

# Sustainability in Comprehensive Plans Workshop

## Best Practices from Other Regions

December 5, 2016



## PLANO TOMORROW

A Comprehensive Plan for Excellence



Presented by Christina Day, AICP  
Director of Planning  
City of Plano, Texas



# Plano at a Glance

274,960 RESIDENTS

4<sup>TH</sup>

POPULOUS CITY IN DFW

9<sup>TH</sup>

POPULOUS CITY IN TX

72

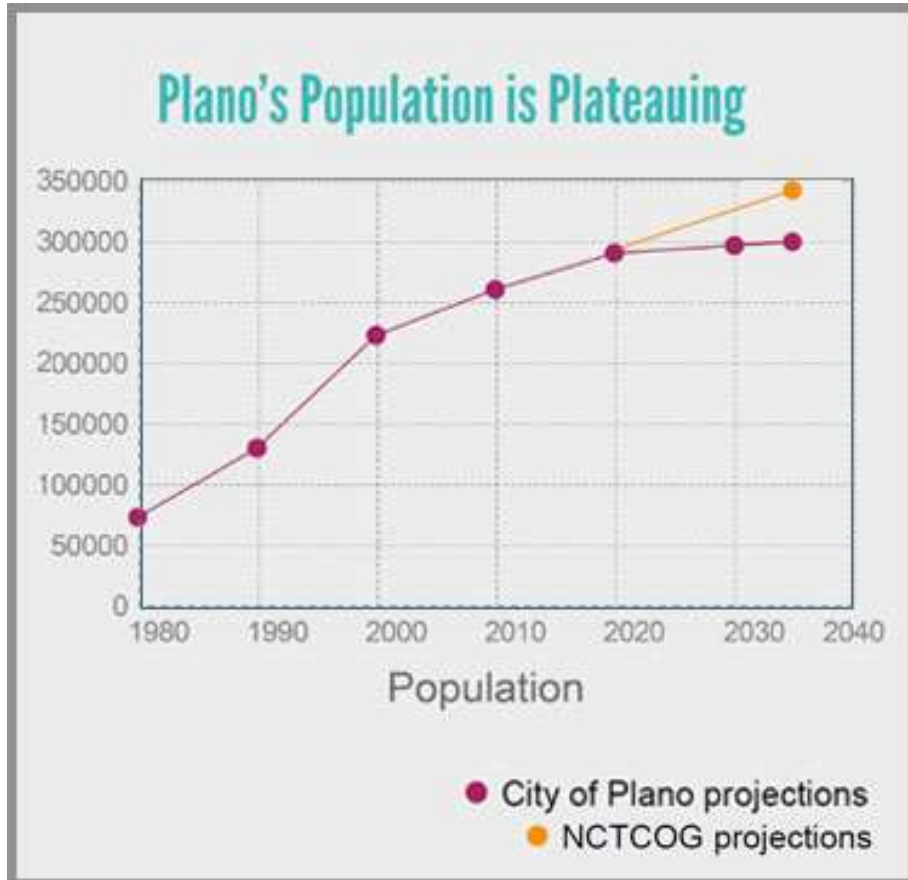
SQUARE MILES

1%

