

PLAN VISION & DEVELOPMENT TYPES

Plan Vision Framework

This Plan Vision Framework outlines the key plan elements that work together to achieve the overall vision for the station areas.



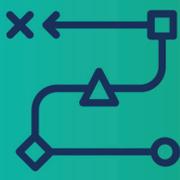
Plan Goals

Broad goals for each station area emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of market and economic trends.



Vision Maps

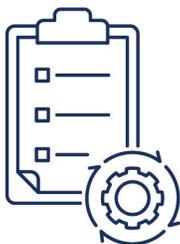
Maps that guide the physical transformation of the station areas. Future land use, transportation, and open space improvements and priorities are represented.



Recommendations & Strategies

Achievable priorities that support the Vision Maps and Plan Goals for each station area.

-  Land Use
-  Transportation
-  Open Space & Character



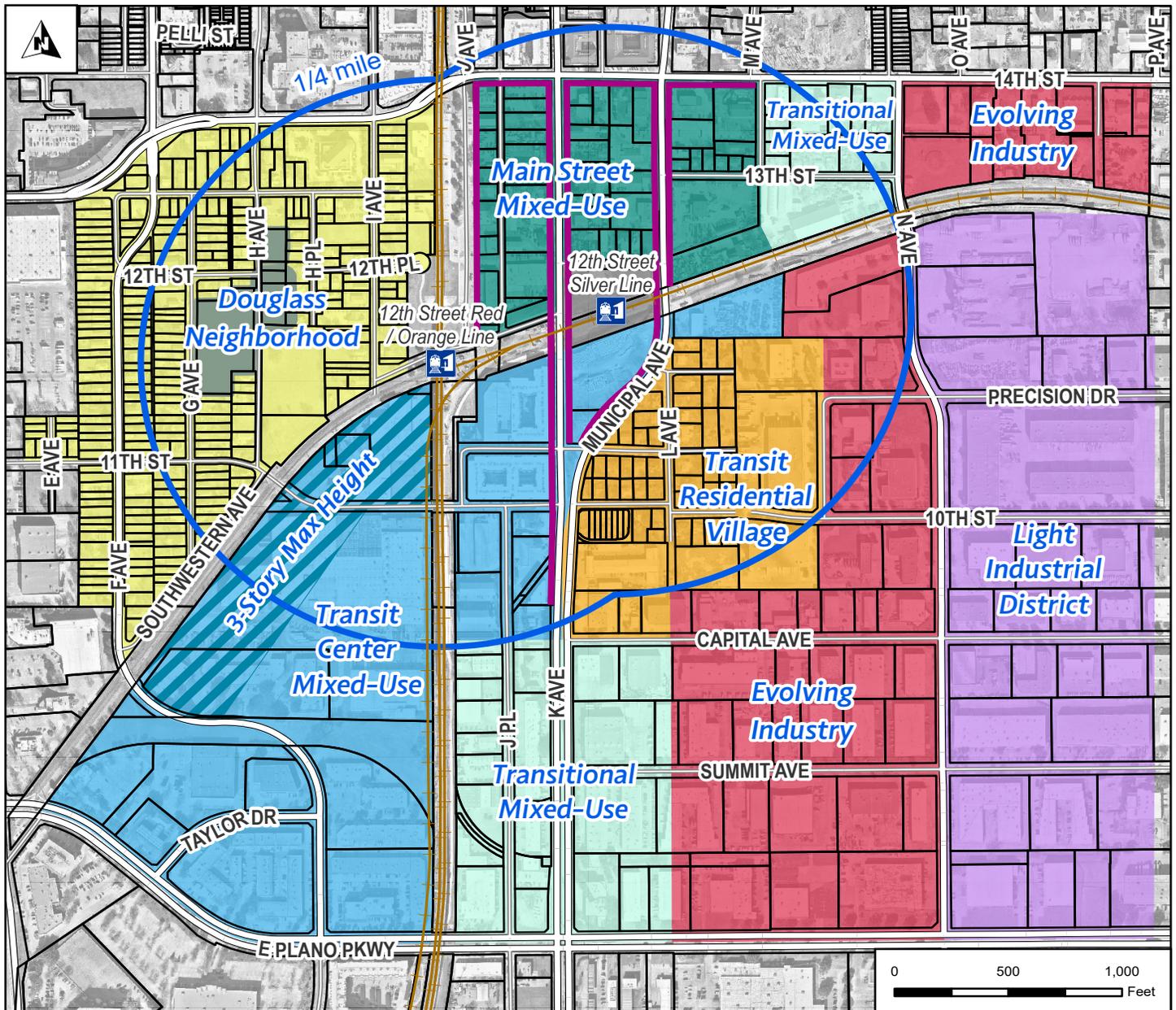
Implementation Actions

Actions that provide a clear checklist to guide the Plan's execution and ensure its success.

12th Street Station Area Land Use Vision

The **12th Street Land Use Vision Map (Figure 3)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

Figure 3: 12th Street Land Use Vision Map



Development Types	Transit Residential Village	Douglas Neighborhood	Open Space Network
12th Street Station	Evolving Industry	3-Story Max Height Transition	Future DART Station
Main Street Mixed-Use	Transitional Mixed-Use	Required First Floor Non-Residential Uses	DART Rail
Transit Center Mixed-Use	Light Industrial District		

12th Street Station Area Development Types

Main Street Mixed-Use

This category is designed to extend the walkable “Main Street” feel from the historic Downtown core to the 12th Street Station. Characterized by compact block sizes, this area is envisioned as a vibrant, eclectic zone with a mix of uses at a variety of heights and scales. Smaller, individually owned properties will likely encourage smaller-scale, diverse projects. The typical building scale and intensity should be similar to the existing development form in the Downtown Business/Government district.

This land use area prioritizes pedestrian activity through an active street environment. First-floor uses along primary streets support lively streetscapes and provide visual interest, with K Avenue intended as a “destination” street, creating a focal point for the station area. The area supports a mix of land use types, including residential with ground floor retail, dining options, office spaces, and service-related businesses.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mixed-Use Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Low-Rise to Mid-Rise Scale Up to 5 stories High Intensity >75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Structured parking, shared surface lots and on-street parking

