 respondents chose not to explain why they selected 'Agree'
336	We have plenty of these and don't need anymore. But some of the SA's we do have can be cleaned up
370	Open space should be lowered to 10% to 15% to allow for more infill. Height should be allowed up to 8 stories. This is more attractive to office and hotel development.
444	In regards to Park & Preston (page 83) - This intersection is packed with dining and shopping options and it would be beneficial to encourage visitors to walk across the street rather than drive from one parking lot to another. This intersection is also on a bus route and near senior housing / multifamily units that would normally generate a lot of foot traffic. Existing conditions are far from pedestrian-friendly: non-ADA compliant curb ramps, narrow sidewalks, no pedestrian connections from street sidewalks to the centers, no median islands (except at dedicated right-turn lanes), and some people may not even know there are sidewalks since they are located so far from the street. Maybe this intersection was in mind for PE4.
445	If the demand for this density is not needed for all the suburban centers, downgrade the density
459	I am not sure it is wise to restrict Park and Preston to this extent. Requiring compatibility and appropriate transitions is good.
785	Like the focus on open space. I do like the proposed DUA on the Park/Preston area and should be used for all Suburban Activity areas. Also, MFT should be limited to max 50% if DUA not reduced like Park/Preston area.
990	It is VITAL that vacancies be filled PRIOR to building new strip malls or building on corners.
1021	However, the Coit/Mapleshade area seems mis-categorized. Not quite the destination area – not residential nor pedestrian friendly. Lacks the diversity of shopping and walkable areas. Especially concerned that this area is considered for adjacency to residential given the RR tracks on the north boundary and PG&T on the southern boundary.

NEITHER AGREE NOR DISAGREE (Q14)

23 Responses | 24.21% of Total Responses

ID#	PLEASE EXPLAIN...
NA	13 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
50	will be nice to have more sitting areas and green
58	I'm questionable
91	What about traffic (& parking in those new areas)
221	The city of Plano caves to development with no concern for residential neighborhoods.
262	Stop the legal jargon. All decisions should require person(s) residing in that mapping area be on the final decision making panel. Or pose it to the public for a vote. Stop making new dashboards and not adhering to the rules.
661	Again, while accurate, this is short sighted and wrong for Plano. These areas are declining, including Park and Preston. They should be redeveloped in new, innovative ways, and residential uses should be geared to what the market will make successful.
678	Still unsure if the Park & Preston development proposal will maintain quality for nearby neighborhoods as needed
854	Looks reasonable but with choking apartments no good for our families
1051	West Plano Parkway at Midway SA should not have multifamily housing. Several hundred apartments have recently been built at Midway south of Park/Hebron. The area does not need any more apartments or multi-family housing. Also the area would not support a hotel. There are several hotels along the tollway north of Park.
1093	Mixed use is a great sounding term that does not accurately describe what that really entails. Regular people don't know what that really means: more apartments in proximity to retail. More Apartments!!!

DISAGREE (Q13)

17 Responses | 17.89% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Disagree'
70	No more multifamily units should be built in Plano.
231	Too many apartments
368	I am concerned about affordable housing/apts. Urban center Deveopment is not often affordable with retail/restaurants/office space as part of development plan . How can we ensure that we have some socioeconomic diversity in Plano?
564	The center of Plano lacks a suburban activity center. Suburban and urban activity centers should be linked by DART train routes and bike trails to ease traffic.
649	Park and Preston should not be restricted so much.
760	Again, COVID has changed everything we thought before. People are not traveling as far as before. The Suburban Centers at major intersections at expressways, we would get people shopping there who live in other cities. Park and Preston is internal and has a lot of local business. It is not the shopping (destiny) location of the past. Example: Why isn't the SW corner of Springcreek and Preston in a Suburban district? It will certainly be a distination when the HHB grocery is built.
763	Park & Preston is the area of most concern to me. The area is currently not quite the gem it was 20 years ago. The southeast corner is largely vacant, losing the Tom Thumb that anchored it for decades. The southwest corner has struggled to achieve maximum occupancy to the point of enticing stores and businesses that bring down what used to be the allure of Park & Preston. There is also concern about pockets of apartments that are included in this area (like the apartments along Ventura/Tulane). Indeed, there have been improvements to Park & Preston in 20 years - Market Street replaced Walmart. Trader Joes found a home in Plano and helped reenergize that northeast corner. If we could keep with that trend while being mindful of traffic (Jollybee continues to create a co-nundrum for traffic on Preston on the weekends) and respectful of the use of the existing apartments, I would be on board. If you want buy-in, provide specificity to the neighborhoods impacted by these changes and welcome their feedback.
891	Yes, this accurately describes how these areas should be developed, but it also takes an unrealistic stance on what a mix of uses looks like in such a corridor. Reducing density in an already densely developed pocket does not occur in any reality. Redevelopment occurs when you can find a higher and better use for land. Reduced density is not a higher and better use unless a City is willing to pay a fair market value for in exchange for the lost opportunity cost. This stance on over-retailed intersections will ensure stagnation and facilitate decline as land owners are prohibited from making meaningful improvements to draw customers to their centers and create destinations while at the same time being able to underwrite such investments.
904	In the Suburban Activity Centers, if there is to be any housing, then at least 10% must be single-family detached, and at least 10% must be single-family attached. From looking at where the SAs are located in Plano, I think that will be tough to achieve and may not be financially worthwhile for a developer.
950	On street parking for new or redevelopment causes street congestion and should be discouraged for multi family units. Adequate parking on that land should be required to prevent the street congestion & keep a SUBURBAN quality of life.
981	Segregating the Preston/Park intersection from the other SA's is irresponsible. Dependent upon the specific corner, density of housing could be greater than 20 or 35 DUA.
992	Same as prior explanation. No transparency as to the City of Plano's residential zoning requirements under HUD since 2016. HUGE ELEPHANT IN THE ROOM and no fancy graphics or feel-good guiding principles will take away the FACT that our ZONING for residential HAS to comply with HUD because Plano receives HUD \$.
1011	Let the market determine growth
1048	In various ways we disagree with how the SA dashboard describes development/redevelopment in the future. To preface this, we agree wholeheartedly with the high-level priorities laid out: destination shopping and entertainment centers, activated open space, quality building materials, walkable streetscapes internal to the development, and a thoughtfully and cohesively planned mix of use. We also agree with the fact that building height and scale should appropriately reflect neighborhood adjacency, and that a highly walkable form and design should be incorporated based around concepts of urban design with pedestrian friendly amenities. However, in order to successfully create these kinds of improvements across a land area of 50-100 acres, we believe that the density restrictions especially as they pertain to DUA should be higher, specifically at the Park and Preston Suburban Activity Center. Furthermore, allowing for a true mix of uses, some of which should be vertically integrated (e.g. retail on the ground level with a different use above), promotes if not guarantees the vibrancy that will activate the public and pedestrian spaces created as well as support/sustain the success of the shopping and entertainment destinations at the center. Therefore, we are advocating for the 35 DUA maximum currently proposed for the SA land use at Park & Preston to be raised to 40 DUA. We are advocating for the 22 DUA maximum within 400 feet of single family zoning to be revised to 30 DUA within 150 feet of single family zoning. We believe that the "housing" land use mix range should be increased from 0-40% to 0-60%, and within that believe the "detached SF types" range should be changed from 10-90% to 0-90% since for some properties it may not be feasible to create single-family housing when adjacent parcels are currently commercial or medium density residential. We also believe this section should clarify that the densities should apply to the overall property acreage to allow flexibility in the design of the project; the building height limits will help ensure the scale of the development.
1097	Really need a lot more green areas on these areas; nature!!!! Really do not like restaurants that have a patio facing the street area; very unattractive...

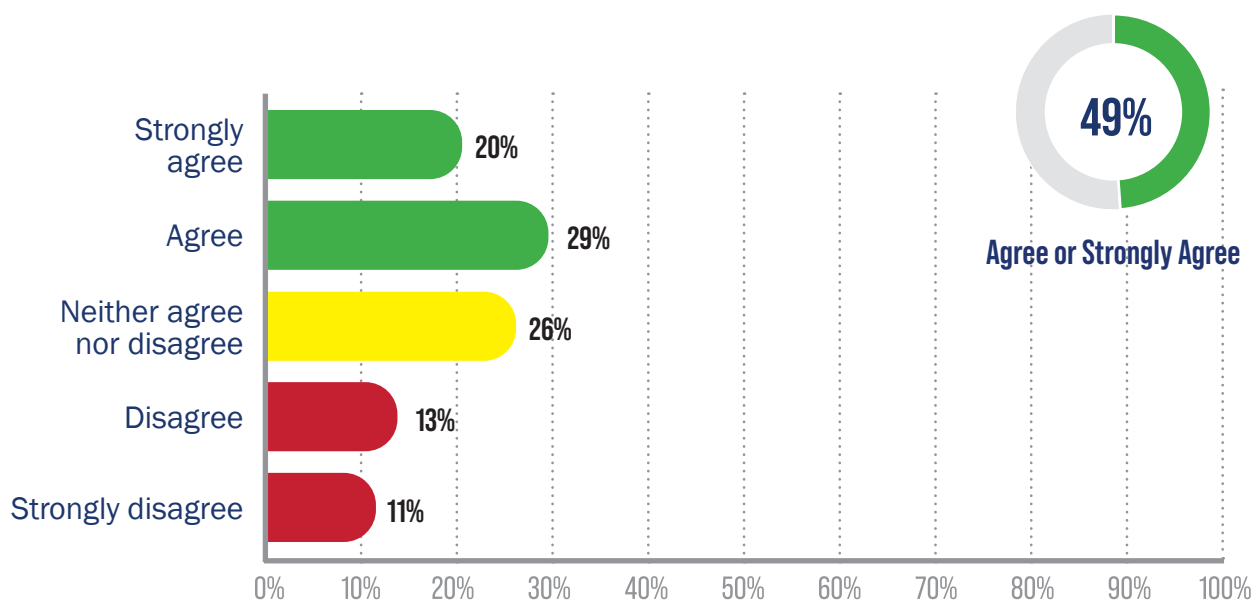
STRONGLY DISAGREE (Q14)

11 Responses | 11.58% of Total Responses

ID#	PLEASE EXPLAIN...
NA	All respondents chose to explain why they selected 'Strongly Disagree'
36	This one is the most scary. All designs should be more like Park and Preston. The attached SF and multifamily percentages should be better defined and much lower.
119	Park and Preston needs to have a lower density for the entire area, not just areas within 400 ft of single family zoning.
199	Needs more space
326	Park and Preston is an intersection that seems to be getting the most attention. It is already super busy in that area. Any attempt to introduce more housing at this intersection will make what is a difficult intersection to navigate even more dangerous and congested.
508	All Suburban Activity Centers should be converted into Urban Activity Centers - was the CPRC being incentivized to create as many weird, restrictive zoning types as possible? 1) There should be more flexibility in zoning types: lower employment minimums to ~20%, eliminate the minimum for detached SF, allow up to 90% MF 2) Increase building heights to 20+ stories or eliminate the limit 3) Micromobility and pedestrian use should be HIGH - more pedestrian-centric, less car-centric, minimize surface lots 4) Increase density considerably 5) Consider increasing or strictly enforce the open space
670	I just believe this separates the wealthy from those of us who are not
865	Terrible for those without a car. Would like to see an emphasis on walkability and transit service for these areas.
966	Once again, Plano is bringing the disaster high traffic and development mess from west Plano to east Plano. Many residents have opening signed petitions and spoken out against this high density housing and business development. The dollar is obviously lining the pockets of Plano city employees and elected officials. Once they ruin the city, they will be long gone and NOT having to live with the mess they allowed!
1099	The DUA should be limited to 22 DUA within 400ft of single-family zoning throughout the city, not just Park and Preston Suburban Activity Center.
1101	By adding "low-to-mid rise residential uses" to the Suburban Activity Centers Dashboard increases the want for high density living, thus lowering home values in the surrounding areas.
1103	Why do we have all of these special, restrictive housing types? Give developers more flexibility to build the housing and retail we need. We need higher density, higher buildings and more accessibility.

QUESTION 15

The Urban Activity Centers (UA) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	20.22%	18
Agree	29.21%	26
Neither agree nor disagree	25.84%	23
Disagree	13.48%	12
Strongly disagree	11.24%	10
Answered		89
Skipped		1025

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 41 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q15)

18 Responses | 20.22% of Total Responses

ID#	PLEASE EXPLAIN...
NA	11 respondents chose not to explain why they selected 'Strongly Agree'.
274	really cool area design for collin creek and the legacy areas.
333	My only grievance is these areas need to be all over Plano, not on its corners. The entirety of 75, Dallas North Tollway, and Preston should be the beginning for these Urban Centers. Having a thriving and expansive while also dense Urban Center will allow Plano to compete with Dallas and be a city in its own right instead of Dallas' far north neighborhood.
381	I think the committee has done a great job with this one. The areas that this type of zoning is in is great for traffic flow and these areas have really started to become the crown gem of Plano.
422	like the plan
459	Love the emphasis on TOD and maximizing space for people over cars.
785	Even though I don't like the really high DUA on MFT housing, it does make sense based in relation to the Employment Centers. I like the highly integrated/self-contained concepts.
1021	The planning of these two areas and development/redevelopment has been exciting to witness over the last several years.

AGREE (Q15)

26 Responses | 29.21% of Total Responses

ID#	PLEASE EXPLAIN...
NA	19 Chose not to explain why they selected 'Agree'.
58	Will this raise taxes?
508	Plano needs more Urban Activity Centers! The map needs to be redrawn! 1) Employment minimum should be lowered to 20% 2) Density should be increased 3) Building height maximums should be eliminated 4) Consider increasing open space requirements 5) Eliminate parking minimums for these areas, it needs to be people-centric, not parking-centric
1041	More urban activity center one at north east would help attracting people
1097	Shops of Legacy is really great but needs more loving care. Need to see the old EDS building torn down and turned into a sport/park area. keep the water areas. Now Legacy west needs a major overhaul; too much concrete and traffic; not pleasant. More open space with grass and trees.
1099	The use of the UA are appropriate only if it is not expanded to other areas throughout the City of Plano. If new UA are created, then I am opposed to the plan.
1101	While an increase in high density living is detrimental to the City of Plano's suburban character and potential tax revenue, keeping certain areas strictly for high density living is acceptable. However, the high density living should not extend beyond the borders described in this plan for UA centers.
1103	These areas again are too restrictive. E need more density. Also this land use should cover much, much more of the city. We need to make sure that we are enforcing greenspace requirements in these areas as well as trail and sidewalk connections.

NEITHER AGREE NOR DISAGREE (Q15)

23 Responses | 25.84% of Total Responses

ID#	PLEASE EXPLAIN...
NA	13 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'.
91	What about traffic (& parking in those new areas)
221	The City leaders do not care about residential neighborhoods.
547	i just hope i can still see the sun rise after Collin Creek is finished.
584	I want an emphasis on parking. How will I be able to park without risk of being towed? I quit going to Lower Greenville because of the aggressive towing actions. I don't want to see that here.
760	The Urban Activity Centers section is the best of the whole plan. I am still concerned about the boundaries with it and the EM property to the west. I didn't click on EM, but I do want to add one thought. Where are the people going to live who work in those areas? Frisco or the Colony?? We loose dollars when people take money out of Plano! The residential areas of the UA are very expensive. We need more affordable housing in the NW part of the city.
827	WHAT ABOUT EAST PLANO WE ARE PEOPLE ALSO!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
887	No new apartments

NEITHER AGREE NOR DISAGREE (Q15 - CONT'D)

23 Responses | 25.84% of Total Responses

ID#	PLEASE EXPLAIN...
971	It would be nice to mix the beauty of nature (I love our nature preserves!) with the cool urban areas. Make them a beautiful place to enjoy nature and urban life at the same time. Water features, more indigenous plants, urban walkways/biking, etc.
1011	Let the market dictate growth
1064	In general agree, think we should identify more areas that could move in this direction with re-development. Not sure what the options are due to space required but does seem like it woul support long-term fiscal responsibility.

DISAGREE (Q15)

12 Responses | 13.48% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Four respondents chose not to explain why they selected 'Disagree'.
107	I don't want to see a large increase in high density housing in Plano.
141	There needs to be more transparency in the price points that we are allowing these developers to build. The remaining land in Plano is a VERY valuable commodity and should not be entered into development lightly. We as a City currently have an upper hand in bargaining with developers due to this fact, however i believe some board members do not have the knowledge or experience to deal with these developers and essentially get fleeced at the bargaining table.
185	No expansion of these centers
239	I think the Alma Plano Pkwy corner area will be too crowded
563	Need more of these centers
700	Ex. Collin Creek Mall redevelopment has been changed to include more apartments than was originally proposed as I understand it. Just as Willowbend Mall was allowed to have less parking than their square footage called for.
992	Same as prior explanations. No transparency as to the relationship of our zoning and it's ties to HUD.
1078	Too limited in location. As our strips age, will this limit replacing an aging strip with more of a mixed use development? Strips are less interesting, have no green spaces, etc. The 2 very small areas on this map won't really meet the needs in the future. Right now I drive past several strips to get to Watters Creek.

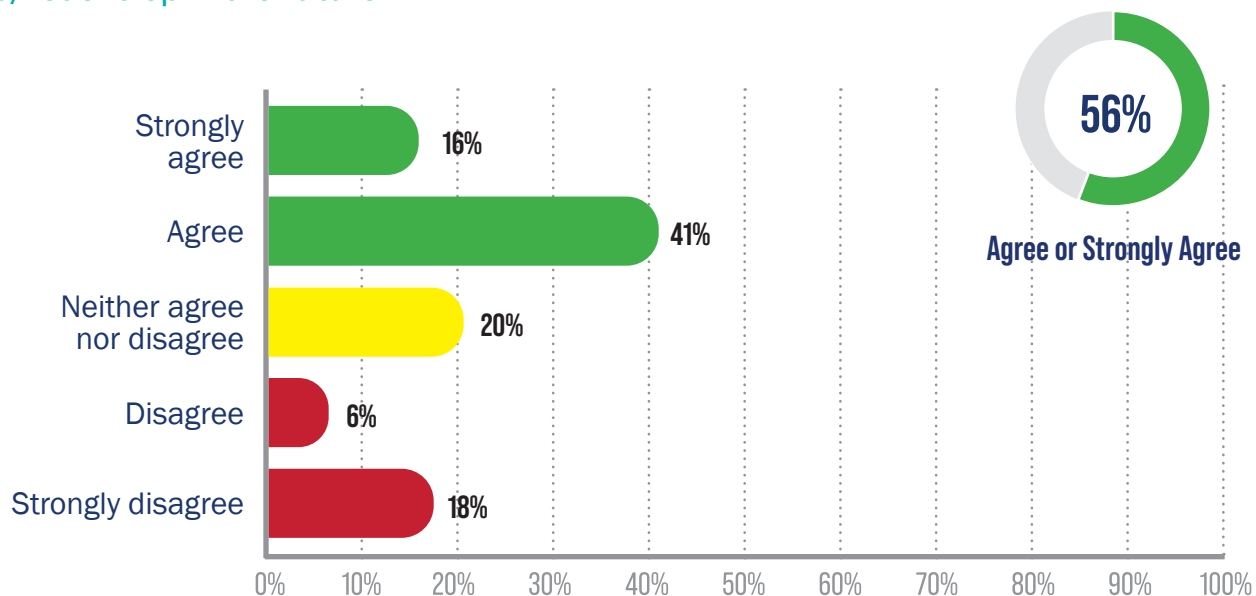
STRONGLY DISAGREE (Q15)

10 Responses | 11.24% of Total Responses

ID#	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Strongly Disagree'.
86	No urban activity centers. We moved at a suburb not an urban area.
262	Good idea to have a couple of urban activity center sites in city of Plano. We do NOT NEED high rise. The beauty of this city is fading because you are taking it away with steel and brick. Maximum height should be what we currently have at Legacy. It's enough
326	Large underground parking garages with high rise apartments located next to quick get-away highways like 121 and George Bush become high-crime areas and do little to promote economic activity. They merely increase the tax burden on residents to fund extra security and infrastructure support these structures require.
670	Again this is to separate the rich from the low income working families
757	Neither the map or dashboard address the complexity and challenges faced by the two areas. Starting with Legacy, the boundaries of the urban area are far from certain. Adjacent campuses (JCP, Beale, etc.) will likely change to an urban form during the next 10 years. The whole campus workplace is evolving. The retail footprint will shrink and more housing will be added. The 20-story height limit is already exceeded. No limit is needed Collin Creek, Bel Air Oaks and Heritage Creekside should not be combined as a single area. The city has no clear goals for Collin Creek. It is truly a residential development that hopes to mixed-use. That said, the failure to involve the perimeter properties in the development brings success into question. The commercial core has bad access, no visibility or image. The plan failed to set goals for the area and was too focused on limiting residential development.
854	Looks reasonable but with choking apartments no good for our families
888	Recommended heights of "1-20" stories are very unrealistic for these areas, especially since taller buildings already exist. These should be places to encourage density, walkable urban form, and activity, not arbitrarily restrict development.
982	Do not want more high rises and apartments in Plano.
944	Will not need so much office space as 50% more people will be working from home. This will hurt retail and office.

QUESTION 16

The Employment Centers (EM) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	15.63%	10
Agree	40.63%	26
Neither agree nor disagree	20.31%	13
Disagree	6.25%	4
Strongly disagree	17.19%	11
Answered		64
Skipped		1050

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 20 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q16)

10 Responses | 15.63% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Strongly Agree'
381	I'm really happy to see that the committee isn't allowing residential in these areas. We need to continuing attracting corporations to move here and this zoning plan is going to do a great job with that.

AGREE (Q16)

26 Responses | 40.63% of Total Responses

ID#	PLEASE EXPLAIN...
NA	23 respondents chose not to explain why they selected 'Agree'
58	What jobs are being provided and what about the homeless
294	I agree
1101	EM increases the possibility of businesses moving to Plano. If more businesses come to Plano, more taxes can arrive. More taxes can help the City of Plano aid its citizens by providing quality services. However, EM should not surround single-family dwelling areas, since it could decrease the home values.

NEITHER AGREE NOR DISAGREE (Q16)

13 Responses | 20.31% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
221	The City of Plano gives lip service but does not care what residents want.
493	Suggested bicycle infrastructure does not support a convenient method to go from home to a major employment center via bicycle. The bicycle infrastructure is more focused toward recreation.
785	Areas make sense and I agree we need to attract business. With the changing focus mentioned in the evolving trends section, do we need as large of area as designated? Could reduce size and open up more Open Space, Social Network and maybe a small amount of Suburban Activity Centers. OS and SN spaces are severely lacking in the current Employment areas.
1021	Believe that the City really needs to strongly consider how the telework/hybrid work environment has impacted corporate office usage. Many companies are downsizing their office square footage. Observed vacant or near empty parking lots/office buildings along Plano Pkwy and some along Legacy/Tennyson for over a decade and that was a trend for years before the pandemic. Instead of encouraging companies to move in, perhaps it's time to consider full redevelopment of these large headquarter spaces.

DISAGREE (Q16)

4 Responses | 6.25% of Total Responses

ID #	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Disagree'
185	No expansion or growth of these areas
459	Isolated and sprawling corporate campuses may not be the best use of land. Integrating some high rise residential would be a natural way to activate the area at night and make the surrounding area viable. Preserving tree canopy and some large open spaces to keep the best of these area while integrating some residential would be optimal.
712	We need higher education (Richardson, Frisco) and arts centers like museums, performance halls (like Richardson) and stadiums (Frisco, Allen).

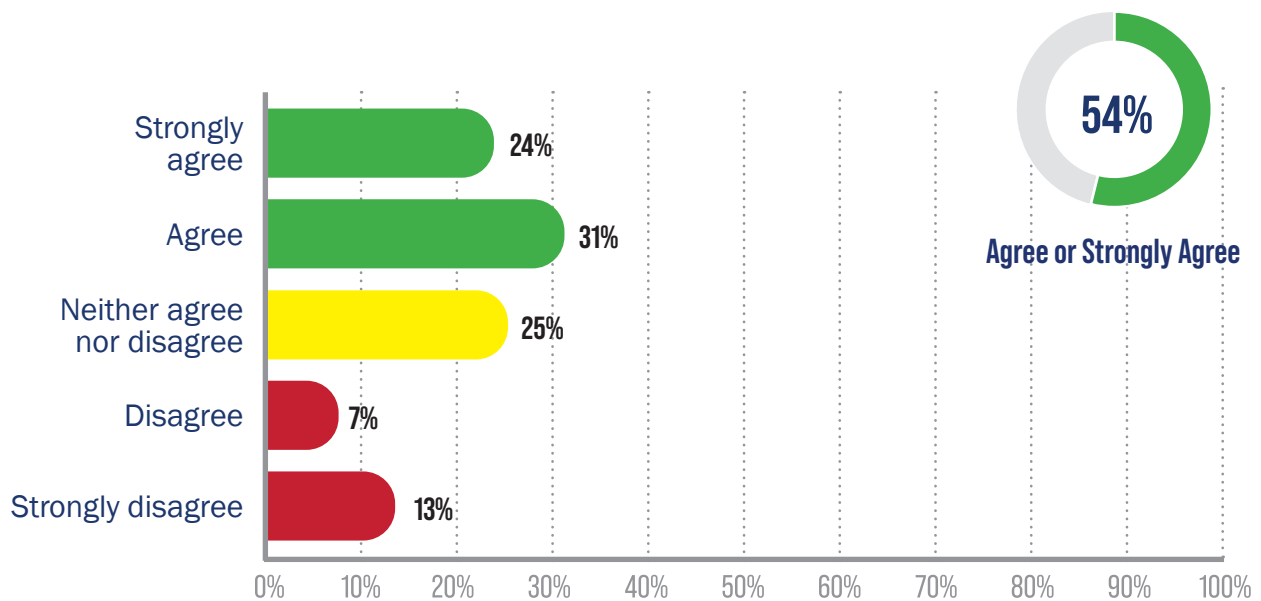
STRONGLY DISAGREE (Q16)

11 Responses | 17.19% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Strongly Disagree'
199	Virtual work environment doesn't need too much building now
262	Stop it! Enough already. People that work in these complexes have cars...that's how they get to work from home. I worked 45years having to find my own way to get lunch ...I did not die of hunger. NO more building!
508	All Employment Centers should be converted to Urban Activity Centers with increased flexibility on zoning type and development. 1) There should be NO LOW PEDESTRIAN ACCESS AREAS in the city! This should be developed or redeveloped to be walkable so people can walk or bike to work. Both pedestrian and micromobility should be high. It's 2021, people. 2) Employment minimums should be vastly decreased, residential allowed, including attached and multifamily 3) Increase density or eliminate maximums 4) Building height maximums should be increased or maximums removed
637	I don't think that keeping these areas separate from other spaces is a good idea. The lack of neighborhood integration and non-car transportation goes against good design principles. Businesses would rather their employees be able to walk or bike somewhere for lunch. In addition, safety in the areas decreases at night if there are no nearby businesses or residences to keep watch over the area. Nearby neighborhoods are also then isolated on one or more sides by areas without any usable amenities. The usable space per acre is also low. By encouraging sprawling 1-2 story campuses with large amounts of parking lots we are decreasing the amount of valuable usable land. I think these areas should be better integrated with micromobility, some residences, service type businesses, and green space, in order to both better use our available land and to increase marketability to employers.
854	Looks reasonable but with choking apartments no good for our families
1011	Let the market dictate what happens. Research Technology failed. Get over it. You have been trying for 30 years. It failed.
1099	I disagree the EM should encompass areas adjacent to single-family dwelling, such as off Parkwood and Spring Creek Parkway.
1103	This land use is unnecessary and very 1990's. These areas should be WALKABLE UA land types. Also we need housing in these areas of the city - showing the need for these to be UA centers.
1078	Again, if we want to limit traffic, having residential near to employment would help achieve that. Also, the quality of the Employment Centers should be a priority.

QUESTION 17

The Downtown Corridors (DT) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	23.53%	16
Agree	30.88%	21
Neither agree nor disagree	25.00%	17
Disagree	7.35%	5
Strongly disagree	13.24%	9
Answered		68
Skipped		1046

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 28 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

16 Responses | 23.53% of Total Responses

ID#	PLEASE EXPLAIN...
NA	21 respondents chose not to explain why they selected 'Strongly Agree'
333	Only ask the transition from Downtown to the Urban Centers are gradual.
459	Like the continual work to make this area interesting, walkable, and convenient. As it develops it could be even more of a regional area for people to visit on weekends.
485	Transit and pedestrian designs are excellent
628	I personally love downtown Plano and am excited to see it blossom with new development while still retaining the history of our city. I would prefer to see more restrictions placed on low quality 4+1 apartment developments which are prone to fire and lack character. Please place emphasis on high quality building techniques which will stand the test of time!

21 Responses | 30.88% of Total Responses

ID#	PLEASE EXPLAIN...
NA	19 respondents chose not to explain why they selected 'Agree'
50	Most store fronts don't look stylish or traditional. It would be good to have some standards and rules as to how the building should look in downtown area. It would be nice to have more sitting areas and also they should be kept clean. Right now Plano downtown looks a little rough and ran down. Not clean or stylish/pop/retro.
1103	The only way to preserve the Douglass Community and avoid gentrification (if the city is serious about it and not just paying lip service) is to build more housing! Lack of housing has driven prices sky high already. We need more density and housing!

17 Responses | 25.00% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Eight respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
58	Is this going to help the air quality?
122	'Development projects should respect the historic character of Downtown and surrounding neighborhoods': Yes, but will they? Make me a believer.
262	Agree to preserve downtown Plano. Disagree with more and more rail stations. Any deciding to approve transit stuff should include people that live IN THE MIDDLE OF the AREA where those stations will be built.
508	The Downtown Corridor needs: 1) Higher density 2) No building height restrictions 3) Much, much lower employment minimums for more re-development flexibility
601	Money needs to be spent on roads. Capital ave and summit, G Avenue, the train tracks that run through East Plano are atrocious at the crossings.
802	The redevelopment of downtown was a good thing. The original Multi-family units close to the railway and freeway made sense, along with supporting shops, restaurants, etc. But, the city allowed too many Multi-family units and it has spoiled the usability of the area.
827	WHAT ABOUT EAST PLANO WE ARE PEOPLE ALSO!!
1011	Let the market dictate what happens.
1064	I do agree with this except that downtown is not the geographic heart of the city. Putting too much attention, for example, of transportation around the downtown leaves it inaccessible to much of Plano. Should probably include something in NW Plano as almost a down town two that also has increase consideration for such thing to tie everything together.

DISAGREE (Q17)

5 Responses | 7.35% of Total Responses

ID#	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Disagree'
654	These are some of the older parts of Plano. Much of it is lower income and minority residential. If the city requires redevelopment to the new plan instead of repairs/remodels, these people will be pushed out of the city to find affordable housing
842	Height of buildings downtown too tall already. Traffoc a nightmare when you add more dense housing.
854	Looks reasonable but with choking apartments no good for our families
1097	Need more grass and trees in this area; better walking paths with trees

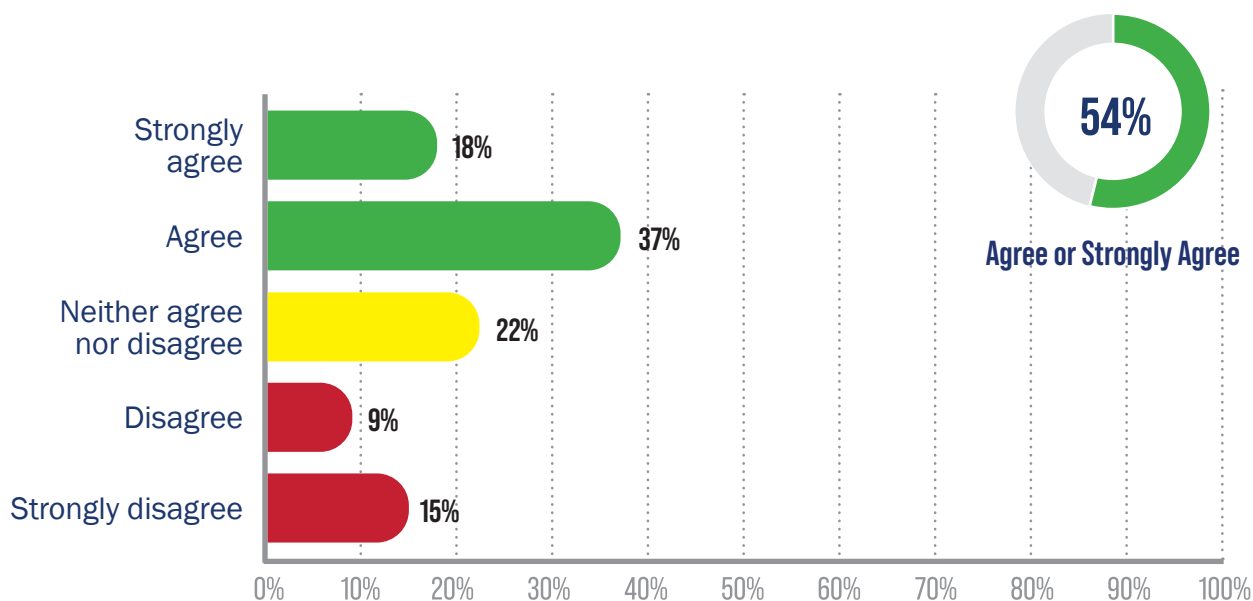
STRONGLY DISAGREE (Q17)

9 Responses | 13.24% of Total Responses

ID#	PLEASE EXPLAIN...
NA	All respondents explained why they selected 'Strongly Disagree'
199	Don't make it another NY
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail.
370	I strongly feel that the limits set on the DT have been too low. Though the city should endeavour to maintain the historic preservation of the area it must also be realistic to the needs of development and the times. Height restrictions, density, Intensity & Scale, Open Space, and Parking are too restrictive for this limited area to sufficiently fulfill its potential. The DT is Plano's premier opportunity to revitalize East Plano as well as build a new urban centre attractive to all citizens in the metroplex. It has 3 light rail stations which will soon connect directly to UTD with a student population of greater than 35,000. Limiting its growth potential through restrictions greater than that of Urban Activity Centres is not in the best interest of Plano's growth.
413	Where will the industrial areas be
584	Two things....will the city protect the historic buildings on 15th? I watched in disgust as a developer lied to us about not building adjacent to the J ave parking area anything taller than existing downtown historic structures and they put a taller building there. It was an utter lie and should not have been allowed to happen. Second, the Downtown corridor is becoming a hub for panhandlers. What is the city's plan to address this? I will avoid confrontation with them so will stay out of areas where it's a problem. It would be nice to eat at Poor Richards without having an aggressive panhandler catch me in the parking lot.
734	DART is a disaster, the homeless are just camping around it and more high density means more evictions which means more homeless. They are also drug dealing centers in Plano (which also contributes to the homelessness). We need to re-evaluate the \$80 million a year we waste on virus-spreading public transit that has been a hotspot of crime and homelessness and a blight on our city. We should eliminate the DART station altogether and replace it with mini homes or other permanent housing to reduce the homeless crisis.
757	The plan does not recognize the complexity and diversity of the area. The reduction of TOD areas from a 1/2 to 1/4 mile radius is a mistake. The plan assumes too much commercial growth and too little residential. It also does not recognize the importance of small-scale incremental development or the continued growth or arts and cultural venues and programs.
888	The reduction of what is considered to be transit oriented development from 1/2 mile to 1/4 mile arbitrarily limits the types and density of development that has been occurring and will continue to occur in Downtown Plano's revitalization. A 50 unit per acre limit on multi-family density will make it difficult for a developer to support a parking garage (which is desired by the plan) and other amenities desired by residents. A 22 unit per acre maximum on townhouses is less than what has been built/approved already in the area. The open space percentages are appropriate for suburban style development, but not in an area where an urban form is desired. The city should instead use the park fees collect from new housing to identify and purchase land for a public park. The Future Land Use Plan ignores the Cityline rail station, which should be used as a spur for significant TOD on Plano's side of the Bush Turnpike.
944	Get rid of the bus line on communications parkway. Cause crime and undesirable living areas due to the socioeconomic conditions of its ridership

QUESTION 18

The Expressway Corridors (EX) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	17.65%	12
Agree	36.76%	25
Neither agree nor disagree	22.06%	15
Disagree	8.82%	6
Strongly disagree	14.71%	10
Answered		68
Skipped		1046

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 20 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q18)

12 Responses | 17.65% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Nine respondents chose not to explain why they selected 'Strongly Agree'
124	Highways are heavily associated with airborne pollutants that drastically harm quality of life for Plano residents. Redevelopment and focusing on decreasing these hazards and potentially reframing Highway 75 to be more aesthetically pleasing, and possibly more public transportation-friendly, would be a benefit to Plano.
785	Like the focus on redeveloping the I-75 corridor. The DART rail makes this desirable for mixed used communities and easy access to employment in Dallas area. Would like to see less % on MFT housing or less max DUA for MFT along the DNT and 121 corridors to help reduce traffic load.
1038	Not residential; corridor should be preserved for companies that will put headquarters there, thus supporting a healthy economy for Plano.

