



City of Plano  
January 2025

# SILVER LINE STATION AREAS PLAN

Station Concept Images  
Credit: DART





# ACKNOWLEDGEMENTS

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- ▶ Mayor Pro Tem Maria Tu
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- ▶ David Downs, Former Chair
- ▶ Gary Cary, Former 1st Vice Chair
- ▶ Bill Lisle, Former Commissioner

## CITY OF PLANO STAFF

- ▶ Mark Israelson, City Manager
- ▶ Jack Carr, Deputy City Manager
- ▶ Planning Department
- ▶ Parks and Recreation Department
- ▶ Engineering Department
- ▶ Economic Development Department

## PROJECT ADVISORY GROUP

- ▶ Approximately 90 self-selected business owners, residents, community members, and volunteers representing the 12th Street and Shiloh Road Station Areas

## COMMISSION-APPOINTED SUBCOMMITTEE

- ▶ Bennett Ratliff, Planning & Zoning Commission
- ▶ Gary Cary, Planning & Zoning Commission
- ▶ Dub Spencer, Heritage Commission
- ▶ Nancy Baldwin, Heritage Commission

## CONSULTANT TEAM

- ▶ Ken Boone, Olsson Studio
- ▶ Vivian Fung, Olsson Studio



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# INTRODUCTION

# BACKGROUND & PURPOSE

Plano's connection to the region's public transit system has provided economic benefits to the city as well as opportunities for private investment by surrounding property owners. In 2002, the Downtown Plano Dallas Area Rapid Transit (DART) Red/Orange Line light rail station opened. Since that time, the area has seen robust growth and reinvestment. In 2015, Downtown Plano won a "Great Places in America: Neighborhoods" Award from the American Planning Association—partly due to the transit-oriented development that has occurred in the downtown core.

Building on this success, the construction of the Silver Line commuter rail corridor introduces a new chapter of multimodal mobility opportunities for Plano. This 26-mile regional rail service will extend from the Dallas Fort Worth International Airport (DFW) to Shiloh Road in Plano, creating vital connections across three counties and linking Plano by rail to neighboring communities, including Richardson, Dallas, Addison, Carrollton, and Grapevine (see **Figure 1**). The Silver Line is set to enhance accessibility to major employment centers and educational institutions, supporting further economic development across the region. With revenue service expected to begin by early 2026, the Silver Line, plus the adjacent Cotton Belt Trail, will play a pivotal role in Plano's continued growth potential and reinforcing its importance in the region's transit network.



12th Street Station and Silver Line Train Concepts (Source: DART)

## Background

This *Silver Line Station Areas Plan (Plan)* prepares the 12th Street and Shiloh Road Station Areas for the introduction of a new commuter rail corridor and three transit stations. The arrival of new rail transit service for these areas presents a unique opportunity for Plano to build on its success with transit-oriented development (TOD), similar to the revitalization of Downtown Plano after the introduction of DART's Red/Orange Line in the early 2000s. This strategic planning around transit infrastructure has proven to be a powerful tool for stimulating economic growth, fostering community development, and attracting private investment. This approach supports the city's Comprehensive Plan policies, including:

- ▶ **Land Use Policy:** *Plano will support a system of organized land use to provide housing and employment choices aligned with the market, where new and redevelopment areas respect the viability and quality of life for existing neighborhoods, businesses, and institutions.*
- ▶ **Transit-Oriented Development Policy:** *Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.*

In the Fall 2020, the city initiated the *Silver Line Corridor – Market Assessment & Economic Development Strategy* as a first step in understanding the impacts that the new transit corridor will have on surrounding land use and redevelopment scenarios. The strategy was completed, and findings were presented to the Planning & Zoning Commission in early 2022. Following this presentation, the Commission directed staff to initiate an area plan of the future stations to guide development patterns and address redevelopment opportunities presented in the previous study (see **Figure 2**). The *Phase 1 – Existing Conditions Report* (see **Appendix A**) was finalized in late 2022 and provided data on existing conditions and an analysis of the alignment between current zoning and the findings of the market study.



## Purpose

The purpose of this Plan is to align with the Comprehensive Plan's policy guidance for redevelopment in transit-oriented areas, identifying unique future land use opportunities for housing and employment that are informed by public input priorities and supported by market conditions. The Plan was developed through a collaborative planning process to create comprehensive visions for the areas around the future 12th Street and Shiloh Road stations. Together, the visions for each station area will serve as planning policy that will be used by city leadership to:

- ▶ Evaluate future zoning change requests and development proposals within the 12th Street and Shiloh Road station areas;
- ▶ Prioritize the appropriate placement and development of future land uses (i.e., commercial, residential, office, etc.);
- ▶ Guide improvements to transportation infrastructure, such as roads, bike facilities, and pedestrian paths, to support future movement and safety; and
- ▶ Guide open space and streetscape priorities to create a unique identity and inviting atmosphere.

Leveraging the significant public investment in transportation infrastructure of both the new Silver Line commuter rail stations and the future Cotton Belt hike-and-bike trail can unlock a wealth of development and economic opportunities for the city. These enhancements will not only improve mobility and connectivity but also position the station areas as prime locations for new residential, commercial, and mixed-use developments.

Beyond economic growth, TOD planning around these new stations offers a chance to enhance the quality of life for residents by addressing unmet community needs and creating more connected, livable neighborhoods. Thoughtful planning can promote diverse housing options, improve pedestrian and bike infrastructure, and establish welcoming public spaces that foster community engagement. As Plano continues to grow, these new transit areas have the potential to become more active, walkable neighborhoods that provide residents with easy access to amenities, services, and employment, enriching the city's social and economic fabric for both current and future generations.

## Transit-Oriented Development Examples



*Richardson, TX CityLine/Bush Station TOD*

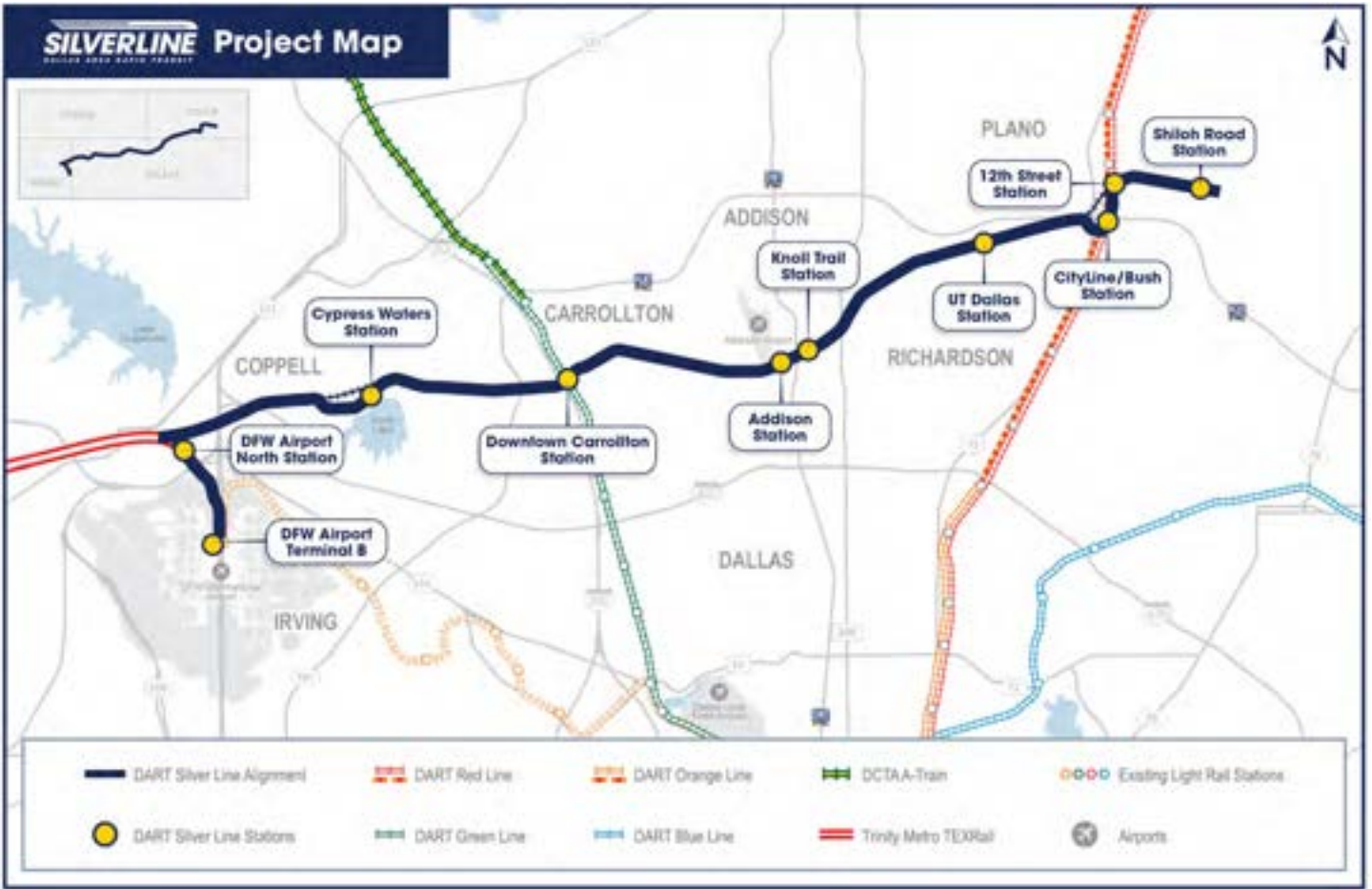


*San Jose, CA TOD*



*Charlotte, NC TOD*

Figure 1: Silver Line Corridor Map



Source: DART

Figure 2: Plan Station Areas Map



# 12TH STREET STATION AREA CHARACTERISTICS

The study area for the 12th Street Station Area generally covers 1/2 mile radius from the two 12th Street stations (see **Figure 2**); however, the station plan area excludes the more established Downtown area and the US 75 expressway corridor. Bounded by 14th Street to the north and Plano Parkway to the south, this area is strategically positioned to evolve into an active, transit-oriented community. The station area includes established and historic residential neighborhoods, distinctive community spaces, and a mix of light industrial and light commercial uses. Leveraging the wide variety of community assets will be key to shaping the station area's growth.

## ► Existing Neighborhood Areas

The Douglass and Vendome neighborhoods are established communities within the station area, each with its own unique identity. Douglass, founded in 1847, is a historically African American community with a strong sense of place and a foundation for enhancing neighborhood identity and connectivity through community-driven improvements. Vendome, a mid-20th-century residential area with many long-term residents, is the only neighborhood south of the Silver Line rail line. Both neighborhoods present opportunities for careful integration of adjacent transit-oriented development that respects their character while enhancing connectivity and offering new amenities for residents.

## ► 14th Street Corridor

The 14th Street corridor serves as a crucial east-west link through the station area, connecting Downtown Plano with neighborhoods and communities to the east. As the current southern boundary of Downtown Plano's mixed-use development district, this corridor has seen significant redevelopment, with new mixed-use residential, retail, and restaurant spaces emerging in recent years. The success of these projects highlights the corridor's potential as a catalyst for extending the vibrant mixed-use character of Downtown southward toward the future 12th Street Station.

## ► K Avenue & Municipal Avenue Couplet

K Avenue and Municipal Avenue form the main north-south thoroughfare couplet in the station area, currently characterized by commercial uses such as service-oriented businesses and repair shops. While the corridor's existing land uses reflect a more traditional, auto-centric commercial

*Existing Douglass Community detached single-family housing*



*14th Street corridor mixed-use development*



*K Avenue corridor light commercial development*



# 12TH STREET STATION AREA CHARACTERISTICS

environment, its strategic location offers a unique opportunity to transition into a pedestrian-friendly, transit-oriented corridor. Reimagining this corridor with transit-supportive uses and design can enhance its appeal and functionality.

## ► Light Commercial/Industrial Areas

The light commercial and industrial areas flanking the K Avenue corridor are home to a diverse range of businesses, including a mix of retail, office, service, and warehousing. These areas have contributed to the local employment and economic activity of east Plano. While many buildings are older and have smaller footprints compared to newer industrial developments, this presents an opportunity for adaptive reuse. By repurposing these spaces for innovative business types, creative workspaces, art studios/galleries, and other retail and social/recreational spaces, the area can evolve to better support the needs of a transitioning district, blending traditional employment uses with emerging, transit-supportive functions.

## ► Downtown Plano Community Assets

The Downtown Plano area, located just north of the 12th Street Station planning area, offers a rich array of community assets that can significantly contribute to the success of the neighboring station area. Anchored by the historic 15th Street, this vibrant corridor features a mix of shops, restaurants, and housing options, accented by a charming, brick-paved streetscape that reflects Plano’s original business and residential districts. Nearby, Haggard Park provides green space and cultural amenities, including the Interurban Railway Museum, making it a hub for community events and recreation. McCall Plaza, an outdoor performance venue, further enhances Downtown Plano’s appeal as a lively arts district. These assets not only serve as an attractive citywide destination but also support the social and recreational needs for future development in the 12th Street area.

*Light commercial/light industrial development*



*15th Street (Downtown Plano)*



*Haggard Park (Downtown Plano)*



# SHILOH ROAD STATION AREA CHARACTERISTICS

The strengths and opportunities identified here serve as the foundation for the Shiloh Road Station Area. The planning area generally extends within 1/2 mile radius of the future station, encompassing neighborhoods north of 14th Street and the Research and Technology Center development area south to Plano Parkway (see **Figure 2**). These features are key to guiding the station area's transformation into a more transit-oriented district.

## ► 14th Street Corridor

14th Street is a major east-west arterial that hosts a diverse mix of retail, light commercial, and institutional uses. It serves as a vital corridor for local neighborhood services, religious facilities, and employment-generating activities. There are opportunities for reinvestment and redevelopment in older or vacant properties, as well as enhancing the corridor's identity as the northern gateway to the Research/Technology business park district.

## ► Research/Technology Business Park

The Research/Technology (RT) business park is an 800-acre district designed to meet the needs of technology and light industrial companies, including sectors like electronics, emerging industries, information technology, light manufacturing, logistics, and telecom. This district is a key employment center in southeast Plano, benefiting from strategic access to President Bush Turnpike (SH 190) and Central Expressway (US 75). Its location and proximity to other regional tech firms and a skilled workforce make it an attractive destination for business growth and innovation.

## ► Neighborhood Areas

Located north of the future Shiloh Road Station, adjacent neighborhood areas consist of a mix of single-family homes and multifamily residences, including the Ridgewood and Meadows subdivisions. These communities, with smaller-lot homes, condos, and apartments dating back to the 1960s-1980s, offer a range of naturally affordable housing options. Shoshoni Park, a small neighborhood park north of 14th Street, provides valuable recreational amenities like a playground and sports practice fields, supporting the needs of local residents.

*14th Street corridor retail development*



*Research/Technology Business Park development*



*Shiloh Road area neighborhoods*



Single-Family Residential

Multifamily Residential



Shoshoni Park



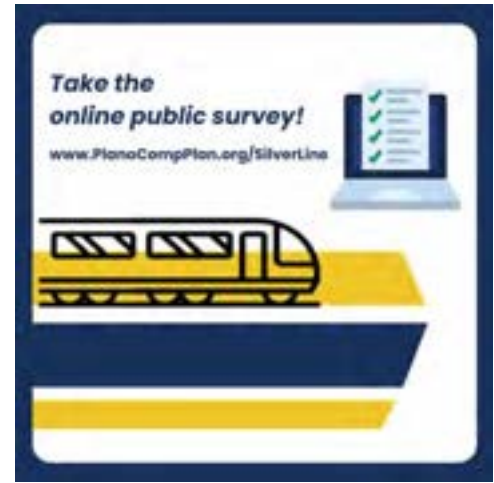


### ► Public Outreach

Public input was vital throughout the planning process, ensuring that community voices were heard and integrated into the Plan's development. Feedback was actively sought from the public and the project advisory group through various in-person and online engagement opportunities. Major outreach efforts included a 3-day design charrette to explore and refine ideas, an online public survey to gather broader community input, and a community open house to review draft strategies before developing a final plan document. This input was crucial in developing and refining big ideas, draft plans, and final recommendations and strategies.



*Design Charrette Open House (June 2023)*



*Online Public Survey (Summer 2023)*



### ► Objectives & Strategies

Building on the established goals, this phase focused on drafting planning concepts, objectives, and strategies for the station areas. This step achieved a framework of the vision and strategic ideas, addressing three key areas: land use, transportation, and open space and character. Maps and strategic ideas were developed to provide more detailed guidance and direction for these topic areas.



*Open House #2 (February 2024)*



### ► Implementation

The final phase established the specific actions and strategies required to implement the visions from previous phases. As outlined in Chapter 4, an implementation plan provides the priority actions necessary for the city and stakeholders to bring these visions to reality.

# PROJECT ADVISORY GROUP

The project Advisory Group for the Plan was formed in March 2023 and included community members with a vested interest in the Plan's development, such as property/business owners, neighborhood representatives, special interest advocates, and developers. Postcard invitations were sent to property owners within the study areas for both stations to seek interested participants. In addition, staff distributed email invitations to stakeholders who had expressed interest in development in the station areas during previous DART or City of Plano Silver Line planning efforts.

Representatives from the Planning & Zoning Commission and the Heritage Commission were also appointed to serve in the project Advisory Group. The commission-appointed subcommittee members were nominated by each commission chair:

- ▶ Chair David Downs appointed 1st Vice Chair Gary Cary and 2nd Vice Chair Bennett Ratliff to serve on the project Advisory Group at the February 20, 2023, Planning & Zoning Commission meeting.
- ▶ Chair Harold Sickler appointed Vice Chair Nancy Baldwin and Commissioner Dub Spencer to serve on the project Advisory Group at the February 28, 2023, Heritage Commission meeting.

The project Advisory Group met three times throughout the Plan's development to provide in-depth input on the formulation of goals and to offer feedback guiding the refinement of the strategic ideas.





# ENGAGEMENT EVENTS

The first engagement event for the Plan was held in April 2023. Since that time, community feedback was gathered through multiple in-person and online engagement opportunities between April 2023 and February 2024. Refer to **Appendix B: Public Engagement Report** for more information about the engagement events and results.

► **Virtual Visioning Workshop: April 27, 2023**

Project Advisory Group members discussed needs, desires, and barriers for future transit-oriented development around the new station areas.

► **Community Survey: May 31–July 14, 2023**

This web-based survey was open to the public and consisted of 44 questions aimed at understanding concerns, attitudes, and opinions related to future development around the new station areas.

► **Design Charrette and Public Open House #1: June 27–29, 2023**

A three-day Planning and Design Charrette was held to explore the development of the Plans with input from the Advisory Group and the public. The event included stakeholder sessions, preference and visioning exercises, open studio time for public comments, and a Public Open House for community feedback. Project team staff facilitated the sessions, engaging participants in identifying existing issues, defining success, and fostering dialogue to develop visions, themes, and priorities for the 12th Street and Shiloh Road transit stations. The iterative process culminated in presenting land use, character, mobility, and urban design concepts, to build consensus and approval from the community.

► **Digital Open House: July 24–August 1, 2023**

The Digital Open House acted as an online extension of the charrette process, showcasing the findings and results gathered at the Charrette and Public Open House and engage a greater number of residents from the community.

► **Advisory Group Workshop: December 13, 2023**

Advisory Group members reviewed Draft Framework Plans for future land use, transportation, and open space that aimed to reflect the direction heard during summer engagement events.

► **Public Open House #2: February 6, 2024**

Participants were invited to review the Draft Framework Plans and provide comments on future land use, transportation, and open space guidance for the new station areas.



# PLAN GOALS

# DEVELOPING THE PLAN GOALS

The plan goals for the 12th Street and Shiloh Road Station areas were developed through a comprehensive process that balanced community input, market realities, and transit-oriented development (TOD) best practices. Broad goals for each station area emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of market and economic trends. These goals were shaped to reflect the aspirations of the community while also considering the practicalities of market forces and TOD principles.

## Community Aspirations

Stakeholder and public outreach played a pivotal role in crafting the goals for the station areas. Feedback was actively sought through multiple engagement events held between April 2023 and February 2024. These events included a virtual visioning workshop, community survey, design charrette, and open houses. The input collected during these sessions was crucial in understanding the community's needs and desires. This feedback, combined with an analysis of existing conditions and trends, provided a solid foundation for aligning community aspirations with economic realities and transit needs.



### Virtual Visioning Workshop

The engagement process started in April 2023 with a Virtual Visioning Workshop. This meeting focused on high-level needs, desires, and barriers to future development in the station areas.

Common needs/wants/desires expressed at this workshop included:

- ▶ **Safety**
  - » Pedestrian safety at intersections
  - » Security at station sites
- ▶ **Connectedness**
  - » Increased walkability
  - » First-mile/last-mile connections

- ▶ **Zoning Standards**
  - » Flexibility for building design/character
  - » Increased land use diversity
  - » Repurpose existing structures
- ▶ **Sense of Place**
  - » Public art
  - » Maintain connection to history
  - » Open space
- ▶ **Economic Development**
  - » Add brewery/distillery
  - » Build economic partnerships
  - » Support local businesses

Common barriers/obstacles/annoyances included:

- ▶ **Policies**
  - » Permitting
  - » Parking regulations
  - » Inflexible zoning standards
  - » Homelessness
- ▶ **Infrastructure**
  - » Not pedestrian/bicycle friendly
  - » Add additional lighting
  - » Quality of sidewalks
  - » Maintenance costs of infrastructure
  - » Traffic volumes are too high
- ▶ **Affordability and Cost of Construction**

## Online Community Survey

An online community survey posed 44 high-level questions to respondents to understand concerns and opinions related to future development around the Silver Line stations. Similar to the Virtual Visioning Workshop, respondents were able to provide valuable insight into the current conditions in and around the station areas.

For 12th Street, the top three desired development types were:

- ▶ Green space, parks, and recreation such as pocket parks, public spaces, outdoor venues, etc.
- ▶ Neighborhood scaled retail, and
- ▶ Mid-rise (5 to 9) story mixed-use with an active ground floor

For Shiloh Road, the top three desired development types were:

- ▶ Green space, parks, and recreation such as pocket parks, public spaces, outdoor venues, etc.
- ▶ Neighborhood scaled retail, and
- ▶ Workforce housing

The survey also provided opportunities for respondents to write their vision for the station areas. Examples include:

*"A beautiful partnership of both form and function where the station serves its initial purpose but is a breath of fresh air during one's route through town. Also a place for residents and families to enjoy with green space, unique shops, dining, museums, concert halls, and gorgeous trails"*

*"Both stations should see new, dense, mixed-use development. These represent opportunities for Plano, which remains (and will still remain) mostly car-oriented and sprawling, to introduce areas of density near the higher-tier transit service needed to support it. These developments not only bring substantial tax revenue for the City of Plano, but can also incentivize more transit ridership, which can convince DART to increase off-peak train frequencies from every 60 minutes to every 30 minutes or better. This not only leads to more transit ridership, but more visitors to Plano as well!"*

*"Clean, well lit, well attended areas that drive pedestrian traffic as well as vehicles through varied businesses and accommodations. True places that see the community come together in both commerce and kinship."*

## Economic Development Potential

Identifying economic opportunities and challenges were another core component of Plan development. In the fall of 2020, the city developed the Silver Line Corridor – Market Assessment & Economic Development Strategy as an initial step in understanding the upcoming land use impacts on the new Silver Line stations. The report included an economic and market analysis to identify future market-supported development opportunities in the station areas.



Key Market Trends and Observations:

- ▶ More recent development transactions suggest that land values around downtown Plano / 12th Street have accelerated.
- ▶ Due to high land costs, redevelopment will likely be slow without public participation or rezoning for additional density.
- ▶ Regional demand for higher-density, market rate housing (both renter and owner occupied) is expected to continue. However, increasing land costs and limited remaining greenfield sites are key constraints.
- ▶ Site scarcity and higher land values have reduced Plano's share of new detached single-family construction. Developers are adjusting to a focus toward other favorable housing options – multifamily, townhomes, slot homes, and row houses.
- ▶ Steady regional growth in demand for warehouse sites to support e-commerce/same-day delivery. Growing e-commerce demand is impacting traditional brick and mortar retailers, department stores and apparel stores in particular.
- ▶ The light industrial, research/technology, office/warehouse sector is doing well and less subject to swings in the economy.
- ▶ Retail within the study area has performed well with some turnover in spaces with higher rents. Market conditions suggest continued demand for affordable, legacy retail space, which would be further supported by additional housing units within area redevelopment (Collin Creek, CityLine, and 12th Street).
- ▶ Existing cash flows are sufficient to allow property owners to maintain the types of existing structures and commercial tenants that do not support a transit-oriented development.

## Station Area Market Challenges

The *Silver Line Corridor – Market Assessment & Economic Development Strategy* and *Silver Line Station Areas Plan Phase 1 Report – Existing Conditions (Appendix A)* provides deep analysis of current market trends and conditions around the station areas. With the introduction of new transit options to the areas, the studies provided context for potential challenges for development/redevelopment in the areas including:



- ▶ Land scarcity and higher land values make development of single-family detached homes difficult.
- ▶ Older housing stock will see pressure for renovation/replacement.
- ▶ Existing zoning near the stations allow many commercial uses but does not allow housing products that meet market demand and support transit-oriented development.
- ▶ Land assembly will be crucial as a catalyst for larger-scale redevelopment.
- ▶ Traditional retail has been overbuilt and consumer habits have changed. New retail uses will have to accommodate changing consumer tendencies, such as experiential retail and social spaces.
- ▶ Shiloh Road area expected to have less redevelopment interest compared to 12th Street. There is market demand for a variety of housing types in the area, including ownership, condominium, and for-rent products. However, due to small parcel sizes and highly decentralized ownership, existing zoning is unlikely to provide the types of housing products that meet market demand and support transit-oriented development.

## Station Area Market Opportunities

Opportunities in the station areas reflect overall market demand in the region and are also reflective of the opportunities that new transit options introduce into an area. The *Silver Line Corridor – Market Assessment & Economic Development Strategy* and *Silver Line Station Areas Plan Phase 1 Report – Existing Conditions* also outlined potential opportunities for the station areas. Including opportunities to:



- ▶ Create a walkable environment that draws in those living across the metro to patronize local businesses, while also leveraging transit.
- ▶ Rezone certain areas so that a range of transit-supportive uses could be developed.
- ▶ Preserve some flexible commercial areas to incubate, and support the development of new businesses, growing and diversifying Plano's job base.
- ▶ Encourage redevelopment and repurposing of obsolete industrial space to broader commercial, recreational, and office uses.
- ▶ Attract a diverse range of households through the introduction of housing options.
- ▶ Adaptively reuse heavy commercial and light industrial buildings.
- ▶ Capture additional tax revenues from more productive land use.
- ▶ Preserve, and enhance, the naturally affordable housing that already exists in proximity to the Shiloh Road Station

# TRANSIT-ORIENTED DEVELOPMENT PRINCIPLES

Understanding and incorporating TOD best practices was essential to this planning process. The foundational principles of TOD provide a guiding framework for many of the plan recommendations, ensuring that these areas are optimized for transit access, walkability, and economic opportunity. The principles below outline the key elements of successful TOD, based on the *Transit-Oriented Development Guidelines for Collin County*, prepared by the North Central Texas Council of Governments (NCTCOG).

- ▶ **Mix of Uses:** Incorporate a variety of residential, commercial, civic, and recreational spaces to create a dynamic environment that supports both residents and visitors.
- ▶ **Support Appropriate Density:** Concentrate development intensity at the station center, with density gradually decreasing toward the edges to create a vibrant core that supports transit usage.
- ▶ **Well-Connected Streets:** Use a tight grid pattern of streets and multiple access points to support easy movement and discourage speeding, enhancing walkability and connectivity.
- ▶ **Quality Pedestrian Environment:** Prioritize wide sidewalks, shaded streetscapes, and attractive pedestrian amenities to create an inviting and safe walking experience.
- ▶ **Active Transportation Options:** Encourage biking, walking, and micromobility through protected lanes, multi-use paths, and shared transportation programs.
- ▶ **Context Sensitivity:** Design buildings, streetscapes, and public spaces to reflect and enhance the character of the surrounding area and ensure appropriate transitions to adjacent neighborhoods.
- ▶ **Sense of Place:** Develop a unique identity and destination feel for the TOD area with distinctive building design and public space features that attract visitors and support community interaction.
- ▶ **Common Open Space:** Include well-defined public areas such as parks, plazas, and green spaces with amenities like seating and lighting to support both active and passive uses.



Walkable Mix of Uses



Quality Pedestrian Environment



Distinctive Building Design

Images Source: NCTCOG Transit-Oriented Development Guidelines

## PLAN GOALS

The development of the Plan's goals was a combination of community aspirations heard throughout multiple engagement events, an analysis of economic trends and opportunities, and the application of transit-oriented development best practices. The goals formed the foundation for the vision maps, development types, and recommendations outlined in **Plan Vision & Recommendations**.



# 12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

## Mix of Uses

*Create a diverse mix of commercial, residential, and social spaces that extends Downtown south to the 12th Street Station and promotes a lively and dynamic atmosphere.*



### Goal Priorities:

- ▶ Extend the walkable area of Downtown Plano southward to the 12th Street Station, enhancing access to DART rail transit.
- ▶ Encourage both infill and redevelopment opportunities, bridging the historic Downtown character with new transit-oriented developments.
- ▶ Support a mix of small-lot commercial, retail, and larger mixed-use projects to create a dynamic urban environment.
- ▶ Establish a distinctive transit-oriented identity for the 12th Street area while complementing the character of Downtown Plano.

## Transit-Oriented Form

*Develop as a transit-oriented activity center with a development form that encourages robust transit ridership connecting residents and visitors to local and regional destinations.*



### Goal Priorities:

- ▶ Ensure new development form is well-integrated with the surrounding environment to facilitate easy access for residents and visitors.
- ▶ Focus on creating compact, mixed-use areas within walking distance of transit stations to promote higher transit ridership.
- ▶ Design the area to be walkable with safe, accessible sidewalks, crosswalks, and amenities to support convenient access between transit and local destinations.
- ▶ Expand the street network to enhance ease of movement and connectivity throughout the area.

## Housing Variety

*Provide a variety of housing types to encourage diversity and provide opportunities for different income levels to live in the area.*



### Goal Priorities:

- ▶ Offer a range of housing types to accommodate different income levels and life stages, from families to retirees.
- ▶ Increase the availability of attainable housing units to address rising housing costs and support a broad demographic.
- ▶ Focus higher density development near transit stations while ensuring appropriate transitions to established neighborhoods.



# 12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

## Economic Growth & Development Compatibility

*Foster an environment that supports local businesses, entrepreneurship, and job opportunities. Land use strategies should address misplaced land uses, drive compatible economic growth, and enhance the area's vibrancy.*



### Goal Priorities:

- ▶ Encourage the adaptive reuse of older buildings and create opportunities for new employment-oriented uses.
- ▶ Attract distinctive businesses such as boutique retail, restaurants, and incubator spaces to enhance the area's character.
- ▶ Evaluate and transition outdated or incompatible land uses to align with the evolving mixed-use, transit-oriented vision.
- ▶ Implement proactive strategies or incentives to stimulate desired development and revitalization.

## Walkability

*Incorporate pedestrian-friendly infrastructure to encourage walkability and promote access to transit or other alternate modes of transportation.*



### Goal Priorities:

- ▶ Expand and improve the current sidewalk and street network to encourage walking as a primary mode of transportation, including adding new connections in areas with long blocks.
- ▶ Create appealing and comfortable pedestrian pathways that link transit stations, commercial destinations, and residential areas.
- ▶ Integrate bike-share and scooter options to provide convenient connections for first and last-mile travel.

## Safety

*Prioritize pedestrian and public safety measures, including adequate lighting, visibility of public spaces, and convenient pathways, to ensure a secure and welcoming environment for all users.*



### Goal Priorities:

- ▶ Create convenient pathways to support safe and easy navigation for pedestrians.
- ▶ Install sufficient lighting in public areas and pathways to enhance visibility
- ▶ Design public spaces with open sightlines and avoid secluded areas to foster a sense of security and comfort.
- ▶ Integrate safety measures into both private developments and public infrastructure improvements to reinforce overall security and usability.

# 12th Street Station Area Goals

Land Use

Transportation

Open Space & Character

## Community Gathering Spaces

*Expand the availability of inviting public spaces, parks, and gathering areas that promote community engagement, cultural events, and shared experiences.*



### Goal Priorities:

- ▶ Develop new parks and gathering areas to accommodate both structured and casual community activities.
- ▶ Improve streetscapes to make them more inviting and functional for community use.
- ▶ Increase foot traffic and community engagement by providing spaces that attract visitors and support local businesses.
- ▶ Use community gathering spaces as a catalyst for further redevelopment and investment in the area.

## Enhance Neighborhood Identity

*Strengthen established neighborhoods through compatible reinvestment and thoughtful connections with the broader area.*



### Goal Priorities:

- ▶ Ensure new developments and land uses around established neighborhoods, like Douglass Community, Old Towne, and Vendome, respect and support their residential character.
- ▶ Promote appropriate reinvestment that enhances the unique character of these neighborhoods.
- ▶ Prioritize transitions between new developments and established residential areas to preserve residential quality of life.

## Sense of Place

*Incorporate attractive design elements, public art installations, and landscaping to create a distinct and aesthetically pleasing environment.*



### Goal Priorities:

- ▶ Use appealing streetscapes, public art, and landscaping to craft a welcoming and memorable environment.
- ▶ Develop a distinctive brand and aesthetic to attract visitors, encourage community interaction, and enhance overall quality of life.
- ▶ Leverage the attractive characteristics of Downtown Plano while also creating a unique identity for the 12th Street Station Area.

# Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

## Innovation and Employment Focus

*Promote the Shiloh Road Station Area as a thriving innovation district, attracting and supporting diverse employment-generating businesses..*



### Goal Priorities:

- ▶ Build on the area's current success in attracting technology and research businesses to strengthen its reputation as an innovation hub.
- ▶ Utilize the Shiloh Road Station to drive further development and position the area as a premier location for employment-generating businesses.
- ▶ Encourage a variety of supportive commercial uses and promote mixed-use projects near the station to support area employers.

## Active Station Area Hub

*Develop a vibrant mixed-use hub that serves as a welcoming gateway to the employment district, and offers a mix of retail, commercial, and institutional uses to cater to both visitors and locals.*



### Goal Priorities:

- ▶ Transform the area near Shiloh Road Station into a lively mixed-use center with retail, commercial, and institutional uses to attract both visitors and locals.
- ▶ Support increased transit use by providing convenient amenities and services for daily commuters and residents.
- ▶ Establish a focal point for community activities that enhances the area's sense of place and serves as a gateway to the employment district.

## Compatible Development Transitions

*Varied land use category types should be used to promote compatible development form transitions, shifting from transit-oriented scale and activity nearest the station to the established lower intensity neighborhoods and commercial areas.*



### Goal Priorities:

- ▶ Locate denser, more active developments closest to the station and gradually transition to lower density uses farther away.
- ▶ Use moderate-scale developments as buffers to create a seamless transition between higher-intensity areas and adjacent single-family and commercial zones.
- ▶ Integrate land uses thoughtfully to support station area growth while preserving the character and livability of established neighborhoods.

# Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

## Land Use Diversity

*A range of residential types and non-residential uses should be encouraged to create a vibrant and cohesive environment that caters to the diverse needs of the area.*

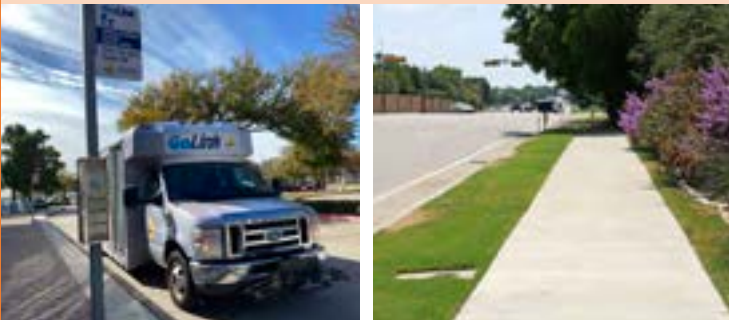


### Goal Priorities:

- ▶ Encourage a mix of residential, retail, and commercial uses to better serve the needs of residents and employees and attract more transit ridership.
- ▶ Build on the existing assets of established residential neighborhoods, light commercial areas, and successful business parks to create a balanced land use mix.
- ▶ Support incremental revitalization and redevelopment to enhance property values and cater to changing community needs.

## Enhanced Station Connectivity

*Multi-modal connections should seamlessly link the station with adjacent land uses, breaking down existing barriers and facilitating easy movement within the area.*



### Goal Priorities:

- ▶ Improve links between the station and surrounding areas to support seamless movement for all transportation modes, including transit, bicycles, and pedestrians.
- ▶ Address pedestrian barriers such as long block lengths, large property sizes, and gaps in sidewalks to create more direct and accessible routes.
- ▶ Build on recent multimodal improvements by extending bicycle facilities and shared-use paths, like the Cotton Belt Trail, to strengthen connectivity within and beyond the station area.

## Preserving Neighborhood Identity

*The quality of existing neighborhoods and employment centers should be maintained and enhanced through landscape and pedestrian improvements, and thoughtful connections and transitions to other areas.*



### Goal Priorities:

- ▶ Maintain the quality and appeal of established neighborhoods and employment centers while transitioning to more active, transit-oriented uses.
- ▶ Implement well-designed connections and transitions between new developments and existing areas to preserve neighborhood integrity.
- ▶ Use design measures to maintain the safety and peaceful character of residential communities.

# Shiloh Road Station Area Goals

Land Use

Transportation

Open Space & Character

## Enhanced Public and Green Spaces

*Inviting public open areas and green spaces that cater to area residents and employees should be prioritized and strategically developed.*



### Goal Priorities:

- ▶ Increase the availability of public open areas and green spaces to enhance livability and attractiveness within the station area.
- ▶ Update and improve existing parks like Shoshoni Park to better serve local neighborhoods.
- ▶ Include additional parks and green spaces in future redevelopment projects to offer recreational and social areas.

## Distinctive District Identity

*The distinctive identity of the research and technology-oriented industrial uses should be enhanced through uniquely designed character elements such as gateway monumentation and streetscape elements, creating a sense of place.*



### Goal Priorities:

- ▶ Reinforce the identity of the research and technology-oriented district through thoughtfully designed elements like gateways and streetscapes.
- ▶ Implement distinctive design features near the station that serve as visual anchors for the area.

# PLAN VISION & DEVELOPMENT TYPES

# Plan Vision Framework

This Plan Vision Framework outlines the key plan elements that work together to achieve the overall vision for the station areas.



## Plan Goals

Broad goals for each station area emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of market and economic trends.



## Vision Maps

Maps that guide the physical transformation of the station areas. Future land use, transportation, and open space improvements and priorities are represented.



## Recommendations & Strategies

Achievable priorities that support the Vision Maps and Plan Goals for each station area.

-  Land Use
-  Transportation
-  Open Space & Character



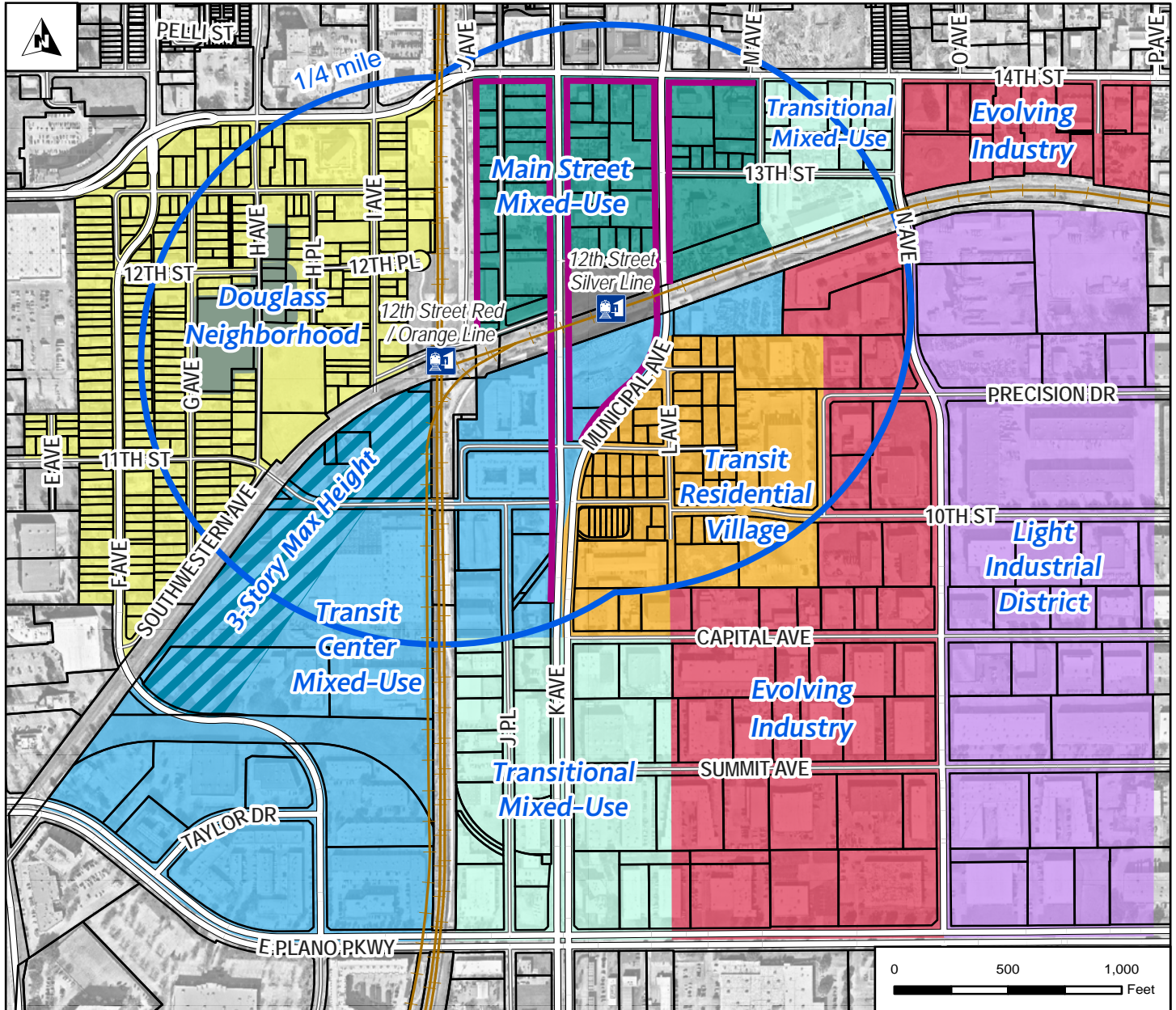
## Implementation Actions

Actions that provide a clear checklist to guide the Plan's execution and ensure its success.

# 12th Street Station Area Land Use Vision

The **12th Street Land Use Vision Map (Figure 3)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

**Figure 3: 12th Street Land Use Vision Map**



<b>Development Types</b>	Transit Residential Village	Douglas Neighborhood	Open Space Network
12th Street Station	Evolving Industry	3-Story Max Height Transition	Future DART Station
Main Street Mixed-Use	Transitional Mixed-Use	Required First Floor Non-Residential Uses	DART Rail
Transit Center Mixed-Use	Light Industrial District		



# 12th Street Station Area Development Types

## Main Street Mixed-Use

This category is designed to extend the walkable “Main Street” feel from the historic Downtown core to the 12th Street Station. Characterized by compact block sizes, this area is envisioned as a vibrant, eclectic zone with a mix of uses at a variety of heights and scales. Smaller, individually owned properties will likely encourage smaller-scale, diverse projects. The typical building scale and intensity should be similar to the existing development form in the Downtown Business/Government district.

This land use area prioritizes pedestrian activity through an active street environment. First-floor uses along primary streets support lively streetscapes and provide visual interest, with K Avenue intended as a “destination” street, creating a focal point for the station area. The area supports a mix of land use types, including residential with ground floor retail, dining options, office spaces, and service-related businesses.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mixed-Use Multifamily and Independent Living</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Service</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise to Mid-Rise Scale Up to 5 stories</li> <li>High Intensity &gt;75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>Structured parking, shared surface lots and on-street parking</li> </ul>

## Transit Center Mixed-Use

This category serves as the highest density area, intended to foster transit-oriented activity within close proximity to the 12th Street Station. This zone includes larger parcels which are more suited for larger-scale, cohesive projects. The category supports a mix of land uses, with active street frontage along primary streets.

The development form is similar to the Main Street Mixed-Use area, but a transit-oriented density bonus incentive is recommended to promote quality, larger-scale projects. The density bonus would allow development to exceed typical building heights by up to three stories if it contributes to desired development goals, such as providing affordable housing units, public structured parking, or other design enhancements.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mixed-Use Multifamily and Independent Living</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Service</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Mid-Rise Scale Up to 5 stories (Density bonus: up to 8 stories)</li> <li>High Intensity &gt;75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>Structured parking, shared surface lots and on-street parking</li> </ul>

# 12th Street Station Area Development Types

## Transit Residential Village

This category aims to maintain a strong residential identity centered on the existing Vendome neighborhood. Housing types in this area should include a mix of moderate-density options, including small-lot single-family detached homes and attached housing types, such as townhomes, duplexes, and quadplexes.

Infill and redevelopment opportunities are present, enabling the growth and evolution of this residential district. The neighborhood boundary and local street connectivity is recommended to be expanded to provide additional residential development opportunities. The development pattern and street grid should promote a quiet, safe, and pedestrian-friendly environment, that also minimizes the impact of adjacent commercial uses.



Small-Lot Single-Family



Duplexes



Townhomes/Fourplexes



Townhomes/Fourplexes

### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale 1-3 stories</li> <li>Medium Intensity 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Compact and connected blocks</li> <li>On-street parking, private garaged parking and surface lots</li> </ul>

## Evolving Industry

This category establishes an employment-oriented area with a central theme of repurpose and adaptive re-use of older industrial spaces. Reimagining older facilities and expanding the allowed uses will encourage a diverse mix of business activity that can include retailers, showrooms, breweries, boutique retail, food and beverage establishments, and incubator/makerspace facilities.

Sites within this development type category should encourage walkability with inviting streetscapes and building entries that enhance the area's visual appeal, particularly along major streets. Development in this area benefits from easy access to Downtown amenities and the 12th Street Station, making it an attractive destination.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Office</li> <li>Light Manufacturing</li> <li>Commercial Flex Space</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale 1-3 stories</li> <li>Medium Intensity 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Surface lots</li> </ul>

# 12th Street Station Area Development Types

## Transitional Mixed-Use

This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including CityLine, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities at a more moderate development scale and intensity.

This category encourages a mix of residential and non-residential uses where living and working coexist with convenient access to nearby transit. Development in this area should promote walkable connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets, with single-family attached types located along minor streets. Adaptive reuse opportunities may exist within this area.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Mid-Rise Multifamily and Independent Living</li> <li>Single-Family Attached</li> </ul>	<ul style="list-style-type: none"> <li>Retail</li> <li>Service</li> <li>Office</li> <li>Assisted Living/Long-Term Care</li> </ul>	<ul style="list-style-type: none"> <li>Low/Mid-Rise Scale Up to 4 stories</li> <li>Medium Intensity 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Structured parking, surface lots, on-street parking</li> </ul>

## Light Industrial District

This category maintains a focus on light industrial uses, underlining its significance in supporting the area's local employment and economic vitality. This area offers spaces for industrial activities with various functions, including processing, assembly, warehousing, research and development, and associated services.

