



# Public Outreach Campaign Phase II



## Summary Report February 2014

Prepared by the Plano Planning Department  
Comprehensive Planning Division

### PLANO TOMORROW

A Comprehensive Plan for Excellence



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## Appendix (Separate Document)

- Plano Tomorrow Survey Open Ended Responses and Demographic Summary
- Great Ideas Comment Poster Responses
- Take the Case Comprehensive Responses

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# Executive Summary

Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

## Overview and Methodology

The public outreach campaign for Plano Tomorrow was completed in two phases. During Phase I, meetings were held with city residents, community leaders, PTA parents, and senior adults to gather feedback to identify Plano's urban planning issues. Over 180 people participated with the Phase I public outreach campaign.

The purpose of Phase II was to receive additional feedback from the community that would narrow the focus to critical issues facing Plano. A number of tools were used throughout the process which included:

- a Town Hall meeting on November 21<sup>st</sup> to gain input from the community in person, by phone, and by social media (Facebook/Twitter);
- a public online survey which had 1,375 participants;
- 36 Take the Case 'meeting in a box' workshops with business owners, homeowners associations, schools and other organizations;
- Great Ideas comment posters at recreation centers, libraries, the Plano Balloon Festival and the Plano International Festival; and
- online forum discussions on Engage Plano.

With thousands of comments received, this Public Outreach Campaign has been one of the most participated initiatives of any update to the city's Comprehensive Plan.

This Phase II report contains:

- an executive summary of the methodology and major findings
- charts depicting the overall results of the on-line survey
- charts of the Map Exercises results
- results from the Preference Matrix exercises
- summary responses from the Great Ideas comment posters
- summary review of the Take the Case workshops

A separate Public Outreach Campaign Appendix is also available and contains individual responses to open-ended questions and demographic data of participants. Due to the number of individual responses, the [Public Outreach Campaign Appendix](#) can be found in a separate document.



## Major Findings

A summary of the major findings for all public outreach components is included within the Executive Summary. Detailed results of each public outreach component can be found in the subsequent sections. In addition, individual responses to open-ended questions and demographic data of participants are included in a separate Public Outreach Campaign Appendix. This appendix contains thousands of individual comments from the survey, the Great Ideas comment posters, and the Take the Case workshops.

### Quality of Life in Plano Today

Overall, participants had a high rating for quality life aspects in Plano today. The survey concludes that Plano is an above average place to live; raise children; work; and retire. The lowest ranked quality of life aspect identified in the survey was “sense of community” which was still ranked above average.

### Plano Opportunities

Within the survey and during the Take the Case workshops, participants were asked to rank existing opportunities in Plano. The survey’s results indicated that Plano has above average shopping; recreation; entertainment; education; and employment opportunities. Plano also offers above average private community events; cultural activities; religious or spiritual events; and activities and sporting events.

### Plano Strengths



Oak Point Park

In addition to the opportunities above, a number of strengths were identified during the Take the Case workshops including parks and recreation facilities; libraries; the roadway system; schools; diversity; and police and fire services.

### Challenges Facing Plano

Both the survey and the Take the Case workshops revealed similar challenges that are facing Plano. According to the survey, the most important challenges are aging infrastructure; water and drought; underutilized and aging retail centers at major thoroughfare intersections; and mature residential neighborhoods and homes. In addition, the Take the Case workshops identified issues such as congested traffic; aging population; diversification of population; and the lack of entertainment/nightlife and arts/cultural facilities.

### Favorite Places in Plano

There were several opportunities to identify favorite places in Plano including the Preference Matrix exercises, the Map Exercises at festivals and neighborhood meetings, Take the Case workshops, and the survey. The most popular locations identified by all exercises were Oak Point Park and Nature Preserve; Downtown Plano; The Shops at Legacy; Bob Woodruff Park; and Arbor Hills Nature Preserve. Bike trails and greenbelts were also popular responses in the survey. Parks, trails, recreational facilities, and libraries were the most reoccurring write-in categories on the survey.



The Shops at Legacy

### Desire for Change

Several opportunities were also available to provide identify places in Plano that should change or improve. Overwhelmingly, the most identified location from the Map Exercises, Take the Case workshops, and survey was Collin Creek Mall. Results also included corner retail centers; older residential neighborhoods;

K Avenue and U.S. Highway 75 corridors; industrial areas in southeast Plano; and interchanges with President George Bush Turnpike and Dallas North Tollway with U.S. Highway 75.

Improving Living and Working Environments

The survey and Preference Matrix exercises identified the actions that are necessary for improving living and working environments. The most important actions identified in the survey include: attracting more employment opportunities; improving the appearance of the overall built environment; and enhancing open space areas to encourage neighborhood interaction and pedestrian friendly activity. However, the results of the Preference Matrix exercises were slightly different and indicated the most important action was attracting more transportation options, followed by attracting more employment opportunities; enhancing open space areas to encourage neighborhood interaction and pedestrian friendly activity; and attractive innovative retail development. It is important to note that the survey required the participant to rank the options in order of importance while the Preference Matrix allowed participant to select their most desired action(s). The option to increase the variety of higher density housing options was the least important action in both the survey and Preference Matrix exercises.

Amenities Outside of Plano

As part of the survey, participants were asked to select the services and amenities that they frequent most outside of Plano in the survey. Over a third of the responses selected arts, culture, museums or entertainment as amenities they frequent most outside of Plano. Sporting events; festivals and special events; shopping; and restaurants were also common responses on the survey.

Interestingly, one of the most frequent future actions

identified in the Take the Case workshops was to make Plano a destination with arts/cultural amenities and entertainment/nightlife facilities.

New Housing Products

During the survey and Preference Matrix exercises, participants were asked to identify their preference for future housing products. The three single family housing product options (traditional single-family detached (over 2,500 square feet); contemporary or modern single-family home; and smaller, one story single-family home on smaller lot (under 2,500 square feet)) were the most desirable housing products in both the survey and the Preference Matrix.



Desirable Housing Product

Undeveloped Land

With only 8% of undeveloped land remaining within the city, participants were asked to organize their most desirable land uses for the remaining undeveloped land. General and corporate offices; retail and entertainment uses; and research and development businesses were the most desired land uses while special needs housing; agricultural; manufacturing; and lastly, housing were the less desirable land uses.

Mobility within Plano Today

Looking at Plano today, survey participants were asked to rank the aspects of mobility within the city. The survey concluded that the best aspects were the availability of paths and walking trails followed by the traffic flow on major streets; ease of use of light rail transportation; and ease of traffic flow on expressways. The ease of bicycle travel; ease of walking; and the use of bus transportation all ranked below average.



Executive Summary



# Executive Summary

## Future Transportation Options

Survey participants were asked to rank their top preferences for transportation choices they would like to see in the future. The most desirable transportation choices included rail transit; personal vehicle; bicycle; and walking. Improving transportation facilities and public transport was also a common action identified in the Take the Case workshops and adding more rail transit was a reoccurring comment on the Great Ideas comment posters. The desire for bicycle facilities (dedicated lanes, trails, routes) was a common comment on the final open response question in the survey.

DART Rail Transit



## Future Transportation Investment Options

The survey concluded that the maintenance of and improvements to the existing road system was the most important transportation investment option for the future. The expansion and maintenance of bicycle and hiking trails and the expansion of commuter rail service were also important transportation investment options for the future according to the survey. These results align with results from the Take the Case workshops and the Great Ideas comment boards.

## Necessary Future Actions

Participants of the survey, Preference Matrix exercise, and Take the Case workshops were asked to identify which actions are necessary to ensure Plano remains a strong, viable and resilient city. Both the survey and the Preference Matrix ranked the following actions as most important: targeted neighborhood improvements; adding a mixture of uses to office parks; and revitalizing four corner retail shopping centers by adding housing and updating layout and design.

The Take the Case workshops also identified the following actions: diversifying the economic base; redeveloping Collin Creek Mall; making Plano an arts/cultural/entertainment destination; reinvesting in existing properties; maintaining aging infrastructure; offering incentives to attract new companies and retain existing businesses; and improving schools to ensure all schools offer a quality education.

## Plano as an Environmentally Friendly City

Lastly, participants were asked to identify the options that would make Plano an environmentally friendly city. With 1,209 survey responses, the most important options included: conserving water through native plants for landscaping; improving air quality by using other transportation options such as walking; bicycles; alternative fuel vehicles and mass transit; creating walkable neighborhoods for residential and commercial areas; and constructing new and renovating existing housing and commercial buildings with environmentally sound design concepts which consume less energy and water. Other popular responses included: reducing energy consumption by utilizing wind turbines and solar panels; retaining agricultural lands for community gardens; livestock and local food production; and recycling.

## Open-Ended Question

The final question of the survey allowed the participant to share additional thoughts with the city. Over 550 survey participants submitted a comment and these primarily focused on economic development, roads and sidewalks, parks and recreation, housing, neighborhoods and screening walls. To view all comments, please see separate [Public Outreach Campaign Appendix](#).





# Section I - Survey Results

Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

## Plano Tomorrow Survey

As part of the Phase II Public Outreach Campaign, the city administered the Plano Tomorrow Online Survey to assist in narrowing the Comprehensive Plan's focus. The survey was created to provide an alternative method for the public to participate and offer their opinions about Plano Tomorrow.

The survey was open to the public for over two months beginning in September of 2013 and concluding in December of 2013. The survey consisted of 25 questions including nine demographic questions.

To promote participation with the survey, several community outreach efforts were completed, including:

- website and social media advertising;
- notices in utility bills for residents;
- handouts at all city recreation centers and libraries;
- flyers distributed at apartment complexes;
- emails to all city staff, boards and commissions; and
- handouts distributed during neighborhood meetings, Take the Case workshops, and other city meetings.

Spanish translation was made available on the flyers and handouts and participants could choose to complete the Spanish-translated version of the survey.

Paper copies of the survey were also available to the public.

At the conclusion of the survey, the city held a drawing for individuals who completed the survey and entered their email addresses on the final question. Three \$100 VISA gift cards were given away to the drawing winners for their participation.

Over 1,300 individuals participated with the survey and over 1,200 completed all 25 questions.

