

AGENDA ITEM NO. 4

DISCUSSION AND DIRECTION: Public Outreach Initiative for Downtown and Silver Line Station Areas - Hold a discussion on the public outreach initiatives for various ongoing Planning projects related to Downtown Plano and the Silver Line Station Areas.

APPLICANT: City of Plano

SUMMARY:

The Planning Department is currently managing several projects to implement various actions of the Comprehensive Plan, including the Thoroughfare Standards update, the Community Design Plan, and Silver Line Station Areas Plan. Although separate projects, there is overlap in some of the topics and study areas that may benefit from unified public outreach efforts at various stages of these projects. For these reasons, staff has contracted with a consulting firm, The Olsson Studio (Olsson), to provide urban design and public outreach services to supplement the Planning Department's work on these plans. The purpose of this agenda item is to introduce the consulting team and the public engagement plan for these projects.

STAFF REPORT - REMARKS & RECOMMENDATION

With direction by Planning staff, Olsson has prepared draft engagement plans to identify the tools and activities that will be utilized to conduct thorough and meaningful community engagement with Plano residents and stakeholders as part of the planning process for all projects. These plans include an overview of anticipated engagement activities and deliverables, including in-person and digital engagement events, project webpages, social media posts, press releases, and presentations to the Planning & Zoning Commission (Commission) and City Council. Public engagement schedules have been developed to provide a detailed plan of engagement activities for each project. These schedules and target activity dates are subject to change as the project progresses.

The major public engagement events for each project are anticipated to include:

- Community Design Plan Phase 1 / Thoroughfare Standards Update (Downtown Streets)
 - “First Look” Public Open Houses – stakeholder and public events to introduce the plan concepts for public review
 - Digital Open Houses – virtual input opportunities to be posted on the project webpage
 - “Final Look” Public Open House – stakeholder and public event to receive critical feedback on the detailed community design standards
 - Presentations to the Planning & Zoning Commission and City Council
- Silver Line Station Area Plans
 - Stakeholder Group Virtual Visioning Workshop – workshop to develop an initial vision for the station area plans and set guiding principles
 - Online Public Survey – survey to allow the public to review and comment on draft plan goals
 - Planning & Design Charrette – multi-day event that will include a series of stakeholder progress sessions, preference and visioning exercises, and ongoing planning and design sessions
 - In-person Public Open Houses – events for community members to view plan progress and share feedback
 - Digital Open House – virtual input opportunity to be posted on the project webpage
 - Presentations to the Planning & Zoning Commission and City Council

A stakeholder group will be assembled for each project, made up of key property owners, neighborhood residents, business owners, and residents with specific interests/influence related to the project study areas. Representatives from the Planning & Zoning Commission and Heritage Commission will also be appointed. This group will be critical for providing insightful feedback and recommendations over the course of the engagement schedule, with responsibilities including goal setting, reviewing and refining draft concepts, and providing input on final plan deliverables. Upon selection, city staff and the consultant will provide a project orientation for the stakeholder group, explaining the goals of the project, participation expectations, and save-the-dates for upcoming engagement activities.

The schedule of public engagement events for the Silver Line Station Area Plan and Phase 1 of the Community Design Plan is expected to be complete by the end of 2023, concluding with presentations of the final draft plans. The Community Design Plan is a multi-year project that will be completed in three phases. Engagement plans for later project phases will be developed as those phases begin. At the conclusion of each project, the consultant will prepare a full summary report of the public engagement activities that will include detailed information about the findings from each activity.

RECOMMENDATION:

No action is required. The Commission should seek clarification or provide comments where they see fit.