The plan recommends a land use pattern that transitions to light industrial uses east of N Avenue and gradually shifts from predominantly light industrial uses to a more mixed-use character closer to the station area core. N Avenue provides a key connection that supports local north-south freight traffic for the movement of goods and services. It can also act as a buffer, softening the shift in character and creating separation for the mixed-use and residential areas west of this area.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>Light Industrial</li> <li>Retail</li> <li>Office</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise to Mid-Rise Scale 1-5 stories</li> <li>Low Intensity &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Medium block size</li> <li>Surface lots</li> </ul>

# 12th Street Station Area Development Types

## Douglass Neighborhood

This category respects the historical importance of the Douglass Community. No changes are recommended to the existing land use policy direction which allows for infill residential development consistent with the existing neighborhood character.

Development pressures may exist due to its proximity to the 12th Street Station. However, the primary uses in the Douglass Neighborhood are intended to remain single-family detached or duplex residential, with supporting educational, institutional, or public uses.

A 3-story maximum height transition is recommended for mixed-use development areas adjacent to the Douglass Community (within 500'). This will provide appropriate transitions in building height and bulk that are sensitive to the residential character of the neighborhood.



### Character Defining Elements

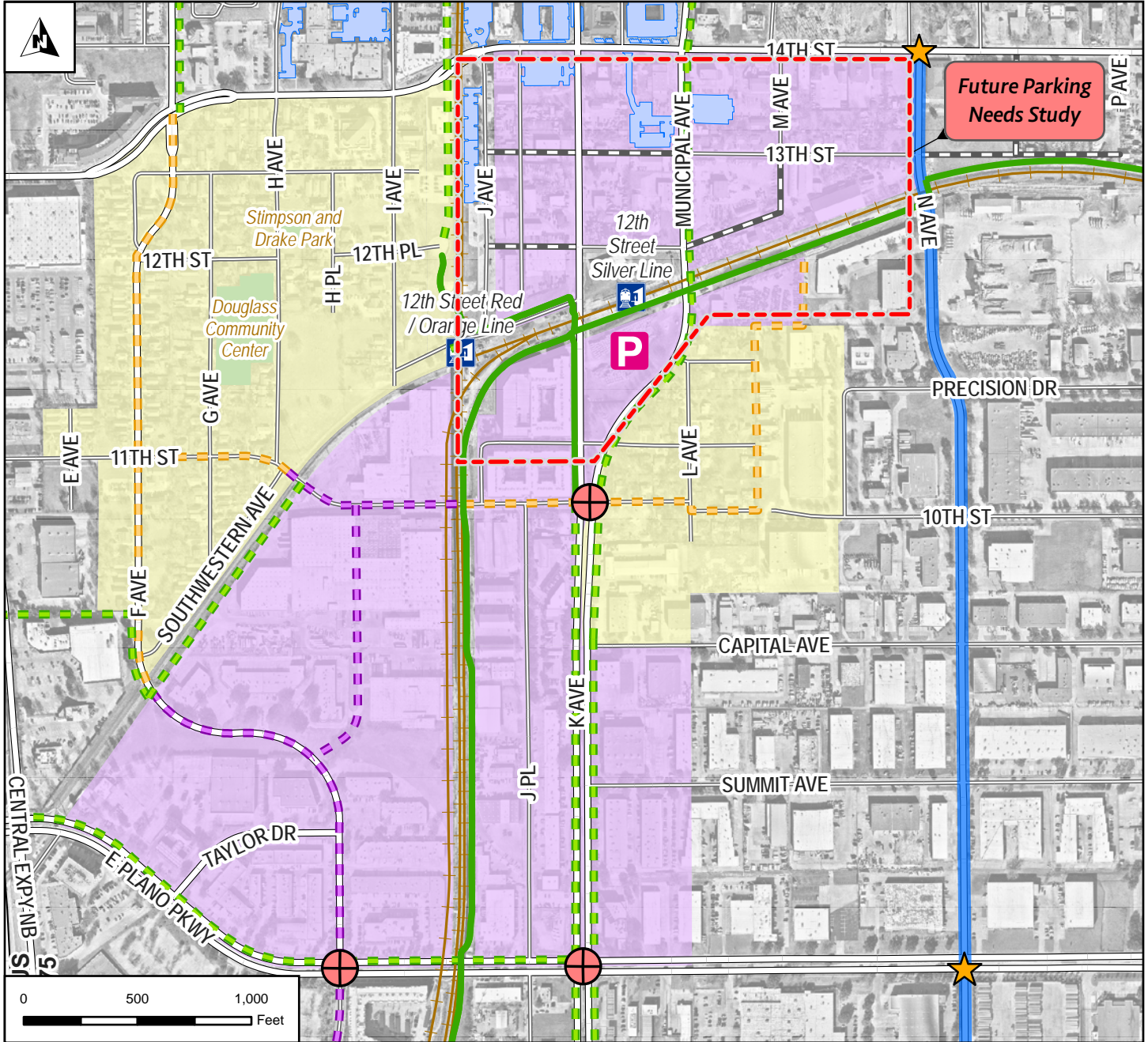
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>Educational, Institutional, or Public Uses only</li> <li>Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale 1-story Residential Uses 1 to 2-story Non-Residential Uses</li> <li>Low Intensity &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium blocks</li> <li>Private garages and on-street parking</li> </ul>

# 12th Street Station Area **Transportation Vision**

The **12th Street Transportation Vision Map (Figure 4)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

**Figure 4: 12th Street Transportation Vision Map**



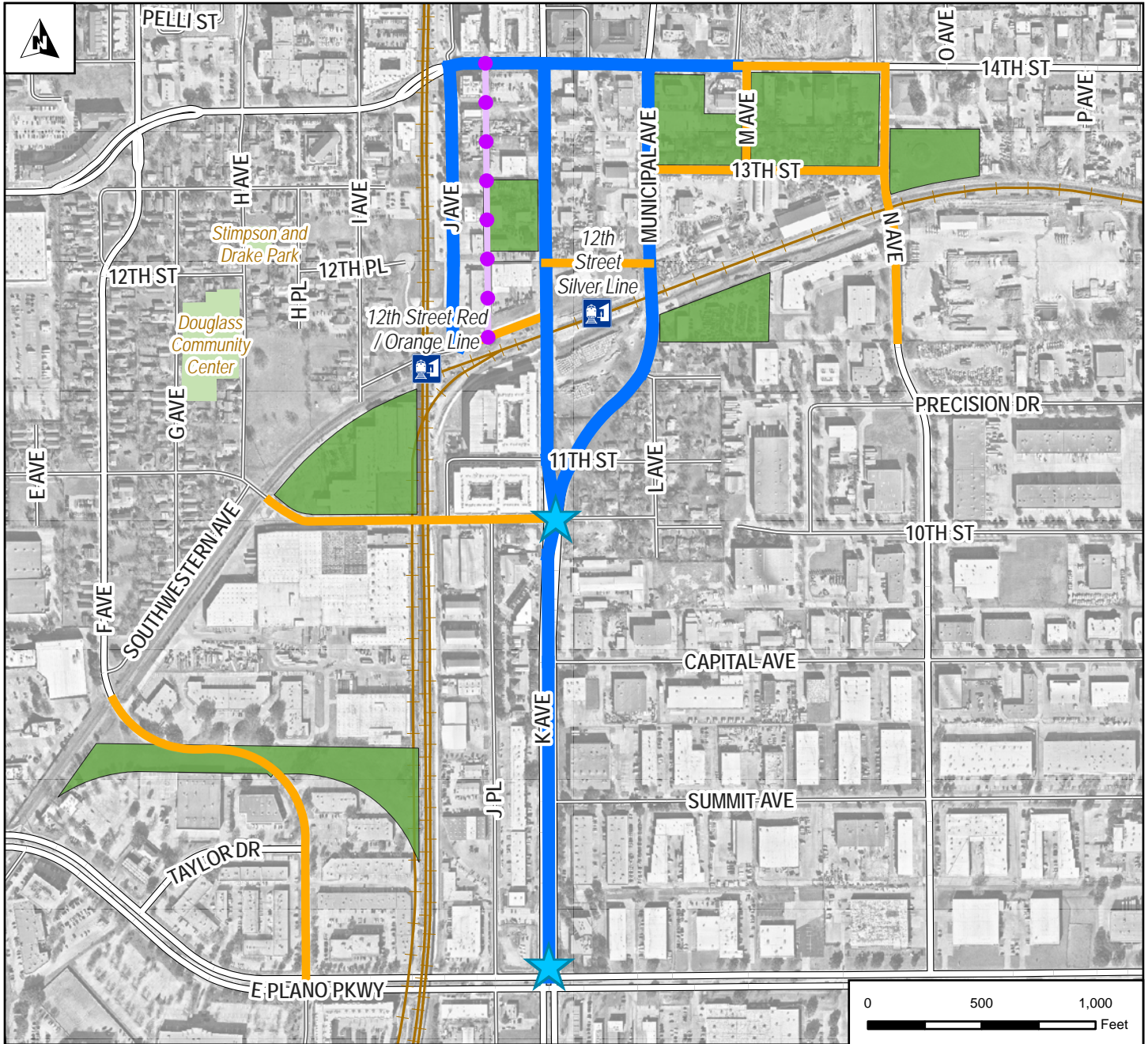
- |  |   |   |  |   |
|--|---|---|--|---|
| <p><b>Streets &amp; Intersections</b></p> <ul style="list-style-type: none"> <li> Upgrade</li> <li> Thoroughfare to Type E: Major Collector</li> <li> Intersection Safety Opportunity</li> </ul> | <ul style="list-style-type: none"> <li> Potential Signalized Intersection</li> <li> Proposed Neighborhood Traffic Calming Area</li> <li> Mixed-Use Street Connectivity</li> </ul> | <p><b>Multimodal Improvements</b></p> <ul style="list-style-type: none"> <li> Existing/Funded Shared-Use Path</li> <li> Proposed Shared-Use Path</li> </ul> | <ul style="list-style-type: none"> <li> Proposed On-Street Bicycle Facility</li> <li> Proposed Bicycle Boulevard</li> <li> Parking Needs Study Area</li> <li> Future DART Station Parking</li> <li> Existing Public Parking Areas</li> </ul> | <ul style="list-style-type: none"> <li> Future DART Station</li> <li> DART Rail</li> <li> Downtown Streets Plan Connection</li> </ul> |
|--|---|---|--|---|

# 12th Street Station Area Open Space & Character Vision

The **12th Street Open Space & Character Vision Map (Figure 5)** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

**Figure 5: 12th Street Open Space & Character Vision Map**



### Street Character Improvements

- █ Primary Streetscape
- █ Secondary Streetscape
- Shared Street

### Placemaking Opportunities

- ★ Gateway Features

### Open Space Opportunities

- █ Park/Open Space Candidate Site (Future Study)

 Future DART Station

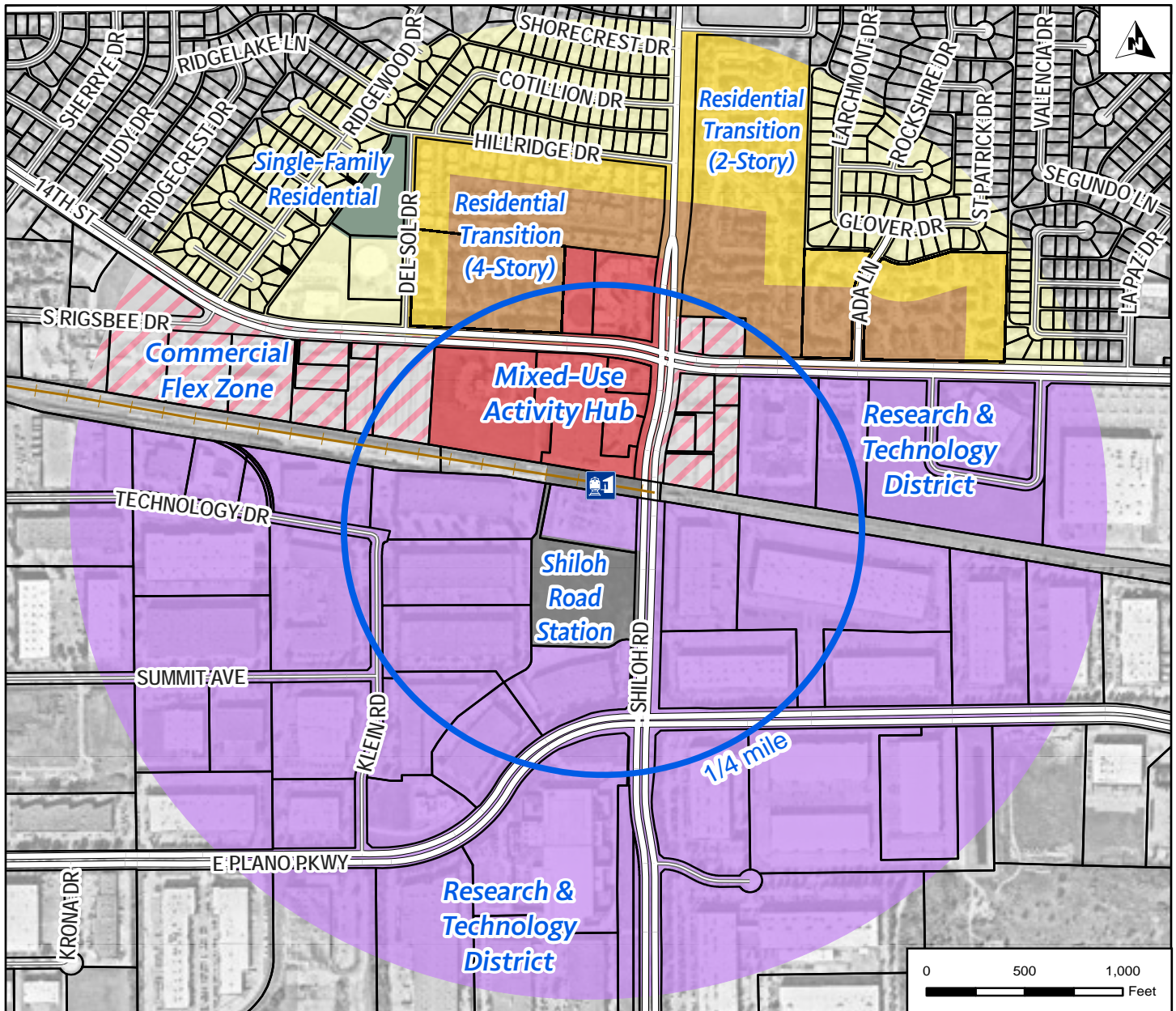
 DART Rail

█ Existing Park Sites

# Shiloh Road Station Area Land Use Vision

The **Shiloh Road Land Use Vision Map (Figure 6)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

**Figure 6: Shiloh Road Land Use Vision Map**



- |                          |                                |                                  |                           |                     |
|--------------------------|--------------------------------|----------------------------------|---------------------------|---------------------|
| <b>Development Types</b> | Commercial Flex Zone           | Residential Transition (4-Story) | Single-Family Residential | Future DART Station |
| Shiloh Road Station      | Research & Technology District | Residential Transition (2-Story) | Open Space Network        | DART Rail           |
| Mixed-Use Activity Hub   |                                |                                  |                           |                     |

# Shiloh Road Station Area Development Types

## Mixed-Use Activity Hub

This category presents an opportunity for a walkable and inviting neighborhood-scale activity center at the intersection of 14th Street & Shiloh Road that can serve as a cornerstone of the station area. A mix of compatible uses are encouraged that bolsters the surrounding neighborhoods and business areas, and promotes the revitalization of underperforming retail properties.

This area should remain predominantly nonresidential, with no more than 50% of its development area allocated for residential purposes. A minimum development size of at least 5 acres is recommended in order to have sufficient area to utilize mixed-use design. Future redevelopment should offer well-connected internal streets, pedestrian pathways, and usable open space, to link the hub to the surrounding station area. Residential uses should be thoughtfully located within the site with adequate buffers when adjacent to commercial uses.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>• Multifamily and Independent Living</li> <li>• Single-Family Attached</li> <li>• Duplexes</li> <li>• Patio Homes</li> <li>• Live/Work</li> </ul>	<ul style="list-style-type: none"> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale Up to 4 stories</li> <li>• Medium/High Intensity 50-90% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Compact and connected blocks</li> <li>• Private garages, structured parking, shared surface lots, on-street parking</li> </ul>

## Commercial Flex Zone

This category maintains a focus on light commercial-oriented uses intended to provide essential goods and services to residents and workers within the area. This portion of the 14th Street corridor offers opportunities for businesses and developments that benefit from convenient thoroughfare access and might not typically locate in a mixed-use setting closer to the transit station.

As the western gateway to the Shiloh Road Station Area, there is potential to establish unique identity and branding through improved site design elements. These elements may include pedestrian-oriented setbacks, streetscape enhancements, attractive building facades, and thoughtful landscaping that adds to the character of the district.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Light Commercial</li> <li>• Retail</li> <li>• Service</li> <li>• Office</li> </ul>	<ul style="list-style-type: none"> <li>• Low-Rise Scale 1-2 stories</li> <li>• Low Intensity &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>



# Shiloh Road Station Area Development Types

## Research & Technology District

This category maintains its focus as a low-density employment center, accommodating office spaces, research and development facilities, and limited assembly operations. The existing mix of land uses in this district contributes to its identity as a technology and light industrial park, serving the region with essential employment opportunities and services.

To ensure the continued economic success of this area, efforts should be made to elevate its branding and identity. This could include new development design standards that promote the area as a prominent technology and employment hub in both Plano and the broader region. This district aims to attract and retain research and technology-focused businesses and remain at the forefront of this economic development sector.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>• Not Recommended</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Research &amp; Development</li> <li>• Warehousing</li> </ul>	<ul style="list-style-type: none"> <li>• Varied Scale Up to 20 stories</li> <li>• Low Intensity &lt;60% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Medium to wide block size</li> <li>• Structured parking and surface lots</li> </ul>

## Residential Transition (4-Story)

This category is strategically designed to serve as a transitional residential district, supporting a diverse mix of housing options. Located in close proximity to the Mixed Use Activity Hub and Shiloh Road Station, this district allows for greater residential density.

This category can be seamlessly integrated with the Mixed Use Activity Hub with connected internal streets and pathways, creating a cohesive and walkable development pattern. It presents opportunities to diversify housing types in the area, including multifamily or single-family attached homes.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>• Single-Family Detached</li> <li>• Single-Family Attached</li> <li>• Duplexes</li> <li>• Multifamily and Independent Living</li> </ul>	<ul style="list-style-type: none"> <li>• Educational, Institutional, or Public Uses only</li> <li>• Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>• Low/Mid-Rise Scale 3-4 stories</li> <li>• Medium Intensity 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Small to medium block size</li> <li>• Private garages, on-street parking and structured parking</li> </ul>

# Shiloh Road Station Area Development Types

## Residential Transition (2-Story)

This category is recommended as a lower-scale transitional residential district, primarily serving as a buffer between existing single-family neighborhoods and the Residential Transition (4-Story) housing types.

As existing properties in the area may be revitalized or redeveloped over time, there exists opportunity to introduce a broader variety of housing types. This includes single-family attached homes, duplexes, and low-rise multifamily units.



### Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> <li>Single-Family Attached</li> <li>Duplexes</li> <li>Multifamily and Independent Living</li> </ul>	<ul style="list-style-type: none"> <li>Educational, Institutional, or Public Uses only</li> <li>Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale 1-2 stories</li> <li>Medium Intensity 50-75% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Small to medium block size</li> <li>Private garages, surface lots and on-street parking</li> </ul>

## Single-Family Residential

The future land use direction of this category is to preserve the existing residential character and livability of the Shiloh Road area's established neighborhoods.



### Character Defining Elements

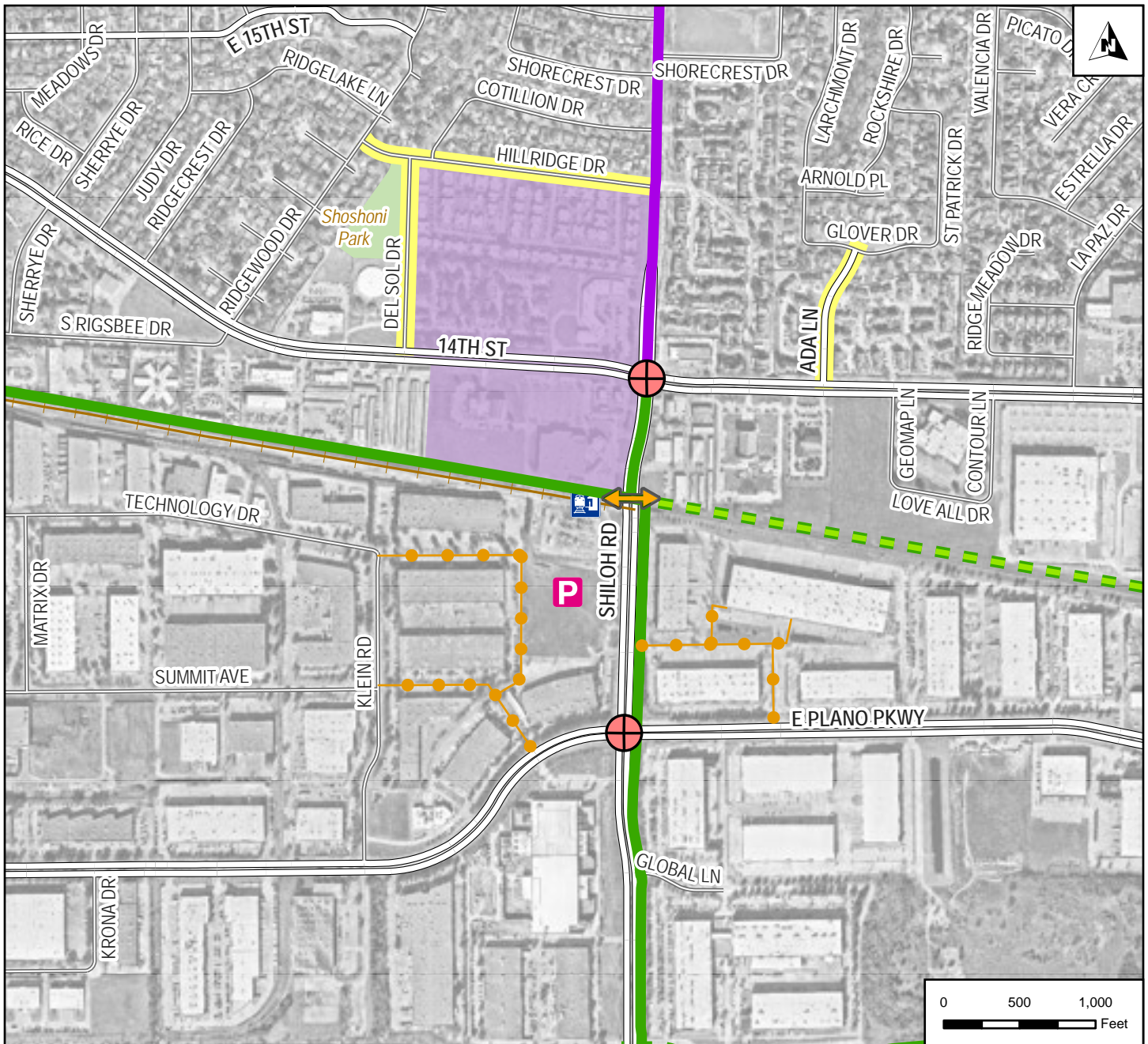
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> <li>Single-Family Detached</li> </ul>	<ul style="list-style-type: none"> <li>Educational, Institutional, or Public Uses only</li> <li>Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses)</li> </ul>	<ul style="list-style-type: none"> <li>Low-Rise Scale 1-2 stories</li> <li>Low Intensity &lt;50% lot coverage</li> </ul>	<ul style="list-style-type: none"> <li>Gridded or curvilinear streets</li> <li>Private garages and on-street parking</li> </ul>












# Shiloh Road Station Area Transportation Vision

The **Shiloh Road Transportation Vision Map (Figure 7)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

**Figure 7: Shiloh Road Transportation Vision Map**



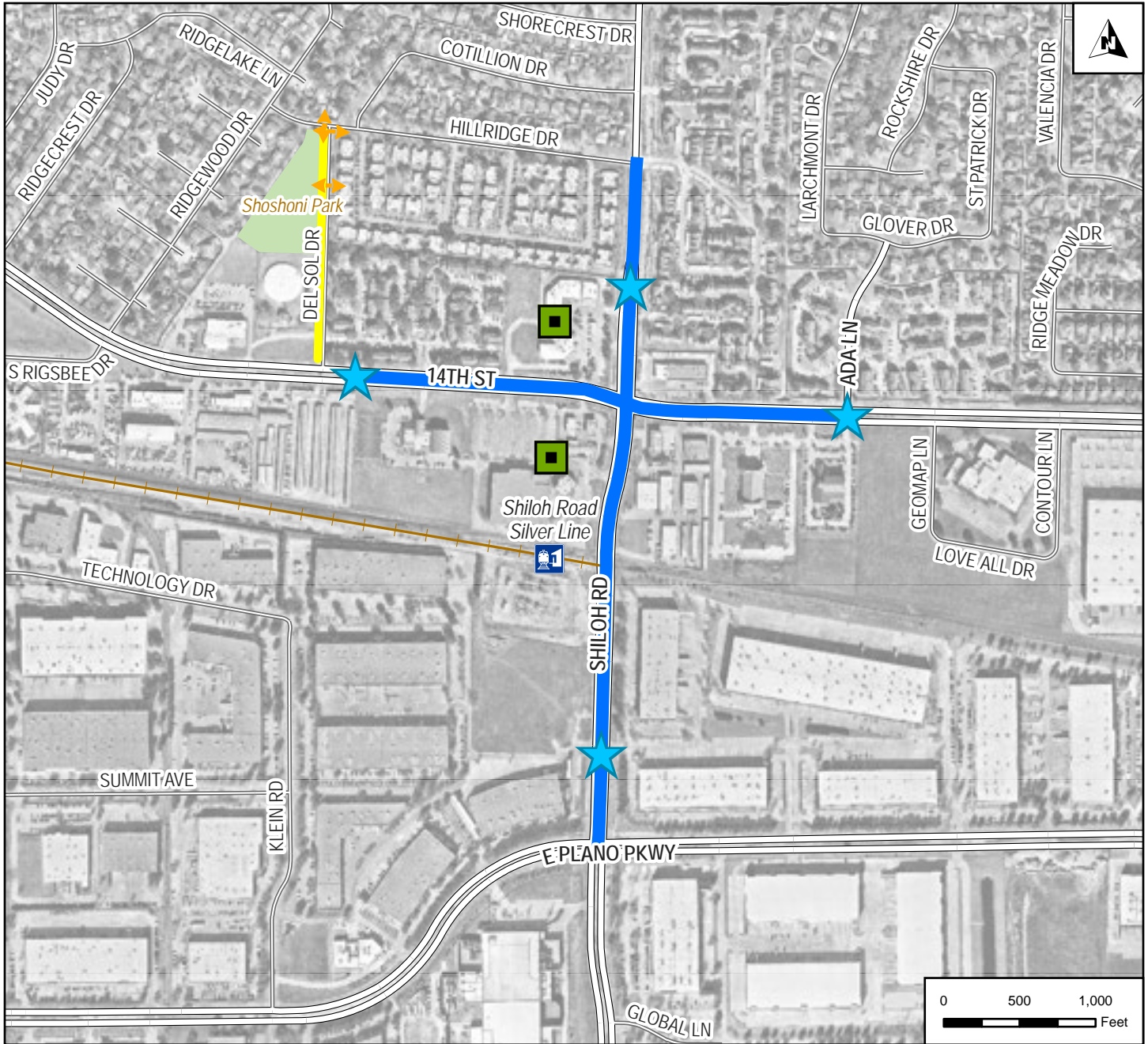
- |   |   |  |   |
|---|---|--|---|
| <p><b>Intersection Improvements</b></p> <ul style="list-style-type: none"> <li> Intersection Safety Opportunity</li> <li> Midblock Trail Crossing</li> </ul> | <p><b>Multimodal Connectivity</b></p> <ul style="list-style-type: none"> <li> Existing/Funded Shared-Use Path</li> <li> Existing/Funded On-Street Bicycle Facility</li> <li> Proposed Shared-Use Path</li> </ul> | <p><b>Street Improvements</b></p> <ul style="list-style-type: none"> <li> Proposed Pedestrian Connection</li> <li> Mixed-Use Street Design &amp; Connectivity</li> <li> Proposed Neighborhood Traffic Calming Area</li> </ul> | <ul style="list-style-type: none"> <li> DART Rail</li> <li> Future DART Station</li> <li> Future DART Station Parking</li> </ul> |
|---|---|--|---|









# Shiloh Road Station Area **Open Space & Character Vision**

The **Shiloh Road Open Space & Character Vision Map (Figure 8)** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

**Figure 8: Shiloh Road Open Space & Character Vision Map**



<p><b>Streetscape Improvements</b></p> <ul style="list-style-type: none"> <li> Station Area Entry Features</li> <li> Streetscape Improvements</li> </ul>	<p><b>Open Space Opportunities</b></p> <ul style="list-style-type: none"> <li> Mixed-Use Redevelopment Open Space</li> </ul>	<p><b>Park Improvements</b></p> <ul style="list-style-type: none"> <li> Pedestrian Crossing</li> <li> Sidewalk</li> </ul>	<ul style="list-style-type: none"> <li> Future DART Station</li> <li> DART Rail</li> <li> Existing Park Sites</li> </ul>
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# RECOMMENDATIONS & STRATEGIES

# RECOMMENDATIONS & STRATEGIES

The Recommendations identify priorities that support the vision maps and overall plan goals for each station area. The Strategies provide support and additional direction for the implementation of each Recommendation.

## Land Use

- ▶ **Recommendation A: Proactively rezone properties and align zoning regulations with the Land Use Vision**
  - » Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area
  - » Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area

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- ▶ **Recommendation B: Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles**
  - » Strategy: Encourage development design strategies that contribute to safe, transit-oriented community environments

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- ▶ **Recommendation C: Encourage adaptive reuse of existing structures to contribute to community character and value**
  - » Strategy: Support adaptive reuse of properties.

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- ▶ **Recommendation D: Develop community design standards for cohesive and functional station area development**
  - » Strategy: Community design standards for transit-oriented areas should reflect best practices for walkable design.

## Transportation

- ▶ **Recommendation E: Enhance pedestrian safety on station area neighborhood streets**
  - » Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)
  - » Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)
  - » Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)
  - » Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines

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- ▶ **Recommendation F: Utilize context-sensitive street design and connectivity standards to promote development goals**
  - » Strategy #1: Expansion of a walkable street grid
  - » Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)
  - » Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired
  - » Strategy #4: Improve F Avenue to support mixed-use multimodal activity

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- ▶ **Recommendation G: Upgrade N Avenue to provide an alternate route for commercial vehicle traffic**
  - » Strategy: Upgrade N Avenue to a Type E Major Collector

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- ▶ **Recommendation H: Enhance first-mile/last-mile connectivity**
  - » Strategy #1: Expand micromobility options
  - » Strategy #2: Expand demand response transit service
  - » Strategy #3: Evaluate a potential employer-oriented shuttle route
  - » Strategy #4: Explore automated vehicle first-mile/last-mile connections

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- ▶ **Recommendation I: Explore strategies to increase long-term station area transit ridership**
  - » Strategy #1: Evaluate existing fixed-route DART bus service
  - » Strategy #2: Increase frequency for rail and/or bus service
  - » Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas

## Transportation (continued)

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- ▶ **Recommendation J: Develop and implement a strategic parking plan to support anticipated growth**
  - » Strategy: Develop strategic parking plans within the 12th Street Station Area.

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- ▶ **Recommendation K: Enhance bicycle connectivity and safety**
  - » Strategy: Develop a bicycle network that provides safe, convenient, and connected routes

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- ▶ **Recommendation L: Prioritize pedestrian safety and connectivity to create a walkable environment**
  - » Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area
  - » Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas
  - » Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area
  - » Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road

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- ▶ **Recommendation M: Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals**
  - » Strategy #1: Expand street connectivity in mixed-use areas
  - » Strategy #2: Evaluate and accommodate on-street parking needs on residential streets

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- ▶ **Recommendation N: Provide additional pedestrian connections to improve transit access to businesses**
  - » Strategy: Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site

## Open Space & Character

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- ▶ **Recommendation O: Promote development of additional public open spaces to support anticipated residential growth**
  - » Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park
  - » Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth
  - » Strategy #3: Incorporate functional public open spaces into larger redevelopment projects

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- ▶ **Recommendation P: Transform J Place into a shared street to provide an enhanced pedestrian connection**
  - » Strategy #1: Explore shared street design solutions for J Place
  - » Strategy #2: Explore public plazas and open space to supplement shared street space

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- ▶ **Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements**
  - » Strategy: Enhance streetscapes depending on street activity and purpose

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- ▶ **Recommendation R: Enhance district character through entry features and placemaking amenities**
  - » Strategy #1: Develop district placemaking guidelines
  - » Strategy #2: Prioritize locations for gateway improvements
  - » Strategy #3: Establish bold and distinctive public art to define the district
  - » Strategy #4: Elevate aesthetics and character of highly visible corridors

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- ▶ **Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area**
  - » Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood
  - » Strategy #2: Require functional open spaces within future mixed-use developments

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- ▶ **Recommendation T: Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area**
  - » Strategy #1: Create cohesive streetscape and design standards for the district
  - » Strategy #2: Prioritize identity improvements at major station area entry points

# Recommendations & Strategies

- ▶ **Recommendation A:** Proactively rezone properties and align zoning regulations with the Land Use Vision

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

Implementation Actions: LU-3, LU-4, LU-5, LU-6, LU-7, LU-8, LU-9, LU-11, LU-24

### **Comprehensive Plan Alignment:**

This recommendation supports the **Plano Comprehensive Plan Transit-Oriented Development Policy Action 3: Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.**

### **Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area.**

- ▶ Base zoning districts should be evaluated and adjusted where in conformance with this plan and other goals of the Comprehensive Plan (see **Figure 9**).
- ▶ Where an existing zoning district does not support the visions and policies of the Plan, a new district should be considered.
- ▶ A Transit-Oriented Development (TOD) Zoning Overlay is recommended that will introduce specific development standards tailored to the unique characteristics of the station area development types, supplementing the base zoning regulations (see **Figure 10**).

#### 12th Street Station Area Zoning

**Mixed-Use Development Types (Main Street/Transit Center/Transitional Mixed-Use):** Many areas do not fully support the mix of residential and non-residential uses and compact development patterns characteristic of a TOD district.

Rezone these areas using the standards of the Downtown Business/Government (BG) District as the foundation. The BG District, although originally intended to apply to the specific characteristics of Plano's downtown area, is designed to facilitate pedestrian-oriented development and accommodate a diverse mix of residential and nonresidential uses, that



Mixed-Use Development

support many of the development goals for the 12th Street Station mixed-use areas.

**Transit Residential Village:** To accommodate a mix of single-family detached and attached residential types in the Transit Residential Village development area, a new residential zoning district should be created with flexibility to support a variety of attached housing types and a walkable neighborhood pattern.



Attached Residential Types (duplexes, townhomes)

**Evolving Industry:** The plan area designated as Evolving Industry is primarily zoned Light Industrial-1 (LI-1) with Light Commercial (LC) along the K Avenue corridor. Given the proximity to planned residential and pedestrian-oriented mixed-use development, the heavy-intensity uses supported by the LI-1 zoning district would no longer be compatible. Rezoning to LC is recommended to promote the area's goals.



Industrial Adaptive Reuse



**Transit-Oriented Development Zoning Overlay**

Creating a TOD zoning overlay is recommended to implement specific development standards. Key development criteria could include:

- ▶ *Building Height:* Specify maximum building heights in alignment with the development type criteria.
- ▶ *Ground Floor Uses on Primary Streets:* Require ground-floor uses that activate primary streets as identified on the Land Use Plan, to enhance walkability and street vibrancy.
- ▶ *Parking Standards:* Evaluate parking requirements, such as reduced parking minimums for developments located within proximity of transit stations and standards for bike parking.
- ▶ *Maximum Building Length (Main Street Mixed-Use):* Establish maximum building lengths to break up massing and create a more human-scale environment.
- ▶ *Density Bonus (Transit Center Mixed-Use):* In order for developers to exceed baseline density limits, significant development features that offer community benefits should be provided, such as the provision of affordable housing units, public parking, or other desired development features.
- ▶ *Residential Adjacency Standards:* Development above five stories should incorporate appropriate transitions in height when adjacent to 1-3 story residential development districts. Design elements may include setbacks from residential lot lines or design changes such as upper-story setbacks.



Active ground floor uses on primary streets



Density Bonus Example Application:  
 • (left) typical 4-over-1 mixed-use development  
 • (right) mixed-use development with density bonus and additional desired development features

**Density Bonus Examples:**

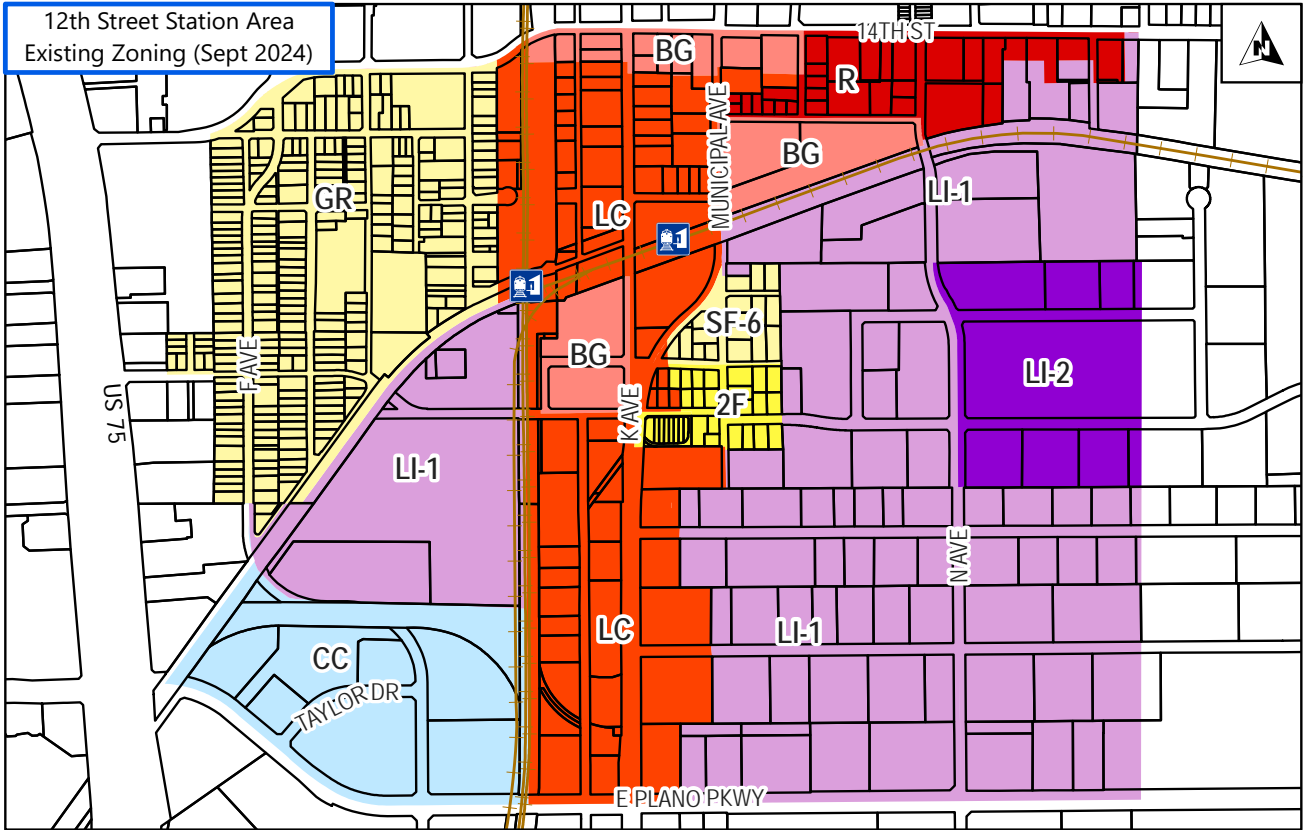
City of Iowa City, IA – Zoning Bonus Provisions

- ▶ Purpose: The zone bonus provisions provide an incentive for developments to incorporate features that provide a public benefit and encourage excellence in architectural design.
- ▶ Bonus provisions include allowance of dwelling units in excess of the density otherwise achievable under the provisions of the base zone, additional building bulk, and/or reductions of the required setback area. Bonuses are based on a point system. Points may be awarded for public benefit features that the design review committee determines are appropriate in design and location.
- ▶ Development that includes the following public benefit features may qualify for the bonuses:
  - » Materials/Facade Design Improvements
  - » Usable Open Space
  - » Rehabilitation of Historic Buildings
  - » Assisted Housing Units
  - » Streetscape Amenities
  - » Additional Landscaping (visible from a public street)
  - » Window Design Improvements

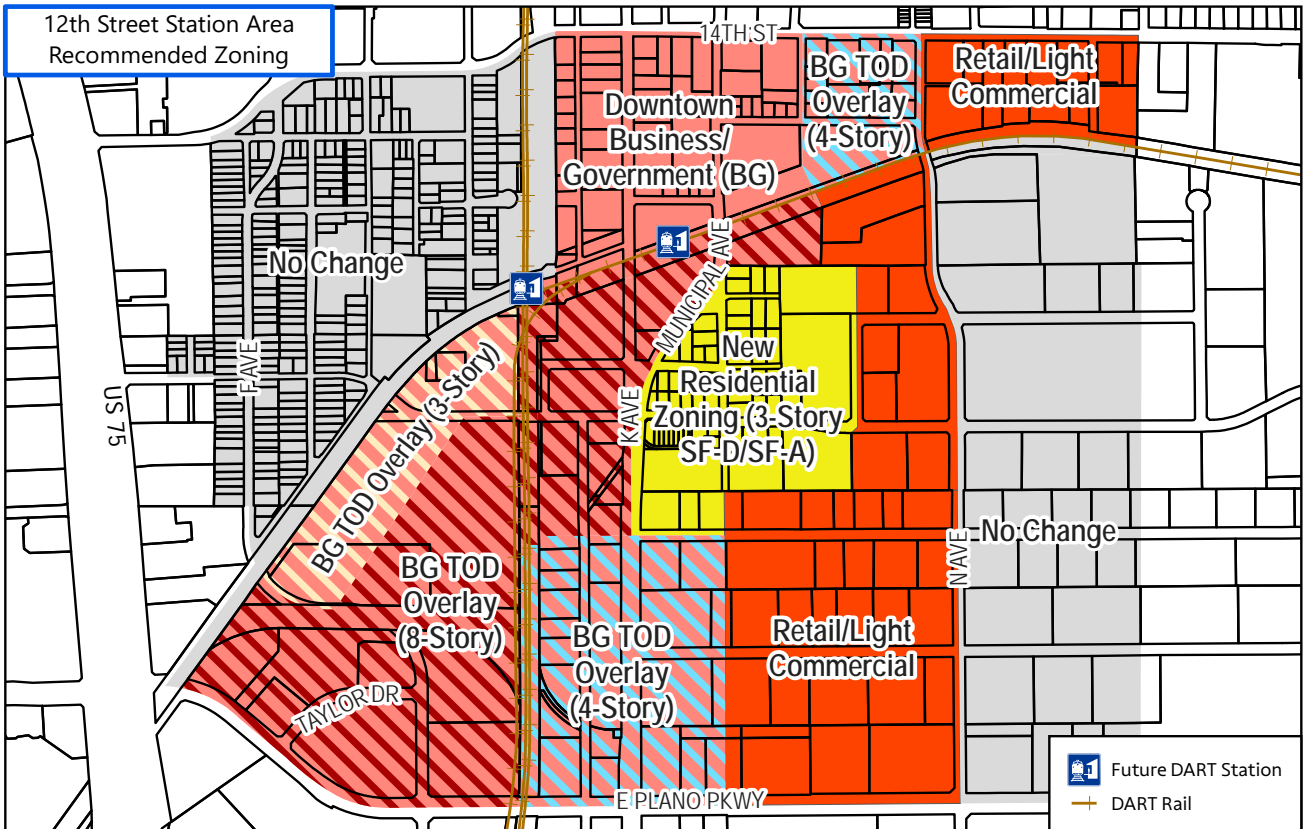
City of Austin, TX – Downtown Density Bonus Program

- ▶ Purpose: The Downtown Density Bonus Program (DDBP) was established in 2014 to promote a vibrant, dense, and pedestrian friendly downtown area while also encouraging the development of affordable housing and other community benefits.
- ▶ This program allows developments in the downtown area to achieve greater height and density in exchange for providing a high quality building and streetscape as well as community benefits.
- ▶ Development that includes the following community benefit features may qualify for the bonuses:
  - » Affordable Housing
  - » Day Care Services
  - » Cultural Uses
  - » Live Music Use
  - » Historic Preservation Improvements
  - » Green Building or Green Roof Design
  - » Publicly Accessible On-Site Plaza
  - » Off-Site Open Space Development Fees
  - » Other Community Benefits (with City approval)

**Figure 9: 12th Street Station Area Existing Zoning**



**Figure 10: 12th Street Station Area Recommended Zoning**



Summary of 12th Street Station Area Base Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Base Zoning	Additional Development Criteria
Main Street Mixed-Use	BG, LC	BG	<ul style="list-style-type: none"> <li>▶ Maximum Building Length</li> <li>▶ Ground Floor Uses</li> <li>▶ Parking Standards</li> </ul>
Transit Center Mixed-Use	BG, R, LC, LI-1	BG	<ul style="list-style-type: none"> <li>▶ Density Bonus (up to 3-Story)</li> <li>▶ Ground Floor Uses</li> <li>▶ Parking Standards</li> </ul>
Transitional Mixed-Use	CC, LC, LI-1	BG	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Residential Development Pattern</li> </ul>
Transit Residential Village	SF-6, 2F, SF-A, LC, LI-1	New or Modified Zoning District	<ul style="list-style-type: none"> <li>▶ Standards to Encourage Residential Building Form and Height Variety</li> <li>▶ Residential Development Pattern</li> <li>▶ Height Stepback Requirements for Adjacent Development</li> </ul>
Evolving Industry	LC, LI-1	LC	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (3-Story)</li> <li>▶ Setbacks</li> </ul>
Douglass Neighborhood*	GR	No Change	
Light Industrial District*	LI-1, LI-2	No Change	

**\*Douglass Neighborhood and Light Industrial District Areas:** The areas identified as Douglass Neighborhood and Light Industrial District are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

**Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area**

Shiloh Road Station Area Base Zoning Changes

**Mixed-Use Activity Hub:** The current zoning in the proposed mixed-use development areas support a variety of non-residential uses; however, these zoning districts do not allow residential uses. A Transit-Oriented Development (TOD) Overlay could introduce the necessary guidelines to incorporate residential uses and pedestrian-oriented site design standards while maintaining the area’s predominantly non-residential character.

TOD Overlay Guidelines for the Mixed-Use Activity Hub may include:

- ▶ **Land Use Mix:** Allow a balanced mix of residential and non-residential uses with no more than 50% of the development area allocated for residential purposes.
  - » This recommendation follows the guidance of the city's Redevelopment & Growth Management Policy Action 5, ensuring that any rezoning requests for multiuse development include no more than 50% square footage for residential uses.
- ▶ **Minimum Development Size:** Establish a minimum size of at least 5 acres to ensure that mixed-use developments have sufficient area to implement uses and design principles effectively.



Retail corner revitalization/redevelopment

- ▶ **Building Height and Site Design:** Allow building heights of up to 4 stories to support higher density development and efficient land use. Promote compact and connected block designs to enhance pedestrian orientation and site connectivity. Specify that the location of multifamily and non-residential uses should be placed along Shiloh Road and 14th Street to maximize visibility and accessibility respect existing neighborhoods.