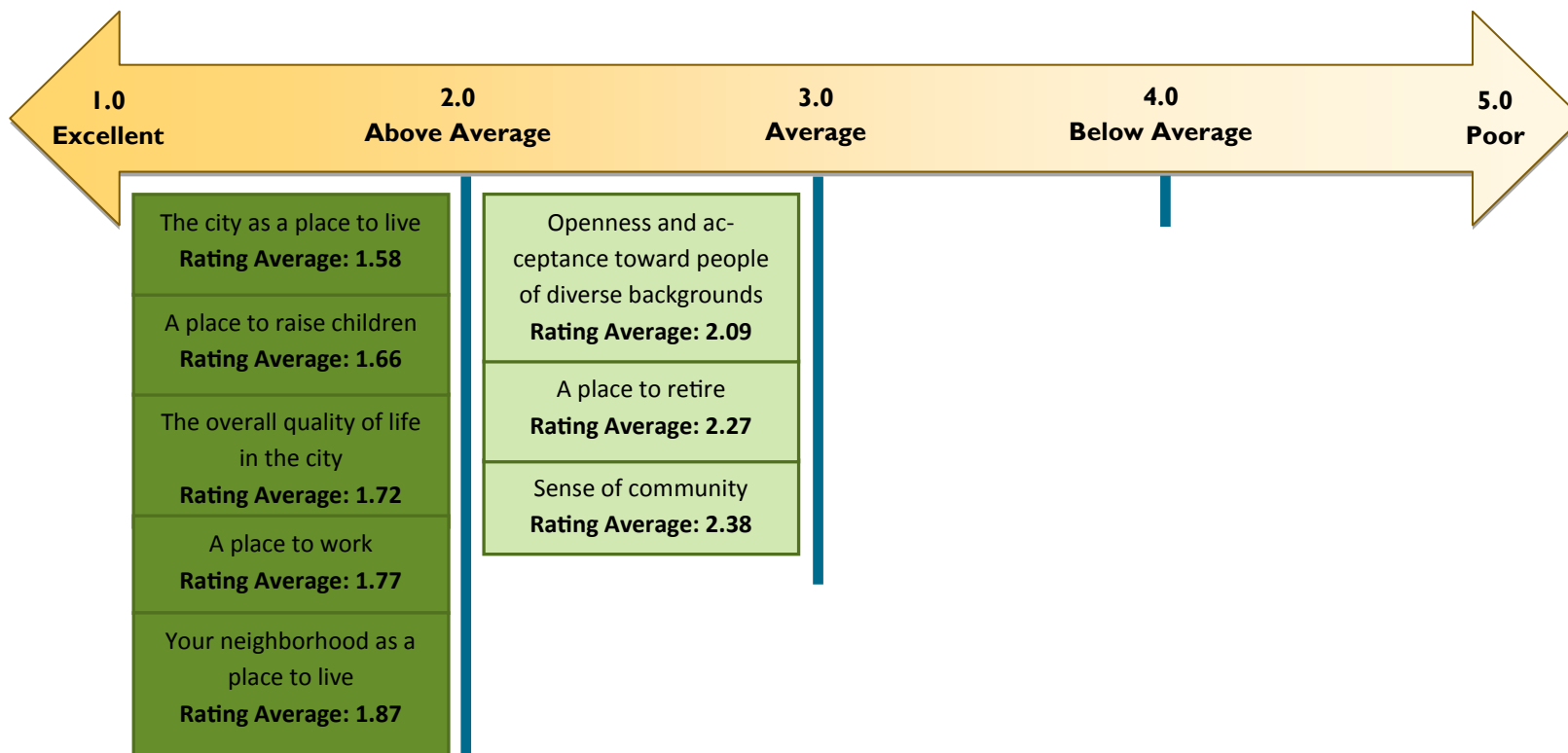
The survey results identified several issues for Plano Tomorrow including aging infrastructure; water and drought; underutilized retail centers; and mature residential neighborhoods. Results from each question are included in the following pages. Question 15 of the survey asked the participant if there was anything they would like to share with the city not covered in the survey. Over 500 comments were received and are included in a separate [Public Outreach Campaign Appendix](#).



# Section I - Survey Results

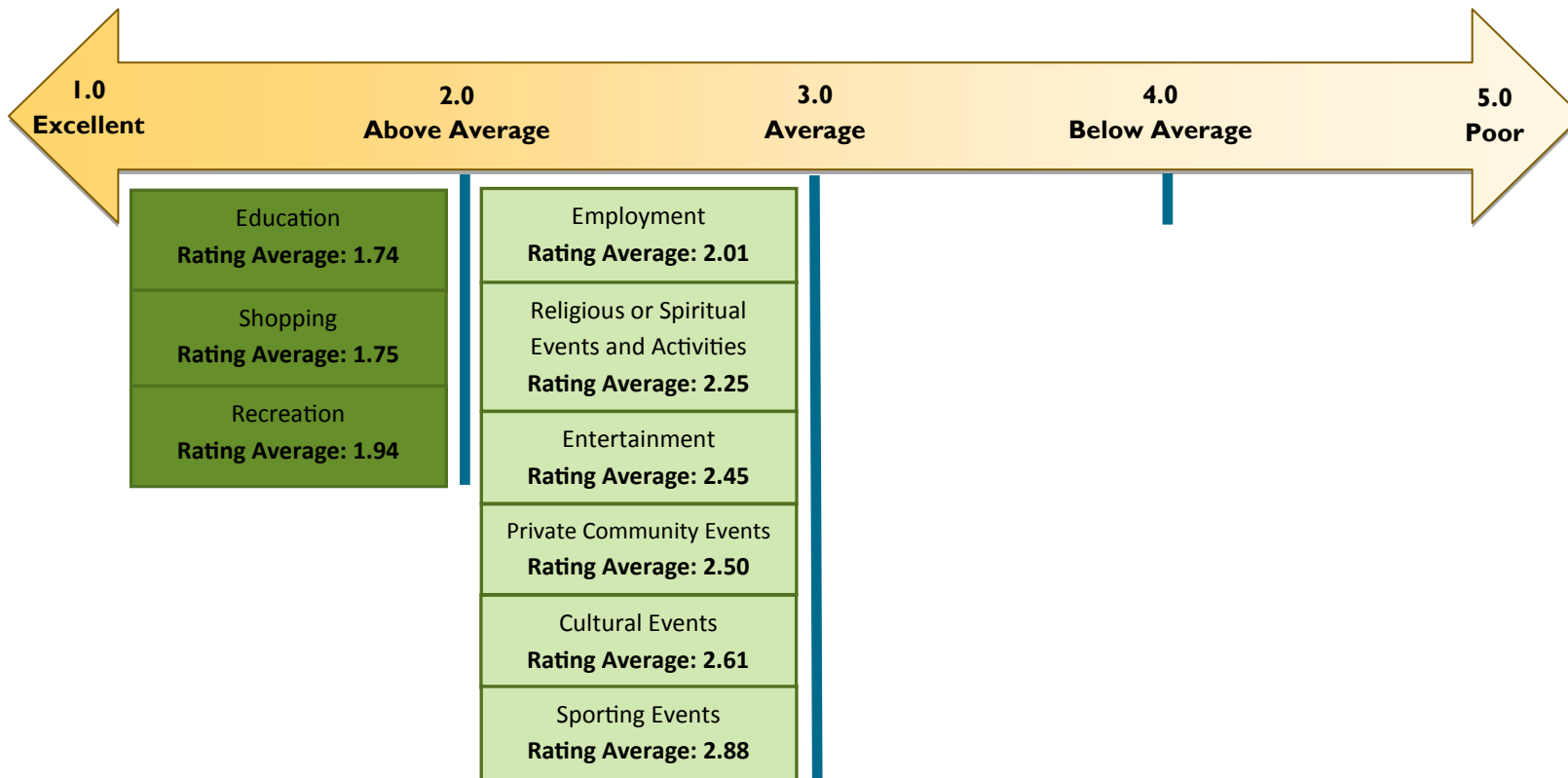
I. Please rate each of the following aspects of the quality of life in Plano today:  
**Excellent = 1.0, Above Average =2.0, Average =3.0, Below Average =4.0, Poor =5.0**  
 Answered Question: 1,375

Answer Options	Rating Average
The city as a place to live	1.58
A place to raise children	1.66
The overall quality of life in the city	1.72
A place to work	1.77
Your neighborhood as a place to live	1.87
Openness and acceptance toward people of diverse backgrounds	2.09
A place to retire	2.27
Sense of community	2.38



2. How would you rate the following opportunities available in Plano?  
**Excellent = 1.0, Above Average =2.0, Average =3.0, Below Average =4.0, Poor =5**  
 Answered Question: 1,348

Answer Options	Rating Average
Education	1.74
Shopping	1.75
Recreation	1.94
Employment	2.01
Religious or Spiritual Events and Activities	2.25
Entertainment	2.45
Private Community Events	2.50
Cultural Activities	2.61
Sporting events	2.88



Section I - Survey Results

# Section I - Survey Results

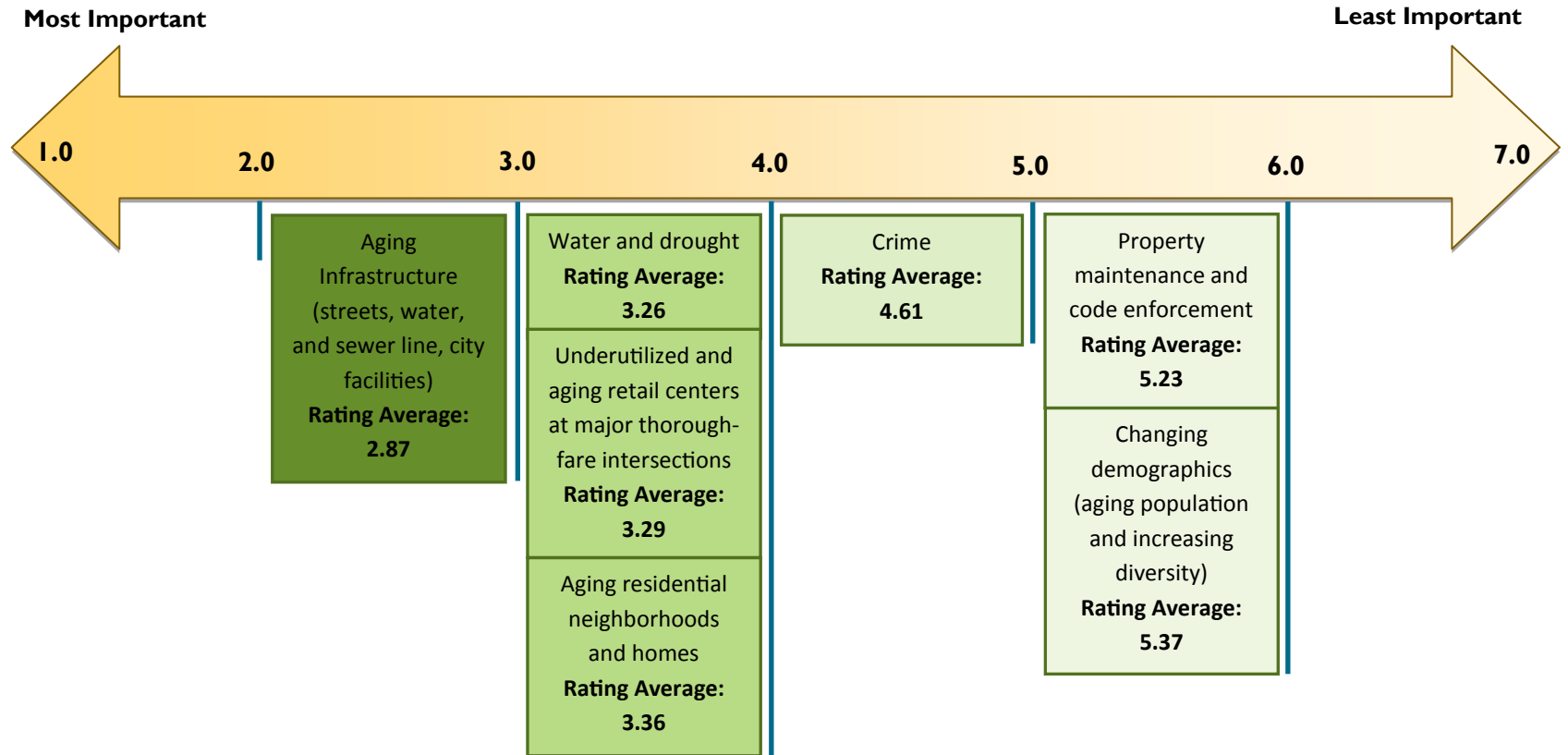


3. Place in order of importance the challenges facing Plano.









**Most Important = 1.0; Least Important = 7.0**

Answered Question: 1,313

Answer Options	Rating Average
Aging infrastructure (streets, water, and sewer line, city facilities)	2.87
Water and drought	3.26
Underutilized and aging retail centers at major thoroughfare intersections	3.29
Aging residential neighborhoods and homes	3.36
Crime	4.61
Property maintenance and code enforcement	5.23
Changing demographics (aging population and increasing diversity)	5.37



