

CITY OF PLANO
HERITAGE COMMISSION

February 28, 2023

Agenda Item No. 2B

Discussion: Silver Line Station Areas Plan

DESCRIPTION:

Hold a discussion regarding the Silver Line Station Areas Plan.

REMARKS:

Plano's connection to the region's public transit system has provided economic benefits to the city and opportunities for private investment by surrounding property owners. The Dallas Area Rapid Transit (DART) light-rail station in Historic Downtown Plano, in particular, has stimulated robust growth. 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 grown in the downtown core since the light rail station was completed in 2002. This was Plano's first national award for city planning.

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 in 2024. DART is actively planning two new stations in Plano to support the Silver Line commuter rail—the 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. Significant investment interest is already being experienced around the commuter rail stations.

In the Fall of 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. The study was complicated by the impacts of COVID-19 on the market but was completed and presented to the Planning & Zoning Commission and City Council in the first quarter of 2022. On February 21, 2022, the Planning and Zoning 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.

On [December 5, 2022](#), staff presented a Phase 1 – Existing Conditions Report of the Silver Line Station Areas Plan to the Planning & Zoning Commission, which focused on collecting existing conditions data and preparing an analysis of how current zoning in the station areas aligns with major findings of the market study. The full Draft Phase 1 Report can be found [here](#).

Project Status

The overall planning process for the Silver Line Station Area Plans will be conducted in five phases, as shown below. The Existing Conditions Report completes Phase 1. Phase 2, Goals and Visioning, is underway. 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 Phase 2 of this Plan. Phase 2 focuses on gathering stakeholder input to develop frameworks for future transit-oriented development in the 12th Street and Shiloh Road Study Areas.



The major public engagement events for Phase 2 are anticipated to include:

- 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

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 is expected to be complete by the end of 2023, concluding with presentations of the final draft plans.

RECOMMENDATION:

No action required.