**Residential Transition:** The current zoning in the Residential Transition areas includes Multifamily Residence-1 and Multifamily Residence-2. While these zoning districts support the desired mix of residential uses, some zoning modifications may be needed as follows:

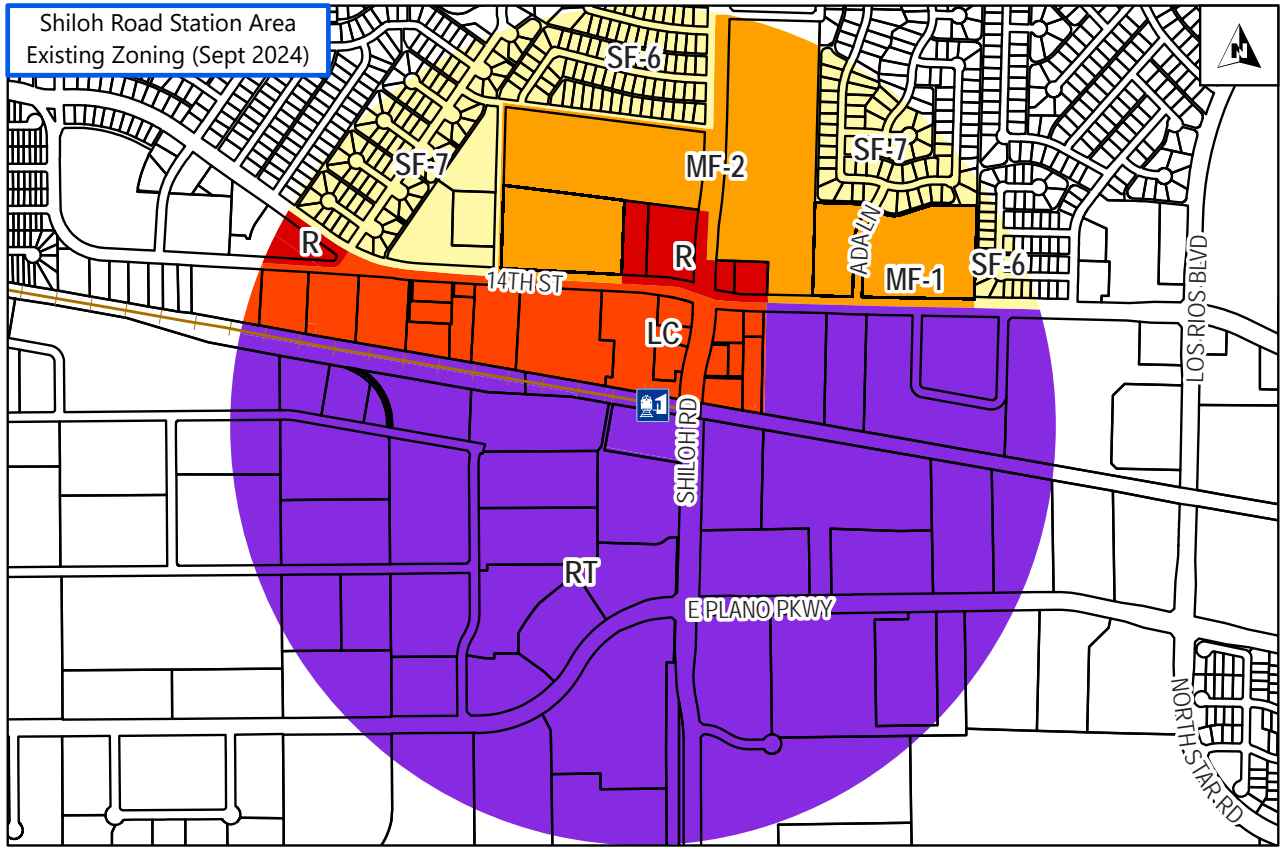
- ▶ **Height Allowance:** Consider necessary zoning district updates to support residential structures up to 4 stories in the Residential Transition area. This would accommodate residential developments that align with the area’s vision for a more intense residential environment near the Mixed-Use Activity Hub.
- ▶ **Review of Existing Site Design Requirements:** Review and adjust density, area, yard, and bulk requirements to better support the desired walkable development pattern. Modifications may include reducing minimum lot sizes, adjusting setback requirements, and increasing allowable lot coverage to encourage more compact and pedestrian-friendly designs.



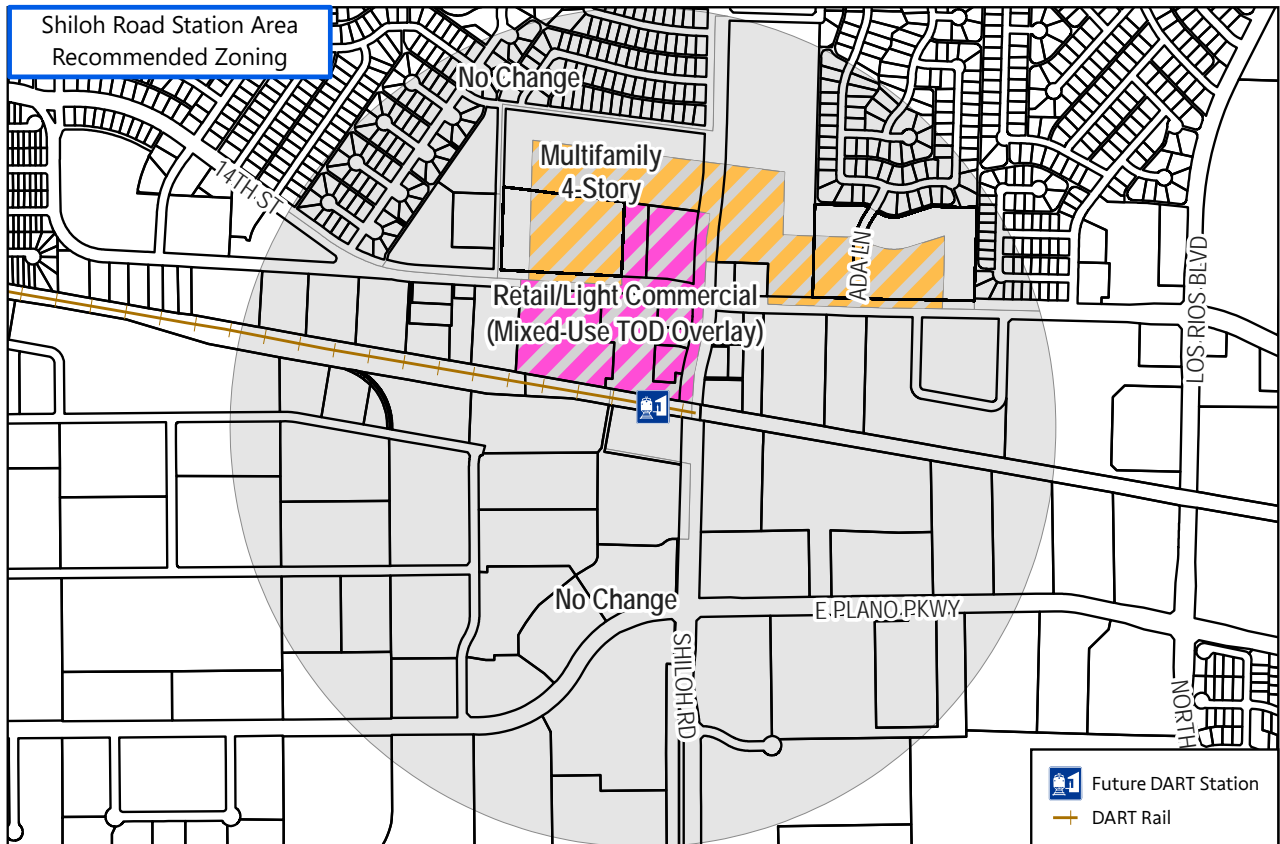
Mix of residential uses (Residential Transition)

**Commercial Flex Zone, Research & Technology, and Single-Family Residential Areas:** The areas identified as Commercial Flex Zone, Research & Technology, and Single-Family Residential are not recommended for rezoning, as the current zoning generally supports the recommended land uses and development characteristics for these areas (see **Figure 11** and **Figure 12**).

**Figure 11: Shiloh Road Station Area Existing Zoning**



**Figure 12: Shiloh Road Station Area Recommended Zoning**



Summary of Shiloh Road Station Area Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Zoning	Additional Development Criteria
<b>Mixed-Use Activity Hub</b>	R, LC	R or LC with TOD Overlay	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Residential Use Mix Maximum</li> <li>▶ Minimum Development Size</li> <li>▶ Land Use Mix Requirements</li> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Residential Transition (4-Story)</b>	MF-1, MF-2	MF with TOD Overlay	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Residential Transition (2-Story)*</b>	MF-1, MF-2	<i>No Change</i>	
<b>Commercial Flex Zone*</b>	R, LC	<i>No Change</i>	<ul style="list-style-type: none"> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Research &amp; Technology District*</b>	RT	<i>No Change</i>	
<b>Single-Family Residential*</b>	SF-6, SF-7	<i>No Change</i>	

**\*Residential Transition (2-Story), Commercial Flex Zone, Research & Technology District, and Single-Family Residential:** These areas are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

# Recommendations & Strategies

- ▶ **Recommendation B:** Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

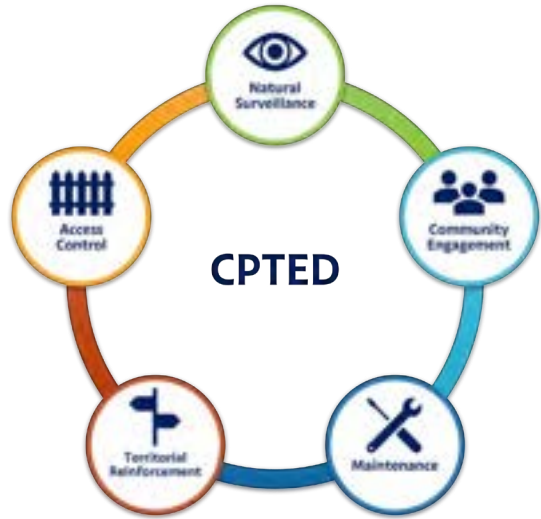
Implementation Actions: LU-17

Crime Prevention Through Environmental Design (CPTED) is a strategy that focuses on using design principles to create physical environments that deter criminal activity and enhance safety. Implementing CPTED principles in the design of future development and open spaces near the transit station can contribute to a safer, more welcoming environment for residents, workers, and visitors. Additional resources, such as infrastructure maintenance and/or staffing to deter criminal activity would be required.

**Strategy:** Encourage development design strategies that contribute to safe, transit-oriented community environments.

Redevelopment projects provide an opportunity to create environments that not only support transit-oriented living but also contribute to a safer and more secure community. The city can develop a CPTED toolkit to provide functional guidance for the inclusion of design principles in future development and public open spaces based on the following best practices:

- ▶ **Natural Surveillance:** Design buildings and open spaces to maximize visibility and natural surveillance.
- ▶ **Territorial Reinforcement:** Define clear boundaries and ownership of spaces through design elements such as landscaping, pathways, and signage.
- ▶ **Access Control:** Control access to buildings and spaces through strategic design features such as controlled entry points, fencing, and landscaping.
- ▶ **Maintenance and Management:** The design of buildings and open spaces should include ongoing maintenance and management efforts.
- ▶ **Lighting:** Incorporate effective lighting design to illuminate pathways, entry points, and public spaces.
- ▶ **Landscaping and Urban Design:** Use landscaping and urban design elements to enhance safety and security.
- ▶ **Community Engagement:** Regular coordination between the community, Police Department, and relevant station area stakeholders can ensure that CPTED principles align with community needs and concerns.



CPTED design principles



Site design techniques for enhanced visibility include lighting, landscaping, and clear sightlines



Territorial reinforcement design techniques to define public and private spaces

# Recommendations & Strategies

- ▶ **Recommendation C:** Encourage adaptive reuse of existing structures to contribute to community character and value

Implementation Actions: LU-12, LU-13, LU-14, LU-15, LU-16, LU-22

Adaptive reuse is a sustainable approach to development that promotes the preservation of historical, architectural, and cultural assets while accommodating new development needs. This recommendation seeks to leverage the inherent character and value of existing buildings by repurposing them for alternative uses.

## Strategy: Support adaptive reuse of properties.

While full redevelopment of property is expected, some sites may be suitable for adaptive reuse to convert these properties into offices, creative workspaces, art studios/galleries, retail uses, or social/recreational spaces that align with the goals of the area. To promote quality adaptive reuse projects, the following should be considered:

- ▶ **Preserving Architectural Features:** Retain and showcase unique architectural features, historical elements, and building aesthetics.
- ▶ **Retrofitting for Modern Needs:** Retrofit existing buildings to meet contemporary standards for energy efficiency, accessibility, and sustainability.
- ▶ **Creative Programming of Exterior Areas:** Reprogram underutilized areas, such as excess surface parking or hardscape to incorporate outdoor amenities, green spaces, or public gathering areas.
- ▶ **Incentives:** The city and developers should explore utilizing incentives or programs to offset the costs associated with adaptive reuse projects to help cover renovation costs, building upgrades, or infrastructure improvements.
- ▶ **Zoning Regulation Allowances:** Adaptive reuse projects often involve existing conditions that do not conform to standard requirements. Flexibility in existing zoning requirements, new zoning classifications, or overlay districts should be considered where needed to meet the goals of the 12th Street Station Area Plan.



Adaptive reuse of former warehouse



Interior retrofit for modern needs



# Recommendations & Strategies

- ▶ **Recommendation D:** Develop community design standards for cohesive and functional station area development

Implementation Actions: LU-17

## Station Area

- 12th Street
- Shiloh Road

Developing community design standards for new development in the station areas helps to establish distinctive and visually appealing environments that prioritize the goals of the station area.

**Strategy:** Community design standards for transit-oriented areas should reflect best practices for walkable design.

The following best practices should be incorporated into community design standards:

- ▶ **Site Layout:** Emphasize building orientation towards transit stations, active street frontages, and public spaces. Minimize surface parking visible from streets and ensure convenient pedestrian access to building entrances.
- ▶ **Building Form:** Regulate building massing and streetwall heights to create a human-scale environment along primary pedestrian streets. Consider setbacks and step-backs to reduce visual bulk and provide adequate views from the street level.
- ▶ **Building Design:** Encourage facade articulation, with variation in building form and materials, and street-level detailing such as active uses, transparent windows, balconies, and stoops. Ensure that building designs contribute positively to the streetscape and pedestrian experience.
- ▶ **Streetscape:** Promote sidewalk activation through ground-floor uses such as retail, cafes, and services. Integrate streetscape elements like street furniture, landscaping, lighting, and public art to enhance the pedestrian environment and create inviting public spaces.



*Transit-oriented site and building design includes buildings oriented to the street, articulated facades, pedestrian street amenities*



*Streetscape elements to support active ground-floor uses*

# Recommendations & Strategies

## ► Recommendation E: Enhance pedestrian safety on station area neighborhood streets

### Station Area

- 12th Street
- Shiloh Road

Implementation Actions: TR-6

The 12th Street area faces unique challenges due to the configuration of the Silver Line and Red/Orange Lines which limit street grid connectivity and create areas with few pedestrian route options. This results in increased vehicle traffic on certain roads, necessitating measures to slow and control traffic to protect pedestrians and cyclists.

The Shiloh Road area presents opportunities to enhance pedestrian safety on primary entry streets that serve the neighborhoods north of the station area. Overall, both areas are characterized by residential streets designed primarily for vehicle traffic, with a need for improved pedestrian infrastructure and traffic calming solutions.

### Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)

F Avenue and 11th Street serve as primary routes for traffic. These streets would benefit from traffic calming measures to enhance safety for pedestrians and cyclists. Other local residential streets such as I Avenue, H Avenue, and 12th Street, see lower traffic volumes and thus present a lower priority for such measures.

### Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)

Traffic calming measures on 10th Street, a key connection into the neighborhood, would help minimize the impact of traffic from adjacent commercial areas. Future street connections constructed to support new development in this area should also incorporate traffic calming designs to ensure safe travel speeds and enhance walkability.



Speed management design measure: curb extensions  
(Source: NACTO)



Speed management design measure: traffic circle/mini-roundabout  
(Source: NACTO)

**Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)**

Ada Lane, Del Sol Drive, and Hillridge Drive are the primary entry points into the residential neighborhoods around the station area, and specific traffic calming measures could contribute to safe and accessible routes for all users. These streets should be designed as mixed-use local streets to support on-street parking, and other design elements should integrate that further support walkability and ensure safe travel speeds, making these streets more inviting and accessible for residents.



Shiloh Road Station Area residential streets (Del Sol Drive)



Shiloh Road Station Area residential streets (Ada Lane)

**Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines**

Effective traffic calming should include input from neighborhood property owners to ensure community support and successful implementation. Potential measures include:

- ▶ Curb Extensions
- ▶ Speed Cushions
- ▶ Chicanes
- ▶ Pinchpoints
- ▶ Traffic Circles
- ▶ Partial street closure (Transit Residential Village only):
  - » A partial closure of 10th Street could be considered. Currently, 10th Street is fully closed east of L Avenue. This solution would restrict through traffic while supporting some additional vehicle, bicycle, and pedestrian connections while also limiting the potential commercial traffic.



Traffic volume management design measure: partial street closure (Source: NACTO)

# Recommendations & Strategies

- **Recommendation F:** Utilize context-sensitive street design and connectivity standards to promote development goals

Implementation Actions: TR-1, TR-2, TR-3, TR-9

Station Area

12th Street

The 12th Street Station Area features a primarily wide block pattern designed to accommodate vehicular traffic. These conditions limit the area’s potential to become a pedestrian-oriented mixed-use district that supports walkability and street-level activity. The lack of amenities such as wider sidewalks, street trees, and pedestrian-scale lighting inhibits the activation of street frontages and diminishes the overall appeal of the area for mixed-use development. There is a significant opportunity to encourage a more active, walkable district that supports both residential and commercial activities.

### Strategy #1: Expansion of a walkable street grid

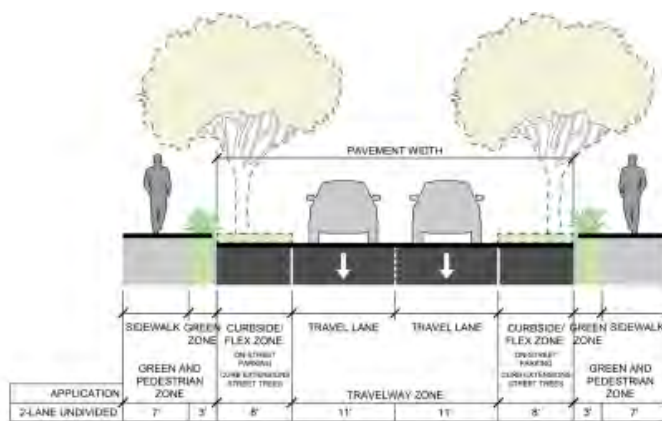
Encourage the expansion of a walkable street grid through new local streets, shared streets (or woonerfs), or paseos that provide safe and inviting pedestrian routes between destinations. Numerous blocks south of 14th Street have lengths exceeding 1,000 feet. As redevelopment occurs in these areas, new street connections should be introduced to reduce large blocks into smaller, more walkable segments characterized by block lengths of approximately 400-600 feet.



Redevelopment with new street connectivity

### Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)

K Avenue is a major entryway into the 12th Street Station Area, and the segment between 14th and 10th Street is within the Main Street Mixed-Use land use area which aims to continue the walkable and active streetscape character of downtown. Its visibility on one of the major streets will serve as a catalyst for attractive investment and will spur redevelopment.



Proposed mixed-use context street section – K Avenue (14th to 10th Street); Source: Plano Street Design Standards

### Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired

As the 12th Street Station Area evolves, the application of mixed-use street design standards should be a priority as streets are rebuilt over time or as new streets are added to support redevelopment. The city’s adopted mixed-use street design standards can be used to retrofit existing streets, transforming them into pedestrian-friendly environments that encourage street-level activity. This approach includes integrating wider sidewalks, pedestrian-scale lighting, street trees, on-street parking, and spaces for sidewalk dining areas.



Mixed-use context street design

**Strategy #4: Improve F Avenue to support mixed-use multimodal activity**

F Avenue between 14th Street and Southwestern Avenue, provides an opportunity to support pedestrian and bicycle activities. Currently classified as a Major Collector, F Avenue has a narrow right-of-way more typical of a local residential street, with many residential driveways and homes set back at short distances. Introducing design features that slow traffic and promote safe on-street bicycle activity can significantly enhance the street’s functionality and safety.

South of Southwestern Avenue, F Avenue connects to Plano Parkway, where it serves adjacent commercial areas and future mixed-use development. This segment has additional right-of-way and should be redesigned to incorporate mixed-use street characteristics such as on-street parking and wider sidewalks to support future mixed-use land development.



*F Avenue – 14th Street to Southwestern Avenue (residential bicycle boulevard design treatments); Source: NACTO*



*F Avenue – Southwestern Avenue to Plano Parkway  
On-Street Parking Lane + Buffered Cycle Track (60' ROW)  
(Short-Term Retrofit Solution)*



*F Avenue – Southwestern Avenue to Plano Parkway  
On-Street Parking Lanes + Buffered Bike Lanes (74' ROW)  
(Long-Term Rebuild Solution)*

# Recommendations & Strategies

- ▶ **Recommendation G:** Upgrade N Avenue to provide an alternate route for commercial vehicle traffic

Implementation Actions: TR-4

## Station Area

- 12th Street

The current traffic flow within the 12th Street Station Area heavily relies on K Avenue, which serves as the primary north-south thoroughfare and is a major route for trucks and commercial vehicles.

N Avenue presents an opportunity to redistribute some of this traffic. Currently classified as a minor collector, N Avenue serves the light commercial and industrial development areas on the east side of the station area. N Avenue currently lacks the necessary right-of-way and design improvements to efficiently handle a higher volume of commercial vehicles. Upgrading N Avenue presents an opportunity to provide an alternative route for local commercial vehicle trips.

### Strategy: Upgrade N Avenue to a Type E Major Collector

Upgrading N Avenue to a Type E Major Collector between the President George Bush Turnpike and 14th Street is a strategic improvement that will enhance the station area's overall traffic management and support commercial activity. This strategy would require widening the roadway to a minimum right-of-way of 68 feet, facilitating several key improvements, including creating a more viable alternate route for commercial vehicles and providing space for streetscape enhancements to create a more inviting and walkable environment.

#### Midblock Improvements

- ▶ Maintain two travel lanes to support anticipated traffic demand.
- ▶ Add accommodations for inviting streetscapes to support a more walkable environment.
- ▶ Provide dedicated street space for on-street parking to support the overall parking supply for adjacent non-residential uses in the Evolving Industry and Light Industrial areas.

#### Intersection Improvements

- ▶ Introduce dedicated turn lanes at intersections to improve throughput and facilitate safe turning movements for commercial vehicles.
- ▶ Install traffic signals at primary intersections, specifically at Plano Parkway and 14th Street.
- ▶ Consider potential intersection enhancements such as signage, pedestrian crossings, and lighting.



Proposed N Avenue (Midblock Section) 68' ROW  
Type E Major Collector



Proposed N Avenue (Intersection) 68' ROW  
Type E Major Collector

# Recommendations & Strategies

## ► Recommendation H: Enhance first-mile/last-mile connectivity

Implementation Actions: TR-15, TR-16, TR-17

### Station Area

- 12th Street
- Shiloh Road

First-mile/last-mile connections in the station area pose both opportunities and challenges for transit riders. There are opportunities to explore new forms of transportation, including automated shuttles, to provide convenient connections for riders to and from the transit station.

### Strategy #1: Expand micromobility options

The city's Bike & Scooter Share program supports micromobility options – such as e-scooters and bicycle sharing – in the 12th Street Station Area. However, there are currently no home zones near the future Silver Line Stations where these vehicles must be stored when not in use. Establishing home zones near the stations will allow users to quickly utilize bicycles or scooters during their trip to and from the stations.



Micromobility station with signage and hard surface

### Strategy #2: Expand demand response transit service

DART's GoLink system uses a variety of vehicle types and providers (such as Uber) to provide curb-to-curb service within designated zones but does not currently provide direct service to the station sites. Coordinating with DART to connect existing GoLink Zones in Plano to Silver Line and Red/Orange Line stations could expand overall transit use.

- East Plano GoLink Zone & East Telecom Go Link Zone
  - » Expand west to area between N Avenue and Jupiter Road that currently lacks on-demand service.

### Strategy #3: Evaluate a potential employer-oriented shuttle route

There are currently no shuttle routes available in the station area. As a first-mile/last-mile connection, a shuttle system could benefit employers in the area by connecting their businesses/employees to the Silver Line system.

A dedicated-shuttle route between the 12th Street and Shiloh Road Silver Line stations, major employers, and/or points of interest within the 12th Street Station Area should be explored. Costs for riders should be free or very low in cost in the beginning of the program to attract ridership and stimulate long-term viability of the service.



Employer shuttle

### Strategy #4: Explore automated vehicle first-mile/last-mile connections.

Implementing automated vehicles as first-mile/last-mile connections can enhance the transportation network in the station area by improving both efficiency and accessibility.

Potential partners for an automated vehicle system/route in the area would include the North Central Texas Council of Governments (NCTCOG), which provides guidance and possible funding sources for implementation. Businesses, especially those in the Evolving Industry and Light Industrial areas that specialize in high-tech technology, could be potential partners, as automated vehicles could provide transportation for employees while highlighting the area's high-tech industries.

# Recommendations & Strategies

► **Recommendation 1:** Explore strategies to increase long-term station area transit ridership

Implementation Actions: TR-18, TR-19

Station Area

- 12th Street
- Shiloh Road

The Silver Line station areas present significant opportunities to increase transit ridership, connecting new visitors, residents, and workers to east Plano. Effective coordination between DART and the City of Plano is essential to develop transit policies and services that foster long-term positive ridership trends. Growth in transit ridership is supported by the increase in housing, employment, and amenities within the transit-oriented development areas, and higher ridership levels can contribute to more sustainable growth, reduced traffic congestion, and improved air quality.

**Strategy #1: Evaluate existing fixed-route DART bus service.**

The first step in enhancing ridership is to evaluate and align existing fixed-route DART services with the new Silver Line stations. Currently, DART provides two nearby fixed routes (Route 236 and Route 247) serving Downtown and east Plano. Route 236 travels east/west from the Downtown Plano DART station along 15th Street and could provide a direct connection between the 12th Street Station and the Collin Creek redevelopment area. The 2022 *DART Service Area Streetcar Feasibility Report* recommended a streetcar route between the 12th Street Station Area and Collin Creek, which should be considered as a long-term strategy.

Route 247 primarily travels on Jupiter Road and 14th Street. This route could also be considered for a direct connection to the 12th Street Station

**Strategy #2: Increase frequency for rail and/or bus service.**

Promoting quality frequency levels for both rail and bus services is crucial to attracting and retaining riders. Plano should continue ongoing communication with DART to ensure that frequency levels meet the needs of riders. DART regularly reviews the efficiency of its services and implements changes to improve them. The recent DARTzoom Bus Network plan has focused on increased frequency, reduced travel time, and improved service hours. This approach should continue to be prioritized for Plano, as convenient and flexible transit service options will contribute to increased ridership, supporting both DART's and the City of Plano's goals.



DART light rail and bus service

Current and expected service frequencies for the station areas are below:

Frequency (minutes)	Bus Routes	Red/Orange Line Light Rail	Silver Line Commuter Rail (Expected)
Peak Times	30	15	30
Midday	40	20	60
Off-Peak	60	30	60

Source: DART, 2024

**Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas.**

Another strategy to increase ridership is to investigate the use of discounted or free fare zones around the Silver Line station areas. In coordination with DART, the fare system should be designed to incentivize ridership for those living or working near the station sites while allowing riders to travel throughout the broader DART system. This approach could include partnership with property and business owners to offer reduced or free transit passes to tenants and employees.



# Recommendations & Strategies

- ▶ **Recommendation J:** Develop and implement a strategic parking plan to support anticipated growth

Implementation Actions: TR-20, TR-21, TR-22, TR-23

## Station Area

- ☑ 12th Street

As the 12th Street Station Area evolves, mixed-use developments will become more prevalent, leading to more efficient land use patterns that can rely on a combination of shared on-street and off-street parking supplies. A strategic parking plan should be developed to study and establish the long-term parking needs for Downtown and the 12th Street Station areas.

### Strategy: Develop strategic parking plans within the 12th Street Station Area.

This strategy includes four primary components:

#### 1. Assess current parking supply and occupancy trends

- ▶ Create a detailed inventory of all available parking spaces
- ▶ Conduct occupancy surveys at various times of day and week
- ▶ Analyze parking turnover rates
- ▶ Seek public feedback

#### 2. Assess future conditions and growth of the 12th Street station area.

- ▶ Conduct an analysis of land use plans, zoning regulations, and upcoming development projects to consider potential increased residential density, the introduction of new commercial and retail spaces, and the impact of mixed-use developments
- ▶ Account for the potential impacts of transit ridership, including service changes and demand for long-term parking options to accommodate travel to DFW Airport

#### 3. Identify potential sites for future public parking to serve future redevelopment.

- ▶ Evaluate various locations based on their proximity to key destinations, availability of space, and compatibility with existing and future land uses
- ▶ Conduct site analyses to determine the most strategic locations for new parking facilities, considering factors such as accessibility, visibility, and integration with public transportation networks
- ▶ Incorporate public parking into future developments through shared parking agreements or designating

portions of structured parking for public use can be an effective strategy

- ▶ Transition public surface parking areas to other uses over time, ensuring these sites are assembled in a way that supports future development



Downtown Plano public parking garage

#### 4. Consider parking management strategies to maximize access and utilization.

- ▶ Reduce off-street parking requirements for new developments
- ▶ Implement shared parking strategies
- ▶ Establish parking incentives
- ▶ Employ smart parking technologies



Parking management strategies (e.g., time limits)

# Recommendations & Strategies

## ► Recommendation K: Enhance bicycle connectivity and safety

Implementation Actions: TR-8, TR-9

Station Area

12th Street

Currently, the 12th Street Station Area features five designated on-street bike routes but lack shared-street markings or dedicated bike lanes. Additionally, the future Cotton Belt Trail and the existing Sanders Trail, two main off-street regional trails, will provide important bicycle connections to the station area, forming a foundation to expand the network.

Existing on-street bike routes can be upgraded from shared bicycle lanes to dedicated lanes, and low-traffic, low-speed streets can be redesigned as bicycle boulevards to improve shared lane travel. Additionally, bike storage and other amenities can be expanded within Mixed-Use land use areas, prioritizing wider sidewalks and curbside/flex zones to accommodate bike parking, further encouraging cycling in the area.

**Strategy :** Develop a bicycle network that provides safe, convenient, and connected routes.

- Implement bicycle boulevards on low-traffic/low-speed streets.

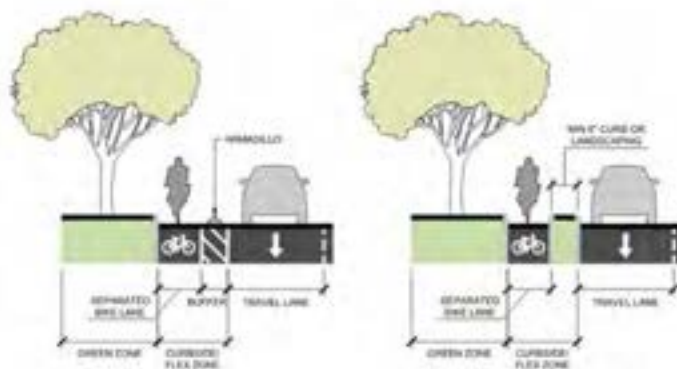
Bicycle boulevards feature signage, markings, and traffic-calming elements that give travel priority to bicyclists, discourage through trips by vehicles, and create a safe and appealing environment for cyclists by reducing vehicle speeds and volumes. Wayfinding signage and pavement markings provide a strong visual identity to the street, indicating its designation as a bicycle-priority corridor. Future residential local streets in the area, like those in the Transit Residential Village, are also recommended as extensions of the bicycle boulevard network to provide connections to other bicycle facilities, such as the Cotton Belt Regional Trail.

- Provide on-street dedicated bicycle lanes in mixed-use development areas.

Dedicated bicycle facilities are appropriate within Mixed-Use Context land use areas, specifically Transit Center Mixed-Use and Transitional Mixed-Use. In these contexts, on-street buffered bicycle facilities are recommended on F Avenue, 10th Street, and Executive Drive. On higher-volume and higher-speed streets, buffered bike lanes are recommended to separate bicycle traffic from motor vehicle traffic, enhancing safety and comfort.



Bicycle Boulevard; Source: NACTO



Examples of on-street dedicated bicycle lanes; Source: Plano Street Design Standards

- ▶ Develop strategic trail connections.

New trails should be developed to connect the station area to nearby areas and destinations, such as a shared-use path to the Collin Creek Mall redevelopment site, as proposed in the *Parks, Recreation, Trails, and Open Space Master Plan (2023)*. Additionally, future road connections within Mixed-Use areas could extend shared-use path connections to the broader bicycle network. Private developments adjacent to shared-use trails should provide direct connectivity to promote bicycle-friendly development patterns.

- ▶ Ensure adequate bicycle parking amenities.

Future redevelopment projects should integrate bicycle storage solutions to facilitate easy and secure parking for cyclists.

Typical design considerations for bicycle parking amenities include:

- ▶ **Pedestrian Pathways:** Install bike racks in locations that do not obstruct sidewalks, maintaining clear pathways for pedestrians.
- ▶ **Visibility and Lighting:** Place racks and storage facilities in well-lit, visible areas to ensure safety and security.
- ▶ **Vehicle Access:** Position racks to avoid conflicts with motor vehicle passengers getting in and out of cars.
- ▶ **Bike rack:** appropriate space should be made to maintain adequate space for pedestrians and to limit obstructions.



*US 75 trail bridge concept  
(Example: Northaven Trail, Dallas)*



*Bicycle parking*

# Recommendations & Strategies

- ▶ **Recommendation L:** Prioritize pedestrian safety and connectivity to create a walkable environment

Implementation Actions: TR-7, TR-11, TR-12

## Station Area

- 12th Street
- Shiloh Road

The 12th Street Station Area benefits from a generally well-connected sidewalk network, however, there are areas with older, narrower sidewalks that lack typical design features promoting pedestrian comfort.

Additionally, the Shiloh Road Station Area lacks a well-connected pedestrian network. The streets in the area are typical of a suburban residential and commercial block pattern, characterized by large blocks, cul-de-sacs, and limited connections. The current street network limits convenient pedestrian movement across the area, affecting overall walkability.

### Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area.

Intersection enhancements should be prioritized at key locations along wide thoroughfares to create safe and comfortable pedestrian crossings. Strategies such as median refuge islands and curb extensions can significantly improve pedestrian safety. Additionally, ensuring proper lighting and visibility at these intersections is essential for safety, especially during low-light conditions.

Intersection safety improvements should be considered at the following locations:

#### 10th Street & K Avenue

A signal at this intersection may not be appropriate due to high traffic volumes on K Avenue and its proximity to other signals. Instead, consideration should be given to:

- ▶ A midblock crossing south of this intersection;
- ▶ Enhanced crosswalks with curb extensions across 10th Street; and
- ▶ Upgraded sidewalks along K Avenue.



Enhanced crosswalks



Median refuge islands

#### Plano Parkway & K Avenue

- ▶ Wide and enhanced crosswalks across both K Avenue and Plano Parkway; and
- ▶ Median refuge islands on both K Avenue and Plano Parkway.

#### Executive Drive & Plano Parkway

- ▶ Providing wide and enhanced crosswalks across Executive Drive and Plano Parkway; and
- ▶ A median refuge island on Plano Parkway.

**Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas.**

A well-designed pedestrian network should prioritize direct and convenient pathways that are clearly marked, well-lit, and equipped with essential amenities such as sidewalks, curb ramps, crosswalks, signage, and street lighting. These features contribute to pedestrian safety and comfort, encouraging more people to choose walking as a mode of transportation.

There are also opportunities to promote pedestrian-friendly environments through private developments. Redevelopment standards should encourage the integration of pedestrian-friendly pathways through thoughtful design elements public access. Additionally, shared streets or paseos offer innovative solutions for creating pedestrian-priority areas within mixed-use developments.



*Pedestrian-oriented street elements: wide sidewalk, seating, lighting*



*Shared street example*



*Paseo (pedestrian-only pathway)*

### Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area.

Intersections pose the highest risk to pedestrians and should be prioritized for safety enhancements. Specific safety measures at intersections should increase pedestrian visibility to motorists.

#### 14th Street and Shiloh Road

At the intersection of 14th Street and Shiloh Road, essential pedestrian safety measures are already in place, including pedestrian-activated signals and marked crosswalks. However, other enhancements may be feasible including pedestrian refuge islands and enhanced lighting.

In addition to improving pedestrian safety, intersection enhancements can also be used to create a greater sense of place, especially considering that this intersection serves as a key gateway for the area. Design elements such as stamped concrete, decorative crosswalk patterns, or landscaped medians can be incorporated to enhance aesthetics and establish a distinct identity for the intersection.

#### Plano Parkway and Shiloh Road

Similar to the 14th Street and Shiloh Road intersection, the intersection of Plano Parkway and Shiloh Road should be enhanced to increase visibility for pedestrians and increase safety. In addition, this intersection offers opportunity for placemaking through distinct pavers, painting, or stamped concrete.

This intersection should be evaluated to incorporate a shared-use path along Shiloh Road. Additional consideration should be made to support additional off-street bicycle activity in proximity to the intersection.

### Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road.

With the addition of the Shiloh Road Station, there is anticipated to be a heightened demand for pedestrian crossings across Shiloh Road. Given the limited opportunities to cross Shiloh Road near the station site, implementing a signalized mid-block crossing is recommended to provide safe and convenient pedestrian access. This recommendation aligns with the trail crossing recommendations from the *NCTCOG Cotton Belt Trail Pedestrian Crossing* study.



*Decorative intersection treatment*



*Shared-use path intersection treatment*



*Mid-block crossing*

# Recommendations & Strategies

- **Recommendation M:** Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals

Implementation Actions: TR-1, TR-5

## Station Area

Shiloh Road

The Shiloh Road Station Area's street network reflects a suburban development pattern characterized by curvilinear streets and cul-de-sacs in residential zones, and large blocks in commercial areas. On-street parking is supported on most residential local streets but is often unmarked and limited. Commercial areas along 14th Street typically lack internal local streets and are supported by private drives and surface parking. The rail line further restricts connectivity, creating a division between the predominantly residential northern section and the light industrial southern section. These conditions present both challenges and opportunities for enhancing street design and connectivity as areas nearest the Mixed-Use Activity Hub redevelop.

### Strategy #1: Expand street connectivity in mixed-use areas.

Enhancing street connectivity should focus on expanding the network within mixed-use redevelopment zones. The aim is to create a more well-connected pattern of internal streets that support a walkable character with wide sidewalks, on-street parking, and street trees. This approach aligns with the defining elements of the Mixed-Use Activity Hub land use area.

As properties redevelop, it is essential to extend existing streets where possible, prioritizing block lengths of approximately 400 feet. For example, extending streets like Geomap Lane westward to connect with Shiloh Road can provide alternate internal connectivity and site access options.



Internal mixed-use site street connectivity

### Strategy #2: Evaluate and accommodate on-street parking needs on residential streets.

Hillridge Drive and Del Sol Drive, currently constructed as typical residential local streets with 50 feet of right-of-way, face challenges due to high parking demand. These streets border single-family and multifamily neighborhoods, and on-street parking (now restricted to one side) makes it difficult for vehicles to navigate and pass each other due to the narrow travel lanes.

Redesigning Hillridge Drive and Del Sol Drive using a Mixed-Use local street design with a wider right-of-way could effectively address these issues. This approach would create dedicated parking lanes on both sides of the street, ensuring smoother traffic flow and accommodating additional spaces for parking. Additionally, this design could incorporate street trees and wider sidewalks which would not only improve the aesthetic appeal but also enhance the residential character of the area.



Residential street with dedicated on-street parking; Source: NACTO

# Recommendations & Strategies

- **Recommendation N:** Provide additional pedestrian connections to improve transit access to businesses

Implementation Actions: TR-13

## Station Area

- Shiloh Road

The development pattern near the future Shiloh Road Station currently features sidewalk connectivity along most public streets but often lacks internal sidewalk connectivity within large commercial properties. This layout creates long and disjointed routes for pedestrians between building entrances and the station area. Establishing pedestrian connections within existing properties to the Shiloh Road station site is essential to cultivate a walkable, transit-oriented development area.

**Strategy:** Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site.

The city should engage in collaborative efforts with property owners and businesses in the vicinity to establish pedestrian pathways on their properties.

Coupled with private investment and city funding, partnerships with entities like DART or the NCTCOG could present opportunities to secure additional funding for these improvements. By leveraging resources and expertise from external partners, the city can enhance its capacity to fund and implement pedestrian pathway projects effectively. These pathways should adhere to typical design standards and may benefit from amenities such as signage and lighting to ensure their visibility and usability. These pedestrian pathways should connect to the public sidewalk network and other existing pathways within each site.



*Internal pedestrian pathways between businesses and transit station*



# Recommendations & Strategies

- **Recommendation 0:** Promote development of additional public open spaces to support anticipated residential growth

Implementation Actions: OS-1, OS-2, OS-3

## Station Area

12th Street

The 12th Street Station area lacks sufficient publicly accessible open space, parks, and recreational sites. While the Douglass Neighborhood is served by the Douglass Community Center and Stimpson and Drake Park, there are no existing park spaces outside of Douglass to serve the anticipated redevelopment areas near the station. The development of special area parks, reflecting the needs of a TOD setting, is advised to enhance the overall Downtown and station area open space network.

### Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park.

Evaluating potential open space sites within the 12th Street Station Area is a critical first step. Potential sites should be evaluated based on criteria such as parcel size, location, and accessibility. Sites that are centrally located, are sized appropriately, are easily accessible from residential and mixed-use developments, and have proximity to the station should be prioritized. A minimum of 4 acres is recommended to offer spaces large enough for community activities, events, and recreation, complementing the activities that regularly occur in Haggard Park. However, smaller sites may be considered for specific-use park or plaza sites.

### Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth.

Once a suitable site is selected, the city should work to acquire the land or negotiate a long-term lease with the landowner to secure space for a multi-purpose park. Developing the park design should include engaging local stakeholders to understand priority needs, ensuring the park becomes an attraction for both daily use and special occasions. Design priorities should emphasize accessibility, signature features, a mix of green spaces and hardscapes that support a range of activities, and connections to the Cotton Belt Trail or other area bikeways. The design should prioritize flexibility for a range of uses, making it a focal point for both daily use and special occasions.



Public plaza concept (Example: CityLine Plaza, Richardson)



Town square park concept (Example: Main Street Garden Park, Dallas)

### Strategy #3: Incorporate functional public open spaces into larger redevelopment projects.

To support the provision of adequate public open space, the city should require large-scale mixed-use developments to incorporate functional public open space such as parks, plazas, or gathering spaces that are accessible to the general public and can be directly accessed from a public street or pathway.

Public-private partnerships should be considered to support the creation of larger, unique open space concepts integrated with adjacent business and retail areas. These partnerships can result in well-designed parks, courtyards, plazas, dining areas, and outdoor gathering spaces that serve the public while being maintained by private entities.

# Recommendations & Strategies

- **Recommendation P:** Transform J Place into a shared street to provide an enhanced pedestrian connection

Implementation Actions: OS-4, OS-5

Station Area

12th Street

J Place south of 14th Street is a typical vehicle-oriented commercial alley without sidewalks. It is situated such that it could be adapted into a unique pedestrian-focused shared street connection between the 12th Street Station and 14th Street. Shared streets are designed to prioritize pedestrians while allowing vehicles to move at very low speeds and often feature unique paving materials, greenery, and street furniture that creates a welcoming environment for pedestrians. J Place north of 14th Street has already seen pedestrian accessibility improvements, including a pedestrian crossing at 14th Street. The transformation of the remaining portion of J Place would provide a direct, inviting pathway, seamlessly connecting Downtown to the future station area.

## Strategy #1: Explore shared street design solutions for J Place.

The shared street design should incorporate elements such as pedestrian-scale lighting and paving materials that create a comfortable and inviting atmosphere. The integration of patio dining areas and secondary business entries can help activate the street, promoting an engaging public realm.

Implementing the shared street could be achieved in phases, starting with a pilot project or temporary installations to test design concepts and gather feedback. This phased approach would allow for refinements to be made based on community input, leading to a final design that reflects the preferences of the station area's stakeholders. The ultimate design should consider appropriate pavement design techniques to

clarify travel space and flow for both motorized vehicles and pedestrians. Traffic calming features, such as speed humps or raised crosswalks, along with bollards, may be necessary to maintain slow travel speeds and enhance pedestrian comfort.

## Strategy #2: Explore public plazas and open space to supplement shared street space.

Future redevelopment along J Place also presents an opportunity to integrate the shared street into a public plaza or open space, serving as a focal point for social activities, with businesses benefiting from increased foot traffic. This plaza area could facilitate outdoor dining, community events, and other public gatherings, contributing to the area's vibrancy.



Plaza and seating areas integrated into adjacent development



Active shared street (Example: Cady's Alley, Washington, D.C.)

# Recommendations & Strategies

## ► Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements

Station Area

 12th Street

Implementation Actions: OS-7

There is a significant opportunity to upgrade existing streets within the station area to be more pedestrian-friendly. Currently, most streets south of 14th Street have only narrow sidewalks and minimal street trees, which are typical of the predominantly commercial and auto-related development pattern in the area. In contrast, north of 14th Street, streetscape improvements are attractive for pedestrian activity, particularly along K Avenue, 15th Street, and 14th Street. The enhanced pedestrian environment in these areas includes wider sidewalks, pedestrian-scale lighting, street trees, and amenities that make walking both enjoyable and safe.

To make the station area more accessible, walkable, and unified, similar streetscape improvements should focus on improving sidewalk conditions, lighting streets to minimize dark areas, and incorporating elements such as street trees and seating.

### Strategy #1: Enhance streetscapes depending on street activity and purpose.

#### Primary Streetscape Improvements

Streetscape improvements should prioritize major corridors closest to the station, specifically in the Transit and Main Street Mixed-Use areas. These areas are expected to experience high levels of pedestrian activity.

Streetscape enhancements should include:

- Wide Sidewalks
- Landscaping
- Street Lighting
- Seating
- Wayfinding Signage

#### Secondary Streetscape Improvements

For streets further from the 12th Street Station, such as those located in the Transitional Mixed-Use and Evolving Industry areas, street design should still prioritize essential pedestrian comfort and visibility. Although these areas may have lower pedestrian activity, elements like wide sidewalks, street trees, and on-street parking can still contribute to a pleasant and safe pedestrian experience, enhancing the overall streetscape.

#### ***Pedestrian-Oriented Streetscape Examples:***



# Recommendations & Strategies

- ▶ **Recommendation R:** Enhance district character through entry features and placemaking amenities

Implementation Actions: OS-8, OS-9, OS-10, OS-11

## Station Area

- 12th Street

The 12th Street Station Area currently lacks cohesive district branding and identity, with minimal features that identify the entrance to the station area. There are opportunities to enhance the unique character of the area while developing its own strong identity.

Thoughtfully implemented amenities provide strong and cohesive visuals that connect to the overall brand of the area. Gateway improvements, monumentation, banner signage, and enhanced aesthetics within the station area can contribute to a strong sense of place, letting visitors know that they have arrived at the station area and can help create a positive first impression of the district and reinforce the area's identity.

### Strategy #1: Develop district placemaking guidelines.

To ensure cohesive and impactful improvements, placemaking guidelines should be created before implementing enhancements in the station area. These guidelines will define the desired character and identity of the 12th Street Station Area and should outline specific colors, fonts, and styles for monuments, signage, banners, and other elements to create a unified visual identity.