4. Select your favorite places in Plano. May select more than one choice.  
**Answered Question: 1,306**

Image	Answer Options	Response Count
	Shops at Legacy	680
	Bike trails and greenbelts	678
	Downtown Plano	614
	Oak Point Park and Nature Preserve	554
	Arbor Hills Nature Preserve	553
	Bob Woodruff Park	391
	Shops at Willow Bend	326
	Historic neighborhoods near Downtown	319
	Other (please specify)	189

**Most common “other” response categories:**

- Parks and Trails (64 responses)
- Recreation/Senior Centers (32 responses)
- Libraries (30 responses)

See separate [Public Outreach Campaign Appendix](#) for all open ended responses.

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# Section I - Survey Results

# Section I - Survey Results

5. Select the areas in Plano you would like to see change. May select more than one choice.  
**Answered Question: 1,302**

Answer Options	Response Count
Collin Creek Mall	901
Corner retail centers	694
Older residential neighborhoods	561
K Avenue corridor	486
East Plano	425
U.S. Highway 75 corridor	407
Central Plano	191
West Plano	55
Other (please specify)	135

**Most common “other” response categories:**

- Aging retail (24 responses)
- More parks/recreation centers (20 responses)
- Roads/traffic improvements (20 responses)

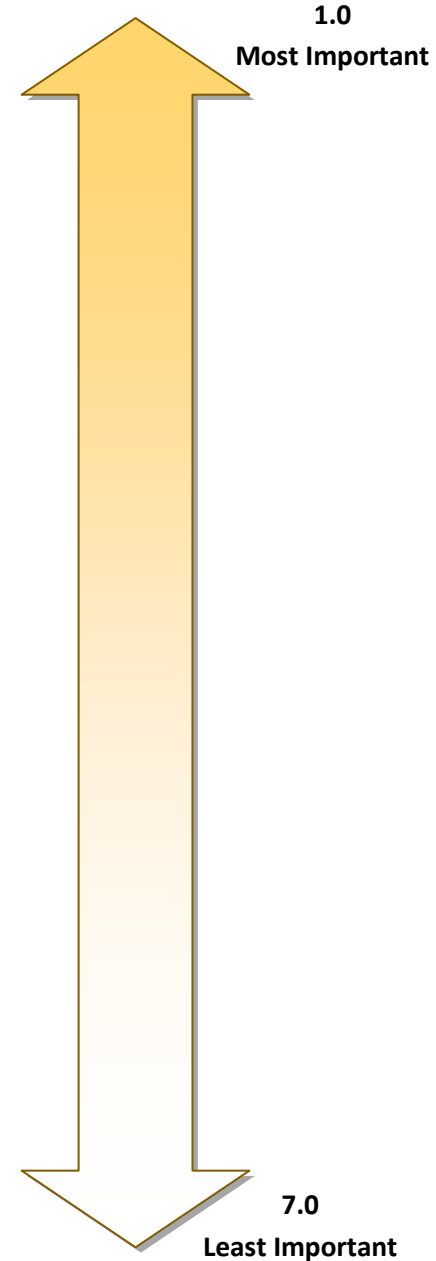
See separate [Public Outreach Campaign Appendix](#) for all open ended responses

6. Please organize your preference of the following actions to improve the living and working environment of the city.

**Most Important = 1.0, Least Important = 7.0**

Answered Question: 1,270

Image	Answer Options	Rating Average
	Attract more employment opportunities to the city	3.28
	Improve the appearance of the overall built environment (screening walls, street trees, lighting, sidewalks, building materials, etc.)	3.41
	Enhance open space areas to encourage neighborhood interaction and pedestrian friendly activity	3.49
	Attractive, innovative retail development	3.96
	Provide more transportation options	4.02
	Encourage the development of a more green and resilient city	4.68
	Increase the variety of higher density housing options	5.15



Section I - Survey Results



## Section I - Survey Results

7. Select the services and amenities that you frequent most outside of Plano. May select more than one choice.

**Answered Question: 1,281**

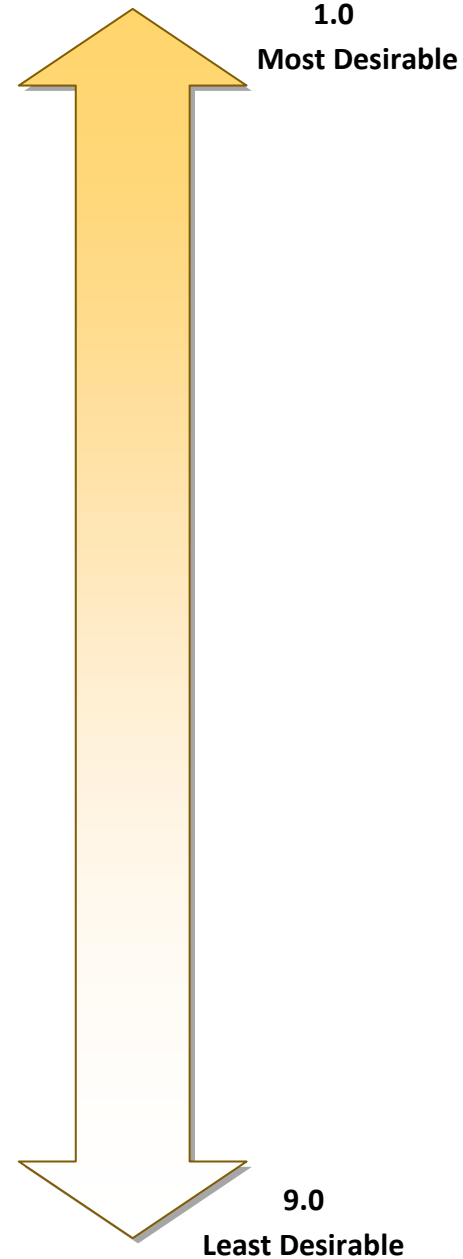
Answer Options	Response Count
Arts/culture/museums	880
Entertainment	684
Sporting events	640
Festivals and special events	536
Shopping	536
Restaurants	521
Parks and recreation activities	184

8. State the order of choices for new housing products you would prefer to see built in Plano today.

**Most Desirable = 1.0, Least Desirable = 9.0**

Answered Question: 1,269

Image	Answer Options	Rating Average
	Smaller, one story single-family home on smaller lot (under 2,500 square feet)	2.75
	Traditional single-family detached house (over 2,500 square feet)	3.21
	Contemporary or modern single-family home	4.44
	Townhouses or Condominiums	4.73
	Senior housing (independent living, assisted living, and long term care facilities)	5.07
	New urban loft apartments	5.78
	Lower density apartments	5.88
	Higher density apartments and townhouses in an urban center	6.23
	Mid-rise apartments or condominiums	6.91



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## Section I - Survey Results

# Section I - Survey Results

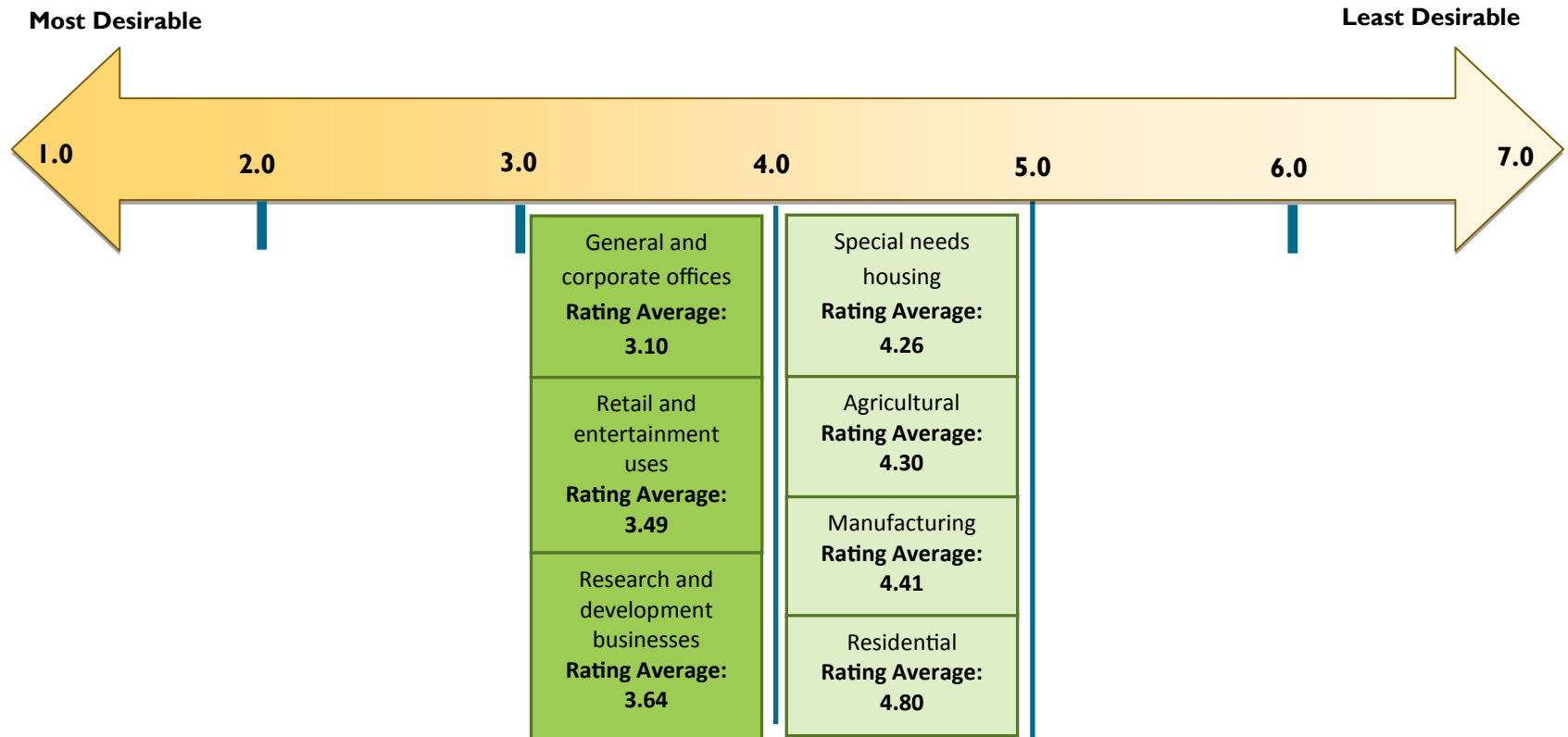


9. Undeveloped land comprises less than 8% of the city’s total land area. Organize the choices you think are most desirable of how this land should be used.