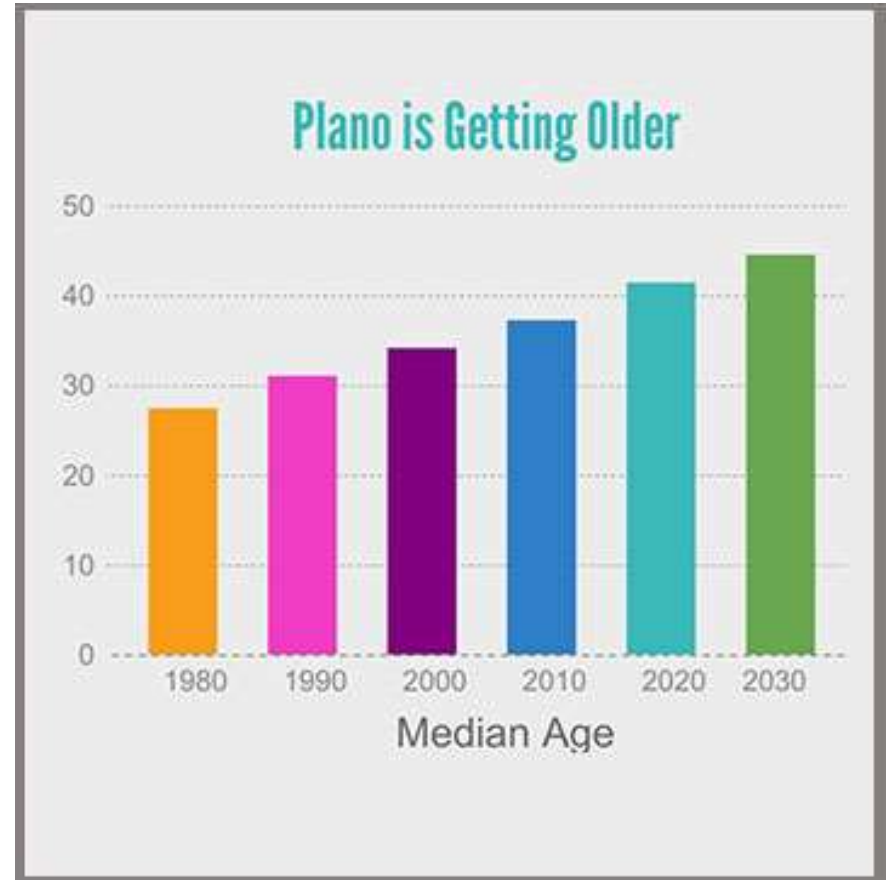
ANNUAL GROWTH RATE



# Plano Demographics



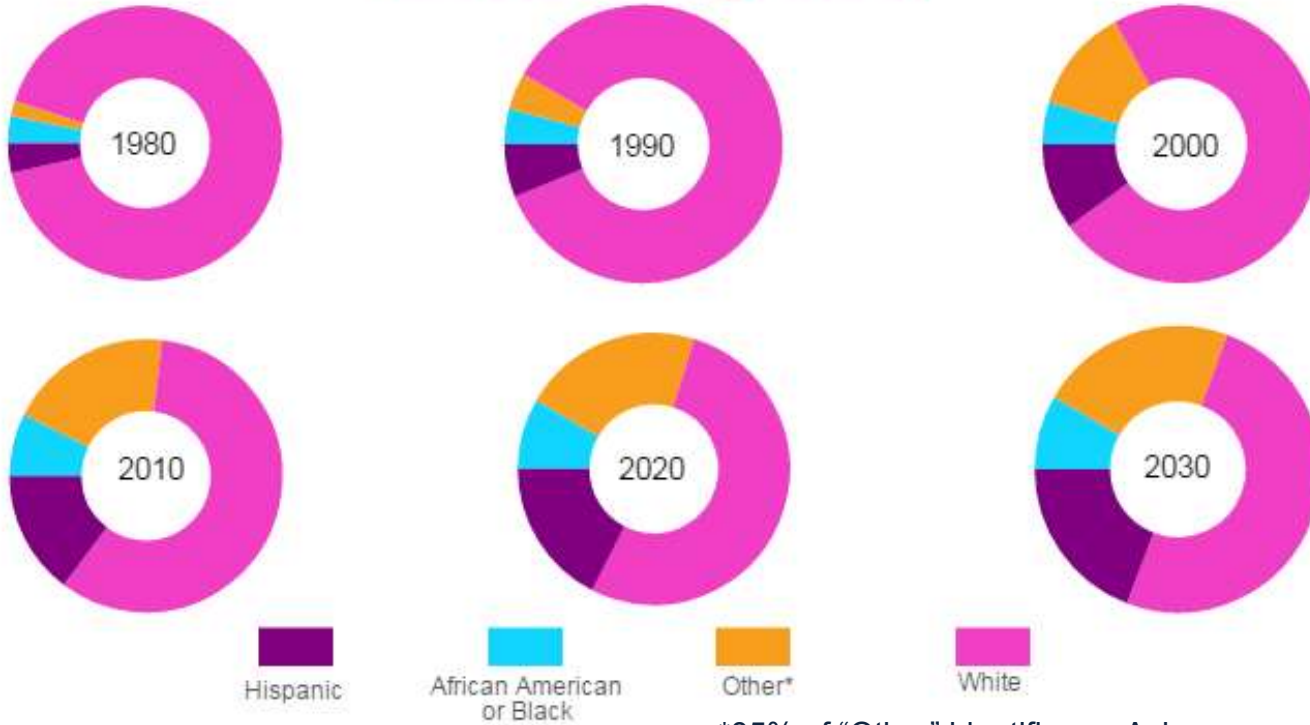
**Buildout Projections**  
City of Plano: 300,000  
NCTCOG: 340,000



**2015 Median Age: 38.1**

# Plano Demographics

## Plano's Increasing Diversity



\*85% of "Other" identifies as Asian

Race and Ethnicity

### 2015 ACS Estimates

Race/Ethnicity	Percentage
White	56%
Asian	18%
Hispanic	15%
African American or Black	7%