Key components may include:

- ▶ Establishing a color palette and typography consistent with the area's branding.
- ▶ Designing cohesive street signage, banner signs, and public art installations.
- ▶ Creating standards for monumentation and other amenities to be easily identifiable as part of the 12th Street Station Area.
- ▶ Build upon priority design themes selected during the DART Art & Design Committee process. Design themes for the aerial station included a wave design to reflect wind dominating the Texas prairie and themes for the at-grade station included industry/machinery.

### Strategy #2: Prioritize locations for gateway improvements.

Strategically placed gateways and associated improvements can create inviting and memorable entry points into the 12th Street Station Area, signaling arrival and reinforcing the district's identity.

Gateway improvements may include:

- ▶ Monumentation, public art, and wayfinding signage to welcome visitors and inform them of upcoming amenities.
- ▶ Streetscape elements such as banners, street sign toppers, and distinctive street sign designs to contribute to the sense of place.

### Placemaking Feature Examples:



District monumentation entry signage



Gateway identity features

**Strategy 3: Establish bold and distinctive public art to define the district.**

Public art also plays a significant role in defining district identity and creating memorable landmarks. Interesting, bold, and distinctive public art should be considered at key locations to serve as district-defining features.

To enhance the district identity, various types of public art can be incorporated:

- ▶ Large-scale sculptures to serve as iconic landmarks, creating focal points for visitors.
- ▶ Murals to add color and vibrancy, reflecting the community’s identity and telling its stories.
- ▶ Interactive Art Installations: Art pieces that encourage public interaction, promoting social engagement and adding a dynamic element to public spaces.
- ▶ Temporary Art Exhibits: Rotating or seasonal art displays keep the area fresh and provide opportunities for various artists to showcase their work.



*Bold and distinctive public art*

Selecting sites and types of public art should prioritize highly visible locations like major intersections, gateways, and public open spaces for maximum impact. The art should reflect the local character of the 12th Street Station Area and community input. Art installations should seamlessly integrate with existing streetscape elements, avoiding obstructions to pedestrian or vehicular traffic. Collaboration with private developers, businesses, and local artists, along with exploring grants and sponsorships, can support the funding and creation of these installations.

**Strategy #4: Elevate aesthetics and character of highly-visible corridors.**

Major streets in the station area should be enhanced to improve aesthetics and character while addressing mobility and safety goals. Elevating the aesthetics and character of intersections, medians, and parkways can create a more attractive and cohesive environment, contributing to the district’s identity and overall appeal.

Key enhancements may include:

- ▶ Burying utilities to reduce visual clutter.
- ▶ Designing enhanced landscaping to create attractive areas adjacent to the street that remain visually appealing year-round.
- ▶ Incorporating alternate paving materials or distinctive crosswalk designs to add visual interest and defined pedestrian spaces.



*Enhanced street aesthetics on major corridors*

# Recommendations & Strategies

## ► Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area

### Station Area

Shiloh Road

Implementation Actions: OS-3, OS-6

The Shiloh Road Station Area faces challenges in providing adequate open spaces due to its primarily commercial land use composition. With limited public parks and a lack of prioritization for public open space in surrounding commercial developments, the area lacks communal gathering spots and green areas for residents and visitors to enjoy. The existing Shoshoni Park north of 14th Street supports the open space needs of adjacent neighborhoods, but suffers from limited pedestrian connectivity. However, there is potential to embed functional public open spaces within future mixed-use redevelopment. By strategically incorporating open spaces into future development sites, the station area can better support the recreational needs of its residents and bolster a sense of community and place.

### Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood.

Shoshoni Park should be strategically considered for improvements such as enhancing pedestrian connections and implementing necessary infrastructure upgrades. This includes the prioritization of sidewalk connectivity gaps, as well as the installation of crosswalks at key intersections to facilitate safer pedestrian crossings.

### Strategy #2: Require functional open spaces within future mixed-use developments.

Future mixed-use development within the station area should provide functional public open spaces as integral components. These spaces should be thoughtfully designed to accommodate a variety of activities and serve as community amenities. These open space areas should consider features such as seating, public art, and green areas to create inviting environments that enhance the surrounding development. This strategy is most applicable to future redevelopment within Mixed-Use Activity Hub areas.

### Examples of functional open space within development:



# Recommendations & Strategies

- ▶ **Recommendation T:** Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area

Implementation Actions: OS-9, OS-11, OS-12

The Shiloh Road Station Area, and specifically the retail and commercial hub immediately north of the station at the intersection of Shiloh Road and 14th Street, lack a cohesive and attractive visual identity to give the area a strong sense of place. A strategic approach to improving the look and feel of this area is needed to encourage economic development and support an active, pedestrian-friendly environment. Developing updated development design standards and introducing station area identification improvements could significantly enhance the area's appeal, making it more recognizable and attractive to residents, visitors, and businesses.

## Strategy #1: Create cohesive streetscape and design standards for the district

This strategy aims to establish a consistent level of quality for the look and feel of the planned mixed-use area north of the Shiloh Road Station. These standards should provide a flexible guide for future development and revitalization of the area, enhancing the pedestrian experience and fostering a cohesive, attractive environment that reflects the station's role as a key transit and activity hub.

Guidelines should be developed that consider the following elements:

- ▶ **Site Design Standards:** Encourage developments to orient main entrances and active uses like retail and dining toward internal streets or open spaces, creating building frontages that enhance visibility and engage pedestrians. Incorporate plazas, pocket parks, and outdoor seating areas within site designs to foster social interaction. Large surface parking areas should be minimized or placed behind buildings to minimize prominence from adjacent streets, while ensuring vehicular access points do not disrupt pedestrian access or safety.
- ▶ **Streetscape Standards:** Create streetscape guidelines that prioritize pedestrian comfort and safety by incorporating wide sidewalks, pedestrian lighting, street furniture, and other amenities. Ensure streets are inviting with tree-lined corridors and enhanced crosswalks that facilitate connections between businesses, public spaces, and transit.



Site design standards that encourage areas designed to foster social interaction



Streetscape standards to prioritize pedestrian comfort and safety

- ▶ **Landscaping and Open Spaces:** Establish guidelines for integrating green spaces and public open areas into future redevelopment to enhance the aesthetic appeal and create attractive, inviting spaces that foster social interaction and community engagement. Landscaping elements should serve a functional purpose by improving pedestrian comfort through the provision of shade, greenery, and a strong sense of place. Native and drought-resistant plant species should be encouraged to ensure long-term sustainability and reduced maintenance needs.

- ▶ **Sustainability and Maintenance:** Consider the long-term sustainability and maintenance of design features. This includes selecting durable materials, incorporating green infrastructure, and planning for regular upkeep to ensure the area remains attractive and functional over time.

**Strategy #2: Prioritize identity improvements at major station area entry points**

This strategy focuses on enhancing the visual identity of key entry points, creating a strong sense of arrival to the Station Area and the Mixed-Use Activity Hub. A potential approach could be to align visual identity improvements with the Shiloh Road Station’s art and design theme of electricity, technology, and industry.

Following DART’s Art & Design Committee coordination, the Shiloh Road Station should incorporate pop art with an industrial aesthetic, prominently featuring an electrical plug structure running from the nearby substation. Building on this theme, entry signage, monumentation, and streetscape elements could reflect this industrial and technology-focused aesthetic, creating a distinctive and memorable identity for the Mixed-Use Activity Hub. Projects may include unique signage, public art, and lighting elements inspired by the station’s design.

City-led implementation of these visual enhancements at key entry points can help stimulate further private development and investment. By setting a standard for the area’s aesthetic quality, the city can create a welcoming and engaging arrival experience that encourages additional revitalization. These enhancements will also act as a northern entry point to the Research/Technology District, and help unify the visual character of the area, making it more appealing to businesses and visitors.



Shiloh Road Station art & design concept (Source: DART)



Shiloh Road Station art & design concept (Source: DART)



Station area monumentation and district identity features that build on the Silver Line theme of power and technology



# IMPLEMENTATION ACTIONS

# IMPLEMENTATION ACTIONS

The Implementation Actions chapter outlines the key actions necessary to achieve the Plan's vision and recommendations. Serving as a practical roadmap, it provides a clear checklist to guide the Plan's execution and ensure its success.

## Land Use

Actions related to land use/zoning/development standards, community design guidelines (private development), economic development, neighborhood enhancement/preservation.

### Zoning and Development Standards

These actions include regulatory adjustments to support land use mix, scale, and development character represented in the Land Use Vision.

Action	Implementation Action	Applicable Station Area
LU-1	Update the Comprehensive Plan Future Land Use Map to integrate the vision and recommendations of the Silver Line Station Areas Plan.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-2	Monitor market trends and review the plan regularly, making revisions as necessary to ensure it remains relevant with changing economic conditions while also staying aligned with the needs and preferences of the community.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-3	a. Align zoning designations with the vision and policies of the Land Use Vision. b. Propose amendments to the zoning ordinance to create new zoning districts, modify existing ones, or develop TOD overlays to better align with the desired land use mix and development intensity of the proposed development types.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-4	Conduct a land use analysis to identify affected nonconforming uses and explore potential support options to mitigate adverse effects. Potential support could include options to assist in the relocation of nonconforming uses to areas that are more aligned with the specific use.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-5	a. Establish a zoning district or overlay specifically for the <b>Transit Center Mixed-Use</b> area to prioritize highly walkable development and activity that supports transit ridership. b. Develop zoning criteria that allows height bonuses for development that contributes to desired development goals when providing affordable housing units, public structured parking, or other design enhancements.	<input checked="" type="checkbox"/> 12th Street
LU-6	Develop and implement a new or modified zoning district for the <b>Transit Residential Village</b> as an area that accommodates a mix of moderate-density housing types, including small-lot single-family detached homes, townhomes, duplexes, and quadplexes. Consider appropriate residential transition requirements for adjacent development, such as height limitations or upper story step back requirements.	<input checked="" type="checkbox"/> 12th Street

Action	Implementation Action	Applicable Station Area
LU-7	Prioritize the <b>Evolving Industry</b> area as an area that supports creative industries and innovative businesses. Review and revise zoning regulations for the Evolving Industry area to accommodate a diverse mix of creative industries and innovative businesses.	<input checked="" type="checkbox"/> 12th Street
LU-8	Consider development standards that support <b>Transitional Mixed-Use</b> areas by encouraging a mix of residential and non-residential uses with moderate scale and intensity, providing a transition between the station area center and other nearby development areas.	<input checked="" type="checkbox"/> 12th Street
LU-9	Review and implement adjustments to zoning boundaries for <b>Light Industrial</b> to create an appropriate transition from mixed-use plan areas.	<input checked="" type="checkbox"/> 12th Street
LU-10	Establish a zoning district or overlay specifically for the <b>Mixed-Use Activity Hub</b> to prioritize a walkable and inviting neighborhood-scale activity center.	<input checked="" type="checkbox"/> Shiloh Road
LU-11	Evaluate reduced parking requirements for transit-oriented development areas to reduce surface parking and promote walkable site design.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

### [Economic Development Strategies](#)

These actions include financial tools and other strategies to support redevelopment that reflects the Land Use Vision.

Action	Implementation Action	Applicable Station Area
LU-12	Utilize Tax Increment Finance (TIF) funds and other financing tools for public infrastructure improvements and other economic development projects to encourage economic reinvestment in the station area.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-13	Collaborate with local business associations and economic development organizations to identify opportunities for diversifying business types and attracting establishments that operate beyond traditional business hours, such as restaurants and entertainment venues.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-14	Consider the establishment of business incubators or innovation hubs to provide support services and resources to local entrepreneurs and startups.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-15	Provide financial incentives for developers engaged in the adaptive reuse and repurposing of existing older properties to offset the higher costs associated with revitalizing older buildings.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-16	Consider offering financial incentives to property owners/developers within the <b>Mixed-Use Activity Hub</b> who commit to revitalizing or redeveloping existing retail sites that meet designated mixed-use design criteria.	<input checked="" type="checkbox"/> Shiloh Road

### [Community Design](#)

These actions direct the creation of design guidelines to support the various land use contexts and development/redevelopment goals of station areas.

Action	Implementation Action	Applicable Station Area
LU-17	Implement CPTED principles in existing and future developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-18	Develop and implement TOD design guidelines that support development characteristics oriented toward transit use. Guidelines should consider elements such as building orientation, façade treatments, pedestrian amenities, public spaces, and transit access to guide the development of mixed-use projects in the area.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-19	Develop design guidelines that establish appropriate standards for site layout, building orientation and form, access, and other character defining elements that foster an active street environment.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-20	Develop design standards that support smaller-scale and infill mixed-use development applicable to the <b>Main Street Mixed-Use</b> area.	<input checked="" type="checkbox"/> 12th Street
LU-21	Develop design guidelines for mixed-use development within the <b>Mixed-Use Activity Hub</b> to ensure compatibility with surrounding neighborhoods.	<input checked="" type="checkbox"/> Shiloh Road
LU-22	Develop and promote adaptive reuse design strategies in alignment with TOD and mixed-use development objectives.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

### [Neighborhood Enhancement/Preservation](#)

These actions aim to support desired character in existing neighborhoods while providing opportunities for growth.

Action	Implementation Action	Applicable Station Area
LU-23	Develop and implement design guidelines that facilitate compatible infill development and ensure new development respects the character and scale of surrounding single-family neighborhoods.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
LU-24	Implement height transition standards for mixed-use development areas adjacent to the <b>Douglass Neighborhood</b> to ensure that new construction maintains appropriate transitions in building height and bulk.	<input checked="" type="checkbox"/> 12th Street
LU-25	Explore opportunities to incentivize developers to allocate a certain percentage of units within new residential developments for affordable housing, ensuring that a mix of housing options is available to residents across different income levels within proximity to transit.	<input checked="" type="checkbox"/> Shiloh Road

# Transportation

Actions related to street design & connectivity, safety, multimodal connections (bicycle, pedestrian & transit), transit access/ridership, parking.

## Street Design and Connectivity

These actions support a well-connected multimodal street network.

Action	Implementation Action	Applicable Station Area
TR-1	Prioritize the creation of new internal street connections as mixed-use properties redevelop to establish a more pedestrian-friendly grid, in alignment with the city's Subdivision Ordinance and block length standards.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-2	Prioritize K Avenue between 14th and 10th Street as a Mixed-Use street design pilot project for the station area. This project should focus on evaluating and implementing design enhancements that promote walkability and create a more inviting street environment as a catalyst for further development in the area.	<input checked="" type="checkbox"/> 12th Street
TR-3	Upgrade F Avenue between Southwestern Avenue and Plano Parkway to support a mixed-use and multimodal context.	<input checked="" type="checkbox"/> 12th Street
TR-4	Upgrade N Avenue to a Type E Major Collector from 14th Street south to President George Bush Turnpike.	<input checked="" type="checkbox"/> 12th Street
TR-5	Evaluate design improvements for Hillridge Drive and Del Sol Drive that include dedicated on-street parking lanes to accommodate safe and efficient parking needs.	<input checked="" type="checkbox"/> Shiloh Road

## Safety

These actions prioritize safe streets and intersections for all users.

Action	Implementation Action	Applicable Station Area
TR-6	Implement traffic calming improvements in neighborhoods with highest cut-through traffic and issues with speeding vehicles, where appropriate.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-7	Implement traffic and pedestrian safety improvements at key intersections.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

### Multimodal Connections

These actions support and expand bicycle and pedestrian activity in the station areas.

Action	Implementation Action	Applicable Station Area
TR-8	Evaluate and implement on-street bicycle facility improvements to enhance connectivity to transit stations, the Cotton Belt Trail, and key destinations within the station area.	<input checked="" type="checkbox"/> 12th Street
TR-9	Implement bicycle boulevards on low-traffic/low-speed residential streets.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-10	Require future development projects to include adequate on-site bicycle parking amenities and pathway access to support cycling as a convenient mode option.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-11	Consider establishing designated pedestrian zones or shared streets within the station area, where vehicle access is restricted or limited, to create safe pedestrian-friendly environments conducive to outdoor dining, public gatherings, and community events.	<input checked="" type="checkbox"/> 12th Street
TR-12	Evaluate an enhanced mid-block pedestrian crossing on Shiloh Road.	<input checked="" type="checkbox"/> Shiloh Road
TR-13	Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site.	<input checked="" type="checkbox"/> Shiloh Road
TR-14	Explore strategic trail connections to link the station area with surrounding activity centers, such as a shared-use path connecting to the Collin Creek Mall redevelopment site. (This action is in alignment with the US Highway 75 trail crossing recommendation in the Parks, Recreation, Trails, and Open Space Master Plan.)	<input checked="" type="checkbox"/> 12th Street

### Transit Access/Ridership

These actions aim to increase long-term transit ridership in the station areas.

Action	Implementation Action	Applicable Station Area
TR-15	Monitor ridership trends and evaluate the effectiveness of multimodal transportation initiatives to identify opportunities for future transit service improvements.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-16	Coordinate with DART to expand and/or maintain GoLink in the station area to support first-mile/last-mile transit options to the station.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-17	Explore transit strategies that connect area employees to transit stations, utilizing dedicated employer shuttles or emerging technologies such as autonomous vehicles.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-18	Coordinate with DART to optimize transit routes and schedules, to provide efficient and reliable connections to the new station areas.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-19	Coordinate with DART to explore reduced or free fare strategies that incentivize ridership among residents and employees within the Plano transit station areas.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

### Parking

These actions provide a variety of approaches to meet parking needs while supporting transit-oriented development patterns.

Action	Implementation Action	Applicable Station Area
TR-20	Develop a strategic parking plan that assesses existing parking trends and identifies strategies to support future parking demand.	<input checked="" type="checkbox"/> 12th Street
TR-21	Increase on-street parking options supply through mixed-use street design, incorporating parallel parking lanes or angled parking to increase the supply of public parking to support businesses and residential development.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
TR-22	Evaluate the need for future surface or structured public parking facilities in the station area. Evaluate additional public parking site options, public parking agreements with future private development, and plan for the eventual transition of surface public parking to higher-value uses as the area evolves.	<input checked="" type="checkbox"/> 12th Street
TR-23	Pursue and promote opportunities for shared parking agreements in new developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

# Open Space & Character

Actions related to the development of parks, open spaces, and distinct district character elements within the station area.

## Parks and Open Space

These actions prioritize efforts to create additional parks and open spaces in the station areas while also enhancing existing open spaces.

Action	Implementation Action	Applicable Station Area
OS-1	Evaluate the feasibility and suitability for potential public parks and gathering spaces.	<input checked="" type="checkbox"/> 12th Street
OS-2	Facilitate the creation of public parks, town squares, plazas, and /or gathering spaces through strategic acquisition of property.	<input checked="" type="checkbox"/> 12th Street
OS-3	Develop guidelines and incentives to encourage publicly-accessible parks and gathering spaces within redevelopment projects.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
OS-4	Evaluate and implement an alternative design for J Place that transforms the existing alley into a pedestrian-focused shared street, creating a direct and inviting pathway between 12th Street and Downtown.	<input checked="" type="checkbox"/> 12th Street
OS-5	Explore opportunities to integrate the shared street into public plazas or open spaces within new developments along J Place.	<input checked="" type="checkbox"/> 12th Street
OS-6	Improve accessibility to Shoshoni Park by implementing pedestrian enhancements to facilitate safer and more convenient access.	<input checked="" type="checkbox"/> Shiloh Road



### Streetscape and Placemaking

These actions prioritize station areas with a strong sense of place rooted in character elements that are distinctive and attractive.

Action	Implementation Action	Applicable Station Area
<b>OS-7</b>	Prioritize pedestrian and streetscape improvements to support walkability.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
<b>OS-8</b>	Develop placemaking guidelines to define the desired character and identity of the district.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
<b>OS-9</b>	Prioritize development of gateway features to promote station area identity.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
<b>OS-10</b>	Establish a public art program that will encourage the installation of bold and distinctive public art.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
<b>OS-11</b>	Bury utilities, enhance landscaping, and incorporate attractive paving materials to elevate aesthetics and character of highly-visible travel corridors.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road
<b>OS-12</b>	Develop streetscape design standards that prioritize accessibility and distinctive features, focusing on areas near transit stations and mixed-use developments.	<input checked="" type="checkbox"/> 12th Street <input checked="" type="checkbox"/> Shiloh Road

# APPENDICES

**A: Existing Conditions Report**

**B: Public Engagement Summary**

# SILVER LINE CORRIDOR

## Station Areas Plan



## PHASE 1 REPORT - EXISTING CONDITIONS

DECEMBER 5, 2022

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# 01 – Introduction

The 26-mile long Silver Line Corridor is a planned commuter rail line extending between the Dallas Fort Worth International Airport and Shiloh Road in Plano. Dallas Area Rapid Transit (DART), the operator of the commuter rail corridor, anticipates service to begin in 2024. Two stations will be located in Plano to support the Silver Line commuter rail – the 12th Street Station and Shiloh Road Station. Additionally, a new DART Red/Orange Line light rail station will be constructed near the Silver Line’s 12th Street Station to serve as a transfer point between the rail corridors.

In preparation for these new stations, the City of Plano has initiated a **Silver Line Station Area Plan** to develop strategic objectives and policies that guide development and redevelopment opportunities along the corridor. The Comprehensive Plan 2021 supports the development of station area plans through the following policies and actions:

- **Transit-Oriented Development (TOD) Policy:** *Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses including residential, employment, retail, and civic spaces.*
- **Transit-Oriented Development Policy Action 1 (TOD1):** *Develop Criteria for Review of Transit-Oriented Developments, including existing and projected DART ridership, and update as necessary.*
- **Transit-Oriented Development Policy Action 2 (TOD2):** *Prioritize and prepare area plans within ½ mile of identified light rail stations and future commuter rail corridors, to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership.”*
- **Transit-Oriented Development Policy Action 3 (TOD3):** *Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.*
- **Public Transit Policy:** *Plano will provide access to a convenient transit network focused on increasing and improving travel options and direct connections to major local destinations.*
- **Downtown Corridors (DT) Dashboard:** *This future land use category applies to the major vehicle and rail corridors through Downtown Plano, including the K Avenue and 14th Street corridors. The dashboard establishes guidance for new development and redevelopment for the area, including that TOD principles will be used at planned stations, with residential, employment, retail, and civic uses located within 1/4 of a rail transit stop.*



## Study Areas

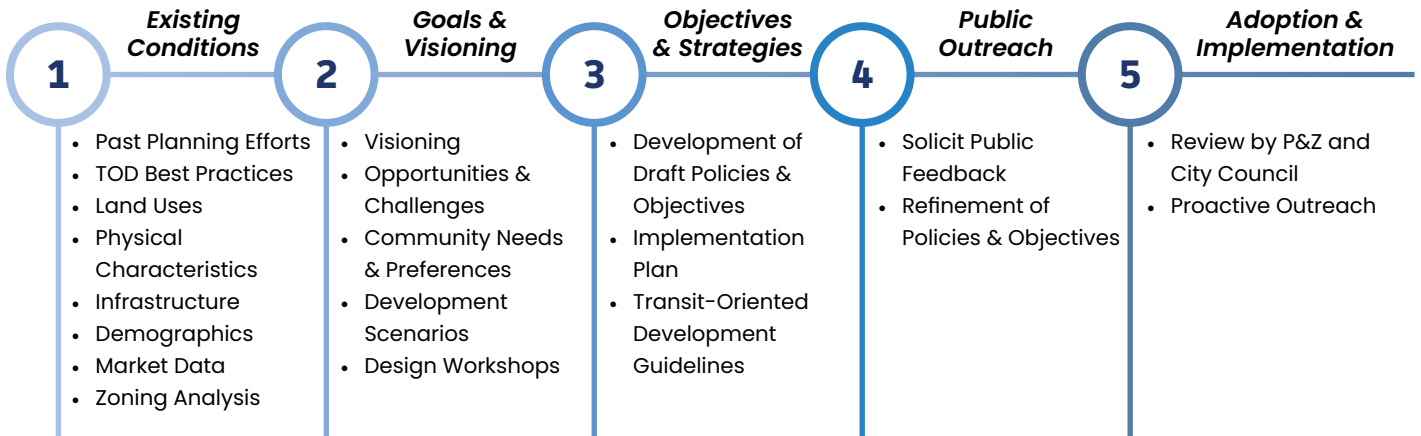


This plan will prepare transit-oriented development (TOD) area plans within  $\frac{1}{2}$  mile of the future DART Silver Line Stations at 12th Street and Shiloh Road. This  $\frac{1}{2}$  mile radius is consistent with Comprehensive Plan's Transit-Oriented Development Policy and is reflective of DART TOD guidance, which advises that users within a  $\frac{1}{2}$  mile radius of a major transit stop are five times more likely to use the service than those outside of that area.

The first  $\frac{1}{4}$  mile (approximately a five-minute walk) from a transit station is generally referred to as the transit core, and will be the focus of the station area plan development scenarios. This area should feature a highly walkable, pedestrian-friendly development. The area within a  $\frac{1}{2}$  mile of the transit station is considered the full TOD area and is an approximate ten-minute walk for pedestrians. Typically, most funding sources for TOD focus on a  $\frac{1}{2}$  mile of a transit station.

# Planning Process

The planning process will be conducted in five phases:



## Phase 1: Existing Conditions Assessment

This phase will collect background data and information necessary to support stakeholders, the public, and city officials in the planning process. This includes a summary of previous planning initiatives in the area, TOD best practices, an inventory of physical infrastructure and the built environment, and analysis of existing zoning conditions. These are to be used in partnership with the [Silver Line Corridor Market Assessment & Economic Development Strategy](#) completed in February 2022.

## Phase 2: Stakeholder Engagement & Visioning

This phase will bring together key stakeholders to establish project goals and guiding principles. Discussions will include opportunities and challenges, feedback on the community's needs and preferences for housing, jobs, and the general character of development, and the vision for future development in these areas. This phase will establish the physical framework for development of the plan areas, addressing land use, mobility, open space, and urban design.

## Phase 3: Strategic Objectives and Policy Direction

In this phase, the project team will begin to develop policies, strategies, and objectives that will help achieve the community vision. These policies will address land use diversity, multimodal connectivity, and development character and compatibility. General development guidelines will shape the implementation of the preferred scenario including site planning, building design, parking, and streetscape design.

## Phase 4: Public Outreach

In this phase, the project team will solicit feedback from the public through in-person and online engagement opportunities. This input will be critical to identifying priorities and concerns for transit-oriented development in these areas, and to guide final refinement of the plan policies and objectives.

## Phase 5: Adoption & Implementation

The final plan will be presented to the Planning & Zoning Commission and City Council for approval. Proactive strategies related to outreach, zoning, and transportation will help advance the opportunities outlined in the plan and stimulate desired development.

## History of the Silver Line

The Silver Line Corridor closely follows the former St. Louis Southwestern railroad, nicknamed the “Cotton Belt,” which operated from Texas to Missouri beginning in the 1870s. The Cotton Belt, along with the Houston and Texas Central Railroad, helped establish Plano’s original central business district as an agricultural center in the DFW area. Since that time, the railroad has continued operation as a freight rail line through Plano, which is currently operated by the Kansas City Southern Railway Company. Plans to use the Cotton Belt railroad for commuter rail purposes were first introduced in the 1980s, with various milestones that led to the construction currently underway:

**1983** The Cotton Belt is discussed as a potential future commuter rail in DART’s original 1983 Service Plan.

**1986** The corridor is incorporated into the North Central Texas Council of Government’s (NCTCOG) Metropolitan Transportation Plan.

**1990** DART acquires right-of-way between Wylie and Fort Worth with the provision that transit use could begin as early as 2010.

**2006** Approval of the DART 2030 Transit System Plan was the first to include the Cotton Belt line as part of the planned DART network.

**2010** A Memorandum of Understanding (MOU) between DART and the Regional Transportation Council (RTC) was developed to identify funding sources for the development of the corridor.

**2017** A funding plan was approved by DART.

**2019** The Cotton Belt line was re-branded as the “Silver Line.”

**2020** Construction along the line west of Plano began. Service is anticipated to begin in 2024.



DART 2030 Transit System Plan



Silver Line Train



## Past Planning Efforts

### Comprehensive Plans

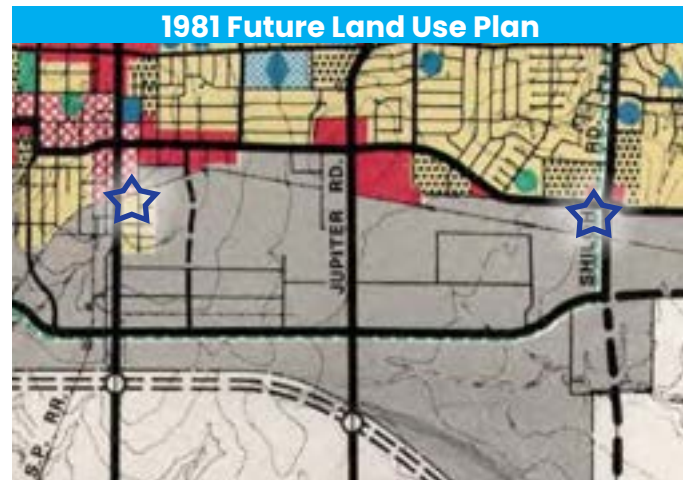
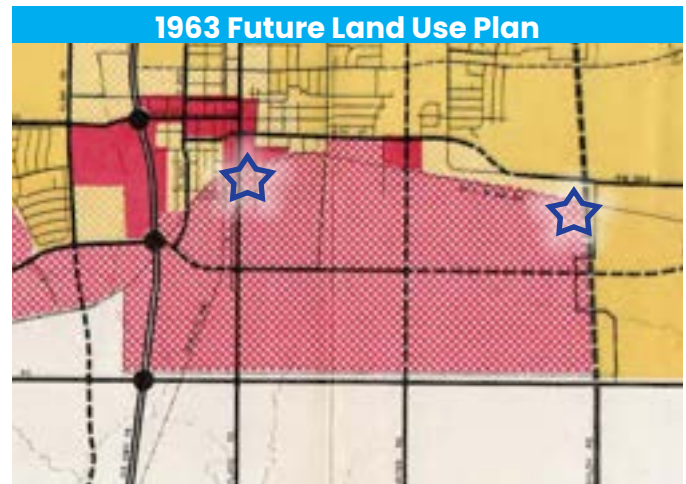
#### 1963 Comprehensive Plan

The city's original 1963 Comprehensive Plan recognized the importance of the Cotton Belt Railroad (future Silver Line) to the industrial and economic base of the city. As shown in the image to the right, the plan recommended industrial uses be located south of the railroad, as far east as present-day Shiloh Road. Zoning in the area was updated to Light Industrial-1 (LI-1) in 1964 to protect industrial land from the encroachment of undesirable uses, and initiating the land use trend towards a commercial and industrial land use pattern still present in parts of the study area.

K Avenue was also recognized as "the most significant north-south major thoroughfare connecting to Richardson and south." North of the Cotton Belt Railroad, the Plan called for a continuation of retail and commercial areas to act as a southern expansion of the city's central business area. Zoning in that area became Light Commercial (LC) in 1964, supporting the land use pattern of commercial business that continues today.

#### 1981 Comprehensive Plan

In 1981, Plano's comprehensive plan was updated to reflect major changes happening in western portions of the city, including the beginnings of the Legacy Business Area and future extension of the Dallas North Tollway. Although this marked Plano's major shift from a bedroom community to a regional economic center, the industrial base in southeastern portion of the city was still seen as an important employment asset of the city. The Plan extended planned industrial areas south of the Cotton Belt Railroad to the city's eastern city limits. By this time, residential growth had also extended east to Shiloh Road. The intersection of Shiloh Road with 14th Street (FM 544) was planned for neighborhood retail with high density residential uses to buffer low-density neighborhoods to the north. This pattern continues today north of 14th Street (FM 544).



★ Silver Line Station Locations

### 1986 Comprehensive Plan

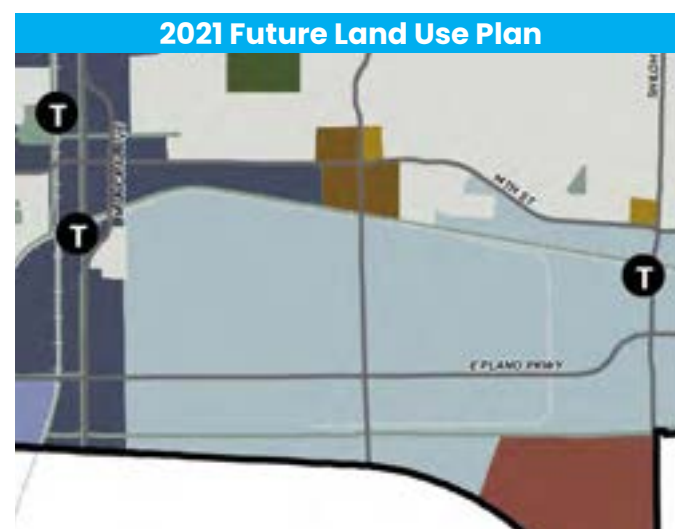
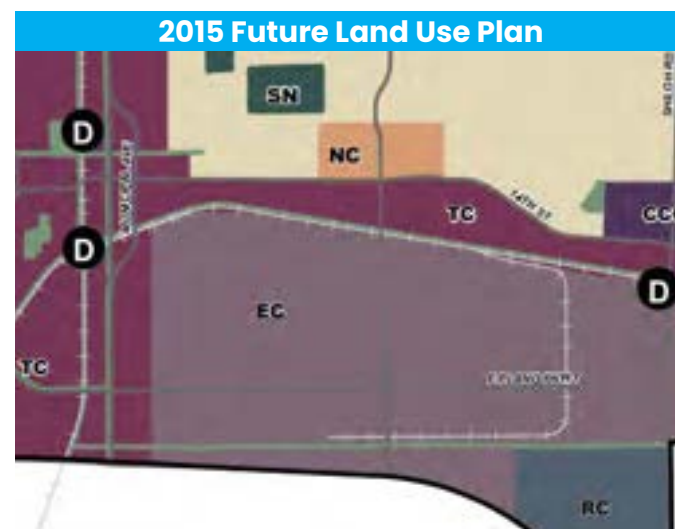
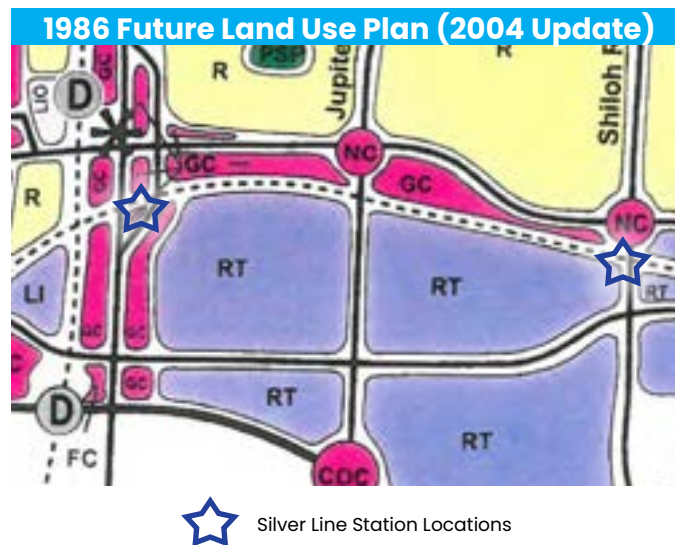
In response to the tech boom of the 1990s, the city re-imagined much of the planned light industrial areas south of the Cotton Belt Railroad and east of Jupiter Road as low-density office, research and development, and light assembly oriented businesses. The Research/Technology (RT) zoning was created in 1998 and applied to much of the area in the southern portion of the Shiloh Road station study area. This pattern of large footprint, low-rise buildings are the prevalent building form in the area today.

### Plano Tomorrow Comprehensive Plan (2015)

In 2015, the Plano Tomorrow Comprehensive Plan connected the downtown core with the K Avenue and Cotton Belt corridors through a new future land use designation called "Transit Corridor." This designation was intended to continue the transformation of Downtown Plano into a distinct, authentic urban center and expand the vision for transit-oriented development within the entire corridor. This marked a shift in the approach to land use planning for the area. As passenger rail was re-introduced in traditional freight rail corridors, land uses needed to be re-oriented to treat passenger rail as a "front door" use. The Transit Corridor designation covered both Silver Line station areas, extending eastward from Downtown Plano to Rowlett Creek in the strip of land located between the Silver Line corridor and 14th Street. The industrial and RT areas south of the railroad were also consolidated into a new "Employment Center" designation for office, medical, educational, technology, and research facilities. Plano Tomorrow was the first to include actions to develop station area plans around the future Silver Line stations.

### Comprehensive Plan 2021

In 2021, the City's current comprehensive plan was adopted, which narrowed the transit-oriented development focus to within 1/4 mile of planned stations and created a new "Downtown Corridors" future land use designation. This designation emphasized redevelopment of the K Avenue and 14th Street corridors as priorities. The intersection of Shiloh Road and 14th Street was changed to "Neighborhood Corners," representing a shift at the Shiloh Road station area from transit-oriented development towards a less intense form of development.



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## Highlights from Downtown Plano/Transit-Oriented Development Plans

### *Downtown Development Plan (1991)*

The Downtown Development Plan prioritized the beautification and revitalization of Downtown Plano, recommending a more walkable and compact development form in the city's historic core. The plan included strategies to build on this historic fabric through zoning, transportation, infrastructure improvements, government facilities, gateway signage, streetscape improvements, site design requirements, roadway and sidewalk enhancements, historic preservation, and arts & culture. Major accomplishments of the plan were the establishment of the Downtown Business/Government (BG) and Urban Residential (UR) districts. And although plans for DART light rail extension were not yet established at the time, the plan successfully laid the foundation that allowed Downtown Plano to transition towards a more pedestrian-friendly, transit-oriented development context as rail arrived about a decade later.

### *Downtown Plano – A Vision & Strategy for Creating a Transit Village (1998)*

When plans to construct the Downtown Plano DART station were initiated in the late 1990s, the city updated the vision for Downtown to the concept of a "transit village." A transit village was not intended to be fully self-sufficient, but rather "an independent community where auto-based travel by its residents is more by choice than necessity." The updated vision built on the 1991 Downtown Development Plan, but with new strategies to embrace the opportunities of the light rail station as a catalyst for TOD, including:

- *Integrating residential and commercial uses in a compact, pedestrian-oriented environment served by a transit station;*
- *Clustering development within a five-minute walk (1/4 mile) of the transit stop;*
- *Introducing a complementary mix of retail, entertainment, service, civic, and residential uses;*
- *Encouraging demographic diversity through a variety of housing types and sizes, including rental and for-sale units;*
- *Incorporating design elements such as central activity zone, gridded streets, narrow lots, a mix of uses, common open space, street amenities, pedestrian-oriented storefronts, shared parking, linked neighborhoods, and entry corridors; and*
- *Promoting economic development strategies, such as tax incentives for historic preservation, elimination development fees, creation of Tax Increment Financing (TIF) districts, use of Chapter 380 agreements, assisting with fire sprinkler system upgrades, and other regulatory incentives.*

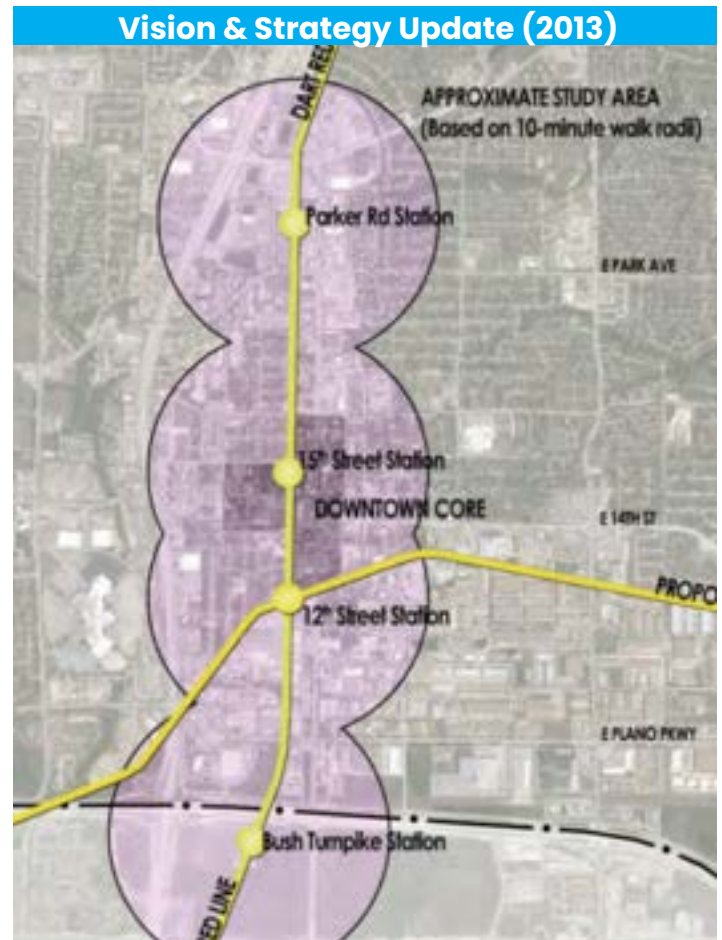
A two-tiered strategy was implemented that recommended the addition of 500-1,000 new residential units within 1/4 mile of the station 3,500 units within 1/2 mile of the station. These were intended to boost transit ridership, diversify business and cultural activities, and generate retail demand. In 1999, the city created a TIF district around Downtown (TIF #2), as well as the Neighborhood Empowerment Zone (NEZ) to help implement the new transit village concept.



### *Downtown Plano Vision & Strategy Update (2013)*

In 2013, with plans for the Cotton Belt/Silver Line firmly in place, the city revisited the transit village concept for Downtown Plano. An updated vision was prepared, expanding the vision for transit-oriented development beyond the 1/2 mile radius of the downtown station to the full 2-1/2 mile corridor between President George Bush Turnpike and the Parker Road Station, with concentration on the Downtown and 12th Street Station area. Major updates included:

- *Developing 1,000 units within 1/2 mile of the Downtown Plano Station and a total of 2,000 units within the DART rail corridor, including a variety of housing types and price points.*
- *Developing or revitalizing or 150,000 square feet of non-residential space within 1/2 mile of the Downtown Plano Station and a total of 500,000 square feet within the DART rail corridor.*
- *Expanding the BG zoning boundary to include the 12th Street Station and southern K Avenue/Municipal Ave couplet.*
- *Continuing the use of economic development strategies, including establishment of a Public Improvement District (PID) for the management, maintenance, and promotion of downtown.*



### *Silver Line Corridor Market Assessment & Economic Development Strategy (2022)*

In 2022, the city completed a market assessment and real estate analysis for the three new Silver Line station sites. The Study outlined likely residential and commercial land use typologies. High-level findings of the study include:

- *Preserve naturally affordable housing for both 12th Street and Shiloh Station areas*
- *Support incremental and adaptive reuse of obsolete property for Shiloh Station area*
- *Encourage TOD real estate development for both 12th Street and Shiloh Station areas*
- *Balance the demand for multifamily housing for both 12th Street and Shiloh Station areas*
- *Complex and fragmented landownership in the 12th Street Station area may present challenges for redevelopment. A proactive planning approach with public input can produce desired redevelopment with the preferred mix and value of uses.*

After presenting the findings of this study at the February 21, 2022 Planning & Zoning Commission meeting, the Commission directed staff to initiate an area plan within half-mile of the future Silver Line stations in order to guide development patterns and address redevelopment opportunities presented in the market study.

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## Neighborhood Conservation

The Study Areas of this plan include many residential neighborhoods of historical and cultural importance, including the Douglass, Haggard Park, Old Towne, and Vendome neighborhoods. Over the years, the city has adopted multiple plans and policies that help maintain quality of the homes, protect neighborhoods from the encroachment of incompatible uses, and lessen the impacts of gentrification.

### *Douglass Area Study (1990)*

In 1987, the City of Plano began a home and property rehabilitation program funded by Community Development Block Grants to assist very low to moderate income residents in rehabilitating their homes to an acceptable standard. The first neighborhood targeted to receive these funds was the Douglass Community. In order to enhance the quality of life in the Douglass Area, the city and leaders from the community formed a committee to work on a plan to revitalize the Douglass area and ensure its long-term use as a residential area. Recommendations included screening and landscape improvements, reducing cut-through traffic, improving intersections, upgrading parks, facilities, and public infrastructure, increasing housing opportunities for low and moderate income families, and promoting the area's cultural importance.

### *Old Towne Neighborhood Plan (1999)*

Directly northeast of historic Downtown Plan, the Old Towne neighborhood includes many of the old homes in the city. The Old Towne Neighborhood Plan was adopted in 1999 with major recommendations aimed at promoting social harmony and pride, maintaining high quality public facilities and services, improving mobility safety and efficiency, increasing public safety, and preserving the history and character of the neighborhood. Of particular note, the study recommended improving connections from the neighborhood to the Downtown DART transit center.

### *Douglass Community Neighborhood Action Plan (2002)*

In the early 2000s, the city's Neighborhood Planning Program worked with neighborhoods across the city to prepare and adopt neighborhood action plans. The Douglass Community Neighborhood Action Plan was adopted in 2002 and outlined a set of recommendations to best meet the needs of the neighborhood. Major recommendations included reinforcing neighborhood identity and history, improving traffic and bicycle safety, addressing issues of alley abandonment, reducing speeding in the neighborhood, designing a new park, and reducing crime and violence.

### *Meadows Addition Neighborhood Action Plan (2003)*

This neighborhood is located north of 14th Street and west of Shiloh Road, between Jupiter Road and 18th Street, and was primarily built in the 1960s. The Meadows Addition Neighborhood Action Plan was adopted in 2003 and focused on supporting community pride, maintaining high quality public facilities and services, and improving mobility and safety. Specific goals focused on encouraging rehabilitation of homes and enforcing code compliance, infrastructure repair to address streets that flooded, street safety improvements, the preservation of neighborhood trees, and establishing neighborhood identity.

### *Ridgewood Neighborhood Action Plan (2004)*

This neighborhood is located north of 14th Street and west of Shiloh Road, adjacent to the Meadows Addition. Homes primarily date to the 1960s and 1970s, and the area was designed with a common green space and a community clubhouse, which at the time was unique for Plano. The Ridgewood Neighborhood Action Plan was adopted in 2004 and focused on beautification and community cohesion. Specific goals focused on encouraging rehabilitation of homes and enforcing code compliance, improving the overall conditions of public streets, preserving neighborhood trees, maintaining creeks and parks, and establishing neighborhood identity through sign toppers that would signify the neighborhood.



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*Research/Technology Crossroads Streetscape Plan (2001)* - This streetscape plan outlined guidelines for streetscape features in the Research and Technology Center zoning district. The goal was to create branding and sense of place for the light industrial district.

*Downtown Plano Retail Action Plan (2006)* - This study, prepared by the Downtown Retail Task Force, presented recommendations to build on Downtown Plano's retail niche categories of entertainment/restaurants and arts/culture as the basis for attracting new businesses and merchants and marketing downtown to customers. Some of the recommendations included maximizing the presence of the DART rail station and finding effective strategies to manage parking.

*Urban Centers Study (2006)* - This study was initiated to define the long-term role that urban centers could play in Plano's future. This study found that urban centers, such as the greater Downtown Plano area, should be a part of the city's redevelopment strategy.

*12th Street Visioning Workshop (2010)* - The City of Plano conducted a stakeholder meeting to gather ideas and feedback for the proposed 12th Street Station. Attendees included DART officials, planning consultants, and city leaders, as well as local residents, property owners, and business owners near the 12th Street station. The attendees were supportive of the future opportunities and benefits that a rail station would bring to the area.