Transit Center Mixed-Use

This category serves as the highest density area, intended to foster transit-oriented activity within close proximity to the 12th Street Station. This zone includes larger parcels which are more suited for larger-scale, cohesive projects. The category supports a mix of land uses, with active street frontage along primary streets.

The development form is similar to the Main Street Mixed-Use area, but a transit-oriented density bonus incentive is recommended to promote quality, larger-scale projects. The density bonus would allow development to exceed typical building heights by up to three stories if it contributes to desired development goals, such as providing affordable housing units, public structured parking, or other design enhancements.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mixed-Use Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Mid-Rise Scale Up to 5 stories (Density bonus: up to 8 stories) High Intensity >75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Structured parking, shared surface lots and on-street parking

12th Street Station Area Development Types

Transit Residential Village

This category aims to maintain a strong residential identity centered on the existing Vendome neighborhood. Housing types in this area should include a mix of moderate-density options, including small-lot single-family detached homes and attached housing types, such as townhomes, duplexes, and quadplexes.

Infill and redevelopment opportunities are present, enabling the growth and evolution of this residential district. The neighborhood boundary and local street connectivity is recommended to be expanded to provide additional residential development opportunities. The development pattern and street grid should promote a quiet, safe, and pedestrian-friendly environment, that also minimizes the impact of adjacent commercial uses.



Small-Lot Single-Family



Duplexes



Townhomes/Fourplexes



Townhomes/Fourplexes

Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached Single-Family Attached 	<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Low/Mid-Rise Scale 1-3 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks On-street parking, private garaged parking and surface lots

Evolving Industry

This category establishes an employment-oriented area with a central theme of repurpose and adaptive re-use of older industrial spaces. Reimagining older facilities and expanding the allowed uses will encourage a diverse mix of business activity that can include retailers, showrooms, breweries, boutique retail, food and beverage establishments, and incubator/makerspace facilities.