# Plano Employment

218K

**Jobs**

*Plano is a Net Importer*

30K

**Additional Jobs  
in Pipeline**

15

**Companies that employ  
1000+**

6

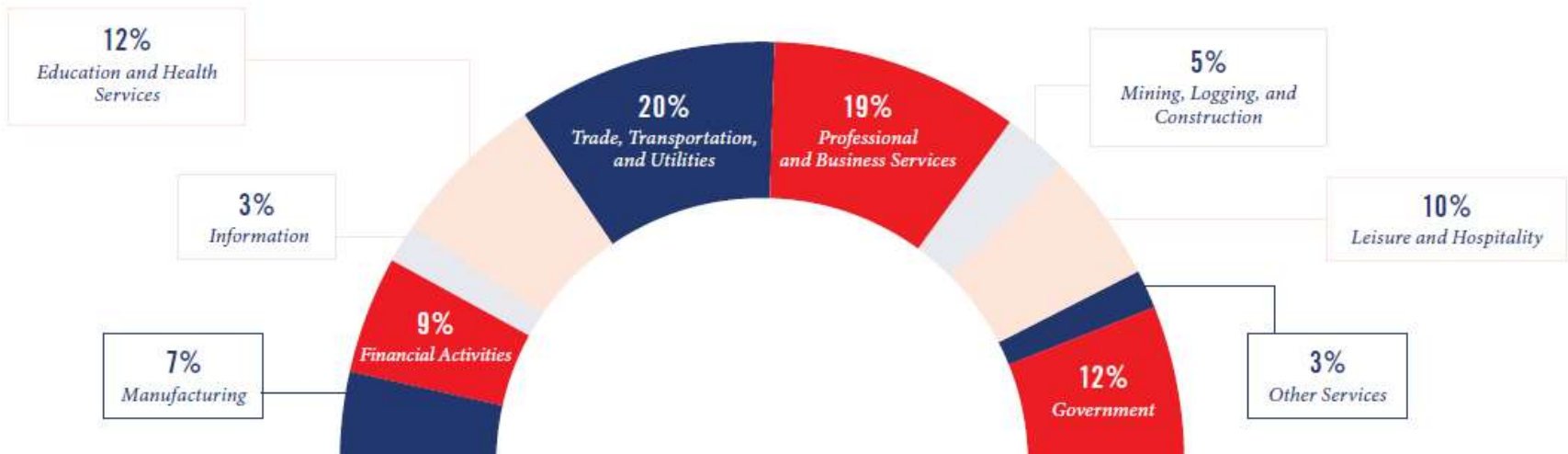
**FORTUNE 1000  
HEADQUARTERS**

- TOYOTA NORTH AMERICA
- LIBERTY MUTUAL
- JP MORGAN CHASE BANK
- COCA-COLA
- FANNIE MAE

- J.C. PENNEY
- DENBURY RESOURCES
- RENT-A-CENTER
- DR. PEPPER SNAPPLE GROUP
- ALLICANCE DATA SYSTEMS
- CINEMARK HOLDINGS

## EMPLOYMENT BY INDUSTRY

(Source: Texas Workforce Commission, Nov. 2015)



# Plano Transportation

2

Light Rail  
Stations

3

Future Rail  
Stations

2

Bus Transit  
Centers

12

Bus  
Routes

3K

Miles of  
Roadways

4

Major  
Expressways

## DALLAS LOVE FIELD

Located 7 miles from downtown Dallas, and only 30 minutes from Plano, it serves 13.2 million passengers a year.

## ADDISON AIRPORT and MCKINNEY NATIONAL AIRPORT

are 15 minutes from Plano. Addison Airport is the third-largest general aviation airport in the nation.

## DALLAS AREA RAPID TRANSIT (DART)

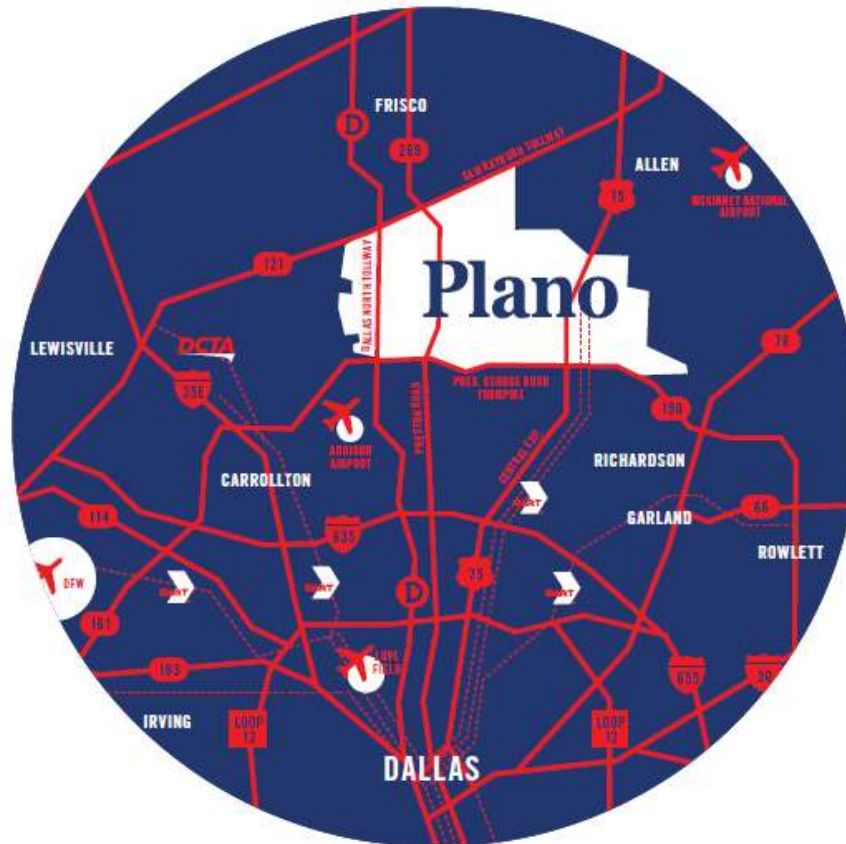
Provides light rail service at two rail stations. Bus and shuttle service are available throughout the city.

## HIGHWAYS

Plano contains within its boundaries SH 190 (President George Bush Turnpike), Dallas North Tollway, US 75 (Central Expressway) and SH 121 (Sam Rayburn Tollway). Interstates 20, 30, 35 and 635 are within 30 minutes.

## PORT OF HOUSTON

The nation's second largest port, is 260 miles from Plano.