AGREE (Q18)

25 Responses | 36.76% of Total Responses

ID#	PLEASE EXPLAIN...
NA	22 respondents chose not to explain why they selected 'Agree'
294	I agree with the description
944	again, no more highdensity entry level apartments
1064	Though there seems to be opportunities along George Bush as well that should be included in this category

NEITHER AGREE NOR DISAGREE (Q18)

15 Responses | 22.06% of Total Responses

ID#	PLEASE EXPLAIN...
NA	12 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
221	The City leaders just want to get rich and dont care about residents desires.
262	Requirement- all those people that vote for this must live in the residential area that abuts this new creation
547	I didn't see it in the plan but 75 is dangerous. Too many cars with drivers that don't know the laws of Texas. Some people driving don't yield when you get off the highway. 75 is only going to get worse. Dallas should have taken up the Austin plan. Bet in hind-site they regret it. Now is the time to plan for the highways of the future. Also the design of the Plano Parkway/ 190/ Gatlin trio of horror. There is a is an bad accident there weekly. On Friday or Saturday nights you can sit outside and watch the helicopters respond.

DISAGREE (Q18)

6 Responses | 8.82% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Disagree'
381	There isn't an quantitative number defining "residential development should be considered in limited circumstances", so I'm suspecting that developers could potentially take advantage of this. I feel like the city/planning and zoning should consider explicitly defining what this should be so that we don't overload these areas with apartments.
654	I see the mobile home park does not fit the new standardized criteria for Expressway Corridors. That mobile home park has been there longer than the 40 years I have lived in Plano. Many of those homes are too old to be accepted in other parks (if you can find one and afford to move) so you will be asking people to walk away from the homes they have purchased and start over. Ruin peoples lives so the city can have a standardized expressway appearance? No.
978	Sound reducing walls need to be erected to limit the traffic noise along 75
1026	The guidance is vague. For example Expressway Corridors can have buildings up to 20 stories tall and be right across a 4 lane street from single family residences and yet there are no rules on height restrictions within so many feet of single family residences.

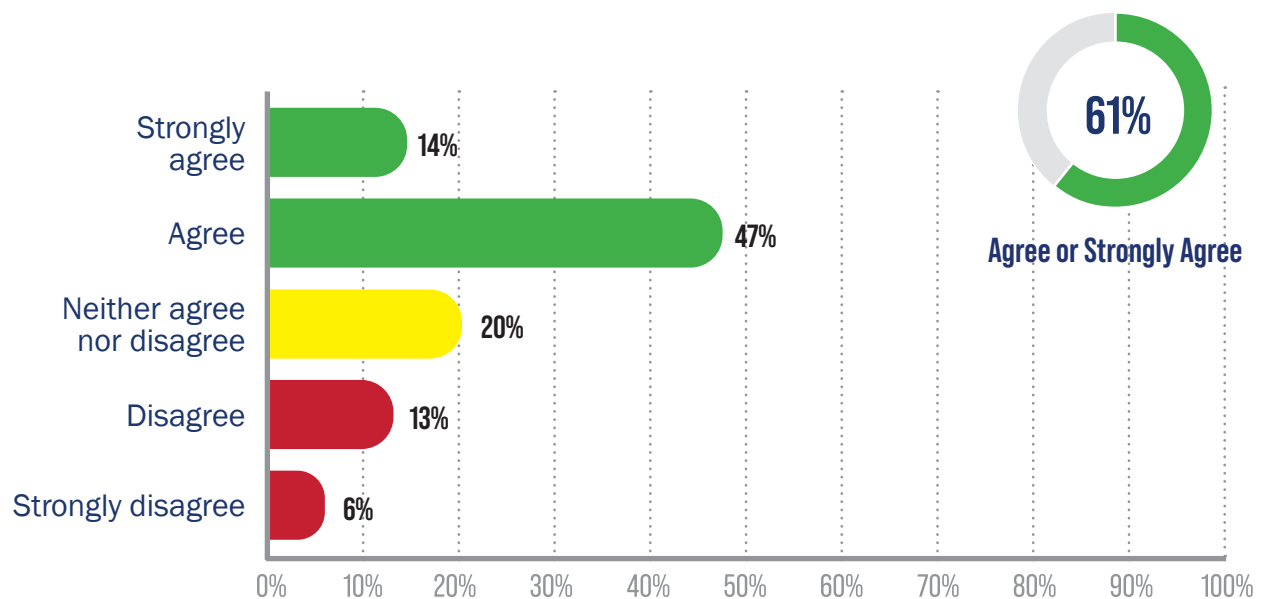
STRONGLY DISAGREE (Q18)

10 Responses | 14.71% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Three respondents chose not to explain why they selected 'Strongly Disagree'
508	All Expressway corridors should be rezoned as Urban Activity Centers. There is no need for this super-restrictive zoning type. 1) There should be NO LOW PEDESTRIAN ACCESS AREAS in the city! This should be developed or redeveloped to be walkable so people can walk or bike to work. Both pedestrian and micromobility should be medium or high. I can't believe I had to type this again. 2) The employment minimum should be lowered from 98% (which is bananas) to ~20% - the max of 100% is fine. 3) Housing max should be increased and all housing types should be allowed. 4) Building height max should be increased or eliminated 5) Density should be increased 6) Transit should be increased Side note: Want to know how clear it is that the CPRC has a bias toward low density SF and against all of the MF residents of the city? They put a paragraph about how unhealthy it is to live next to a highway and then it was the only zone that they begrudgingly allowed significant MF minimum zoning percentage. Also the UACs are all by expressways. Who are they trying to fool?
564	Expressway corridors need underground transit tunnels to decrease expressway traffic w/ express trains to Dallas during peak travel hours. The fact that Plano did not get a site on the Cottenbelt to the airport is inexcusable. We pay the taxes for other people to get the service.
584	We need a noise barrier! I cannot stress this enough. I've lived at Parker and Alma for 29 years and have watched the number of lanes and the traffic grow. The tire noise is unbelievable. The city needs to address this. The police need to stop the motorcycles (and some cars) racing in the middle of the night. I might as well mention the low flying helicopters - what can you do about that?
854	Already heavily crowded . Looks reasonable but with choking apartments no good for our families
1023	My neighborhood, Clearview, backs up to Central Expressway. We are a diverse neighborhood that includes residents of different races and social economic status. Our houses are perfect for those who are looking to downsize or start a family. Currently the businesses that are across Premier from Clearview are of the appropriate size and categories that compliment and support our neighborhood as well as other neighborhoods near ours. The zoning between Spring Creek Pkwy and Parker should be one that limits the size of the buildings to 2 stories. The Draft Plan violates Guiding Principle 1 - enhancing quality of life in Plano. Zoning that allows up to 20 story buildings directly across the street from our neighborhood will devalue our quality of life as well as our property values. To have the sunrise blocked from view from our homes, to live with the knowledge that any stranger in those buildings can invade our privacy in our own back yards by simply looking out the window does not enhance the quality of life in Plano. Pearson Early Childhood School as well as Clearview Park would be in clear site of any tall buildings. Can the CPRC guarantee that no employee of any business that overlooks the school and park is not a child abductor if this area on the plan remains an EM category? For the safety of our neighborhood children as well as the school children, I hope you think carefully about that question. I for one do not want to live the next 30 years with the stress of worrying about a high rise being built just across the street. Having been a commuter for 34 years, easy access to Central is a strong selling point. To be able to go directly from Premier to the feeder road without having to deal with the traffic on Spring Creek Pkwy or Parker was certainly a selling point for me when I chose to live here. Removing the access points or increased traffic from large number of employees coming and leaving the building will definitely decrease the value of our properties. Designating the area adjacent to Central Expy between Spring Creek Pkwy and Parker as EX is inappropriate so close to homes and schools. Please change the category to an NC even though it is not an actual corner. In all other ways it fits that designation.
1092	1-20 stories of multi-family housing is ridiculous for anywhere in Plano. Tenement halls won't be "good" for anyone except developers and corrupt politicians. The zoning that was set in the past was set for a reason. Leave it as is.
1103	Environmental health? UA, downtown, and other high-density land uses are right off the highways too, that seems like a poor excuse to deny Plano the housing that we need. These areas should all be UA.

QUESTION 19

The Social Networks (SN) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	14.29%	10
Agree	47.14%	33
Neither agree nor disagree	20.00%	14
Disagree	12.86%	9
Strongly disagree	5.71%	4
Answered		70
Skipped		1044

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 27 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q19)

10 Responses | 14.29% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Eight respondents chose not to explain why they selected 'Strongly Agree'
381	I think the committee has done a great job with this.
785	The neighborhood focus, social networks and open space is what makes Plano very attractive. Would like to see more of the social network development in the Employment Center areas as these areas are currently large blank spots in the map for social networks.

AGREE (Q19)

33 Responses | 47.14% of Total Responses

ID#	PLEASE EXPLAIN...
NA	21 respondents chose not to explain why they selected 'Agree'
58	It sounds like it's going to happen regardless if we agree or not
262	Yes - keep those entities looking beautiful and well supplied. Minimize multi transit methods of access. Requirement - all that vote for more transit methods must live on that transportation route and be forced to listen to the noise
370	Would recommend higher height limits due to school growth and allow for parking orientation of multi-stack garages as well.
445	More social networks needed vs all the retail that is planned but may not be needed since covid
508	Just want to point out that Social Network areas are supposed to serve the residents of the city. Not just the people that live in detached SF homes, but you wouldn't know it by looking at the map. They only seem to border Neighborhood areas. The city should be thinking about things like incorporating accessible, and walkable services like libraries or schools in higher density areas to serve more people and decrease car trips across the city.
636	More open social areas. Things like this are what make a city truly liveable. Any large chunks of open land should be made into parks while they wait for possible future development. Windhaven meadows park is a great example. White rock lake in Dallas makes an otherwise run down part of Dallas a great area to live. We need more social areas. The retail development called "Haggard farms" is not what we want at all. Save these large chunks of open areas and add large ponds with walking trails similar to Big Lake park in Plano, or town lake in McKinney.
781	We want LESS density. LESS apartment homes. LESS traffic. LESS office buildings due to the many empty shopping/business brick and mortar. MORE parks and open spaces. It is as simple as that.
1064	Need a lot more of this. Should be highlighted as more of a focal area in the principles. This stuff is what makes Plano Great. Particularly schools, libraries, rec centers, etc.
1097	But would like to see Plano to create more areas; also need an area that adults can enjoy various sports; basketball, indoor soccer, et...
1099	I am against the majority of social networks land space is concentrate with country clubs.
1101	My main objection is the majority of the SN areas are country clubs, which do not allow everyone in. SN areas should include others. There could be an increase of parks designed for Plano residents, thus allowing a rise in communication amongst citizens.
1103	Why are these areas almost all buried in the sprawling SF detached neighborhoods? How does Plano use this land type for ALL of its residents?

NEITHER AGREE NOR DISAGREE (Q19)

14 Responses | 20.00% of Total Responses

ID#	PLEASE EXPLAIN...
NA	11 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
91	What about traffic (& parking in those new areas)
712	There is a lack of events in Plano. There is no facility or initiative that can be rented by community to organize larger festivals. There is also a lack of development around water bodies.
827	WHAT ABOUT EAST PLANO WE ARE PEOPLE ALSO

DISAGREE (Q19)

9 Responses | 12.86% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Disagree'
184	should be incorporated into existing category. less is better
454	Plano should add the reservation of underground space in our Social Network areas for future expansion of temporary sheltering for high wind or other emergency situations. By reserving this space now for the future, as climate change affects our area, we can construct underground shelters to help us get through the worst of times in the future. Because Plano's Social Network area is primarily green spaces today, it will cost the least in the future to build underground facilities. Also these Social Network areas are well spread throughout the city, providing easy access to future residence. Finally if, in the future these underground areas are needed to be constructed, these areas could still maintain the current existing above ground uses as parks, recreational areas, etc.
584	There should be an emphasis on Plano residents being able to use these facilities over outside groups. Also, there shouldn't be rules in place that make it difficult for Plano residents to enjoy what we paid for. I used to rent out part of the Plano Centre every year for a wargaming event, but had to stop when I was forced to buy catering. I didn't want catering....why should I be forced to purchase it? Plano residents should have some priority on scheduling, within reason.
621	Social networks say that there should be no housing, yet golf courses are included as part of a social network. Of course, golf courses provide highly desirable neighborhoods because of the additional green space provided. This needs to be taken into account in the description. I live in a golf-course neighborhood that has many houses.
854	Already mostly developed .
978	Graffiti, trash (from adjacent apartment complexes and businesses are a major contributor - they should be made to pick up the trash) and homeless people are a major problem in the parks.
1011	Why are we going to be locked into these areas?

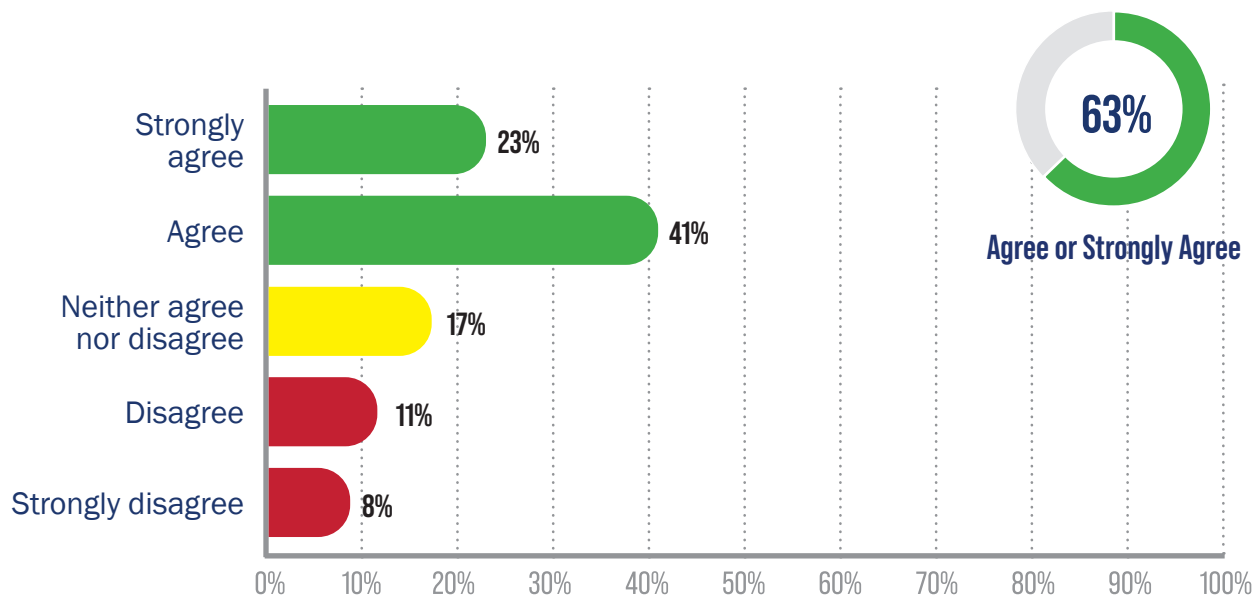
STRONGLY DISAGREE (Q20)

4 Responses | 5.71% of Total Responses

ID#	PLEASE EXPLAIN...
NA	One respondent chose not to explain why they selected 'Strongly Disagree'
146	East Plano is lacking in these social networks, especially for low income minorities that might not have the transportation necessary to reach locations.
199	Need more
326	I'm not sure why the term 'social networks' is applied to already existing parks and recreation areas that are denoted on this map. Actually, this dashboard only emphasizes how little open space is dedicated to parks and recreation and other 'social' activities in the city of Plano.

QUESTION 20

The Open Space Network (OS) Dashboard accurately describes how these areas of Plano should develop/redevelop in the future.



ANSWER CHOICES		RESPONSES
Strongly agree	22.64%	24
Agree	40.57%	43
Neither agree nor disagree	16.98%	18
Disagree	11.32%	12
Strongly disagree	8.49%	9
Answered		106
Skipped		1008

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 48 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q20)

24 Responses | 22.64% of Total Responses

ID#	PLEASE EXPLAIN...
NA	17 respondents chose not to explain why they selected 'Strongly Agree'
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
381	Plano has some of the best parks out of all the cities I've been to. It's good to see that transit is going to be improved with these. My biggest complaint with our park/transit system is there's no easy way to get on a bike trail from central/west Plano to the urban activities center. Would it be possible for the city to consider extending Bluebonnet Trail so that it's easier to travel between these areas?
584	I like this a lot.
785	Love that Plano has decent open spaces. Would like to see more developed, especially in the Employment Center areas of NW and SE Plano which has limited areas. Neighborhood parks are a great gathering place for kids to play and make it nice to walk to vs having to drive distances in a vehicle.
964	Prioritize parks!
973	We chose our house based upon its proximity to a trail system. We'd love to see the trails better interconnect among each other and with other cities' trails. (Can Plano trails connect to Allen and Richardson?) We love to walk and bicycle, and sometimes will take trails down to restaurants. The park system and outdoor spaces are a huge selling point for Plano.
1097	The one positive for plano; keep it up.

AGREE (Q20)

43 Responses | 40.57% of Total Responses

ID#	PLEASE EXPLAIN...
NA	30 respondents chose not to explain why they selected 'Agree'
50	Can we have more parks near Legacy x Parkwood corner? There is no park and only green areas full of dog poops. It wuld be nice to have a better/larger park.
258	Increasing the open space network with more parks and bike trails should be the goal.
262	Same rule. Yes...always improve parks, etc. all people that vote for multi transit MUST live on transit line
445	Need more open space
508	The Open Space Network should strive to be more connected, to fill in gaps where it does not currently appear in the city and also to serve higher density areas instead of disproportionately serving (and subsidizing) the sprawling detached SF neighborhoods. Also why does the city need max building height restrictions for it's own buildings? That should be removed to give the city flexibility.
628	Plano parks are a huge selling point for this area. I would enjoy seeing better uses of this space than with surface level parking, which is a waste of space and blight on this city. Go vertical or go underground! This benefits the local ecology by reducing runoff and the heat island effect, and leaves more space for what truly matters.
854	No more choking apartments
1021	Would like to see more shared use paths.
1038	Open space guidelines should be more adhered to. Concepts are misleading. More oversight is needed.
1064	More focus should also me on micro parks or include development opportunities for city owned green space in local communities. The city has been underinvesting in this area and seems like could be a further casualty to principle 2.
1099	Open Space Networks should continue to interconnect our city.
1101	Keeping parks allows people to find areas of silence and peace in a chaotic world.
1103	We need much more Trail and open space connectivity through this city! We should not be afraid of eminent domain or other tools to connect the city. In a 30 year plan we should be much more ambitious! Our trails system should be as good as our road system by 2050!

NEITHER AGREE NOR DISAGREE (Q20)

18 Responses | 16.98% of Total Responses

ID#	PLEASE EXPLAIN...
NA	11 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
17	These open spaces should not be developed any more than they presently are, only maintained.
270	it accurately shows the open space, i cannot conclude how any of those involved think we should view moving forward.
476	Not totally clear on the differences between Open Space and Social Network.
790	I want bicycle trails to link to dedicated barrier bicycle lanes throughout the city.
971	add more! Plano has beautiful nature, preserve more areas! Add in some water areas that can be overlooked by restaurants.
985	Never enough open space.
1111	On the Parks Master Plan Map, I can't tell the difference between Proposed Parks and Private Open Space. The colors are too similar.

DISAGREE (Q20)

12 Responses | 11.32% of Total Responses

ID#	PLEASE EXPLAIN...
NA	Two respondents chose not to explain why they selected 'Disagree'
214	As I drive through my home of Plano for 32 yrs I hardly see any open spaces anymore pushing wildlife out of their habitat and into our neighborhoods making them less safe for our pets and the backyards we should be able to use as we like not only to stand and watch over our pets as they do their business, they can not go out in the yards anymore without a person with them. Our homes we paid for including our yards are not ours to use as we like anymore or the freedom of our family pets to exercise without someone watching them, no more doggy doors for daytime use while at work or when we leave out homes. I am sure all of the building they are doing on the creeks has done this and there is a clause in most contracts that if wildlife is pushed into the neighborhoods and endanger people or pets they pay to have it fixed!
243	Needs to be expanded.
334	I don't see anything specific in regard to what might change in open areas. One area of concern for me is in the Los Rios area where the the once existing Los Rios Golf Course was located. This area is adjacent to our home. The area is kept mowed, which is good. However, there are no indications from the City on what is to ultimately be done with the property. It is unfortunate that the original club house was demolished. The city could have done a number of things with this facility and established a nice park area around it. I expect that the residents of the Los Rios residential area would very much like to be informed of any plans for this area since whatever the city may plan, if anything, we can have our input. We are all aware that this is a flood zone and is generally covered in water. So, if the city chooses to keep it the way it is that is just fine. If so, If you would take down a few of the trees, I could use it as a landing strip for my airplane. Thanks
408	There is not enough green space. Plano needs MORE trees, less heat islands, more outdoor spaces for people to enjoy.
564	Northwest Plano needs more open spaces. Hike/bike trails should connect suburban and urban activity centers in order to ease traffic congestion.
637	I would like to see the open space network expand during the next 30 years in order to both give our increasing population more places to get outdoors, and to increase our micromobility transportation network through park space. There are areas in Plano where individuals living in neighborhoods cannot easily access park space within walking distance. I think the city should aim to both expand the park/trail network and more neighborhood pocket parks to increase livability, non-car transportation networks, and neighborhood appeal.
700	Open space is hardly available west of I-75
827	WHAT ABOUT EAST PLANO WE PAY TAX ALSO YOU YOU KEEP EAST IN THE DIRT
842	Make developers design AND MAINTAIN open space at a higher percent of new development and it should be contiguous space for new residential. Not a strip of grass next to the parking garage.
1020	More open spaces in Plano to keep its natural land, parks, animals, and foliage.

STRONGLY DISAGREE (Q20)

9 Responses | 8.49% of Total Responses

ID#	PLEASE EXPLAIN...
NA	All respondents chose to explain why they selected 'Strongly Disagree'
48	No apartments
199	Need more space. Avoid giving building permits
249	Plano needs more open spaces for parks and trails. One of the reasons I moved to, and eventually bought property in, Plano is because of the parks and trails systems. We need more of that to make Plano a place where people will want to live and less building more housing. We have enough housing to accommodate everyone.
550	Since 2007, City Council has disregarded the need for citizens to use the parks and fields. These areas were built with our tax dollars and are maintained with our tax dollars and yet the City Council in its bid to charge money and punish neighborhood residents have limited the use of these parks. Take Hoblitzelle Park for example. Local children are FORBIDDEN from using the fields when they are not scheduled from throwing a ball around or gathering together. Do you want young teens to have nothing to do and get in to crime??? There is an obesity problem going on! Yet, when the fields are not being used by a paying athletic group YOU actually send a Park Security person to sit there and chase good kids off. All they want to do is kick a soccer ball around. THIS is what you call creating great neighborhoods?? Give me a break. I hope you enjoy the extra money you take in from harming the local community.
615	This doesn't account when you happily placed park guards that required 6 feet of distancing. Under these communist suggestions there should be 10x the space.
766	The smallest amount of dedicated space in the whole city. Looks like there is very limited new green spaces except for maybe the 10%/20% that might be required for a new development. Other than that it seems the plan is maintain what we have but add very little in the way of open spaces.
877	stop developing open land in our city. We've already overbuilt and over populated our city and its quality of life
959	This is an abysmally small amount of open space. We need to leave some of the open pasture areas (there aren't many) alone. There is actually a working farm near Windhaven and the Tollway and it's part of the charm of this area and the reason people moved here. I know the land owners are just waiting for the right time to sell so they can stick another retail/office on the land, but that would be tragic.
1088	Why the race to erase so much farm land? What is the objective/goal? How will that impact long term quality of life? What money is being allocated to not only maintain existing parks, but to Increase Park land? Why or why not? Statistically sound data points to quality of life increases based on careful creation and Maintenance of park lands. Please think Long Term, Not short term! Why do most residents like to live in Plano? That is probably one of the biggest questions to answer and Respond Appropriately to.
217	How about neighborhood trolleys that connect the recreation centers, libraries, local government facilities and schools. This would allow more usage of all citizens, including elderly and disabled. It would possibly reduce traffic congestion and improve air quality with more of this type of transportation available. I excellent step towards helping with climate change impact.
687	I would like to see current Open Spaces protected from rezoning. I would like to see current undeveloped land to remain undeveloped to protect our air quality and cut down on the possibility of creating a heat dome like we see happens in more urban areas nearby.

SECTION 5 - RGM Policy

Section 5 of the survey was intended to collect feedback on the Redevelopment and Growth Management (RGM) Policy.



SCAN THE QR CODE TO VIEW THE REDEVELOPMENT & GROWTH MANAGEMENT POLICY (RGM) VIDEO.

SECTION 5

A new Redevelopment & Growth Management Policy (RGM) with ten associated action statements was developed to provide specific guidance for new growth and redevelopment. This guidance includes:

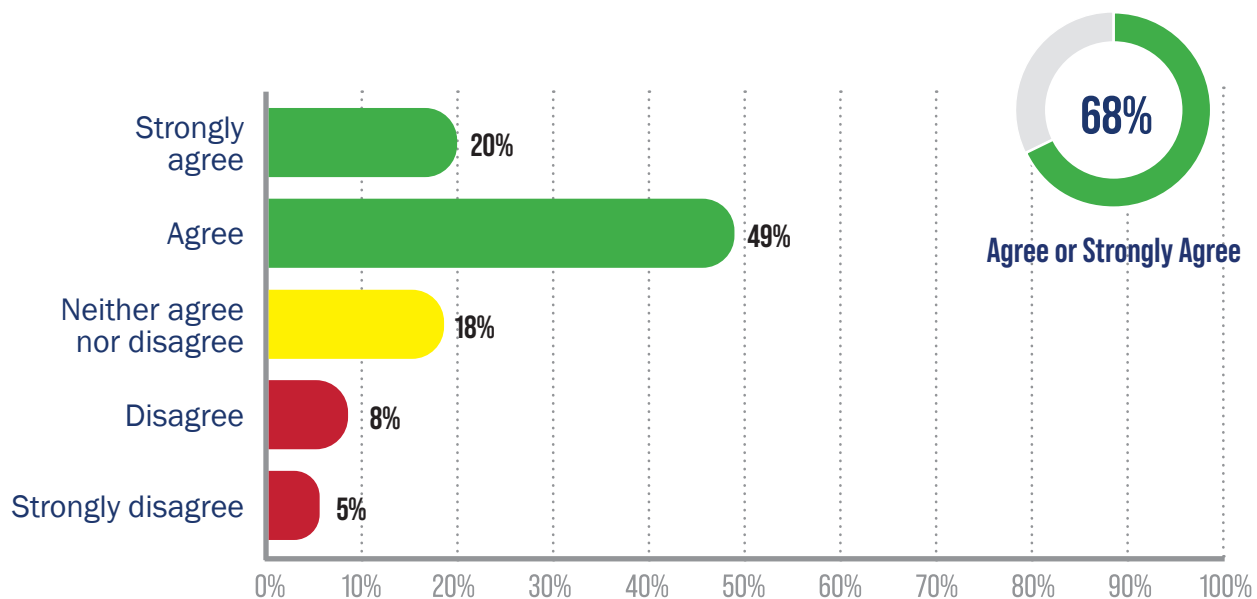
- setting a higher bar for approval of zoning changes that deviate from the Future Land Use Dashboards,
- requiring phasing of mixed-use development,
- calling for the creation of a formalized community input forum, and
- forming citizen committees to review any major changes to the Comprehensive Plan in the future.

The RGM policy, used together with the Dashboards and Existing Land Use and Housing Inventory, guides the level of growth and redevelopment in Plano.

[Click here to view the new Redevelopment and Growth Management Policy.](#)

QUESTION 21

I believe adding the Redevelopment and Growth Management Policy is a positive change to the Comprehensive Plan.



ANSWER CHOICES		RESPONSES
Strongly agree	19.63%	159
Agree	48.52%	393
Neither agree nor disagree	18.27%	148
Disagree	8.27%	67
Strongly disagree	5.31%	43
Answered		810
Skipped		304

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 181 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q21)

159 Responses | 19.63% of Total Responses

ID#	PLEASE EXPLAIN...
NA	133 respondents chose not to explain why they selected 'Strongly Agree'
8	Takes control
100	Planning is the key to success
124	Citizen committees are an asset to redevelopment and understanding growth management. We need to ensure that we incorporate a diverse group of residents to represent this (not only White, middle-class attendees).
201	The amount of unsightly, old, underutilized retail corners in central Plano needs to be reviewed and re-utilized. It is the one thing I dislike most about Plano.
221	Yes but i have no faith or trust in the city to follow it. They will say they are guidelines and cave to developers.
235	Redevelopment and "Repurposing" is critical to Plano's future.
270	not really sure what i am agreeing to. This policy is beneficial if none or a less robust one existed prior. We want oversight and a voice so this seems to help that cause.
294	I hope that the zoning board adheres to this
420	I like the citizen committees to review major changes and hope they have a say in what should or should not be developed.
422	again, these new policies need to be implemented sooner than later
442	Would like to avoid opportunities for the allure of big money to tempt our elected leaders to allow our suburb to become too urban. (As we saw in the past few years.)
450	Citizen committees will be vital in these proposed plans.
513	Please continue to address the traffic issue of future development.
542	I like that you are asking for public feedback.
564	The plan should encourage more biking and pedestrian activities requiring wider sidewalks and buffered bike lanes without car access w/ their own traffic signals. i.e. Consider lanes for traffic, a lane for bikes, and a sidewalk for pedestrians. Check out Amsterdam. Plano is flat. Making walking and biking safer would ease traffic and encourage home ownership in Plano. We would become known as innovators.
621	Having community input is critical, and setting a higher bar for approval of zoning changes is necessary. Right now, it seems that most of these happen clandestinely, behind closed doors—or we are not notified that we have something we should be concerned about. I definitely think the people who are impacted by the zoning should be consulted and their input should be taken with the highest regard.
678	Citizen input (previously denied) is positive change assuming it is actually encouraged, received, and acted on
703	I feel redevelopment of single-use areas as mixed-use area will help Plano
734	More neighbor oversight (not manipulated by the developers) is a great change, as is enforcing that higher bar for P&Z and council approval. It should be 7/8ths (unanimous votes like Collin Creek Mall are ideal)
778	With all of the demand for different types of businesses and housing, it is absolutely fundamental that we maximize efficient land usage.
785	Helps solidify what would be prioritized in future zoning decisions and reiterates the focus on keeping Plano, "Plano".
1000	getting input from the citizens and impacted community is a must. It makes the people feel included on decisions that will affect them.
1021	Implementation of the Comp plan will be contingent on not allowing for too many variances and strong community involvement.
1031	Yes, the more all of us know about the policies the better for all of us. I called this strategy the management of expectations. Information is power. We need to know where we are going.
1071	The growth management policy is an essential basis for ensuring the City continues to develop in a orderly manner, without excessive contention among parties with varying interests.
1098	Preserving the suburban character is a great priority and codifying rules for doing so is a good idea.