Sites within this development type category should encourage walkability with inviting streetscapes and building entries that enhance the area's visual appeal, particularly along major streets. Development in this area benefits from easy access to Downtown amenities and the 12th Street Station, making it an attractive destination.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Retail Office Light Manufacturing Commercial Flex Space 	<ul style="list-style-type: none"> Low/Mid-Rise Scale 1-3 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Surface lots

12th Street Station Area Development Types

Transitional Mixed-Use

This category aims to create compatible development transitions between the 12th Street Station center and other nearby development areas, including CityLine, the US 75 Expressway corridor, and the 14th Street commercial corridor. This land use type supports new mixed-use and infill development opportunities at a more moderate development scale and intensity.

This category encourages a mix of residential and non-residential uses where living and working coexist with convenient access to nearby transit. Development in this area should promote walkable connectivity and efficient use of land. Mid-rise multifamily and non-residential uses should predominantly locate along major streets, with single-family attached types located along minor streets. Adaptive reuse opportunities may exist within this area.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Mid-Rise Multifamily and Independent Living Single-Family Attached 	<ul style="list-style-type: none"> Retail Service Office Assisted Living/Long-Term Care 	<ul style="list-style-type: none"> Low/Mid-Rise Scale Up to 4 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Structured parking, surface lots, on-street parking

Light Industrial District

This category maintains a focus on light industrial uses, underlining its significance in supporting the area's local employment and economic vitality. This area offers spaces for industrial activities with various functions, including processing, assembly, warehousing, research and development, and associated services.

The plan recommends a land use pattern that transitions to light industrial uses east of N Avenue and gradually shifts from predominantly light industrial uses to a more mixed-use character closer to the station area core. N Avenue provides a key connection that supports local north-south freight traffic for the movement of goods and services. It can also act as a buffer, softening the shift in character and creating separation for the mixed-use and residential areas west of this area.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Light Industrial Retail Office 	<ul style="list-style-type: none"> Low-Rise to Mid-Rise Scale 1-5 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Medium block size Surface lots

12th Street Station Area Development Types

Douglass Neighborhood

This category respects the historical importance of the Douglass Community. No changes are recommended to the existing land use policy direction which allows for infill residential development consistent with the existing neighborhood character.

Development pressures may exist due to its proximity to the 12th Street Station. However, the primary uses in the Douglass Neighborhood are intended to remain single-family detached or duplex residential, with supporting educational, institutional, or public uses.

A 3-story maximum height transition is recommended for mixed-use development areas adjacent to the Douglass Community (within 500'). This will provide appropriate transitions in building height and bulk that are sensitive to the residential character of the neighborhood.