# Plano's Comprehensive Plan History

YEAR	CITY'S POPULATION	PURPOSE
1963	3,695	<ul style="list-style-type: none"><li>• Laid foundation of Plano</li><li>• Established residential neighborhoods and locations for roadway development</li></ul>
1986	107,602	<ul style="list-style-type: none"><li>• Assisted the transition from primarily a residential community to an employment center</li></ul>
2015	271,140	<ul style="list-style-type: none"><li>• To successfully manage the transition into a mature city</li></ul>

PLANO, TEXAS  
1891  
PLANO, TEXAS  
1891

**PLANO,**  
COLLIN COUNTY,  
TEXAS  
1891

CHURCHES:  
S. J. LUTHERAN  
METHODIST  
E. P. BAPTIST

# Why Plano Needed a New Plan

## Addressing New Challenges



**FOCUS ON  
REDEVELOPMENT**



**DFW EXPECTED  
POPULATION AND  
JOB GROWTH**



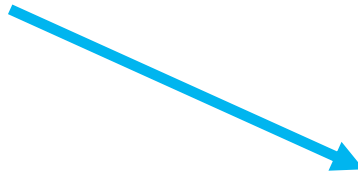
**INTERNAL  
MOBILITY  
CHALLENGES**



**FOCUS ON  
REGIONAL ISSUES**



**ADDRESSING  
NEW  
CHALLENGES**



**PLANO TOMORROW**  
A Comprehensive Plan for Excellence



# Why STAR?

Plano wanted to access sustainability strengths and weaknesses to inform future policies and programming.

## Opportunity to Integrate with Comp Plan



# How the Plan was Structured

STAR	PAS Sustaining Places	Format for Plano Tomorrow
Built Environment	Livable Built Environment	Built Environment
Climate & Energy	Harmony with Nature	Natural Environment
Natural Systems		
Economy & Jobs	Resilient Economy	Economic Environment
Education, Arts & Community	Authentic Participation	Social Environment
Equity & Empowerment	Interwoven Equity	
Health & Safety	Healthy Community	
Health & Safety		
	Responsible Regionalism	Regional Environment
	Accountable Implementation	Implementable Actions



# Plano Tomorrow Structure

## PLANO TOMORROW VISION

*Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.*



### BUILT ENVIRONMENT

Land Use & Community Design

Transportation

Housing & Neighborhoods

### SOCIAL ENVIRONMENT

Quality of Life

Sense of Community

### ECONOMIC ENVIRONMENT

Diverse & Resilient Economy

Jobs & Workforce Development

### NATURAL ENVIRONMENT

Building & Site Efficiency

Environmental Quality

### REGIONALISM

Our Place in the DFW Region

**5 PILLARS | 10 COMPONENTS | 41 POLICIES | 274 ACTIONS**



# Process for Creating the Plan

- In-house development of the plan, no consultants.
- New innovative format for the plan, no printed copy.
  - **First web-based plan to be introduced by a Texas community.**
- Planning & Zoning Commission, who served as the Advisory Committee, began meeting in February 2014 to create policies for the direction of the plan.
  - Expert speakers provided for the Commission to address specific topics. STAR was one of the topics addressed.
- Extensive public outreach campaign conducted.
- Joint workshops with Planning & Zoning Commission and City Council.

# Public Outreach – Creating the Plan



**9**  
Open  
Houses &  
Public  
Hearings



*Approximately*  
**4,000**  
participated



*Created over a*  
**26+**  
month period



*P&Z hosted*  
**22**  
Work  
Sessions

Real Line Marking Plans, Temporary Draft Policies, Action Statements, and Use Descriptions

**The Built Environment - Urbanization/Redevelopment of Expressway Corridors/Regional Transportation Corridors**

**Policy** - Plano will encourage reinvestment and redevelopment and revitalization of identified expressway-oriented regional transportation corridors to create mixed-use, cohesive developments that incorporate higher-density, quality well-designed housing, commercial, and retail opportunities.