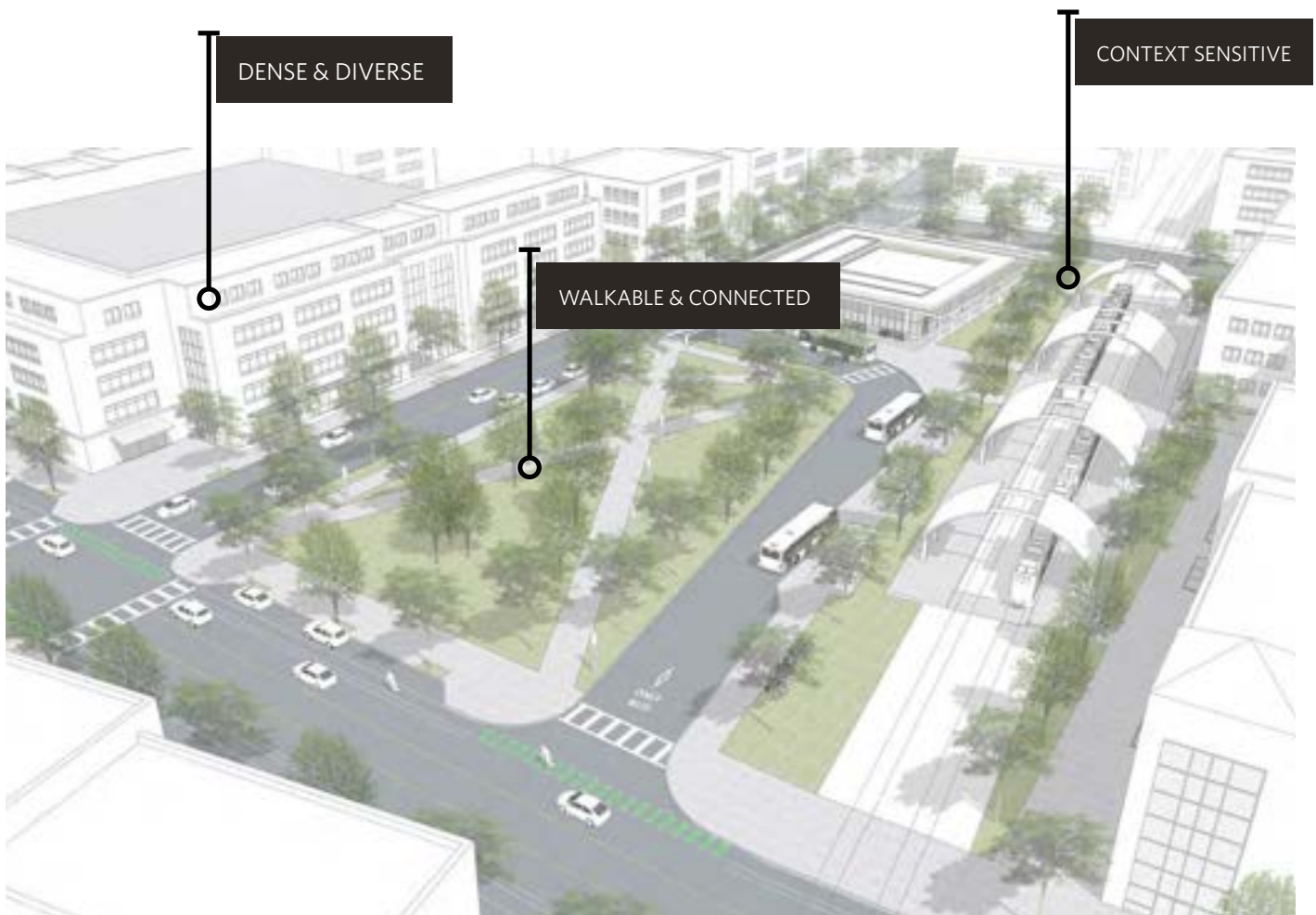
## Introduction Chapter – Key Takeaways

- The goal of the Silver Line Station Areas Plan is to fulfill transit-oriented development objectives of the Comprehensive Plan 2021.
- The study area includes the areas within 1/2 mile of the DART 12th Street and Shiloh Road Transit Stations.
- Creation of the plan will include input from citizens and key stakeholders.
- The city has long recognized the importance of the Cotton Belt/Silver Line corridor to meeting the city's economic development and mobility needs.
- The planning efforts that helped Downtown Plano become a successful transit-oriented development provide a good model for the Silver Line Station Areas Plan.

# 02 – Transit-Oriented Development

## Best Practices

Transit-oriented development (TOD) includes a mix of commercial, residential, office, and entertainment/recreation centered around a transit station (typically served by high frequency transit, such as light rail, streetcar, or bus rapid transit). TODs are typically compact, highly-walkable, and mixed-use in design. As most transit trips begin and end with a walking trip, pedestrian-friendliness and walkability are critical design elements. When implemented successfully, they have been proven to expand mobility options in communities, reduce overall parking demand, reduce auto dependence and overall transportation costs, and increase transit ridership. At their core, TODs share three qualities that set them apart from traditional development. TODs should be:



Source: [Transit-Oriented Development Guidelines for Collin County Report \(2021\)](#). NCTCOG and HDR



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### **Walkable and Connected**

Mobility and access are primary features of successful TODs. Pedestrian-friendly design requires more than sidewalks. Attractive streetscapes and public spaces, building frontages that are oriented to sidewalks, and high-quality urban design that contribute to a sense of place are all critical to creating a pedestrian-friendly realm.

TODs should be multi-modal places that accommodate multiple forms of transportation such as rail, bus, private cars, delivery vehicles, and first-last mile options like bike share, car share, and other forms of micromobility. Parking should be provided, but should not be the primary land use and should be located in ways that promote walkability, aesthetic cohesion, and reserve the most valuable real estate parcels for higher uses.

*Mixed-use, transit-oriented development  
Charlotte, NC*



### **Dense and Diverse**

A dense mix of complementary uses such as residential, retail and services, employment centers, entertainment options, and civic uses are important for TOD sites. A diverse set of land uses increase market resiliency, reduce overall auto dependence, and better support the city's transportation and transit infrastructure investments.

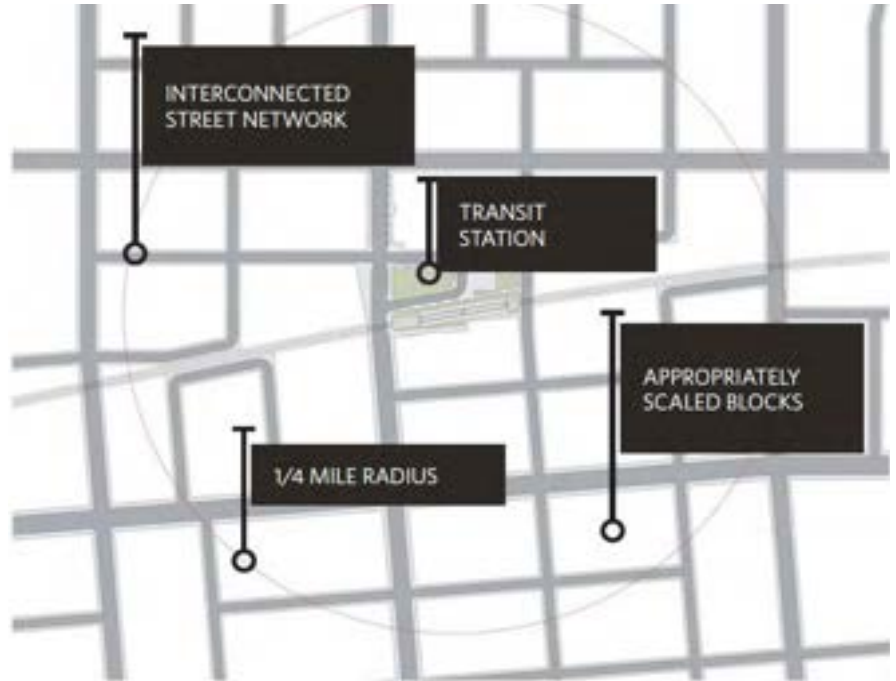
A diverse development also includes a variety of housing options to provide choices for residents at all stages of life and income levels. In general, the "right" density varies by the context of the development, but the density should incrementally decrease the greater the distance from the transit station (i.e., densest in the middle of the development and less dense toward the edges).

DART's Transit Oriented Development Guidelines recommends that in North Texas the minimum residential density for rail-based TOD is generally 30 units per acre to generate ridership. For reference, the 12th Street Study Area currently has approximately 4.1 units per acre and the Shiloh Study Area has approximately 2.9 units per acre.

**Context Sensitive**

Every TOD site is different and serves unique communities. TODs should be developed to meet the needs of the surrounding neighborhoods. Successful TODs should build off of the character of the surrounding neighborhood while improving potential problems (i.e., if a community lacks a park/plaza, the TOD site could provide a park/plaza that supports the overall community and TOD site simultaneously).

*Example of interconnected street network that supports appropriately scaled blocks and walkable environments*



*Primary transit trip-generating uses in the core of the TOD, including higher intensity residential or commercial uses with complementary retail and service uses activating the surrounding streets*



Source: [Transit-Oriented Development Guidelines for Collin County Report \(2021\)](#). NCTCOG and HDR

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## Design Principles

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TODs have unique design character, form, and quality of development standards compared to other development contexts. The mix and pattern of uses should create an interactive district where auto-based travel by residents and visitors is a choice rather than a necessity. Most TODs utilize design elements common across traditional mixed-use walkable neighborhoods and transit villages, including the Downtown Plano transit village which was planned around the historic compact street grid and fine-grained development pattern.

### Development Pattern

The development pattern should consist of blocks and layouts that accommodate a mix of building types, public spaces, off-street parking, and transit needs. Large blocks are not recommended in order to support walkability. A TOD should have a tight grid pattern of streets to ease circulation and promote interaction. Small blocks make walking easy, and frequent intersections discourage speeding vehicular traffic.

Development should consist of a fine grain of smaller lots and multiple buildings, both attached and detached. Buildings that are grouped together, or clustered, offer convenient access to a variety of destinations on foot. Clustered buildings can frame distinct character areas and create an easily navigable walking environment.

Development should include an interconnected mobility network to support local circulation. Developing a strong link to nearby neighborhoods is critical to creating a larger economic market and generating transit ridership.

### Streets and Public Spaces

Streets in a TOD should be designed as more than just a means for travel, but as a shared space where people desire to meet to conduct business or socialize. Streets should be designed to discourage high speed traffic, thereby making the streets safer for walking and biking. Large arterials with high-speeds and multiple lanes are not recommended. Protected bike lanes, multi-use paths, and off-street walkways are recommended, where feasible. Streets within the TOD should also support emerging micromobility modes, such as bike share and scooter programs for first-last mile connections.

Additionally, to foster safe and attractive pedestrian environments, sidewalk-oriented buildings, strong pedestrian linkages, and attractive streetscapes can enhance the area around transit stations and help link the transit station to the surrounding neighborhoods.

### Parking

By applying appropriate TOD parking strategies, fewer parking spaces are needed. Using appropriate TOD parking ratios, applying parking maximums, and utilizing shared parking reduce the amount of surface or structured parking that needs to be constructed.

Additionally, on-street parking is encouraged to reduce the need for parking lots and reduce the speed of vehicular traffic. On-street parking also provides a separation between pedestrians and traffic.

### Common Open Space

Public gathering spaces are important components of TODs. Public spaces such as parks, green areas, squares, and plazas should be well-defined in the site. These areas should include elements such as seating, shade trees, play equipment, lighting, and other amenities to support active and/or passive uses.

### Density/Intensity

TODs should be designed to include primary transit-trip generators, plus supporting uses, with the center designed as the area of greatest density and interaction. Development intensity should decrease from the center to edge. TODs may be primarily a place of employment or residence, with each use supporting and reinforcing other uses. While the amount of residential must be significant enough to support the local TOD area, commercial, recreational, and civic uses should serve a larger market than just the local residents.

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## North Texas TOD Examples

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The Dallas-Fort Worth region has many examples of successful TODs. DART encourages collaborative development between service area cities, developers/property owners, and advocacy organizations to achieve TOD along DART’s light rail routes. DART “seeks to coordinate the development of livable communities at or around DART transit facilities through planning efforts with other governmental entities and communities in the DART service area.”

Collaboration between DART and member cities has led to TOD planning and development in Addison, Coppell, Carrollton, Dallas, and Richardson to develop in recent years. Each new TOD along the DART rail lines respond to development needs in their individual communities, while also aiming to increase transit ridership. For the purposes of this study, staff focused on TODs located in other suburban settings.

### CityLine/Bush Station – Richardson, Texas

- Northern-most Richardson station served by light rail and the future Silver Line commuter rail.
- Development mix includes a regional employment center, retail, restaurants, hotel, entertainment options, and recreational/open space amenities.
- Over 2,900 multifamily or single-family attached residential units are complete or under construction within 1/2 mile of the CityLine/Bush Station.
- The physical development pattern is organized as a compact, walkable urban core surrounding the transit station, with a lower-scale retail and residential district further from the station that provides a transition to nearby single-family neighborhoods.

*CityLine in Richardson features a large public space in the center of the walkable transit core district*



### **Downtown Carrollton – Carrollton, Texas**

- Directly below the elevated Green Line, Downtown Carrollton offers both visitors and residents a variety of retail, entertainment, and restaurants.
- The Downtown Carrollton Square rehabilitation project created an attractive open space in the center of the historic square where there was once a parking lot. The park offers ample public seating, WiFi, lighting, and a lawn area and is used as a central area for several public events including concerts, movie screenings, and cultural festivals.
- Several multifamily projects have been completed within the past 12 years which has created over 1,200 new units and ground floor office and retail space within half a mile of the station.



*Downtown Carrollton connects to the DART Green Line*

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## Downtown Grapevine – Grapevine, Texas

- This site is part of the recently completed TexRail commuter line, a similar line to the proposed Silver Line. TexRail is operated by Trinity Metro and connects DFW Airport to downtown Fort Worth.
- The transit station is located in Grapevine's downtown core. In 2019, Grapevine created a Transit District Overlay, a special zone that promotes walkability and unique developments.
- Grapevine Main Station (pictured below) is a \$114 million dollar public/private sector TOD project that features a food hall, an indoor/outdoor entertainment venue, and part of a boutique luxury hotel.
- A mixed-use residential and retail development with 250 residential units was completed south of Grapevine Main Station.



*Grapevine focuses on tourism and entertainment, building off of success of downtown Grapevine*

## Downtown Garland – Garland, Texas

- The Downtown Garland Station is served by the Northeast segment of the DART Rail Blue Line and provides access to Garland's major civic centers and Performing Arts Center.
- The surrounding multifamily housing has compatible density with the historic downtown character, with ground floor retail, office, and restaurants.
- Various public art installations and wayfinding kiosks promote the businesses within the area, allowing the downtown area to be marketable to visitors.
- Dallas College's Garland Campus is north of the station and is connected by a sidewalk route that is thoughtfully designed and provides a safe route to easily access the campus from the station.

## Galatyn Park – Richardson, Texas

- Galatyn Park provides a mix of complementary land uses with a variety of public gathering and open spaces. The Public Plaza – a two acre site that hosts the Wildflower Festival – is directly north of the station.
- The site features 800,000 square feet of office space, hotels, the Blue Cross and Blue Shield corporate office (employing roughly 3,000 people), a performing arts center, and nature areas which are all connected by a comprehensive trail network which can be used for leisure or transportation.
- Over 1,900 multifamily units have been constructed as part of an urban residential district north of the station, with another 360 units currently under construction, and features 6,800 square feet of ground-floor retail and restaurant space.



*Galatyn Park offers a mix of public gathering places, residential uses, and office and major employment nodes*

## Transit-Oriented Development – Key Takeaways

- Transit-oriented development has an important and positive influence on transit use within a half mile of a station.
- TODs should be walkable and connected, offer dense and diverse land uses, and should include context-sensitive streetscape design considerations.
- TODs are typically dense and mixed-use in design.
- As most transit trips begin and end with a walking trip, pedestrian-friendly design and walkability are critical to the design of TODs.
- Public gathering spaces and common open space are important components of TODs provide opportunities for placemaking, as well as cultural, entertainment, and leisure activities.

# 03 – Existing Conditions

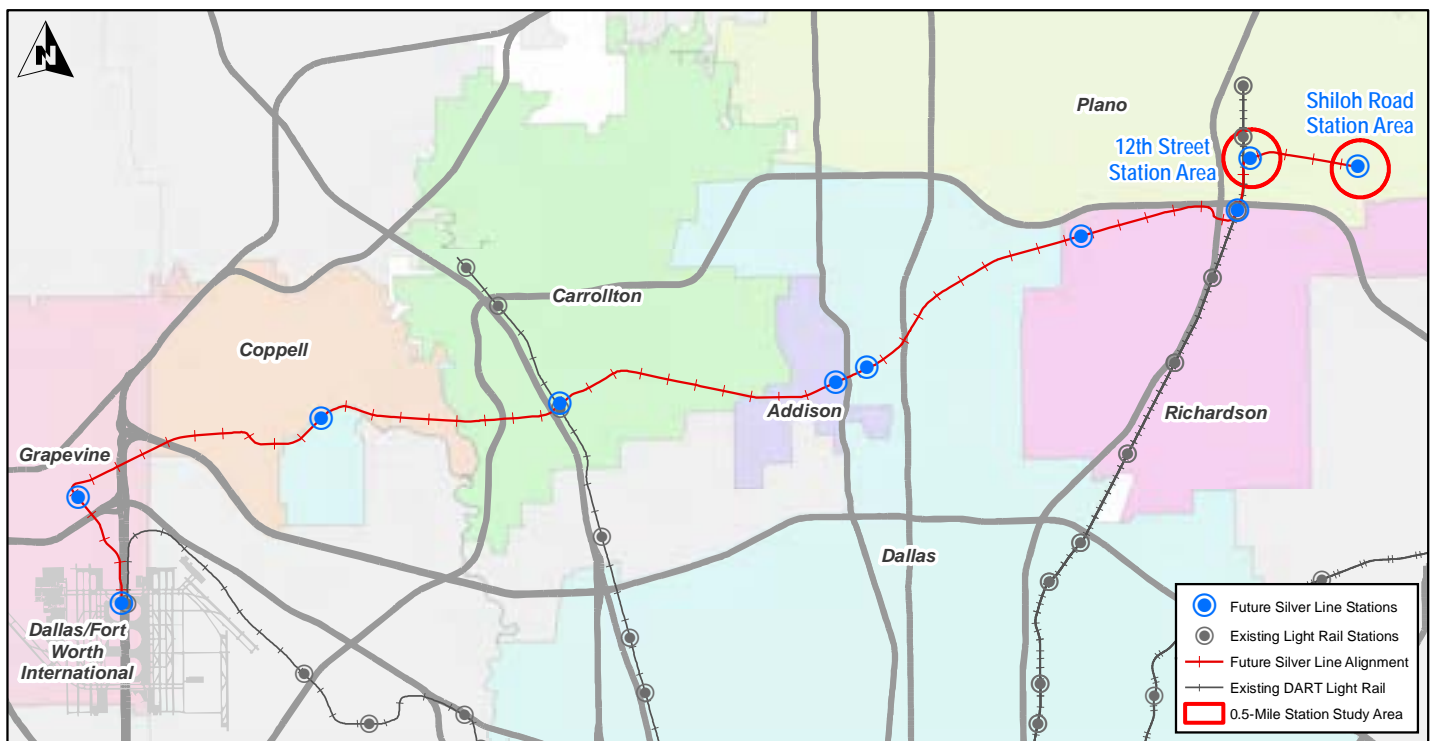
Following review of Plano’s Silver Line Corridor Market Assessment & Economic Development Strategy in February 2022, the Planning & Zoning Commission directed staff to develop Station Area Plans for the planned stations at 12th Street and Shiloh Road and evaluate existing zoning in these areas. The purpose of this Chapter is to provide an overview of the current conditions and context for the station areas, while highlighting the opportunities and constraints for future transit-oriented development.

## Area & Regional Context

The study areas are located on the eastern extents of the proposed Silver Line commuter rail, with Shiloh Road serving as the end-of-line station. The Study Areas are located in the northeastern portion of the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (DFW MSA). The areas are in southeast Plano and are entirely within Collin County.

- The DFW MSA is the fourth most populous in the nation with a 2020 population of 7,451,858.
- Collin County is one of the fastest growing counties in the United States. In 2020, the population was over one million residents (1,006,038), which is a 36% increase over the 2010 population.
- The City of Plano is the 72nd largest city in the United States, slightly smaller than Lincoln, Nebraska and larger than Anchorage, Alaska.

The study areas are located in areas of Plano with well-established development patterns, including many properties in the 12th Street Study Area built prior to the 1970s. The City of Plano is surrounded by other incorporated cities and Plano is approaching build out with only small areas of undeveloped green space throughout the City. The Study Areas represent potential to redevelop and re-imagine the east side of Plano and to continue on the growth of transit in the Dallas-Fort Worth area.





## Future Land Use



**12th Street Station** - This area is mostly located within the *Downtown Corridors (DT)* future land use category of the comprehensive plan. DT is the predominant category of the area, extending north and south along K Avenue. The industrial park to the southeast is primarily located within *Employment Center (EC)* category. Pockets of mostly single-family residential, including the Vendome, Douglass, Haggard Park, and Old Towne neighborhoods are also located within the *Neighborhoods (N)* category. The Future Land Use categories in this area suggests:

- A mix of uses and higher density residential housing types are supported along K Avenue
- The industrial park is not appropriate for residential uses
- Existing neighborhoods should be protected from pressures of redevelopment

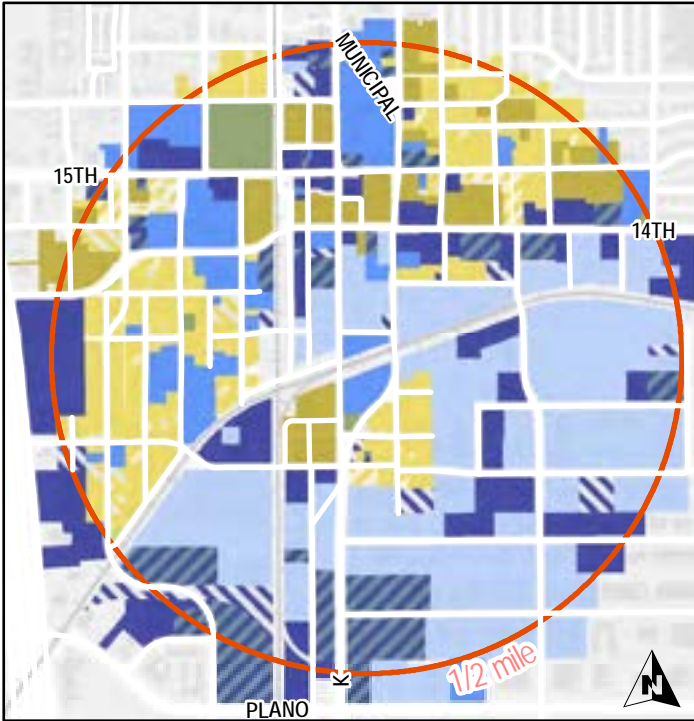


**Shiloh Road Station** - This area has a stark contrast along 14th Street. Properties to the south are exclusively located within the *Employment Center (EC)* category and properties to the north are mostly *Neighborhoods (N)*. The northwest corner at the intersection of 14th Street and Shiloh Road is designated as a *Neighborhood Corner (NC)*. The Future Land Use categories in this area suggests:

- A mix of uses is generally not supported in this area
- Most of the residential units are in established neighborhoods, such as the Meadows and Ridgewood subdivisions
- Housing is not appropriate south of 14th Street

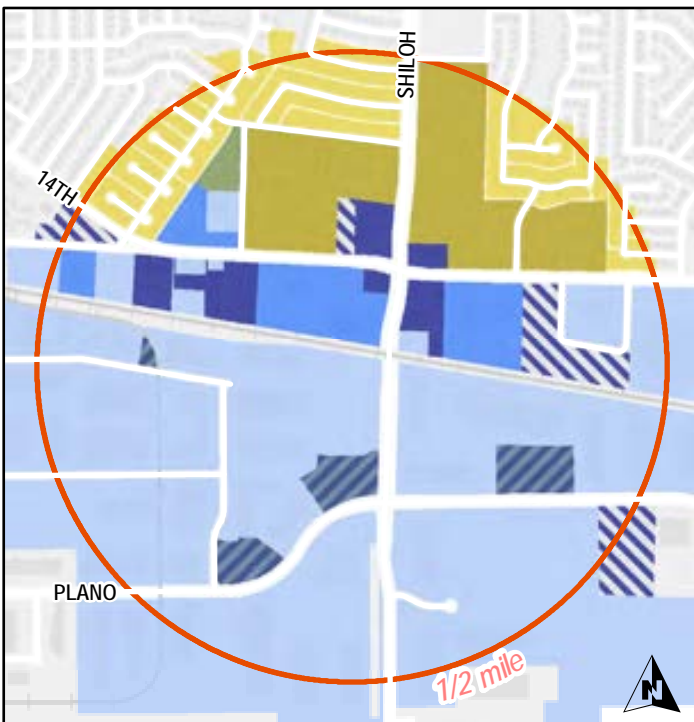
Data Source: City of Plano Comprehensive Plan 2021 (10/01/22)

## Existing Land Use



**12th Street Station** - Approximately 74% (333 acres) of the land within the study area is used for employment and 26% (114 acres) is used for residential.

	Land Use Type	Acres	Percent
1	Industrial Types	153	33%
2	Retail Types	75	17%
3	Single-Family Detached Types	61	13%
4	Institutional Types	48	11%
5	Office Types	44	10%
6	Multifamily Types	40	9%
7	Undeveloped (Employment)	13	3%
8	Parks/Open Space	8	2%
9	Single-Family Attached Types	7	2%
10	Undeveloped (Housing)	5	1%



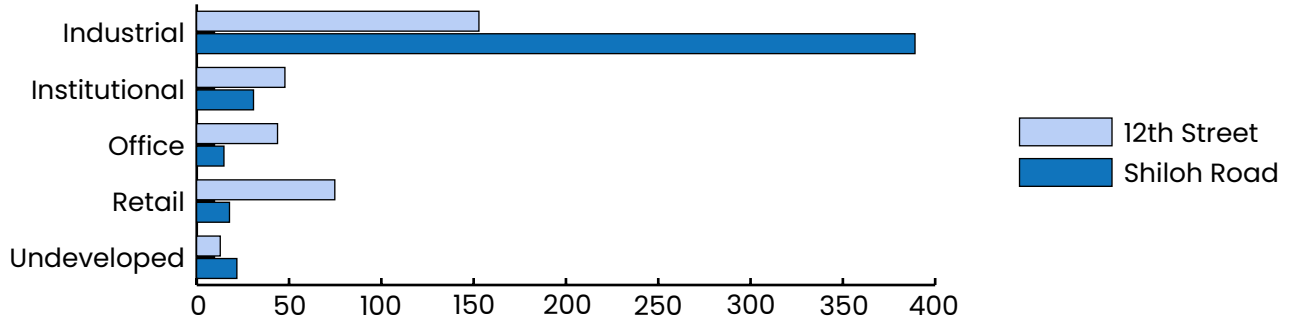
**Shiloh Road Station** - Approximately 81% (475 acres) of land within the study areas is used for employment and 19% (108 acres) is used for residential.

	Land Use Type	Acres	Percent
1	Industrial Types	388	66%
2	Multifamily Types	58	10%
3	Single-Family Detached Types	51	9%
4	Institutional Types	31	5%
5	Undeveloped (Employment)	22	4%
6	Retail Types	18	3%
7	Office Types	15	3%
8	Parks/Open Space	3	1%
9	Single-Family Attached Types	0	0%
10	Undeveloped (Housing)	0	0%

Data Source: City of Plano Land Use & Housing Inventory (10/01/22)

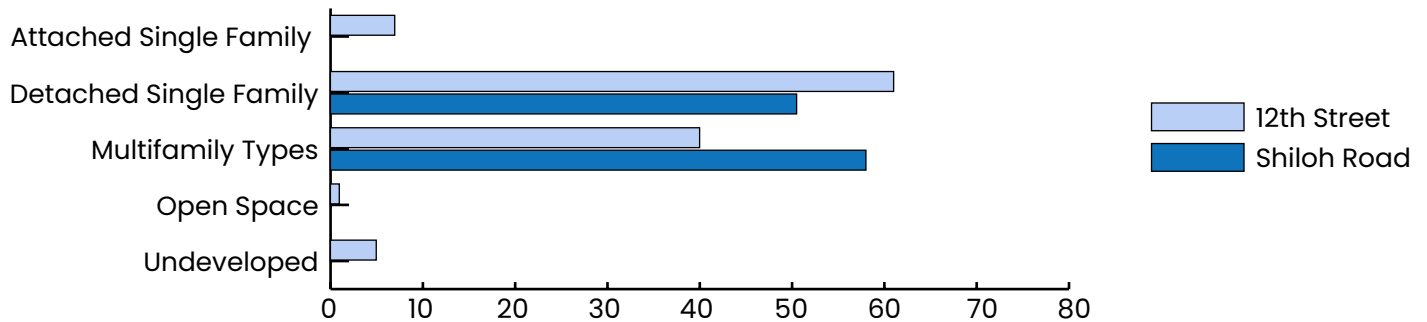
### Employment Types

Employment Types include Industrial, Institutional, Office, and Retail uses, as defined by the Comprehensive Plan 2021. In both study areas, the largest employment land use type includes industrial uses.



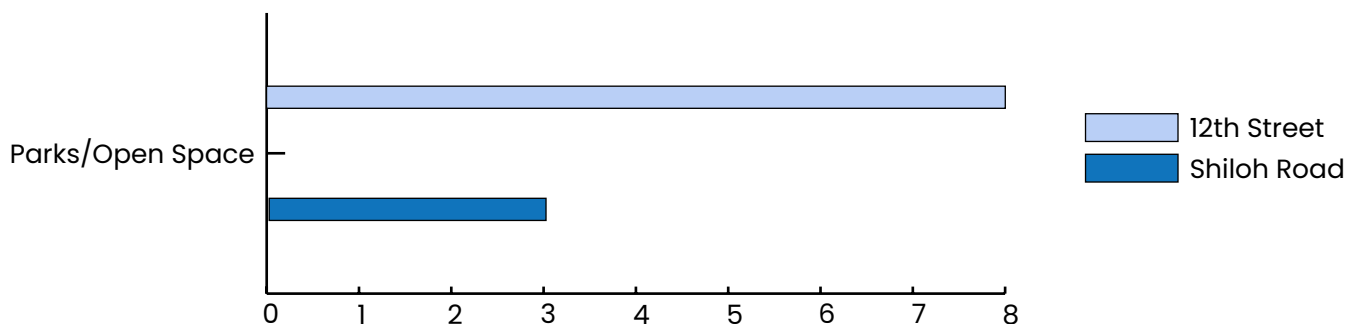
### Housing Type Acreage

The housing types are mixed in both study areas. In the 12th Street Study Area, detached single-family make up the largest acreage (includes the Douglass neighborhood). There are no attached single-family homes in the Shiloh Road Study Area.

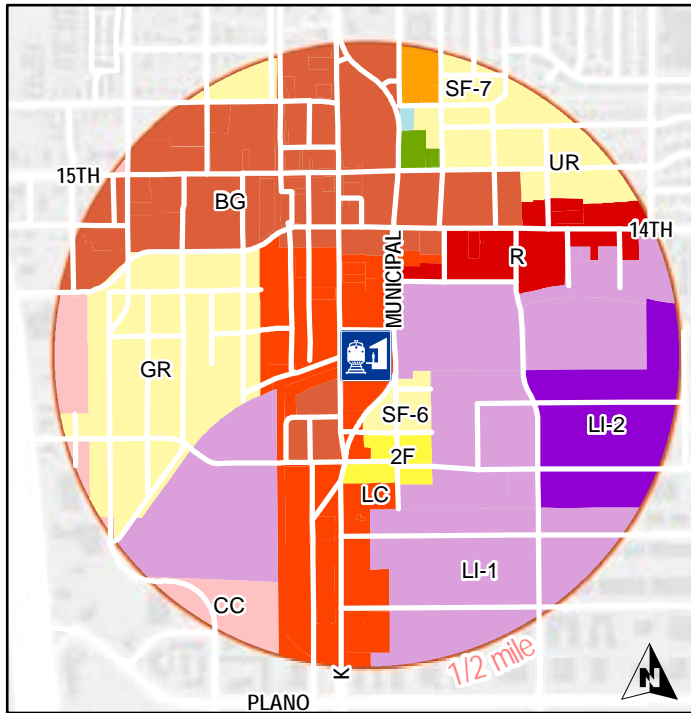


### Parks/Open Space

In general, parks and open space constitute a small percentage of land in both study areas.

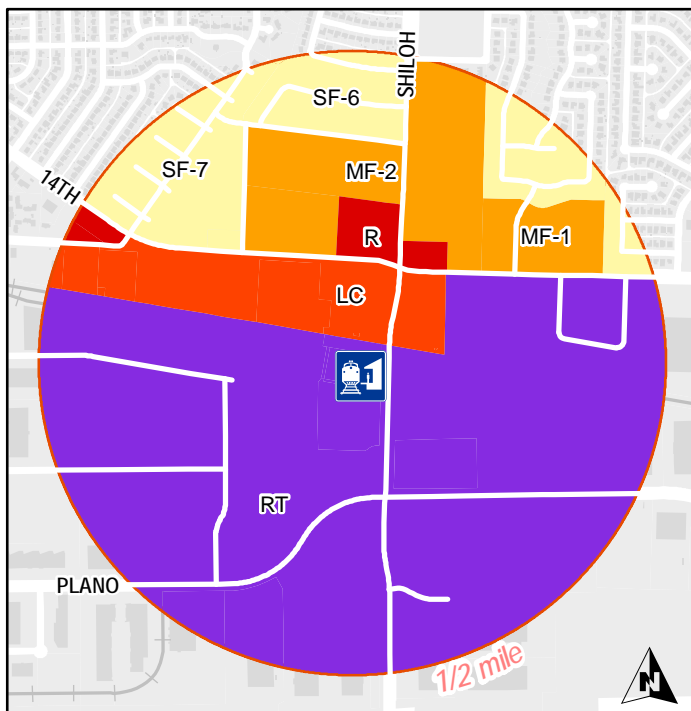


## Current Zoning



**12th Street Station**

Top Zoning	Acres	%
1 Light Industrial-1 (LI-1)	148	29%
2 Downtown Business/Government (BG)	102.7	20%
3 Light Commercial (LC)	70.1	14%
4 General Residential (GR)	60.9	12%
5 Light Industrial-2 (LI-2)	33.0	7%
6 Urban Residential (UR)	26.9	5%
7 Retail (R)	21.0	4%
8 Corridor Commercial (CC)	17.2	3%
9 Single-Family Residence (SF-6/SF-7)	10	2%
10 Two Family Residence (2F)	5	1%
12 Multifamily Residence (MF-1/MF-3)	4	1%
13 General Office (O-2)	>1	>1%
14 Single-Family Residence Attached (SF-A)	>1	>1%
15 Neighborhood Office (O-1)	>1	>1%

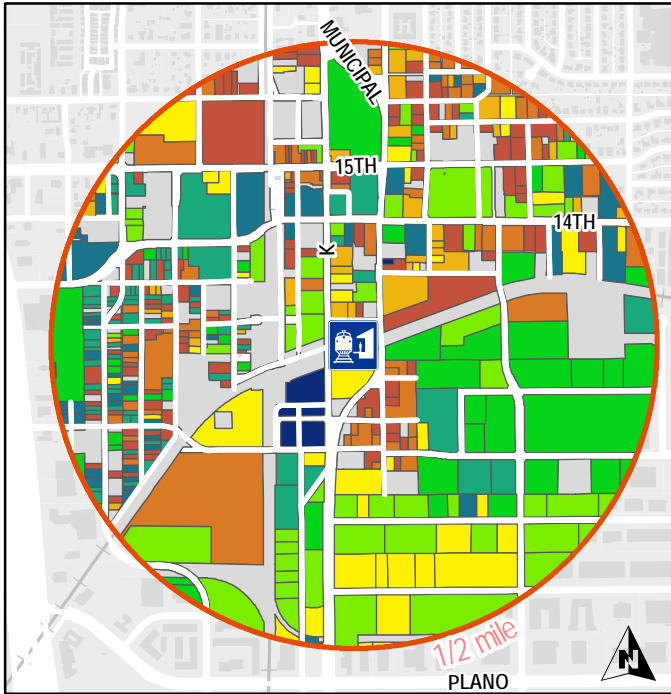


**Shiloh Road Station**

Top Zoning	Acres	%
1 Research/Technology Center (RT)	311	62%
2 Single-Family Residence (SF-6/SF-7)	72	15%
3 Multifamily Residence (MF-1/MF-2)	65	13%
4 Light Commercial (LC)	43	9%
5 Retail (R)	11	2%

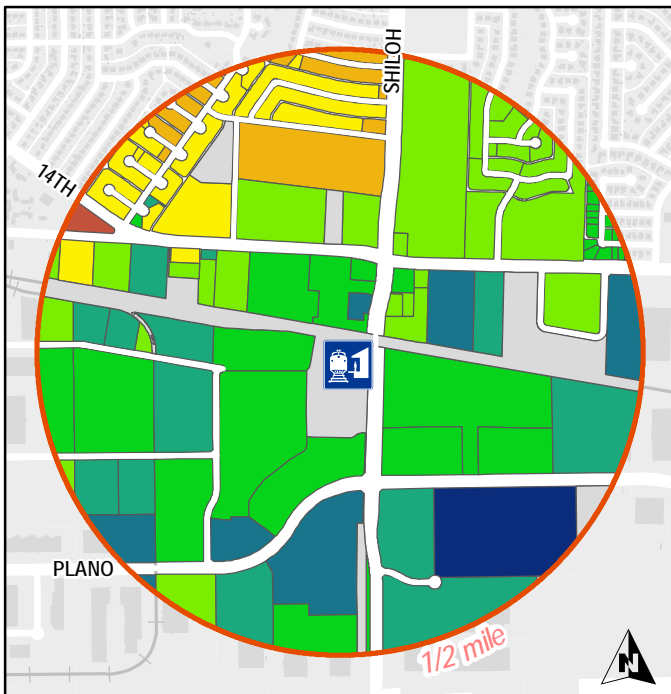
Data Source: City of Plano Zoning Map (07/01/22)

# Age of Structures



**12th Street Station**

Year Built	Number of Parcels	Percent of Parcels
Prior to 1950	34	32%
1950 - 1959	10	10%
1960 - 1969	10	10%
1970 - 1979	9	9%
1980 - 1989	10	10%
1990 - 1999	10	10%
2000 - 2009	10	10%
2010 - 2019	10	10%
2020 or later	2	2%

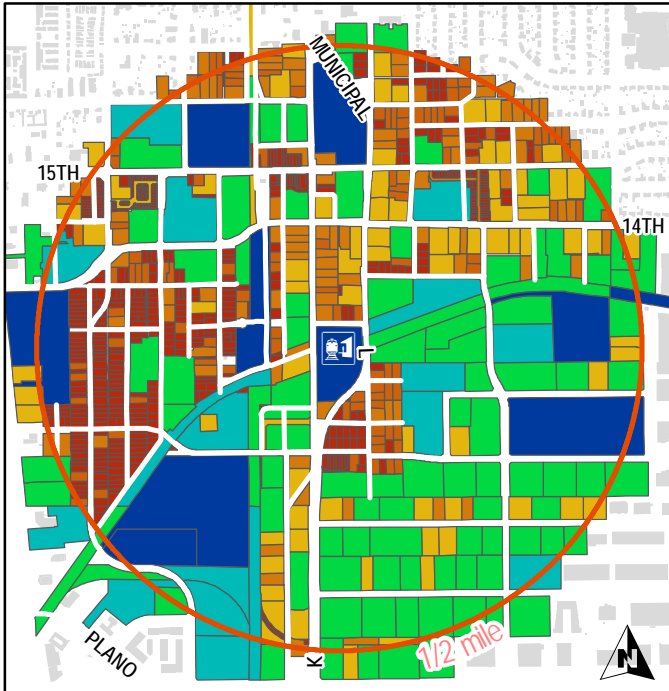


**Shiloh Road Station**

Year Built	Number of Parcels	Percent of Parcels
Prior to 1950	0	0%
1950 - 1959	1	3%
1960 - 1969	2	5%
1970 - 1979	6	16%
1980 - 1989	7	19%
1990 - 1999	7	19%
2000 - 2009	9	24%
2010 - 2019	4	11%
2020 or later	1	3%

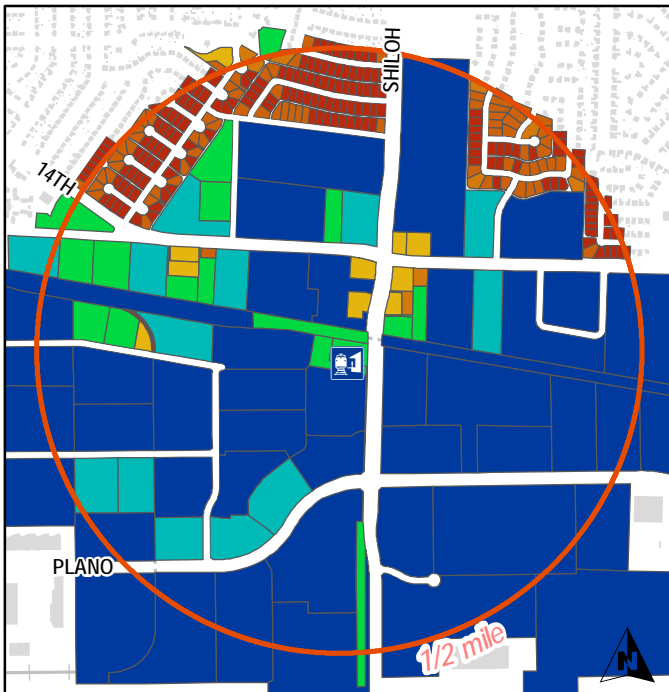
Data Source: City of Plano

## Parcel Size



**12th Street Station**

Parcel Size	Number	Percent
Less than 5,000 sq. ft.	293	31%
5,000 to 9,999 sq. ft.	279	30%
10,000 sq. ft to 0.49 acre	158	17%
0.5 - 0.99 acres	80	9%
1 to 1.99 acres	59	6%
2 to 2.99 acres	35	4%
3 to 4.99 acres	17	2%
5 acres or more	10	1%

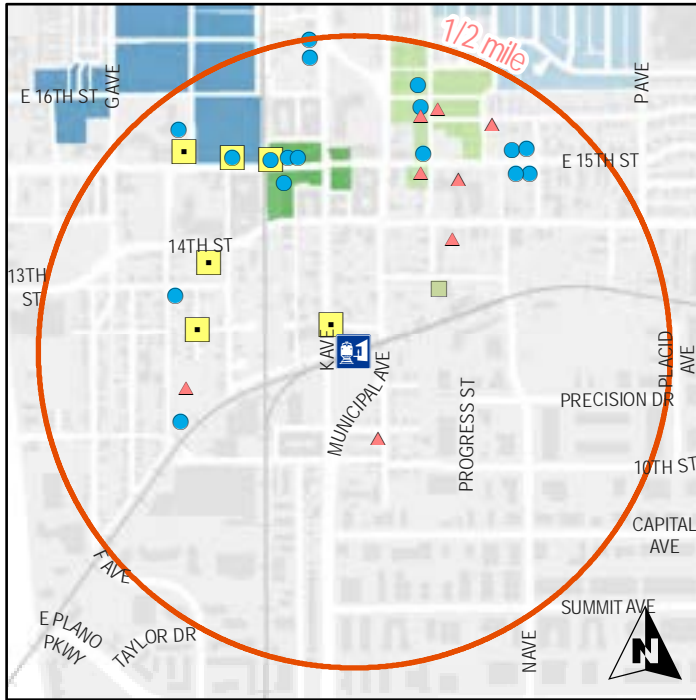


**Shiloh Road Station**

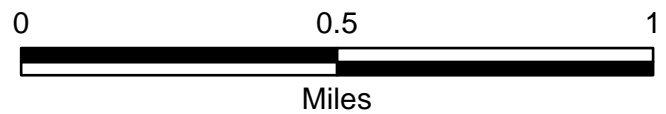
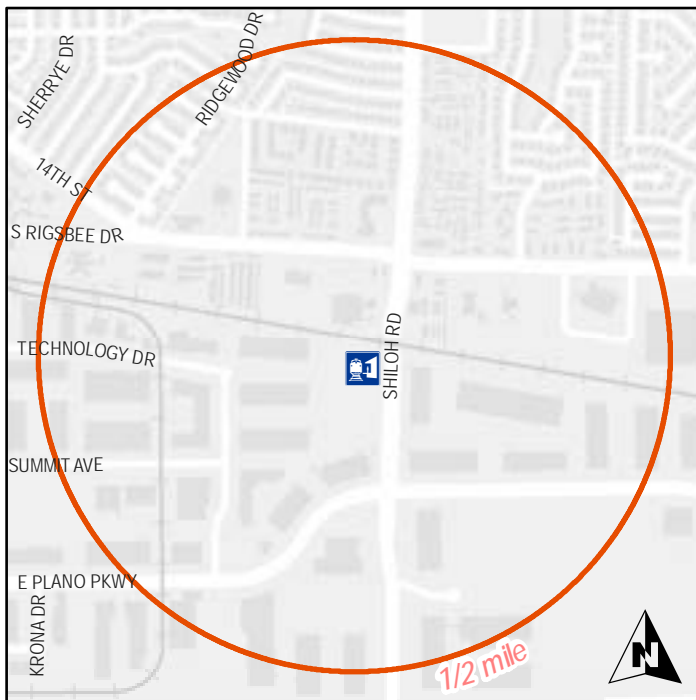
Parcel Size	Number	Percent
Less than 5,000 sq. ft.	1	>0.1%
5,000 to 9,999 sq. ft.	219	64%
10,000 sq. ft to 0.49 acre	37	11%
0.5 - 0.99 acres	10	3%
1 to 1.99 acres	9	3%
2 to 2.99 acres	8	2%
3 to 4.99 acres	13	4%
5 acres or more	44	13%

Data Source: City of Plano

# Historic Resources



-  Proposed DART Silver Line Station
-  0.5-Mile Station Buffer
-  Individually Designated Heritage Resource
-  Potential Heritage Resource - Individual
-  More Research Required - Individual
-  Historic Marker
-  Downtown Heritage Resource Overlay District
-  Haggard Park Heritage Resource Overlay District
-  Clint Forman Potential Heritage Resource - District
-  Old Towne More Research Required - District



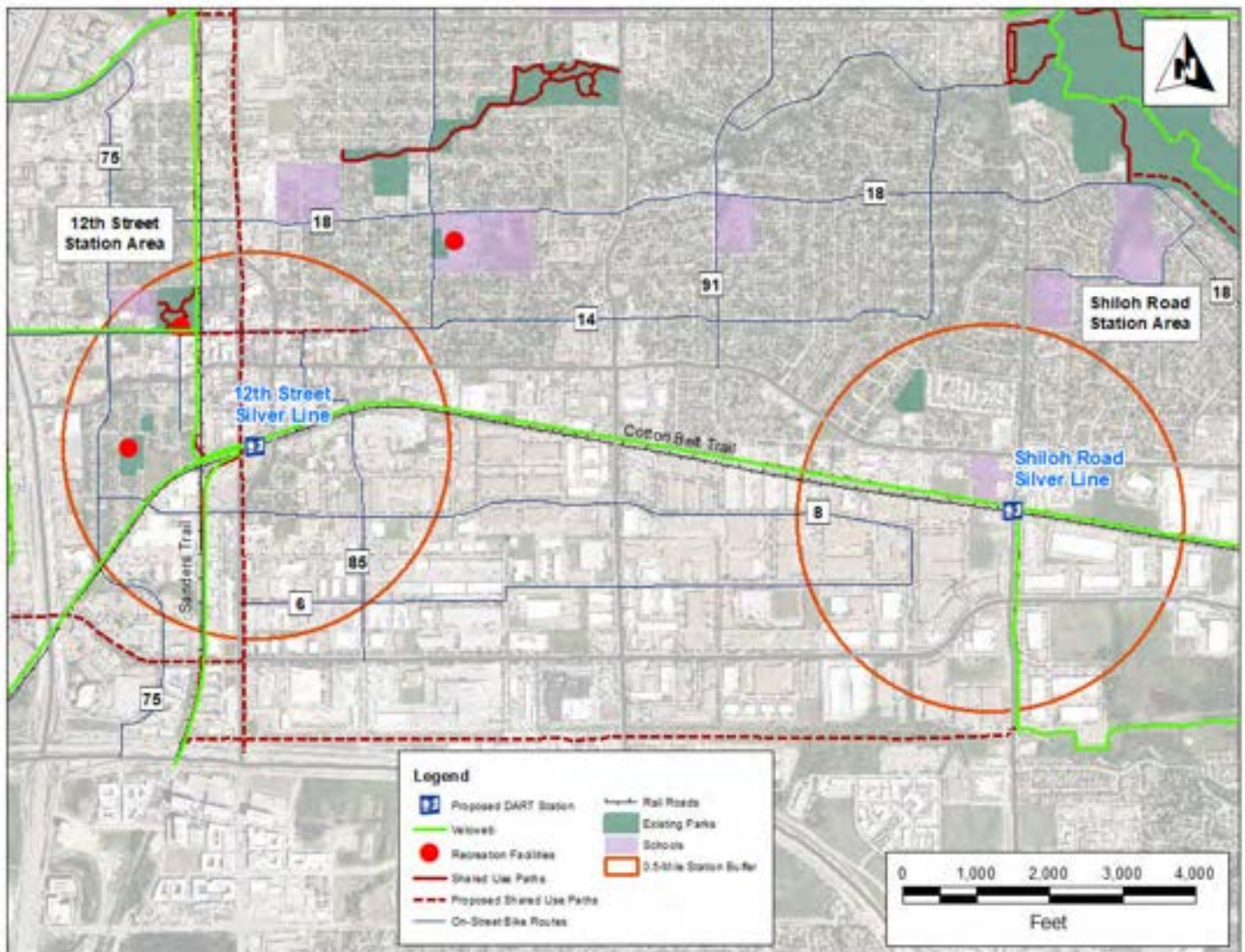
# Transportation Network

## Bicycle Network

Bicyclist safety and comfort are critical components to a successful transit-oriented development. The figure below illustrates the active transportation network in and around the study areas. A review of existing on-street bicycle routes, the proposed Veloweb bicycle network, and proposed off-street trails found that both station areas will be served by bicycle infrastructure, however, the 12th Street Station Area has a denser and more varied network of planned on and off-street routes.