AGREE (Q21)

393 Responses | 48.52% of Total Responses

ID#	PLEASE EXPLAIN...
NA	344 respondents chose not to explain why they selected 'Agree'
36	Requiring mixed use is scary
80	It will be important for redevelopment of aging areas of Plano to maintain standards for all areas.
105	The pandemic and mega-on-line retailing has shown us that we need less retail and the sooner the land can be re-purposed, the better.
262	Let's start enforcing the zoning laws. The record thus far is pretty poor. We need new people to ensure the will of the people is accomplished. Too many long term politicians are padding their pockets ...that needs to stop. Put vote to people and then abide by their wishes
292	If done, this is good.
306	I like and agree with most of the actions. I'm not sure if this would fall under this area or the comprehensive plan in general, but one recommendation would be to disallow new development of an area, let's say a community corner in the event there are existing community corners in need of significant redevelopment. Regarding RGM6, an annual market study would seem too frequent and unnecessary. I would suggest every 3 years. Reviewing the Comprehensive Plan every two years also feels like too much. This will put a major burden and strain on the Planning department of the City and add little value by performing at this level of frequency. Generally speaking, best practice for governance documents is a review every 5 years, not two, unless there is a glaring need for a change.
333	It needs better focus on mixed-use development overall instead of the narrow "strategic" locations. The phasing for necessary amenities needs a clear, but hard paced development that does not ignore all requirements. If this needs to have more planning time so that the quick, but uncompromised development can be taken at a better pace, so be it.
378	I don't know when zoning meetings take place so professionals need to overview it since most people won't vote on it
381	I think this is a good start to being more strict towards developers.
389	Having a policy is good. I am extremely pleased with RGM2 - adding the community forum for changes in existing land use. This should drive redevelopment of Plano over any zoning plans that are in place. I really wish the Policy would remove all zoning.
392	It seems malls are going the way of the dodo bird, much to my consternation. These areas should be repurposed for the good of the community, not the developers. I don't go to open-air shopping areas, which means I spend my money in malls in other cities.
409	Agree but would like to know more about how community members can be confident their input will make a difference- i.e. is this for show to placate residents or will the input forum steer how decisions are made?
445	Plano needs to help neighborhoods with infrastructure maintenance
459	The improvements to communication and transparency are great. Also like the emphasis on green space and pedestrian connectivity.
527	I'm skeptical of the community input portion. I believe the "phasing in of mixed use" is ridiculous and unnecessary, but perhaps I'm not the target audience.
551	Please hold tight to these proposals. On paper they sound good, but please ensure they stay in the community's best interest and not some real estate developers pockets.
585	Revitalization should be a careful process in order to take care of long term residence and not push out our current culture
611	The policy sounds good, but I need to see it adhered to for the benefits of home owners. We all know that big businesses get tax credits while home owners do not. We know that multi-family dwelling are not necessary to ensure the availability of workers—I have to commute from my home and don't believe that more apartment complexes are needed. Those workers can commute from other parts of town just like I have to commute to where I work so that I can live in a nice neighborhood like Plano.
622	Sounds nice, but these objectives are rarely effective, officials usually ignore citizen input
628	I'm excited to see the inclusion of residents in this process, but hope to see a similar diversity of participants as to those that live/work in Plano. Often times civic engagement is highly biased towards those with plenty of time to spare, which may hold back our progress. Seek balance in these appointments.
636	Transparency is a new trend in corporate America. Transparency should be present here also. Residents will find out about everything in the digital age and the city should be as transparent as possible.
654	It is good to have guidelines on paper but refusal to review anything that does meet current criteria leads to stagnation
683	This should be a positive change as it encourages community involvement for those very interested in this topic. It gives citizens an opportunity to have their voice be heard if they so wish.
687	I approve of the idea of an annual market study. I would like to see a "health of the city" environmental impact study done periodically to guide development and growth.
754	AS LONG AS WE DONT REPLACE ONE EMPTY STORE FRONT FOR ONE VAP SHOP AND A CONDOM STORE.
763	Why can't I see the actual breakdown for Park & Preston or where would be housing versus commercial? I again feel that this is giving the illusion of wanting to be beneficial but I don't see truly how there is neighborhood input into what is already being discussed. You want me to believe that if you deviate from this plan for zoning purposes that impacted neighborhoods would be solicited for feedback, yet, you're not doing that as it is. Living at Park & Preston, why haven't you come to use neighbors with specificity of the plan you're proposing to get our feedback? If you're not doing it now, why should I believe you'll do it in the future. Demonstrate now what you are projecting with your plan and you'll have greater buy-in and less protesting.
781	More citizen verbal input needed at city meetings

AGREE (Q21 - CONT'D)

393 Responses | 48.52% of Total Responses

ID#	PLEASE EXPLAIN...
783	I really like having input forums. I'd probably like the higher bar for zoning changes if I liked the zoning plan more, but I don't think its unreasonable.
802	again, stop the high density, We have too much as it is.
813	RGM 1 - "Occasionally allow proposals" - there is so much language throughout the plan that leave doors wide open to 'anything goes'. I hate how cynical I have become. Also, Who decides what "substantial" is in "substantial community input"? RGM 8 - this seems like wording that is intended for people to read it and glaze over or read it multiple times and give up trying to understand what they just read: "Multifamily developments should also meet a housing diversification or economic development need ("need") of the city, including transit-oriented development, special housing needs (as defined by the city's Consolidated Plan), or be constructed as part of a high-rise 10 stories or greater. Huh? I do appreciate language like "community input", "community forum", "interested citizens as part", "resident preferences", "citizen committee"
842	Dont set this guideline and then ignore it. Residents already here should have a greater impact than those being invited to live here in future.
909	A well-managed redevelopment of existing areas is necessary to keep the city looking good and keeping a modern infrastructure in all areas. The process needs to be well controlled and start with a well-defined set of objectives addressing esthetics, infrastructure, and usefulness to the surrounding community.
916	I'm only concerned people will use their own personal agenda to lead this and not think of the entire community - including those that live like I do at Bel Air Oaks.
921	Better than the last plan but again, we don't need more multi-family housing. We already have the highest per capita of any city in Texas. We have far too many projects already approved and do not need anymore.
926	Should help the city abide by the plan unless clear reasons for deviation are apparent.
937	We'll just have to trust that the city has competent traffic planners / engineers to effectively manage the strains that come with additional housing development, particularly high density / urban living areas where apartments are exceedingly large and 5 - 7 stories tall. For example, if all the units planned for the Collin Creek Mall development are built, it's really hard to imagine every driving in that area as the traffic there now is sometimes heavy, particularly at 75 and Plano Parkway.
946	Very clear and thoughtful
959	It seems like you are trying to minimize the damage Harry R's plan did to our city. He loved apartments.
964	I would recommend setting a time limit on community input so plans cannot be obstructed for years
971	Build around the trees....please! this gives Plano more character and will help changes people's perception of Plano (especially those in Dallas that see everything here as boring and cookie-cutter).
990	Citizen committees are VITAL to this plan. MUST limit adding and NEW apartments.
1001	These new policies will help keep Plano itself. There can be room for higher density developments, but Plano would lose its character if it tried to over-urbanize.
1019	I'm concerned that the citizen committees could end up being the loudest, most angry residents and not those who are willing to stop and understand what the city is trying to do for its citizens and the future.
1034	It is critical to get input from residents as this is our city.
1038	However! The video says the following, and the mixed-use needs to be weighted on the side of decreasing population density. • the mixed use developments should provide a reasonable balance of housing and employment and be phased in a way that deliver key amenities early in the phases of construction, and
1091	The visibility and open communication is good.
1093	This explains how the City wants to add more multifamily housing to encourage lower income families to move here. Denser housing leads to more consumers paying sales tax to the City. Surely the multifamily projects themselves don't generate that much in the way of property taxes to fill the City's coffers.
1110	Given the 'Growth and Change' map/material was removed, this seems to replace/address growth in some capacity. On the whole, it is positive to have the section. There are two parts I strongly DO NOT agree with: 1 - The last sentence in the first paragraph "This creates tension..." is glaring (already gave comments on this previously) - it portrays suburban character as the main and only existing character that is to be maintained and that is not the sum of Plano's character. 2 - the Policy statement itself is lopsided with 'suburban character'. If I didn't live and know Plano and I was reading this Plan, I would have NO CLUE Plano had a thriving long standing business community - I'd just think it was another standard suburb community. Far from it we are.
1113	Plano is old, many of the homes are old and in need of repair. To keep families coming in, the older homes need updates.

NEITHER AGREE NOR DISAGREE (Q21)

148 Responses | 18.27% of Total Responses

ID#	PLEASE EXPLAIN...
NA	109 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
17	Stop construction of all apartment and multi family structures, low and high rise.
58	Will housing be affordable and who is this geared towards? Those with high economic status or the blue collar worker?
65	I'm cynical. I've seen far too many cases in this country where overwhelming money comes in and overrides all existing plans. Good luck with this.
86	Take out more apartments and urban areas and I agree.
115	It's important to review zoning changes, I just don't know if Plano is already too strict or too soft regarding this issue. I do feel like Plano, Allen, and McKinney lack small multi-family and could benefit from more of those.
295	I'm unfamiliar with the previous state. I personally had no problem with the Plano Tomorrow ideas.
313	Again, your words ring hallow - it's your actions we must watch.
322	I hope the committees are balanced and don't just represent anti-density/anti-growth voices but voices from all aspects of citizens.
350	It's a great place to live
357	I am skeptical that residents of established neighborhoods will have significant input in the future, based on past experience where an area adjacent to my neighborhood was allowed to be developed with unattractive high density house in direct opposition to the Planning and Zoning Committee and delegations of neighbors from our adjacent neighborhood who clearly opposed the development.
408	It remains to be seen.
466	Guess I was looking to the plan for more action oriented specifics as opposed to the "plan will ..." verbiage, the devil is always in the details.
476	Just not sure how different this policy is from prior policy. It appears to be a positive policy in general.
493	Again, water and electrical infrastructure can not support the anticipated growth.
496	I think a community group to decide if buildings are too ugly is fine, but deciding where they should be placed and how many people should get to live there? no that should be determined by professionals, not by those who don't have to work or watch children so they can attend late night meetings. And if something doesn't fit the comprehensive plan, shouldn't the plan be reviewed to see why it didn't even come close to matching the needs to businesses and the community? Why should the plan lead?
505	I like the efforts being made to get public opinion but I am also concerned about NIMBYism preventing new developments, particularly affordable housing
547	You want a better city? Crack the strict codes for better safer neighborhoods. Get the cars off the streets!
607	It seems like this "policy" is intended to placate residents who are anti-density. Hard to say if I agree or disagree since I'm not sure how this is different from past plan.
637	I like sections that require ongoing reassessment of the plan every two years and annual studies. I also like the areas that call for taking into account the economic and affordability needs of the community in all future processes. I like that P&Z is encouraged but not required to call future review committees for major changes to the plan. I would rather have city planning experts amend the policy rather than a politically appointed group. I don't see a real need for the phasing of mixed-use projects and feel that it may put unreasonable burdens on developers.
673	Too many apartments are ruining the character of Plano. Now another apartment complex in our neighborhood at the corner of Legacy and Custer near the Methodist Church without game plan for traffic congestion and school overloading. Other apartments north of Spring Creek at corner of Round Rock are in disrepair with many angry residents. Landlords not able to raise rent to be able to do repairs. Concern that Plano is in trouble.
707	I've lost confidence that plans will be followed.
712	We have to see what the bar is for approving projects without clear alignment with plan. Current redevelopment in West plano is mis-aligned with these plans. Infact, the plans submitted are not accurate .
760	Just a reminder: Members of P&Z are citizens of Plano, not professional Commissioners. We don't need another citizen committee for every change needed. We have trained professional staff who are on top of what is needed to grow, maintain, developement and redevelopment of a city. To add all of this policy, you will need to hire more staff! As to a committee to review future Comprehensive Plans: citizens can do that now, but they don't have the standing, so a special committee would be great. However, it should have structure to give feedback, but not to rewrite the plan every time it needs review. Citizens can attend the P&Z meetings when the Plan it discussed and meetings should be limited. Even tough I have issues as noted with this plan, I have to comment on the work that staff did on this whole document. Great job!!
766	Too bad this wasn't in place years ago.
791	The words of the Redevelopment and Growth are positive changes..but the details as outlined on the Land Use, etc. does not live up to the rhetoric in my opinion.
808	This draft of the new policy appears to address a number of concerns generated by the Plano Tommorrow Plan, however there is still too much high-density multi-family housing permitted throughout the city. Multi-family housing destroys the suburban quality of life and raises safety concerns of citizens and property owners.
833	Didn't read the last one so I can't compare.

NEITHER AGREE NOR DISAGREE (Q21 - CONT'D)

148 Responses | 18.27% of Total Responses

ID#	PLEASE EXPLAIN...
834	Mixed use developments can go downhill quickly. Getting the mix right might need greater flexibility, appreciating that the Plan does allow for adjustments.
887	No new apartments
891	Yes, it is a positive change to the comprehensive plan. However, such a focused attack on multifamily is a short term view. We should be taking advantage of our underperforming built environment to ensure a highest and best use, focusing density where it already exists rather than encourage suburban sprawl. Locating multifamily housing adjacent to existing commercial uses should absolutely be encouraged, regardless of the proximity of suburban-style neighborhoods. Provided respectable height restrictions and buffering are in place, such uses can absolutely co-exist.
896	Not familiar with comprehensive plan to compare
904	When are RGM2, RGM3, and RGM4 to be done? I am not sure if RGM5's guidelines are reasonable.
913	If Community Corners can really "bring innovative solutions that introduce useable open space and repurpose existing structures are desired to create unique community gathering spaces in these corners." I am more open. But this needs to be done ASAP. Way too many overly dense retail corners in Plano. Nothing but Vape shops and massage parlors. It's gross.
927	These are generic in nature. These plans do not guarantee proper development. We seem to have an overabundance of multi family (apartments), as well as very small current lots being built on. Big house with very little yard space look crammed together.
953	This is rather complex. Actions may or may not conform with the Plan.
1003	Redevelopment is a key factor in future planing for any maturing community. There isn't anything in this policy that will slow down developers from leveling the many older two story garden apartments that are so well landscaped that they just blend into the surroundings. There are dozens of these complexes that have existed for decades. They will slowly be replaced with massive, multi-story, overbearing fortress like warehouses, boasting useless balconies. Current tenants of the older units will struggle to pay the new outrageous rents. They will have to leave the area or even worse, end up homeless. There are already examples of this in other cities.
1023	However, designating the area along Central Expy between Spring Creek Pkwy and Parker violates the following Guiding Principles. Plano Today: 1.1 The Plan enhances the quality of life in the near term, continually striving to meet the needs and priorities of current residents, businesses, and institutions of Plano. 1.2 The Plan promotes the safety, viability, and vibrancy of Plano's existing neighborhoods, managing growth and shaping change that complements the city's suburban character and rich history. 1.3 The Plan promotes the educational, recreational, and cultural centers of the community, providing an environment for world-class facilities, businesses, entertainment, and institutions that support a vital economy. 1.4 The Plan respects the suburban character of Plano and seeks to preserve and enhance the built environment. 1.5 The Plan acknowledges that Plano is mostly developed and does not anticipate significant changes in population or residential development in the future. Plano 2050: 2.1 The Plan enhances the quality of life in the long term, preparing for future generations of residents, businesses, and institutions of Plano who may not yet have a voice but are impacted by the decisions of today. Plano Together: 3.1 The Plan serves people of all backgrounds, striving to meet the needs of an inclusive and vibrant community that calls Plano "home." 3.2 The Plan promotes a community that is safe, engaged, and rich in educational, cultural, and recreational opportunities that are highly desirable to residents and visitors alike. 3.4 The Plan manages growth and redevelopment in a gradual manner, ensuring changes are beneficial to neighbors and the surrounding community based on real, city-level demand. 3.5 Implementation of the Plan will be done in partnership with the community and educational, nonprofit, civic, cultural, faith-based, and governmental organizations, promoting cooperation towards common goals that enhance the quality of life for the residents, businesses, and institutions of Plano.
1048	We agree with certain aspects of this policy but disagree with several others. We agree with RGM 1, RGM 2, RGM 4, RGM 6 and RGM 7. We disagree with RGM 5 provision B, and believe that this arbitrarily disincentivizes the successful creation of certain mixed-use spaces (that would otherwise meet the criteria set forth by the Comprehensive Plan) depending on what exists on site. We also disagree with RGM 8 and RGM 9; such a unit-mix cap/relegation of this housing type to high-rises disqualifies any form of smaller scale multi-family development, especially that which may appeal to young professionals drawn to Plano by its expanding corporate presences and may wish to live in high-quality, market-rate multi-family housing on a thoughtfully-planned mixed-use neighborhood scale.
1064	Where the plan is good and incorporated the feedback then I agree that there should be a high hurdle to make changes. But can be abused. Creating a formalized community input forum and citizen committees has been politically charge here in the past because those committees tend to get staffed only by those with a limited point of view and become "yes" teams or divisive teams. Sounds like an attempt to limit discussion rather than increase it while looking like you are.

67 Responses | 8.27% of Total Responses

ID#	PLEASE EXPLAIN...
NA	31 respondents chose not to explain why they selected 'Disagree'
16	Plano is already over developed
33	Single-family residential should remain the primary use
54	Do not like multi-family dwellings - we have enough of those. The areas is becoming too congested.
83	To congested now. Reduce expanding business
99	It honestly sounds like this is a way to get angry citizens to block change that they don't like but that would probably be positive. Of course, if done properly, it could be a good thing. But that is not what it sounds like.
102	This plan looks to me still trying to convert Plano into a urban type of living environment, where our school rating will drop due to over-populating, and the single family homes price will also drop because it is no longer a suburban type of lifestyle.
122	If this creates even one 10+ story multifamily residential development we have failed to keep Plano suburban; we should wait for small businesses to thrive again.
161	growth is destructive and lowers the quality of life of the residents
170	Let the citizens speak for themselves, council meetings shut out or cuts short anyone who disagrees with them.
184	can see this getting out of hand, similar to HOA overreaches where too many opinions bog down progress
207	The suburban activity center is not evenly distributed. This may cause the house market overhear.
214	Too many apartments and no more land , homes taking every bit of greenery away form our view, all buildings buildings and more buildings and roads are packed now they will really be bad in a few years, probably have to find ways out of my neighborhood that causes me to have to drive to a light to leave it!
238	Given that I think the existing zoning is too restrictive, *raising* the bar for exceptions seems like the wrong direction to me.
258	Mixed use development should be stopped at current levels
368	I feel the policy has positives and negatives. I do believe citizen committees that are diverse should be put in place to consider major changes.
370	The city is being too limiting on multiuse and multifamily development under current rules. I'm certainly for preserving the identity of parts of Plano but fundamentally without more residential density we will price citizens out of the market along with limit necessary services and opportunities for employment. I do agree with RGM2, RGM4, RGM6, and RGM7.
401	Enough with the damn apartments....drags the whole city down
419	What is Plano going to do when it runs out of land to develope, pave the parks? We need more concrete, don't we? Plano can't properly maintain its existing roadways without causing major traffic delays! Most of the roads in Plano aren't designed for maintainability! (Look at the intersection at Parker Road and Coit Road. On the east side of Coit Road, Parker heading West is down to one lane. What a mess!!!!) Roadway construction delays, caused by poor utility coordination, in Plano, is a problem.
457	It seems to make the development of more affordable housing less likely.
511	Exceptions to policy are the norm here. As soon as a developer wants higher density or taller developments, exceptions are granted. "Policy" here does not appear to apply to developers, only to citizens or homeowners.
514	Seeking input No I want right to vote
545	I think P&Z is going to do what it wants. I'm all for growth. This plan is timid and unrealistic. When the time comes, each project will be a struggle no matter what the plan says.
563	I think you could back down on the overemphasis on residential use. I'm a home owner. I think this overempahsis can kill some good growth.
570	It's another way to prevent additional affordable housing for low-income service industry workers who want to live near where they work
661	All except the 2nd bullet point are counterproductive. Higher bar means my way or the highway - this is wrong. Formalized community input makes things worse. Let staff and elected and appointed bodies deal with this. Citizen committees ?? Really ?
691	I'm worried this will give existing homeowners too much veto power over what could often be simple exceptions to the land use plan. Obviously, the ones most opposed to the change are going to be the ones that create the most racket, even if they represent only 10% of total citizen opinion. Unfortunately, this appears to be the direction the once "pro-development" state of Texas is going.
720	Plano popular for safe. clean, neighborhoods, need to focus on this.
732	It is nonsense
827	WHAT ABOUT EAST PLANO WE PAY TAX ALSO!!
829	Why add more levels of bureaucracy?
831	The City already has an established process to review zoning cases in a transparent manner that any resident can comment on. This sounds like a way to assuage a very vocal minority that is afraid of change.

DISAGREE (Q21 - CONT'D)

67 Responses | 8.27% of Total Responses

ID#	PLEASE EXPLAIN...
898	PTP was fine as it was. Redevelopment and Growth Management can quickly become NIMBY for redevelopment ideas that would benefit the whole but might not be popular with a vocal minority.
978	NO MORE APARTMENTS, CONDOS, OR TOWNHOUSES!!!!
992	There is NO discussion of our zoning requirements under 'mixed used development' - the housing part - being governed by HUD.
1078	What does "phasing of mixed use development" mean? Also, who would appoint citizen committees? Would they end up being partisan / political or have representatives from all areas of Plano - east as well as west Plano?
1097	Does not incorporate more nature focused areas among businesses. Need a lot more grass and tree areas. I suggest that the city council walk all the corners of Plano and make not of all the run down areas; all the risks - like poles sticking out of the ground that can cause injury.

STRONGLY DISAGREE (Q21)

43 Responses | 5.31% of Total Responses

ID#	PLEASE EXPLAIN...
NA	12 respondents chose not to explain why they selected 'Strongly Disagree'
48	No apartments
141	Why have a "plan" if developers can just come in and persuade board members to vote for drastic changes. It clearly states that changes are "disfavored" which essentially means nothing as evidenced by many developments that have gone squarely against this plan
199	Zoning should protection more lands from residential construction. More environmental protection needed
212	The dashboard is complicated to view, high-minded and misleading. The vagueness of the "Redevelopment" and "Growth Management" policy makes me, a democrat, certain I will vote, sadly but certainly, for all the most conservative candidates next time.
232	remove the corrupt cops/managers from the city admin
249	We do not need more redevelopment and growth of urban centers, anything else that environmentally impacts Plano. We need LESS of this to help the ecoculture thrive. We need more open spaces, parks, and trails to allow for diversity of nature and flora and fauna. Plano should be proud of its wonderful parks and trails, especially the natural areas that allow for flora and fauna to thrive. That being said, I am totally opposed to land development and construction projects. They are unnecessary for this beautiful city. Keep Plano green!
326	Forming committees and forums is no substitute for letting the voter make these decisions. Furthermore, what is the purpose for setting 'a high bar for approval of zoning changes that deviate, etc.' What is wrong with the approval process now?
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail. The legacy corridor is overdeveloped.
487	ALL further development that includes multi-family housing/apartments should cease. Plano needs moderate priced housing for the over-65 group who wants to downsize and still own a small home. There are plenty of apartments and big houses, but there is very little to accommodate Boomers.
499	I don't trust this at all. Sounds like you're looking for more ways to add a lot more apartments to Plano. I get it, it's clear the leaders think this is the future (why?) but no one that has roots here wants it.
508	I strongly disagree with all RGM items except RGM4. These items really summarize all of the worst parts of the new plan and demonstrate the NIMBYism and anti-growth mindset that was prevalent in the remaining CPRC. Every item except RGM4 should be removed - I highlighted specific thoughts below. RGM1: I don't like the overly-restrictive future land use map, P&Z and city council (as well as staff) already are a check on items that don't meet the plan, and the new guiding principles are bad. RGM3: SF housing options should not be incentivized. Affordable housing options should be incentivized - this plan shouldn't only benefit people that already own homes in a wildly increasing market. RGM4: I like this one RGM5: There shouldn't be a max square footage for residential, the density, building height, etc. requirements are too restrictive and should be removed or raised, and the phasing requirements should be left to staff, P&Z, and counsel RGM6: This seems like a waste of taxpayer dollars? Have we always done this? We should continue whatever we have done before. RGM7: I think this first citizen committee was not representative of all Plano residents and did a very poor job of putting together a plan to benefit the entire city. They represented a vocal minority. I would not trust the process again in the future. I prefer the Plano Tomorrow plan - we should revert to that and future plans should follow that model for creation and review. RGM8: Is this unnecessary item just highlighting the CPRC's fear of multifamily housing? Remove. RGM9: This hurts walkability and inhibits the development of small-scale multifamily. Remove.
549	ONCE AGAIN HOW DOES YOUR PACKAGE MAKE OUR NABERHOOD BETTER? I DO NOT SEE IT. IT MAKES SOME OME A LOT OF MONEY, SCREW THE RESIDENCES. HERE WE GO AGAIN
559	It will be political rather than logical. The two are incongruent
653	We need density and affordable housing. Multi family should be embraced.
670	It doesn't benefit those of us who are working & are low income
700	It includes high rise housing which I am absolutely against for our city.

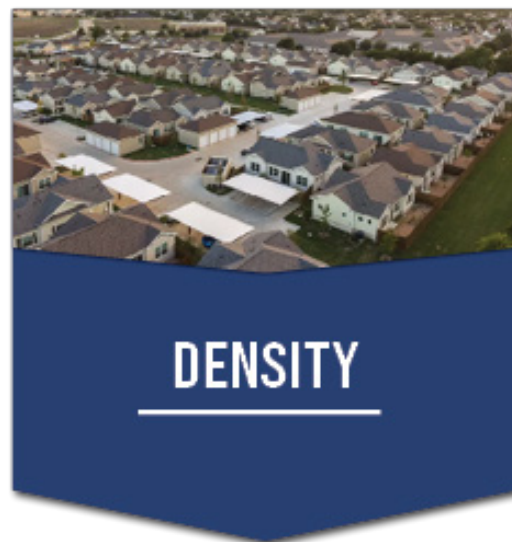
STRONGLY DISAGREE (Q21 - CONT'D)

43 Responses | 5.31% of Total Responses

ID#	PLEASE EXPLAIN...
757	This heart of the plan. The intent is constraining P&Z and Council discretion and delegating authority (under the misnomer of input) to neighborhoods. It is nothing more than a populist policy, not good planning.
854	little reasonable but with choking apartments no good for our families
865	Gives power to those who complain the most, makes it harder for meaningful change
877	We must stop growth and development of our open spaces. More people and businesses just means poorer quality of life for all of us
885	Someone is getting rich off all this development and I don't think it is come by legitimately. At some point someone is going to go to jail over all this much like issues that happened in Dallas
888	The policy emphasizes "preservation of the suburban character of Plano and ignores the demographic, employment, development and other trends that are now and will in the future impact the city's growth and development. Requiring the Planning & Zoning Commission and City Council to present "findings" if they approve a rezoning that deviates from the plan and dashboards is not necessary; they are the elected and appointed citizens who have been tasked to use their best judgment on these activities.
889	This too will strongly discourage developers from working in Plano. Developers will not be able to continue paying for empty land while longer and longer comment and review sessions are held, and while developers are beholden to continue making changes to site plans based on public feedback. Developers will feel they are held hostage and longer development periods will encourage us to look to more development friendly cities. It is already difficult enough to get plans passed through Plano PZ and City Council. Any developer who wants to continue in good standing consults nearby HOAs and goes through multiple reviews from these groups, even though developers are not legally required to do so. Informally, we know that ignoring this feedback is detrimental to the passing of our plan. Formalizing even more public review and feedback gives more authority to existing residents - as if existing residents were the ones taking the risk of purchasing, betting on the future, and investing private dollars to create lively, healthy, active communities in Plano. The system is already working. Local residents already make demands of their representatives and developers to adjust plans to their satisfaction. Creating an even more formalized system will simply create more burdens and inhibit the kind of investment and growth City leaders would appreciate from pro growth developers.
933	These are out of step with the desires of the residents.
966	Interesting the the Oak Point plan is NO where shown but in this video that I could easily find. So much for transparency! Once again Plano officials that are lining their bank accounts with kickbacks from developers want to bring the west Plano mess that has been created to east Plano. There is numerous high density apartments that have already been built. Plano is going to look like the trashy and run down.
1006	On page ES-9 of the executive summary, there is a preference given to growing multifamily faster than 'other' and single family homes/condo/townhouses. Why can't the preference be equal? If one apartment, why not one house or townhouse or condo? When you say there will be 'diversity', it is your opinion of diversity which really favors apartments. Growing apartments faster than homes is not diversity; it is preference. My preference after living in Plano for 24 years is to reject this on that alone. I've watched as apartment developers have been able to re-write zoning to their preference for decades. The Planning and Zoning just goes along. I'm tired of that and say no-go to this as you guys still have that slant to add more apartments faster than other housing. Thanks for being up front about your preferences.
1011	Any and all zoning is bad for land owners
1096	RGM jokes. It seems Plano P&Z is totally out of touch with citizens, and what they want. NO MORE DENSITY. PERIOD. So you'll go ahead and allow the 400 unit site at Custer and Legacy anyway. How much more land is truly available in Plano to squeeze every penny of tax revenue you can get, while destroying the citizens quality of life?
1099	The plan is a repackaged Plano Tomorrow Plan, creating higher density for residences (ie apartments), ruining the character of our city.
1101	While there have been a few changes, the Redevelopment and Growth Management Policy of the Comprehensive Plan is a reissuing of the Plano Tomorrow Plan, which advocated for high density living. Such a plan would be a detriment to Plano's character and possible tax revenue.
1103	Way too restrictive! I loved Plano tomorrow. I trust staff way more than I trust these slanted "citizen committees" like the CPRC.

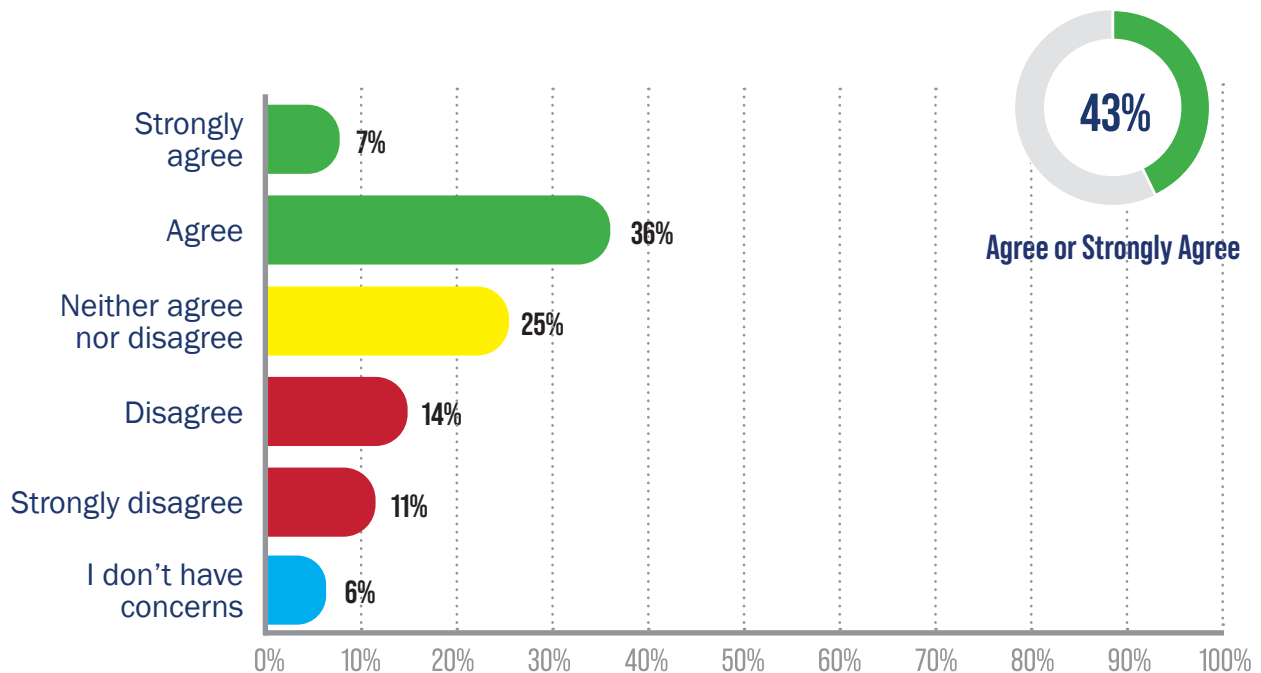
SECTION 6 – Topic Areas

Section 6 of the survey was to collect general feedback as to whether the proposed changes in the Draft Plan addressed the community's concerns on the four key topic areas: Land Use, Density, Transportation, and Growth Management. There were no special prompts or videos for this section of the survey.



QUESTION 22

The changes in the Draft Plan address my concerns about Land Use in Plano.



ANSWER CHOICES	RESPONSES	
Strongly agree	7.46%	58
Agree	35.65%	277
Neither Agree nor Disagree	25.10%	195
Disagree	14.54%	113
Strongly Disagree	11.20%	87
I don't have concerns.	6.05%	47
Answered		777
Skipped		337

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 189 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q22)

58 Responses | 7.46% of Total Responses

ID#	PLEASE EXPLAIN...
NA	52 respondents chose not to explain why they selected 'Strongly Agree'
286	I like how it shows what the different neighborhoods are developing and what land can and is in use.
333	I do enjoy the idea of having more open areas as a green Plano is a happy Plano.
778	I'm excited to see what will be accomplished by the city council!
785	The future use maps and the explanation of each type of land use was very helpful. You can tell this was very well thought out and the information provided was very encouraging.
973	I want multi-family development to occur in a smart way, that takes into account the transportation and school infrastructure. This plan seems to do that, at least for transit.
1031	I wish for the city to have a sound land usage so that the harmony between the people and the land is preserved. Additionally, land usage can help with light and noise pollution. It is good to have areas that provide peace and quiet.

AGREE (Q22)

277 Responses | 35.65% of Total Responses

ID#	PLEASE EXPLAIN...
NA	253 respondents chose not to explain why they selected 'Agree'
8	Designed control
26	It demarcates where you can place the category
50	I think the outlook of buildings should matter and should have some rule or uniformity in color or design so the city looks nice, instead of looking like junk.
66	little to no indication of the need for not only some affordable single family housing but some mix of low affordable housing to support the services industry and businesses within city
80	Having affordable housing for all demographics and spacing out low income areas in relation to the school boundaries will be crucial. Schools must maintain an equal demographic balance across the district.
124	Emphasis should be placed on conserving natural resources.
156	The proof will be in how many exceptions are granted. Hopefully very few!
184	can see the benefit of advancing a revised comprehensive plan, but the more it expands, the more it can have unforeseen consequences
270	It seems as though the lens to be viewed for this will be more Citizen friendly than in the past.
294	I agree
334	I agree that any kind of planning is a good thing. Decision-making is what will ultimately carry the day.
337	We love our Plano parks for schools, sports, and family exercise
442	It seems to be a significant improvement over the prior dumb plan. Would hope that the "principle" are codified in such a way to reduce the temptation for unnecessary waivers.
547	The. 190 / Plano Parkway development is nice. Between Alma and Custer.
675	I would like to see the City of Plano stand against all forms of Federal Government over-reach, laws and regulations, in areas of Local Planning, Zoning, and development with the Plano city limits. https://www.hud.gov/program_offices/fair_housing_equal_opp/affh#:~:text=In%202021%2C%20the%20White%20House%20issued%20a%20Memorandum,discrimination%20and%20that%20afford%20access%20to%20long-denied%20opportunities.%E2%80%9D
848	Agree with the plan
921	At least it does limit the "urban" developments to 2 specific area where it is already primarily used for that purpose.
926	Just hope that we have not made the web to tight.
937	Yes, if the changes are actually implemented and the city taps the brakes on the explosive growth and seemingly unrestrained development of almost every square inch of the city.
945	Need lots of input from the residents and adhere to their concerns.
996	The earlier plan wasn't clear and allowed possible misinterpretation. This version seems clearer.
1038	Addresses, but does not completely resolve.
1095	I'd like more material on how the city will plant native grasses and wild flowers in the developments whether they be commercial or residential.
1098	While I still have concerns about the potential for abuse, the new guidelines put a stake in the ground that addresses the trend of massive "future slum" multi family projects. Capping mixed use at no more than 50% residential is a big improvement, but I'd have preferred no new multi family zoning be allowed.