**Action Statements:**

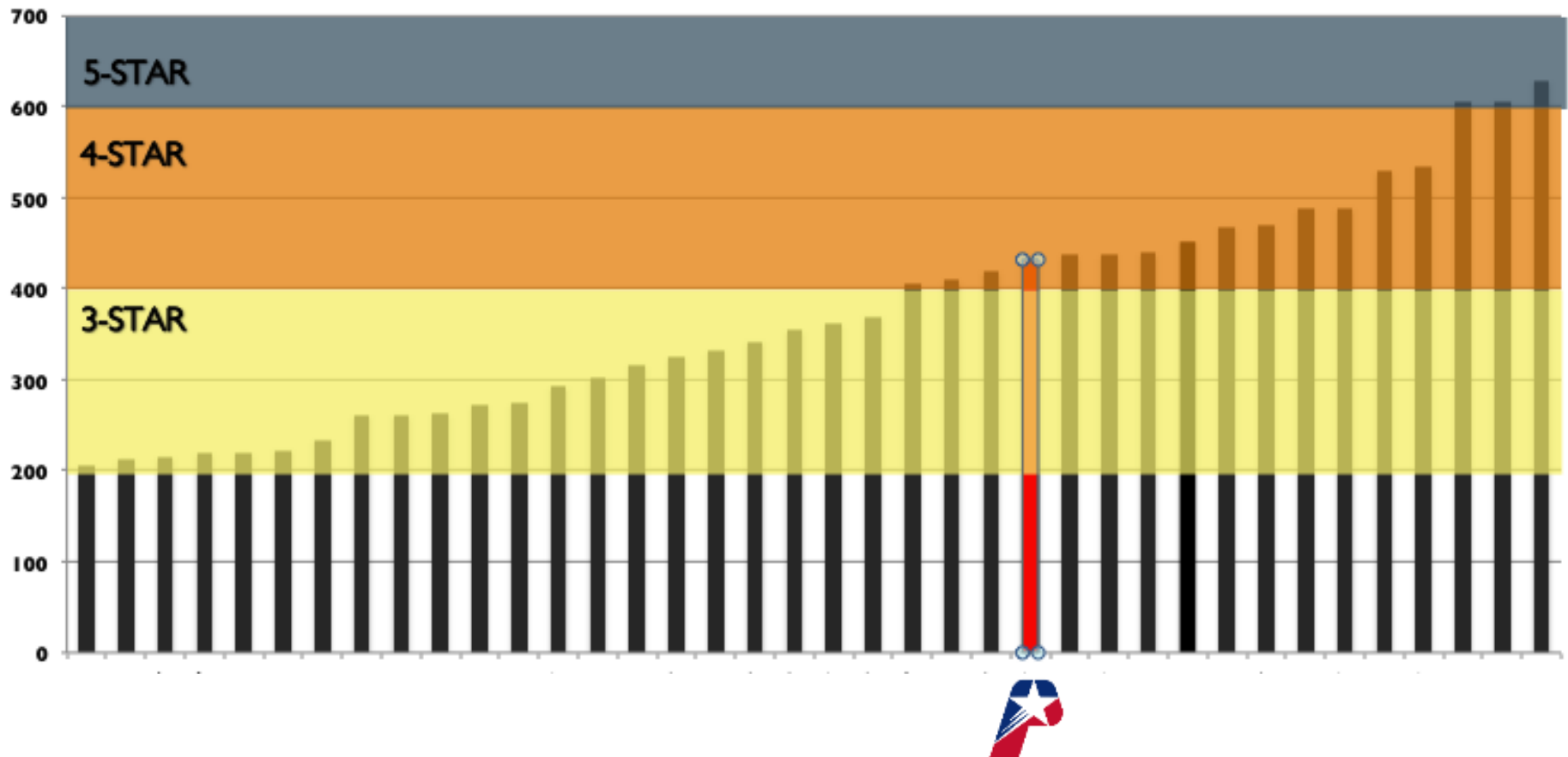
- 1) Develop a U.S. Highway 75 Corridor Plan to guide development and redevelopment efforts.
- 2) Update the Urban Centers Study to reevaluate locations for potential urban centers that may serve as catalyst for redevelopment.
- 3) Adopt regulatory strategies that permit or incentivize the use of employment densities and other diverse uses in specific transit-served areas and areas/locations identified for compact complete centers.
- 4) Develop design guidelines for residential development adjacent to expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.

**3**  
Draft  
Plans



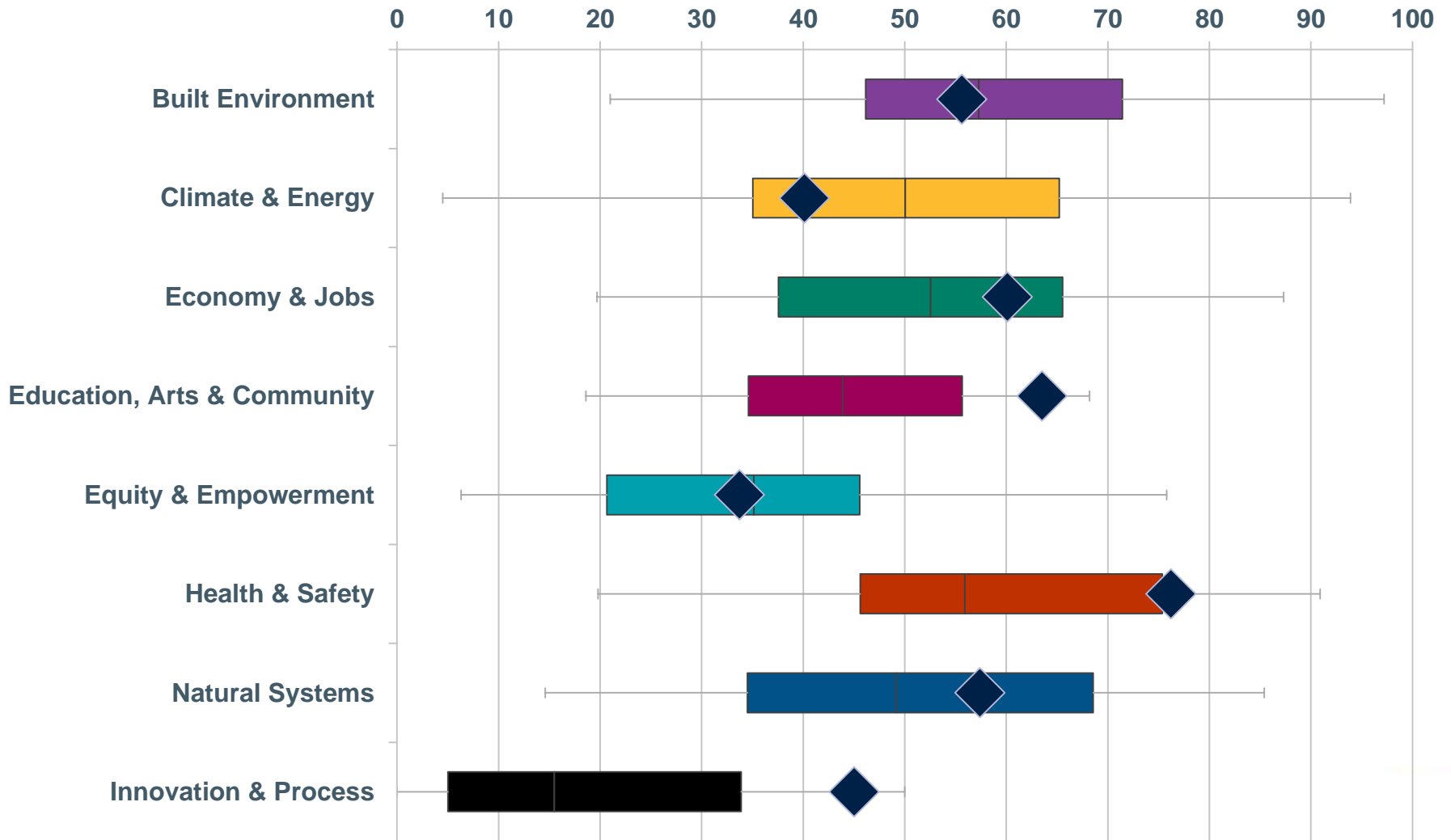
*Over*  
**40**  
Organizations  
Participated