**Most Desirable = 1.0, Least Desirable = 7.0**

Answered Question: 1,258

Answer Options	Rating Average
General and corporate offices	3.10
Retail and entertainment uses	3.49
Research and development businesses	3.64
Special needs housing (retirement housing, housing for persons with disabilities)	4.26
Agricultural (local food production)	4.30
Manufacturing (technology, pharmaceuticals, medical equipment)	4.41
Residential (apartments, townhouses, single-family homes)	4.80

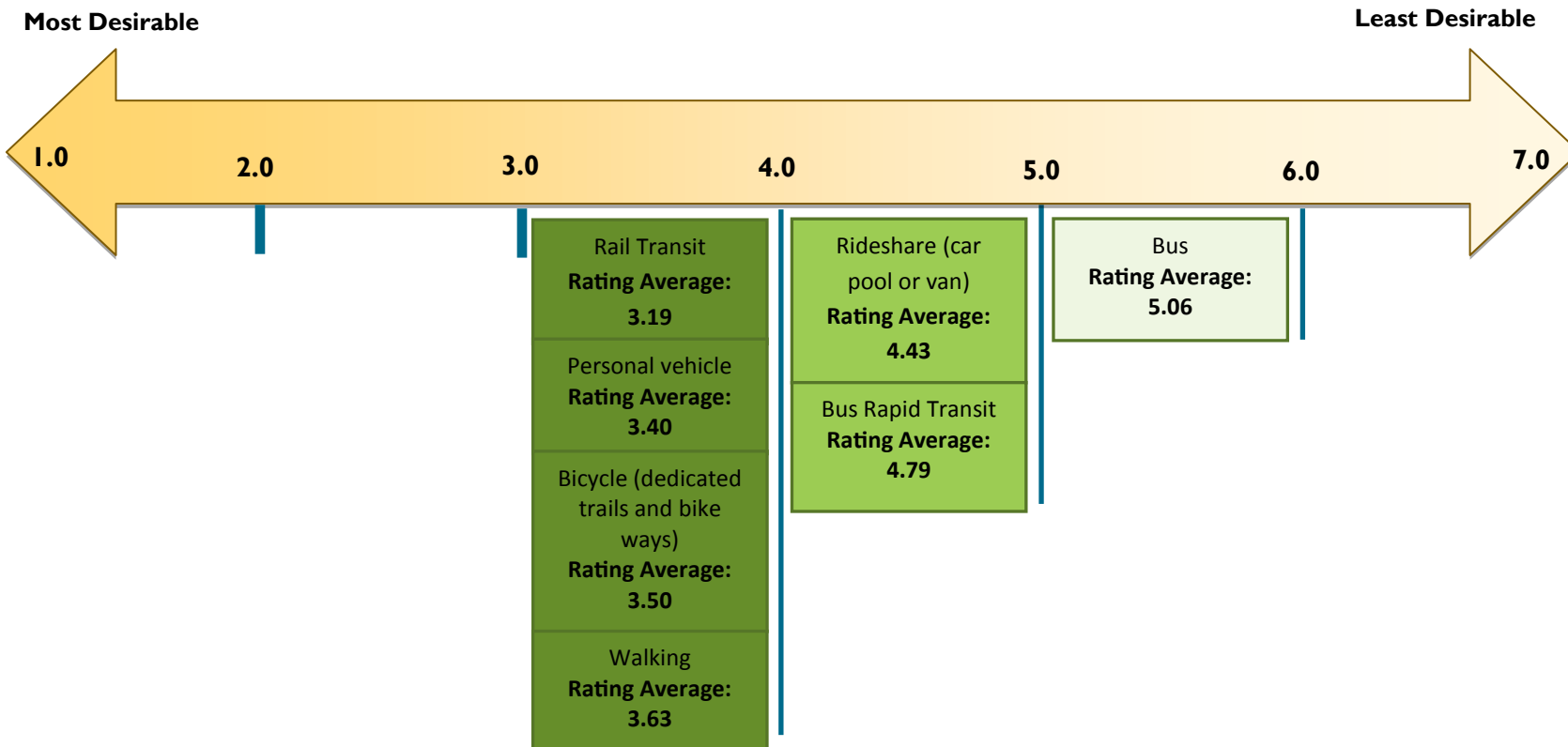


10. Identify your top preferences for transportation choices you would like to see increase today and in the future.

**Most Desirable = 1.0, Least Desirable = 7.0**

Answered Question: 1,258

Answer Options	Rating Average
Rail Transit	3.19
Personal vehicle	3.40
Bicycle (dedicated trails and bike ways)	3.50
Walking	3.63
Rideshare (car pool or van)	4.43
Bus Rapid Transit (limited stops between major destinations within dedicated bus lanes)	4.79
Bus	5.06



Section I - Survey Results

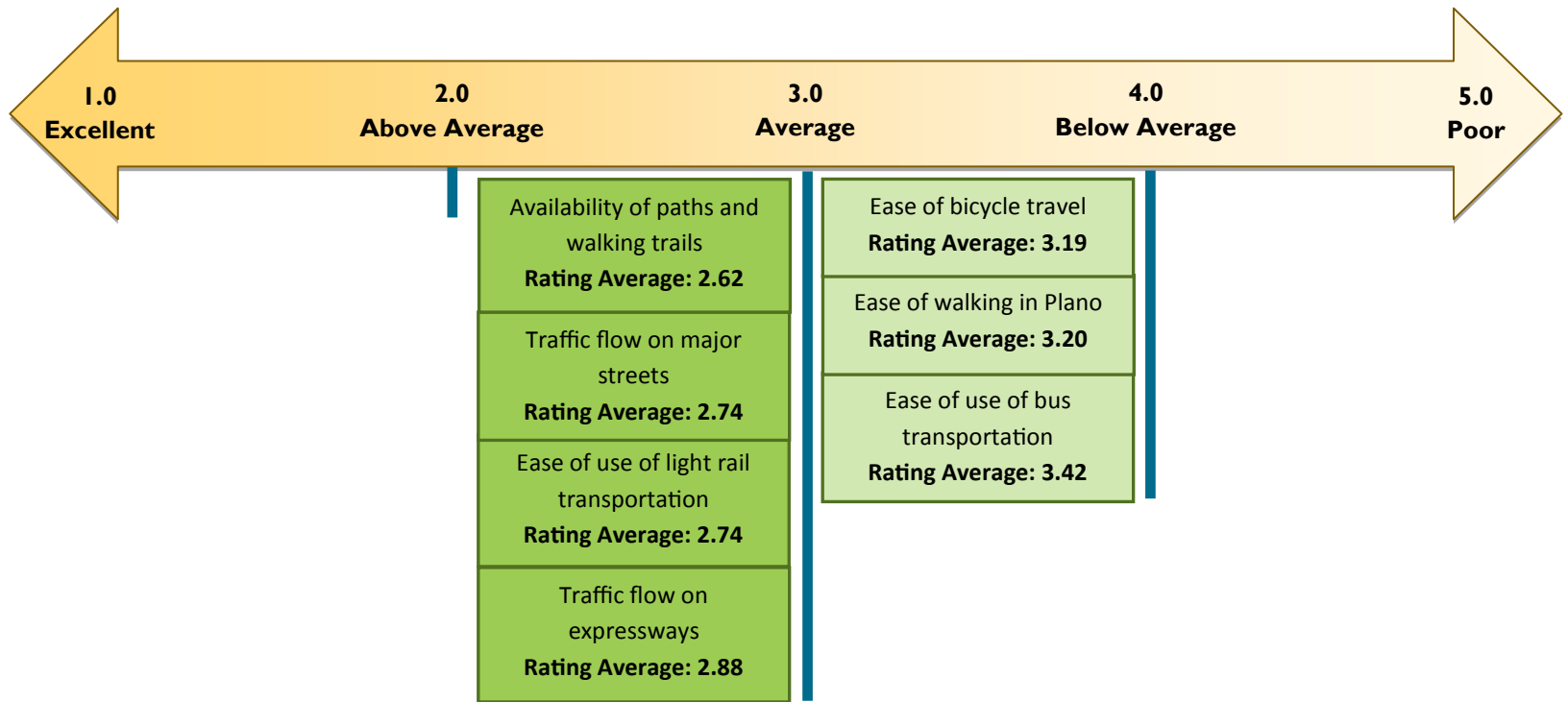
# Section I - Survey Results

11. Please rate each of the following aspects of mobility within Plano today.

**Excellent = 1.0, Above Average =2.0, Average =3.0, Below Average =4.0, Poor =5.0**

Answered Question: 1,241

Answer Options	Rating Average
Availability of paths and walking trails	2.62
Traffic flow on major streets	2.74
Ease of use of light rail transportation	2.74
Traffic flow on expressways (Dallas North Tollway, President George Bush Turnpike, Sam Rayburn Tollway, U.S. Highway 75)	2.88
Ease of bicycle travel	3.19
Ease of walking in Plano	3.20
Ease of use of bus transportation	3.42