NEITHER AGREE NOR DISAGREE (Q22)

195 Responses | 25.10% of Total Responses

ID#	PLEASE EXPLAIN...
NA	155 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
17	Absolutely no more apartment complexes.
58	Need more information and a better understanding
91	What about traffic (& parking in those new areas)
100	Somewhat agree - but a big concern that I'm not seeing being addressed is having our diverse young generation fairly educated. With a diverse population, we need to ensure that the kids have an equal opportunity to succeed. They are our future.
127	Proof will be in "walking the talk", not good intentions or plans.
180	I do not have prior experience with previous land use map. I would like to see EV super charging stations added which include emergency back up battery and generator plants.
262	Yes...lot of issues addressed but plans we had on books are not being adhered to—what will be different now?
312	I don't see what the changes are. My main concern is preserving open spaces and improving bike transport
314	time will tell. actually i think crime numbers will tell and should be part of the equation for land use.
321	Can't comment on a high level view.
358	While I think the new plan will help, the rush to make Plano into an urban center must be not only stopped, but reversed. Far too much high density housing has been built over the last eight years, and too much existing zoning supports further high density housing. Keep Plano a suburb. We aren't interested in becoming another Dallas.
370	I agree we need to reform our outdated legacy rural to suburban structure we've operated under for the last half century. The issue is this only gets us about half way to the suburban to urban paradigm that we're now facing as a fully fledged city.
384	Why in transportation are there no bicycle paths on Plano streets
393	I'm concerned about the corners at Preston and Park. I don't want more apartments built in this area. The retail corners are struggling with loss of tenants and I'm worried that the city will try to build apartments on these corners. I have heard that the northeast corner is already going to put up apartments. We have a beautiful neighborhood of Old Shepard Place and we don't want a bunch of apartments surrounding us.
444	I didn't have any concerns.
459	We need more flexibility for density in the future, but this seems to be the best plan for right now based on public input.
475	Would like to see more single story housing in future to enable aging population remain in Plano and also support young adults housing.
526	My knowledge of land use is limited. My concerns only go to natural disasters such as hurricanes, flooding, wildfires, tornadoes and the worst of all disasters "WAR". Living in the City of Plano, we have not experienced as many natural disasters as most other areas, but maybe that can be attributed to some form of luck!
562	It is vitally important that we keep the suburban way of life, and NOT build the 4-5-story apartments on every corner that overloads our streets.
607	Overall, I think the plan looks very thoughtful. I am in favor of thoughtful, informed development decisions that position Plano for long-term growth and sustainability, and if that requires additional density than we need to make that happen in a thoughtful way. I'm a newer resident with a young family, so I want the City to know that our opinion matters on this just as much as the long-term residents, some of whom seem to be fighting tooth and nail to prevent Plano from increasing density at any cost. There are more and more young families moving in every day who feel the same, so just wanted to make sure our voices are heard as well (even though I'm well aware that at least one reason for this survey is to make sure those who derailed the last comprehensive plan are heard).
637	In some areas I like the direction of the plan, and in some areas I do not. For instance, I generally like the plan for community corners and downtown, but dislike the plan for employment centers. I think there should be a better focus on integrating use types and increasing residents' access to businesses and services without needing to drive there. I think that encouraging more pedestrians, cyclists, and community spaces would increase public safety, livability, and everyone's ability to participate in their city.
648	The plan shows where but not exactly what. So keep the lines of communications open for specifically what will be built in these areas.
654	It helps, but the proof will be in city actions.
656	Is moderating land development a principle that is going to be upheld? I have no trust that it will be.
719	These exhibits make it to hard to follow what exactly will be done, too much verbage that does not speak to Plano land use more accurate.y.
731	My only concern is being able to put a cottage or studio in our backyard. I don't know if this addresses that concern
760	I think demand is what we need to be aware of and plan accordingly. I may want to have nothing but single family homes adjacent to my area, but very nice town homes are a nice substitute. These days, nothing is cheap! Land cost are high which dictates what a developer would consider building! Again, things have changed and especially with COVID. More thought needs to be put on who, how and when developement will occur and how to pain for that.
765	It is my desire to keep some areas free of development.
806	Once again, I am concerned that the term desirable is not strong enough in describing character-defining elements. I agree that exceptions to the plan should be disfavored. I trust that present and future commissioners will vote against deviations to the guiding principles.

NEITHER AGREE NOR DISAGREE (Q22 - CONT'D)

195 Responses | 25.10% of Total Responses

ID#	PLEASE EXPLAIN...
842	See prior opinions. Increasing our population in Plano should not be a goal.
887	No new apartments
896	Not familiar with previous plans to compare
990	I didn't really see anything about preserving the natural habitats in Plano. We should not be developing these areas. And DEFINITELY not developing any flood plains! I want the natural habitats preserved.
993	We don't want every open space in Plano to be buildings. why can't they stay pastures or be farmland? Hagard family has enough money
997	Some of my concerns have been very well addressed. I still don't see the green spaces. Maybe it's me. The CPRC has done a lot of work and I can see that. My hope is that P & Z and Council members, who may have personal and/or financial agendas recuse themselves appropriately when an issue comes up. I know this is a different council. However, residents who have paid the bulk of taxes and have passed bonds have been turned away, turned off, and ignored or talked over when we had legitimate complaints about the guidelines being completely ignored. We were told "these are guidelines, not mandates." This plan has many guidelines. It is up to our city leaders to listen to our community when a proposed development does not fit the guidelines. I'm leery because of 21 years of experience in this city.
1049	Cannot open Future Land Use Map. Specific details aren't given.
1066	We'll see. It's a plan.
1078	Some aspects are addressed but some are too vague and I am concerned about implementation and special interests. In the presentation, the answer was often "It will be decided on a case by case basis." That can give rise to uneven application depending on small groups or individuals. I have seen this happen.
1091	I had to first agree the map didn't mean future zoning! I personally would like to see more green spaces for people to get outdoors. There are limited open spaces for a city the size of Plano.
1110	I didn't have concerns about land use in the previous plan - it looked good to me. This plan seems to further define elements which seems helpful to some of my fellow residents but that starts running contrary to the point of a "guide" and can become overly restrictive creating its own issues. I had great confidence and pride in the prior plan - the city staff and the community input put into it. I really did not like to see a section of our community residents become overly loud (acting like they were talking for others) and damning the process and the people with it. That was very divisive and they were willing to divide our community to try and force change to what they wanted. There was a lot of citizen input with the prior plan. Way more meetings and outreach and feedback to that plan than is being given to these changes... just saying since I remember hearing how that loud group raked over the coals the process and eluded to unscrupulous motives for there not being enough citizen engagement. That is a dismissal of all the citizen feedback gathered in that whole process. If they aren't out in force saying the same thing about this process now, then the conclusion to be drawn is it was never about citizen input being deficient in the first place, it was simply about getting what they wanted and they were willing to damn, throw accusations out there, and divide in order to get what they want. Vocalize your opinion and speak to the issues, but I wish all of us residents would be as transparent and above board as they expect of others. No matter how well intentioned, a 16 member citizen committee does not replace or provide more citizen input than what happened with the previous plan.

DISAGREE (Q22)

113 Responses | 14.54% of Total Responses

ID#	PLEASE EXPLAIN...
NA	59 respondents chose not to explain why they selected 'Disagree'
2	The "Neighborhoods" category is too broad. It lumps single-family, free-standing homes together with high-density townhome and apartment complexes. As such, it will not adequately limit the growth of these large complexes.
15	Frankly, Planning and Zoning in addition to some on the City Council do not CARE about the will of citizens in this community. These are good ideas, but when the final plans are drawn the will of citizens is disregarded in favor of ugly mass housing.
33	Single-family residential should remain the primary use
34	Would like to see more parks
43	what about land use of athletic fields in plano? need to evolve your policies here. huge pain point for many people who live in plano. stop charging fees to use some fields when we pay taxes for you all to even have access to hire people to drive around and kick people off. save that money and use it towards the "land use" and manage the field quality appropriately. stop being cops and start to be advocates for the community, families, children etc.
70	The plan increases the percentage of multifamily housing. This is a fatal mistake. Multifamily housing declines in desirability within five years of its creation, requires more attention from city services, including police and fire, and generally has a very transient population.
99	I think you are limiting higher density structures in favor of continued single family use, which seems like an environmentally stupid thing to do.
133	NO more apartments!!!
185	Should emphasize lower density, fewer apartments, more open space, no expansion of retail or employment areas
188	Although this is designed to be read on my phone it is not

DISAGREE (Q22 - CONT'D)

113 Responses | 14.54% of Total Responses

ID#	PLEASE EXPLAIN...
210	How do I know that apartment complexes will not continue to be built over and over and over. Enough already. There are plenty of apartments and it makes our lives much more difficult because of the increase of the population, traffic, congestion in every area of life.
258	Developers should go to Prosper and beyond. Plano does not need additional multi use facilities
274	cast iron pipes are a huge issue for the bulk of old plano - city needs to step in and help the thousands of people who cant afford the \$30k+ cost to replace.
284	They indicate population density that are not wanted. We don't want or need high rise or high density housing.
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
336	It is a bit general. Though I agree with the plan I don't want to agree on this survey because I want to know how much of it is really going to get done and if the costs for all this development is going to costs the residents more tax money. My taxes are already much too high
365	No new apartments
388	Very concerned about apartments. Having lived in Plano for so long, I honestly feel like I'm being pushed out due to increased property taxes and an increase in apartments. The neighborhood feel will be gone.
408	We need more green space.
426	my main land use concerns are: what is being done to address rundown / neglected retail commercial sites, residential houses, and apartment complexes; excessively large concrete/ asphalt parking lots (both old and new development) that sit empty and should be greenspace instead (think heat island); no more warehouse complexes in the SE portion of the city.
445	Need more open space. Density in retail may not be needed as shopping patterns have changed since pandemic
453	I find the Plan gives little information as to the specifics of future land-use. It seems to be vague and I would hope not intentionally so. I am happy to see much land designated as 'residential' but that doesn't tell me if future residential development is going to be multi-family rental units (apartments) or single-family homes and that distinction matters greatly to a majority of current Plano residents. My concerns about land use in Plano are of the Council's constant and strong interest in allowing developers to build more apartments in Plano. I assume that is because a constant stream of cash flows in the form of rents is far more profitable to them than a one-time profit from building and selling a house. I am not in favor of building any more rental units in Plano. Renters don't make or have the same kind of commitment to Plano that home owners do. They can pick up and leave Plano at very low cost and effort as soon as their current lease expires (within 12 months). They don't put down the same kind of roots that homeowners do. Renters tend to be transient/temporary. If the Council believes we need more affordable housing in Plano, then developers should be required to build and sell townhomes or other such lower-priced housing stock but only to homeowners/residents. I want to live in a community of people who are just as, if not more, committed to the community and demonstrate this by making a long-term commitment of purchasing real estate there. Then, they have a very strong and longer-term stake in the success of the schools and the community then do apartment renters.
454	As mentioned in an earlier answer. Any plan reaching out to the 2050 time frame should involve reserving land for future underground shelters against extreme weather events.
457	We need more affordable housing
484	Concern with sustained growth. A city that doesn't grow, dies.
496	Land use in Plano is entirely too random, and this plan doesn't fix that. It doesn't decrease traffic, it doesn't improve density, it doesn't get rid of ugly land uses near homes, it doesn't solve buildings leaving one part of Plano for another. IDK, but if your plan put the central business district in the top north west corner, you probably don't have a good plan.
505	I want traffic and noise and pollution studies
510	There is nothing in the plan about the future costs to the City for refurbishment of streets and facilities, traffic impacts or water supply. Costs have to be addressed to consider the options effectively. This plan is all about population density and how to squeeze more people into the city boundaries.
545	We need real innovation to attract new small business. What will we do about the gas stations when everyone has an EV? Our expressway corridor makes Plano look sad. I don't see a vision for replacing archaic land uses.
550	I see you taking money from developers without truly researching what makes great communities that will be the draw of people who want to come to Plano and stay in Plano.
554	Please be careful about overbuilding. Flood control, speeders inside neighborhoods. We need more street lights as the communities grow.
564	Plano citizens deserve access to transit trains. More should be done to encourage travel by means other than cars. A tollway across Plano for drivers further north heading south to Dallas would help with the road cost burden born by Plano citizens created by commuters who do not add to the Plano tax base.
570	See my previous comments. The City needs to allow more apartments to be built.
574	Inadequate provision for affordable housing.
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOO0000 MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET111 THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!

DISAGREE (Q22 - CONT'D)

113 Responses | 14.54% of Total Responses

ID#	PLEASE EXPLAIN...
587	Connection between land use and negative impacts including crowding and traffic impact is vague, should be more explicit.
611	I disagree due to inaccuracies in the provided map which leaves me with a feeling that there is still a lack of sufficient transparency.
649	There needs to be more flexibility for redeveloping retail areas that become outdated or obsolete. I believe there will be less demand for physical retail space in the years to come.
674	The plan seems to call for more high density housing in Plano which I STRONGLY DISAGREE with.
693	No I'm more concerned about the disappearing green areas and apartments. I moved here in 1985 and it's sad how areas have decayed and roads are packed. Air quality will continue to go down
722	I would like redevelopment to encourage more single family homes and cap future multifamily.
781	LESS apartment homes. LESS density. LESS traffic. LESS office/retail new construction. LESS or better, NO bicycle riders taking full lanes on already inadequate Plano roads. KEEP cyclists OFF MAIN Artery Roads in PLANO!! MORE open/parkland
799	We need to allow denser construction of housing ASAP to improve quality of life, economic mobility, and population growth
808	Too much multi-family housing which destroys the suburban lifestyle and safety of Plano citizens and property owners.
813	Too many doors open to multi family housing. It isn't called out enough or shown on the maps boldly enough. Add DUA numbers to the maps or make it interactive. Maybe I am missing it.
832	Difficult to understand the plan as it is embedded in multiple links and maps, make it simple and easy to understand. Bottom Line; The less development the better!!!
833	Too much SFH
879	I wanted to see more about how the plan changes help minimize impact on low-income communities and didn't see that addressed in what I read.
897	Redevelopment doesn't happen fast enough now. This plan doesn't seem to help.
927	See previous
994	Not enough to support development of attached single family houses.
1034	They are a step in the right direction, however from listening to Planning and Zoning meetings it still doesn't seem like maintaining a suburban character which is the FIRST guiding principle of the plan are driving decisions. Elected representatives need to champion the desires of Plano residents to remain suburban. My parents bought their house in Old Shepard Place in 1983 because of the beautiful master planned communities and neighborhoods around their house. Similarly I live in Windhaven to be close to the schools, and be in a great neighborhood with parks and recreation nearby. I want Plano to continue to maintain this characteristic so that it can continue to be a safe place to raise kids and grow old. I want to see more detached single family homes. The apartments just bring a lot of density and are not well maintained over the long term. I want to see homes that young families can afford or more zero lot line homes for people that still want to live here but want to be able to downsize.
1056	See my previous comments.
1093	The changes simply explain what the Land Use plans are. They don't address my concerns about those changes.

STRONGLY DISAGREE (Q22)

87 Responses | 11.20% of Total Responses

ID#	PLEASE EXPLAIN...
NA	32 respondents chose not to explain why they selected 'Strongly Disagree'
3	There needs to be more things to do in plano, no just places to go to. The city is dying for a reason, it's not interesting
16	Again, Plano is already over developed
48	No more apartments
83	Leave more green space
86	No more Apartments and urban areas
103	This is the exact opposite direction the City should go.
141	The plan is not beneficial to Plano for the future. It is as short sighted and "strike while the iron is hot" as anything I can imagine. Decisions are being made quickly without proper vetting of social/traffic/water/crime issues that are certainly going to come up.maybe not this year or next year, but CERTAINLY as we approach 2050. So using Plano 2050 may look nice and get people behind something but the reality is that these decisions being made and this plan is going to cripple this city well before 2050. Board members and developers DO NOT have any future aspirations for Plano they are working on the here and now and making the fast buck and leaving citizens in their wake to pick up all the broken pieces.

STRONGLY DISAGREE (Q22 - CONT'D)

87 Responses | 11.20% of Total Responses

ID#	PLEASE EXPLAIN...
199	Too much new construction
221	City leaders cave to development and do not care what residents want.
228	Our view is that there should be no further development other than business and single family detached residences. Developers want to jam as much as possible in remaining areas stressing our infrastructure and schools.
243	Every day I see more and more electric vehicles on Plano streets. We should get ahead of this by installing chargers at parks, in the downtown area, and require/encourage their installation in new retail developments.
249	We do not need more redevelopment and growth of urban centers, anything else that environmentally impacts Plano. We need LESS of this to help the ecoculture thrive. We need more open spaces, parks, and trails to allow for diversity of nature and flora and fauna. Plano should be proud of its wonderful parks and trails, especially the natural areas that allow for flora and fauna to thrive. That being said, I am totally opposed to land development and construction projects. They are unnecessary for this beautiful city. Keep Plano green!
292	Already have.
326	The changes referenced are not only vague by definition but as a whole are an ill-disguised attempt to vote again on the same issues.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
401	Too many apartments and urban area bs. This is a suburb. Keep it that way. Apartments are garbage
431	I do not trust politicians to say no to a developer, knowing that the developer may make significant contributions to their re-election funds. Seen it too many times in the past where money speaks louder than those who will be affected.
499	I have even more concerns now. It's clear this is going to be used as justification for the city to add a ton of apartments.
501	Keep a moratorium on current land use. No further expansion.
508	The draft plan creates many highly restrictive zones that attempt to stop the city from growing, but what Plano needs is growth, affordable housing, and quality development/re-development. I strongly disagree with the land uses proposed in the plan.
514	I want voting not ambiguous input
549	ON APARTMENTS WATER SHORTAGE, SCHOOL SPACE NEEDED ECT.
559	You cannot have population growth without increased traffic concerns, which are not addressed in any way in your "increase multi-unit housing plan. Also there will be increased crime that is ALWAYS a result of dense housing. Look at north dallas by the tollway for great examples of the crime that dense complexes bring to the city. NIMBY will BE IN YOUR YARD!
568	The residential land use does not address the blatant disregard for a happy single-family residential use regarding misuse of Airbnb type residential use. Unless single-family housing zoning ordinances are modified, we continue having noise complaints and police calls to these type of homes being used as party homes on weekly weekends.
580	I would have preferred for land use to be devoted to more urban developments but clearly the local government has no intention of helping Plano to grow into a thriving city. They would like to keep it a dull suburb like thousands of others in America with nothing to set them apart.
615	Stop developing. Stop building on every square inch of Plano. Who is paying you? Is this a freemason agenda? Stop with the apartments.
621	Too much potential for high density housing.
636	Clearly explain where apartments could be zoned for. We do not want apartments and do not need this extra tax revenue or any excuse these developers use to build them.
646	Land use is good for recreational purposes and things but look at JCPenney and these businesses don't care about how things look as businesses are in a rut. The Preston/Nylo area is trash everywhere and people are making it look bad with no restrictions. Even in the open fields it's gross
661	This is a huge step in the wrong direction. This results of this Plan will hamstring our great city as it tries to move forward as a vibrant and effective community. Plano must matter, not become an also-ran city.
687	I think that the scale of future proposed development is too great a cost to our environmental health.
691	To push back against what I assume will be a large number of existing homeowners crying "too many apartments," I would like to state that I don't think there are enough apartments. If Plano truly wants to be an attractive destination for businesses, it's going to need workers to work at said businesses.
712	Plans need to align with execution. The re-zoning activity does not follow the plan.
757	This plan is about Plano's past and not its future. Land use evolves in response to demographic, cultural, social and economic change. The plan fails to identify these trends and their consequences. A few examples: the number of accessory units are growing, just not legally, campus office is a thing of the past, home based business is growing, shopping centers are developing ethnic identity and are small business incubators, some neighborhoods are also developing an ethnic identity, apartments are increasingly housing by choice, senior population is growing and school age population is declining affecting housing demands. The plan barely discusses these trends.

STRONGLY DISAGREE (Q22 - CONT'D)

87 Responses | 11.20% of Total Responses

ID#	PLEASE EXPLAIN...
763	Again, the plan for Park & Preston lacks specificity
790	No plan mentions anything about dedicated barrier bicycle lanes.
814	Density is critical for all of us
827	WHAT ABOUT EAST PLANO
865	Dooming Plano to car dependence
877	No more development. Period.
885	Stop development
888	The plan wrongly implies that Plano will not see significant population growth, redevelopment or change in the future. The dashboards are too detailed and effectively impose "shadow zoning" on property. The recommendations for density and open space in the dashboards do not seem to be based on anything other than opinions and ignore basic development trends and financing.
915	It's too late. Too many apartments.
965	Nothing indicates that they will listen to citizens' concerns about high density development and traffic issues caused by the introduction of larger apartment blocks. Nor does it address the degradation in quality of the existing older apartment units.
966	The Land Use continues to bring high density and high traffic to areas that do NOT want it in east Plano. Traffic at Spring Creek is already very heavy. The Oak Point plan will only add congestion and take away the natural beauty of the open spaces and single family housing that east Plano currently enjoys.
992	NO TRANSPARENCY or discussions ANYWHERE about how the citizens of Plano have no say in zoning mix of new residential housing as it is governed by the Federal Govt via HUD since Plano receives HUD \$.

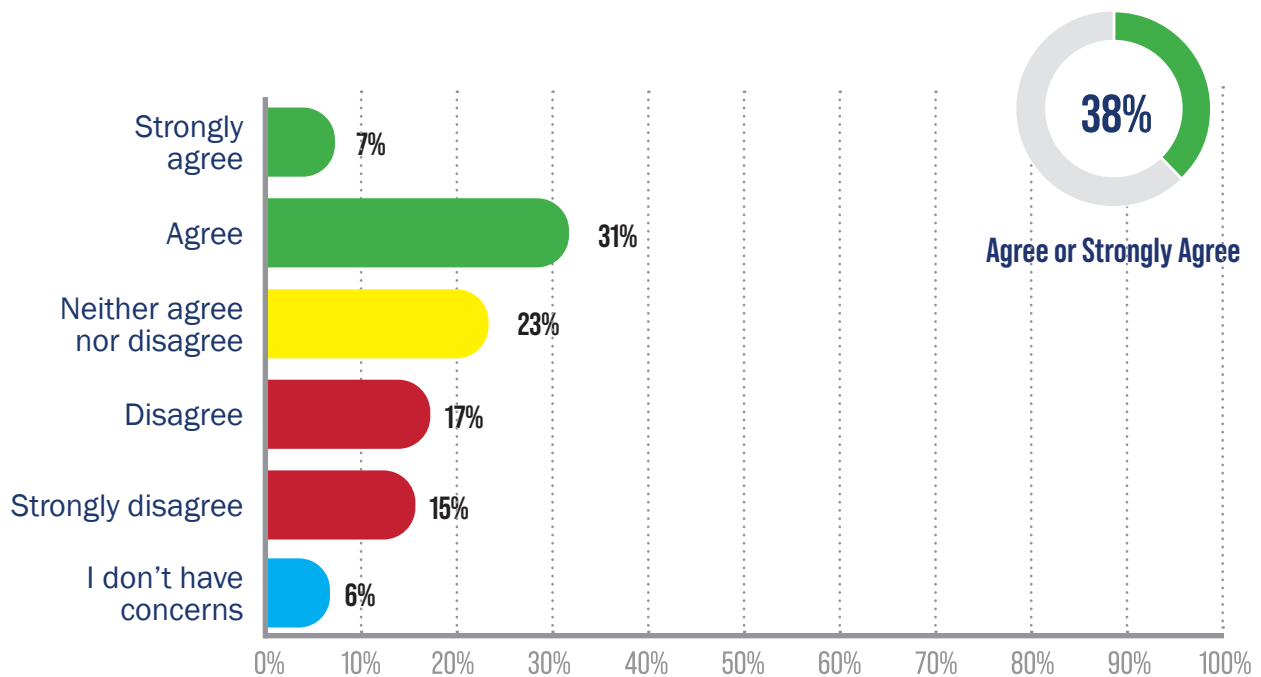
I DON'T HAVE CONCERNS ABOUT LAND USE IN PLANO. (Q22)

47 Responses | 6.05% of Total Responses

ID#	PLEASE EXPLAIN...
NA	37 respondents chose not to explain why they selected 'I have no concerns'
232	remove the corrupt cops/managers from the city admin
295	I'm more concerned by the parking lots in front rather than the garages in the rear situation than anything else: parking lots are ugly, uninviting, and looking at them is very stressful.
306	I've lived in Plano for nearly 10 years and I've lived in the North Texas area my entire life. When I went through Leadership Plano, I became more familiar with the original master plan for the City which was developed with such vision and foresight. There is a diverse array of neighborhoods that feed into each elementary school, so that the demographics of each school are diverse in income level. The green space was maximized so strategically by putting parks adjacent to elementary schools. When I moved here 10 years ago, while cities like Frisco and McKinney were developing rapidly, I noticed that our neighbors appeared to just a giant sprawl of houses and retail. While you could get a new house for a good price, to me, you could see that these cities would not age well, and you can see now that people who are seeking out that "new house for an affordable price" are continuing to move to locations like Anna and Celina as the homes in Frisco and McKinney age. Meanwhile, Plano was strategically reinventing itself, soliciting feedback (I participated in the survey for the Plano Tomorrow Plan nearly 10 years ago) on reinvesting in itself, focusing on its strengths such as location, parks, libraries, schools and diverse array of corporations. Plano has had a long line of visionary Planning Directors: Frank Turner, Phyllis Jarrell and now Christina Day. I've always felt confident that the City is in good hands with outstanding staff. It made me very sad at what happened with the Plano Tomorrow Plan. All that being said is that I want to commend that staff for the tremendous amount of work they have spent on bringing together competing voices for this inclusive process. I trust them and have no issues about Land Use.
349	We need more trees and greenspace! Stop the mini hotels from coming in to the corridors.
350	I don't understand what you all asking
519	Need more affordable housing options.
683	NA
831	I was fine with the 2015 plan. It's unfortunate that a vocal minority cost the city (and therefore taxpayers) so much time and money in making these changes to make them feel better.
883	I was OK with the Plano Tomorrow Plan.
940	I didn't have any issues with Plano's Land Uses in the past. However, I think the changes proposed do make it better and more comprehensive.

QUESTION 23

The changes in the Draft Plan address my concerns about Density in Plano.



ANSWER CHOICES	RESPONSES	
Strongly agree	6.97%	54
Agree	31.35%	243
Neither Agree nor Disagree	22.97%	178
Disagree	16.90%	131
Strongly Disagree	15.35%	119
I don't have concerns.	6.45%	50
Answered		775
Skipped		339

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 216 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q23)

54 Responses | 6.97% of Total Responses

ID#	PLEASE EXPLAIN...
NA	47 respondents chose not to explain why they selected 'Strongly Agree'
225	Way too many poor quality apartments that won't last over time. They just are NOT ethically pleasing
286	I have lived here over 30 years and have seen the changes in the community and where developments are planned.
778	I'm all for efficiency and it looks like we have the right people on the job!
932	The City's population is about 285k in the 2020 Census. The arterial roads are now quite busy during morning and especially afternoon rush hours. I don't think the city needs more people at this point, which is stated in the master plan draft. I hope that the City is serious about that goal!
973	See above comment. Also, I do like that a lot of the multi family development seems to be on/near major roads that can support the additional cars. (George Bush, Dallas North Tollway, 75, etc. Although I am worried about 75 - it is always a congested mess between Spring Creek and Renner, and more people from Collin Creek and surrounding developments won't help.)
996	The earlier plan wasn't clear and allowed possible misinterpretation. This version seems clearer. (or possibly i am paying more attention this time around)
1031	I wish to stay in Plano because the current density allows for an stress-free living environment. A higher density is not attractive to me due to overcrowding and the problems that it could bring.

AGREE (Q23)

243 Responses | 31.35% of Total Responses

ID#	PLEASE EXPLAIN...
NA	220 respondents chose not to explain why they selected 'Agree'
8	Designed control
50	I would like a larger park in my neighborhood as there is none at the moment (Legacy x Parkwood area) . Other than that I would like nice apartments to be built and prices to be more reasonable...
100	The DUA was well explained but I'd like to see how the roads are being planned to handle the growth in population. What are we doing to expand other means of transportation? Are we going green?
156	Same concern as above. This will only work if very, very few (if any) exceptions are granted.
160	As long as the city knows how many multi-use units sit empty before approving more, it's good.
184	same as 15
334	Ibid.
378	Companies are moving to Dallas so you will need a good mix of land use to help fight density.
409	Somewhat agree- if what is proposed in Plan is put into practice and multifamily units are kept to a minimum.
442	Same as above. It seems good, but would like it to be codified to make it very difficult to obtain waivers.
547	Also the condo development near DTP is good with the trains nearby to commute. Good Job.
636	Less Density is better. Slow, steady growth is the plan. Cities like Frisco that were developed too fast have a soulless feel to them.
712	There is nothing wrong with the plan and development.. the way it is being implemented is a problem.
734	The higher bar for approval is great IF enforced and could bring about unity after years of division
802	looks like there are loopholes that could allow more high density. Page ES-9 projects and increase in multi-family units from 36% to 40% by 2050. Keep Plano single family suburb Page ES-10 Downtown corridor to 1647 more MF units . There are too many already.
848	I agree that there needs to be a wide range of densities across Plano. Some people want to live, work and play in one area. The plan seems to address this well.
909	We need to protect our single home areas from being inundated with high-density apartments. These areas are not set up to handle the traffic load and it is not my desire to have apartments built across the street like Biden & Rabble are proposing with withholding city highway funds.
944	NO MORE APARTMENTS.
945	The current density already overwhelms Plano driving is becoming a major hassle to get around Plano some intersections have become so dangerous that the only way to make a turn is to turn with the traffic to the next area where you can make a 'U' turn to get going in the direction you originally wanted to go
993	The reason we would move from Plano is that the traffic is getting so bad and fast just look at Preston. Seems like a highway not a main street.
1023	Density of living spaces is not an issue.
1038	Addresses, but does not completely resolve.
1051	Still concerned about density in areas with multi-family that have recently been constructed.

NEITHER AGREE NOR DISAGREE (Q23)

178 Responses | 22.97% of Total Responses

ID#	PLEASE EXPLAIN...
NA	134 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
26	Still the developer might try to cram high density buildings in to these categories.
58	I'm only hearing one side
80	I'm not sure the roads can accommodate the traffic that comes with a higher population/ higher density.
91	What about traffic (& parking in those new areas)
124	I have no opinion.
127	Proof will be in "walking the talk", not good intentions or plans.
192	Plano needs to stop so many high density apartments and curb the amount of people living in a single family home.
262	See above
270	Again we have to Trust those in positions to deal with this, and the plan seems to help that cause. Growth at all costs is not acceptable nor politicizing the reason for high density developments or taxing our expensive education infrastructure.
306	I did not have any specific concerns about density, given that Plano is mostly developed, however, I think this group should keep in mind that the rapid way in which the world is changing and that the "suburban lifestyle" that is touted is not necessarily of importance to the demographics those who will likely be the majority of residents in the future. Gen Z and Millennials value work-life balance and cannot afford these large homes that are all over Plano. Given a choice now, I would opt for a smaller yard and no pool to have less upkeep and maintenance. We shouldn't chastise those who have different housing desires of the individuals who may have grown up in Plano in the 80's.
312	I don't see what the changes are.
314	again time will tell us but trying something like this may help
321	Diversity can be applied to almost any issue. Need specifics.
338	Plano has become overcrowded. There are too many rental properties.
350	I don't understand what you all asking
426	Apartment complexes serve a vital function. We just need to ensure they are attractive, well-maintained, and safe. And they don't have excessively large parking lots ;)
444	I'm in favor of dense environments but some people are very vocal about their opinions.
459	Directing density to certain areas is appropriate for now, but may need to be reevaluated in the future.
484	Density definition has too many variables.
509	I am concerned about density along Ave K adjacent to the DART Rail Station. Traffic is very heavy along and near Ave K and Park Blvd. especially during morning and evening drive times. In addition, I am not opposed to affordable housing being zoned for east Plano, but I am concerned that the area not be over zoned for low income housing. Low income and subsidized housing should be spread throughout the city and throughout the school district.
554	Please be careful about allowing overbuilding which can result in flooding. And other concerns such as the overbuilt apartments on Coit by Park. Their garbage is always overflowing which have attracted rats (a lot of rats). Also, there are problems with some of these people throwing their garbage on the other side of the brick wall (including beer bottles that were thrown at me one morning=laughter=we need police patrols). Also, they come to our side of the brick wall and spray graffiti (sometimes filthy language). We need more police patrols.
562	It is vitally important that we keep the suburban way of life, and NOT build the 4-5-story apartments on every corner that overloads our streets.
601	I prefer a more suburban Plano. High density apartments are fine as long as the roadways and intersections can handle the increased traffic.
607	See comment above.
622	I'll believe it if I see it!
628	I'm pleasantly surprised to see the additional restrictions placed on multifamily development within Plano, but unsure if that will serve us best in 2050 and beyond. With so much emphasis placed on retail business development (while online presence continues to grow), how will the workers needed to fill these stores have any hope of living within city limits? Salaries paid by retail locations are abysmal and take advantage of our workers.
648	Plano should not develop apartment housing. Keep Plano residential. Single family dwellings only. No high rises, no more apartments. Apartments end up bringing in trashy people and lower property values.
654	Plans are open to interpretation and you dont know how the city will use them.
656	I get the feeling from development plans that have surfaced recently that the goal of Plano government is to increase density regardless of the peace of mind of residents. Presenting these plans as a fait accompli upsets me. Am considering moving somewhere where there is breathing room.
678	Moving in right direction. No more surprises like apartments on Preston where Lexus dealership was with NO allowance for citizen input and too many added students to crowd schools. Also concerned about area near Willow Bend and Parkwood and SAC at Park & Preston
719	I am still concerned about the over build of apartments in Plano.