# Plano's Overall Score in comparison to all STAR-certified Communities



# PLANO'S GOAL AREA RESULTS

## IN COMPARISON TO ALL STAR-CERTIFIED COMMUNITIES



Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems
Ambient Noise & Light 3.4/5	Climate Adaptation 5/15	Business Retention & Development 20/20	Arts & Culture 13.3/15	Civic Engagement 8.5/15	Active Living 9/15	Green Infrastructure 9.5/20
Community Water Systems 14.4/15	Greenhouse Gas Mitigation 9.6/20	Green Market Development 12.3/15	Community Cohesion 13.4/15	Civil & Human Rights 3.5/10	Community Health & Health System 20/20	Invasive Species 4.5/10
Compact & Complete Communities 9.1/20	Greening the Energy Supply 7.9/15	Local Economy 4.3/15	Educational Opportunity & Attainment 20/20	Environmental Justice 0/15	Emergency Prevention & Response 12.9/15	Natural Resource Protection 12.4/20
Housing Affordability 1.7/15	Industrial Sector Efficiency 0/10	Quality Jobs & Living Wages 3/20	Historic Preservation 8.4/10	Equitable Services & Access 1.6/20	Food Access & Nutrition 7/15	Outdoor Air Quality 5.3/15
Infill & Redevelopment 3.4/10	Resource Efficient Buildings 3.6/15	Targeted Industry Development 14.2/15	Social & Cultural Diversity 8.4/10	Human Services 12.4/20	Indoor Air Quality 4.4/5	Water in the Environment 17/20
Public Spaces 12.3/15	Resource Efficient Public Infrastructure 0/10	Workforce Readiness 6.3/15		Poverty Prevention & Alleviation 7.7/20	Natural & Human Hazards 7.9/15	Working Lands 8.8/15
Transportation Choices 11.3/20	Waste Minimization 14.1/15				Safe Communities 15/15	



# Why is STAR important to Plano Tomorrow?

- Plano Tomorrow plan is the vision; STAR provides measurable metrics
- Both support and inform one another
- STAR measures our strengths and weaknesses and Plano Tomorrow prioritizes our actions based on the desires of our public and the elected and appointed officials



# Example STAR Integration Actions

STAR CE-7 Waste Minimization- “Adopt a waste management plan....”

- Plano Tomorrow Natural Environment– “Create a 20-year Solid Waste Plan...”

STAR HS-1 Active Living – “Include a chapter, section, or plan element focused on active living or active transportation in the comprehensive plan...”

- Plano Tomorrow Social Environment– Created an Active Living and Citizen Well-Being Policy

STAR HS-2 Community Health – “Conduct a comprehensive community health assessment...”

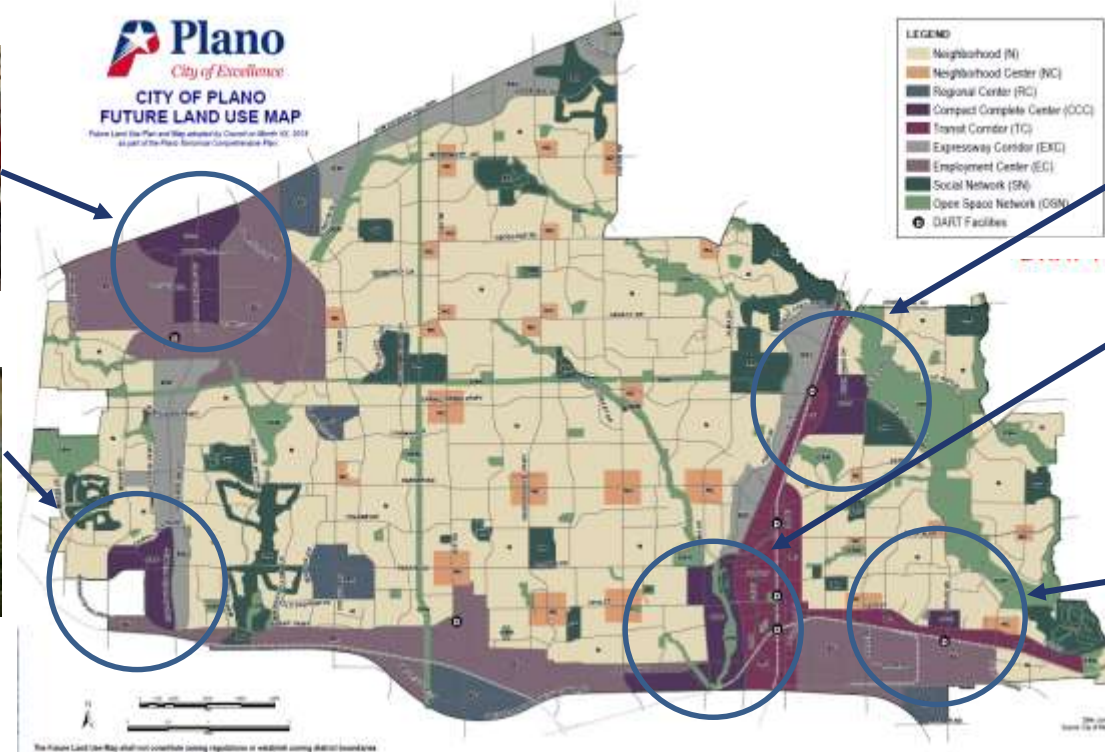
- Plano Tomorrow Social Environment– “Conduct a Community Health Impact Assessment...”