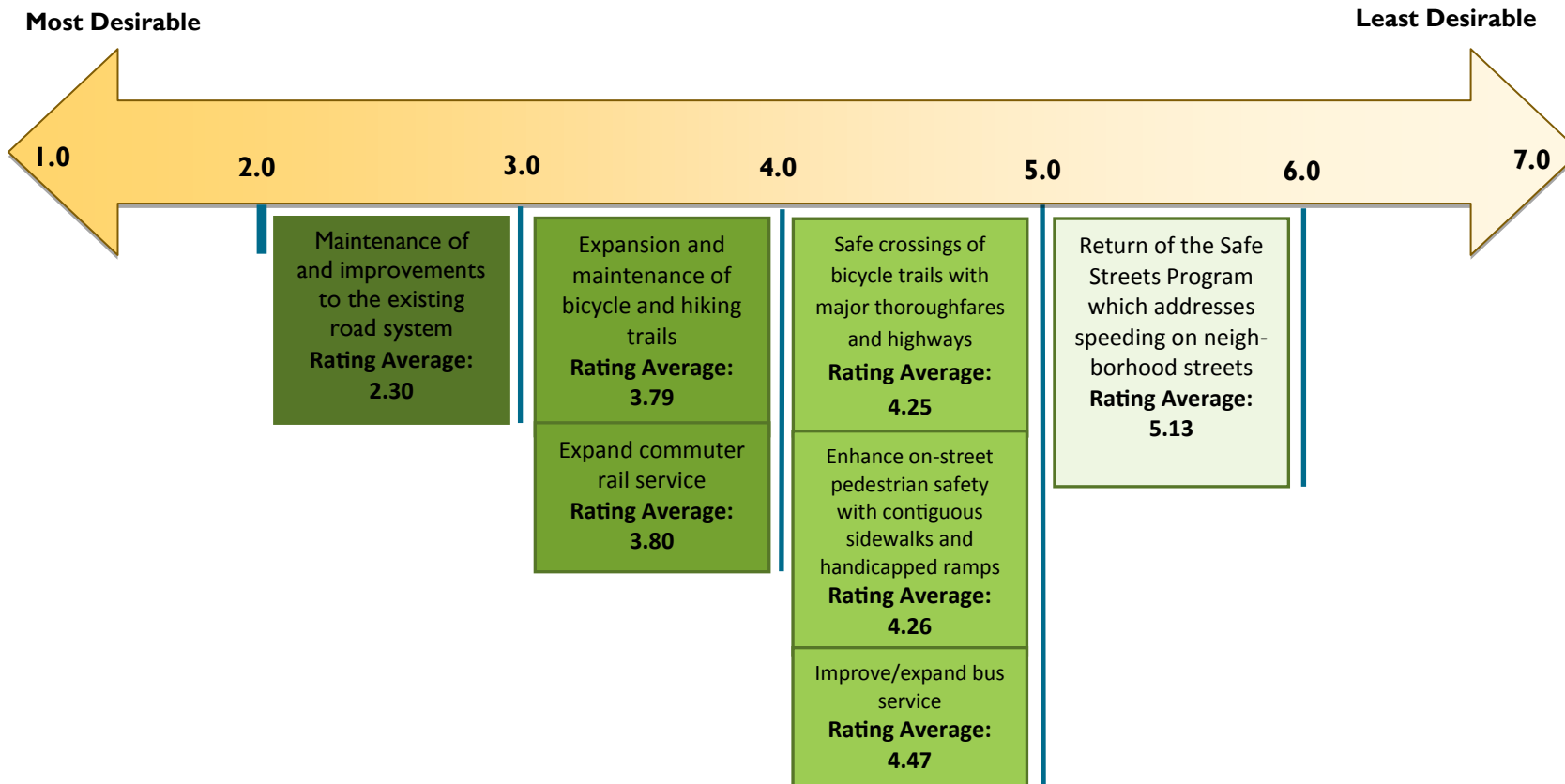


12. From the choice listed below, order your preferences of the transportation investment options that are most important to you.

**Most Desirable = 1.0, Least Desirable = 7.0**

Answered Question: 1,234

Answer Options	Rating Average
Maintenance of and improvements to the existing road system	2.30
Expansion and maintenance of bicycle and hiking trails	3.79
Expand commuter rail service	3.80
Safe crossings of bicycle trails with major thoroughfares and highways	4.25
Enhance on-street pedestrian safety with contiguous sidewalks and handicapped ramps	4.26
Improve/expand bus service	4.47
Return of the Safe Streets Program which addresses speeding on neighborhood streets	5.13



Section I - Survey Results

# Section I - Survey Results

13. Order the options below in terms of actions necessary to ensure Plano is a strong, viable, and resilient city.

**Most Desirable = 1.0, Least Desirable = 6.0**

Answered Question: 1,211

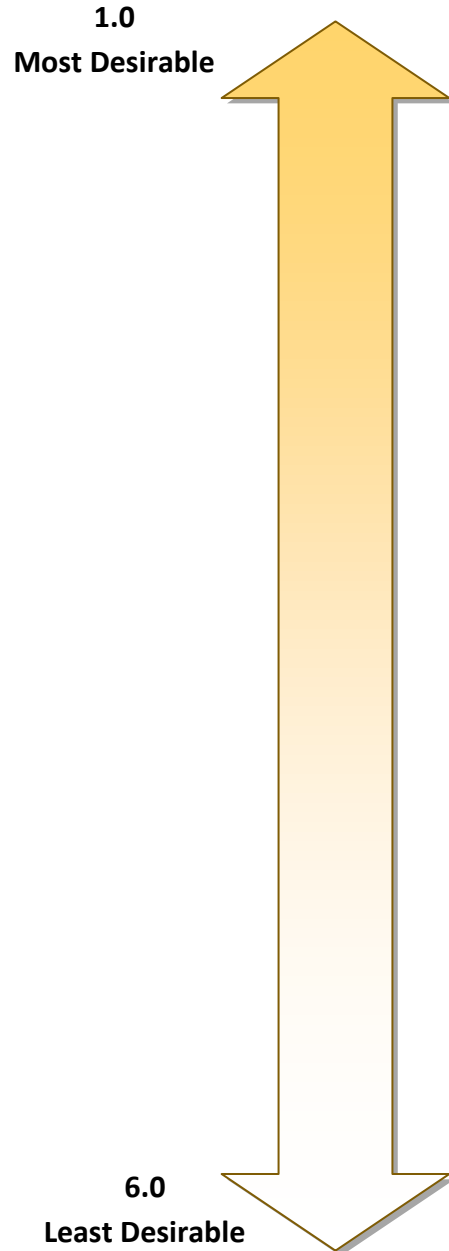


Image	Answer Options	Rating Average
	Targeted neighborhood improvements	2.92
	Add a mix of uses to office parks	3.06
	Revitalize four corner retail shopping centers by adding housing and updating layout and design	3.21
	Continue Downtown redevelopment	3.86
	Regional Mall redevelopment	3.93
	Enhancement of industrial areas	4.03





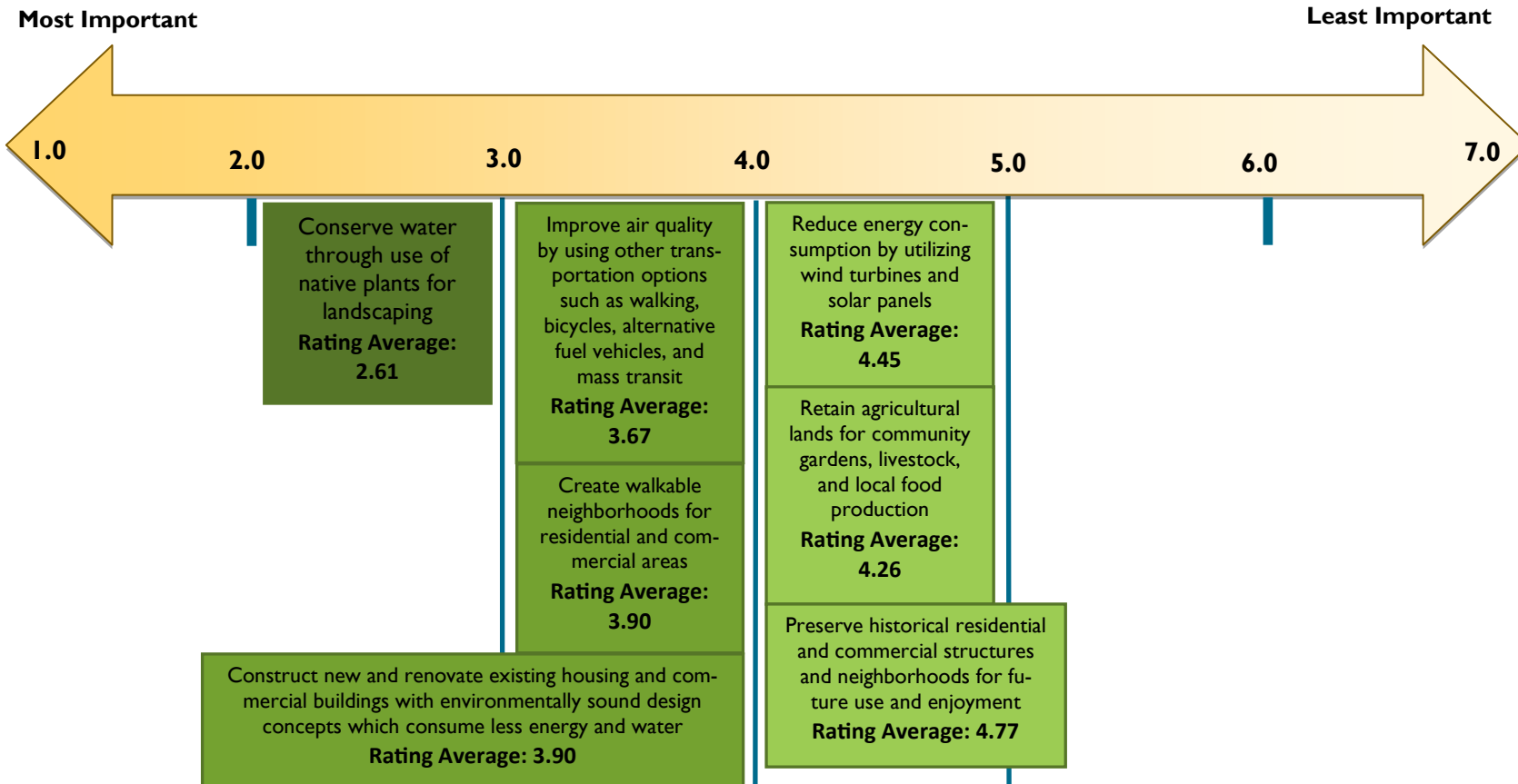
Section I - Survey Results

14. Organize, in order of importance, the options you would choose to make Plano an environmentally friendly city

**Most Important = 1.0, Least Important = 7.0**

Answered Question: 1,209

Answer Options	Rating Average
Conserve water through use of native plants for landscaping	2.61
Improve air quality by using other transportation options such as walking, bicycles, alternative fuel vehicles, and mass transit	3.67
Create walkable neighborhoods for residential and commercial areas	3.90
Construct new and renovate existing housing and commercial buildings with environmentally sound design concepts which consume less energy and water	3.90
Reduce energy consumption by utilizing wind turbines and solar panels	4.45
Retain agricultural lands for community gardens, livestock, and local food production	4.68
Preserve historical residential and commercial structures and neighborhoods for future use and enjoyment	4.77



# Section I - Survey Results

15. Is there anything you would like to share with the city not covered in the survey?

**Answered Question: 558**

558 participants submitted an open response to this question. Below is a list of the most common response categories. A full list of all responses is located within the separate Public Outreach Campaign Appendix. Please note that categories were created to provide a brief overview to the topics discussed and to be inclusive of all comments. It should not be implied that response totals were in support of the category.