NEITHER AGREE NOR DISAGREE (Q23 - CONT'D)

178 Responses | 22.97% of Total Responses

ID#	PLEASE EXPLAIN...
740	I am glad the Plan seems to address my issues. However, the trends I see in actual experience are NOT favorable, so I am skeptical that this Plan will help reverse those trends. I would be VERY happy if it did.
765	I am less concerned about density and more concerned that Plano increase availability of low and middle income housing to maintain diversity in the community.
785	I appreciate the density explanations and examples; it was very informative. I do still favor less density (population speaking) and some of the density calculations on multi-family housing understate the actual possible population growth; straining public services (schools, traffic, public safety ratios). According to Statista.com, in 2019 the average family size was 3.14 so a single family DUA of 16 (from your "What is Density" - Same Density/Different structure example section) is approximately 50 people and a multi-family DUA of 15 is approximately 141 people (3 apartments per building and 15 buildings in DUA) which is almost three times the population density (if I understood the basis for DUA correctly). That is why I made comments about reducing either the % of MFT dwellings or reducing their DUAs and still have concerns regarding density.
835	The application and limits of these numbers are unclear to me. If we have an intersection with multiple corners over the desired density, can that block construction of another development of high density, even though that development would be within current code.
852	I would like to see better limits set for higher density developments. I do not like the newer apartments that are 4 to 5 stories and are built near sidewalks and streets with very little green space to buffer and add beauty to the development. As the community ages, these may become like low income housing projects with very little green space for children, pets, and residents.
887	No new apartments
896	Not familiar with previous plans to compare
936	I would like to see less high density housing, but appreciate that it is being carefully planned and held to higher standards.
990	I want density to stay about the same; we don't have room to flood Plano with people.
997	Same as above. Guidelines are "guidelines." If something does not fit in the guidelines, and then there's some 'explanation' on why the proposed difference "fits the neighborhood" and the neighbors are ignored, the citizens will be without representation.
1066	We'll see. It's a plan.
1088	Please see important previous comments!
1091	I didn't see a from/to for comparison. The openness and visibility is good but no reference point given.

DISAGREE (Q23)

131 Responses | 16.90% of Total Responses

ID#	PLEASE EXPLAIN...
NA	65 respondents chose not to explain why they selected 'Disagree'
3	Lots of foreign people are moving into plano, how does this help our culture that we have had over the decades remain strong?
33	Single-family residential should remain the primary use
65	I think we need to recognize the demand for higher density and use more housing density to reduce the demand for roads.
67	It wasn't clear to me how the I formAction presented related to density changes
99	Plano should become more dense.
129	I am opposed to any new high-density housing developments along or within 2 miles on either side of the DNT, which for decades has been called the "Platinum Corridor" because of its potential to generate substantial tax revenue. Only offices and businesses that can generate income for the city should be located within the Communications/DNT/Parkwood corridor.
227	I respect the effort here but I urge caution in dealing with density. Not only are single family residential areas concerned with higher density (multi-family units) within the listed areas, but the major effect that density has on traffic in the city, i.e. the Preston Rd/George Bush traffic issues made worse by the apartment construction on the west side of that area.
239	I'm still worried about traffic, road capacity and deterioration of roads
247	Already too many cars on the street
294	Not explained well
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
313	There is absolutely nothing but fluff and rhetoric - there is no real actionable deterrents to massive over building of large apartment complexes and industrial areas. The developers, politicians and left will destroy this once great city.
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail. The legacy corridor is overdeveloped.
358	We need strict limits on high density housing, some of which will require reversal of some existing zoning.

DISAGREE (Q23 - CONT'D)

131 Responses | 16.90% of Total Responses

ID#	PLEASE EXPLAIN...
372	Housing density keeps going up. It should be kept at current levels, if not decreased.
384	Less density would be better
385	Less multi-family developments. Strong communities and neighborhoods are built by individuals with a vest interest in the community. That to me means, homeowners. Multi-family has a valued space, but it will always remain a more transient base. Multi-family development, simply because there's no where to go but up to make money is not what I'd like to see within our community.
408	I'm still concerned about too much density in Plano
420	Would like to see less density growth in Plano
429	I'm sure the future holds many new multi-family developments, but the lack of obvious policy for environmental impact consideration is worrying. For example, are developers being held to standards for higher-quality construction, energy efficiency, and aesthetic design? The apartments that came with Cityline in Richardson look like prison blocks.
445	Too much density
453	The Draft Plan shows a map of the way things are now and talks about generic principles and ideas but is very short on specifics regarding intended future development. So, I don't feel like The Plan addresses my concern about density. Density is always a problem that has to be managed, nobody benefits from greater or additional 'density.' Therefore, the Plan should clearly state that the issue of 'density' is one that the Council intends on reducing and then providing evidence of how density will be contained at current levels or reduced. It is of no benefit to me or any other CURRENT resident of Plano to increase the number of cars on our roads (traffic), students attending CURRENT schools (overcrowding in schools) or shoppers/diners that decrease CURRENT RESIDENTS' enjoyment of the amenities here in Plano.
457	We need more affordable housing
485	Plano will likely need more multi family housing than the plan allows for, given the unbalanced "protests" in favor of single-family housing.
493	Density is still too high. Plus, not sure everyone working in Plano could live in Plano.
496	Land use in Plano is entirely too random, and this plan doesn't fix that. It doesn't decrease traffic (via bikes or by better land use decisions), it doesn't improve density, it doesn't get rid of ugly land uses near homes, it doesn't solve buildings leaving one part of Plano for another (relocating). IDK, but if your plan put the central business district in the top north west corner, you probably don't have a good plan.
570	See my previous comments. The City needs to allow more apartments to be built.
575	I worry about carving out areas where single family homes are allowed, but not multifamily. We already have a shortage of housing and we need more affordable housing.
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOOOOO MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET!! THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!
605	Too many medium and high density areas.
611	I see how increasing density helps businesses, but I'm a home owner and see no advantage to changing the environment by increasing density. The current and previous densities are what attracted the current residents—not some promise of what Plano could transform into.
618	There is nothing in this plan that ensures there will be no over growth of all the commercial and high density housing that is so prevalent today. Plano should not be an "extension" of Dallas.
637	I am concerned that Plano's population will plateau too quickly and damage the city's tax revenue. I would like to see more thought put into creating sustainable population growth through more middle housing, affordable housing, and mixed-use developments, rather than a focus on denying multi-family developments.
649	I think there maybe too much emphasis on maintaining single family residences in the future.
673	Still too many apartments and current apartments are falling into disrepair.
676	It is hard to tell what types of units could be installed in the Suburban Activity Centers. Issues of low income housing and how the school district will plan for the changes in density are not addressed or at least hard to find. A 5% increase in multi-family homes with a correlated drop in single family homes does not seem like a good approach. The growth should maintain the current percentages.
716	Apt density is a major concern for all residents.
746	The density seems to be fairly high which could lead to congestion and poor transportation around Plano
760	Plano has a balance of housing density and little land left to develop.
766	Doesn't seem to be a lot of change from previous plans. Other than adding some building height limitations and additional requirements for meeting some additional zoning requirements the density is already there and looks like we will be adding to it pretty much in the near future.
783	I want more, not a cap.

DISAGREE (Q23 - CONT'D)

131 Responses | 16.90% of Total Responses

ID#	PLEASE EXPLAIN...
790	Same answer as above.
806	I would prefer the current ratio of single family dwelling to multi family units, roughly 60 % single family to 40% multi family. The comprehensive plans future projections flip the ratio over the next thirty years.
813	For same reason as above.
816	Disagree. Rents are too high. People are being priced out of here. People like janitors, retail workers, restaurant workers who are essential to Plano's economy. To ease the housing shortage we should allow apartment construction on retail-zoned land esp. to replace decaying shopping malls or shopping centers.
818	too dense
829	I am concerned that there is not enough density in Plano.
831	In order for Plano to be a global leader as stated in the vision statement, we need to have a variety of workers from diverse backgrounds. Not everyone can afford or wants to live in a detached single family home. In order to have vibrant neighborhoods we need housing choices, which does entail some density in the community. I chose to live in Plano over other communities because of the diversity and opportunity to live in an apartment when I first started working, then move into an affordable starter home.
833	Not enough density
834	The emphasis on diversity of housing is encouraging. Plano needs more zero lot line and elder friendly housing as the population ages. Some high rise apartments (under \$1 million) would also be a nice in addition to the many 2-3 story apartment sprawl that dominates.
842	It appears greater density is still the goal.
879	I didn't see enough to believe that the plan addresses housing shortfalls in Plano. Would have liked to see a more aggressive plan to address this.
902	Guiding principle 1.5 states that: "Plano is mostly developed and does not anticipate significant changes in population or residential development in the future" Yet the plan includes many new categories that allow for residential expansion. New Land use categories Neighborhood Corners (NC) 0-40% housing Community Corners (CC) 0-50% housing Suburban Activity Centers (SA) 0-40% housing Urban Activity centers (UA) 20-40% housing Downtown Corridors (DT) 10-15% housing It seems you are unhappy with the population remaining flat, and allowing the consumption of water/sewer/police/trash to stabilize
921	I do not see any limitations on the amount of multi-family housing planned.
927	Too much multi family
928	Density should be kept low. We want single family homes as much as possible, and no more multi family.
937	Maybe I didn't read the plan correctly but it seems like it signals a green light for continued explosive growth and seemingly unrestrained development of almost every square inch of the city. Seems like the plan says we are watching and studying the continued explosive growth as it happens, but doesn't say much about slowing or halting building out every free inch of land in the city. My concerns about explosive growth are related to traffic and maintaining a peaceful, relaxed, suburban character. More of these giant developments of all kinds (shopping, housing, office space) create literal noise as well as psychological noise just to look at them. For example, for me, the Legacy West area is just a mountain of concrete, hype, and literal and visual noise. I never go there and would prefer areas like that and the new Collin Creek mall development end (unlikely I will ever go there either). If I want to visit something like that, I'll go to Dallas.
959	Not enough open areas left.
982	There is still too much density being planned for Plano.
1003	There simply is not a any clear, concise statement about the current density and what that density is projected to be if all the multi-family housing currently zoned is completed. I realize that would just be a projection since it is not possible to accurately gauge how many residents may live in a two bedroom apartment to afford today's rent.
1034	A maximum of 40% residential (especially when that include multifamily) is not Suburban in nature. The plan still falls short of encouraging the building of neighborhoods where people can live in a suburban setting with parks and schools and the type of retail needed to support communities. I'm fine with office space at the edges of Plano but I don't want commercial uses in my neighborhood.
1049	This appears to say that more multi-family homes will be encouraged. Again, please address the glut of properties owned by out-of-state investors and rented by residents that don't care for their properties. This is becoming a big problem in our neighborhood.
1056	Instead of willingly acceding to significantly increased densities like almost every other Dallas suburb, Plano government officials and staff could and should take a creative and ultimately superior approach of maintaining the historical lower density approach while encouraging high-quality development.
1093	Explains the projected Density but does not address my concerns about increased density projects.
1098	We are going to slow things down, but what we really need is to stop any future development of new multi family projects.
1102	The population density in Plano is already too high. Please dial this back.

STRONGLY DISAGREE (Q23)

119 Responses | 15.35% of Total Responses

ID#	PLEASE EXPLAIN...
NA	52 respondents chose not to explain why they selected 'Strongly Disagree'
2	Your map shows that my home is in a "Neighborhood" area, but they're about to build a large apartment complex right across the street. So what good is your map?! Clearly you can't be trusted to commit to your own plans. This new complex is going to be devastating to our neighborhood with more traffic, more noise, and reduced property values
17	Stop all multi family apartment construction and development.
36	Still too much reliance on housing that will increase density of Plano
48	Appartments cause an increase in traffic
70	Plan expresses desire for greater density. Plano's density has increased exponentially in the last ten years. Any more is detrimental to the City.
83	Stop apartment building now.
86	No more Apartments
103	This is the exact opposite direction the City should go.
119	I'm not happy with what is being done with park snd Preston area.
133	I am concerned about the effects high density offices & apartments have on quality of life in Plano
170	You can't put 25 lbs of potatoes in a 10 lb sack.
185	Density should decrease, not increase
199	Too many people are moving out of state.
221	City gives lip service and in the end will do whatever they want.
228	Our view is that there should be no further development other than business and single family detached residences. Developers want to jam as much as possible in remaining areas stressing our infrastructure and schools.
231	The plan does not address overcrowding & crime from too dense development
238	The exist setback rules limit space for onsite additions, which are restricted in any case. This ensures that Plano is not a place for growth, because there's nowhere for new people to live.
249	We do not need to increase the population in Plano.
258	Reducing density should be the goal of the plan
274	they are building two single family homes on lots they use to build one...it's ugly, tacky, cheap looking, and creates more population in an area than the area can support. additionally it leads to multiple vehicles parked on the street making it a hazard to travel in neighborhoods. think more like canyon creek and less like burleson.
292	Mostly I already have. I keep hearing this excuse that we have to have more "affordable" apartments to lure more companies here. Who are they hiring? This has been a family community - we need better homes. Companies shouldn't rule our housing. And since we are a car community - no matter how we'd like to think otherwise - there are already plenty of apartments here and in surrounding areas.
326	See my earlier explanation.
333	It seriously feels like the density problem is getting kicked down the line in order to appease those in Plano that want to keep expansive Single-Family homes while not understanding the issue with such policies. I hope the Committee can make a better decision to embrace the dense solutions instead of holding off the dense problems for just a couple more years.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
370	It doesn't allow for enough density and infill.
401	Too many apartments and urban areas
419	Build it and they will come, but where are they going to go? And how will they get around? Existing roads can't handle the existing traffic! The City is now too dense.
431	See above
499	It's going to get worse, far worse.
501	Plano is a mature city. No further growth is needed.
508	Plano needs INCREASED density, not decreased density. We need to be discussing duplexes and granny flats, not preserving sprawl with restrictive rules. Density will allow us to grow our tax base, improve non-car-centric mobility, and provide more affordable housing options - to limit it right now would be a mistake. And this plan proposes a very extreme mistake.

119 Responses | 15.35% of Total Responses

ID#	PLEASE EXPLAIN...
512	There is no data provided to even decide! maps are pretty but thats about it
524	There needs to be a plan that as old apartments are torn down, that they are not replaced by more apartments. Instead, more green space should be added at that point. We are over saturated with apartments in Plano. Many of them are cheaply built and look bad. Building back more apartments on that site just perpetuates the over-crowding of apartments that Plano has. Not everyone that works in Plano has to live here. Many of us, when younger, lived in less expensive cities. Plano does not have a responsibility to provide housing for everyone that works in our city.
545	No live-work space. I'm not going to rent an office in Plano for my small business and I'm definitely not commuting. COVID has taught us to be comfortable at home. If Plano doesn't provide suitable live-work space, I'm going to move elsewhere.
549	NO APARTMENTS
559	You cannot have population growth without increased traffic concerns, which are not addressed in any way in your "increase multi-unit housing plan. Also there will be increased crime that is ALWAYS a result of sense housing. Look at north dallas by the tollway for great examples of the crime that dense complexes bring to the city. NIMBY will BE IN YOUR YARD!
580	Density is not a bad thing.
585	These plans will cause more growth with little room to grow.
617	The plan does not go far enough to address increased density.
621	I would like density to be further reduced. I think density should be limited to 15 DUA in the Neighborhood category.
653	We need more density to ensure affordable housing in our area.
661	This concentration on density is based on false facts -- impact on schools (there is not any), traffic (multi-family housing decreases traffic compared to commercial uses). We can't go back to a sleepy suburb. We must move forward and be the city of the future where people will want to live, work, shop and recreate in one place.
674	See previous answer.
687	I think that the scale of future proposed development is too great a cost to our environmental health. https://www.pinterest.com/pin/63683782204538507/ (this is humorously depicted in Shel Silverstein's Poem "Crowded Tub")
691	Same comment as above.
722	Additional multifamily rezoning should be capped.
763	Again, the plant for Park & Preston lacks specificity
799	We need more Density, period. We have PLENTY of single family housing- let's make it more accessible for people to move here and work.
808	Too much multi-family housing which destroys the suburban lifestyle and safety of Plano citizens and property owners.
827	WHAT ABOUT EAST PLANO!!
865	Why limit housing during a crisis? Why can't Collin College get student housing?
877	Too much high density kills what Plano was in terms of air and life and services quality
885	Too many people now
888	The city should be encouraging density in appropriate locations. This recognizes basic facts that should not be ignored if the city wishes to continue to grow, prosper and provide all residents with the services and amenities that the city is known for. Not everyone wants, can afford or has the means to maintain a single-family house. Plano is a major employment center and must provide a wide range of housing to attract and retain companies and employees. Urban activity centers, such as Legacy Town Center and Downtown Plano, provide a more urban space that is popular and desired by many people. The traditional neighborhood of single-family homes with apartments and townhouses surrounding a school and park should continue to be the basic building block of the city, but the plan fails to recognize that there are appropriate locations in the city for more density.
913	Absolutely not. Redevelopment should be focused on reducing density and removing old apartments. Living in Plano is not a right. Build the best SUBURBAN city possible and let the chips fall where they may. We do not want high rise apartments. Focus should be on reducing density and enhancing commuter roads to allow reduction of traffic to office areas. Zero new apartments should be build. Renovate old ones first. You want to knock down old apartments and build newer nicer ones...go ahead. Don't build new ones.
965	I believe the Mayor & Council will do whatever they want to introduce additional high density housing regardless of the plan & they will bend the rules to accommodate apartment developers.
966	The plan only adds high, high, and higher density in traffic and housing. Many people have petition and spoken out about this. As usual, it has fallen on deaf ears. The developers once again win with their kick backs to Plano officials.
992	There is no discussion of how citizens of Plano can no longer have a say in new MF housing and 'below market housing' aka low income housing, since the City of Plano sold us out to the Federal Govt via HUD in 2015/2016.
1009	Single family zoning should at the minimum be updated to two family zoning, many young people cannot afford to buy houses in Plano and we need to have more young family move into Plano, the issue is due to lack of affordable housing, restrictive single family zoning is the cause of low supply of houses.

STRONGLY DISAGREE (Q23 - CONT'D)

119 Responses | 15.35% of Total Responses

ID#	PLEASE EXPLAIN...
1052	The changes in the Draft plan do not address my concerns about Density in Plano.
1064	Goes the wrong direction. We need more density to maintain infrastructure long-term.
1092	1-20 stories of multi-family housing is ridiculous for anywhere in Plano. Tenement halls won't be "good" for anyone except developers and corrupt politicians. The zoning that was set in the past was set for a reason. Leave it as is.
1096	Again no concrete statistics about density today, 10 years ago, and how much more we can take.
1097	Need more grass and tree areas in the city.
1099	The density plan adds too much density to city.
1101	The Draft Plan advocated for high density living, which is the antithesis of my concerns. Therefore, the Draft Plan did not address my concerns.
1103	We need more density! We need more housing!

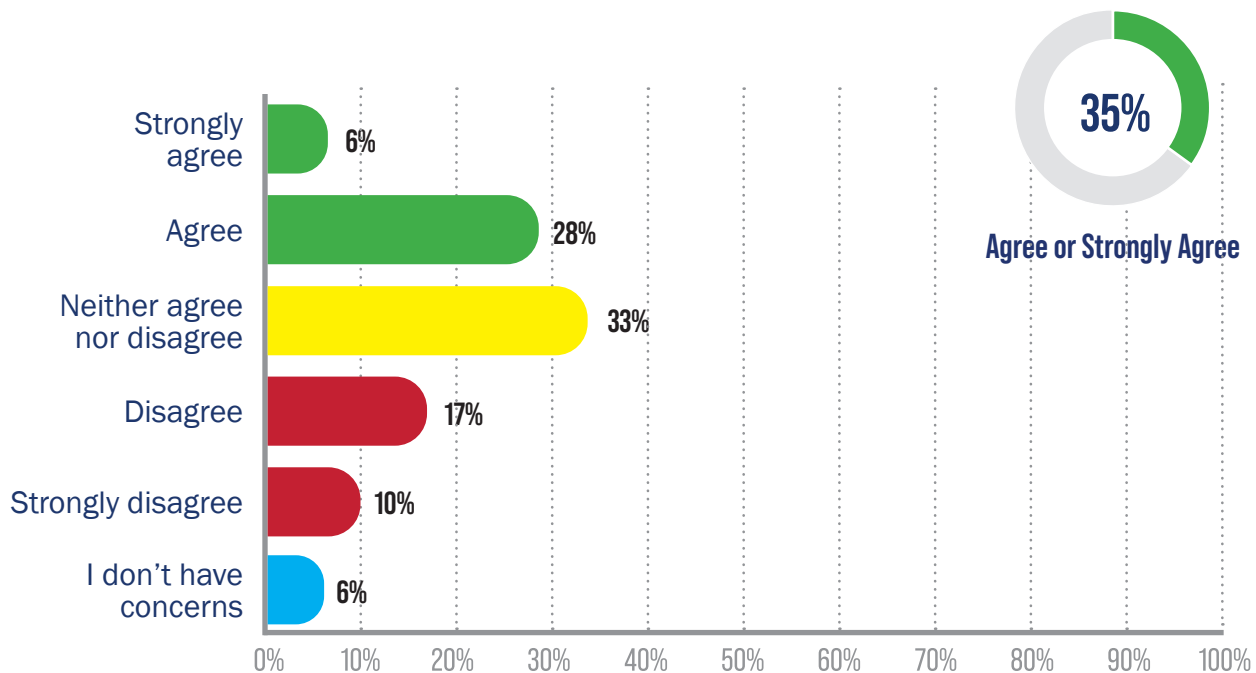
I DON'T HAVE CONCERNS ABOUT DENSITY IN PLANO. (Q23)

50 Responses | 6.45% of Total Responses

ID#	PLEASE EXPLAIN...
NA	41 respondents chose not to explain why they selected 'I have no concerns'
212	This plan makes Plano grow more and more dense over time, wiping out existing residential areas with no regard to residents.
232	remove the corrupt cops/managers from the city admin
527	Generally, I believe the people that fear density are short-sighted and only care about their particular lives in this moment in time.
683	NA
757	I'm not concerned about density. In general, density contributes to more efficient use of land and use of infrastructure. I think the plan contributes to the paranoia surrounding density.
897	But Plano could be denser.
940	I didn't have issues with Density in Plano in the past. I do think traffic has increased on Plano's roads, but I am of the opinion this increase is due to non-residents driving thru Plano.
1078	We only have a limited amount of buildable space. Plano is already a sea of single family rooftops close together.
1110	Previous plan was sufficient in addressing density for me. This one seems to be more intentional with where it is allowed/how it is allowed. Maybe that will be good down the road, not sure.

QUESTION 24

The changes in the Draft Plan address my concerns about Transportation in Plano.



ANSWER CHOICES	RESPONSES	
Strongly agree	6.27%	48
Agree	28.24%	216
Neither Agree nor Disagree	33.33%	255
Disagree	16.60%	127
Strongly Disagree	9.67%	74
I don't have concerns.	5.88%	45
Answered		765
Skipped		349

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 183 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q24)

48 Responses | 6.27% of Total Responses

ID#	PLEASE EXPLAIN...
NA	45 respondents chose not to explain why they selected 'Strongly Agree'
8	Designed control
286	I have seen the increase in traffic due to the growth of Plano but the city keeps its streets repair and maintains them.
854	h choking apartments no good for our families

AGREE (Q24)

216 Responses | 28.24% of Total Responses

ID#	PLEASE EXPLAIN...
NA	193 respondents chose not to explain why they selected 'Agree'
50	DART only runs through East Plano and no train in the west Plano. I have to use my car for going to Dallas though I don't want to. It would be nice to have underground train services in north Texas.
105	I do have a concern though - - assuming there is a considerable increase in vehicles powered by electricity, do the neighborhoods have enough electricity capacity coming into the neighborhood to support those vehicles? And the easy follow up question is does ERCOT and the State have enough electricity capacity to support those vehicles. The February 2021 freeze proved the State is ill-equipped for the increase in electricity, and we all know if the temperature gets too hot in the summer, the State calls for voluntary reduction ahead of rolling blackouts.
184	Like the Bike/Hike Trail progression
235	Public transportation (DART) service(s) in Plano need more routes!!!
294	We need more rail lines
370	I think parking needs to be tweaked a little. Otherwise unless Plano intends to engage in a massive expansion of DART it's sufficient for now.
387	Transportation issues will continue to grow as we increase in density.
438	I really like the focus on micro-mobility. Shared used paths that connect to employment centers, shops, and other cities shared used paths would be a huge benefit to Plano. I was recently hit on my bike while a stop sign on a bike path that was on the road.
459	Emphasis on maximizing transit-oriented development is important. It will help increase our return on investment in DART.
608	I believe we need to think about the future where the cars are going to be self driven and will have less parking needs, and express lanes for self driven cars to go quicker because the safety features included. I also think that the signal lights in Plano cause more pollution than any other city around by not syncing with traffic patterns and speed of the drivers for more flowing traffic, and why do the lights stop you at 10 pm when there is no one else on the street ?
628	More walkability is a net positive, but it's important that we expand and improve roadway congestion when possible.
636	Traffic lights need to be adjusted. The double left turn arrows slow down traffic during off hours. The two new stoplights on Ohio should be flashing red after a certain time. 121 and George bush service road lights should be synced to allow commuters to have better movement. DART busses are not needed west of Coit road. The DART busses on Preston road are almost always empty even during peak times. We do not need more public transportation that nobody is using. We need better light timing and a more proactive traffic division who looks for ways to improve the flow of traffic on our most traveled roads.
683	I do truly hope that some improvements can be made to public transportation in Plano if possible.
687	I did not focus my reading on the Transportation section of the Draft. I look forward to the opening of the DART Silver Line.
778	To be honest, I'm not very worried about transportation except for the harm to environment, but I am confident in whatever we decide to do.
785	The focus on a multi-modal transportation and "walkability" network is definitely needed and would enhance Plano's livability.
833	Have the right idea but I don't think they will work if density isn't increased.
848	Will always have traffic within and through Plano.
852	I would like to see expansion of comprehensive buses and light rail. The drawback to our light rail system, especially near the Parker Station, is that it has become a haven for homeless and vagrants. I have lived here for 40 years and I have seen a dramatic increase in homeless, panhandlers, mentally ill wandering around, etc. This is a threat to our public safety.
879	There seems to be a focus on promoting transportation methods other than cars, so seems to be a positive.
945	Traffic is a problem, Plano is boxed in by THREE major Toll roads this in itself is a crime, highway robbery (no pun intended).
973	My only concern is increased congestion from future housing development. Build the homes and apartments! But please also consider how the additional residents will access schools, grocery stores, etc. Can we all still get across Plano, without the trek taking 30 minutes longer? Additional development overwhelmed my parents' neighborhood in Houston, and over a decade, it went from 10 minutes to go 3 miles, to 30-40 minutes to cover the same distance, due to traffic congestion on neighborhood streets. I don't want that to happen here.
1031	I think so, but I worry about traffic congestion as the population grows. I also worry about mass transit, bicycle transit and the potential for pedestrian growth. I believe that pedestrian life is very limited in Plano and there are advantages to it, i.e. low street crime. I wish we can contain the explosion of traffic regardless of kind.

NEITHER AGREE NOR DISAGREE (Q24)

255 Responses | 33.33% of Total Responses

ID#	PLEASE EXPLAIN...
NA	219 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
53	Spring Creek Pkwy was always intended to be a thoroughfare with overpasses at all the major intersections. That's why the intersections have so much land and are so wide. Please stick to the original plans and build overpasses (or underpasses) for traffic at these intersections. We need another East-West traffic flow in the middle of the city, that's why it was designed that way in the first place!
58	Have questions
65	I think that the transportation plan will be overwhelmed by demand.
91	What about traffic (& parking in those new areas)
127	Proof will be in "walking the talk", not good intentions or plans.
160	If yiu keep the multiafamiky units on the main arteries, DART can service the residents.
204	Good luck on this one.
262	See above
274	the traffic in plano has gotten horrible in the past 5 years (legacy, number of homes built in west plano, collin creek areas, commercial expansion).lights constantly not synced.
292	We need better roads to handle the influx of commuters from the northern new build outs. And we in Plano have paid way too many tolls since we are surrounded by toll roads only. Where is our money from the state of Texas to build better and free roads? Lubbock got a nice multi-lane and free highway loop and we get more tolls.
312	I don't see what the changes are. My main concern is improving pedestrian and bike transportation options
321	Transportation will become more and more important. Need specifics.
350	I don't understand what you all asking
378	Isn't DART it's own thing? Do we really get a say in it?
392	I didn't read the whole thing, but I don't know that it addresses increased DART train opportunities.
426	my transportation comments would be: accelerate the pace of hike/bike trail construction and partnering with neighboring cities to connect trailheads; get DART to extend the red line north from Parker Rd.; get rid of the goofy HOV lanes/ poles on 75; accelerate the pace of street repairs (not patches) - too many streets are a pothole mess - raise taxes modestly if need be.
457	I am not sufficiently familiar with this topic. I do suspect that there should be better public transportation but that does not seem to be within the city's control.
526	With the introduction of mixed use, transportation does not seem to be as much of a concerning issue for residents, as it does for non-residents.
527	This seemed to become a back-burner issue while going through the links and videos. I remember a little about multi-modal, but not many specifics.
545	I'm a huge fan of public transportation, but the empty DART buses really bother me.
607	See comment above.
642	Need to improve public transportation. More bus routes - buses more often. Train route needs to go West. How about a train to Fort Worth?
656	We'll see.
740	I ran out of steam in reviewing this, so I did nor pay much attention to this, so I am not in position to express an opinion. I am concerned with all the traffic we have and would like to see a major improvement. I am uncertain if this Plan will help.
743	High density areas like schools, hospitals, public libraries must have signages to reduce air pollution caused by idling vehicles. Attempts must be made to reduce car idling not just from private vehicles (e.g. parents picking up/dropping off students) but also from school buses. Air pollution from idling cars could have major negative impact on children's health & with increasing transport near schools, the risks are much more higher.
842	Again, more people, more traffic. And noise. And crime. And etc etc
882	I would need to take a closer look at the Transportation portion. But what I don't like about Plano at the moment is that I feel that people from other towns drive through Plano to get somewhere else. Our traffic on roads is created by people driving through Plano. Not sure how to address this issue.
887	No new apartments
896	Not familiar with previous plans to compare
932	I do think there is lots of room for redevelopment along I-75 in South Plano.
964	I agree with the plan about transportation but I would like clarity on how this will be accomplished. I would like bike lanes in Plano
968	Not really sure this addresses the future needs
994	The approaches to improve bus routes is very general. When I retire and downsize I want to move to a neighbor that has bus access to retail and cultural locations (High school theaters/concerts, Sports competitions.
1013	I am interested to see if additional street crossings would be added to some streets that have retail stores.

NEITHER AGREE NOR DISAGREE (Q24 - CONT'D)

255 Responses | 33.33% of Total Responses

ID#	PLEASE EXPLAIN...
1093	I must have missed that part on Transportation, other than parking and traffic loads.
1095	I'd prefer more information about how these developments can connect together without car traffic. How can one get from the East to the West side of Plano efficiently without a car.

DISAGREE (Q24)

127 Responses | 16.60% of Total Responses

ID#	PLEASE EXPLAIN...
NA	59 respondents chose not to explain why they selected 'Disagree'
33	Single-family residential should remain the primary use
66	without more intra city transportation low income residents would still find it difficult to/from places of employment and or medical providers and retail centers
75	Cars are not going away, get the bikes off the streets.
80	Road construction seems to be endless and will get worse.
100	As stated above - we need to do more.
124	I do not think there is enough attention paid to increasing access to public transportation and active (bicycle, walking) transportation, such as by including bike lanes.
185	More public transportation to reduce traffic. Retime traffic lights to shorten red lights and reduce idling time.
196	I didn't find much about how best to handle increasing traffic levels throughout Plano. A more strategic plan needs to be studied, debated, developed and implemented.
207	The public transportation is mainly at the outside circle of the city, not sure how efficiently it will be used.
214	Already too much traffic~! Alma is behind my house and it sounds like a freeway now not a road!
227	See my previous reply.
239	I notice the plan to make East Park Blvd a divided 6 lane road with parking. I have lived in this area for 35 years and drive the road daily and don't understand how that can happen. There isn't enough land
247	A lot of accidents as well
270	i either missed it or this was not discussed.
281	need more FREE ways no more toll ways and more lanes on more used road, also need better stop lights that work with real traffic, no more sitting when no one is driving the other direction :(
291	Comprehensive transportation plan is needed for the entire county.
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
334	The 75 corridor is the key problem Plano needs to address. I think the City should investigate one-way corridors running North and South. You can't double deck 75 or add more lanes.
337	It's still hard for me to envision what bikes + buses + trains look like in future Plano, and how those can connect well to the rest of DFW region like airports, Dallas DART, Fort Worth TRE, and future state bullet trains.
349	All public transit should be electric.
358	Roads that were built as (and named) parkways should be engineered as such. For example, they should have bridges over major thoroughfares. And major thoroughfares like Preston Road should be engineered similarly.
384	No bicycle paths
385	Plano and Texas in general are not well suited for ease of transport. Bus and rail system is an afterthought. Pedestrian routes as well as cycling routes are also an afterthought. The sprawl of Plano and DFW in general is really only suited to motorized/electric vehicle transport. I'd like to see the private sector address these issues, not the government. Electric vehicles are decent, but let's have the private sector address the charging stations. Just like it does now for gas stations.
419	Traffic in Plano is now too congested and a decongestant won't ease traffic congestion! Been to Frisco lately? Mass transit contributes to the traffic congestion. Bus-only lanes aren't the answer either because that makes traffic worse. Light Rail is not the answer. Here's a solution: Dallas, Plano, Frisco and the DFW surrounding area's should build a monorail system. One city can't do this alone. Frisco needs to cut thru Plano to get to Dallas. Plano needs to cut thru Carrollton and Lewisville to get to DFW Airport and beyond. Dallas needs to cut through Plano to get to Frisco and Plano needs to cut thru Frisco to get to Little Elm. Little Elm needs to cut thru everyone to get anywhere.