# Example STAR Integration Actions

STAR BE-3 Compact & Complete Communities – “Identify the Compact & Complete Centers...”

- Plano Tomorrow Built Environment– Compact Complete Centers on Future Land Use Map



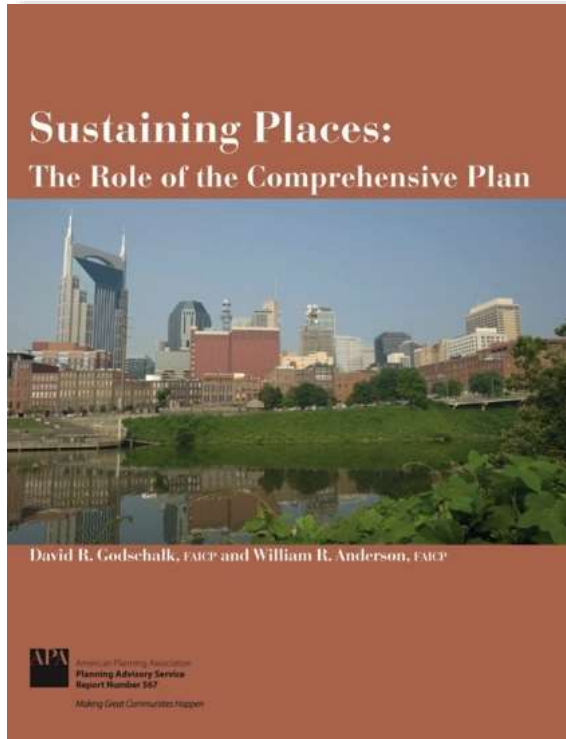
# Our STAR Rating Experience



- High scores for Economy, Health, Safety, Education, Arts, & Community Cohesion
- Lower scores for Energy, Affordability, and Equity (lacked documentation)
- Interesting and, coincidental, that the STAR-Built Environment weaknesses were concurrently being addressed in Plano Tomorrow
- If some STAR outcomes and trend lines were not met, we achieved points for city and community actions addressing the issue
- All departments had previously used certification and accreditation standards which helped with data collection
- STAR's data requirements identified areas of improvement for us



# Sustaining Places: The Role of the Comprehensive Plan



- **PAS Report 1**
  - Industry Best Practice Principals
  - Scorecard Examples
- **National APA Conferences**
  - Staff attended conferences and participated in the Sustaining Places break-out sessions
  - Determined that a recognition program may be established, so we need to align our plan with the best practices of our industry

# Policies and Sustaining Places

## APA Standards for Sustaining Places

### Harmony with Nature: Best Practices

2.5 - Comply with state and local air quality standards.



## *Plano Tomorrow: Regionalism - Air Quality*

**Policy** – Plano will lead by example in the Dallas-Fort Worth area by developing policies that assist the region in reaching attainment for air quality.

# Policies and Sustaining Places

## APA Standards for Sustaining Places

### Responsible Regionalism: Best Practices

6.5 – Promote regional cooperation and sharing of resources



## ***Plano Tomorrow: Regionalism – Neighboring Cities***

**Policy** – Plano will partner with neighboring cities to provide municipal services and plan for compatible growth to ensure consistency of public improvements between jurisdictions and operational efficiencies.

# Policies and Sustaining Places

## APA Standards for Sustaining Places

### Livable Built Environment: Best Practices

1.7 – Encourage design standards appropriate to the community context.



## ***Plano Tomorrow: The Built Environment – Community Design***

**Policy** - Plano will promote and incorporate unique and functional community design components within all new developments, public spaces and streetscapes to enrich areas throughout the city, create distinctive visual character, and ensure a citywide pedestrian-friendly environment.