Character Defining Elements

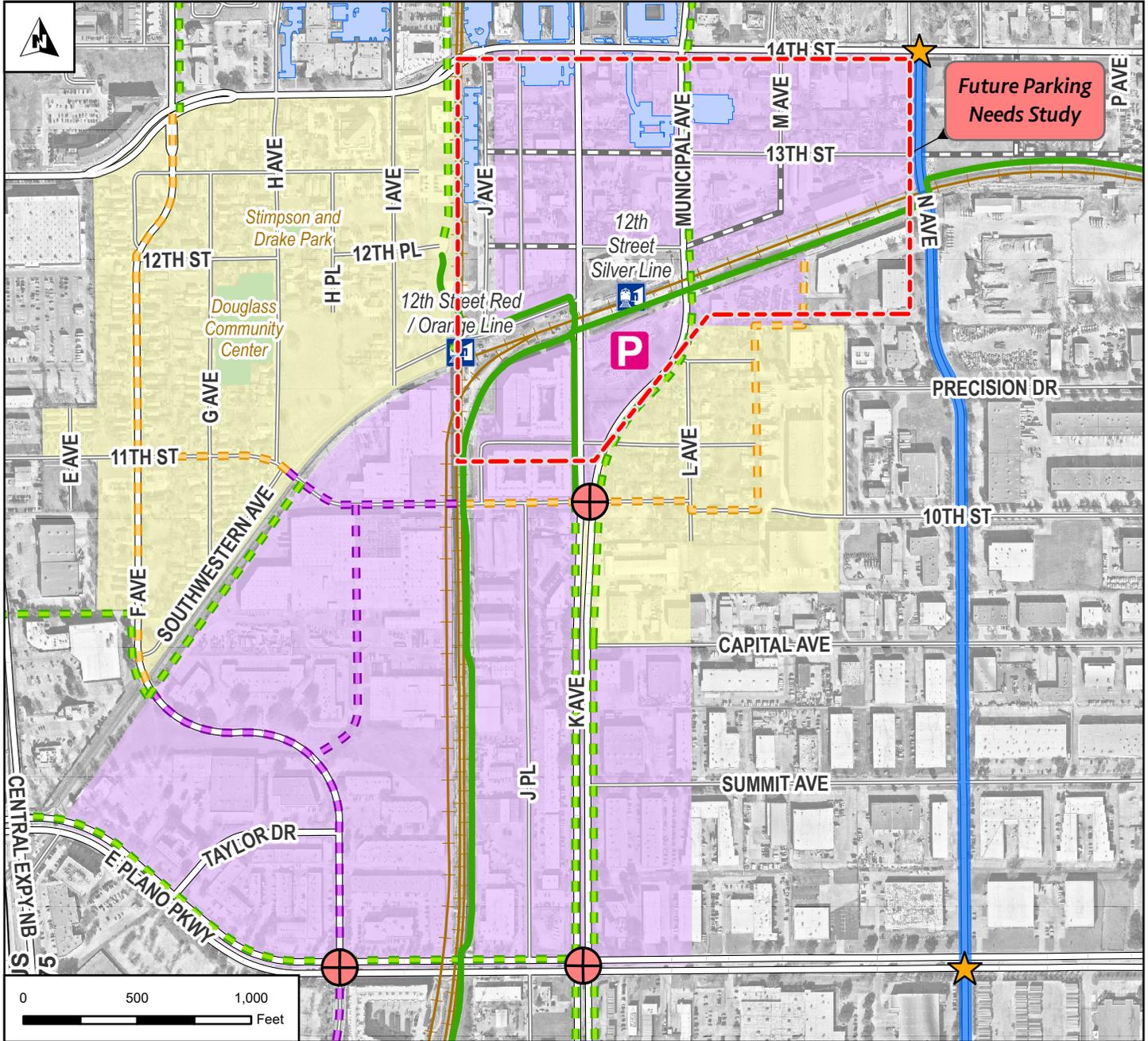
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-story Residential Uses 1 to 2-story Non-Residential Uses Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Small to medium blocks Private garages and on-street parking

12th Street Station Area Transportation Vision

The **12th Street Transportation Vision Map (Figure 4)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 4: 12th Street Transportation Vision Map