DISAGREE (Q24 - CONT'D)

127 Responses | 16.60% of Total Responses

ID#	PLEASE EXPLAIN...
444	I want the City to be serious about planning for pedestrians. During the beginning of COVID we witnessed a lot of potential for increasing walking as a viable mode of transportation. Those were glorious days. More nonmotorized transportation can support all five Pillars, and help Plano reduce its impact on climate change. Specific comments: In response to RS1 (page 15): We live in Texas. It is safe to assume that cities are going to be built for cars. But this action should only say, "Develop a transportation plan that addresses all modes of travel." No need to include that second part that implies that all other modes will never be nearly as important. Sends the wrong message right from the beginning. In response to PE4 (page 20): Dedicated right-turn lanes are especially dangerous for pedestrians. Would love to see more education about that. In response to RRSC4 (page 23): Wondering why implementation is limited by the desires of adjoining neighborhood. I am assuming it would be a situation when an existing wall separating a retail center from the adjacent neighborhood would be demolished and a walkway could be built between the two creating a short-cut for residents and potentially people who live outside of that neighborhood. In response to cross sections (page 99): It would be nice to show that the City is serious about pedestrians if the cross sections would also show sidewalks. It would be even better if the Thoroughfare Standards were revised to require minimum 5-foot sidewalks rather than the current requirement of 4-foot sidewalks which are totally inadequate, especially if the goal is to increase more users.
445	Too much density
453	See prior comments
475	Need more bike paths. Also need to improve our roads. Quality of materials used in paving seem deficient with all of the "pot holes" in our streets and neighborhoods. Also side walks need enhancing for our older population to enable them to age in place.
484	Transportation in Plano is a mess. Have to have better standards for traffic management. e.g. Light sequence, coordination, enforcement of speed laws.
496	Land use in Plano is entirely too random, and this plan doesn't fix that. It doesn't decrease traffic, it doesn't improve density, it doesn't get rid of ugly land uses near homes, it doesn't solve buildings leaving one part of Plano for another. IDK, but if your plan put the central business district in the top north west corner, you probably don't have a good plan.
505	I want traffic and noise and pollution studies
506	Did I miss something? I didn't see any discussion of transportation in Plano. I am concerned that the Collin Creek redevelopment is going to include too much housing density and cause transportation issues within a couple miles of the site. I do NOT want the Collin Creek site to become like the NW part of Plano.
510	I don't see anything about how mass transportation will evolve. Will Plano stay in Dart or run their own bus network. The current DART network is not effective any providing options to use bus services instead of driving.
511	Bus lines and apartment complexes will be reasons to avoid many areas in Plano. Simply look at a crime map, apartment complexes and mass transit feature strongly.
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOO000 MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET111 THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!
601	The major roads in Plano are 20 years old. They are patched up. Try driving Legacy, Park, and Spring Creek parkway East to west or vice versa. Money needs to be allocated to replace road surfaces rather than constantly patching them.
611	I do not want to see more mass transit in Plano. Home owners have garages and sufficient parking for cars. As far as pollution goes, we will probably all be driving EVs soon anyway. Mass transit brings in pedestrians from other areas of town who cannot be identified by law enforcement the same way that reading a license plate on a vehicle can when something isn't right. In fact the train station at Parker is the main reason the surrounding area is full of deadbeats and sketchy activity—the train station is not some amazing center of safety and commerce. No new mass transit—we should instead scale back on mass transit.
637	I strongly preferred the Plano Tomorrow plan's assessment of transportation within Plano. I think the current plan unreasonably tips the scales towards the status quo. I do not think that a continued near-exclusive focus on car transport is a long-term solution, as traffic will continue to increase, individuals without the ability to drive are left out, and the general populace's preference shifts from cars to other means of transport. I am not a fan of this plan's amendments to the previous plan's transport goals, and I would like to see a specific plan to create a micromobility and public transport network. There is also little attention paid to the fact that the current pedestrian network in Plano is highly fragmented and in disrepair. In future drafts, I want to see a plan for creating a micromobility network plan, and plans for how the sidewalk and trail network will be built out in the next 30 years.
638	Transport is very poor . No Rail or bus services
654	I see a lot about additional access for bikes and parking garages. Not much else.
661	While cars will remain the primary transportation method, we should pay more attention, and include in our planning more emphasis on mass transit, pedestrian and bicycle transportation, and more than just cars.
716	Don't need public transportation. Every has a car.
722	More off street hike & bike trails should be added along with accelerated plans to interconnect existing trails with surrounding cities' trails.
734	Expanding DART when it is a demonstrable failure (to the tune of \$80 million a year, nearly \$1,200/Yr per homeowner in Plano!) seems like throwing more good money after bad. It would be cheaper to put the money into new methods, or even just paying people to carpool would be cheaper. Or else DART needs new management as it has been such a failure (we spend what? \$500/rider?) which is a shame considering how much money is thrown at it.

DISAGREE (Q24 - CONT'D)

127 Responses | 16.60% of Total Responses

ID#	PLEASE EXPLAIN...
754	I DONT THINK COVERING OUR STREETS WITH BLACK ASPHALT BECAUSE FIXING CONCRETE POTHOLES COST TOO MUCH IS ANY PUTTING A BAND-AID ON A EXISTING WOUND. WE WILL JUST END UP LIKE ADDISON, HOTTER THAN HELL SUMMERS.
781	I have BIG concerns about traffic in Plano. Especially cyclists taking full lanes on main Plano roads which are inadequate already. KEEP them OFF main artery roads. What makes cyclists so highly privileged that tens of cars are constantly trapped behind them on main roads. Accidents waiting to happen. VERY UNWISE decision !!!
783	Do more for buses and walkability! This plan is an improvement, but it isn't enough!
799	Improve public transit. Allow for more modes Of transportation. Building more roads or lanes causes derived demand; I.e. more people will drive if more lanes exist thus removing the purpose of the expansion
808	Too much multi-family housing which destroys the suburban lifestyle and safety of Plano citizens and property owners. In addition, multi-family housing and up to 3 vehicles per unit only contributes to the current transportation gridlock.
812	We really need better mass transit across the metroplex. if all of the neighborhoods are in the center and the mass transit is on the periphery you have congestion and parking issues. And supply there especially for parking never meets demand. Ever.
813	"Limited opportunities to expand" is obviously concerning. A huge reason to be against more density. People are going to be less likely to take mass transit post pandemic than even before. More than 20 minutes of my 45 minute trip to North Richland Hills twice per week is just getting OUT of Plano and that is not during peak traffic times or during school zone times.
818	too much traffic
840	It looks like public transit is being focused on in Downtown, but are there any changes in consideration for the rest of the city?
897	I thought I looked at all the pages provided, but I don't remember seeing anything about transportation other than descriptions of wider sidewalks...
916	I am incredibly concerned that we don't use public transportation as much because, as a city, people don't want people of color moving in closer to them. The fact is there is racism in this town and we need to do something to fix it. The veiled concern for suburban living just is code about not wanting undesirables living near them. I didn't realize that Christians were able to judge others.
927	Roads cannot adequately accommodate the current traffic patterns os of course I am concerned about future traffic. Much of the road construction/repair has been going on for years with no end in site, causing clogging of traffic, etc. I don't see this getting better, only worse.
959	The bus line on Communications Pkwy needs to go. We watch empty busses drive by all day. Waste of money and an eyesore.
965	More apartments == more traffic mess. I would point you to the traffic nightmare that is the area around Ohio & 121 in Frisco with the large number of apartments.
993	Hard to get to the train from west Plano. If you don't have a car, can't get anywhere easily. Love the bike lanes but need more of them and protected if possible.
1001	AQ6 is unlikely to improve air quality. Studies have shown usage of HOV increases traffic congestion. International Journal of Control and Automation Vol. 12, No. 11 (2019), pp.21-32 Yair Wiseman HIGH OCCUPANCY VEHICLE LANES ARE AN EXPECTED FAILURE
1019	The plan is not aggressive enough in its effort to reduce reliance on cars.
1021	The plan does not show any changes to the Thoroughfare Plan that would alleviate the heavier traffic volume on major arterials. Need to have consideration of wider roads for collector streets and arterials. Although ITS is mentioned, the City has to do better timing of traffic lights especially with East-West traffic. An updated traffic study is needed if not already in consideration.
1023	I do have a DART concern, but not about the zoning. My concern is more about the increase in traffic as Plano grows.
1059	I would like further emphasis on making Plano more bike and/or walk friendly without having to use roads with cars or by adding dedicated bike lanes. Better integration of these priorities and routes with surrounding cities would also be a major plus for those who would prefer to commute this way.
1078	Really didn't see transportation addressed. Did I miss it?
1096	I didn't see anything about how Plano is going to prevent the hypocrisy of littering the trails with 'Bird Electric Scooters', and keeping the parks and trails clean. I guess Plsno is getting a minuscule kickback to fund these previously failed concepts, like Limebikes and scooters. What's next?
1098	We aren't doing enough to make the city cycling friendly. We have a decent network of trails but many of them have precarious crossings, and for the most part they don't connect to dining and entertainment. Plano is flat as a pan, you should be able to bike anywhere but it is unsafe to do so.
1109	Still too much focus on bicyclists and public transit, which make up a small percentage of modes of transportation used by Plano residents.

STRONGLY DISAGREE (Q24)

45 Responses | 5.88% of Total Responses

ID#	PLEASE EXPLAIN...
NA	29 respondents chose not to explain why they selected 'Strongly Disagree'
36	With the reliance on high density, Plano will have worst traffic today
83	Monitor current work. To much piecemeal patches.
112	Our traffic and roads are horrible. And the number of really poor drivers are out of control. We need more traffic enforcement but this plan clearly doesn't and shouldn't address that. It is just a daily nightmare
115	I ride my bicycle a lot all over Plano. I really dislike the shared bike lanes and bike routs on the street and thoroughly enjoy the wide trails Plano has. I find it very difficult to bypass old town Plano on my bike when headed east/west. I live in the neighborhood just west of Collin Creek Mall but find it really difficult to get to Bob Woodruff Park or Los Rios Park from my house. I can manage it but it feels very unsafe due to the street traffic. I wish there was a trail connecting to the Collin Creek Mall area. I'd also like a trail connection from the Texas Pool to the Rodeo Goat shopping center.
129	The Draft Plan does not adequately address Plano's woefully inefficient east-west surface thoroughfares, and the total lack of a plan for east-west DART high-speed rail. It also does not address the need to construct high-speed rail along the DNT and 121 toll roads. (Beside? Underneath? Above?)
141	Traffic studies need to be done by reputable outside parties not a board members brother in law or a developer using their own vendor
146	The train system needs to be enlarged with west to east travel.
199	Too much traffic and congestion because of new construction and population explosion
217	Plano desperately needs more public transportation throughout the city. Add more bus and trolley routes that connect city government facilities, USPS buildings, recreation centers, parks, schools and libraries.
221	City leaders cave to development and don't care what the impact to traffic or anything else is.
228	Traffic is already horrible and unless density is controlled it will get much worse.
258	We currently have adequate transportation in Plano. No additional needs here.
279	Plano should be using predictive analytics or AI of lights at intersections. Not confident in plan to help with freeway congestion. Also not confident with current roads being restored/updated.
295	We should be actively looking to reduce the number of six lane roads and through roads. In fact, the last few times I've driven down Legacy, I've thought that it should really be a four lane + two full cyclist lane road. And either Spring Creek or Parker would do well to have a streetcar line on it.
326	Adding traffic to Plano is a clear indication that the Draft Plan has little to do with residents' concerns.
333	Public Transportation is not expansive enough in this city of a quarter of a million people. DART lines down Preston, Coit, The North Tollway, and maybe even a line that goes along Spring Creek would assist in the heavy traffic Plano experiences. The city needs to move away from a automobile-centric design for transportation.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
499	Traffic is going to get worse, far worse.
501	No more money towards public transportation of any kind.
508	The plan is very car-centric and low density. It also proposes low walkability and micromobility to employment centers. I strongly disagree with those portions of the plan. The plan should have ambitions to improve trail connectivity, walkability, and bikability across the city. This infrastructure could be as good as our roads by 2050, but the plan has no such aspirations.
514	We need to pull out of DART
549	WE WILL BE UNABLE TO MOVE. THE ROADS ARE ALREADY FULL. NO ROOM THIS IS A CRAZY PLAN.
550	Have you seen the traffic on Custer? Coit? Preston??? How are citizens supposed to be able to ride their bikes to places of business? Or walk? That is what residents want.
559	You cannot have population growth without increased traffic concerns, which are not addressed in any way in your "increase multi-unit housing plan. Also there will be increased crime that is ALWAYS a result of sense housing. Look at north dallas by the tollway for great examples of the crime that dense complexes bring to the city. NIMBY will BE IN YOUR YARD!
564	Plano citizens deserve access to transit trains. More should be done to encourage travel by means other than cars. A tollway across Plano for drivers further north heading south to Dallas would help with the road cost burden born by Plano citizens created by commuters who do not add to the Plano tax base.
581	The lite rail that separates East from the rest needs to be put underground.
585	We are already dealing with poor traffic issues that weren't a problem 10 years ago...this plan will only exacerbate these issues
587	Looks like a continuation of past policies that have led to current overcrowded conditions.
592	there is no transportation in my area

45 Responses | 5.88% of Total Responses

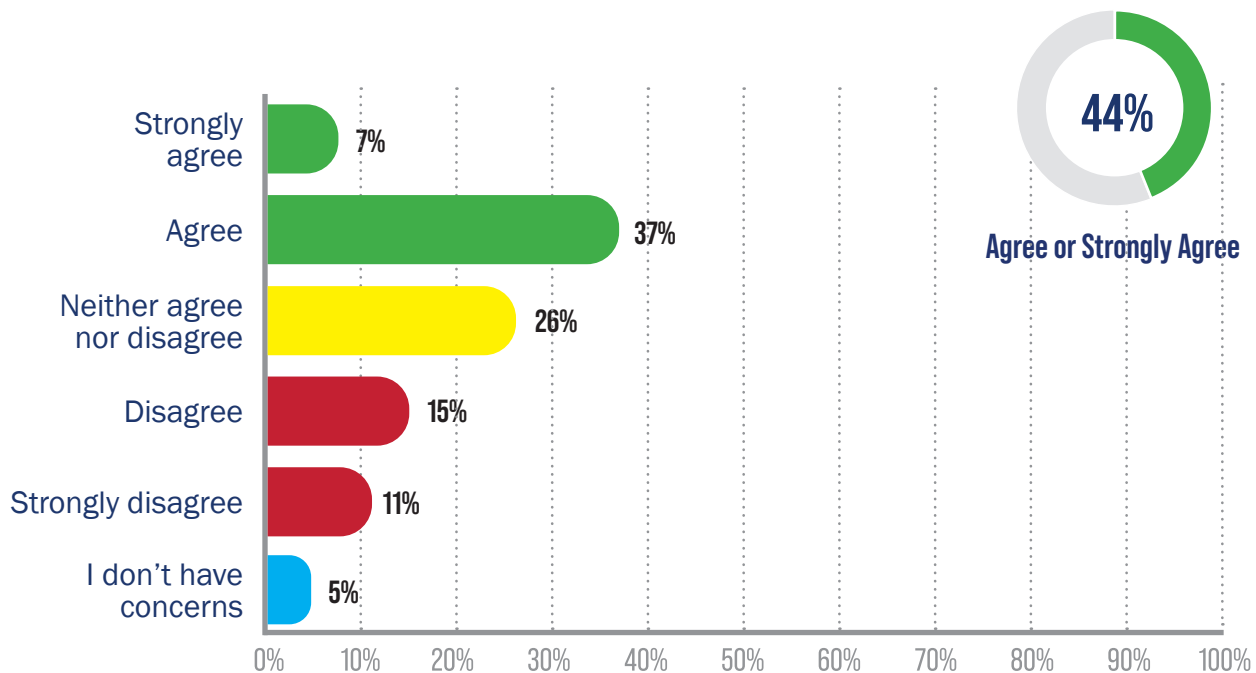
ID#	PLEASE EXPLAIN...
615	You need to 10x the roads if you are going to fill this town up.
712	There is no known plans about improving public transportation, parking, traffic. Any rezoning request is devoid of this analysis.
757	The plan does little to contribute to reversing Plano's auto-dependency. It sprinkles in terms like TOD, BRT and micro-mobility but not discuss the concepts or their importance to the city's future. The plan lacks discussion and recommendations on parking, a huge deficiency.
763	Again, the plant for Park & Preston lacks specificity
790	No plans address the need for dedicated barrier bicycle lanes.
827	WHAT ABOUT EAST PLANO!!
865	Bus service is an afterthought. What about shelters and sidewalks?
877	Transportation development will only add to the overcrowding of our city
885	Too many cars now.
913	multimodal transportation system is the opposite of what we want. Remove public transportation completely. Nothing but homeless use our dart system. Make the roads less crowded for cars and build trails for bikes specifically separate from roads. Preston road should be a real highway. Go back to the plan to have overpasses. Build klyde warren type parks on those overpasses.
921	We don't have room for development let alone new roads.
990	Transportation SUCKS in Plano. We need to get rid the current department and find people who know what they are doing. The fact that they said they improved transportation during rush hour is LAUGHABLE. It got worse and NOTHING improved. These people are clueless about transportation. You can drive to Louisiana faster than you can drive across Plano!!!!!!
1064	Most of Plano seems to be ignored and doesn't seem to provide much substantive progress on transportation.
1097	Need less traffic; spending too much time in traffic lately.
1101	By increasing high density living, more cars would arrive on Plano roads. More cars results in more traffic, which is the opposite of my concerns. My concerns deal with lowering traffic problems.
1103	We need more walkability and more micromobility! This plan is way too car-centric!

50 Responses | 5.88% of Total Responses

ID#	PLEASE EXPLAIN...
NA	42 respondents chose not to explain why they selected 'I have no concerns'
232	remove the corrupt cops/managers from the city admin
485	Most transportation issues are vis through-traffic
1091	I have a car and would just like to make sure others have safe way to get around whether it a bicycle rider or bus rider.
103	this emphasizes cars. Building a City around a car is a fools errand. The burden to maintain this is too steep even for a City like Plano. The Council has got this all wrong.
189	Need to focus on long term public transportation to ease traffic which is highly beneficial and recommended to promote sustainable practices
448	I view any policies that make Plano friendlier to pedestrians and bikes as positive. Additionally, I heavily support increasing access to public transportation.
888	The plan's exclusion of the City Line rail station is a serious oversight.
1113	I do not feel I've had enough time to review this- but I love the odea of connecting Plano's many trails and having the trails connect to businesses and neighborhoods- so the trails are not just for recreation, but also functionality.

QUESTION 25

The changes in the Draft Plan address my concerns about Growth Management in Plano.



ANSWER CHOICES	RESPONSES	
Strongly agree	7.37%	57
Agree	36.61%	283
Neither Agree nor Disagree	25.87%	200
Disagree	14.75%	114
Strongly Disagree	10.87%	84
I don't have concerns.	4.53%	35
Answered		773
Skipped		341

Please Explain...

After selecting an option above, survey respondents were given the option to provide an explanation for their answer choice. 146 open response comments were provided to this question. Refer to the following pages to view comments from individual survey responses. Answers are sorted by their response to the question above. An ID number is provided because some respondents referred back to their open response comments from previous questions.

STRONGLY AGREE (Q25)

57 Responses | 7.37% of Total Responses

ID#	PLEASE EXPLAIN...
NA	52 respondents chose not to explain why they selected 'Strongly Agree'
778	Affirmative.
785	Good explanation of how future growth will be handled by Plano with a strong hold on neighborhood focus but the ability and stated possibility of having to reevaluate every couple of years to adjust to changing patterns.
926	Perceived issues in this area have been very thoroughly addressed.
973	I think that the planners are considering the right questions.
1031	I hope indeed the objectives can be achieved. I hope Plano does not have to resort to vertical growth, i.e. tall multi-family complexes like so many cities in America. When there is limited land and a large population sometimes it calls for the demolishing of single family dwellings in preference for larger ones. I hope that never happens.

AGREE (Q25)

283 Responses | 36.61% of Total Responses

ID#	PLEASE EXPLAIN...
NA	268 respondents chose not to explain why they selected 'Agree'
8	Designed control
50	It would be nice to have more reasonably priced apartments (but not nasty ones) become available.
124	I like how there is a future focus on how growth will be managed.
262	Big ideas, many very good. However, until committee is dedicated to listening intently to the voices of Plano population...we will not reach our cumulative desired goals to the majority's satisfaction
294	I agree
370	This will allow the city to grow on a more compressive and modern level. I just want it to go far enough to ensure the level of growth the city requires to support its current and future liabilities.
527	As stated earlier, I just think there should be a little more emphasis on analyzing development/redevelopment opportunities from a long-term infrastructure and maintenance perspective.
636	Growth will always happen but we do not need it all at once and we do not need more apartments. Cities like Arlington & Carrollton were ruined by tons of apartments.
672	Good checks and balances with this plan.
802	Good to have more open review of zoning requests and new project requests. Need to limit density of even single family homes. 10 per acre is too dense. Page EF-11 even mentions 40 per acre!!!
852	I like the zoning and establishment of specific usages in various areas, i.e., employment, urban, suburban, etc. I would like to see all neighborhoods considered for future quality areas to live, work and shop. Maintaining quality, safe, and well maintained neighborhoods is very important.
945	It's about time and it should really sink in, growth is good but there are areas where the infrastructure cannot handle it.
994	The plan treats growth in absolute numbers. It does not address whether the demographic mix, how many 20 and younger versus how many 65 and older will be the same or different.
1093	At least someone is thinking about this.

NEITHER AGREE NOR DISAGREE (Q25)

200 Responses | 25.87% of Total Responses

ID#	PLEASE EXPLAIN...
NA	164 respondents chose not to explain why they selected 'Neither Agree Nor Disagree'
58	I'm questionable
65	This will slow things down for a few years, but the amount of money headed here will take over in a bit.
80	I would like to see Plano level out in population and not grow much larger. We have lost that home town feeling.
91	What about traffic (& parking in those new areas)
127	Proof will be in "walking the talk", not good intentions or plans.

NEITHER AGREE NOR DISAGREE (Q25 - CONT'D)

200 Responses | 25.87% of Total Responses

ID#	PLEASE EXPLAIN...
184	No opinion.
192	Plano needs to stop so many high density apartments and curb the amount of people living in a single family home.
214	More people less safety unless we have a larger police force and more crime if we do not hire more police, already seeing it daily on Next door sites!
227	Because Plano is virtually built out, the area of growth will be limited in any case. Determination of Growth Management will be problematic and will be determined by fiscal need rather than aspiration.
312	and improving bike transport
314	see above comments
321	Again how the plan is implemented is more meaningful.
337	How much growth can Plano support? How will this impact nearby communities that are transitioning from rural to the next suburbs?
350	I don't understand what you all asking
392	It seems cities will agree to growth that increases the city's coffers, not resident's pleasure.
420	Growth management is critical to keeping Plano a city that long time residence feel comfortable staying in Plano. It seems to be changing to accommodate a younger group of people
426	a key component should be regrowth. In other words, rejuvenate neglected houses, decaying neighborhoods, obsolete retail.
459	A little too conservative on density.
496	it manages growth. Not sure in a positive or negative way.
601	You can't have growth without utilities to support growth. What is being done about increased energy consumption in high density housing areas. What about sewage treatment? The plant on 14th and Los Rios has a terrible odor in the summer. I do not see how people can live there. I guess if they are forced to stay inside, that's ok.
607	See above.
617	Does not go far enough to address growth.
621	There is still the possibility of multi-family dwelling in Neighborhoods, and I do not want these along the Dallas North Tollway.
628	If this plan is fairly rigid, we may not see the residential growth necessary to support our ever growing population. I love to see housing prices skyrocket, but it means that young families will be hard pressed to get on the property ladder in Plano. An aging population is a bad overall trend, and we need to ensure that some neighborhoods are priced within the realm of reason for new generations.
656	We'll see.
676	It is good that the plan and maps were created and it gives overarching guidance. The details of how suburban activity centers and community corners will be determined and managed needs to be addressed further.
781	I want specifics. DO not want these decisions made by zoning commission, or mayor who is pro development.
887	No new apartments
896	Not familiar with previous plans to compare
904	I don't know what RGM2, RGM3, and RGM4 will look like or when they will be done. I am not sure if RGM5 is reasonable. I am concerned that RGM3 may over-emphasize single-family housing in the face of market conditions that favor multi-family housing.
937	Seems like the city is still aiming to build out every inch of land with a variety of types of housing, all of which will continue to make the existing traffic and road quality issues worse...and the traffic and roads in particularly are bad.
997	Same comment as above
1011	What growth? We are built out.
1091	There is no from/to comparison. The categorization and new maps are fine.
1098	An improvement, but allowing any new multi family is a problem.
1102	Do more to control growth.

DISAGREE (Q25)

114 Responses | 14.75% of Total Responses

ID#	PLEASE EXPLAIN...
NA	72 respondents chose not to explain why they selected 'Disagree'
33	Single-family residential should remain the primary use
83	To hectic now.
99	Seems like you are limiting growth to try to protect a particular suburban feeling. This seems short-sighted.
185	Growth should be restricted to reduce crime, reduce traffic, reduce air pollution, and improve quality of life.
234	Plano has way too many multi family housing projects. Much prefer single-family homes in Plano. People who rent do not care as much about their community as people who own a home.
236	fewer high rise apartments
292	I just don't see it. There are simply too many little loopholes in this plan to make changes for developers that are not what out citizenry seem to want.
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
378	I think everyone is going to complain regardless what you do because everyone loves the idea of Plano Now Suburbs when we need the mix use
408	Runaway development/growth is not the answer for Plano. I still feel we don't have enough green space and trees in Plano
419	Manage growth by not having any more! Why does the City need to expand? You don't have enough of, what?
431	If growth means increase in city population, then I disagree. If it means increase in revenue form business., that would be ok. But we all know what it really means.
445	In am in a voluntary hoa and city of Plano does not help with neighborhood infrastructure maintenance. This past year we have spent \$7000 to move electricity off the brick wall when Plano replaced part of the brick privacy wall and to redo our entrance. We have lost electricity at the entrances due to construction but city of Plano will not help with costs which will be up to \$10,000. We cannot afford this so our neighborhood will go without.
453	See prior comments
457	We need more affordable housing.
493	Water demand and usage will outpace availability. Electrical requirements will outpace generation capacity.
510	It doesn't address the need to limit the P&Z group's ability to change zoning designations. There needs to be more limitations on them and the City Council should have more independence to act as a control.
524	The plan looks great, but as I have mentioned previously, the Planning and Zoning Board bends to the wishes of developers and the city instead of sticking to the City Plan. One case in point is the Waste Management Center located at Los Rios and 14th Street.
545	How do you plan to handle homelessness in Plano? Group homes? What new institutions do we need to grow responsibly? How will we get developers to pay for these?
570	See my previous comments. The City needs to allow more apartments to be built.
611	The plan is too vaguely defined and lack of accuracy has me doubting the transparency of the Plan.
637	See comments on density and land use. I have concerns that the plan is sometimes more concerned in fighting more density rather than creating a sustainable tax base and affordable housing for all income brackets.
661	Answered before, but the way this is written it should be called "Growth Mismanagement". I understand that this was the result of political negotiation with the threat of lawsuits casting a pall over the process, but I have to think that loud, minority voices tried to prevail, voices who real purpose is not in keeping for our great city.
674	It seems the plan would like Plano to emulate Frisco which I don't believe is the correct direction for Plano.
687	I fear some parts of the plan value the economy over the environment. I fear us growing to the point of being environmentally "bankrupt."
693	Stop adding apartments in the middle where the cars have to crowd neighborhoods to reach the highways. This is not green.
760	I have noted several concerns in answers to other questions on this topic.
766	There are some positive changes but for the most part looks like the plan is to continue on as usual as we have in the past.
808	Too much multi-family housing which destroys the suburban lifestyle and safety of Plano citizens and property owners. Plano does not need more growth as the city is already mostly developed. Adding more multi-family will only exacerbate current safety and transportation issues.
813	A lot of vague language that leaves doors open for more density while people aren't paying attention.
818	too much growth
831	See my previous comments on question 12.
842	Ditto. More density for everything which destroys the quality of life.
879	Did not see enough to address my concerns about shortfalls in affordable housing in Plano.
902	I think the ultimate agenda is high density housing. Bureaucrats can't help themselves, especially liberal Democrats. ;-)

DISAGREE (Q25 - CONT'D)

114 Responses | 14.75% of Total Responses

ID#	PLEASE EXPLAIN...
913	I don't want more growth. Make Plano smaller.
921	I want to see a cap on the multi-family housing. 40% is already too much - that means no new projects.
933	Traffic is a mess
1034	There needs to be an additional guiding principle around making any zoning decisions around a total count of allowable types of structures that are consistent with the plan.
1038	Addresses, but does not do enough to resolve.
1045	I hope we aren't creating a stagnant growth community with the concerns of trying to keep Plano "suburban". We have to compete regionally and attract people to reinvest in our community.
1092	Keep Plano a suburban environment. By growing with multi-family units, you will destroy the fabric of the community.

STRONGLY DISAGREE (Q25)

84 Responses | 10.87% of Total Responses

ID#	PLEASE EXPLAIN...
NA	41 respondents chose not to explain why they selected 'Strongly Disagree'
15	Anything that substantially increases population truly HURTS the Plano that I love. We need to be DOWN ZONING.
66	I see no reference as to how city will deal with growth and demand for adequate water supply, water pressure, storm water drainage and sewage and refuge and land fill needs
86	Same concern Apartment growth.
103	Growth will die due to so much land being taken up for low value uses.
115	I know from my professional experience it can be difficult to have planning plans approved from the City of Plano. I've been involved with a number of projects where it just seems like the city staff is inventing problems for me, my consultants, and my clients. Sometimes it feels like they want to design the project themselves rather than just review the plan for compliance and making helpful recommendations. I've heard there have been difficulties getting the Collin Creek Mall redevelopment project moving along b/c the planning and zoning dept makes things unnecessarily difficult. Maybe I'm wrong about this example but I doubt it.
133	Plano onyl cares about how much \$\$ developers can make
141	The growth management plan seems to favor "growth at all/any cost". Again, the remaining land in Plano is extremely valuable, it would be a wise move to use that bargaining chip to get some old decrepit neighborhoods and/or apartment buildings revamped by the same developers that are developing the vacant land as a condition to their plans. Now this would prove that the board truly had the future of plano in their decision making process.
199	Over population
212	Growth appears to be geared towards making sure there are as many businesses as possible and with as much high density apartments and condos as possible.
221	City officials only care about development and nit residential areas. I have zero faith they will do the right thing by residents.
249	Hopefully Plano will manage growth in the entire city area carefully and mindfully, especially when weighing the impact to the environment and flora and fauna.
258	Attempts should be made to keep growth flat for next 10 years
274	growth management is a revolving circle of expanding number of taxpayers so not to raise taxes and then having to continue doing that to pay for the additional services needed for the new people brought here.
326	Again, the term 'growth management' just means the drafters of this Plano want more uncontrolled growth.
333	As said above, the growth management seems to have been kicked down the line to appease certain interests, whether that be the electorate or corporations.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail. The legacy corridor is overdeveloped.
401	Stop trying to grow. Too many apartments already
499	Plano is going to grow, that much is certain. And it'll be in crammed together apartments. This isn't in the best interest of Plano residents, but sadly it doesn't seem to matter.
501	Plano is a mature city. Put a moratorium on all future growth.
503	Listen to the voters. We don't want more apartments and high density buildings.

84 Responses | 10.87% of Total Responses

ID#	PLEASE EXPLAIN...
508	This plan myopicly tries to effectively ban growth in Plano and I strongly disagree with it. Plano needs to grow. We need more housing options. We need new and innovative development and redevelopment. This plan was written by a vocal minority in the city and I do not think that this draft is representative of what the city wants and needs.
549	WHO WE PAY? DON'T YOU JUST LIVING IN NEW YORY CITY. IN PLANO THANKS
559	Thus is all sneaky politics
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOO000 MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET111 THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!
763	Again, the plant for Park & Preston lacks specificity
783	Why would we manage our growth?! We're one of the best cities in the US, do we just want to stop getting better?
827	WHAT ABOUT EAST PLANO!!
833	We are being too conservative with this plan and the city will be unrecoverable if we don't act more aggressively.
877	I don't want future growth. Stop the developments they are a burden to our city
885	Stop bringing in more stuff. We don't want to be inner city
965	I believe the Mayor & city officials want higher density urbanized development regardless. They will massage the rules and planning to get it one way or another.
966	East Plano does not want the high density mess that has been made in west Plano. The high density housing will eventually deteriorate and look like the slums and section 8 housing of the past.
990	I didn't really see much about containing growth. We don't want to have the same problems as New Delhi, India. We need to contain our growth. LIMIT apartments.
1006	As the population grows from an additional 35k to 44k, I don't believe you will be building more roads. You can't invent space. That is a negative. When I drive into downtown Dallas on Central expressway (I-75), it is a nightmare once you are south of Northpark mall. This is due to the density of all the highrise apartments. I really hope Plano doesn't start having that kind of nightmare around our city.
1023	I disagree with the designation of Central Expressway between Spring Creek Pkwy and Parker being EX because it is directly across the street from a neighborhood. When I moved here 34 years ago that area was empty land. The Balloon Festival released the balloons from this same area. It was fascinating to sit in my yard watching them fly so closely overhead. Currently Clearview is still a wonderful place to live. A large number of people walk the neighborhood daily. Children play in the park. People walking their dogs often stop to chat about their pets. Neighbors stand in their driveways talking across the alley. We are diverse culturally, racially and economically. Clearview residents should not be treated differently from other neighborhood residents because our neighborhood backs up to Central Expressway. Our houses are perfect for those who are looking to downsize or start a family which is a major concern for the city. Currently the businesses that are across Premier from Clearview are of the appropriate size and categories that compliment and support our neighborhood as well as other neighborhoods near ours. It should remain that way.
1064	Looks like a set up for abusive of power and limiting voice while creating making it looks like it is open.
1088	Majority votes should be required. 50-50 is unacceptable logically. How many “blank checks” is the council “handing out”? Also, Please require Any Potential Conflicts of Interests in Development!
1096	The 'plan' is 10 years too late. Plano has already outgrown itself.
1097	We need to re-evaluate all the current allocation of buildings and how they are used. For instance, the vet and pizza hut building should be rebuilt placed further back from the street. Parking lots at Custer and Parker are horrible.
1099	The growth plan focuses upon higher density residences, ruining the suburban character of our city.
1101	As stated above, this plan did not meet my concerns about keeping a suburban character and minimize the use of high density living. Instead, the plan advocated for the opposing view, which is more high density living units.
1103	Plano needs to grow! This plan stops almost all growth. We need a better plan like Plano Tomorrow.