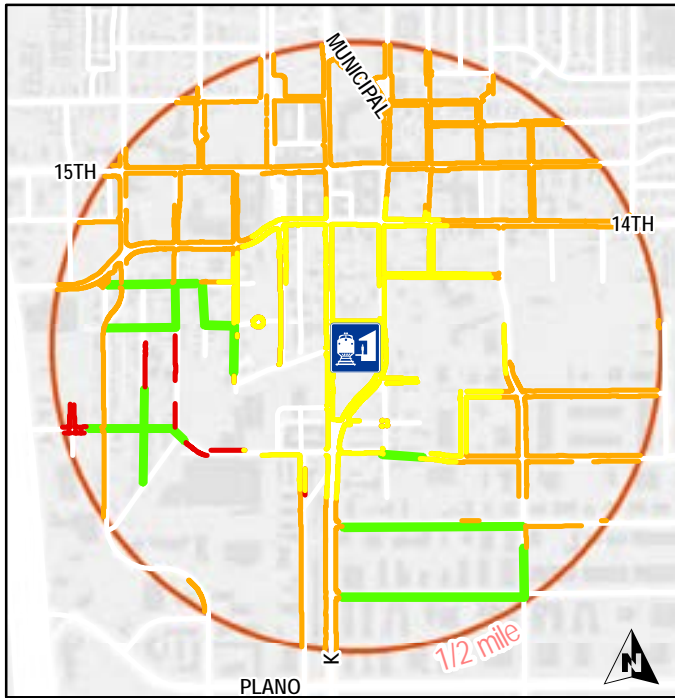
The planned Cotton Belt Trail, the Sanders Trail, and City of Plano bike routes 6, 8, 14, 75, and 85 would provide bicycle connections to the station study area. The Cotton Belt Trail is a planned regional trail that will follow the Silver Line corridor.

The Shiloh Road study area does not currently have a dense network of bicycle facilities but would be served by the Veloweb active transportation network via the planned Cotton Belt trail.



Existing and Planned Bicycle Facilities (Bicycle Transportation Plan)



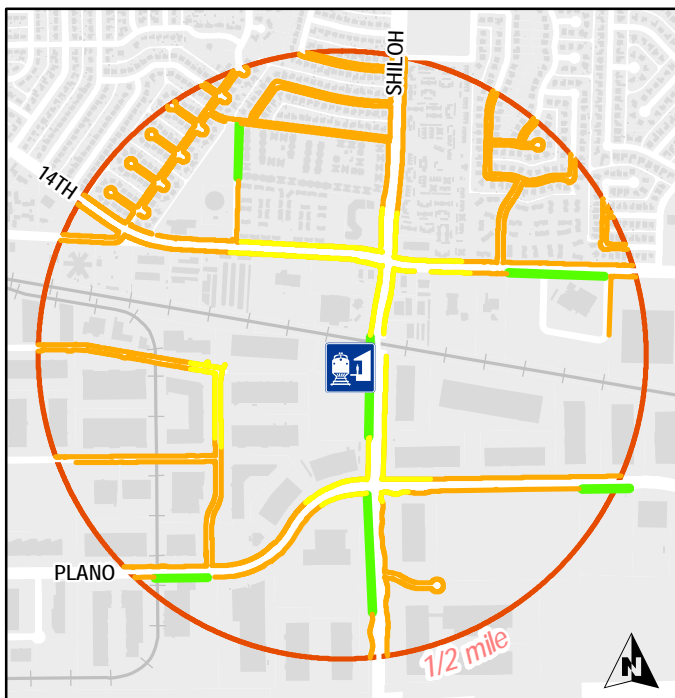







### Pedestrian Connectivity

Pedestrian connectivity is a key component to successful transit-oriented developments. Generally, southeast Plano has a well-connected sidewalk network. There are, however, areas of opportunity for new sidewalk connections within the Study Areas.

The 12th Street Study Area has areas without sidewalks mainly in the Douglass neighborhood and in light industrial areas south of the proposed station site. It should be noted that the City of Plano is currently completing plans to complete many sidewalk gaps in the Douglass Community as part of Community Investment Program (CIP) Project #37832. This project will install sidewalks at various locations within the Douglass community to improve pedestrian access and safety throughout the neighborhood and to the future DART station. The 12th Street Study Area also includes many sidewalk segments that were ranked “medium” and “high” priority for repair/replacement in the City of Plano ADA Self Evaluation and Transition Plan (2019). Sidewalks in the area were noted as being in non-compliance for safety and usability (steepness of curb ramps, obstructions, missing portions of sidewalks, etc).

The Shiloh Station Area has areas that lack sidewalks predominately along Shiloh Road and in light industrial areas south of 14th Street.



-  Proposed DART Silver Line Stations
-  Sidewalks within Quartermile
-  Sidewalks within Half-Mile
-  Disconnected Sidewalks
-  Areas Lacking Sidewalks

---

## **Street Network**

The 12th Street Study Area has nearby regional highway access via US 75 and President George Bush Turnpike. The future Silver Line station site is served by the north-south K Ave/Municipal Ave couplet. The smaller block sizes north of 14th Street allow increased route choice and pedestrian accessibility; however, blocks south of 14th Street are larger, reducing connectivity options. There is more limited street connectivity between 14th Street and Plano Parkway due to the multiple rail lines and larger scale industrial development pattern. 10th Street provides the only other connection to US 75 from the station area. Additional local street connections may need to be considered to create a more walkable block pattern, improve circulation options, and mitigate cut-through traffic in the Douglass Community.

The future Shiloh Road Silver Line station site is connected regionally by the major arterials Shiloh Road, 14th Street, and Plano Parkway. This Study Area has a wide block, auto-oriented street pattern, especially in the Research/Technology light industrial area south of 14th Street. While the arterial network provides effective linkages for motorists, the connectivity in the area is a challenge for pedestrians and bicyclists, with limited local street route options and higher traffic speeds and volumes. As some sites redevelop, there may be opportunities to introduce new local street connections or create more direct pedestrian connectivity between the station and area destinations.

## **Traffic Counts**

The City of Plano released daily traffic volumes for 2019. K Avenue reported approximately 29,240 vehicles per day (vpd) between George Bush Turnpike to Plano Parkway and 23,532 vpd between Plano Parkway and 14th Street. Shiloh Road reported approximately 18,678 vpd between George Bush Parkway and Plano Parkway. Traffic volumes around both proposed station sites are moderate compared to most major streets in Plano.

## **Transit Access**

The Silver Line commuter rail corridor will connect Plano to six other cities across the northern part of the DART Service Area: Richardson, Addison, Carrollton, Dallas, Coppell, and Grapevine. It will travel 26 miles east to west between the Shiloh Road Station and Dallas-Fort Worth International Airport (DFW) Terminal B. Service will be offered seven days per week, with more frequent service during peak weekday periods. Trains will operate in both directions every 30 minutes during peak travel periods (morning and evening) and every 60 minutes during non-peak travel periods. The estimated trip time between Shiloh Road and the DFW Terminal B is 60 minutes.

DART estimates 340 daily riders for 2040 for the 12th Street Silver Line Station. Travel time to DFW Airport Terminal B would be approximately 55 minutes. Riders would be able to transfer to a new 12th Street Red and Orange Line Station. DART estimates 690 daily riders for 2040 at the Shiloh Road Station.

Southeast Plano is currently served by light rail service, fixed route bus service, and on-demand transit service through GoLink. 12th Street Silver Line Station riders would be able to transfer between the Silver Line and Red/Orange Lines. The Shiloh Road Station is located within the East Telecom GoLink zone. This GoLink zone would provide service to the Shiloh Road Station between 5 a.m. and 8 p.m. Monday – Friday. No service is currently offered on weekends.

There are currently no fixed bus routes that connect directly to the proposed 12th Street or Shiloh Road stations. The nearest bus route (Route 247) travels along Jupiter Road and 14th Street to connect to the Downtown Plano Red/Orange Line station.

# Economic Development

## Market Analysis

The City of Plano completed the [Silver Line Corridor Market Assessment & Economic Development Strategy in February 2022](#). Those findings serve the basis for the station area plans. Major takeaways from the study included:

- Retail within the study area has performed well with some turnover in spaces with higher rents. Market conditions suggest continued demand for affordable, legacy retail space, which would be further supported by additional housing units within area redevelopment (Collin Creek, CityLine, and 12th Street).
- There is a market for additional office in the area; however, the office market is still recovering from the effects of the COVID-19 pandemic and the long range outlook is unknown.
- There is market demand for a variety of housing types in the area, including ownership, condominium, and for-rent products. However, due to small parcel sizes and highly decentralized ownership, existing zoning is unlikely to provide the types of housing products that meet market demand and support transit-oriented development.
- Due to high land costs, redevelopment will likely be slow without public participation or rezoning for additional density.
- Existing cash flows are sufficient to allow property owners to maintain the types of existing structures and commercial tenants that do not support a transit-oriented development.
- Land assembly will be critical to serve as catalysts for redevelopment.
- There is opportunity to adaptively reuse heavy commercial and light industrial buildings. Zoning needs to be flexible to allow these conditions.
- The light industrial, research/technology, office/warehouse sector is doing well and less subject to swings in the economy.

## Neighborhood Empowerment Zone

Additionally, a Neighborhood Empowerment Zone (NEZ) was created in 1999 to support affordable housing construction and rehabilitation in the downtown core of Plano. The NEZ would directly affect the 12th Street Station area. The southernmost border of the NEZ is along 10th and 11th Streets, just south of DART right-of-way and the proposed 12th Street Silver Line Station.



## Tax Increment Financing Zones

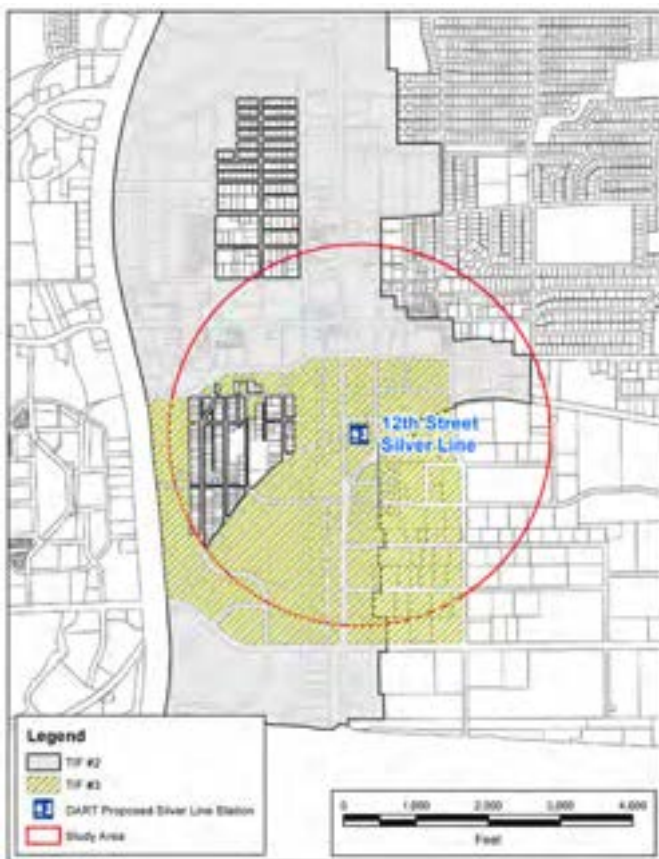
Tax increment financing (TIF) is an economic development tool used to promote investment in a defined area. The TIF has historically been used to finance public improvements in blighted or underdeveloped areas identified as reinvestment zones. Once the zone is created, revenue from the TIF district is divided into two categories: property tax value prior to the formation of the TIF (tax base), and property tax value from new development or redevelopment and investment in the district (tax increment). The tax increment fund is maintained by the city for investment in projects such as property acquisition, public right-of-way construction and repair, infrastructure development, demolition, site preparation, implementing and/or enhancing public utilities, streetscape improvements and beautification. These investments serve as a catalyst for private investment and development within the TIF zones.

### Tax Increment Reinvestment Zone 2

In 1999, the City of Plano created a tax increment finance (TIF) district to encourage reinvestment along the DART light rail line in downtown Plano. The zone is referred to as TIF Reinvestment Zone 2. The zone was designed to maximize potential transit-oriented development and to support arts and cultural heritage expansion in the downtown area. In May 2014, the zone was extended for another 15 years. Planned improvements in the zone include additional public infrastructure, streetscaping, and the continuation of various development projects.

### Tax Increment Reinvestment Zone 3

In 2018, the City approved a new zone to support the construction and development of the Silver Line. TIF Reinvestment Zone 3 includes areas around the Shiloh Road Station and areas south and east of the existing TIF Reinvestment Zone 2 (near the proposed 12th Street Station).



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## **Downtown Public Improvement District**

Public Improvement Districts (PID) serve as economic stimulators that help revitalize an area, and continue the momentum gained through economic investment. The Downtown Plano Public Improvement District (PID) is made possible by an assessment levy on property owners in the District. Property owners are assessed \$0.15 per \$100 of appraised value on taxable real property. The assessment levy supports additional services and events executed within the PID.

The Plano City Council established the Downtown Plano PID in 2014. It was created to help increase public improvements and expand opportunities attracting people to Downtown. The Downtown Plano PID consists of an Advisory Board made up of all property owners in the PID. An eight-member Executive Committee is formed that includes the three highest valued property owners, and five other property owners that the Board elects. The Board also establishes a Management Committee for managing programs and services, and overseeing expenditures.

The City Council established the District to help increase public improvements and expand opportunities to attract people to the District. The Authorized Improvements of the District include:

- **Marketing/Advertising** - Improvements include commercial media advertising, printed material, social media, web-based information, messaging, signs, billboards, banners, and souvenirs. The marketing/advertising improvements will provide benefit to all Lots within the District.
- **Events** - Improvements include entertainment, celebrations, support services, equipment/venue charges, and fees. The events improvements will provide benefit to all Lots within the District.
- **Beautification** - Improvements include landscaping, streetscaping, lighting, and other decorative improvements. The beautification improvements will provide benefit to all Lots within the District.
- **PID Management** - Improvements include services and costs related to coordinating and administering the PID program and budget by persons and organizations other than the city.
- **City Administration** - Improvements include contract services related to assessment administration and collection.
- **Security** - Improvements include security matters related to events and lighting projects. The security improvements will provide benefit to all Lots within the District.

Completed projects and PID expenditures include beautification projects on 15th Street; special events occurring throughout the year such as SteinFest, Plano ArtFest, Plano Art & Wine Walk, Night Out on 15th and the Movies in the Park series; and advertising and marketing that promote Downtown.

Downtown PID goals are consistent with downtown revitalization efforts:

- Facilitate opportunities for thoughtful engagement among property and business owners;
- Draw attention to the Downtown Plano Arts District;
- Increase revenue for Downtown businesses; and,
- Support the arts with programming and financial assistance.

In November 2017, City Council voted to renew the Downtown Plano PID for an additional five years. Continued PID support provides the additional resources needed to stimulate greater business and residential activity, and encourage a thriving downtown.

## Community Investment Program (CIP)

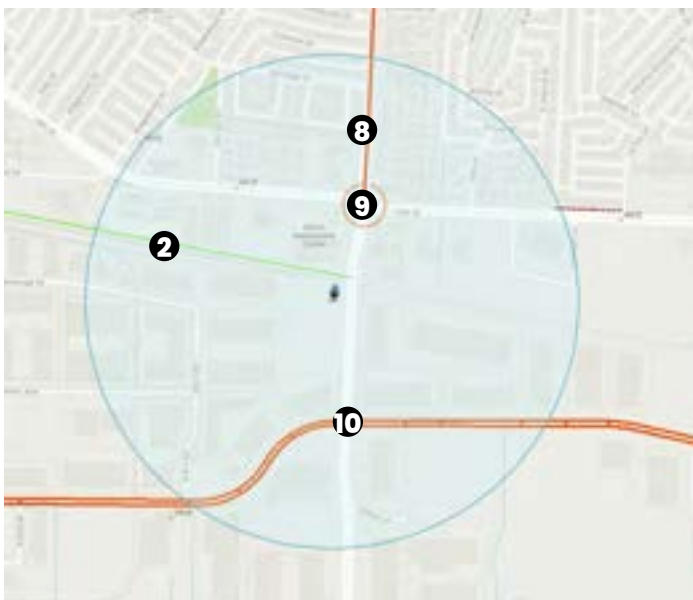
The Community Investment Program (CIP) is a five-year guide to planning, building, operating, and maintaining capital projects. The program includes a schedule of proposed municipal expenditures for new facilities and/or the renovation, reconstruction, or expansion of existing facilities and infrastructure. Projects budgeted in the CIP are major capital investments to municipal buildings, streets, parks, drainage ways, and utilities.

### 12th Street Station



1. **Douglass Neighborhood Sidewalks:** This project includes the installation of sidewalks throughout the Douglass Community. Design plans and easement acquisition for new sidewalks are in progress. Repair of existing sidewalks are currently underway on F Avenue.
2. **Silver Line Rail Trail:** Plans include a 12 ft. hike-and-bike trail located along the Silver Line including a bridge over Jupiter Road. The bike trail connects to the existing hike-and-bike trail along the DART Red Line.
3. **15th Street Reconstruction:** Plans include reconstruction of E 15th Street from Municipal Avenue to Jupiter Road. The western segment will include wider sidewalks and on-street parking spaces.
4. **Haggard Park Master Plan:** The Parks & Recreation Department is currently preparing a master plan for future park updates and improvements.

### Shiloh Road Station

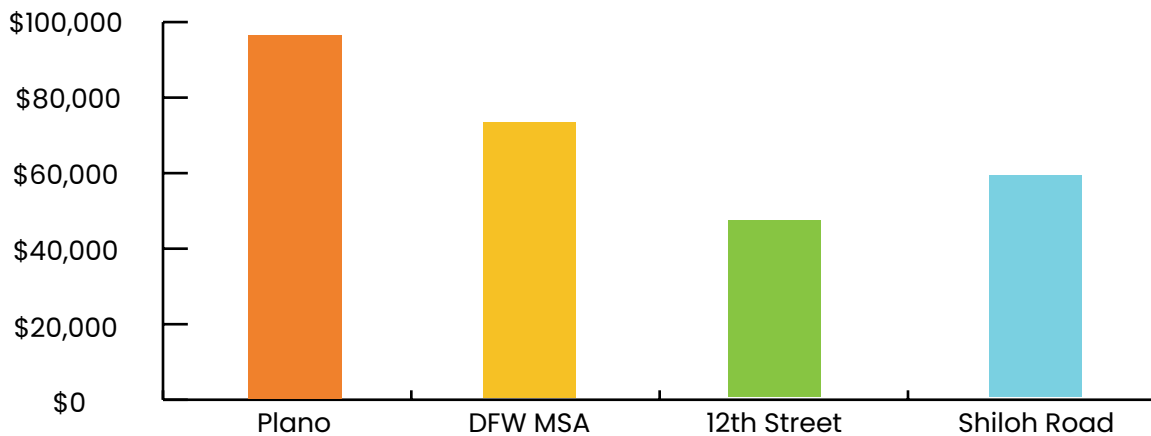


5. **Residential Pavement Repair:** This project includes repair of residential streets in neighborhoods throughout Plano.
6. **Downtown Signage:** Signage into downtown is being repaired and upgraded.
7. **10th Street:** Project includes paving and water line reconstruction on 10th Street, from N Avenue to Jupiter Road.
8. **Shiloh Road Widening:** Shiloh Road will be widened to a 4-lane, divided roadway from 14th Street to Park Road.
9. **Intersection Improvements:** The intersection of 14th and Jupiter will be improved to include turn lanes.
10. **Plano Parkway Concrete Repair:** Work is underway for concrete repairs to Plano Parkway from US 75 to the city's eastern limits.

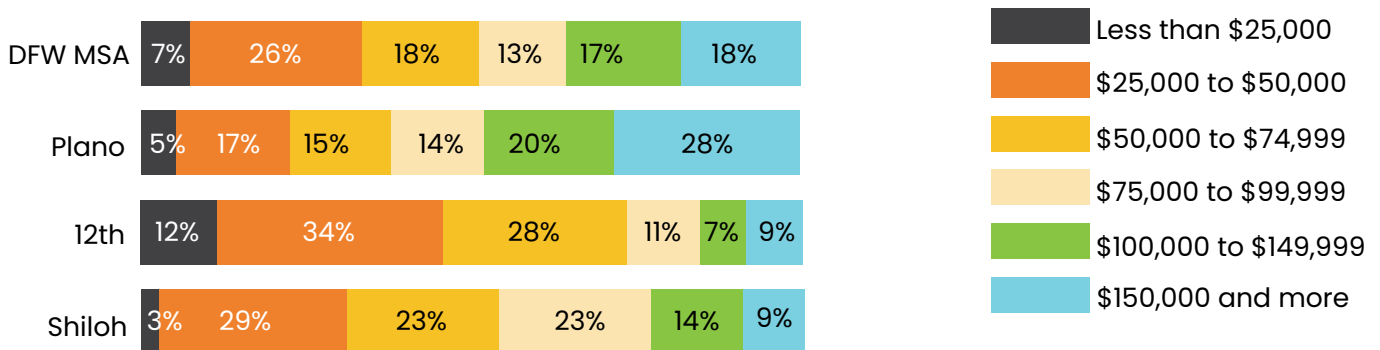
## Demographics

### Household Income

The median household income in the 12th Street Study Area (\$45,150) is approximately half the median household income of the City of Plano (\$96,348). The Shiloh Road Study Area has a higher median household income (\$57,406) than the 12th Street Study Area but a lower median household income than the City of Plano. Both study areas have lower median household incomes than the DFW MSA, which is \$72,882.



In general, the study areas have a higher percentage of households earning between \$25,000 and \$50,000 than the City of Plano and the greater DFW MSA region. Both study areas have 9% of households earning more than \$150,000 per year.

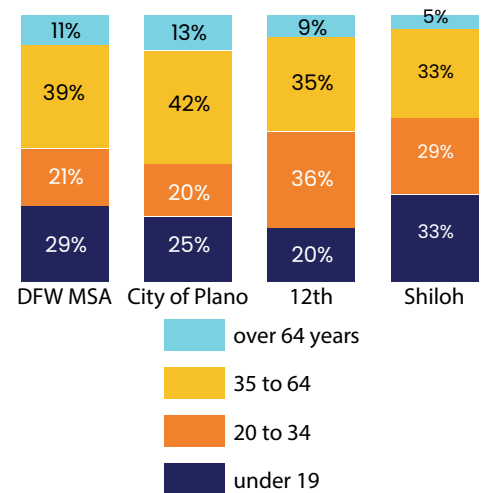


Source: 2020 5-year American Community Survey

## Population and Age Composition

The 12th Street Study Area had a 2020 population of 5,210 while the Shiloh Road Study Area had more than twice the population at 13,530. Both study areas had a higher percentage of residents aged 20 to 34 years than the City of Plano and the Dallas-Fort Worth-Arlington Metropolitan Statistical Area (DFW MSA).

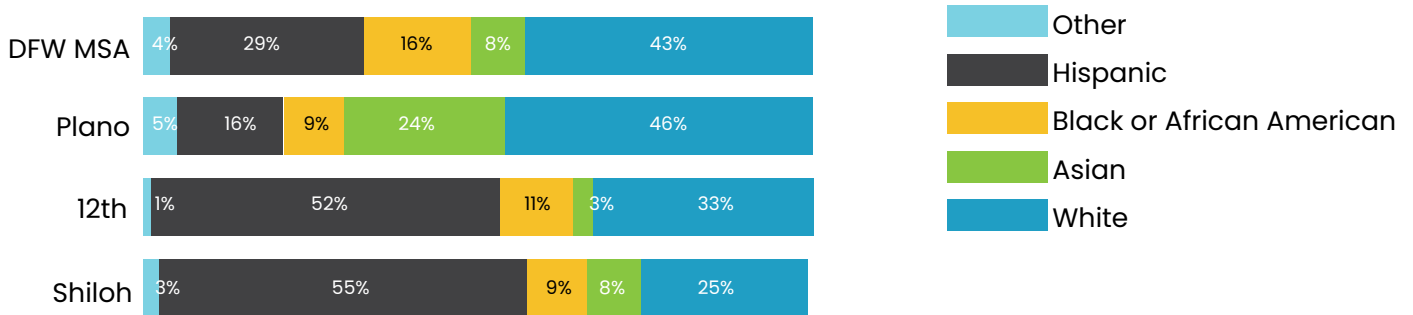
Geography	Total Population 2020	Total Households 2020	Persons per Household
Dallas-Fort Worth-Arlington MSA	7,451,858	2,615,579	2.9
City of Plano	288,870	107,320	2.7
12th Street Study Area*	5,210	2,523	2.0
Shiloh Road Study Area *	13,530	4,189	3.2



Source: 2020 American Community Survey

\*Study Area data is from 2020 Census Block Groups whose boundaries extend outside of the 1/2 mile Study Areas presented elsewhere in this report. The 0.5-mile study areas are both 502.7 acres, whereas the 12th Street block groups cover 1,645.5 acres, and Shiloh Road block groups cover 1,805.4 acres

## Race/Ethnicity



Source: 2020 American Community Survey



# 04 – Zoning Alignment

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In anticipation of significant public investment in new rail transit infrastructure and new commuter rail stations, the City completed the *Silver Line Market Assessment & Economic Development Strategy* in February 2022. The study identified several residential and commercial redevelopment TOD typologies (see below) that are likely to be in market demand as a result of the Silver Line stations. Findings of the study were broken down into 12 subdistricts.

## **TOD Typologies**

The Silver Line Market Assessment & Economic Development Strategy report outlined a variety of expected residential and commercial typologies:

### *Residential TOD Typologies*

- Single-Family Detached
- Townhome
- Slot Home/Turned Townhome
- Live-Work
- 3- to 5-Story Multifamily
- 4- or 5-Over 1 Multifamily
- High Rise Residential

### *Commercial TOD Typologies*

- Class A Office
- Rehabilitated Industrial
- 4- or 5-Over 1 Commercial
- Stand Alone Retail
- Strip or Retail Center
- Full-Service Hotel

## **Subdistricts**

The Silver Line Market Assessment & Economic Development Strategy analyzed the TOD Typologies by 12 subdistricts:

### *12th Street Station Study Area Subdistricts*

- Downtown North
- Downtown South Fragmented Industrial
- Douglass Neighborhood
- Large Format Industrial Southwest
- K Avenue Extension South
- Vendome Neighborhood
- Industrial District

### *Shiloh Road Study Area Subdistricts*

- Shiloh Single-Family
- Shiloh Multifamily
- 14th Street East
- RT North
- Research & Technology

## **Objectives**

The goal of the Zoning Alignment Chapter is to build on these findings by exploring if the current zoning in the subdistricts are supportive of the market conditions. It provides answers the following questions:

1. Which zoning districts are generally supportive of the TOD typologies overall?
2. Are the subdistricts currently zoned to allow the expected redevelopment typologies?
3. Are there barriers in existing zoning to meeting market demand or facilitating redevelopment?

## **Analysis**

This chapter is intended to inform future phases of the Silver Line Station Areas Plan. Findings of the zoning analysis are not recommendations, but simply analysis of the existing zoning and what changes would likely be needed to allow the redevelopment typologies identified in the market study. Future phases will identify community needs and preferences in the study areas. Understanding market demand and community preferences will be used together to develop the vision and implementation strategies for the study areas.

# Residential TOD Typologies



### Single-Family Detached

Typical: Up to 10 units per acre  
 Urban: 10 or more units per acre  
 1 to 3 stories

**Use Type in Zoning Ordinance:**  
 Single-Family Residence (Detached)  
 or Patio Home



### Townhomes

15 to 40 units per acre  
 ~1,800–2,500 sq. ft. lot sizes  
 1 to 3 stories

**Use Type in Zoning Ordinance:**  
 Single-Family Residence (Attached)  
 Units are most often on individually  
 platted lots, but may be on a single lot  
 in some circumstances.



### Slot Homes

25 to 55 units per acre  
 600 sq. ft. footprint per unit  
 1 to 4 stories

**Use Type in Zoning Ordinance:**  
 Plano does not currently have a  
 use type or zoning district designed  
 specifically for higher density single-  
 family, such as Slot Homes. The  
 analysis that follows evaluates  
 these types as condominium-  
 type ownership products would be  
 reviewed under the Zoning Ordinance.



### Live-Work

Live above/behind/within commercial  
 18 to 25 units per acre  
 1 to 3 stories  
 Lot sizes vary

**Use Type in Zoning Ordinance:**  
 Live-Work (Business Loft)



### 3 to 5 Story Multifamily

30 to 80 units per acre  
 3 to 5 stories  
 Structured Parking  
 4 to 7 acre lot sizes

**Use Type in Zoning Ordinance:**  
 Multifamily Residence (1 to 4 stories)  
 Mid-Rise Residential (5+ stories)

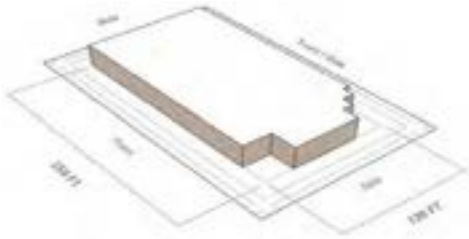


### 4/5 over 1 Multifamily

80 to 110 units per acre  
 4 to 5 stories  
 Ground Floor Commercial  
 1.5 to 5 acre lot sizes

**Use Type in Zoning Ordinance:**  
 Multifamily Residence (1 to 4 stories)  
 Mid-Rise Residential (5+ stories)

## Commercial TOD Typologies

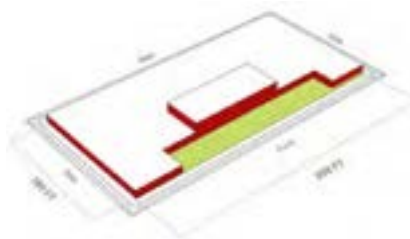


### Repurposed Industrial

Conversion of older industrial buildings into bars/restaurants, art or event venues, showrooms, boutique offices, microbreweries, etc.

#### Use Type in Zoning Ordinance:

The Repurposed Industrial typology is not associated with a specific type of land use. The site would be evaluated on a case-by-case basis depending upon the proposed use.



### Stand-Alone Retail

Retail, Service, or Restaurants  
Surface Parking in Front  
1 to 2 stories  
Lot sizes vary

#### Use Type in Zoning Ordinance:

Retail Store (retail/service uses) or  
Restaurant/Cafeteria (restaurants)

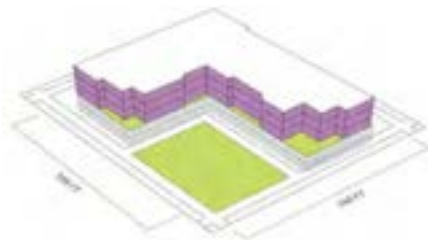


### 4/5 over 1 Commercial

Ground floor retail with residential units above. Same as the 4/5 over 1 Multifamily residential typology.

#### Use Type in Zoning Ordinance:

Multifamily Residence (1 to 4 stories)  
Mid-Rise Residential (5+ stories)



### Boutique Hotel

Unique amenity packages  
Typically less than 200 rooms  
Cultural or historical experience

#### Use Type in Zoning Ordinance:

Hotel/Motel

### Unlikely Redevelopment Types:

The Silver Line Market Study found that the following typologies were unlikely in both study areas:

#### High-Rise Residential

80 to 200 units per acre  
10 to 30 stories

#### Class A Office

3 to 12 acres  
1:1 Floor Area Ratios

#### Strip Retail

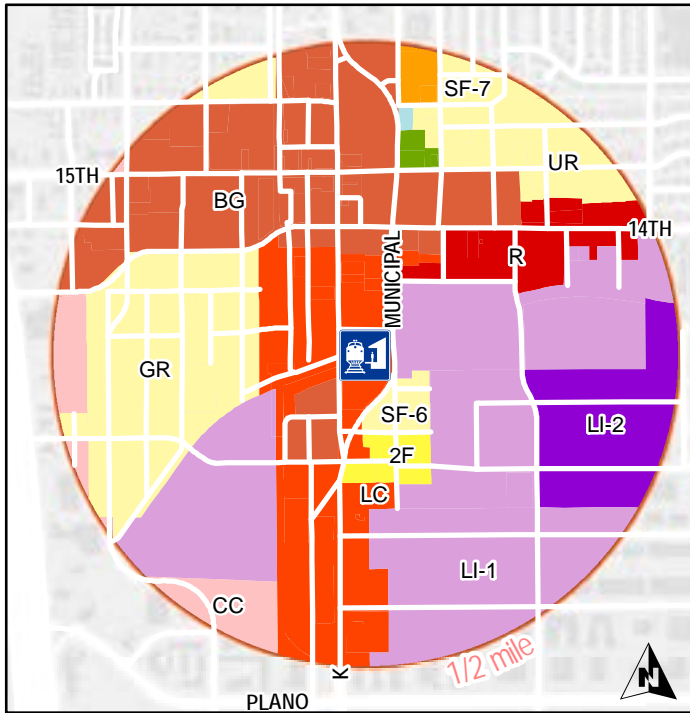
Multi-tenant retail and service  
1 to 2 stories

#### Full Service Hotel

Amenities such as restaurants,  
meeting rooms, gyms, and  
pools

## Current Zoning in Study Areas

The analysis in the Section analyzes the findings of the TOD Typologies from the Silver Line Market Study with existing zoning in the study areas. Other zoning districts not located in the study areas were not considered.

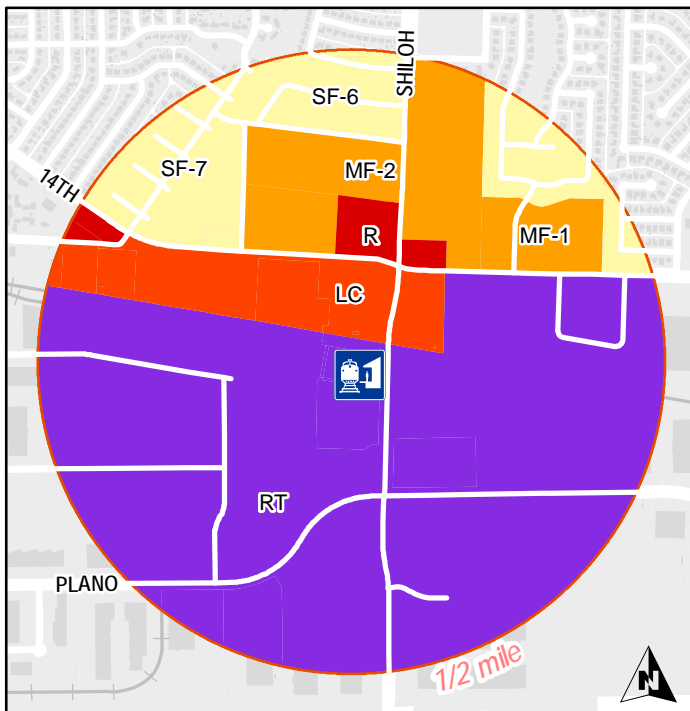


### Residential Zoning Districts:

- Single-Family Residence-6 (SF-6)
- Single-Family Residence-7 (SF-7)
- Urban Residential (UR)
- Single-Family Residence Attached (SF-A)
- Two-Family Residence (2F)
- General Residential (GR)
- Multifamily Residence-1 (MF-1)
- Multifamily Residence-2 (MF-2)
- Multifamily Residence-3 (MF-3)

### Nonresidential Zoning Districts:

- Corridor Commercial (CC)
- Downtown Business/Government (BG)
- Neighborhood Office (O-1)
- General Office (O-2)
- Light Commercial (LC)
- Light Industrial-1 (LI-1)
- Light Industrial-2 (LI-2)
- Retail (R)
- Research/Technology Center (RT)



Data Source: City of Plano Zoning Map (07/01/22)

## Where are Residential TOD Typologies permitted?

The table below shows where the Residential TOD Typologies described in the Silver Line Market Study are permitted in the various zoning districts located within the study area.

P - Permitted | N - Not Permitted | S - Specific Use Permit | # - See Notes Below

Zoning Districts in the Study Areas		Residential TOD Typologies					
		Single-Family Detached	Townhome	Slot Home	Live-Work	3 to 5 story MF	4 or 5 over 1 MF
Residential Zoning Districts	Single-Family Residence-6 (SF-6)	P	N	N	N	N	N
	Single-Family Residence-7 (SF-7)	P	N	N	N	N	N
	Urban Residential (UR)	P	N	N	N	N	N
	Single-Family Residence Attached (SF-A)	P	N <sup>2</sup>	N <sup>2,3</sup>	N	N	N
	Two-Family Residence (2F)	P	N	N	N	N	N
	General Residential (GR)	P	N	N	N/A	N	N
	Multifamily Residence-1 (MF-1)	P	N <sup>2</sup>	N <sup>2,3</sup>	N	N <sup>2</sup>	N <sup>2</sup>
	Multifamily Residence-2 (MF-2)	P	P	N <sup>2,3</sup>	N	N <sup>2</sup>	N <sup>2</sup>
	Multifamily Residence-3 (MF-3)	P	P	N <sup>2,3</sup>	N	N <sup>2</sup>	N <sup>2</sup>
Nonresidential Zoning Districts	Corridor Commercial (CC)	N	N	N	N	N	N
	Downtown Business/Government (BG)	N	P	P <sup>3</sup>	P	P <sup>1</sup>	P <sup>1</sup>
	Neighborhood Office (O-1)	N	N	N	N	N	N
	General Office (O-2)	N	N	N	N	N	N
	Light Commercial (LC)	N	N	N	N	N	N
	Light Industrial-1 (LI-1)	N	N	N	N	N	N
	Light Industrial-2 (LI-2)	N	N	N	N	N	N
	Retail (R)	S	S	N	N	N	N
Research/Technology Center (RT)	N	N	N	N	N	N	

- Permitted By Right
- May be Permitted
- Not Permitted

**NOTES:**

<sup>1</sup> Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space

<sup>2</sup> The use is permitted, however maximum density and/or building heights of the zoning district(s) would not allow this typology as described in the Silver Line Market Study (2022)

<sup>3</sup> Would be classified as Single-Family Residence (Attached) or Multifamily Residence in the Zoning Ordinance depending upon site design

## Where are Commercial TOD Typologies permitted?

Permitted By Right  
 Conditionally Permitted  
 Not Permitted

The table below shows where the Commercial TOD Typologies described in the Silver Line Market Study are permitted in the various zoning districts located within the study area.

P - Permitted | N - Not Permitted | S - Specific Use Permit | # - See Notes Below

Zoning Districts in the Study Areas		Commercial TOD Typologies				
		Rehabilitated Industrial	4/5 over 1 Commercial	Stand Alone Retail/Service	Stand Alone Restaurant	Boutique Hotel
Residential Zoning Districts	Single-Family Residence-6 (SF-6)	N	N	N	N	N
	Single-Family Residence-7 (SF-7)	N	N	N	N	N
	Urban Residential (UR)	N	N	N	N	N
	Single-Family Residence Attached (SF-A)	N	N	N	N	N
	Two-Family Residence (2F)	N	N	N	N	N
	General Residential (GR)	N	N	N	N	N
	Multifamily Residence-1 (MF-1)	N	N	N	N	N
	Multifamily Residence-2 (MF-2)	N	N	N	N	N
Multifamily Residence-3 (MF-3)	N	N	N	N	N	
Nonresidential Zoning Districts	Corridor Commercial (CC)	P <sup>1</sup>	N	P	P	P
	Downtown Business/Government (BG)	P <sup>1</sup>	P <sup>2</sup>	P	P	P
	Neighborhood Office (O-1)	P <sup>1</sup>	N	N	N	N
	General Office (O-2)	P <sup>1</sup>	N	N	S	P
	Light Commercial (LC)	P <sup>1</sup>	N	P	P	P
	Light Industrial-1 (LI-1)	P <sup>1</sup>	N	P	P	P
	Light Industrial-2 (LI-2)	P <sup>1</sup>	N	P	P	P
	Retail (R)	P <sup>1</sup>	N	P	P	P
Research/Technology Center (RT)	P <sup>1</sup>	N	N	N	P <sup>3</sup>	

Permitted By Right  
 May be Permitted  
 Not Permitted

**NOTES:**

<sup>1</sup> This typology does not specify a future use; may be permitted depending upon the proposed use (Retail Store, Restaurant/Cafeteria, Office, etc.)

<sup>2</sup> Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space

<sup>3</sup> Permitted when at least 200 feet from a residential zoning district

## Zoning Districts Allowing Single-Family Detached (SF-7/SF-6/UR/GR)

Residential TOD Typologies	SF-7	SF-6	UR	GR
Single-Family Detached	P	P	P	P
Townhome	N	N	N	N
Slot Home	N	N	N	N
Live-Work	N	N	N	N
3 to 5 Story Multifamily	N	N	N	N
4 or 5 over 1 Multifamily	N	N	N	N
Zoning Standards (Typical <sup>A</sup> )				
Minimum Lot Area (square feet)	7,000	6,000	5,000	3,000
Minimum Lot Width (feet)	65'	55'	50'	30'
Minimum Lot Depth (feet)	100'	100'	90'	90'
Maximum Lot Coverage	45%	45%	60%	50%
Maximum Building Height	2 story	2 story	2 story	1-1.5 story
Minimum Floor Areas (square feet)	800	800	800	800
Parking Requirements (spaces/unit)	2	2	2	1

**NOTES:**  
P - Permitted  
N - Not Permitted  
S - Specific Use Permit

**DISCLAIMER:**  
The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.

Permitted By Right  
 May be Permitted  
 Not Permitted

### Analysis:

- The **Single-Family Residence-6** and **Single-Family Residence-7 (SF-6, SF-7)** districts are designed for the Typical Neighborhood Design, as described in the Comprehensive Plan. The larger lot sizes and setbacks do not support the compact development form necessary for transit-oriented development, but may be appropriate in locations where subdivision of large lots into smaller lots is not desirable. Backyard Cottages are also a potential way to provide additional housing opportunities in these areas, specifically for seniors and those with special housing needs.
- The **Urban Residential District (UR)** district is currently applied to Haggard Park and Old Towne neighborhoods. This zoning was created in 1998 with the purpose of providing single-family detached housing, particular infill developments that are urban and pedestrian-oriented in nature. However, rising land prices in the downtown area are driving demand for even smaller lot sizes. If more options for single-family detached are desired, the city should consider zoning adjustments to allow smaller lot sizes.
- The **General Residential (GR)** district is designed specifically for the Douglass Community and is not intended for use elsewhere in the city. It includes requirements to construct a front porch to maintain the character of the area.

## Zoning Districts Allowing Single-Family Attached (2F/GR/SF-A/BG)

Residential TOD Typologies	2F	GR	SF-A	BG	
Single-Family Detached	P	P	P	N	<b>NOTES:</b> None P - Permitted N - Not Permitted S - Specific Use Permit  1 - Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space  2 - The use is permitted, however maximum density and/or building heights of the zoning district(s) would not allow this typology as described in the Silver Line Market Study (2022)  3 - Would be classified as Single-Family Residence (Attached) or Multifamily Residence in the Zoning Ordinance depending upon site design
Townhome	N	N	N <sup>2</sup>	P	
Slot Home	N <sup>3</sup>	N <sup>3</sup>	N <sup>2,3</sup>	P <sup>3</sup>	
Live-Work	N	N	N	P	
3 to 5 Story Multifamily	N	N	N	P <sup>1</sup>	
4 or 5 over 1 Multifamily	N	N	N	P <sup>1</sup>	
Zoning Standards (Typical <sup>A</sup> )					
Minimum Lot Area (square feet)	8,000	6,000	2,250	700	<b><sup>A</sup>DISCLAIMER:</b> The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.  <span style="display: inline-block; width: 15px; height: 10px; background-color: #c8e6c9; border: 1px solid #000;"></span> Permitted By Right <span style="display: inline-block; width: 15px; height: 10px; background-color: #fff9c4; border: 1px solid #000;"></span> May be Permitted <span style="display: inline-block; width: 15px; height: 10px; background-color: #fff; border: 1px solid #000;"></span> Not Permitted
Minimum Lot Width (feet)	70'	30'	25'	20'	
Minimum Lot Depth (feet)	100'	90'	85'	35'	
Maximum Lot Coverage	45%	50%	65%	100%	
Maximum Building Height	2 story	1-1.5 story	2 story	3 story	
Minimum Floor Areas (square feet)	800	800	800	800	
Maximum Density	N/A	N/A	10-12	40	
Parking Requirements (spaces/unit)	2	1	2-2.5	2	

### Analysis:

- The **Two-Family Residence (2F)** and **General Residential (GR)** districts allow both single-family detached and duplexes. Though not a residential typology considered by the Silver Line Market Study, smaller lot duplexes are not uncommon in mixed-use and transit-oriented developments. The Collin Creek Mall redevelopment site, located approximately 3/4 mile west of the 12th Street Station, includes duplex-type housing. However, the required lot sizes in the 2F and GR districts are likely larger than those necessary for transit-oriented development. These districts may be appropriate in locations where subdivision of large lots into smaller lots is not desirable. Backyard Cottages are not permitted as accessory dwellings to duplexes.
- The **Single-Family Residence Attached (SF-A)** district allows both single-family detached and townhome typologies. Minimum lot sizes for SF-A units may be reduced to as low as 2,025 square feet with stormwater incentives. SF-A has long been used for moderate density transitions from commercial to single-family detached neighborhoods and may be a good redevelopment option where the greater intensity of BG zoning is a concern.
- The **Downtown/Business Government (BG)** district is designed specifically for the Downtown area and allows the density necessary to support TOD. A potential drawback of the BG district is that it does not permit urban-style, single-family detached units, such as Rice Field and Elmwood Park, without approval of a Planned Development. If more options for single-family detached are desired, the city should consider zoning adjustments to allow smaller lot sizes.