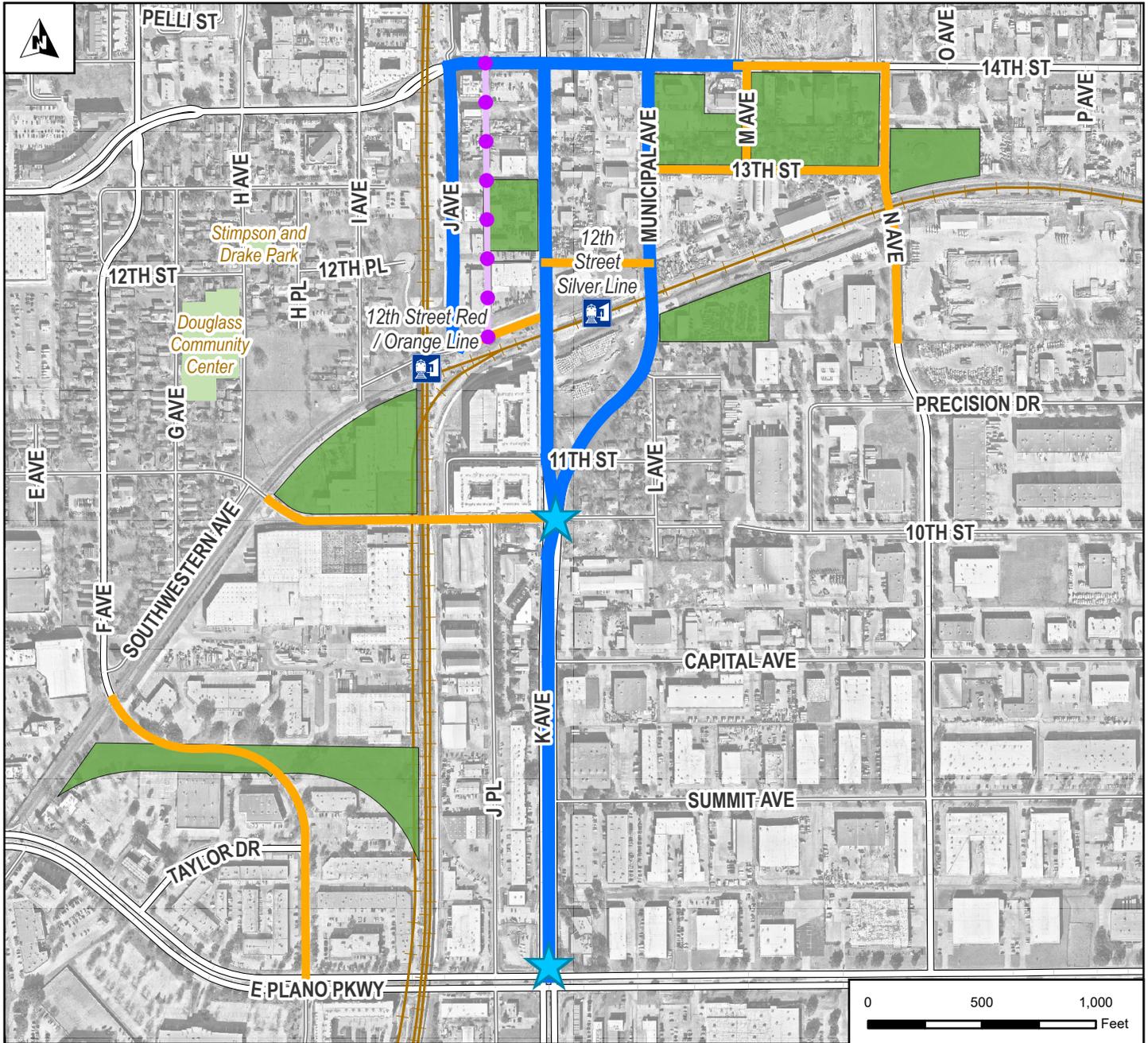
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|--|---|---|--|---|
| <p>Streets & Intersections</p> <ul style="list-style-type: none"> Upgrade Thoroughfare to Type E: Major Collector Intersection Safety Opportunity | <ul style="list-style-type: none"> Potential Signalized Intersection Proposed Neighborhood Traffic Calming Area Mixed-Use Street Connectivity | <p>Multimodal Improvements</p> <ul style="list-style-type: none"> Existing/Funded Shared-Use Path Proposed Shared-Use Path | <ul style="list-style-type: none"> Proposed On-Street Bicycle Facility Proposed Bicycle Boulevard Parking Needs Study Area Future DART Station Parking Existing Public Parking Areas | <ul style="list-style-type: none"> Future DART Station DART Rail Downtown Streets Plan Connection |
|--|---|---|--|---|

12th Street Station Area Open Space & Character Vision

The 12th Street Open Space & Character Vision Map (Figure 5) serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 5: 12th Street Open Space & Character Vision Map