I DON'T HAVE CONCERNS ABOUT GROWTH MANAGEMENT IN PLANO. (Q25)

39 Responses | 4.53% of Total Responses

ID#	PLEASE EXPLAIN...
NA	31 respondents chose not to explain why they selected 'I have no concerns'
232	remove the corrupt cops/managers from the city admin
547	Keep up the good work!
683	NA
757	The major need for tradition growth management policy is tied to the development of infrastructure and facilities to serve growth. For the most part, Plano is past this.
334	Like I've said. Having a plan provides boundaries and parameters. However, all aspects of growth are economic based and involve incentives for developers. I hope the city is able to find the right balances and manage growth momentum. Covid has changed a lot, and not all the changes are good. For example, working virtually has left business buildings and offices vacant. Why build anything anymore without first considering new uses for vacant offices and buildings.
554	Please see my comments above.
888	The plan's exclusion of the City Line rail station is a serious oversight.
1113	I do not feel I've had enough time to review this- but I love the odea of connecting Plano's many trails and having the trails connect to businesses and neighborhoods- so the trails are not just for recreation, but also functionality.

SECTION 7 - Other Thoughts?

QUESTION 26

Do you have any additional comments on the Draft Comprehensive Plan 2021?

ID#	PLEASE EXPLAIN...
NA	35 respondents answered this question with "No," "None," or "Not at this time"
3	People leave plano to go to dallas and austin for a reason, there are attractions, activities, all there is in plano is going to shop going to movies or going to eat. All of which dont encourage meeting new people
8	proactive in lieu of reactive
16	These type plans never turn out like they're presented
17	Our city leaders must realize that the citizens of Plano do not want to urbanize. We want Plano to remain suburban, a community of mostly single family homes.
33	Single-family residential should remain the primary use
36	Plano already has too much mixed use, multifamily, etc. This situation is an unfortunate result of what has happened over the years. Now is the chance to stop it by greatly reducing and / or removing multi-family in future designs.
43	what about land use of athletic fields in plano? need to evolve your policies here. huge pain point for many people who live in plano. stop charging fees to use some fields when we pay taxes for you all to even have access to hire people to drive around and kick people off. save that money and use it towards the "land use" and manage the field quality appropriately. stop being cops and start to be advocates for the community, families, children etc.
48	Why increase the population of Plano when we are short of water?
50	It wuld be good to have nicer larger parks in Plano, at the same time, fine dog owners more heavily when they don't pick up their dogs' poop.
57	There needs to be more public transportation that goes East to west. I live near central and rarely to the legacy west due to the traffic.
58	Yes please provide all information the good the bad and the ugly
65	It shows a lot of work. Good luck in following it.
70	Please consider lowering the multifamily unit percentage.
80	Nice work- thank you for your vision.
91	Can you tell? I kept putting it in because I have no idea how you will calculate or address the responses... I hate the nasty traffic in Plano, and any new construction while likely needed, must have its own sufficient parking and improvements to handle additional traffic!
103	Go back to the drawing Board. The city council has failed and is setting the City back decades. Densification is the answer and the City Council has rejected it.
124	Yes, I am wondering what Plano will be doing to reduce its emissions to be in line with the goals of half reduction of emissions by 2030 and net zero emissions by 2050. While emissions were addressed in the plan, it did not lay out timelines for when we would achieve these deadlines. They are important as they affect the health and quality of life of residents of Plano, and should be focused on. I would suggest examining Dallas's COMPREHENSIVE ENVIRONMENTAL & CLIMATE ACTION PLAN as an example (link here: https://www.dallasclimateaction.com/)
127	A slick portrayal of negotiated ideals and certainly worth documenting for all to view. Now, the practical application of ideals untainted by politics or economics remains to be seen.
141	At the very least it would be nice if the plan was an actual guiding document rather than a "placeholder". Let's have the document be a little more stringent and less pliable.
146	I would like to see greater improvements in East Plano versus the improvements from West Plano.
156	Thanks to the citizens who advocated for change and who served on this committee. Plano was headed in a very negative direction.
177	This seems to be a much better process than the previous plan that was being put past the residents with little input. I did not feel that residents were listened to until an election happened to wake up the council to the fact that residents want to be listened to in a real way, not just to check a box that a public hearing was held. Please follow this new way of doing things in the future. Listen when people express disagreement with where the city wants to go. Don't make us vote for new council members every time there is controversy.
194	Please enhance the streets and add more bus stops
195	Yes please we need bus stops at zip code 75023
199	Please stop to much over population due to out of state moving
212	I'm a conservative democrat who thought I'd take the time to view the plan. The plan frightens me. Too much concern about trend and not enough focus on preserving what is already excellent about Plano. This is a horrible "plan."

ID#	PLEASE EXPLAIN...
219	More Farmers Market. More & more public transport.
221	The city only cares about increased tax revenue and not quality of life.
223	Keep existing neighborhoods from deteriorating and limit commercial use adjacent to neighborhoods
225	The walk-in fees at the recreation centers are too inexpensive and bring in folks that don't care about our recreation center or the community.
227	Good effort to draw a Comprehensive Plan. Time will tell if it can be actually implemented.
232	remove the corrupt cops/managers from the city admin
234	Plano has way too many multi family housing projects. Much prefer single-family homes in Plano. People who rent do not care as much about their community as people who own a home.
235	Great job! I am a Senior Citizen and it is great to envision the future of Plano for years to come!
242	It all seems very hard to understand what the plan is and how it has changed. I find that to be frustrating.
249	We do not need more redevelopment and growth of urban centers, anything else that environmentally impacts Plano. We need LESS of this to help the ecoculture thrive. We need more open spaces, parks, and trails to allow for diversity of nature and flora and fauna. Plano should be proud of its wonderful parks and trails, especially the natural areas that allow for flora and fauna to thrive. That being said, I am totally opposed to land development and construction projects. They are unnecessary for this beautiful city. Keep Plano green!
258	Do not ruin the city by selling out to developers.
262	Please think of the people. Make wise decisions. Ideal negotiations are when all parties leave the table happy with results
270	it encouraging to see how much work,thought and effort are being put in place for the future of Plano. Hopefully the same high quality, sensible citizen focused lense will be used by those that actually implement and make things happen in the future.
274	address the impending cast iron pipe doom - help your taxpayers.
281	better traffic lights, less traffic with more lanes!
286	I love Plano
294	I don't want any more higher density apartment buildings in Plano. We have too many, most not very attractive
298	The survey is painfully long and repetitive. As a long standing resident, moved out to Plano from Dallas in 1975, slow the development, stop the multi story building, big box stores, taking away set backs and green spaces.
306	This is a great document! Once again, I am so proud to live in Plano. The City has excellent staff and management and a community that is engaged and committed to excellence. Thank you to everyone for the hard work on this! Great job!!
310	Stop commercial and residential construction and focus on maintaining, developing and improving quality of life for Plano citizens
312	I'd like a clear, concise summary of the changes. A video walking through the changes and how it is represented on the dashboard would be helpful
313	Reads well, pretty much like Obama Care did and will likely have the same results - disaster.
316	The plan is very thorough, on point and easy to read -- especially for those of us who don't have an urban planning background!
326	Unfortunately, these types of engineered plans are merely attempts to circumvent the voter and are becoming increasingly common in the United States. Increased voter education and activism is here to stay, which makes the time and effort spent on such circumvention a tremendous waste of city resources.
327	I would like to have more bike trails, safer ways to cross main roads when riding bicycle, more green areas.
330	Make public transport little more better and see if we can run a train from 121 to airport starting from Allen
333	Redo it.
334	Here's the one big annoyance for me and probably thousands of others. Bicycle groups of fifty or more on back streets that hold up traffic and present hazards. Frankly, these Spandex People are a nuisance. Either build some pathways for them to segregate and Spandex to their heart's desire, away from the majority (the rest of us.) But get them off the streets. Here's a solution. Build a circular track and let them wear some virtual goggles that let them pick there own visual experience, the desert, the mountain switchback experience, nice gentle rolling meadows with yellow and purple flowers, or best the Texas Bluebonnet Spandex option. Just get them off of Plano's corridors.
336	Clean up storefronts in Plano off 75!!! You can't attract new business development with horrible buildings like that green and purple monstrosity off 75 and Spring Creek and the streets surrounding downtown Plano
343	I'm an attorney and this thing is too complicated. Please follow the wishes of the voters who do not want all this high density apartment growth.
345	Principles are great when creating a vision, but unfortunately what is being proposed is causing more headaches. I say this because of what is going on in the Legacy/Tollway corridor. We have terrible traffic issues, crime, street racing and I am concerned about overcrowding at Brinker, Barksdale, Shepton & Plano West. Is the city planning to build additional schools? PISD already rezoned making Plano West larger in student body yet that is the smallest Sr. high. I don't believe adding more multi unit housing, restaurants and businesses are the best idea when you can't even fix these issues currently at hand.
349	No more homeless panhandlers on every corner! Stop the homeless camps found all over east plan near the dart rail. The legacy corridor is overdeveloped.
370	I would strongly advise pursuing a more progressive density and land use policy for all areas. Overall though I do support the Committee's hard work in building a draft foundation which can be built upon to get to a fully acceptable and palpable solution for Plano Residents.
372	The future Plano should not try to mirror downtown Dallas.
373	Alot of thought and planning went into this. I'm glad that the approval process for re zoning is more strict.



City of Plano COMPREHENSIVE PLAN 2021

ID#	PLEASE EXPLAIN...
375	Need more multi modal options for dense areas
384	Roads in Plano generally are substandard, fix them long term. That is what we use most besides electricity, water and sewer
386	More bicycle infrastructure that connects to the DART rail
389	We need to remove zoning rules!
409	Overall- not opposed as much to multifamily developments (when built in appropriate locations) but the tax breaks the developers receive for the 'mixed-use' designation. It seems that developers simply add a few restaurants/shops to an apartment complex and suddenly they are relieved of a large portion of tax burden, while homeowners deal with yearly increases. These developers should pay MORE in taxes, not less, due to the burden to the infrastructure and city services their properties create.
410	Believe in not allowing any additional multi residential units. Limiting public transportation throughout neighborhoods. Not allowing any additional fast food or neighborhood convenience stores.
419	Good try on the plan though. At least you're are looking into this mess that we are in right now! Keep looking because the answer has to be out there, somewhere!
422	please get the plan approved and implemented before we do more to negatively affect what we are currently doing by using the old policies and relationships that are not in the best interest of the citizens and property owners of Plano
424	Please stop the high rate of multifamily housing. It is straining the infrastructure and school system
429	Either I missed it, or there wasn't mention of climate reaction policy. Maybe not the place for it?
436	Please address the homelessness situation. It seems to have increased significantly in the last couple of years especially around the Parker train station.
438	I am really looking forward to a shared bike path that goes over George Bush Highway.
444	Response to Waste Minimization (page 51): The Zero Waste Program is virtually non-existent now that commercial composting has discontinued. Litter cleanups do not increase recycling. SEED outreach (classes, FB, publications, etc.) and the recycling pilot program in Feb./March are just some ways to help increase recycling rates (which is in the low 30s). In response to WC6 (page 49): The environmental impacts of synthetic turf are damaging: more plastic in the environment (let alone environmental damage from producing it) that cannot be recycled, leaches chemicals, pollutes as it degrades, traps heat, doesn't absorb carbon/release oxygen, etc. I would not mention artificial turf anywhere in this document. The Carpenter Park turf sheds constantly and drains directly into the creek; we should not be promoting even more plastics in our waterways and eventually landfills. In response to Air Quality (page 65): In addition to the focus on government fleet idling, it would be worthwhile to educate everyone about reducing their idling...parents idling for 30 minutes at school pick-up or idling during an entire soccer practice or idling while talking/texting. So much unnecessary idling taking place. In my previous hometown, they banned new drive-thrus and most banks removed theirs. Unfortunately, we have made it easy to facilitate full drive-thru lanes at Starbucks and Chick-fil-a lanes that wind through parking lots so they don't back up traffic. Totally ridiculous.
445	If the city of Plano wants neighborhoods to maintain their "look" the city needs to help with costs of maintenance and infrastructure.
448	I would really like to see more support for renewable energy, electric/alternative fuel vehicles, and transportation options that emit less air pollutants than cars. Sustainability is vital to making Plano a safe and healthy place for future generations and should be one of our city's highest priorities.
453	I find the Plan long on lofty ideals and principles and short on specifics, especially with regard to The Future. The map and legend to help understand the current state of Plano's land use but gives little information as to the specifics of future land-use. It seems to be vague and I would hope not intentionally so. I am happy to see much land designated as 'residential' but that doesn't tell me if future residential development is going to be multi-family rental units (apartments) or single-family homes and that distinction matters greatly to a majority of current Plano residents.
454	As mentioned in earlier replies, Plano should extend our Future Land use plans to include space to POTENTIALLY construct underground shelters against extreme weather events. Also the comprehensive plan does not include enough information about other necessities such as power, water, EMS, food-banks, funding and sourcing.
457	Plano has very high rents. People working in retail and other low wage jobs in Plano ought to be able to afford to live here. There should be a variety of affordable housing. When I first learned that there is an actual policy prohibiting a homeless shelter other than those for domestic violence victims, I was appalled. That is not the type of "suburban character" that we should strive for.
462	This draft plan tells me 0. More questions then answers!!!! Lot if legal that leaves me no info!! And to think my tax dollars may have paid for this!!
464	Continue to expand open space. Provide more opportunities for safe bicycle travel on streets.
465	What is being done about the day labor center off of 75? While it's an important community resource, it is not upkeep and the surrounding area has become increasingly dirty and dangerous.
466	Lastly, lots of high level plans, supported by great statistical data, but no detail specifics or event timings on tasks to actually achieve anything
472	A plan is great, but will future decisions curb the density?
490	Too small to see
491	I am grateful the city decided to include members of the community who gave their time and effort to assist in the future managed growth of our wonderful city. Shame it came to this as some of Plano's elected officials put growth ahead of quality but I have hope now where previously I did not.
493	Besides recreational trails for bicycles we need the ability to get from the far East side to the far West side safely via a bicycle. Currently does not exist and Plan does not appear to address that need. Bicycle infrastructure needs protect lanes on major streets so autos and bikes can peacefully exist. Growth needs to be moderated so water resources are not outpaced.
498	Still finding ways to make Plano more like Dallas or an Urban area! People move to Plano and other suburbs to get away from all that! Your plan leaves open that door for more urban style development! Disgraceful!

ID#	PLEASE EXPLAIN...
499	Change is inevitable. Sometimes it's good, sometimes it's bad. In my opinion, the vision for Plano isn't in the long-term interests of homeowners so I don't know if I see myself here in 10 years.
503	STOP THE BIG DENSITY AREAS. LEAVE MORE OPEN SPACE. WE HAVE TOO MANY APARTMENTS WHICH MEANS TOO MUCH TRAFFIC FOR OUR SMALL ROADS & AREAS.
504	Open space land use and the needs of Recreation need to include plans to build a recreation center in the far Southeastern sector in the Los Rios golf course area. Another pool is needed for lap swimming indoor and/or outdoor. More pickleball courts are needed within neighborhoods, just like tennis. Pickleball is the fastest growing sport in the USA. It cannot be all housed just at High Point. Look at Keller Bear Creek Park and McKinney Finch park for ideas. Thanks so much.
505	Plano is a big city and the various pieces of it have very different characters and values. Instead of focusing so heavily on a master plan, I would like more surveys and involvement from the people who will be immediately impacted by the new development areas
506	I still have not seen a final plan for the Collin Creek site. Every time I hear or read something it seems to have changed again. I fear too many housing units, too much traffic, etc. Please consider how it will impact traffic on Alma, 15th, Plano Pkwy, even Parker and Custer. I fear this is like old Plano planning; what ever the developer wants.
508	This plan is bad. It would be a mistake to adopt this draft plan - it would send a clear message to developers, the region, and the citizens of Plano that the city wants to move backwards. This will kill any chance at affordable housing in Plano. We need leaders on council who will reject the restrictive, anti-growth, bureaucratic portions of this plan - or revert back to the Plano Tomorrow plan.
510	It's probably better than nothing.
512	If you cant tell people what this plan means regarding population and utility service costs togo along with it its useless,
513	Thank you for the 13 months of hard work and this communication that explains the process going forward.
521	This is too complex to read and understand. If it was broken down in a simple easy to read format that we could read, it would be much better
524	Great job if builders and the city will actually stick to the plan.
526	I hope the essence of The City of Plano will not go away.
527	Thanks to the Planning staff for working so hard to bring this to us. It's a great draft, and a very good plan.
547	Just would like to extend the garages. My neighbor parks in the shade of my trees. Which id fine unless my children are here. Then they have to park in her sunny tree barren street parking. if i could extend my garage like way out. I could have a larger house as well as a garage that works.
554	Comments posted already. Great job by the way. Can the completed plan be mailed???
559	You cannot have population growth without increased traffic concerns, which are not addressed in any way in your "increase multi-unit housing plan. Also there will be increased crime that is ALWAYS a result of sense housing. Look at north dallas by the tollway for great examples of the crime that dense complexes bring to the city. NIMBY will BE IN YOUR YARD!
563	We can be pro-growth and maintain our quality of growth without such a strong emphasis on residential.
564	Thank you for the opportunity to comment.
568	As stated above the single most important item is the blatant lack of an ordnance to address the Arbnb issues in our quiet single-family areas. These weekend party houses are the most important item to obtaining a happy & quiet residential neighborhood. Unless this issue is addressed immediately, this Comprehensive Plan is a waste of time and is the same old plan using words to satisfy a plan!
573	Would like to see a model aircraft (fixed wing and multi rotor) field established in one of the park locations in east Plano. There are several remote locations with low use that would be ideal for a model aircraft air park.
581	We need more autonomy for the home owner as to what they can do on their own property. Also, there needs to be a public shooting range.
584	I've put a lot of comments in. I would like to see the panhandler and homeless issue addressed. There is a homeless camp on K Ave, by the way. I know the police can't keep people from panhandling on street corners, but maybe we can build barriers that prevent someone from standing on the median at intersections. The noise from 75 is insane. We need a noise barrier. Helicopters fly too low over my house. Your plan does not address this. Thanks for your effort.
585	Please remember the culture of plano...we are currently moving away from the diverse community that made us popular and instead moving to a city that can only accommodate the wealthy and primarily white
586	I DO NOT BELIEVE THE STATEMENT ABOUT MANAGEMENT OF GROWTH, DENSITY, ETC....THERE ARE ALREADY TOOOOO MANY APARTMENTS, ETC. IN THE AREA WHERE I LIVE (AND ELSEWHERE IN PLANO) AND IT LOOKS LIKE THEY AREN'T FINISHED YET111 THE OLD FRY'S BUILDING HAS A SIGN IN FRONT "ZONING CHANGE".....MOST LIKELY MORE APTS JUST LIKE THE ONES TO THE EAST OF IT! THERE IS ALREADY TOO MUCH CONGESTION ON THE STREETS. THIS IS MADE EVEN WORSE BECAUSE EVERY STREET IN PLANO HAS ORANGE CONES BLOCKING LANES AS WELL AS A VAST AMOUNT OF CONSTRUCTION!!! IF THE LONGTERM PLAN IS GRADUALLY ADDING MORE OF THE SAME, I'M GLAD I WON'T BE AROUND IN 30 YEARS!!! I'VE LIVED HERE 45 YEARS AND PLANO IS NOT A PLEASANT PLACE TO LIVE ANYMORE!
587	Need to find a way to actually reduce overcrowding on our roadways and in our public spaces.
593	we don't want tons of more traffic and noise; we don't want our schools overcrowded and we don't want more property taxes.....build homes so we can have others help pay for all the spending; you guys are killing us
594	There is already too many people here.



City of Plano COMPREHENSIVE PLAN 2021

ID#	PLEASE EXPLAIN...
607	Overall, I really appreciate the thoughtful ideas in this plan and it makes me excited for the future. I can only reiterate that I hope the City thinks of the new residents and future residents as much as they are thinking about the long-term residents. There has to be a balance, and realistically, it's the new families moving in who are going to drive Plano's future, and new families are more open to change, more open to density, and more open to strategies that will ensure long-term sustainability. Looking very much forward to supporting this plan and backing the City up if there is significant push back again. Cheers, Galen
611	Back to the drawing board...
617	Increasing density is negatively impacting the overall quality of life in Plano. I
618	As stated before, Plano should be a family oriented city. This does not include all the transient workers living in high density apartments so they can be close to highways. This does not manage ease of access to roadways due to so many people living in a small area pouring onto existing roads. Existing roads will not be adequate for all the extra vehicles. It isn't just about land use, mixed use, or transportation (DART). It's about those of us who have lived here for many years can no longer get onto the streets easily due to the number of vehicles that all the multi family housing brings in. Schools cannot easily plan for growth when so many people in Plano rent and can easily move from one area to the next on short notice.
621	I like the idea of being able to sign up for notifications regarding zoning changes. These need to be written in plain English that people can understand. I would like to have mailed notices for rezoning that is greater than 500 feet from me. Five hundred feet is a very small distance when changes can impact an entire neighborhood. I do not like the possibility of supporting more multi-family housing on the DNT corridor. I want the density of housing to be tightly controlled at Willow Bend Mall. The traffic in the area is already unsustainable (Park and the Tollway). The summary of the plan did not really support all of the proposed changes in the draft plan. These were not identified in the summary and could lead to misleading survey results! I do not like RGM8 in the plan. Multi-family dwelling is what a lot of Plano citizens are concerned about. We have enough multi-family units, and we do not want more. I am very concerned about the planned use for Windhaven and Parkwood. I do not want multi-family housing to be put in this area. I can tell that a lot of work has gone into this, and it is headed in the right direction. The main thing is that residents in the area get to voice how they want the land to be developed. We bought our property with a certain expectation, and then the City Council changed the vision of Plano that was not in keeping with what its citizens wanted. It is hard to remove the level of distrust that the Plano Tomorrow Plan has caused, so some of my reaction to the new plan is probably based on having a plan forced upon me that I did not agree with at all. I really do not like the emphasis on bike trails, and am very dissatisfied that I have a bike trail going through my neighborhood. This suddenly just appeared one day with a bunch of signs and no advanced notice. This is the kind of thing that makes people not trust Plano and its elected officials. All changes like this should be reviewed with the residents in the area prior to their implementation, and residents' feedback should be taken seriously. Right now, there are a bunch of Plano Park employees that do not seem to understand that they work for the citizens of Plano. They are constantly expanding trails and parks without getting approval from the impacted residents. I did not see this addressed in the plan.
624	Stop trying to bring gangsters into Plano.
636	Thank you for valuing our opinion. I appreciate providing input for stuff like this.
638	Need to include extensive Transport and economic Single family houses in Plano
642	AFFORDABLE Senior housing, preferably one story, would be welcome. There should be housing for ALL citizens. Even homeless.
646	Needs to be clauses with these businesses and trash all everywhere. Spring creek and coit is horrible and dirty
649	Plano needs more housing that is affordable for younger workers and young families. They are priced out of much of the existing housing.
653	Tell all the former Lily Bao supporters and idiots in this city to suck a....
654	Nice to have ideas and goals laid out on paper but it's not a perfect world. The proof will be in the interpretation of the plan.
656	Please continue to include small business ownership in your plans. Chain stores don't have much to offer me. Example: keep the local antique malls which are being displaced.
661	This may have to be passed to keep peace with the Crowd, but this is not something any of us should be proud of.
671	Plano citizens are seething about the growth of apartments in the city.
672	The only item to add is establishing a guide so we do not over develop our water supply. The change in our climate has created an unknown future that can't be based on the past.
673	Cut back on apartments. Come up with a realistic way to reroute and reduce traffic. Look at what Richardson did to get thru traffic to bypass their roads.
675	Please do not allow Federal Government intrusion, over-reach, and regulations into the decision making process of Plano City politics, Planning, Zoning, and Development. https://www.hud.gov/program_offices/fair_housing_equal_opp/affh#:~:text=In%202021%2C%20the%20White%20House%20issued%20a%20Memorandum,discrimination%20and%20that%20afford%20access%20to%20long-denied%20opportunities.%E2%80%9D
678	Plan looks good - key will be whether officials actually receive and act on citizen inputs about zoning, use and density
683	Thanks to all of the individuals that did the hard work and committed their time to helping create this Plan. Well done. Plano and it's future are in very good and caring hands!
691	I would like to applaud the city staff and committee for their efforts here. I know it must have been very tiring and thankless in the face of a loud minority of citizens who basically want you to freeze the city in time. Planning for the future is something that not many people can or don't want to do. Of course, I would have preferred the city allow for additional density along our many transit corridors (it's baffling to me that we're limiting density so much along Preston and 121, for example), but I understand the deep opposition to that.
693	Build green. Placing apartments in the middle of neighborhoods is not green. Place them on the outer edge near public transportation and highways. Stop taking big apartment development in the middle as a smart plan it's not. Church land at Legacy and Custer should be single family or green area
700	Again, I am against high density and medium density housing. Townhomes I can live with.
702	Older citizens complain about how Plano is changing, but cities must change and meet people's needs or die. As a younger citizen, I see a great deal of wasted space in older shopping areas that need to be redeveloped. I see more green space and trails than in most other cities. I think the comprehensive plan is going in the right direction.

ID#	PLEASE EXPLAIN...
712	Again, the plan is good, dashboard is a welcome feature.. your implementation needs to fall in line. there is a massive disconnect.
716	NO more apts.
725	There is a considerable amount of information to review, but the layout and format made it easy to consume.
732	The plan needs revision to become a simple, understandable plan. This batch of words is not simple or understandable or even a real plan. It is worthless and a waste of money.
734	I'm not sure reducing retail should be a priority as much as trying to attract new creative businesses that can fill the space. Falling rent prices is a good thing if properly marketed (the problem is a lack of creative marketing for these spaces), if we artificially raise rents for businesses by reducing supply it will lead to job losses and if the replacement is with more apartments it can be a disastrous move to simultaneously increase the labor supply while reducing the jobs these spaces provide. We need to attract more businesses and creatively market each area where such "excess" retail space exists or work with developers to come up with creative usages.
740	Very good work product. It is obvious that a lot of people invested a lot of time to make this a worthwhile effort. I am thankful that they did. GOOD JOB!
743	More focus on environment is required mainly related to the following: - Air Pollution: Enforce/make residents aware of reduced car idling near high density areas like schools, hospitals, public libraries. Monitoring of air quality near schools important. - Waste Management: More needs to be done to reduce waste going to our landfills. City must also explore options to compost household wet waste, not just yard waste. Maybe start with selected neighborhoods. - Water Conservation: City must do more to conserve & store water. Offer incentives to residents for implementing rain water harvesting. Allow residents to adopt Xeriscaping. Many HOAs seem to be against Xeriscaping, so city must include that in the plan for communities. Let us work together to make Plano a clean resourceful environment-friendly city. Plano can do better in that area.
746	Part of the challenge with development is the implementation of it. There's a lot of construction going on in Plano — before one project finishes, another is starting. Road lanes are shut down, sidewalks are destroyed and it seems like more and more gets added to the list before anything gets finished. It's not pleasant driving through Plano. And some areas are unsafe and nerve wracking with all of the lane closures and construction diverting traffic patterns. Please finish projects before always starting more. It may help people feel more comfortable about future development.
748	I'm afraid I have not been of any service to your deliberations. As I stated in an earlier comment, this requires some serious brain matter which I cannot commit to now. Being on the outside looking in I feel as though anything I could conjure up might be ill-informed at any rate. My only comment is to be fair and equitable to the wealthy and to the poor and to everyone in between to the best of your ability. I mean that. Not just yhe poor and not just the middle class but the wealthy as well. Work to serve all classes because that's what Plano is. Cooperate. Show respect and decency. Don't grasp and grab selfishly at your agenda alone. This is a great place to live based on everything you have worked for over the years. A lot of dedicated people have sacrificed many hours, days and even years of their lives to get us here. Be decent. Be equitable. Give. And as Jesus said, "it shall be given back to thee."
753	I don't like the mandate of mixed use... how mixed should be allowed to grow / develop organically.. not dictated by government policy of no more than this, exact ratios of square feet... this is micromanaging.
757	The plan is not about the future, it mainly about "protecting" and "empowering" neighborhoods. This plan represents a failure to prepare for real social, economic, technological and environmental challenges facing Plano and North Texas.
760	Staff did an amazing job creating this plan. Even though it is very complicated, it is the most comprehensive plan I have seen put out by Plano. I have written some concerns as noted in previous questions. Two more issues that I want to comment on: I did not see Geen space covered as well as I would like. It should be a priority with all the concrete we have. Open space is not all green! The othecomment I want to make is the plan looks like multifamily can be built in some districts, but the catch is the available land and where it is in the district. The plan might say there are 11 acres, but it is scattered over the district and not enough together in one area to build! Thanks for allowing me to give you feedback. I want our city to remain vibrate, redevlope successfully, keep our tax base healthy and keep our property values.
763	Review my feedback, and if you care, I guess we will see because my neighborhood should start receiving more info about your Park & Preston plan specifically
765	I am disappointed the natural environment pillars policies have no major changes, and that any significant means of addressing these issues fall under the "not part of the four topics area." Environmental quality, conservation, waste minimization, recycling, alternative energy sources, renewable energy, public educational programs, etc are paramount to producing a useful comprehensive plan for Plano's future. Social diversity and environmental accountability are keys to a thriving Plano now and in the future.
766	I can see that a lot of time and effort went into the plan and that is appreciated but with so much data it is difficult to really analyze possible situations that might arise for each guiding principal. If there is a way to combine categories by guiding principals that might be helpful. Plano is one of the most dense cities in Texas. There are some positives in the plan but still looks like Plano will remain pretty dense overall.
778	My number one request is for some serious action related to road construction plans and safety.
781	Too broad. Leaves too much up to city council
785	The information developed for the Comprehensive Plan 2021 and put into a user-friendly website is greatly appreciated and it helps enhance the care and thought put into the plan and helps with transparency and making me a better informed citizen. Thank you.
790	We need to be bold and implement a dedicated barrier bicycle lanes if at the very least a pilot program to see if people would use it. How about from Legacy and Coit to the shops of legacy?
791	I would like to see higher standards on the actual developments in all these areas. I think many of our existing retail corners should and could be updated in the upcoming years which would make a tremendous difference for many of them. Allowing some of the current signage for the establishments etc. should have continuity and existing establishments could be offered some 'property tax relief' or a similar incentive to update the areas with nicer signs ...nicer facades... nicer parking lots, etc. Sadly I do not feel that Plano's Standards have been higher enough for many of these or enforced. Sorry..but as an example 'blinking lighted Condoms to Go' signs absolutely should not exist in our Plano neighborhoods. And this would be a great time for Standards to be raised with anything new coming on board and incentive others existing to follow the new guidelines.
799	I would love to help with future zoning and transportation planning. Thanks for all the information and talk to y'all at the next town hall! :)



City of Plano COMPREHENSIVE PLAN 2021

ID#	PLEASE EXPLAIN...
802	page ES-9 "Multifamily demand remains high, projecting 100% of the maximum units supported by the Dashboards." Who is demanding these units? Certainly not folks with houses. Plano should not be captive to developer demands or even people that want an apartment. Let that activity go to another city.
808	Too much multi-family housing destroys the suburban lifestyle and safety of Plano citizens and property owners. This draft plan appears to be a start in correcting the prior condescending attitude toward citizens evidenced by the development of the Plano Tomorrow Plan and the expensive, failed legal attempts by the city to defend it in the judicial system. Time will tell if the draft plan is merely window dressing or a true commitment by the city to protect its taxpayer's property values and safety.
813	Thank you for encouraging Plano resident feedback. I do appreciate the effort to get this in front of us. I received an email, saw the signs along the walking trails and we received a mailer. Thank you.
817	No. The proof will be in the implementation.
827	WHAT ABOUT EAST PLANO WE ARE PART OF THIS CITY
829	Plano needs to make sure all parks have recycle cans, especially in the pavilions. It's appalling that Windhaven Meadows Park has no recycle bins!
832	See comments embedded above
833	BUILD DENSER!
835	Application and limits. Dashboards are great. Density numbers, and how they are applied are not as clear to me.
842	Keep working on protecting the quality of life hete in Texas instead of emulating the urban planning of large cities
852	I want the citizens to have much input. Traffic is not good in many areas, major arteries, 75, Park, Parker, Custer, Preston may be congested.
854	Go back to start... Look to families first.
857	None. Thank for reaching to the community for our opinion.
865	Very disappointing. I don't see how to live an environmentally friendly life in Plano
870	I saw nothing in the plan to address climate change, which is already happening and will become more severe in the coming years. The EPA website, https://www.epa.gov/arc-x/planning-climate-change-adaptation#framework , contains ideas on preparing for climate change. One of the first steps is to evaluate our city's vulnerabilities, e.g., air, water, heat/cold, and how our citizens can adapt/survive the extreme conditions.
875	I preferred the plan as it existed before the insurrectionist snuck their noses in.
877	Stop development and focus on maintenance and quality of life
887	No new apartments
888	The plan ignores many of the trends and developent types that will impact the city in the future. It appears that very little input was sought from developers and land owners, who could have helped the citizens' committee and Planning & Zoning Commission understand these trends and the basic facts of development. With its emphasis on "preserve and protect", the plan does not adequately provide a roadmap for Plano's future.
889	Plano should promote a variety of housing that may accommodate citizens from all walks of life. The current limits on housing, the current zoning regulations (lot widths, depths, % lot coverage, etc.) are already restrictive.
891	This is a obvious reaction to NIMBYism, catering to a vocal minority. Artificially bolstering single-family home values by preventing multifamily is short-sighted, especially in a community with a continually aging median age. Not welcoming younger residents to join the community in starter apartments and develop a taste of what Plano has to offer will ensure many never consider Plano as an option as they move toward first time home purchases.
895	The Plan does not appear to address current and anticipated demographic patterns. In particular, there is a need for 55+ communities within Plano, and, perhaps I missed it, but I didn't find anything that satisfactorily addressed needs of that population, now or in the future.
896	Online survey good means to get many to take survey. I posted link on NextDoor.com
897	As a native Houstonian, I'm ambivalent about zoning. Houston does okayish without it. I think developers should have to take more risks and do far more research than pitching ideas that just need to win over a handful of city officials. I fear that new developments and redevelopments would have a greater chance of failure if developers just built to this plan.
904	I really like the Zoning Process Improvements.
913	It's a step in the right direction compared to the previous plan, but go further. We don't want more people and we don't want more retail. More parks, gathering areas. Reduce car traffic. Get rid of the power lines over existing green space and plant some trees. Bluebonnet trail for example could be beautiful and enhance surrounding neighborhoods. As it sits today the power lines activity reduce home values around the trail.
916	Yeah I liked the Plano Tomorrow plan a lot better.
923	Continue to improve public transportation in Plano
926	How much did all of this process cost the city in total?
928	Keep Plano conservative and residential. We just moved here from California because things were so bad there. Conservative Republican principles made Plano a great city and we need to keep it that way!
932	Thank you for the opportunity to comment on the draft plan.
933	Growth for the benefit of developers is what this plan is about and the city should do a better job of representing the desires of the people who pay the taxes.
934	Where is the plan to help the growing homeless population? I know there has been recent positions established in City government to look into this.
937	Thank you for the opportunity to share our voices.