## Zoning Districts Allowing Multifamily (MF-1/MF-2/MF-3/BG)

Residential TOD Typologies	MF-1	MF-2	MF-3	BG
Single-Family Detached	P	P	P	N
Townhome	N <sup>2</sup>	P	P	P
Slot Home	N <sup>2,3</sup>	N <sup>2,3</sup>	N <sup>2,3</sup>	P <sup>3</sup>
Live-Work	N	N	N	P
3 to 5 Story Multifamily	N <sup>2</sup>	N <sup>2</sup>	N <sup>2</sup>	P <sup>1</sup>
4 or 5 over 1 Multifamily	N <sup>2</sup>	N <sup>2</sup>	N <sup>2</sup>	P <sup>1</sup>
Zoning Standards (Typical <sup>A</sup> )				
Minimum Lot Area	8,400	8,400	2,250	None
Minimum Lot Width (feet)	70'	70'	25'	None
Minimum Lot Depth (feet)	120'	120'	85'	None
Maximum Lot Coverage	35%	35%	65%	4:1 FAR
Maximum Building Height	3 story	2 story	3 story	4-5 story <sup>1</sup>
Minimum Floor Areas (square feet)	500-800	500-800	500-800	400
Maximum Density (units per acre)	12	18	21.5	None
Parking Requirements (spaces/unit)	2	2	2	1-2

**NOTES:** None  
P - Permitted  
N - Not Permitted  
S - Specific Use Permit

<sup>1</sup> - Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space

<sup>2</sup> - The use is permitted, however maximum density and/or building heights of the zoning district(s) would not allow this typology as described in the Silver Line Market Study (2022)

<sup>3</sup> - Would be classified as Single-Family Residence (Attached) or Multifamily Residence in the Zoning Ordinance depending upon site design

**<sup>A</sup>DISCLAIMER:**  
The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.

Permitted By Right  
 May be Permitted  
 Not Permitted

### Analysis:

- The **Multifamily Residence-1 (MF-1)**, **Multifamily Residence-2 (MF-2)** and **Multifamily Residence-3 (MF-3)** districts are the city's standard zoning for garden-style apartments and condominiums. The "3 to 5 story Multifamily" and "4 to 5 over 1 Multifamily" typologies are not supported in these districts, as they do not permit the 30+ units per acre density customary of these housing types. Slot Homes, if built as a multi-unit building on a single lot, could possibly be developed using the MF-1, MF-2, or MF-3 districts; however, the maximum densities are probably a limiting factor for these to develop under current market conditions.
- The **Downtown/Business Government (BG)** district is designed specifically for the Downtown area and allows the density necessary to support TOD. It allows multifamily uses by-right, but limits height to four floors of residential. Buildings may be as tall as five stories if the ground floor is used for parking, commercial, or residential/commercial flex space. The BG district also limits multifamily to no more than 300 units per block.

A potential drawback of the BG district is that because multifamily is permitted by-right, Planned Development districts have been used to prohibit multifamily uses for development projects seeking BG zoning for townhomes or non-residential uses. BG may be an appropriate district for areas within 1/4 mile of the transit stations where the highest intensity of TOD is supported by the Comprehensive Plan.

## Zoning Districts Allowing Commercial Uses (R/LC/CC/BG)




Commercial TOD Typologies	R	LC	CC	BG
Repurposed Industrial	P <sup>1</sup>	P <sup>1</sup>	P <sup>1</sup>	P <sup>1</sup>
4 or 5 Over 1 Commercial	N	N	N	P <sup>2</sup>
Stand Alone Retail/Service	P	P	P	P
Stand Alone Restaurant	P	P	P	P
Boutique Hotel	P	P	P	P
Zoning Standards (Typical <sup>A</sup> )				
Minimum Lot Area	None	None	None	None
Minimum Lot Width (feet)	None	None	None	None
Minimum Lot Depth (feet)	None	None	None	None
Maximum Lot Coverage	30%	40%	50%	None
Maximum Building Height	2 story	2 story	20 story	4-5 story <sup>2</sup>
Maximum Floor Area Ratio	0.6:1	0.8:1	1:1	4:1

**NOTES:** None  
P - Permitted  
N - Not Permitted  
S - Specific Use Permit

<sup>1</sup> - This typology does not specify a future use; may be permitted depending upon the proposed use (Retail Store, Restaurant/Cafeteria, Office, etc.)

<sup>2</sup> - Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space

**<sup>A</sup>DISCLAIMER:**  
The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.

 Permitted By Right  
 May be Permitted  
 Not Permitted

### Analysis:

- The **Retail (R)** and **Light Commercial (LC)** districts are the city's traditional commercial zoning districts. The districts are very similar, with the LC district allowing slightly larger buildings and more uses oriented towards light assembly, manufacturing, furniture stores, wholesalers, repair shops, and other similar businesses. The Retail district also allows some residential uses, such as single-family detached, townhomes, patio homes, and independent living facilities, with a Specific Use Permit. Although these districts allow the retail and service uses typical of TOD, zoning standards like front yard setbacks and lot coverage are supportive customary for compact, pedestrian-oriented environment.
- The **Corridor Commercial (CC)** district is located within the study area, but only in a small portion along US 75 on the western edge of the 12th Street Station study area. The district is intended for use along major expressways and is not appropriate for transit-oriented development.
- The **Downtown/Business Government (BG)** district is designed specifically for the Downtown area and allows a range of non-residential uses customary of TOD, such as retail stores, restaurants, bars, offices, and boutique hotels. BG is also the only district in the study areas that permits Live-Work units, where a residential unit is permitted to be attached to (above or beside) a ground-floor business. Allowing many of the same types of commercial uses but with different zoning standards, the BG district may be a good option for properties currently zoned Retail or Light Commercial in close proximity to the transit stations where a transition to a more mixed-use, pedestrian-friendly form is desirable.

## Zoning Districts Allowing Office/Tech Uses (O-1/O-2/RT/BG)

Commercial TOD Typologies	O-1	O-2	RT	BG
Repurposed Industrial	P <sup>1</sup>	P <sup>1</sup>	P <sup>1</sup>	P <sup>1</sup>
4-5 Over 1 Commercial	N	N	N	P <sup>2</sup>
Stand Alone Retail/Service	N	N	N	P
Stand Alone Restaurant	N	S	N	P
Boutique Hotel	N	P	P <sup>3</sup>	P
Zoning Standards (Typical <sup>A</sup> )				
Minimum Lot Area	None	None	None	None
Minimum Lot Width (feet)	None	None	None	None
Minimum Lot Depth (feet)	None	None	None	None
Maximum Lot Coverage	30%	50%	45-60%	None
Maximum Building Height	2 story	None	20 story	4-5 story <sup>2</sup>
Maximum Floor Area Ratio	0.6:1	1:1	1:1	4:1

**NOTES:** None  
P - Permitted  
N - Not Permitted  
S - Specific Use Permit

<sup>1</sup> - This typology does not specify a future use; may be permitted depending upon the proposed use (Retail Store, Restaurant/Cafeteria, Office, etc.)

<sup>2</sup> - Permitted up to 4 stories, or 5 stories if the ground floor is podium parking, commercial uses, or commercial/residential flex space

<sup>3</sup> - Permitted when at least 200 feet from a residential zoning district

**<sup>A</sup>DISCLAIMER:**  
The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.

Permitted By Right  
 May be Permitted  
 Not Permitted

### Analysis:

- The **Neighborhood Office (O-1)** district allows office uses at a lower-intensity, neighborhood scale. It used commonly throughout the city on the edges of four-corner retail shopping areas as complementary transitions to single-family neighborhoods. Of the likely redevelopment typologies, only *Re-purposed Industrial* is possible in this district; however, just one property is zoned O-1 in either study area and it is not an industrial site.
- The **General Office (O-2)** district allows office uses with unlimited height and a 1:1 FAR. This district is intended for a variety of low-, mid-, and high-rise corporations. Of the likely commercial redevelopment typologies, *Boutique Hotels* is the only one permitted outright. A specific use permit is needed for restaurants. *Re-purposed Industrial* may be possible; however, the single O-2 property in the study area does not have industrial buildings on site.
- The **Research/Technology Center (RT)** district is intended to allow a low density employment center consisting of office, research and development facilities, and limited assembly operations. The minimum district size is 25 acres.
- The **Downtown/Business Government (BG)** district is designed specifically for the Downtown area and, similar to the other office districts, allows professional, administrative, and medical offices. It is a good zoning option for TOD, where these employment generating uses are wanted in walkable proximity to housing, shopping, dining, and entertainment.

## Zoning Districts Allowing Industrial Uses (LI-1/LI-2)




Commercial TOD Typologies	LI-1	LI-2
Repurposed Industrial	P <sup>1</sup>	P <sup>1</sup>
4-5 Over 1 Commercial	N	N
Stand Alone Retail/Service	P	P
Stand Alone Restaurant	P	P
Boutique Hotel	P	P
Zoning Standards (Typical <sup>A</sup> )		
Minimum Lot Area	None	None
Minimum Lot Width (feet)	None	None
Minimum Lot Depth (feet)	None	None
Maximum Lot Coverage	50%	50%
Maximum Building Height	None	None
Maximum Floor Area Ratio	1:1	2:1

**NOTES:** None  
P - Permitted  
N - Not Permitted  
S - Specific Use Permit

<sup>1</sup> - This typology does not specify a future use; may be permitted depending upon the proposed use (Retail Store, Restaurant/Cafeteria, Office, etc.)

**<sup>A</sup>DISCLAIMER:**

The standards in the table are intended to reflect the typical requirements for the district. Refer to the City of Plano Zoning Ordinance for detailed regulations for the applicable zoning district.

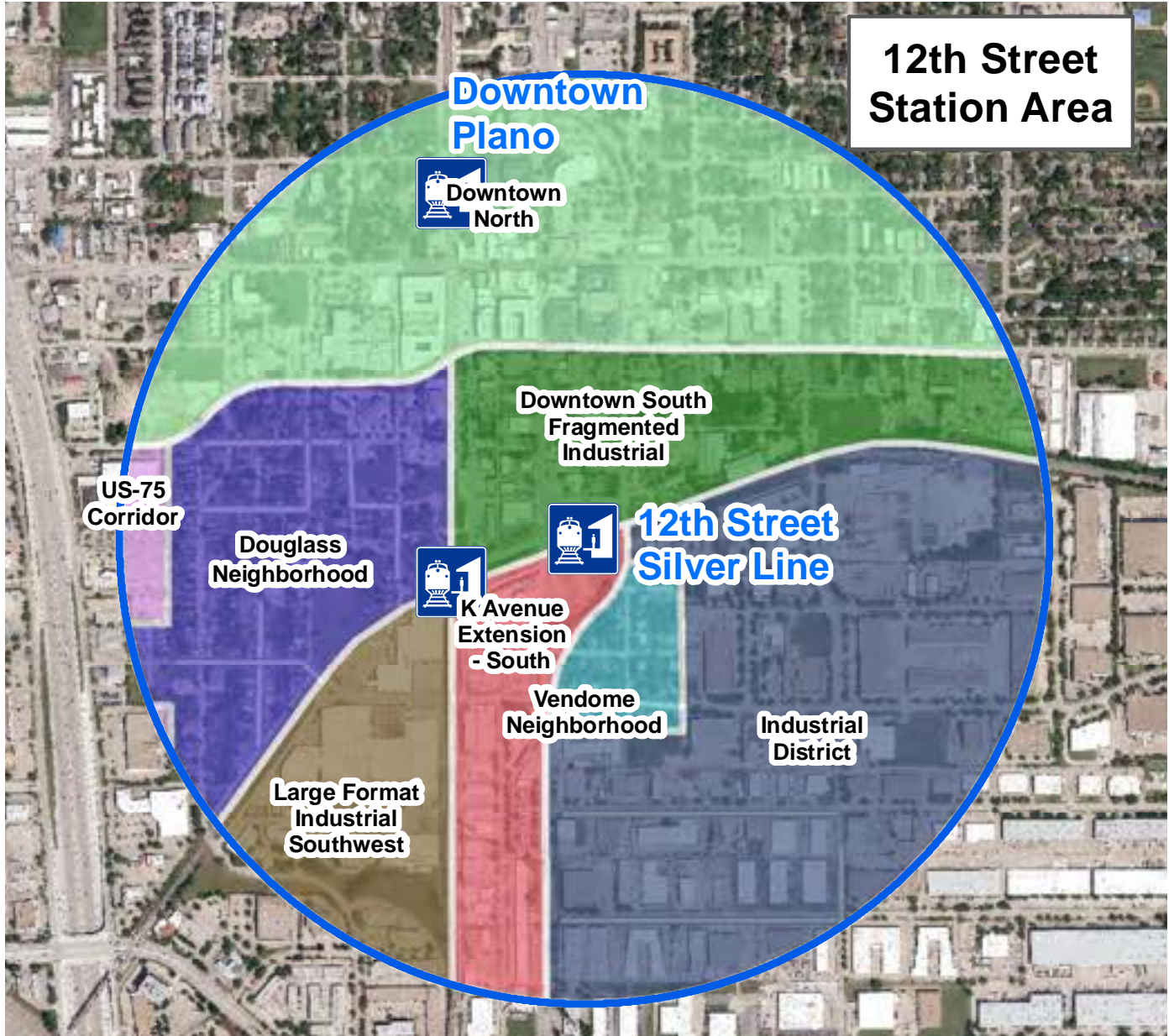
 Permitted By Right  
 May be Permitted  
 Not Permitted

### Analysis:

- The **Light Industrial-1 (LI-1)** and **Light Industrial-2 (LI-2)** districts are the city's only districts designed specifically for heavy commercial and manufacturing, heavy equipment sales and repair, assembly plants, distribution centers, warehouses, and other similar uses. The LI-2 district allows larger buildings and wider variety of industrial uses than the LI-1 district.

Although many of the commercial redevelopment types anticipated by the market study are allowed in these districts, industrial parks often benefit from wider streets and larger driveways to accommodate truck traffic and turning movements that are generally not supportive of TOD. However, the repurposing of older stand-alone industrial properties for restaurants, microbreweries, outdoor recreation, and other entertainment uses could be beneficial in walking or biking distance to TOD, or where adequate parking

## 12th Street Station Subdistricts



**NOTE:** The US 75 Corridor subdistrict was not included in TOD Typology analysis of the Silver Line Market Study. This area has been combined with Douglass Neighborhood subdistrict for purposes of this section.

- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: Downtown North

TOD Typologies		1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? <sup>1</sup>				
			BG (67%)	UR (20%)	MF-1 (3%)	O-2 (2%)	R (4%)
Residential	Single-Family Detached	→ No	○	●	●	○	◐
	Townhome	→ Yes	●	○	◐	○	◐
	Slot Home	→ Yes	●	○	◐	○	○
	Live-Work	→ Yes	●	○	○	○	○
	3 to 5 Story Multifamily	→ Yes	●	○	○	○	○
	4 or 5 over 1 Multifamily	→ Yes	→	●	○	○	○
Commercial	Repurposed Industrial	→ No	◐	○	○	◐	◐
	4 or 5 Over 1 Commercial	→ Yes	●	○	○	○	○
	Stand Alone Retail/Service	→ Yes	●	○	○	○	●
	Stand Alone Restaurant	→ Yes	●	○	○	●	●
	Boutique Hotel	→ Yes	→	●	○	○	●

<sup>1</sup>Districts less than 1% not included.

### Downtown/Business Government (BG)

- Generally allows the full variety of redevelopment typologies anticipated in this area.
- 5-story multifamily is not permitted unless the ground floor is parking, nonresidential, or flexspace.
- No minimum lot size or setbacks for non-residential is conducive for redevelopment of small infill lots.
- The Downtown Heritage District provides height and architectural protections along a portion of 15th Street and K Avenue.
- Recent developments include the Morada Apartments, Patriot Park, @15th Apartments, 1897 Addition, and Elmwood Park.

### General Office (O-2)

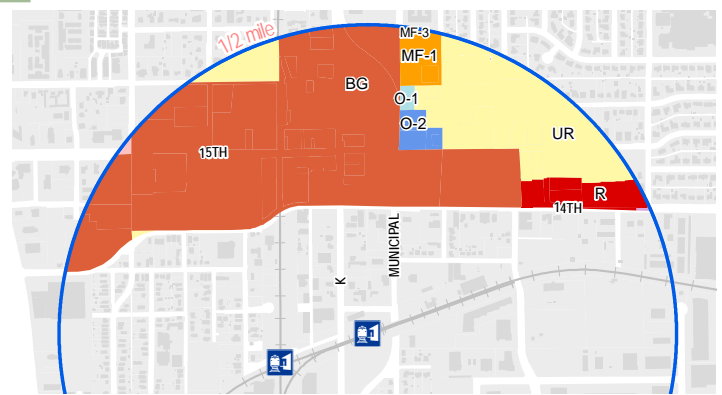
- Current zoning for 6 small properties in the subdistrict.

### Multifamily Residence-1 (MF-1)

- The maximum heights and densities are not supportive of 4 or 5 Over 1 Multifamily/Commercial.
- May be utilized for small-scale, multiplex apartments or townhomes.

### Urban Residential (UR)

- Current zoning for Haggard Park and Old Towne neighborhoods, as well as several older 2-story apartments located along E 15th Street.
- Permits the *Single-Family Detached* typology only, which is appropriate for neighborhood conservation.



However, multifamily in these areas built before 1998 may be reconstructed.

- The Haggard Park Heritage District provides additional architectural protections. A neighborhood conservation overlay district may be beneficial for Old Towne as the areas sees rising redevelopment pressure.
- The minimum lot size (5,000 sq. ft.) and height limitations (2-story) are more restrictive than recent PDs for urban-style, single-family detached have allowed, such as Rice Field (700 sq. ft./3-story), the Commodore (1,500 sq. ft./3-story), the Icon at Legacy West (700 sq. ft./3-story), and Elmwood Park (3,000 sq. ft./2-3 stories).

### Retail (R)

- Generally allows the commercial typologies, with the exception of 4/5 over 1 MF. Single-family uses are permitted with an Specific Use Permit (SUP).

- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: Downtown South Fragmented Industrial

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?¹			
		BG (11%)	LC (37%)	R (25%)	LI-1 (27%)
Residential	Single-Family Detached → No	○	○	◐	○
	Townhome → Yes	●	○	◐	○
	Slot Home → Yes	●	○	○	○
	Live-Work → Yes	●	○	○	○
	3 to 5 Story Multifamily → Yes	●	○	○	○
	4 or 5 over 1 Multifamily → Yes	●	○	○	○
Commercial	Repurposed Industrial → Yes	◐	◐	◐	◐
	4 or 5 Over 1 Commercial → No	●	○	○	○
	Stand Alone Retail/Service → Yes	●	●	●	●
	Stand Alone Restaurant → Yes	●	●	●	●
	Boutique Hotel → No	●	●	●	●

¹Districts less than 1% not included.

### Downtown/Business Government (BG)

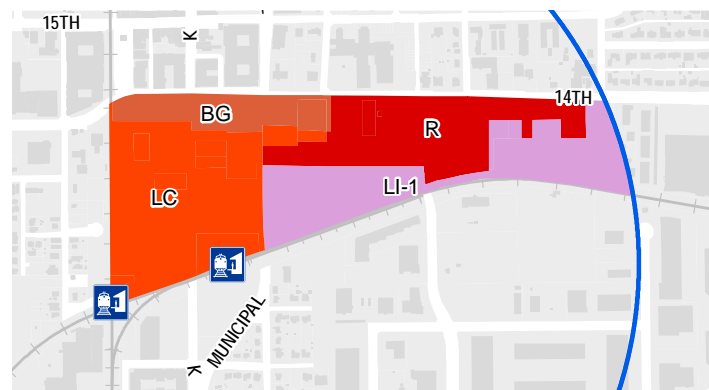
- Generally allows the full variety of redevelopment typologies anticipated in this area.
- 5-story multifamily is not permitted unless the ground floor is parking, nonresidential, or flexspace.
- No minimum lot size or setbacks for non-residential is conducive for redevelopment of small infill lots.

### Light Commercial (LC)

- The properties with LC zoning along K Avenue were part of a larger rezoning from LI-1 to K Avenue in 2003. This was intended to better align zoning of the corridor with the Comprehensive Plan, City Center Plan, Downtown Development Plan, and the Douglass Community Neighborhood Plan.
- LC and BG permit many of the same commercial typologies anticipated in this area; however BG allows the residential typologies and greater development intensity. If residential uses are desired to support TOD in this subdistrict, a change to BG may be appropriate.

### Retail (R)

- The Retail area includes a mix of office, commercial, and retail uses along 14th Street. Some single-family homes also remain along the north side of 13th Street. The study should consider how to protect residents in the near-term as it transitions to nonresidential uses.
- Single-family uses are permitted with a Specific Use Permit (SUP).



### Light Industrial-1 (LI-1)

- The LI-1 portion of the subdistrict includes several lots along 14th Street where the frontage of the property is zoned Retail and the back is used for outdoor storage. The study should consider the aesthetic impacts of this from the Silver Line corridor.
- Two properties are zoned LI-1 that are separated from other parts of the industrial park by the rail corridor. These properties have frontage on Municipal Avenue and are located directly across from the new station. Identified as a potential catalyst site in the market study, the Silver Line Plan should consider ways to capitalize on the transition of this property to more TOD-related uses.

- Not Supported
- ◐ Not Fully Supported
- Supported

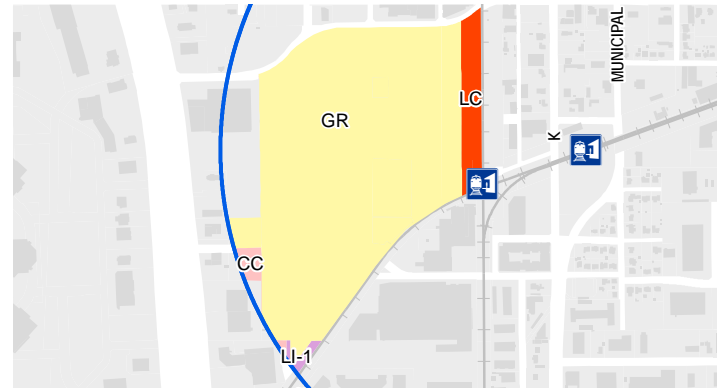
## 12th Street Subdistricts: Douglass Neighborhood

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? <sup>1</sup>			
		GR (91%)	LC (6%)	CC (2%)	
Residential	Single-Family Detached	Yes	●	○	○
	Townhome	No	○	○	○
	Slot Home	No	○	○	○
	Live-Work	No	○	○	○
	3 to 5 Story Multifamily	No	○	○	○
	4 or 5 over 1 Multifamily	No	○	○	○
Commercial	Repurposed Industrial	No	◐	◐	
	4 or 5 Over 1 Commercial	No	○	○	○
	Stand Alone Retail/Service	No	○	●	●
	Stand Alone Restaurant	No	○	●	●
	Boutique Hotel	No	○	●	●

<sup>1</sup>Districts less than 1% not included.

### General Residential (GR)

- The majority of the subdistrict is zoned GR, which was designed specifically for the Douglass Neighborhood. It permits single-family and duplex uses with requirements to construct front porches in character with historic homes in the neighborhood. The GR zoning is appropriate where necessary to protect the neighborhood from encroachment of nonresidential uses.
- Homes in the neighborhood are mostly one-story. The BG zoning of properties directly to the north permits 4-5 stories. This extreme contrast in building height allowances could result in a stark transition in height and scale on either side of 14th Street.



### Light Commercial (LC)

- A narrow portion of the area running parallel to the DART Red Line is zoned LC, which is not consistent with the rest of the neighborhood. A portion of this area is owned by Dallas Area Rapid Transit (DART).

### Corridor Commercial (CC)

- There are two 1/2-acre properties zoned CC in the subdistrict located on the west end of 11th Street near US 75. The sites are not ideally situated for commercial uses and two similar properties were rezoned for single-family homes in 2011. Formerly used as several residences, both properties are now undeveloped with frontage on E Avenue. The lot depths are approximately 105 feet, making them potentially suitable for subdivision into several residential lots.



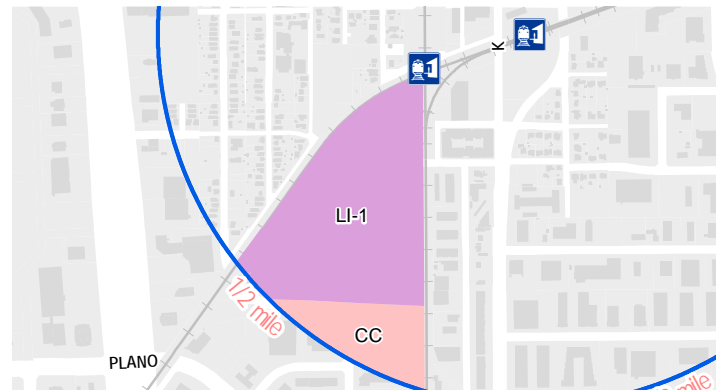
- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: Large Format Industrial Southwest

TOD Typologies		1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?	
			LI-1 (77%)	CC (22%)
Residential	Single-Family Detached	→ No	→ ○	→ ○
	Townhome	→ No	→ ○	→ ○
	Slot Home	→ No	→ ○	→ ○
	Live-Work	→ No	→ ○	→ ○
	3 to 5 Story Multifamily	→ Yes	→ ○	→ ○
	4 or 5 over 1 Multifamily	→ No	→ ○	→ ○
Commercial	Repurposed Industrial	→ Yes	→ ◐	→ ◐
	4 or 5 Over 1 Commercial	→ No	→ ○	→ ○
	Stand Alone Retail/Service	→ No	→ ●	→ ●
	Stand Alone Restaurant	→ No	→ ●	→ ●
	Boutique Hotel	→ No	→ ●	→ ●

### Light Industrial-1 (LI-1)

- The majority of the subdistrict is zoned LI-1, which allows many commercial uses that could be associated with repurposing industrial buildings. Lots size in this area are large, making them more suitable for large-scale redevelopment.
- The LI-1 zoning does not currently permit multifamily uses, which would be necessary to permit the 3-5 story multifamily typology. Any redevelopment into residential uses would likely need to study the environmental impacts of the industrial uses that have been located in the area since the 1950s.
- 10th Street bisects the area, providing good access to the 12th Street Station and nearby trail system. Future development should consider the potential impacts of cut-through traffic to the west towards the Douglass Neighborhood and US 75.



### Corridor Commercial (CC)

- The CC property is located along the southwestern perimeter of the 12th Street Station area and is developed with retail and light commercial uses in 1-story buildings.
- Connectivity to the 12th Street Station is not ideal. Future workers or residents may find it quicker and more convenient to travel south to Richardson's City Line station for their transit needs.

# 12th Street: K Avenue Extension South

- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: K Avenue Extension South

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? <sup>1</sup>		
		BG (18%)	LC (82%)	
Residential	Single-Family Detached	→ No	→ ○	→ ○
	Townhome	→ Yes	→ ●	→ ○
	Slot Home	→ Yes	→ ●	→ ○
	Live-Work	→ Yes	→ ●	→ ○
	3 to 5 Story Multifamily	→ Yes	→ ●	→ ○
	4 or 5 over 1 Multifamily	→ Yes	→ ●	→ ○
Commercial	Repurposed Industrial	→ Yes	→ ◐	→ ◐
	4 or 5 Over 1 Commercial	→ Yes	→ ●	→ ○
	Stand Alone Retail/Service	→ Yes	→ ●	→ ●
	Stand Alone Restaurant	→ Yes	→ ●	→ ●
	Boutique Hotel	→ Yes	→ ●	→ ●

<sup>1</sup>Districts less than 1% not included.

### Light Commercial (LC)

- The majority of the subdistrict is zoned LC, located between the rail line and K Avenue. This includes the main parking area for the DART Silver Line Station, located on the north side of the souther K Avenue/ Municipal Avenue couplet.
- The properties with LC zoning along K Avenue were part of a larger rezoning from LI-1 to K Avenue in 2003. This was intended to better align zoning of the corridor with the Comprehensive Plan, City Center Plan, Downtown Development Plan, and the Douglass Community Neighborhood Plan.
- LC and BG permit many of the same commercial typologies anticipated in this area; however, BG allows the residential typologies and greater development intensity. If residential uses are desired to support TOD in this subdistrict, a change to BG may be appropriate.
- Sites in this subdistrict will benefit from having access to the Hike-and-Bike trail on the west and 10 ft. sidewalks along K Avenue. These provide great pedestrian and bicycle connections to the 12th Street Station.



### Downtown Business/Government (BG)

- The BG portion of this district includes the recently constructed Ferro Apartments. Rezoned in 2016, this property is the only area zoned BG south of the rail line and non-contiguous to other BG areas.

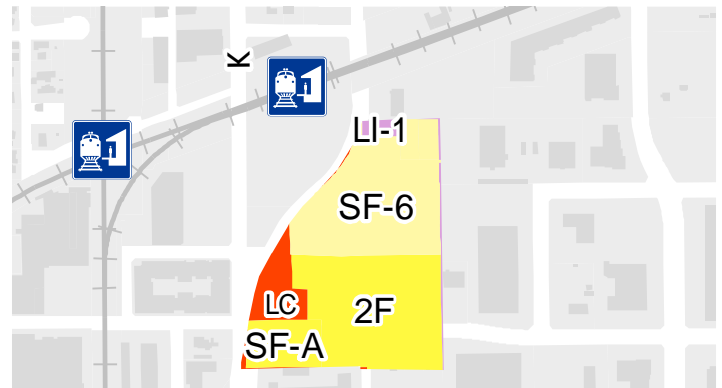
- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: Vendome Neighborhood

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?				
		SF-6 (40%)	2F (40%)	SF-A (9%)	LC (9%)	LI-1 (3%)
Residential	Single-Family Detached → Yes	●	●	●	○	○
	Townhome → Yes	○	◐	◐	○	○
	Slot Home → Yes	○	◐	◐	○	○
	Live-Work → Yes	○	○	○	○	○
	3 to 5 Story Multifamily → No	○	○	○	○	○
	4 or 5 over 1 Multifamily → No	○	○	○	○	○
Commercial	Repurposed Industrial → No	○	○	○	◐	◐
	4 or 5 Over 1 Commercial → No	○	○	○	○	○
	Stand Alone Retail/Service → No	○	○	○	●	●
	Stand Alone Restaurant → No	○	○	○	●	●
	Boutique Hotel → No	○	○	○	●	●

### Single-Family Residence-6 (SF-6)

- The SF-6 portion of this district is what remains of the Vendome neighborhood that existed prior to the construction of the southern K Avenue/Municipal Avenue couplet. This realignment resulted in removal of homes and the remaining neighborhood being sandwiched between commercial properties to the west and light industrial uses to the east.
- The area contains several homes of potentially historic value to the city. Options to maintain long-term viability of the neighborhood should be considered as part of this Study.



### Two-Family Residence-6 (2F)

- Similar to the SF-6 portion to the north, the area zoned 2F is also what remains of the Vendome Neighborhood.
- Options to maintain the long-term viability of the neighborhood should be considered as part of the Study.

- The five properties zoned LI-1 are currently platted for single-family lots. These would likely need to be replatted together to make a viable commercial property, which may be detrimental to the adjacent Vendome residents. The long-term viability of these properties for commercial uses should be considered as part of this study.

### Single-Family Residence Attached (SF-A)

- The portion zoned SF-A was rezoned from Light Commercial in 2021.

### Light Industrial-1 (LI-1)

- See the Industrial District on the following page for more information on this site.

### Light Commercial (LC)

- The LC portion of the subdistrict was part of a larger rezoning of the K Avenue Corridor south of the rail line from LI-1 to LC in 2003.

- Not Supported
- ◐ Not Fully Supported
- Supported

## 12th Street Subdistricts: Industrial District

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? <sup>1</sup>			
		LI-1 (68%)	LI-2 (23%)	LC (9%)	
Residential	Single-Family Detached	→ No	→ ○	→ ○	→ ○
	Townhome	→ No	→ ○	→ ○	→ ○
	Slot Home	→ No	→ ○	→ ○	→ ○
	Live-Work	→ No	→ ○	→ ○	→ ○
	3 to 5 Story Multifamily	→ No	→ ○	→ ○	→ ○
	4 or 5 over 1 Multifamily	→ No	→ ○	→ ○	→ ○
Commercial	Repurposed Industrial	→ Yes	→ ◐	→ ◐	→ ◐
	4 or 5 Over 1 Commercial	→ No	→ ○	→ ○	→ ○
	Stand Alone Retail/Service	→ No	→ ●	→ ●	→ ●
	Stand Alone Restaurant	→ No	→ ●	→ ●	→ ●
	Boutique Hotel	→ No	→ ●	→ ●	→ ●

<sup>1</sup>Districts less than 1% not shown.

### Light Commercial (LC)

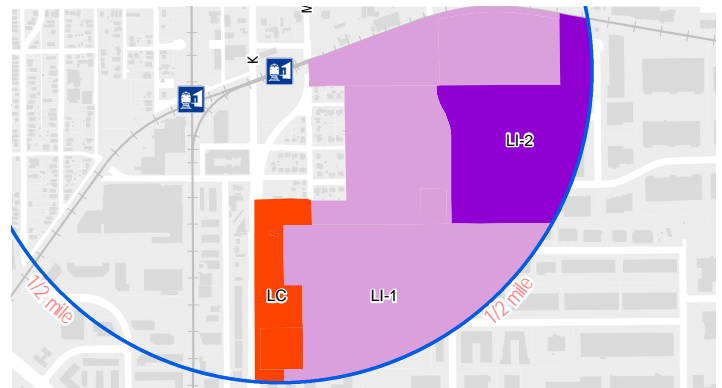
- The properties with LC zoning along K Avenue were part of a larger rezoning from LI-1 to K Avenue in 2003. This was intended to better align zoning of the corridor with the Comprehensive Plan, City Center Plan, Downtown Development Plan, and the Douglass Community Neighborhood Plan.
- The existing buildings are heavy commercial/light industrial in nature, which could be repurposed as anticipated by the market study.

### Light Industrial-1 (LI-1)

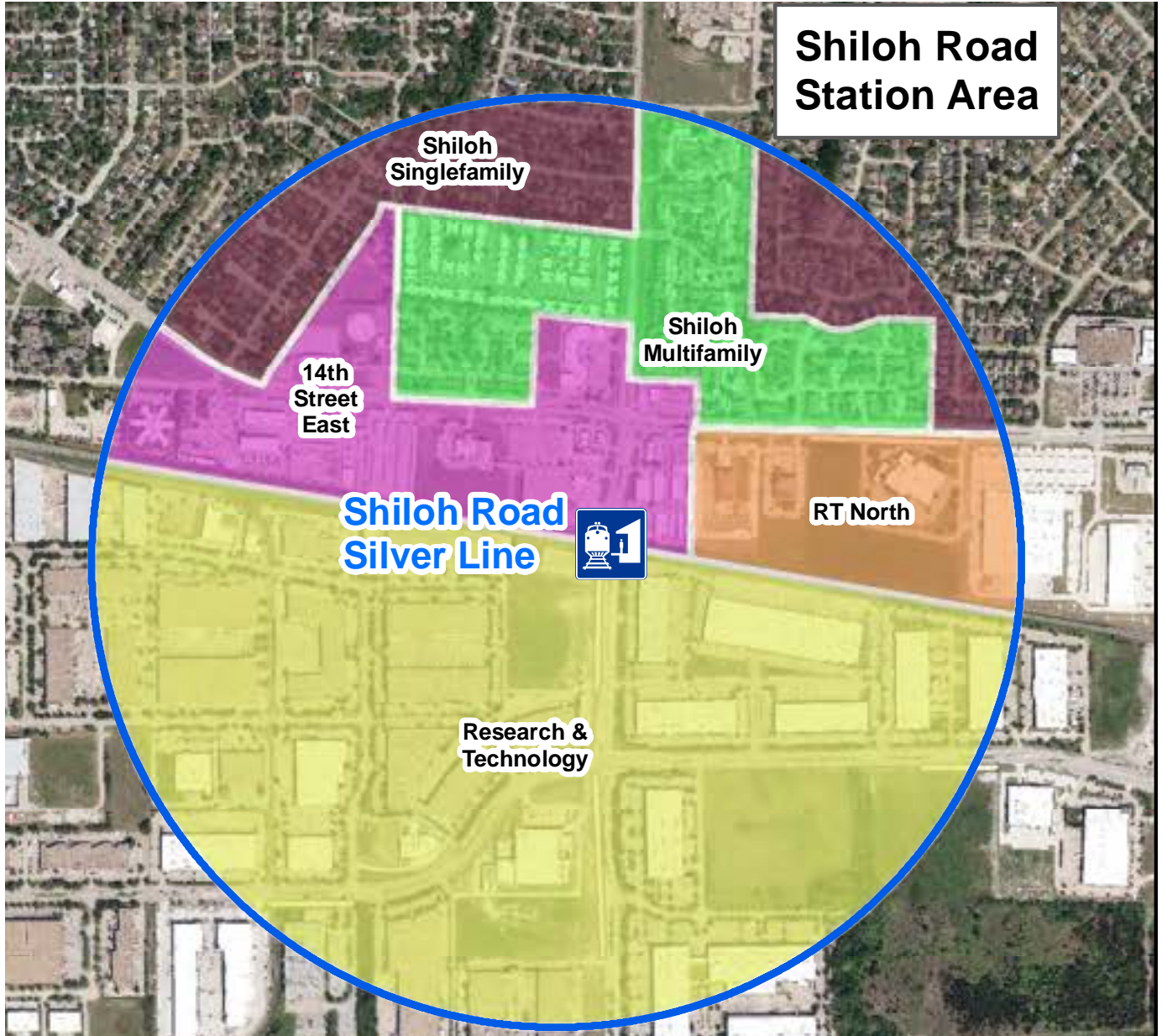
- The LI-1 portions of this district have been in place for decades, when the Cotton Belt/Silver Line provided good freight access. As noted in the Silver Line market study, many of the buildings are becoming obsolete due to their lower ceilings and lack of amenities.

### Light Industrial-1 (LI-2)

- The buildings in the LI-2 district are newer and contain more of the features desired by light industrial users. The current zoning is appropriate as long-term redevelopment or repurposing is unlikely.



## Shiloh Road Station Subdistricts



- Not Supported
- ◐ Not Fully Supported
- Supported

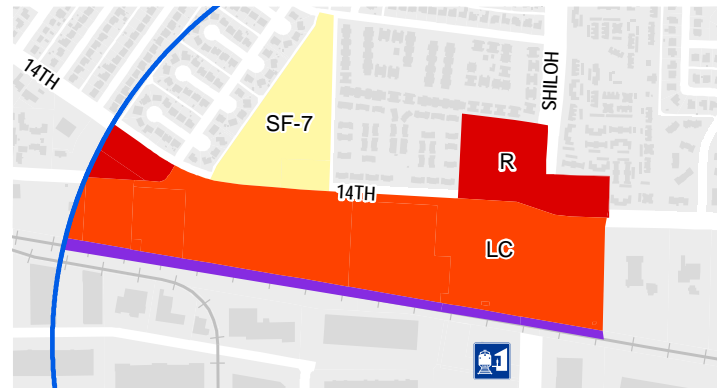
## Shiloh Road Subdistricts: 14th Street East

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?¹		
		SF-7 (15%)	R (16%)	LC (62%)
Residential	Single-Family Detached → No →	●	○	○
	Townhome → No →	○	○	○
	Slot Home → No →	○	○	○
	Live-Work → No →	○	○	○
	3 to 5 Story Multifamily → No →	○	○	○
	4 or 5 over 1 Multifamily → No →	○	○	○
Commercial	Repurposed Industrial → Yes →	○	◐	◐
	4 or 5 Over 1 Commercial → No →	○	○	○
	Stand Alone Retail/Service → Yes →	○	●	●
	Stand Alone Restaurant → Yes →	○	●	●
	Boutique Hotel → No →	○	●	●

¹Districts less than 1% not shown. Portions of the subdistrict zoned RT are fully within DART Silver Line right-of-way.

### Light Commercial (LC)

- The majority of the subdistrict is zoned LC. Like the LC properties along K Avenue, these sites were rezoned from LI-1 to LC in 2003 to better align with the comprehensive plan. Today, the area includes a mix of retail, self-storage, religious, non-profit, and heavy commercial uses. Current zoning is adequate to permit the likely redevelopment typologies anticipated in this area.



### Single-Family Residence-7 (SF-7)

- The SF-7 portion of the subdistrict includes Shoshoni Park, a City of Plano pump station, and a church.

### Retail (R)

- Retail zoning is located on the northern corners of the Shiloh Road and 14th Street intersection, including a small section of undeveloped land. Another undeveloped property is located at the intersection of Rigsbee Drive and 14th Street. Current zoning is adequate to permit the likely redevelopment typologies anticipated in this area.

# Shiloh Road: Single-Family

- Not Supported
- Not Fully Supported
- Supported

## Shiloh Road Subdistricts: Single-Family

TOD Typologies	1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?¹		
		SF-6 (38%)	SF-7 (61%)	
Residential	Single-Family Detached	→ Yes	→ ●	→ ●
	Townhome	→ No	→ ○	→ ○
	Slot Home	→ No	→ ○	→ ○
	Live-Work	→ No	→ ○	→ ○
	3 to 5 Story Multifamily	→ No	→ ○	→ ○
	4 or 5 over 1 Multifamily	→ No	→ ○	→ ○
Commercial	Repurposed Industrial	→ No	→ ○	→ ○
	4 or 5 Over 1 Commercial	→ No	→ ○	→ ○
	Stand Alone Retail/Service	→ No	→ ○	→ ○
	Stand Alone Restaurant	→ No	→ ○	→ ○
	Boutique Hotel	→ No	→ ○	→ ○

¹Districts less than 1% not shown.

### Single-Family Residence-6 and -7 (SF-6, SF-7)

- The SF-6 and SF-7 portions of the subdistrict are existing single-family neighborhoods built between the late 1960s and 1990s. The existing zoning is sufficient to support rehabilitation or reconstruction of homes in the area.



- Not Supported
- ◐ Not Fully Supported
- Supported

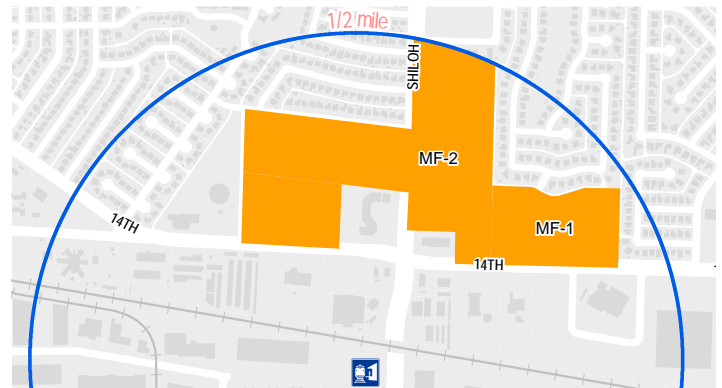
## Shiloh Road Subdistricts: Multifamily

TOD Typologies		1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology?¹	
			MF-1 (23%)	MF-2 (77%)
Residential	Single-Family Detached	→ No	→ ●	→ ●
	Townhome	→ No	→ ◐	→ ◐
	Slot Home	→ No	→ ◐	→ ◐
	Live-Work	→ No	→ ○	→ ○
	3 to 5 Story Multifamily	→ Yes	→ ○	→ ○
	4 or 5 over 1 Multifamily	→ No	→ ○	→ ○
Commercial	Repurposed Industrial	→ No	→ ○	→ ○
	4 or 5 Over 1 Commercial	→ No	→ ○	→ ○
	Stand Alone Retail/Service	→ No	→ ○	→ ○
	Stand Alone Restaurant	→ No	→ ○	→ ○
	Boutique Hotel	→ No	→ ○	→ ○

¹Districts less than 1% not included.

### Multifamily Residence-1 and -2 (MF-1, MF-2)

- As noted in the Silver Line Market Study, redevelopment is not expected in the near-term as these properties appear to be performing well.
- Rising land costs may motivate property owners to seek additional density. The study should consider whether additional density, if any, is appropriate for the long-term viability of these properties.





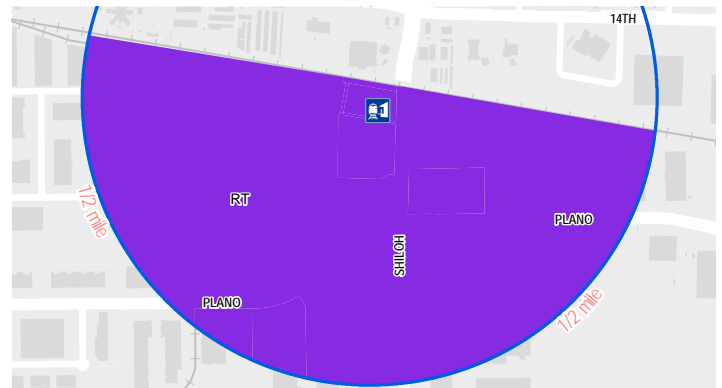
- Not Supported
- ◐ Not Fully Supported
- Supported

## Shiloh Road Subdistricts: Research & Technology

TOD Typologies		1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? RT (100%)
Residential	Single-Family Detached	→ No	→ ○
	Townhome	→ No	→ ○
	Slot Home	→ No	→ ○
	Live-Work	→ No	→ ○
	3 to 5 Story Multifamily	→ No	→ ○
	4 or 5 over 1 Multifamily	→ No	→ ○
Commercial	Repurposed Industrial	→ No	→ ◐
	4 or 5 Over 1 Commercial	→ No	→ ○
	Stand Alone Retail/Service	→ No	→ ○
	Stand Alone Restaurant	→ No	→ ○
	Boutique Hotel	→ No	→ ●

### Research & Technology Center (RT)

- The majority of the area was zoned RT in 1998, following the 10 Big Ideas for Eastern Plano that called for creation of a RT hub in southeast Plano. As noted in the Silver Line Market Study, businesses in the area are productive and provide an abundance of jobs.
- None of the TOD typologies are expected in this area.