# Sustaining Places: The Role of the Comprehensive Plan

## Sustaining Places Recognition Program Pilot

- **Initial Selection Phase**

- June, 2016
- 18 Questions Total (10 Basic Informational Questions)
  - Community challenges and priorities, regulatory climate, plan coordination with departments and agencies, public engagement

- **Second Round Questions**

- July, 2016
- 11 Questions Total
  - Strengths and Weaknesses of Plan, Implementation, Applicability of Standards, plan characteristics



# Sustaining Places: The Role of the Comprehensive Plan

## Sustaining Places Recognition Program Pilot








- **Scoring Highlights**

- Plano received 207 points of 252 (82%)
- Highest Scores:
  - Plan Characteristics, Harmony with Nature Principal, Resilient Economy Principal, Livable Built Environment Principal
- Lowest Scores:
  - Accountable Implementation, Interwoven Equity, Responsible Regionalism
- Gained 5 “Innovation Points” for Plan Usability
- Received a Perfect 100% for Plan Characteristics
  - Creative and innovative strategies and recommendations

# Interactive, Web-Based Plan

**CITIZEN PRIORITIES**  
*This is your platform. Ours is your feedback.*

 Bicycle Transportation  
 Redevelopment of Neighborhood Centers  
 Educational Opportunities  
 Land Use  
 Public Transit

Community Building Action Statements	Status
Strengthen and expand existing community outreach and participation programs such as <a href="#">Love Where You Live</a> and <a href="#">Citizens Assisting Plano Police</a> .	IN PROGRESS
Develop a community pride initiative and include an educational component that addresses the history, arts, culture, educational resources and natural resources in Plano.	PENDING
Create a centralized database and integrated online mapping tool that provides all information available for a specific geography, including trash collection, property standards contacts, emergency contacts, and upcoming events and programs to encourage community and civic engagement.	IN PROGRESS
Create a mentorship program for established homeowners' associations to mentor developing organizations	IN PROGRESS
Increase the number of neighborhoods with crime watch programs and encourage residents to become block captains.	IN PROGRESS
Create a neighborhood association toolkit to assist citizens in forming neighborhood associations.	IN PROGRESS
Promote HOA and Neighborhood Association Quarterly Breakfasts to new neighborhood associations.	IN PROGRESS
Create a marketing campaign to encourage neighborhoods to host block parties and utilize the city's Block Party Trailer. (Completed: <a href="#">Block Party Trailer</a> )	COMPLETED
Facilitate opportunities for neighborhood representatives, business organizations, not-for-profit organizations and agencies, and other stakeholders to meet regularly with and obtain information from city staff on city initiatives and activities.	PENDING
Create a neighborhood vitality program and beautification grant to assist in creating a sense of identity for neighborhoods. (Completed: <a href="#">Neighborhood Vitality and Beautification Grant Program</a> )	COMPLETED

Plan Funding Performance Indicator



## Give Your Feedback

How important is the Public Safety policy to you?

- Very Important
- Important
- Somewhat Important
- Not Important

Submit

Public Safety

## Plano's Partners

### Public Safety Partners

Local Medical Providers

[Department of Homeland Security](#)

[Commission on Accreditation for Law Enforcement Agencies](#)

[Insurance Service Office Public Protection Classification Program](#)

[Commission on Fire Accreditation International](#)

[Commission on Accreditation of Ambulance Services](#)

Main Pages

[www.planotomorrow.org](http://www.planotomorrow.org)

15 Implementation **PLANO TOMORROW**  
 **Community Vision**

Housing & Neighborhoods | Land Use & Urban Design

**PLANO TOMORROW PUBLIC SURVEY HIGHLIGHTS**

**OVER 50%** of responses indicated that **SHOPS AT LEGACY, BIKE TRAILS & DOWNTOWN PLANO** were their favorite places in the city.

**7 of 10** responses indicated that they desired to see **Collin Creek Mall** redeveloping.

Most desirable land use for Plano's remaining vacant land: **GENERAL & CORPORATE OFFICE**

Least desirable land use for Plano's remaining vacant land: **RESIDENTIAL**

Nearly **HALF** of responses listed "Attracting New Employment" or "Improving the Appearance of the Built Environment" as the number one option to improve the living and working environment in Plano. **96%**

**69%** of respondents **LEAVE PLANO** for work and return while **53%** leave Plano for **ENTERTAINMENT**.

In order of preference... **Rail Transit, Personal Vehicle, & bicycle** were the top preferred transportation choices in the future.

If new homes are constructed in Plano, respondents preferred... **SMALLER, ONE STORY SINGLE FAMILY HOMES** and respondents were preferred... **MID-RISE APARTMENTS OR CONDOMINIUMS**

# Website Data

- Website Launched April 1, 2015
  - 7,385 Visits
  - 12,868 Downloads
  - 570 Votes on Priority Polls
  - 2,005 Video Views
- Most Visited Page: Plano Tomorrow Maps
- Most Downloaded Document: Ordinance
- Highest Traffic Day: tie (103 Visits)
  - October 12, 2015 (City Council Adoption Date)
  - October 12, 2016 (National APA Recognizes Plan)

Top 10 Policy Preferences	
1	Bicycle
2	Land Use
3	Redevelopment of Neighborhood Centers
4	Renewable Energy
5	Public Transit
6	Educational Opportunities
7	Special Housing Needs
8	Undeveloped Land
9	Redevelopment of Regional Transportation Corridors
10	Parks and Recreation

[www.planotomorrow.org](http://www.planotomorrow.org)

Evolution over the period



# Takeaways

- STAR and Sustaining Places helped to provide a framework for the plan:
  - Sustaining Places for Policies
  - STAR for Action Statements
- STAR identified deficiencies in policies or programs; some STAR deficient actions were added to Plano Tomorrow
- STAR provided metrics for implementation
- STAR and Sustaining Places provided resources and references for national sustainability practices
- STAR and Sustaining Places provided a measuring stick for public process, implementation, innovation, and process

# Thank You!



Christina Day, AICP  
Director of Planning  
[chrisd@plano.gov](mailto:chrisd@plano.gov)



[www.planoplanning.org](http://www.planoplanning.org)

*City of Excellence*