City of Plano COMPREHENSIVE PLAN 2021

ID#	PLEASE EXPLAIN...
940	I thank everyone who worked on this draft plan and improved it. I have lived in Plano now for almost 20 years and continue to be impressed with it's management and direction.
950	Thanks to all for working to get a better plan
964	I say grow larger. It would be cool to have a restaurant park/area like they do at the legacy area in east/mid plano. I would like to see an increase in cultural centers where communities can gather/ recreate.
971	Just to please keep as much of the greenery and trees as possible when building, don't just cut them down. Plano finally has mature trees that also attract wildlife and bring beautiful character to our city. If we loose this or don't preserve it, than we just end up looking just like Frisco...which is boring, cookie cutter, average and overcrowded.
973	Thanks for the chance to comment! I want to emphasize that I want multi-family and townhome development. I also want thoughtful placement and improvements to Plano's road and transportation infrastructure to support the additional residents.
981	No, but I'm appreciative for the CPRC and P&Z for their efforts in drafting this document.
982	Still too much high density being planned.
990	Yes, NO NEW APARTMENTS!!!! Preserve the natural habitats.
992	Unless the City's relationship with HUD and zoning is fully disclosed in this 'comprehensive' plan, it is NOT comprehensive, is it?
994	The bicycle policy was amended to include "& other micro-mobility" but it did not effectively describe micro-mobility. Such as electric scooters with a seat that disabled folks would like to use on sidewalks an paths as compared the electric scooters that are marketed to teen-agers. Scooters as a term needs to be addressed so that usage in public common areas remains safe for everyone Pedestrians, bicyclists and the scooterists .
996	Once approved it is vital that a plain English summary that highlights components of the plan, what it is, and what it is not, and the timeframes involved be circulated to citizens. This whole second iteration came about because we could not understand the original and were persuaded by a group with vested interests to oppose it.
1003	First of all, thank you for allowing the residents of the community to have a voice the future of the city. It is rewarding to see democracy working. Thank you to the committee for preparing such a detailed, comprehensive plan that we can continue to refer to.
1006	I live in Plano because I like the smaller height of the buildings. I don't want it to look like I-75 heading into downtown Dallas. That will change the character of the city if you give into the property developers who want to extract the maximum money from the least land.
1021	I can tell a lot of effort was put into the new Comp Plan to address many citizen concerns of the changes that the City is experiencing. I believe it mostly satisfies my concerns and look forward to seeing how the plan shapes development moving forward.
1023	The Draft Plan violates Guiding Principle 1 - enhancing quality of life in Plano. Zoning that allows up to 20 story buildings directly across the street from our neighborhood will devalue our quality of life as well as our property values. To live with the knowledge that any stranger in those buildings can invade our privacy in our own back yards by simply looking out the window does not enhance the quality of life in Plano. Pearson Early Childhood School as well as Clearview Park would be in clear site of any tall buildings. If this area on the plan remains an EM category, can the CPRC guarantee that no employee of any business that overlooks the school and park is not a child abductor? For the safety of our neighborhood children as well as the school children, I hope you think carefully about that question and change the designation to NC. Having been a commuter for 34 years, easy access to Central is a strong selling point. To be able to go directly from Premier to the feeder road without having to deal with the traffic on Spring Creek Pkwy or Parker was certainly a selling point for me when I chose to live here. Removing the access points or increased traffic from large number of employees coming and leaving the building will definitely decrease the value of our properties. The EX designation violates almost all the Guiding Principles for Plano Today, Plano 2050 and Plano Together. Please respect the families of Clearview and change the designation to NC.
1031	I'm truly impressed, I'm enlightened. Thank you for sharing such valuable information with the Plano residents. No wonder I love it here 26 years and counting. I hope all efforts come to fruition for years to come.
1034	The residents of Plano spent considerable time and effort to ensure that the future of Plano continues to match the reason we moved here.
1037	I am concerned about the development planned at Legacy and Custer. It doesn't belong in this residential neighborhood. These projects are going to ruin Plano and it's suburban feel
1038	Needs stronger guidelines on the major concerns of population density and business development.
1041	more development may be added at the Legacy urban development enter like building over bridge walkway connecting legacy west and Shops at legacy
1048	No, thank you. All of our comments have been included in previous responses.
1051	No. The Plan is well thought out and is very detailed. I like the interactive maps to focus in on certain areas of the plan. Thank you for all your efforts, time and hard work.
1056	I compliment the City for going to the significant effort of the draft comprehensive plan. However, I don't believe it sufficiently illustrates a creditable philosophy of quality "thinking outside the box" to ensure Plano is truly a city of excellence in the future. It appears to concur with a pre-ordained notion that suburbs near a large urban core city ought to fit into some sort of indistinguishable miasma and less qualitatively distinctive in the process.
1064	Other than it looking better and better dashboards, this does not seem like a step forward but backwards.
1076	No new high-rise apartments.
1078	I hope this is just the beginning of public comments. The Plano Tomorrow plan had extensive public input and was still overturned by a small group. This plan should also be vetted by the wider community.
1081	Well done. Congratulations.
1088	When will you have a Widely Available (and Verified that it was Accessed/Viewed/Listened to And Understood) presentation of this plan?



ID#	PLEASE EXPLAIN...
1091	I appreciate the work the city of Plano and committee members do to be transparent.
1093	If Plano encourages multifamily projects to the extent shown in the Plan, it will have a negative impact on the neighborhoods and the schools in their vicinity. These two features are Plano's greatest assets.
1095	The format and map are a great base for these ideas. I'd like more focused material on environmental and public transportation. I feel there's enough shopping strips and parking lots in the City, and people moving here will be working remotely or semi remote.
1096	Totally worthless, and out of touch with citizens and the current state of Plano, and where it needs to go. P&Z should stop their corrupt ways, and stop trying to line the pockets of those therein. Say NO to developers, high density living in ANY form. Work with what we have and FIX IT. Better roads, better traffic control, ENFORCE ordinances for density already in place, more police and safety control, punish offenders of violations therein, and have more transparency with all crime issues. Stop being concerned about 'image' and stand up to protect the citizens' BEST interests, and not your OWN.
1097	Get out of the office and walk the city; you would see more of what is going on.
1101	Please do not increase the area for high density living centers. This premise elevates traditional single-family houses, keeping the suburban character of Plano.
1102	More focus on bedroom community feeling for Plano. Lots of strip malls and other commercial real estate around town appear neglected. Redevelopment is necessary.
1103	This plan should NOT be adopted as is. This draft currently stands to benefit only current home owners in Plano. Plano needs more housing, density, green spaces, and transit (not roads). This plan is embarrassing for our city. Let's return to our award-winning plan, not this attempt to appease a vocal minority of the city.
1110	Is there a reason when referring to this Plan within the policies and statements, it says 'Comprehensive Plan' and not 'Comprehensive Plan 2021' - the former seems a bit generic. I liked the updated naming of the categories (Transit to Downtown Corridor), RC and CCC to Suburban and Urban Activity Centers. Regionalism pillar to then the policy be Regionalism. I would prefer going back to what it was. In RGM6, it references a market study compared to Collin County. We are closer to Richardson, North Dallas, and other areas than many places in Collin County. Anchoring it to Collin County does not seem as relevant as applying it to North Central Texas or DFW region (unless the study is through the county or funded through them?). Maximum Housing Scenarios are great in conveying information between current, allowable, and potential. I like that the Envision Oak Point controls that particular area/section in the event of a conflict. The maximum housing summary is very focused on multifamily - seems strange. Is there a reason not to have a summary of detached SF, attached SF or create such a summary for uses other than housing like industrial, retail, etc.? On the areas that have no available multifamily to add to, it would be nice to see current inventory numbers like with other areas with available housing. Don't quite understand the many additions of institutions. they are part of the community and add to it BUT given some within this category don't pay the same taxes, not sure they should be considered/worked around in the same way as residents for instance. Some residents don't like the idea of businesses having much say and business in our city account for over half of both property and sales tax the city receives. Maybe there can be more education about how residents and businesses work together to make Plano what it is and can continue to be. Things in Plano are pretty amazing overall (nowhere is it perfect) and I wish people would channel their engagement and energy in positive ways that better our community. Have hard and tough conversations but in less antagonizing ways, we are all part of the Plano community.
1113	I feel there needs to better assistance for residents in aging homes. My entire neighborhood has rusted cast iron plumbing. Residents cannot flush toilet paper. And in selling a home, new buyers want to be able to flush toilet paper. I believe the city should have easier to access assistance for home owners with this very basic modern home necessity. The older home owners have just accepted the plumbing and can't afford repairs- the newer neighbors (like us) are horrified when sewage comes up in the house if you flush toilet paper. Having just bought the home, and Plano no longer being an affordable city, we (and many of our neighbors) cannot afford to replace the pipes.

SECTION 8 - Demographics

QUESTION 27

ZIP Code

ANSWER CHOICES	RESPONSES	
75023	18.54%	140
75024	10.73%	81
75025	16.56%	125
75074	13.64%	103
75075	15.76%	119
75093	22.38%	169
Other	2.38%	18
	Answered	755
	Skipped	359

QUESTION 29

Gender

ANSWER CHOICES	RESPONSES	
Male	52.75%	393
Female	37.72%	281
Prefer Not to Say	9.53%	71
	Answered	745
	Skipped	369

QUESTION 30

Ethnicity

ANSWER CHOICES	RESPONSES	
Hispanic or Latino	5.09%	38
Not Hispanic or Latino	75.23%	562
Prefer Not to Say	19.68%	147
	Answered	747
	Skipped	679

QUESTION 28

Age

ANSWER CHOICES	RESPONSES	
Under 18	0.40%	3
18 to 24	1.71%	13
25 to 34	11.07%	84
35 to 44	14.89%	113
45 to 54	18.97%	144
55 to 64	22.53%	171
65 to 74	19.24%	146
75 and Over	4.61%	35
Prefer Not to Say	6.59%	50
	Answered	759
	Skipped	355

QUESTION 31

Race

ANSWER CHOICES	RESPONSES	
White	62.93%	472
Black or African American	2.67%	20
Asian or Asian American	10.40%	78
American Indian or Alaska Native	0.53%	4
Native Hawaiian or Other Pacific Islander	0.13%	1
Another Race	1.47%	11
Two or More Races	2.80%	21
Prefer Not to Say	19.07%	143
	Answered	750
	Skipped	364



Mayor John Muns
City of Plano
P.O. Box 860358
Plano, Texas 75086

Dear Mr. Mayor:

Let us introduce ourselves, we are Fidelis Realty Partners and Madison Partners. Collectively, we own 55.99 acres along the perimeter of Collin Creek Mall. Fidelis owns the large retail stores facing 15th and along the US 75 Service Road from 15th Street to the first entry road to the mall. Madison Partners owns the retail properties facing Plano Parkway from Alma Drive to where Spring Creek crosses Plano Parkway. Together we own 28% of the Collin Creek area within 15th Street, US 75, Plano Parkway and Alma Drive (see attached map).

Our companies invested in Collin Creek because of its superior location, trade area and history of being a strong retailing center. We are long term investors. Madison's initial purchase at Collin Creek was in 2004 and Fidelis began investing in the area in 2014. Our business objective is to generate a high and sustainable return for our investors, and we are extremely interested in the redevelopment of Collin Creek Mall and the Plano Comprehensive Plan. Both will significantly influence our business decisions.

Collin Creek Mall was in decline for more than a decade before the anchor stores began to shutter starting with Dillard's in 2014. This came as no surprise and the closure was not unique to Collin Creek. Some estimate 25% or more malls in America have closed since 2000. There are many causes, but many closures are attributed to changing consumer shopping patterns and too much competing retail space. Oddly, dead malls are often surrounded by active retail space which has greater visibility, accessibility, and ample convenient parking. This is true at Collin Creek.

During Collin Creek's descent, several commercial real estate investors attempted to acquire and revitalize the mall. In 2019 Centurion American purchased the core of the mall and then successfully assembled the anchor stores. Centurion has aggressively worked with the city to rezone the property and form a public/private partnership to finance a redevelopment project. Owing to its importance to the city, this redevelopment project is receiving more public financial incentives than any other private development in the city's history.

All of this is positive; however, the perimeter properties have only been marginally involved in the planning or execution of the project. The current 100-acre redevelopment project is only one half of the mall area and 80 percent of the perimeter property around the project is in the

control of others. The success of the Collin Creek redevelopment project and revitalization of the entire 200 acres would be substantially improved if all of the properties were working under a unified plan and partnership with the city.

Plano's new Comprehensive Plan provides a good opportunity to define an expanded vision for the Collin Creek redevelopment project. During the last 20 months, a 16-member citizen committee appointed by city council has been updating the Plano Comprehensive Plan. The Plan defines the long-term plan for the city's future, especially with respect to land use, transportation, and public facilities. The plan is also the cornerstone for the city's development regulations.

The core of the comprehensive plan is the Future Land Use Map. The map defines the general location and characteristics of land use in the city for 20 or more years. The plan divides the city into 10 land use classifications based on function and intensity of use. The highest of these is the Urban Activity Center. Two areas share this designation. The Legacy Urban Center and an area comprised of Collin Creek, Bel Air Oaks and Heritage Creekside. Although both areas are characterized by higher intensity mixed-use development, the areas are significantly different. Legacy is a greenfield master planned urban mixed-use development surrounded by corporate campuses. The Collin Creek area is composed of three separate unrelated projects. For the purposes of this letter, we will focus on the 200 acres bounded by 15th Street, Alma Drive, Plano Parkway and US 75.

The mall site within the ring road is now being redeveloped as a mixed-use project heavily weighted to residential use. A commercial core and two large plazas are proposed. Unfortunately, there is no plan for the properties between the ring road and major arterials. The comprehensive plan does not define goals for the Collin Creek redevelopment project or surrounding property. It does not integrate the project with plans for the US-75 corridor or nearby downtown Plano.

The Comprehensive Plan provides the following singular description for both Urban Activity Centers:

*"The **Urban Activity Centers** future land use category applies to areas designated for significant development or redevelopment with high intensity mixed-use activity centers attracting large corporations, specialty shopping, dining, and entertainment, and high-density residential development. These areas are typically a minimum of 100 acres and include mid- to high-rise buildings with a compact block structure, and human-scale street and building design, which create a highly walkable urban form.*

Complete Neighborhoods - Uses should be highly integrated, creating self-contained neighborhoods with a variety of housing types, convenient access to jobs, active open spaces, bicycle and pedestrian connections, cultural activities, and supporting services. Parking structures should be provided to reduce surface parking and encourage efficient use of land. Where possible, these areas should incorporate principles of Transit-Oriented Development to accommodate future transit connections.

Design Standards - These areas will be developed on the principles of mixed-use and urban form, creating active and engaging social hubs for residents and visitors. Structured parking and high-rise buildings will allow maximum efficiency of the land, while also providing active, usable open space with plazas, fountains, public art, and linear greenspaces."

Further design characteristics include:

- Height: 1-20 Stories
- Land Use: 60-80% Employment, 20-40% Residential (acres)
- Residential: No More Than 80% Multifamily (units)

- Residential: Single-Family 10-40, Multifamily 30-120 units/acre
- Parking: Structure, Valet, On-Street, Surface Lots – Single Aisle
- Blocks: Short Grid
- Open Space: 10-15% Active

This description may work well to describe a generic concept for a land use classification; but it fails to address the diversity found among and within the Urban Centers and it does not provide the flexibility needed to plan for their development. The Urban Activity Centers are composed of multiple properties having diverse characteristics and ownership. They do not share the same zoning and are not likely to. Some were built as greenfield projects. Other areas, like Collin Creek are redevelopment sites. It is unrealistic for all properties within an Urban Activity Center to necessarily comply with the same criteria, specifically land use, building form, open space, or parking. Another part of the plan suggests that no additional residential use is available in the Collin Creek area. This precludes mixed-use development on any of the perimeter properties.

We believe the Plano Comprehensive Plan should state that the description of Urban Activity Centers is intended as a general concept. Each Urban Activity Center requires specific design objectives and the flexibility required to developing plans and zoning regulations appropriate to the location. Some of the areas worth further consideration include:

- Grid Block Pattern – Variable block patterns, compared to a tight rectilinear grid, are needed based on land configuration and use
- Mid and High-Rise Housing – Mid- and high-rise housing justify a greater housing allowance.
- Horizontal Mixed-Use – Horizontal mixed-use, even among separate developers often works better than forcing a single project to be mixed-use.
- Reduced and Shared Parking – Reducing required parking and using shared parking is appropriate in Urban Activity Centers
- Incentives – Financial and regulatory incentives should be used to improve the feasibility of urban redevelopment
- Inclusion and Expansion – The Collin Creek redevelopment project should be expanded to include engagement by the City with the owners of all perimeter property to make the zoning of those properties consistent with their location and importance in the redevelopment of Collin Creek .
- Phased Conversion – Redevelopment projects require regulatory flexibility and phasing to accommodate the transition from suburban to urban form

Fidelis and Madison are very supportive of the redevelopment of Collin Creek Mall. We believe strongly that the project should be expanded to include the perimeter properties outside the ring road as referenced above. We believe the Comprehensive Plan should be amended to state a vision for the redevelopment project providing context and integrating the plan with larger community goals. Further, the plan should provide guidance on development design, but flexibility to address site specific conditions and opportunities.

Sincerely,



Larry Vineyard

www.madisonpartnersllc.com

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Rick Coe

Fidelis DFW Retail

8140 Walnut Hill Lane | Suite 400 | Dallas, TX 75231
D 469-289-4301 | C 214-505-1007
rcoe@frpltd.com | www.frpltd.com

cc: Nathan Barbera, Chairman – Planning and Zoning Commission
Doug Shockey, Chairman – Comprehensive Plan Review Committee



September 29, 2021

Mayor John Muns
City of Plano
P.O. Box 860358
Plano, Texas 75086

Dear Mayor Muns,

My name is Michael Farahnik. I am executive vice president of StarPoint Properties. We are the owners of the Legends Apartments, located at 701 Legacy Drive. We purchased the property in 2019 because of Plano's strong housing market and our belief the Legends offers a great opportunity for return on our investment. Our company centers on acquiring and reinvesting in mature apartment communities. We take pride in our ability to reposition properties like Legends to top performing class A assets.

Legends is well designed but is an underdeveloped property. Legend's density of 10 units per acre is significantly below other multifamily communities in the Chase Oaks area. The low density negatively affects our ability to economically justify the reinvestment needed to remain competitive. Last year, we requested rezoning to increase the density to 14 units to the acre, still well below other area apartments. The request was supported by the Chase Oaks Homeowners Association and was recommended for approval by the Planning and Zoning Commission. Unfortunately, the request was denied by the City Council; however, we were encouraged to continue working with staff to refine the plan for the project.

We have followed closely the work of the Comprehensive Plan Review Committee and decided to delay reapplying for rezoning until the city adopts the new plan. A major focus of the committee's work has been the location of new multifamily development. The draft plan substantially limits rezoning for multifamily development to near rail stations, expressway corridors and urban centers. Plano is a growing employment center and there is a high demand for additional apartments. We believe the plan is too restrictive. The plan's "dashboard" criteria on land use and housing mix effectively exclude most of Plano from rezoning for multifamily use. This is clearly illustrated on page ES10 which provides a scenario on housing growth based on the plan's policies.

Because of the shortage of good apartment sites, we support plan's policy statement LU4 that states, "Create regulations that incentivize the redevelopment and revitalization of underperforming retail and multifamily development." We suggest amending the draft plan to specifically recommend permitting additional density as an incentive for reinvestment and redevelopment when the proposed development is compatible with adjacent land use.

We appreciate the opportunity to comment on the draft comprehensive plan. The plan recognizes that Plano's housing is aging and reinvestment is essential to neighborhood sustainability. This is equally true for all housing types.

Sincerely,

Michael Farahnik

Michael Farahnik
Executive Vice President

*CC: Nathan Barbera, Chair, Planning and Zoning Commission
Doug Shockey, Chair, Comprehensive Review Committee*

From: [David Randolph](#)
To: [Plano Comp Plan](#)
Subject: RE Park & Preston
Date: Tuesday, October 5, 2021 10:29:57 AM

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This is extra feedback after taking the survey.

The comprehensive plan for Park and Preston is built upon the assumption that the retail on that corner is economically viable.

That assumption is incorrect. The retail on that corner was constructed when Preston was the major road through west Plano and it was planned to be upgraded with overpasses into an "expressway". When the overpasses were rejected and the tollway opened further west, that corner became way over built for retail.

Since the tollway opened and the overpasses were rejected, retail at Park and Preston has dropped significantly. High end stores are closing or moving west. That corner is getting used book stores, gyms, and other lower end stores. I would not be surprised if Whole Foods moves their store out west to the tollway area.

Much of that retail space needs to be redeveloped into something else.

Economically, the corner would do far better with retail about the size of Highland Village - perhaps about 1/4 the retail it currently has.

Unless a lot more "housing units" or office buildings are built around that corner, we are going to see more empty shop space and it will continue to deteriorate - just like Collin Creek Mall.

David Randolph
3821 Beaumont Lane
Plano, TX



Christina Day



October 6, 2021

RECEIVED

OCT 18 2021

PLANNING DEPARTMENT

Mayor John Muns
City of Plano
P.O. Box 860358
Plano, Texas 75086

Plano Draft Comprehensive Plan and Downtown

Dear Mayor Muns:

I am writing you concerning the draft Plano Comprehensive Plan 2021 and downtown Plano. I've been an investor and developer in downtown for many years. I own the building where the Fillmore Pub is located, the Louise Sherrill Building, and the former Braum's on 15th Street. I am completing construction of a 52-unit apartment building on the old Chamber of Commerce property. Soon I will commence construction of 8 townhouses on the southeast corner 10th street and K Avenue. I love downtown Plano and believe strongly in its future. Downtown has been reborn and is thriving. With development of the Silver Line, downtown's future has become even brighter.

The Comprehensive Plan Review Committee has been working for 20 months on a new plan and now the public is given a little more than two weeks to comment on the plan before it moves to council for consideration and adoption. I'd like to summarize several issues concerning the plan and its impact on downtown.

Limited Vision – The creation of the Comprehensive Plan Review Committee was driven by two issues. The primary issue was the growth of apartments. The second issue was a lack of trust in elected and appointed officials to manage growth transparently and with the protection and enhancement of neighborhoods as their paramount goal. With that background, it is understandable that most of the plan is a rehash of previous plans and most of what is new is aimed at limiting multifamily development and developing new procedures to hold elected and appointed officials accountable. The plan provides no specific goals for the future – just preserve and enhance. The plans Guiding Principle 2.2 states, "The Plan successfully manages Plano's transition to a mature city, seeking innovative approaches and best practices to accommodate emerging trends, technologies, and opportunities that improve the quality of life and allow the city to remain attractive and vibrant into the future. That should be obvious, but hardly inspiring. Still more concerning is Guiding Principal 1.5 that states, "The Plan acknowledges that Plano is mostly developed and does not anticipate significant changes in population or residential development in the future." Plano has experienced tremendous change during just the last 10 years. Why should we trust in a plan that doesn't anticipate and prepare

for change? The plan devotes 6 pages to Plano's economy, sparsely formatted with no "specificity" and no goals or data. The plan devotes 13 pages to residential growth projections, including 12 detailed subarea studies. That says a lot about the committee's focus.

Commercial/Residential Imbalance - Plano has been over-retailed for at least 40 years. Today, Plano has 25.9 million square feet of retail space (CoStar). That is 90.6 square feet of retail space per capita compared to the national per capita rate of 23.5 square feet. Even large cities rarely exceed 60 square feet per capita. How is this possible? Plano's trade area is larger than the city, but the trade area is shrinking as outlying cities are developing more retail space. This trend is compounded by internet sales, and more recently, the pandemic. Retailers are also downsizing their footprint to improve profitability. Eventually, the market will adjust. Unfortunately, this is an uneven process. The new comprehensive plan suggests working with property owners and neighborhoods to identify candidate shopping centers for redevelopment and reinvestment. It also suggests developing a toolkit of financial and regulatory incentives. Yet, this strategy fails to address the fundamental market imbalance that is at the heart of underperforming retail. Some retail space can be repurposed for alternative non-residential use. But some centers must be redeveloped for alternative land uses, including multifamily and other mid-density housing. This is the core of Collin Creek mall's development plan.

The problem of commercial/residential imbalance is true in downtown Plano. New residential development, DART and cultural amenities have brought diners and shoppers to downtown. However, vacancy and business turnover are challenges. Plans for downtown retail and office expansion must be consistent with market realities.

While retail has declined, Plano continues to grow as a job center which is increasing housing demand. The NCTCOG estimates by 2045, Plano's population will reach 330,535 and employment will grow to 363,245. This indicates a major job/housing imbalance and high demand for housing. Again, the draft plan barely addresses this imbalance. This imbalance will significantly increase apartment demand in downtown, which again is not addressed by the plan.

Transit-Oriented Development – DART transformed downtown. Up through the mid-1990s, downtown was in decline. Buildings were in bad repair and did not meet the needs of traditional retail. Absentee owners did not reinvest, and most stores catered to shoppers looking for antiques, crafts, and gifts. DART was a catalyst for redevelopment and reinvestment. Development of the downtown DART station directly led to the first mixed-use project, soon followed by the second and many more. The City established TIF District 2 and other incentive programs that added more housing and the revitalization and repurposing of 15th Street. The renaissance of downtown is a powerful story and sets an example for the revitalization of the city's older neighborhoods and retail centers. The new plan adversely impacts the future of downtown and other TOD opportunities by reducing the size of TOD centers from ½ to a ¼ mile radius of stations, reducing permitted density outside TODs centers, and suggesting that there is only the potential for rezoning to permit 2,000 additional residential units in the Downtown Corridors classification. The plan does not recognize the CityLine-Bush Station as a potential TOD location even though the station is partially in Plano and there is developable property in Plano within walking distance of the station platform.

Downtown Corridors Classification – The comprehensive plan's future land use map is intentionally more general than the city's zoning map. The lack of detail addressing the specific character and context of individual properties is exactly why the comprehensive plan should be

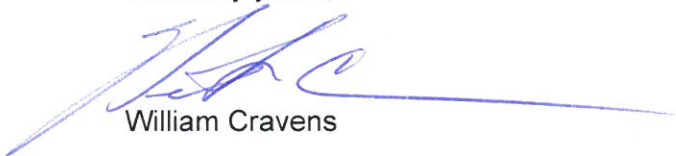
used as guideline for rezoning and not a ridged standard. The future land use map divides the city into 10 classifications. The Downtown Corridors land use classification extends north from the Bush Turnpike to just past Parker Road, and east from US-75 to a little beyond K Avenue. The existing development pattern in this area is the most diverse in the city; however, the plan treats the area as if it was alike. According to the Downtown Corridors' dashboard the same density, height, land use, and housing mix standards apply to the entire area (except TOD designated areas). Of course, the historic downtown core along 15th Street is not the same as the commercial strips of upper and lower K Avenue. Land along US-75 has a different character and potential than the historic core and the area immediately surrounding DART rail stations. Overall, the 2019 Downtown Plano Vision and Strategy Update is a better plan for the area.

Zoning Process Improvements - Rezoning has become increasingly more complicated during the last 25 years. It is rare when rezoning does not involve creating a PD or UMU district. It is not uncommon for rezoning to take 4-6 months. A property owner typically requires professional assistance from a planner, engineer, surveyor, architect, and often a land use attorney. The cost of rezoning will likely be in the multiple tens of thousands. Perhaps for large rezonings this is to be expected, but it is a huge cost for small rezonings often required for infill and redevelopment projects. This is a major consideration in the downtown area. Another major consideration is strict adherence to city regulations. Infill and redevelopment projects do not neatly fit into the regulatory box. Serious consideration should be given to regulatory streamlining and added flexibility.

Recommendations – I recommend City Council delay adoption of the plan and send it to the Planning and Zoning Commission for further review and refinement. With respect to the Downtown Corridor classification, I recommend:

- Adjusting the dashboard criteria and using them as guidelines
- Using the 2019 Downtown Plano Vision and Strategy Update as the primary guide for the area's growth and development
- Restoring the definition of TOD's to be within ½ mile of DART rail stations and including the CityLine Bush Station as a TOD opportunity
- Adding specific development goals for the area, including expansion of facilities and programs supportive of the arts and the development of housing
- Streamlining regulations and providing more flexibility to encourage infill and small-scale development projects

Sincerely yours,



William Cravens

October 15, 2021

Honorable John B. Muns, Mayor
City of Plano
1520 K Avenue
Plano, Texas 75074

RE: Proposed Comprehensive Plan 2021

Dear Mayor Muns;

Rosewood Property Company has been a trailblazer in development in the City of Plano having obtained the first Urban Mixed Use District in the City for our Heritage Creekside community. This tract of land had been in the Rosewood family for over fifty years and previously had development rights for almost ten million square feet of warehouse and commercial use. Our leadership had a different vision. One that was intended to create a special place for the citizens of Plano. The result is a prominent mixed use environment known as Heritage Creekside. While we applaud the City's intentions to enact a new comprehensive plan to guide future growth for the City, we feel compelled to express concern with some of the directives in the proposed document regarding how those measures would have impeded the development of Heritage Creekside and how they could impact the future of Heritage Creekside.

We believe in and have implemented many of the policies and actions in the Plan in the development of Heritage Creekside. We jointly share the policy that we are both committed to providing a high quality of life for the citizens of Plano as evidenced by the high quality community being developed in Heritage Creekside. As stated in the Plan, we also utilized placemaking techniques to create memorable and unique experiences as noted by the integration of multiple uses. And, consistent with the Plan, Rosewood believes open space is extremely important for its residents which is obviously evident by the renovation of Pittman Creek which has become a popular community amenity. In doing so, Rosewood implemented another action in the Plan that calls for rehabilitating and enhancing natural drainage systems, water detention and retention basins, and other infiltration areas for multiple benefits, such as recreation, wildlife habitat, and stormwater management. The importance of open space is also very evident in the extension of the City's trail system and establishment of stunning and accessible open spaces in Heritage Creekside.

Rosewood accepted the mixed use model in the City's zoning ordinance and pursued Heritage Creekside after engaging the nearby neighborhoods in numerous meetings by not only listening to their concerns and requests, but also responding and taking action to achieve a common good. The Plan speaks to the importance of surrounding neighborhoods which we took extremely seriously and intend on continuing our collaboration with our neighbors on future projects.

However, we question whether we could have achieved such a great result if the policies and action statements in the Plan had been in effect when we sought the innovative UMU #1. It appears that the Plan removes the flexibility intended by UMU and does not recognize the mixed use basis on which Heritage Creekside was developed. Heritage Creekside has been placed in

Area K, the “Collin Creek & Heritage Creekside” area with the massive redevelopment of Collin Creek Mall. The land use designations on the plan for that Area divide Heritage Creekside into separate land uses not taking into consideration the importance of the mixed use character of Heritage Creekside. Heritage Creekside was carefully planned to integrate multiple uses linked by pedestrian connections. The community development value of Heritage Creekside must be seen from the totality of the development and not by individual components. Not doing so is the antithesis of mixed use development. Further, it would appear that the area currently planned for office on the far Western end of Heritage Creekside would not be considered for an extension of the mixed character in other parts of Heritage Creekside since the Area map designates it as “Office Types” without providing a mixed use option. The office market is extremely weak in this part of the region in part due to the vast amount of available office space in other high profile office submarkets in the area. We must keep the option open that if this office area does not develop with office uses, then other options should be available. The Plan should acknowledge that the extension of mixed use development within this part of Heritage Creekside as an option.

Action statements in the Redevelopment and Growth Management policies would have had significant impacts on the viability of Heritage Creekside. According to the Plan, multiple use developments should include “No more than 50% square footage for residential uses.” Heritage Creekside has a retail/restaurant component, but given the state of retail and restaurant markets, it is extremely doubtful that Heritage Creekside could have satisfied this action statement. Further, the same policy calls for “Nonresidential square footage must constitute a minimum of 33% of all square footage approved for occupancy during development”. Again, this threshold could not have been achieved for the early phases of Heritage Creekside. We suggest that this standard be modified to enable future mixed use development such as the western end of Heritage Creekside.

We suggest that the Plan be modified to acknowledge the potential for the extension of mixed use to the western edge of Heritage Creekside and to relax the impracticable thresholds for developing quality residential developments within mixed use communities. Please note that based on the comments above, we cannot support the proposed Comprehensive Plan at this time, but are open to further consideration in accordance with our comments. We reserve all rights to protect our interest in Heritage Creekside.

We look forward to continuing our successful association with the City on completion of Heritage Creekside. Thank you for this opportunity to express our position to you.

Regards,



Rick Perdue
President

Rosewood Property Company

CC: Nathan Barbera
Christina Day

From: [Josh B. Thomas](#)
To: [Plano Comp Plan](#)
Subject: Plano Draft Plan Question
Date: Sunday, October 17, 2021 5:06:41 PM
Attachments: [image001.png](#)

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

My wife and I live in Forest Creek Estates for the past 27 years. The 4-5 goals discussed are great for comment but you are missing a major topic as the city has an aging population. That is the Utility costs and services needed by more of your citizens. When I came here in 1994 on Gary by water/trash bill was around averaging \$35-75 in summer a month. Now it is \$135-275 a month along with electric and other services. The city needs a Citizen cost expenses committee to address this area of the home owners. The park department should be encouraged to provide more visibility from the city older residents in the utility newsletter.

Best Regards,



Josh Thomas
Vice President of Sales
Superior TurnKey Solutions Group, Inc.
Mobile: 214.223.5347
Direct Voice & Fax: 972.491.1294 ext 101

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From: [Wolfgang M](#)
To: [Plano Comp Plan](#)
Subject: Comp Plan survey
Date: Saturday, October 30, 2021 10:26:21 AM

CAUTION: This email originated from outside of the City of Plano network. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good morning.

Yes, we would like to give our feedback (after all we live here for the past 20 years), but very conveniently the survey ended on 10/18 when we got the letter on 10/29.

So, here is our piece of mind anyway...

1. Stop building in every available piece of land!
2. Your road conditions are a disgrace, and with all the road repairs going on everywhere, it does not seem like anything is changing, roads still suck!
3. When doing constructions and blocking major intersections (ex: coit/park) at 8 am, yes this pisses people off!
4. Maybe it is time that you switch to asphalt, obviously concrete does not work when you have to fix the same roads EVERY year and twice the time.
4. Used to be proud to live here and say I'm from Plano, not anymore. Can't wait to get the hell out of here in 3 years!

Thanks
Zeev