Street Character Improvements

- █ Primary Streetscape
- █ Secondary Streetscape
- Shared Street

Placemaking Opportunities

- ★ Gateway Features

Open Space Opportunities

- █ Park/Open Space Candidate Site (Future Study)

Future DART Station

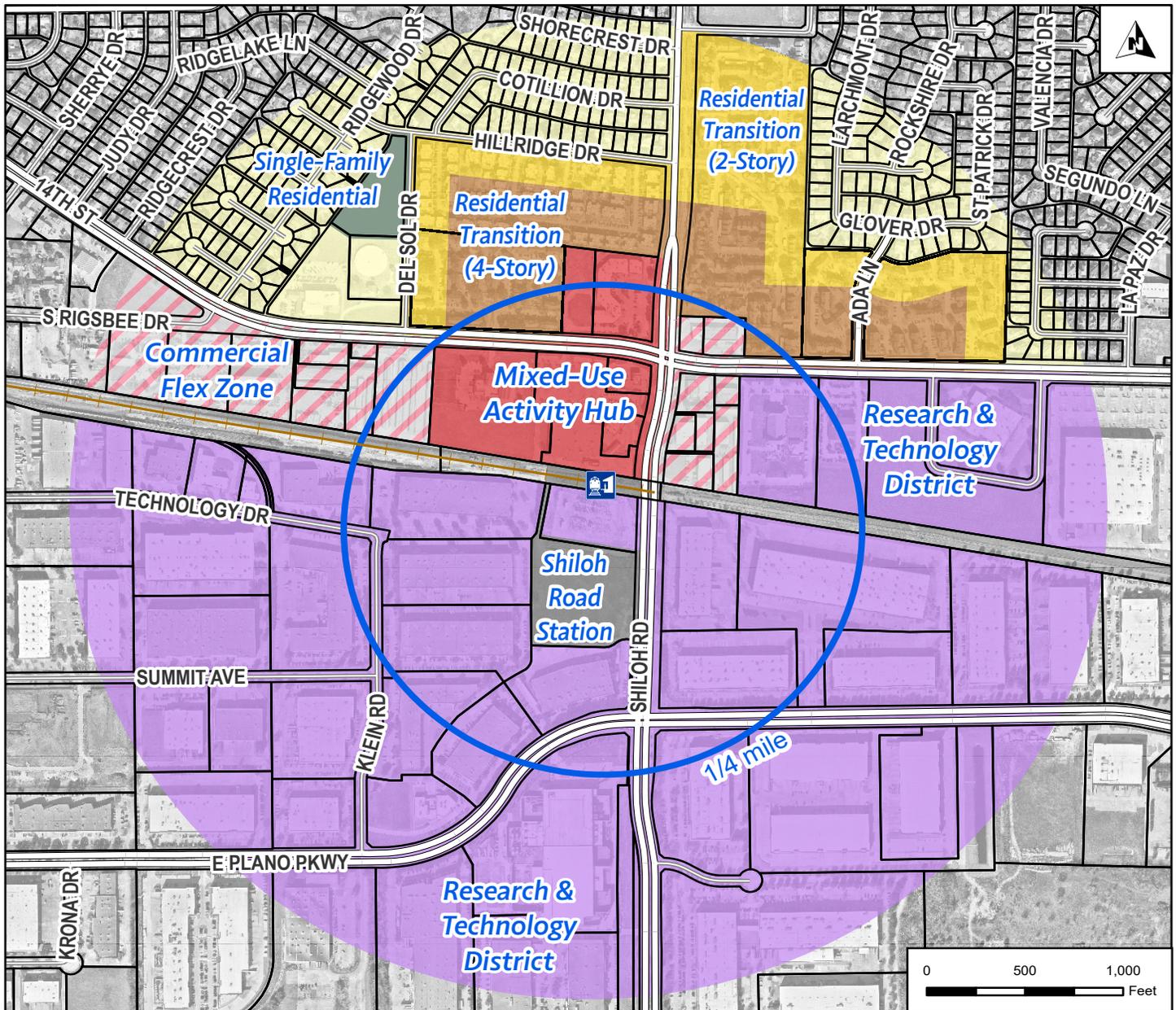
DART Rail

█ Existing Park Sites

Shiloh Road Station Area Land Use Vision

The **Shiloh Road Land Use Vision Map (Figure 6)** guides future development within the station area. The vision is represented through various *Development Types*, each with a different land use mix, scale, and development character. Its primary objective is to provide direction for the physical transformation of the area, defining the land use patterns that will support an active, transit-oriented environment, and promoting economic growth and private investments in line with the community's goals. The Land Use Vision does not establish zoning district boundaries or regulations, nor does it guarantee that all individual properties may develop precisely as presented in the *Development Types*. It is intended to serve as a versatile tool to guide future land use decisions, providing criteria for evaluating zoning change requests, while encouraging innovation and consideration of evolving community needs.

Figure 6: Shiloh Road Land Use Vision Map



- | | | | | |
|--------------------------|--------------------------------|----------------------------------|---------------------------|---------------------|
| Development Types | Commercial Flex Zone | Residential Transition (4-Story) | Single-Family Residential | Future DART Station |
| Shiloh Road Station | Research & Technology District | Residential Transition (2-Story) | Open Space Network | DART Rail |
| Mixed-Use Activity Hub | | | | |

Shiloh Road Station Area Development Types

Mixed-Use Activity Hub

This category presents an opportunity for a walkable and inviting neighborhood-scale activity center at the intersection of 14th Street & Shiloh Road that can serve as a cornerstone of the station area. A mix of compatible uses are encouraged that bolsters the surrounding neighborhoods and business areas, and promotes the revitalization of underperforming retail properties.

This area should remain predominantly nonresidential, with no more than 50% of its development area allocated for residential purposes. A minimum development size of at least 5 acres is recommended in order to have sufficient area to utilize mixed-use design. Future redevelopment should offer well-connected internal streets, pedestrian pathways, and usable open space, to link the hub to the surrounding station area. Residential uses should be thoughtfully located within the site with adequate buffers when adjacent to commercial uses.