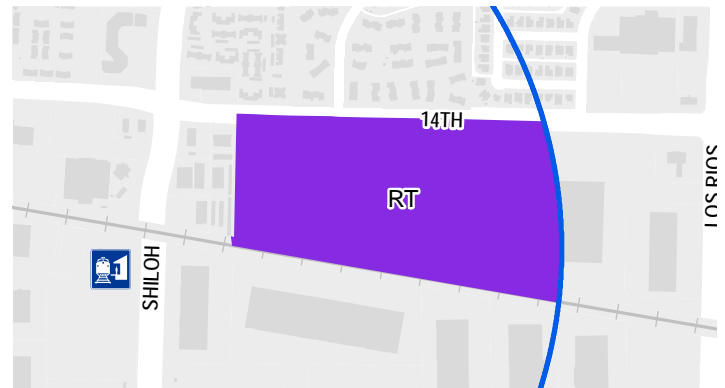
- Not Supported
- ◐ Not Fully Supported
- Supported

### Shiloh Road Subdistricts: RT North

TOD Typologies		1. Is TOD Typology Expected in Subdistrict?	2. Does the existing zoning support the TOD Typology? RT (100%)
Residential	Single-Family Detached	→ No	○
	Townhome	→ No	○
	Slot Home	→ No	○
	Live-Work	→ No	○
	3 to 5 Story Multifamily	→ No	○
	4 or 5 over 1 Multifamily	→ No	○
Commercial	Repurposed Industrial	→ No	◐
	4 or 5 Over 1 Commercial	→ No	○
	Stand Alone Retail/Service	→ No	○
	Stand Alone Restaurant	→ No	○
	Boutique Hotel	→ No	●

#### Research & Technology Center (RT)

- The entire subdistrict is zoned RT and includes religious facilities, a mapping company, the new Shutterfly distribution center, and a large undeveloped parcel.
- None of the TOD typologies are anticipated by the Silver Line Study.



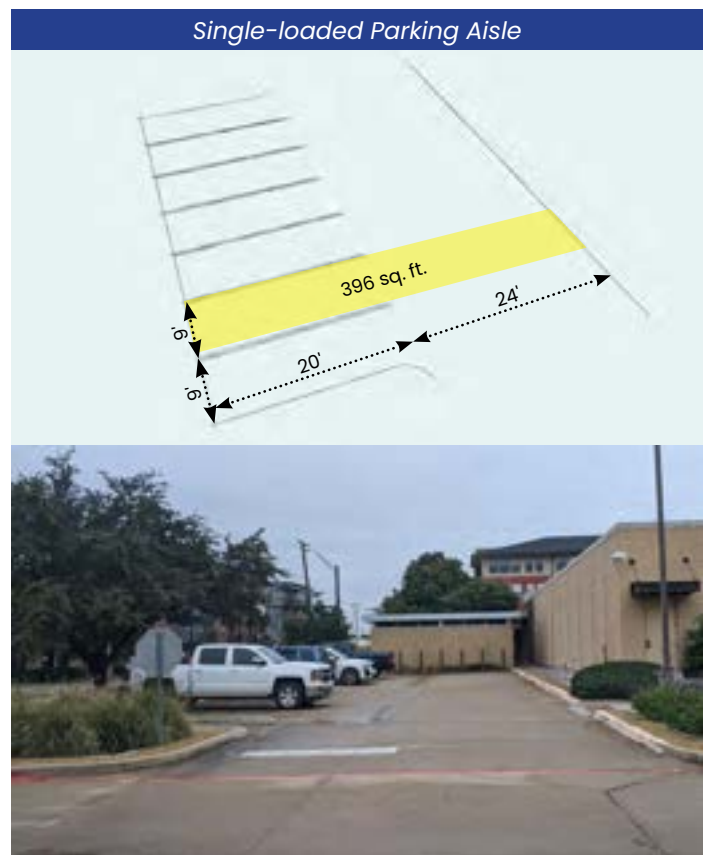
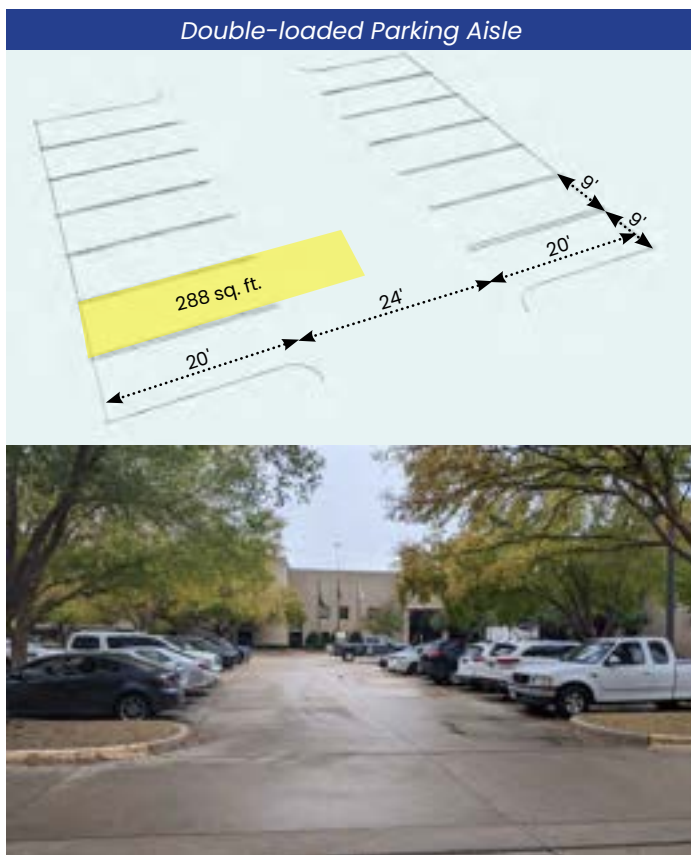
# Parking

## Off-Street Parking

Parking requirements for non-residential uses are fairly uniform across the zoning districts, with the number of parking spaces required based on use of the property. For example, parking for retail buildings under 50,000 square feet in size is calculated at 1 space per 200 square feet of floor area in most districts including the Retail (R), Light Commercial (LC), Corridor Commercial (CC), and Regional Commercial (RC) zoning districts. However, there are some zoning districts with exceptions to the standard parking schedule. This includes the Downtown Business/Government District (BG), which generally requires less parking for all uses due to the proximity of transit, greater availability of public parking, and vision for more efficient and productive use of the land.

## Parking Size and Pavement

For non-residential and multifamily uses, the Zoning Ordinance requires a typical parking space to be 9 feet by 20 feet. When including the 24-ft. drive-aisle required for vehicle maneuvering, this equates to approximately **288 to 396 square feet (SF) for every parking space required**, depending on whether the drive aisle is single-loaded or double-loaded (see image below).



For the purposes of this report, the standard perpendicular (or 90-degree) parking space is used for comparison purposes. Other parking space configurations, such as compact car spaces, angled or parallel parking, one-way drive aisles, and/or on-street parking, would reduce the amount of pavement surface per parking space. A 9 x 18 ft. parking space is also optional where there is sufficient clear space in front of the parking stall for vehicle overhang. Parking requirements may also be reduced under certain circumstances.

## Impacts of Parking Requirements on TOD

Parking ratios (e.g., spaces per SF of floor area, or spaces per dwelling unit) are often overlooked in the development potential of a property. Although zoning districts may allow for certain setbacks, building heights, lot coverage, etc., many properties often cannot fully maximize these aspects due to the associated amount of parking required. Structured or podium parking, which comes at much greater construction costs than surface parking lots, are often needed to maximize development potential of a property. The ability to collect higher rents are then needed to recoup construction costs. In TOD areas, use of the standard parking ratios can be a significant limiting factor is driving the greater development intensity that is necessary.

With the assumption that a typical parking space in Plano requires 288–396 square feet (SF) in developable area, the table below shows the ratio of parking area required per square foot of leasable floor area for various non-residential and multifamily uses. The BG district, as previously noted, includes reduced parking ratios for these uses.

*Ratio of Parking Space Pavement Area to Leasable Floor Area Ratio by Use/Zoning*

Zoning District	Uses	Parking Required	Ratio of Parking Area to Floor Area
R/LC/O-1/O-2	General Office	1 space/300 SF	0.96-1.32 SF : 1 SF
	Retail (less than 50k SF)	1 space/200 SF	1.44-1.98 SF : 1 SF
	Retail (greater than 50k SF)	1 space/250 SF	1.15-1.58 SF : 1 SF
	Restaurants	1 space/100 SF	2.88-3.96 SF : 1 SF
LI-1, LI-2	Manufacturing/Warehousing	1 space/1,000 SF	0.28-0.399 SF : 1 SF
BG	All Non-Residential Uses	1 space/300 SF <sup>1</sup>	0.96-1.32 SF : 1 SF

Zoning District	Uses	Parking Required	Parking SF/Unit
MF-1/MF-2/MF-3	Multifamily Residence	1.5-2.25 spaces/unit	432-891 SF/unit
BG	Multifamily Residence	1-2 spaces/unit <sup>1</sup>	288-792 SF/unit

<sup>1</sup>Credit may also be granted for on-street parking

For areas with smaller parcel sizes, such as in the 12th Street Station area, getting the 64 feet of space (exclusive of any required landscape buffers, sidewalks, and other design criteria) necessary to provide the more efficient double-loaded parking aisles can be a challenge. That means, (1) with more spaces required per square feet of floor area and (2) more total area required per parking space, developments in non-BG zoning districts must often dedicate much more land for parking than leaseable floor area. Future phases should review parking requirements and determine the appropriate parking ratios that would be necessary to support TOD in the study areas. Outside studies from land use and transportation agencies, such as the Institute of Transportation Engineers (ITE) and Urban Land Institute (ULI), may be helpful in this analysis.

## Other Zoning Considerations



### **Block Pattern and Streetscape**

Block sizes and street amenities are critical aspects of creating places that are enjoyable to walk or bike. The 12th Street study contains many long blocks that could be divided, providing additional street frontage and a human-scale form. The study should consider if maximum block lengths are appropriate in the area.

### **Access to Parks**

There are small amounts of open space within the Study Area – approximately 5.4 acres in the 12th Street Station Area and 2.79 in the Shiloh Road Station Area. There is an opportunity to expand park/open space areas in this study area. Where not possible, private open space will be needed in residential developments.

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## Zoning Analysis Chapter – Key Takeaways

- *The Shiloh Road Station Area anticipates significantly less TOD redevelopment than the 12th Street Station Area. Considering the vision for this area in the Comprehensive Plan, the next phase of the Silver Line Station Areas Plan should consider whether additional pursuit of TOD is appropriate. If not, the study could still continue to study other ways to provide greater connectivity to existing residents and businesses in the area.*
- *The Plano Zoning Ordinance does not have a district that allows single-family detached homes with the minimum lot size and building heights currently being driven by the market. The study should consider whether a new zoning category (Urban Residential-2, for example) that allows for urban-style, detached homes and townhomes without the need to create a Planned Development. Allowing detached homes in the BG district is another possibility, but could be problematic for some properties where 4 to 5-story height and 40+ units/acre density are not appropriate.*
- *The Light Commercial (LC), Retail (R), and Downtown Business/Government (BG) districts allow similar commercial uses, but with BG allowing larger buildings as well as residential uses. Where residential typologies are desirable to encourage TOD, the study should consider changing zoning from LC or R to BG.*
- *The Vendome subdistrict of the 12th Street Study Area should be reviewed to determine a strategy for long-term viability of the neighborhood.*
- *There are four LI-1 properties with frontage along Municipal Avenue that are separate from the rest of the industrial park to the southeast. The close proximity to the 12th Street Station and large size of the parcels warrant further consideration for TOD catalyst projects.*
- *Plano does not currently have a land use classification or zoning type designed specifically for Slot Homes. If developed on individual lots, these would be classified as Single-Family Residence (Attached). If on a single lot, they would be classified as Multifamily Residence.*
- *A new district may be needed to allow small-scale multifamily, such as slot homes, multiplexes, and courtyard apartments. MF-1, MF-2, and MF-3 could be used, but would potentially require the use of Planned Developments to allow the form necessary. The Neighborhood Business Design (NBD) and Residential Community Design (RCD) districts could also be considered as an infill option to provide the housing density necessary for TOD.*
- *The study should consider strategies to encourage parking structures and shared parking agreements.*
- *Live-Work units are only currently permitted in the BG and NBD districts of the Zoning Ordinance.*
- *Parking ratios should be reviewed as part the study.*

# 05 – Summary

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In preparation for the new DART Silver Line stations, the City of Plano has initiated a **Silver Line Station Areas Plan** to develop strategic objectives and policies that guide development and redevelopment opportunities along the corridor. This plan will prepare transit-oriented development (TOD) area plans within ½ mile of the future DART Silver Line Stations at 12th Street and Shiloh Road, consistent with the Comprehensive Plan's Transit-Oriented Development Policy.

The existing conditions analysis presented in the Phase I Report represents the first phase of the station area planning process. Key findings of this report include:

- *Successful TODs include a dense and diverse set of land uses that allow for a compact and highly-walkable development pattern. These areas should also be context-sensitive to allow for unique character and design consideration that are complementary to adjacent land uses.*
- *The City of Plano has a successful track record of effectively planning for TOD in the downtown area and implementing that vision through updates to zoning, improvements to streets and infrastructure, creation of economic development tools, and proactive community engagement.*
- *The Downtown Business/Government (BG) and Urban Residential (UR) districts were created in the late 1990s to help transition downtown into a successful transit village. These districts are currently the best options to support TOD in the station areas; however, they may not fully meet anticipated market needs. There is not a zoning option that specifically allows for slot homes, small-scale multifamily, or small-lot, single-family detached.*
- *The Light Commercial (LC), Retail (R), and Light Industrial (LI-1) districts allow many commercial uses that are anticipated in the area, but not residential uses. Additionally, zoning standards on height, lot coverage, setbacks, and parking may not allow the type of compact and pedestrian-oriented building form that is needed to support TOD. Areas with these zoning designations should be carefully reviewed in future phases to determine if changes to zoning would be beneficial.*
- *The 12th Street Station area is anticipated to see more redevelopment interest as a result of the new stations. However, apart from BG areas, zoning in the area is not in place to allow the full potential of TOD.*
- *The Shiloh Station is not anticipated to drive much redevelopment in a TOD context. The area includes established residential neighborhoods north of 14th Street and well-performing business park to south of the railroad. Existing zoning appears largely appropriate to meet market demands in the area.*

In summary, the 12th Street Station Area has higher potential for transit-oriented development than the Shiloh Station. This is evident through the market data, existing built environment and land use pattern, and multimodal transportation network. If a change to transit-oriented development is ultimately the community's vision for these areas, updates to zoning will be needed. This can be handled on a site-by-site basis through rezoning requests or through a mix of proactive city-initiated map and text changes.

For the next phase, an extensive stakeholder outreach campaign will be necessary to determine the extent and scale of change desired by the community. Policies will then be derived to direct change in the area that supports this vision.

# XX – Existing Conditions Photos

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## 12th Street

.....



*New multifamily developments*



*Existing shared-use paths along portions of DART Red Line*



*Light industrial uses*





*Light industrial buildings clustered south of the DART rail line*

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## Shiloh Road

.....



*Electric substation and ancillary power lines*



*Low-density commercial/retail*



*Attached single-family residential uses*



*Shiloh Road (east of station area site) includes divided roadway/median*



*Sidewalks within 1/2 mile of proposed station*



*Construction activity at proposed station area site*



# Public Engagement Summary

# Overview of the Engagement Process

Throughout the project, the Silver Line Station Area Plan project team conducted a number of outreach events to learn more about the community's desires for the Silver Line Stations and surrounding areas. This is an overview of the various outreach activities conducted during the planning process and the outcomes from the visioning workshop, planning and design charrette, in-person and virtual open houses, an online community survey, and Advisory Group meetings.



## Engagement Events and Activities

### VIRTUAL VISIONING WORKSHOP

The Advisory Group participated in a Virtual Visioning Workshop via Zoom on Thursday, April 27, 2023. Advisory Group members discussed what they *need, want, and desire* in the transit station areas, and the *barriers, obstacles, and annoyances* that may hinder that vision.



Attendees

### PLANNING & DESIGN CHARRETTE

The three-day Planning & Design Charrette event on June 27 - 29, 2023. As part of this 3-day event, the project team met with the Advisory Group multiple times and shared preliminary concepts for the Plan at Public Open House #1. Attendees had the opportunity to comment on engagement exercises and preliminary frameworks.



Attendees

### VIRTUAL OPEN HOUSE

The Charrette content was posted online for four weeks to allow the public additional time to review and provide insights on engagement exercises, preliminary framework plans, and planning recommendations.



Attendees

### COMMUNITY SURVEY

A 44-question community survey was made available online from May 31 to July 14, 2023. The survey received over 264 responses and identified key themes and priorities for each station area.



Respondents

### ADVISORY GROUP MEETING #3

The final Advisory Group meeting was held on December 13, 2023 to gather revisions and direction on the refined draft framework plans for each station area in preparation for the final public open house.



Attendees

### PUBLIC OPEN HOUSE #2

Public Open House #2—the final public engagement event—took place on February 13, 2024. The Public Open House allowed community members to view and provide feedback on Plan recommendations and concepts.



Attendees

## Advisory Group

The project team asked for volunteers to form an Advisory Group to provide key insights throughout the planning process. The Committee consisted of about 50 members of diverse representation (in age, interests, geographic area of the community, background, race, etc.). Members included key property owners, developers, business owners, technical experts, and residents of the Plano community.

**50** Members

**3** Meetings

An active Advisory Group was crucial to cultivate an inclusive, informed Plan that is supported by the community and addresses local needs. When the community is involved in the planning process via an advisory committee, there is a greater likelihood of gaining public support and buy-in for the final plan and lead to smoother implementation and a higher success rate for the proposed initiatives. The Community Survey invited additional community members to join and participate in Advisory Group meetings and events, with several additional community members expressing interest and became part of the group.



# Marketing and Communications

The City of Plano used local and social media resources alongside community emails, city newsletters, and press releases to advertise project information and ways to engage in the process.

## PROJECT BRAND GUIDE

The Silver Line Station Areas Plan logo and brand guide outlined the look and feel of the project materials and establishing consistency and recognition for the project across all types of project communications. Cohesive branding facilitates professionalism and visibility for project efforts.

## INTERACTIVE PROJECT WEBSITE

The City of Plano Comprehensive Plan (2021) specifically developed a website for the Silver Line Station Areas Plan (<https://planocompplan.org/362/Silver-Line-Station-Areas-Plan>). The website provides updates and information to the community that include a description of the project and its purpose, graphics, events, project timeline, and access to project materials related to the Plan.

- 1 Project Brand
- 1 Website
- 6 Rounds of Social Media



You Are Here: [Home](#) - [Contact](#) - [Silver Line Station Areas Plan](#)

### WHAT IS THE SILVER LINE STATION AREAS PLAN?

More transit opportunities are on the way in Plano. The 26-mile-long Silver Line commuter rail corridor is under construction and will extend between the Dallas Fort Worth International Airport (DFW) and Shiloh Road in Plano. DART, the operator of the commuter rail corridor, anticipates service to begin as early as late 2025. This will result in two new stations in Plano served by the Silver Line, a 12th Street Station and Shiloh Road Station. In addition, a new 12th Street Red/Orange Line light rail station will be constructed to serve as a transfer point between the Silver Line and the existing light rail corridor. This substantial public investment is expected to be an economic development catalyst for southeast Plano and the greater Downtown core.

In Fall 2020, the city undertook the *Silver Line Corridor - Market Assessment & Economic Development Strategy* as a first step in understanding the impacts of the DART rail on surrounding land use. Following the completion of this study, in February 2022, the Planning & Zoning Commission directed staff to initiate an area plan within a half-mile of the future Silver Line stations in order to guide development patterns and address redevelopment opportunities presented in the market study. This planning effort is anticipated to be complete in 2024, and public input will be a priority throughout the process to create a long-range planning policy that represents the community's vision and guides the future of these station areas.

**NEWS AND UPDATES**  
[Review the Draft Framework Plans and Input from the February 9, 2024 Public Open House](#)



## SOCIAL MEDIA & CITY WEBSITE POSTS

Graphics were created and posted on the Nextdoor App, Instagram, and Facebook to inform the community about the planning process and encourage participation at upcoming engagement events and provide updates on Plan activities. The Instagram and Facebook stories each got an average of 500 - 1,000 views within 24 hours.

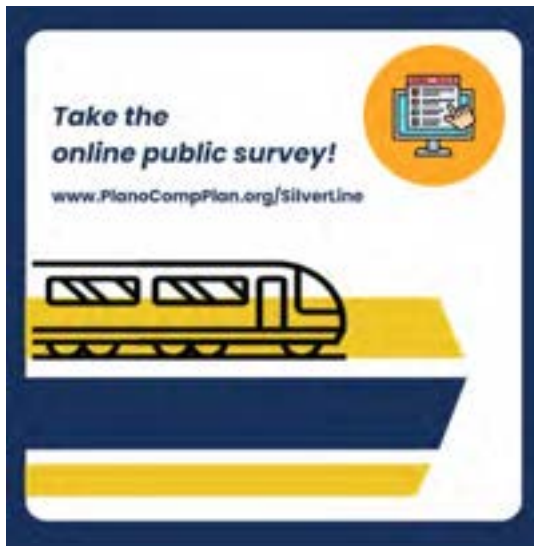
## MEDIA AND PRESS RELEASE DISTRIBUTION

Multiple press releases were sent as a formal communication to promote important engagement events during the planning process. The press releases focused on project kickoff, in-person and virtual events, input opportunities, open houses, and the community survey.

11,000+ NextDoor Impressions

4,000+ Facebook Impressions

2,000+ Instagram Story Views



# Virtual Visioning Workshop

The Advisory Group participated in a Virtual Visioning Workshop via Zoom on Thursday, April 27, 2023, from 5:30 p.m. to 8:00 p.m. City of Plano staff provided a brief presentation on transit-oriented development, the location and existing conditions of the two station areas, and the purpose of the Plan.

26 Attendees

176 Comments Received

The Group then participated in exercises designed to solicit feedback on the community vision for the station areas, prioritizing the responses further within breakout groups. Advisory Group members discussed what they *need*, *want*, and *desire* in the transit station areas, and the *barriers*, *obstacles*, and *annoyances* that may hinder that vision. The workshop asked members to identify what shapes their excitement or hesitation about the station areas and what it would take for the planning effort to succeed. The exercises prompted personal insights and discussion on the priorities of this planning effort.

The workshop results emphasize the importance of **accessibility, connectivity, development, and character** of the areas surrounding the transit stations. The prioritization exercises revealed that safety, walkability, and appropriate zoning are considered *needs*; diverse land uses, flexibility of design, and entertainment and attractions are common *wants*; and small business, public art, and open spaces are typical *desires* for the station areas. Infrastructure needs, inflexible zoning, and car dependency are perceived *barriers* to successful implementation of the vision; connectivity barriers, affordability, and fragmented ownership are considered *obstacles*; and homelessness, infrastructure quality, and noise pollution are considered *annoyances*.

## What are you **EXCITED** about with the prospect of the new transit stations?



*The Advisory Group worked in small groups to identify three priorities for each topic: needs, wants, desires, barriers, obstacles, and annoyances.*

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Safety, Security, Lighting</li> <li>2. Walkability</li> <li>3. Flexibility &amp; Accommodation in Development</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. Permitting</li> <li>2. Bush Turnpike Crossing</li> <li>3. Elevated DART Rail (visual and physical - needs to look nicer)</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Diversity of Land Use</li> <li>2. Diversity of People</li> <li>3. Connectivity/Micromobility from station to destinations</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Parking Regulations</li> <li>2. Roadway/Railway Crossings &amp; Signals</li> <li>3. Fragmented Ownership/Legacy Auto-Oriented Businesses</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Attractive to Arts &amp; Culture/Historic &amp; Cultural Representation in Arts/ Maintain connection to "Cotton Belt" history</li> <li>2. Open Space (not small pieces)/Pedestrian Mall</li> <li>3. Connection to Capital/Summit industrial area (Front Door Initiative)</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Homelessness</li> <li>2. Lack of landscaping/aesthetics</li> <li>3. Fares for short trips</li> </ol>

*The results for each group are as follows.*

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Pedestrian Security (feel safe to cross)</li> <li>2. Appropriate Zoning (optimize existing structures/repurpose)</li> <li>3. Connections outside of TOD area - making sure those connections happen. We do not need more barriers.</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. Inadequate examples of success for repurposing structures - need local wins</li> <li>2. Inflexibility in zoning downtown (too heavy hand and limits options)</li> <li>3. Wide ROWs, traffic too fast (for pedestrians). Sidewalks are too narrow.</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Less surface parking (add structured or underground). Parking minimums need to be removed.</li> <li>2. Public park/more open space</li> <li>3. Flexibility in design/character</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Affordability</li> <li>2. Write Obstacle Here</li> <li>3. Write Obstacle Here</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Control of space under DART light rail (could be park area) "No mans land" under overpass (could be dog park) - 12th</li> <li>2. Programmable public space</li> <li>3. brewery/distillery</li> <li>4. Economic development partnership on entertainment/restaurant centers in TOD</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Maintenance of infrastructure</li> <li>2. homelessness</li> <li>3. Noise from stations</li> </ol>

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Legacy west type zoning/feel</li> <li>2. security</li> <li>3. walkability</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. DART is not efficient enough (non-rail)</li> <li>2. Diverse but divided city</li> <li>3. Car dependency for Plano</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Close parking</li> <li>2. Good food options/destination</li> <li>3. entertainment/event space</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Balancing growth vs affordability</li> <li>2. Not pedestrian or bike friendly</li> <li>3. Shiloh is car dependent</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Well designed/visible security measure</li> <li>2. Local business/cornerstone business</li> <li>3. Public art</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Quality of sidewalks</li> <li>2. Lighting quality is poor</li> <li>3. Lack of public space-Shiloh</li> </ol>

<p><b>NEEDS</b></p> <ol style="list-style-type: none"> <li>1. Downtown Equivalent Zoning</li> <li>2. Parks</li> <li>3. Walkability</li> </ol>	<p><b>BARRIERS</b></p> <ol style="list-style-type: none"> <li>1. High volume traffic</li> <li>2. Infrastructure is needed</li> <li>3. Too many small business/land owners</li> </ol>
<p><b>WANTS</b></p> <ol style="list-style-type: none"> <li>1. Extend zoning from DT to 12th Street Station</li> <li>2. A mix of housing &amp; retail</li> <li>3. Redevelopment of older commercial space</li> </ol>	<p><b>OBSTACLES</b></p> <ol style="list-style-type: none"> <li>1. Insufficient transportation between stations</li> <li>2. Negative reputation of E. Plano would hinder development</li> <li>3. Cost of construction and overall development</li> </ol>
<p><b>DESIRES</b></p> <ol style="list-style-type: none"> <li>1. Revitalize E. Plano around the Shiloh Station</li> <li>2. Local small businesses</li> <li>3. Entertainment areas</li> </ol>	<p><b>ANNOYANCES</b></p> <ol style="list-style-type: none"> <li>1. Homelessness and safety</li> <li>2. Lack of parking</li> <li>3. Not enough sidewalks and broken sidewalks</li> </ol>

# Planning & Design Charrette

The project team hosted a three-day Planning and Design Charrette to dive into the development of recommendations for the Silver Line Station Area Plans with input from the Advisory Group and the general public. The Charrette was held from June 27 – 29, 2023 at the Sam Johnson Recreation Center for Adults.

To kick off Day 1, the team presented to and gathered preliminary input (**Advisory Group Meeting #1**) regarding existing conditions, future land uses, density, development/redevelopment opportunities, connectivity, traffic flow, parking, wayfinding, open space/parks, amenities, aesthetic enhancements, and operations.

The City of Plano staff provided a brief presentation on existing conditions and the purpose of the Silver Line Station Areas Plan—including imagery, graphics, analysis mapping, and findings from the Visioning Workshop. The Advisory Group participated in a prioritization session where the team presented big ideas and asked questions to gather input and direction from which recommendations would be refined.

On Day 2, community members dropped in during the **Open Design Studio** and provided additional ideas and comments on the work in progress. Draft frameworks were developed by the project team to explore potential solutions to address land use, transportation, sustainability, aesthetics, development/redevelopment, market factors, and area economics. Draft conceptual design solutions were prepared for presentation at the **Public Open House #1** on June 28 from 5:30 – 7:30 p.m. Over 50 attendees provided guidance for the Plan via input exercises and conceptual ideas.

On the final day, all input findings and design recommendations from Days 1 and 2 were consolidated into refined area plan concepts for each station—including a vision statement, guiding principles, future land use plan, development/redevelopment and infill opportunities, connectivity framework, streetscape recommendations, and urban design concepts. The Advisory Group was invited back to provide remaining direction during the follow-up meeting at 4:00 p.m (**Advisory Group Meeting #2**).



78 Attendees



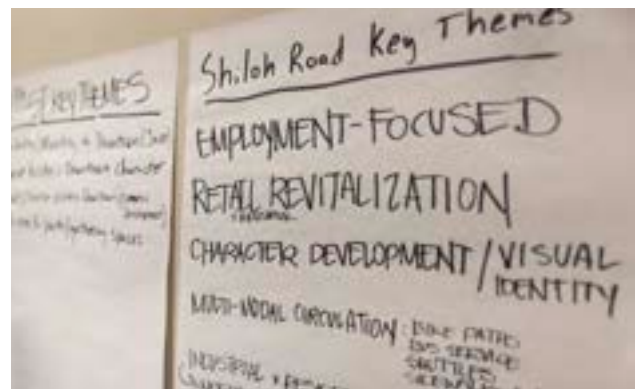
3 Days of Planning and Engagement



478 Comments Received



The direction and consensus created with the community through this process provided the foundation for future decision-making, potential policy changes, development partnerships, resource investments, and more as necessary to achieve the goals of the Silver Line Station Area Plan. The engagement results emphasize the provision of economically sustainable land uses, connectivity, suitable development types, and character development for both stations areas.



## 12th Street Station - Charrette Findings

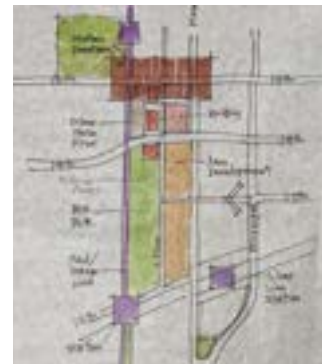
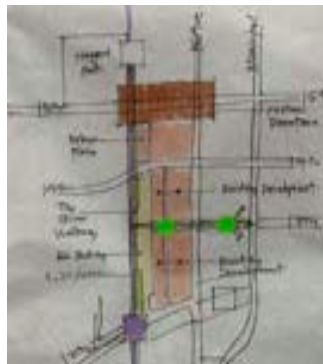
The **vision** for the 12th Street Station area is a vibrant mix of uses that activates and encourages development, redevelopment, economic diversity, connectivity, tourism, and unparalleled quality of life while preserving and honoring the area's historic character.

The **Guiding Principles** for the future development of the 12th Street Station area were to:

- Foster a sense of place by preserving key elements that make Downtown unique.
- Increase station area activity by attracting residents and visitors with appealing retail, commercial, and residential uses.
- Incorporate well-designed parks and open spaces into the 12th Street station area, enhancing livability, health, and social connectivity by providing residents and visitors with natural amenities, gathering spaces, and visual aesthetics.
- Identify and rectify misplaced land uses to ensure compatible and harmonious development, optimizing functionality, aesthetics, and quality.
- Promote high-density mixed-use residential near the 12th Street station and surrounding areas.
- Create well-designed multi-modal connections that provide safety and accessibility between Downtown to the 12th street station and surrounding areas.
- Encourage appropriate reinvestment and connection to surrounding areas to protect and enhance the culture and identity of the Douglass and Vendome neighborhoods.

The team drafted a concept plan outlining character areas with development/redevelopment sites, mobility access, and four urban design concepts. The refined *urban design concepts* include:

- Higher-density housing options are ideal, complemented by connections between nearby housing at Collin Creek and Cityline and destinations like the University of Texas at Dallas and Collin College.
- Development/redevelopment areas promote distinct environments with a sense of place through area-specific design guidelines that encourage using similar exterior materials, building and parking orientation, street setbacks, height and size ranges, building separations, open space, and signage (i.e., Main Street Traditional Mixed-Use development type).
- Enhanced streetscape design elements, designated walkways, outdoor dining experiences, and pedestrian amenities that safely connect the station with Downtown and generate a vibrant and bustling streetscape along K Avenue and 12th Street.
- Development relief options that incorporate landscaping features, green spaces, and public gathering spaces to complement new development and integrate existing land uses.
- Well-designed multi-modal connections that prioritize safety, comfort, connectivity, and accessibility via on-street parking, protected walkways, bus routes, bicycle facilities, wayfinding signage, and roadway safety features (crosswalks, signalization, landscaped medians, etc.).



## Shiloh Road Station - Charrette Findings

The Shiloh Road Station's **vision** is based heavily upon its current form and function as an industrial and employment center. The station area is a distinguishable innovation district focused primarily on employment-generating uses, including supporting existing businesses while attracting new ones with an emphasis on preserving existing neighborhoods and providing amenities and improvements that benefit residents and businesses alike.

The **Guiding Principles** for the future development of the Shiloh Road Station area were to:

- Focus on the station area's infill, revitalization, and redevelopment projects to inspire future investment and support existing industrial and residential uses.
- Enhance the identity of Shiloh Road Station and the surrounding area by creating a unique sense of place and visual identity.
- Reinforce circulation via multimodal connections between the station and adjacent land uses and across existing barriers.
- Preserve the unique character and integrity of existing neighborhoods and employment centers by incorporating unique transitional uses & safe connections.
- Integrate activated public open spaces and green spaces to serve existing residential uses and add visual relief to the station area.

Based on feedback from participants, two of the proposed concepts from Day 2—Retail Hub and Flex Buffer—were combined into the plan presented on Day 3. The refined frameworks include:

- The *Commercial Hub* will serve as the gateway to the employment district.
- The *Flex Zone* will concentrate a variety of existing uses, revitalized/redeveloped uses with small-scale retail, industrial, plazas/parks, and institutional uses (including school buildings and places of worship) as a transitional buffer between existing residential to the north and the industry employment center to the south.
- Desired commercial and institutional land uses may include small-scale retail, restaurants, cafes, gyms, flex/creative spaces, neighborhood food markets, office supply stores, healthcare, schools, government, assisted living, religious facilities, and police/fire.
- Character and branding concepts address safety, connectivity, and wayfinding goals via gateway monumentation, identifiable crosswalk designs, lighting, banners, and area signage.





# Virtual Open House

A Virtual Open House was available from July 24 – August 21, 2023 to showcase the findings and results gathered at the Planning and Design Charrette and engage additional residents from the community, including those who could not attend the in-person events.

Detailed information and concept ideas for each transit station were organized by topic and displayed in a consolidated, easy-to-understand format that respondents could easily navigate. Topic areas included:

- Station Area Vision and Guiding Principles
- Proposed Future Land Use Character Areas and Development Concepts
- Development/Redevelopment and Infill Opportunities
- Connectivity Frameworks
- Streetscape and Urban Design Concepts
- What did we miss?

Each topic area included input opportunities, questions for more profound insight, and a presentation of the design process, issues, and critical elements to gather additional consensus from respondents. Over 28 days, 113 comments were published on the interactive website by 26 respondents. The results of the Virtual Open House confirmed the prioritization of economically sustainable land uses, connectivity, appropriate development types, and character development of the areas in and around both transit stations.

**26** Respondents

**113** Comments Received

**28** Days Available Online

# Community Survey

The City of Plano hosted a 44-question community survey online via the project website from May 31 – July 14, 2023. The goal of the survey was to better understand the concerns, opinions, needs and desires concerning the future development of and around the Dallas Area Rapid Transit (DART) Silver Line transit stations at 12th Street and Shiloh Road.

 264 responses

 44 questions

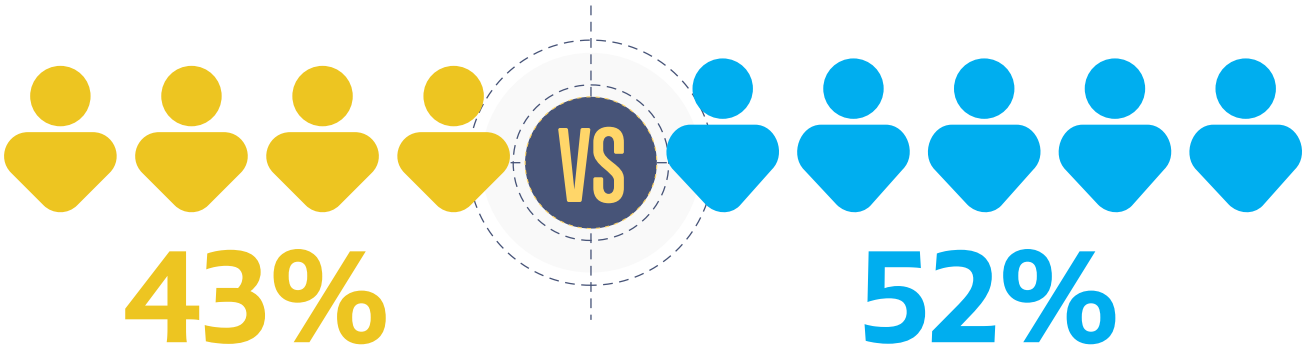
The survey received 264 responses from the Plano community, hosting a variety of questions including multiple choice, yes-or-no, ranking, and multi-answer questions. Survey topics inquired about respondents' preferences for station area land use, transportation/mobility, design, and vision/purpose to identify community desires, existing issues, and opportunities for planning and development solutions in each station area.

- Of the 264 respondents to the survey, roughly 65% live elsewhere (outside of study areas) in Plano, and 18% work elsewhere (outside of study areas) in Plano.
- Most survey respondents visit the 12th Street Station a few times a month, 50% on weekends (Saturday and Sunday) and the other half during the weekdays (Monday through Friday). They visit for dining options (53%), just passing through (49%), or for shopping (36%).
- Conversely, 23% of respondents visit the Shiloh Road Station area less than once per year; if they do, 54% are just passing through.
- Over 66% of respondents indicate that they rarely ride DART, but 35% indicated they are likely to ride the incoming Silver Line due to its improved connections to Dallas/Fort Worth International Airport.
- Topics of concern surrounding the new stations include:
  - Increased noise and traffic from transient users
  - Cleanliness and safety enforcement in and around the stations
  - Concentration of homelessness (see above)
- Respondents identified active ground-floor uses with various dining options, shops, and restaurants as attractive features for the Silver Line stations.

The community wants each station to be recognizable to users and provide the highest and best uses with amenities that encourage ridership and development/redevelopment efforts. Character, comfort, and safety will be provided via amenities like shade, public art, benches, bathrooms, trash receptacles, and features like crosswalks, sidewalks, and lighting.

## 12th Street Station - Survey Findings

The survey prompted respondents to provide feedback on the stations individually. The overarching desire for the 12th Street Station is safe and easy pedestrian access to surrounding amenities and Downtown.



want diverse and attractive housing options to support Downtown's economic activity and success with customers for the local businesses.

would prefer a diverse mix of business and service uses, including a variety of retail shops, neighborhood food markets, unique dining, and casual cafes.

## Most Needed Development Types

*\*Listed in order of importance.*



*Green Space, Parks, & Recreation*



*Neighborhood-Scale Retail/Commercial Spaces*

*(grocery stores, pharmacies, restaurants, cafes, etc. without residential above)*



*Mid-Rise Mixed-Use Development (5 to 9 stories)*

*with commercial/retail shops and dining on the bottom floor with multiple floors of diverse housing options above (including affordable workforce housing for moderate-income residents and local workers).*

## Priority Recreational Amenities

67%

54%

29%

27%

*Walking Trails*

*Bike Trails*

*Community Garden*

*Outdoor Amphitheater*

*that include amenities like landscaping and shade features/structures, public restrooms, water fountains, crosswalks, wide sidewalks, and lighting for comfort.*

## Shiloh Road Station - Survey Findings

The survey prompted respondents to provide feedback on the stations individually. The overarching desire for the Shiloh Road Station is safe and accessible access to and from the DART station and surrounding amenities, leveraging the potential of the DART station as a commuter station.

### Restaurant Options



### Mixed-Use Residential Options (retail on the first floor and residential units above)



### Incubator Spaces for Startup Businesses



## Top 3 Desired Land Uses



### Dining/Cafes

(unique places for a daytime meal or coffee)



### Public Open Spaces

(dynamic parks, green spaces, recreational amenities, plazas, etc.)



### Mix of Business & Service Uses

(from retail shops to neighborhood food markets)

## Most Needed Development Types



### Green Space, Parks & Recreation



### Neighborhood-Scale Retail/Commercial Spaces

(grocery stores, pharmacies, casual/fast dining, cafés/coffee shops, etc.)



### Affordable Workforce Housing

## Priority Public Space Amenities

88%

Lighting & Safety Features

87%

Street Trees & Shade

82%

Wide Sidewalks & Crosswalks

69%

Landscaping & Planters

63%

Dedicated Bike Lanes & Parking

63%

Outdoor Seating & Sidewalk Dining

# Advisory Group Meeting #3

The third and final Advisory Group meeting was held to further refine the recommendations for the 12th Street and Shiloh Road Station Area Framework Plans. The meeting was hosted on December 13, 2023, at 5:30 p.m. at the Plano Municipal Center. The Advisory Group provided input to fine tune the Framework Plans further before the final Public Open House.

**16** attendees

**124** comments received

The project team opened the meeting by presenting the proposed frameworks for each transit station area to ensure alignment with the community vision and preferences.

The attendees were divided into two groups and asked to review and provide feedback on the recommendations for the 12th Street Station Area and the Shiloh Road Station Area, respectively. Each station area included a Land Use, Transportation, and Open Space Framework Plan. The groups were each given 30 minutes to review the content for each station and provide written feedback to address specific challenges and opportunities with each framework plan. Once the exercise was complete, the team summarized the input received, identified themes, and pinpointed unresolved issues.

Finally, the project team utilized real-time digital Mentimeter exercise to ask questions and gauge the Advisory Group's overall impressions of each station's framework plan and the direction of the recommendations. The resulting live word clouds were displayed on the screen for confirmation, providing overall consensus, and pending issues for the finalization of the plans.



*What aspects of the draft 12th Street Station Area plan are you most excited about?*



*What aspects of the draft Shiloh Road Station Area plan are you most excited about?*



## 12th Street Station Area - Advisory Group Feedback

Feedback for the **Land Use Framework** revealed an interest in further integrating art and creative uses, more open space, and an emphasis on transitions and mixed uses throughout the station area. The Advisory Group shared an interest in form-based housing integrated into the station area and more sensitivity to the Douglass neighborhood—transitions between land uses, neighborhoods, and open spaces.

**Transportation Framework** feedback revealed a desire for reduced parking presence and requirements, increased traffic calming measures, and further multimodal access to the transit station. The Advisory Group also desired further wayfinding, signage, bicycle infrastructure, pedestrian infrastructure, crosswalks, and safety enhancements. The Group expressed concern for maintaining the transportation infrastructure and interest in more diverse and multimodal transportation connectivity in the station area.

The **Character and Open Space Framework** prompted feedback on the need for additional private open space requirements, as well as the incorporation of more clean and well-maintained parks, plazas, activated open spaces, and streetscapes in the station area.

## Shiloh Road Station Area - Advisory Group Feedback

The **Land Use Framework** revealed an interest in additional affordable housing and concern for the retention of permanent residents of the area. The Advisory Group also showed an interest in maintaining open space as a primary land use in the station area, with additional connectivity and continuity between new and existing land uses. Finally, the Advisory Group wanted to expand the Flex Zone land use further to the south.

The **Transportation Framework** identified concerns with additional parking in the DART lot and problems with how new development will impact the transportation network. Attendees identified a need for additional bicycle and pedestrian infrastructure, safety, and expansions for additional connectivity across the station area.

The **Character and Open Space Framework** identified a need for additional green space, wayfinding, signage, community branding efforts, and revealed a general concern for maintenance and community aesthetics in the station area.





# Public Open House #2

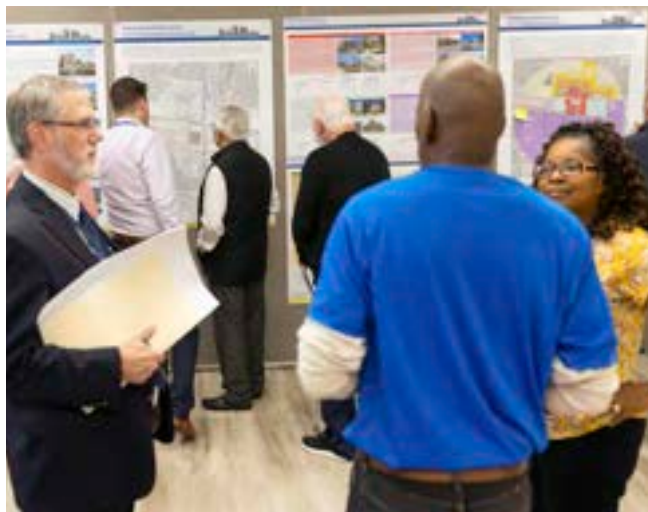
The City of Plano held Public Open House #2—the final public engagement event for the Silver Line Station Areas Plan—on February 13, 2024. The Open House allowed community members to see the progress and adjustments made in preparation of the draft plan.

42 attendees

136 comments received

Detailed information and draft framework plans were organized at stations in an easy-to-navigate format so the community could easily provide comments. Each station incorporated the strategies, opportunities, and recommendations that resulted from the planning process and engagement efforts. The stations were:

- Understanding of the Silver Line Plan
- Station Area Public Input Themes
- Station Area Existing Conditions - Opportunities & Challenges
- Public Open House Questions
- 12th Street: Draft Land Use, Transportation, and Open Space & Character Framework Plans
- Shiloh Road: Draft Land Use, Transportation, and Open Space & Character Framework Plans



## 12th Street Station - Public Feedback

The 12th Street Station Area promotes a mixed-use activity area with appealing retail, commercial, and residential uses, attracting residents and visitors from all over the Dallas-Fort Worth Metroplex. The respondents supported various housing types with a mix of uses that will encourage economic growth in the station area. The mixed uses will serve those using the DART line and encourage them to stay and shop in the area. Community members felt that density would be an opportunity to attract visitors and new residents. Attendees discussed the need for independent living supported through any development type that includes multifamily uses.

The Douglass Neighborhood Transition Area is a new development type that expands east, from the Douglass Neighborhood to the DART rail to accommodate compatible uses and ensure the appropriate scale of development is allowed adjacent to existing homes. Potential development sites were discussed, as some respondents would like to see other uses than parking lots for the riders on the DART. Future public parking opportunity sites were analyzed, and the recommendation is to minimize the amount of surface parking with the use of shared public parking sites or structured parking so it can serve both the DART riders and those living and visiting Downtown. The safety of bicyclists, pedestrians, and automobile users was at the forefront of each framework; attendees identified the connection from downtown Plano to I-75 as an opportunity to incorporate additional safety measures. The Open Space and Character Framework addressed the need for parks and their importance to the activity to and from Downtown Plano. One comment felt that an additional park along 14th Street would be inefficient due to its location adjacent to the highly trafficked Municipal Avenue.

## Shiloh Road - Public Feedback

The Land Use Framework is based on the current form, function, and focus on existing employment-generating and residential uses. The framework identifies the need for a transition zone from the DART station so that the area north of 14th Street is designated Single-Family Residential to better align with the adjacent Shoshoni Park and existing single-family homes. Attendees anticipate walkable destinations like parks, eateries, and shops, where a new mixed-use activity hub will attract residents and visitors. As a result of the previous Advisory Board Meeting, the DART Rail Right-of-Way development type was removed from the Land Use Framework in each station area. Surrounding 14th Street are both residential and mixed-use areas—thus, residents identified a need for improved pedestrian infrastructure to protect users from automobile traffic. There was support for new street trees and landscaped edges to provide shade amenities to pedestrians traveling from each district. A key strategy to preserve the character and integrity of existing neighborhoods will be incorporating unique transitional uses and safe connections.

While allowing and encouraging new mixed-use developments, each framework prioritizes creating and maintaining the appropriate character for each station area. The results of Public Open House #2 provide clear direction for and validation of the content and recommendations that are outlined in this Plan.

*Public engagement was critical to the development of this plan. Using diverse tools and techniques, the project team gained insights from the community that shaped and refined the final plan.*