Response Category	Responses
Economic development /redevelopment	126
Roads, sidewalks, traffic signals	90
Parks and recreation	78
Housing (affordable, senior, special needs)	73
Neighborhoods and screening walls	63
Bicycle lanes and trails	42
Code enforcement	33
Water conservation	30
Public safety	30
Sustainable energy/recycling	28
Cultural/entertainment venues	27
Schools	27
Public transportation	27
Zoning/uses	27
Urban design	26
Parking issues	19
Libraries	17
Utilities	16
Land preservation	12
Government spending/regulation	8
Home livestock	6
Historical preservation	3



# Section II - Map Exercise

Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

## City of Plano Map Exercise

A simple and informative exercise that was performed at the Love Where You Live Park Forest block party, Plano International Festival, Plano Balloon Festival, and at over 20 Take the Case workshops was the Map Exercise. Participants were provided a map of Plano illustrating major streets, schools, neighborhoods and shopping areas. Each person was given red dots to place on areas that they thought needs improvement and green dots to place on their favorite areas. This exercise provided participants a comprehensive view of the city and encouraged interaction with others.

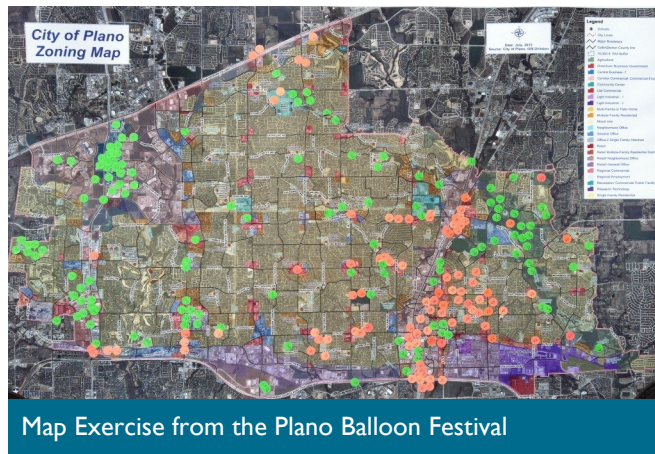
Over 170 green dots and over 120 red dots were placed by participants. The areas identified with both red and green dots included: shopping centers; neighborhoods; intersections; roadways; parks; and schools.

Similar to the online survey, the Shops at Legacy; Oak Point Park and Nature Preserve; and Arbor Hills Nature Preserve were the three most selected sites for green dots. These were the participant's favorite areas in the city. Individual neighborhoods along the west side and far east side of the city; parks and recreational facilities; Downtown Plano and historic structures; and shopping destinations were also common selections by participants.

Also replicating the online survey results, Collin Creek Mall was the most selected site for red dots, followed by aging retail corridors along U.S. Highway 75 and K

Avenue and the four corner retail intersections. Mature residential areas in east and central Plano were also identified as areas that need improvement as well as older multi-family developments.

The location and the number of reoccurring selections for the Map Exercises are located on the following pages.



Section II - Map Exercise

**Places People Like**

*Dot Count indicates number of times location was selected by different participants*

Green Dots—Places People Like	Dot Count
Legacy Town Center	23
Oak Point Park and Nature Preserve	12
Arbor Hills Nature Preserve	11
Downtown Plano	6
Bob Woodruff Park	4
Carpenter Park Recreation Center	4
Park Forest neighborhood	3
Russell Creek Park	3
Shops at Willow Bend Mall	3
Baylor Medical Center of Plano garden	2
City of Plano Joint Use Facility	2
City of Plano Parkway Service Center	2
Collin College Spring Creek Campus	2
Collin Creek Mall	2
Haggard Farm at Custer Road and Park Boulevard	2
Kimberlea neighborhood	2
Legacy Drive and Coit Road intersection	2
Liberty Park Recreation Center	2
Old Shepard Place neighborhood	2
Pecan Hollow Golf Course	2
Preston Road and Park Boulevard area	2
15th Street and G Avenue	1
Archgate Park	1
Big Lake Park	1
Bridges of Frisco Shopping Center	1
Cheyenne Park	1
Children’s Medical Center – Legacy	1
Christ United Methodist Church (southwest corner of Parker Road and Coit Road)	1

Green Dots—Places People Like	Dot Count
Coyote Creek Park	1
Cross Bend Road and Round Rock Trail intersection	1
Cross Creek	1
Dallas North	1
Davis Library	1
Dooley Elementary School	1
East of Coit Road and south of State Highway 121	1
EDS Campus	1
Estates at Chase Oaks	1
F Avenue and 11 <sup>th</sup> Street	1
Forest Creek Estates	1
Forest Park	1
Fountain Creek neighborhood	1
Glen Eden neighborhood	1
Haggard Park Heritage Resource District	1
Heritage Farmstead	1
High Place neighborhood	1
High Point Athletic Fields	1
Highland Ridge neighborhood	1
Highlands North	1
Hoblitzelle Park	1
Hunter’s Glen Village	1
Independence Parkway and 15 <sup>th</sup> Street area	1
Jasper High School/Robinson Middle School	1
Lakeside on Preston neighborhood	1
Legacy Drive and Custer Road	1
Light Industrial area bound by Cotton Belt Railroad on the north, Jupiter Road on the east, Plano Parkway on the south, and N Avenue on the east	1
Lone Star Park	1



Section II - Map Exercise

**Places People Like—Continued**

*Dot Count indicates number of times location was selected by different participants*

Green Dots—Places People Like	Dot Count
Lorimar Drive and Preston Meadow Drive	
Los Rios	
McCall Elementary School	
Medical Center of Plano	
Mira Vista Boulevard and Park Boulevard	
Multifamily neighborhood at Round Rock Trail and Spring Creek Parkway	
Northwest corner of Tennyson Parkway and Communications Parkway	
Northwest corner of Tennyson Parkway and Windcrest Drive	
Park Boulevard and Dallas North Tollway intersection	
Park Boulevard and Preston Road intersection	
Park Hollow, Peachtree Village, Plano East, and Royal Oaks neighborhoods	
Park Site-FM 544/Rowlett Creek	
Parker Road and K Avenue (SW Corner)	
Parker Road and Rainier Road	
Parker Road Estates	
Parker Road, from the Dallas North Tollway to Communications Parkway	
Parkway Estates	
Parkway Estates neighborhood	
Pitman Creek Estates	
Plano East Senior High School	
Preston Meadow Park	
Preston Pointe	
Rainier Road and Cross Bend Road	
Research Technology area	
Rice Middle School	
Ridgeview Ranch Golf Course	

Green Dots—Places People Like	Dot Count
Robin's Place	
Sam Rayburn Tollway and Preston Road (SW Corner)	
Somerset at Spring Creek Apartments	
Southwest corner of U.S. Highway 75 and Plano Parkway	
Spring Creek Parkway Estates neighborhood	
Spring Ridge neighborhood	
Stonebriar Center	
Stonewood Glen	
Stoney Hollow Park	
Texas Health Presbyterian Hospital Plano	
Timber Brook	
Tom Muehlenbeck Recreation Center	
Wells House – southwest corner of Lorimar Drive and Coit Road	
West Plano Estates	
Wiffletree	
Williamsburg Square neighborhood	
Woods @ Russell Creek	

# Section II - Map Exercise

### Places to Improve

*Dot Count indicates number of times location was selected by different participants*

Red Dots—Places People Thought Should Improve	Dot Count
Collin Creek Mall	32
Multifamily development at the northwest corner of Shiloh Road and 14 <sup>th</sup> Street	11
Independence Parkway and 15 <sup>th</sup> Street area	5
K Avenue from Park Boulevard to Parker Road	3
U.S. Highway 75 and Park Boulevard	3
Bob Woodruff Park	2
Cimarron and Plano East neighborhoods	2
Commercial/Residential area of Plano bound by 18 <sup>th</sup> Street on the north, G Avenue on the east, 15 <sup>th</sup> Street on the south, and U.S. Highway 75 on the west	2
Custer Road and Parker Road intersection	2
East side of U.S. Highway 75 from 15 <sup>th</sup> Street to 18 <sup>th</sup> Street	2
K Avenue from Plano Parkway to Municipal Drive couplet	2
Oak Point Park and Nature Preserve	2
U.S. Highway 75 and Parker Road	2
13/14th Street and US Highway 75	1
13th Street and DART Railroad	1
14 <sup>th</sup> Street and Jupiter Road intersection	1
14th Street Shiloh Road (NE Corner)	1
15 <sup>th</sup> Street and Custer Road	1
18th Street and K Avenue (N side)	1
Alma Drive, south of Spring Creek Parkway	1
Apartments on 16 <sup>th</sup> Street along Spring Creek	1
Apartments on the east side of Alma Drive south of Plano Parkway	1
Area west of K Avenue and north of Legacy Drive	1

Red Dots—Places People Thought Should Improve	Dot Count
Armstrong Middle School	1
Armstrong Park neighborhood	1
Bluebonnet Trail and Alma Drive	1
Briarpark Village/Briarwood Estates neighborhood	1
Brown Branch of Rowlett Creek and K Avenue	1
Carmel Drive and Custer Rd	1
Carpenter Park Recreation center	1
Chisholm Trail crossing at 15 <sup>th</sup> Street	1
Coit Road and State Highway 121	1
Dallas North Tollway and Windhaven Parkway	1
East side of U.S. Highway 75 at 11 <sup>th</sup> Street	1
Foreman Elementary School	1
Haggard Square	1
High Point Athletic Field	1
Independence Parkway and Parker Road area	1
Jack Carter Park	1
K Avenue at the Cotton Belt Railroad	1
K Avenue from Park Boulevard to 18 <sup>th</sup> Street	1
McDermott Road at Preston Road	1
Meadows Elementary School	1
Midway Road and Plano Parkway	1
Mobile Home Park along U.S. Highway 75 from Parker Road to Spring Creek Parkway Multifamily development at Round Rock Trail and Spring Creek Parkway	1
N Avenue, south of the Cottonbelt Railroad crossing	1
Parker Road and Alma Drive	1
Parker Road and Independence Parkway	1
Pecan Hollow Golf Course	1
Plano Centre	1



Section II - Map Exercise

**Places To Improve—Continued**

*Dot Count indicates number of times location was selected by different participants*

Red Dots—Places People Thought Should Improve	Dot Count
Plano East Senior High School	1
Plano Parkway and Alma Drive (SE Corner)	1
Plano Parkway and Custer Road	1
Plano West Senior High School	1
Preston Road and Parker Road	1
Residential neighborhood along both sides of Park Boulevard from K Avenue to P Avenue	1
Residential neighborhood bound by 18 <sup>th</sup> Street on the north, Shiloh Road on the east, 14 <sup>th</sup> Street on the south, and Rigsbee Drive on the west	1
Residential neighborhood bound by Janwood Drive on the north, Alma Drive on the east, Plano Parkway on the south, and Westwood Drive on the west	1
Residential neighborhood bound by Park Boulevard, Country Club Drive, Los Rios Boulevard, and Park Boulevard	1
Shiloh Road and Park Boulevard	1
Shops at Willow Bend Mall	1
Spring Creek Parkway and Coit Road intersection	1
Spring Creek Parkway and Custer Road	1
U.S. Highway 75 and Spring Creek Parkway	1
Wal-Mart site on Custer Road south of 15 <sup>th</sup> Street	1
Williams High School	1





## Section III—Preference Matrix

Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

### Preference Matrix Exercise

Another exercise that was conducted to gain public input was the Preference Matrix. On large posters, participants were asked to mark their favorite items within four different categories. The categories were housing, favorite places, future actions, and future improvements. These charts were provided at the Love Where You Live Park Forest block party, Plano International Festival, and Plano Balloon Festival. Participants were allowed to select multiple options.

