

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.

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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.

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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.