#### *Housing*

Nine different housing styles were presented to the public with photos of each example. The participants were to select the housing option(s) that they would like to see built in Plano today. Of the nine examples, the traditional two story single family detached home was the most selected housing style. The contemporary/modern single family detached housing style was the second most selected housing style followed by the smaller one story single family detached housing style. In summary, of the 262 selections, 187 were one of these three housing choices indicating a desire to see tradition one or two story detached homes with the option of incorporating contemporary/modern single family homes. Lower density apartments and townhouses or condominiums were the two less preferred choices.

#### *Favorite Places*

Similar to the survey and the Map Exercise, participants were presented eight options and asked

to select their favorite place(s). Oak Point Park and Nature Preserve; Downtown Plano; Shops at Legacy; and Arbor Hills Nature Preserve were the most selected favorite places and accounted for 164 of the 268 selections.

#### *Future Actions*






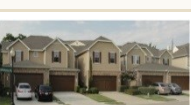
Participants were asked to select their preference to improve the living and working environment of the city. Options included: adding a mix of retail uses to office parks; enhancement of industrial areas; revitalizing four corner retail shopping; regional mall redevelopment; targeted neighborhood improvements; and continuing downtown redevelopment. Photos accompanied these options to provide a better explanation of each answer choice. With the exception of enhancing industrial areas, which was the least selected choice, all other choices were relatively even. Adding a mix of uses to office parks and targeted neighborhood improvements tied for the most selected choice.

#### *Future Improvements*

When asked what actions are necessary to ensure Plano is a strong, viable, and resilient city, the most selected option was to provide more transportation options (train, bike lanes, bus rapid transit, walkways). The least selected option was to increase the variety of higher density housing which replicates the same results from the survey.

### Housing Type

Which type of housing would you prefer to see built in Plano?

Image	Answer Options	Number of Times Selected
	Traditional single-family detached house (over 2,500 square feet)	87
	Contemporary or modern single-family home	56
	Smaller, one story single-family home on smaller lot (under 2,500 square feet)	44
	New urban loft apartments	24
	Higher density apartments and townhouses in an urban center	12
	Mid-rise apartments or condominiums	12
	Senior housing (independent living, assisted living, and long term care facilities)	10
	Lower density apartments	9
	Townhouses or Condominiums	8











## Section III - Preference Matrix

# Section III - Preference Matrix

## Favorite Places

What is your favorite place in Plano?

Image	Answer Options	Number of Times Selected
	Oak Point Park and Nature Preserve	46
	Downtown Plano	42
	Shops at Legacy	40
	Arbor Hills Nature Preserve	36
	Bike trails and greenbelts	30
	Shops at Willow Bend	27
	Bob Woodruff Park	26
	Historic neighborhoods near Downtown	21

### Other responses:

- Dog Park at Spring Creek
- North Bark Dog Park (3 responses)
- Collin Creek Mall area





**Living and Working Environments**

What do you think would most improve the living and working environment in Plano?

Image	Answer Options	Number of Times Selected
	Provide more transportation options	32
		
	Attract more employment opportunities to the city	25
	Enhance open space areas to encourage neighborhood interaction and pedestrian friendly activity	24
	Attractive, innovative retail development	23
	Encourage the development of a more green and resilient city	16
	Improve the appearance of the overall built environment (screening walls, street trees, lighting, sidewalks, building materials, etc.)	15
	Increase the variety of higher density housing options	10





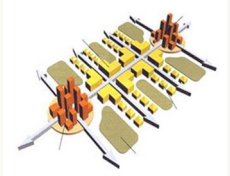



Section III - Preference Matrix

# Section III - Preference Matrix



## Necessary Actions

Select the actions necessary in terms of projects and concepts which will help Plano be a strong, viable, and resilient city today and in the future.

Image	Answer Options	Number of Times Selected
	Targeted neighborhood improvements	20
	Add a mix of uses to office parks	20
	Revitalize four corner retail shopping centers by adding housing and updating layout and design	18
	Regional Mall redevelopment	16
	Continue Downtown redevelopment	14
	Enhancement of industrial areas	5



Preference Matrix from the Plano International Festival



# Section IV - Great Ideas

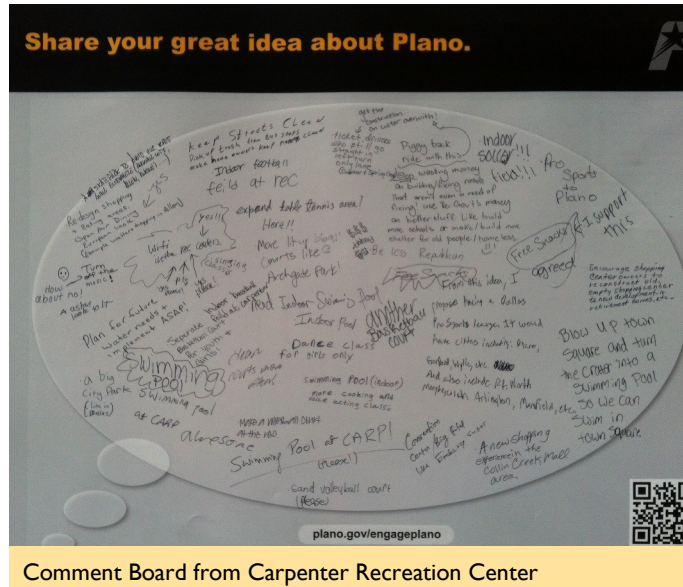
Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

## Great Ideas Comment Posters

In order to gain input from all areas of the city, comment boards were posted at four recreational centers, five libraries, and the Senior Center during the two month Public Outreach Campaign. In addition, boards were also available at the Plano Balloon Festival, International Festival, Plano Homeowner’s Council meeting, and the Plano Chamber Board of Directors meeting. The boards were titled “Share Your Great Idea About Plano” and individuals were invited to participate by writing their ideas on the comment board. This exercise was a great success as some of the boards filled up with comments before the two month campaign was complete. Additional boards were provided to those facilities that requested them.

Over 400 comments were received from this exercise. To the right is a list of the most common response categories. Several comments were directed towards the facility that the participator was in when the comment was made. For example, the comment “need a bigger kitchen” was located on the Senior Center comment board. Because the comment was made at the Senior Center, it is assumed that the comment is directed towards the Senior Center.

Please note that categories were created to provide a brief overview to the topics discussed and to be inclusive of all comments. It should not be implied that response totals were in support of the category. A full list of all responses is located within the separate [Public Outreach Campaign Appendix](#).



Comment Board from Carpenter Recreation Center

Response Category	Responses
Parks and Recreation	177
Activities (recreation, library, senior center)	69
Services (Wifi, internet)	45
Library	29
Transportation	21
Schools	19
Health	17
Environment/Water Preservation	16
Economic Development/Redevelopment	15
Public Works/Streets	13
Food (snacks at recreation centers)	9
Housing	9
Taxes	6
Police	5







# Section V - Take the Case Workshops

Plano Tomorrow—Phase II Public Outreach Campaign Summary Report

## Take the Case Workshops

Take the Case was an innovative outreach approach that allowed organizations to check out a ‘meeting in a box’ or ‘meeting-to-go’ and host independent workshops at their organization’s meetings without the city in attendance. However, some organizations did request the city to facilitate their meetings.

These workshops were generally conducted in groups of five to six individuals as the process required group discussions. Along with the Map Exercise that was summarized in Section II, participants were to identify the strengths and challenges of Plano, build a group vision for the next 20 years, and create three to five leading ideas that summarized the visioning exercise.

A total of 36 Take the Case meetings were conducted for the Public Outreach Campaign and an estimated 180 individuals participated in a Take the Case workshop. Organizations who participated include: Multi-Cultural Outreach Roundtable, Leadership Plano, Plano Chamber of Commerce, Plano Senior High School, Plano AARP, and city residents/neighborhoods associations.

### *Strengths*

Common reoccurring responses to the strengths of Plano include: parks and recreation facilities; libraries; the roadway system; schools; diversity; and fire and police services.

### *Challenges*

Challenges that were identified in the Take the Case

workshops include: older residential areas; four corner retail areas and aging shopping centers; traffic; aging infrastructure; aging population; diversification of population; lack of entertainment; nightlife and arts/cultural facilities; and water conservation.

### *Actions*

A number of actions were identified to ensure Plano is a strong, viable, and sustainable city in the future. The ten most common responses include: diversity economic base; redevelop Collin Creek Mall; Make Plano a cultural/entertainment destination; reinvest in existing properties to retain home values; maintain existing infrastructure; offer incentives to attract new companies and retain existing companies; address aging residential neighborhoods; rethink concept of four corner retail; improve transportation facilities and public transport; and improve schools and ensure all schools offer quality education.

### *Leading Ideas*

Several leading ideas were created by the workshop participants that summarized the group’s activities and discussions. These included: Collin Creek Mall redevelopment ideas; maintaining excellence in schools; attracting young families; and addressing transportation concerns.

A summary list of the most common responses is included within this section. A full list of all responses is located within the separate [Public Outreach Campaign Appendix](#).





**Section I Group Discussion: Strengths**

**What are Plano’s strengths? What do you like about the city? What are your favorite places and why? What is it about Plano that will help the city endure and move forward in time?**

Strengths	Responses
Schools	22
Parks and recreation	19
Fire and police	9
Diversity and multicultural	9
Less crime, safety	8
Good senior center/wellness center	8
Restaurants	8
Shops	8
City government, well run and planned	7
Highways/roads	7
DART rail, transportation available, ease of travel	5
Libraries	5
Prosperity	5
Children/family oriented	5

**Only comments with five or more multiple responses from different individuals are shown. A full list of responses is included in the [Appendix](#).**

Section V - Take the Case

**Section 1 Group Discussion: Challenges**  
**What are the challenges facing Plano today?**

Challenges	Responses
Aging development (housing, retail centers)	14
Aging population	8
Enhance public transportation – DART bus service, east-west travel	7
Aging infrastructure	7
Tollways, highways, streets	7
Growing diversity	6
Lack of night life, limited entertainment, event venue	5

**Section 2 Building a Group Vision for the Next 20 Years**  
**What will Plano be like in 20 years?**

Challenges	Responses
Aging population	16
More diverse population	13
Better public schools	12
Revitalize old neighborhoods and commercial areas	9
Aging, steady city	9
Traffic congestion	9
Aging development	8
Become like Richardson	8
Lacking water resources	8
Aging infrastructure	7
Decline of school system	6
Closed businesses	5

**Only comments with five or more multiple responses from different individuals are shown. A full list of responses is included in the [Appendix](#).**



Section V - Take the Case

**Section 2 Building a Group Vision for the Next 20 Years**

**What will help the city attract new residents, entrepreneurs, businesses, and development?**

What will help?	Responses
Good schools	36
Things to do, more big events, entertainment, night life, music venue, zoo	14
Subsidies for corporate headquarters	14
Maintain low taxes	13
Redevelopment of older neighborhoods	11
DART – east/west travel, better transportation	9
Revitalize and repurpose aging retail	8
Parks and Recreation	8
Quality of life	8
More arts culture	6
Maintain infrastructure	5
Low crime rate/police	5
Civic services stay strong	5

**Only comments with five or more multiple responses from different individuals are shown. A full list of responses is included in the [Appendix](#).**

Section V - Take the Case

**Section 2 Building a Group Vision for the Next 20 Years**

**What actions are needed to ensure Plano is a strong, viable city in the future?**

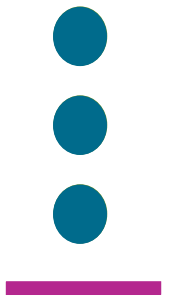
Actions	Responses
Great schools	14
Improved infrastructure/roads	13
Maintain public safety and keep crime rate low	10
Improve schools	9
Community Involvement	7
Public transportation deployment and expansion, E-W options	7
Engaged citizens – citizens academy	6
Rebuild, revitalize, address aging retail, clean up East Plano	5
Visionary leadership	5

**Section 2 Building a Group Vision for the Next 20 Years**

**Who is Responsible to implement action?**

Who is Responsible?	Responses
Everyone	48
City Council	37
Government	16
Political leaders (boards and commissions)	16
Business community	11
City management	10
Joint venture between/partnership residents, businesses, and city government to work out a plan for the future	8
School Board	7
Mayor, schools, teachers	7
Closed businesses	5

**Only comments with five or more multiple responses from different individuals are shown. A full list of responses is included in the [Appendix](#).**



Section V - Take the Case

**Section 3 Summary of the Leading Ideas for Plano**

Leading Ideas for Plano	Responses
Collin Creek Mall ideas <ul style="list-style-type: none"> <li>• Sports and athletic complex</li> <li>• Revitalization of all shopping – strip malls and Collin Creek Mall</li> <li>• Would like to see connection with downtown Plano</li> <li>• High tech hub with convention center and supporting businesses</li> <li>• Cultural arena, performance hall with shopping and restaurants</li> <li>• Farmers Market</li> <li>• Path to Collin Creek Mall</li> <li>• Fitness Theme – Adventure Park</li> <li>• Top golf</li> <li>• Indoor archery</li> <li>• Make the mall a college or medical school</li> </ul>	9
Comprehensive transportation plan to address traffic congestion and improve (E-W) travel in Plano (underground tunnels for trains). Need improvement to public transportation to serve growing senior and future population and provide access to Love Field and Dallas-Fort Worth International Airport	7
Maintain excellence in schools. Support teachers in training and salary levels, and student-teacher ratios. Keep young families in Plano and provide incentives for them to stay here. Also address drug problems in the school.	6
Keep Plano vital and growing to attract young families - ensure quality of local school districts, maintain infrastructure, revitalize retail and residential areas, provide mid-level priced housing and adequate water supply. Encourage redevelopment and entertainment – keep city fresh	4
Maintain city infrastructure	4
Arts and attractions – Plano needs to develop more of a night life with businesses staying open later for younger people. There is a need for an art scene and museums. The shopping experience needs improvement to attract retailers back to Plano from Watters Crossing and Stonebriar.	4
Rethink, redevelop, repurpose aging retail	4
Clean Up/Growth for East Plano – attract new businesses to area (urban development, retail shopping, and entertainment) and provide residents with job skill training to seek employment which could improve living situation.	3
Neighborhood revitalization using private/public partnerships to identify at risk neighborhoods for revitalization, up to demolition and completely rebuilding. Develop new concept of multifamily development to meet changing needs of population.	2
Engage our citizens to vote. Get homeowners association involved. Educate the senior citizens. We need to learn what speaks to the non-voting population (ie Asian, Indian, Senior Citizen)	2
Quality incentives for businesses to stay and grow.	2

Section V - Take the Case

Section 3 Summary of the Leading Ideas for Plano

Leading Ideas for Plano	Responses
Create a performing arts center which could accommodate 2,000 seats with the ability to grow with a greenbelt. A place to house our symphony and all the students in Plano to perform. Community support will come from the families of the students and the patrons of the arts.	
Housing: Must be geared more toward retiring “boomers” than young families. One-story product is in demand. Costs should be for mid-level income. There is also a need for housing to attract and keep young professionals. Examples include mixed-use types – such as Legacy and Downtown.	
Transportation: Improve better cross-town public transportation. Continue upgrading roads and streets to keep ahead. There are \$135 million in transportation money still left in county bond fund. Could Plano get some of this?	
Development: Become more business friendly. Be more flexible with parking requirements. Use vacated big boxes for community use such as libraries, parks and recreation facilities, bill paying, etc. Tear down Collin Creek Mall, open up the creek and build multi-use.	
Technology: Wi-fi is available at intersections for use by public safety. Could this also be used by the public? How about wi-fi at Parks and Recreation Centers?	
Water: Continue to push for more sources for the future. No water, no growth.	
Issues which need to be addressed: Street repair, more employment opportunities, more businesses, limit tax abatements, and lower taxes.	
<p>Maintain a quality of life and continue to be progressive</p> <ul style="list-style-type: none"> <li>• Keep offering incentives to entice diverse businesses and business headquarters to operate in Plano.</li> <li>• Maintain and keep the people and businesses here who came here. Example given: we want to keep Pizza Hut in Plano – they moved out of Addison to come to Plano years ago, how do we keep Pizza Hut HQ here in Plano in the future.</li> <li>• Promote the excellent quality of life we have in Plano so that we won’t lose it and so that people see it as an incentive to move or stay in Plano.</li> <li>• Maintain our excellent hospitals, schools, and colleges. Adapt to new technologies/paradigms pertaining to these institutions.</li> </ul>	
<p>Maintain the community awareness and involvement. Find and groom leaders from within the community.</p> <ul style="list-style-type: none"> <li>• Educate and groom workforce, but also educate/groom the next generation of Planoites (kids of the people in the workforce).</li> <li>• Solicit help from Plano businesses. Make sure these businesses are good partners and good corporate citizens.</li> </ul>	
Revitalization—Revitalize the U.S. Highway 75 and Plano Parkway corridors, and Old downtown Plano. Ideally, The U.S. Highway 75 corridor would like the Dallas North Tollway corridor. Collin Creek Mall is a blight.	
Quality incentives for businesses to stay and grow.	
Economic Development - Maintain current zoning on undeveloped land. Attract and retain more companies in Plano.	
City redevelopment - 20 years ago. The Plano model was to set up four corner commercial areas. These areas are now old, run down, and unattractive. Collin Creek Mall is a prime location and is providing very little to the city. Redevelop these areas to attract younger families. Duplicate the Shops at Legacy model.	



Section V - Take the Case

**Section 3 Summary of the Leading Ideas for Plano**

Leading Ideas for Plano	Responses
Maintaining quality of public schools - As we become more diverse, it is vital that we strive to provide continued high level education to all. This must be done by engaging all families within the system. We cannot afford to have all of our families sending their kids to private schools outside of city limits.	1
The bigger we get, the smaller we should get - More flexible Planning & Zoning to allow for creative and unique developments. See the Bishop Arts District and Two Creeks in Richardson. More village type concepts that include retail, multifamily, garden homes, commercial that serve communities within Plano.	1
More green space - there is a need for more green space – even by commercial properties. Plano has too much concrete and too much parking that rarely fills up. Collin Creek Mall is an eyesore with too much parking. See Southlake and Keller and the green space they include next to restaurants. It is nice to look at and creates a relaxing atmosphere. Continue using easements for biking and hiking trails. We love outdoor areas to relieve stress and relax. Many people take advantage of these amenities.	1
More medical facilities and senior living - we have top notch medical facilities here. These encourage senior living. Build some more and they will come. They are a stabilizing force in the economy.	1
Strong schools and police - strong schools and police are paramount to attracting families. Please address deteriorating school standards. Pay the teachers more and attract better teachers. This is the future of Plano. We are tired of people thinking Richardson, Lovejoy, or Allen have better schools because of their size. Create unique learning environments that would attract families. Step out with a new concept!	1
Blog on city website - consider adding a blog on the Plano website. It will drive activity to your site and inform others. We can brag about our great night life and dining. Get those street vendors here one night.	1
More reservoirs for sustainable water supply for growth	1
Dynamic, multi-layered business environment between small-medium-large businesses	1
Begin working now with Allen, Frisco, McKinney to develop friendly competition while working together, Have a Collin County vision together.	1
Re-develop US Highway 75 corridor <ul style="list-style-type: none"> <li>• New urbanism</li> <li>• Arts/entertainment/retail/restaurant (Mockingbird DART Station)</li> <li>• Anchoring off of Downtown Plano</li> </ul>	1
Specialize at being a mature city – means creative renovation of older areas.	1
Add 20,000 jobs in the Plano Parkway and US Highway 75 area. Create a reason for living facilities in the area and redevelop Collin Creek Mall.	1
Increase minority presence on city boards, commissions, and employees which is reflective of the people who live Plano.	1
Need to create a Comprehensive Cultural Arts District to host major exhibitions which come to Dallas, Fort Worth and Houston.	1

Section V - Take the Case

**Section 3 Summary of the Leading Ideas for Plano**

Leading Ideas for Plano	Responses
Integrated Living and Retail	1
Workforce housing	1
Tax credit for homeowners who revitalize their property	1
Redevelop Plano Centre into a convention center and or performing arts center and get corporations to help pay the cost.	1
Establish an Environmental and Sustainability Citizen’s Advisory Board with representation from the City Council, similar to other Boards and Commissions. This board would address all aspects of environmental sustainability including sustainable transportation, economic viability, and opportunities for community engagement.	1
Re-development of retail and commercial areas, including vacant strip centers. Possible options could include zoning for shared solar farms (or gardens) that would allow persons who are renters or whose homes are not suitable to solar installation to but shared of the solar farm and receive credits on their electric bills for the production from their share of the solar farm.	1

*A full list of responses is included in the [Appendix](#).*