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Multifamily and Independent Living Single-Family Attached Duplexes Patio Homes Live/Work 	<ul style="list-style-type: none"> Retail Service Office 	<ul style="list-style-type: none"> Low/Mid-Rise Scale Up to 4 stories Medium/High Intensity 50-90% lot coverage 	<ul style="list-style-type: none"> Compact and connected blocks Private garages, structured parking, shared surface lots, on-street parking

Commercial Flex Zone

This category maintains a focus on light commercial-oriented uses intended to provide essential goods and services to residents and workers within the area. This portion of the 14th Street corridor offers opportunities for businesses and developments that benefit from convenient thoroughfare access and might not typically locate in a mixed-use setting closer to the transit station.

As the western gateway to the Shiloh Road Station Area, there is potential to establish unique identity and branding through improved site design elements. These elements may include pedestrian-oriented setbacks, streetscape enhancements, attractive building facades, and thoughtful landscaping that adds to the character of the district.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Not Recommended 	<ul style="list-style-type: none"> Light Commercial Retail Service Office 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Medium to wide block size Structured parking and surface lots

Shiloh Road Station Area Development Types

Research & Technology District

This category maintains its focus as a low-density employment center, accommodating office spaces, research and development facilities, and limited assembly operations. The existing mix of land uses in this district contributes to its identity as a technology and light industrial park, serving the region with essential employment opportunities and services.

To ensure the continued economic success of this area, efforts should be made to elevate its branding and identity. This could include new development design standards that promote the area as a prominent technology and employment hub in both Plano and the broader region. This district aims to attract and retain research and technology-focused businesses and remain at the forefront of this economic development sector.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> • Not Recommended 	<ul style="list-style-type: none"> • Office • Research & Development • Warehousing 	<ul style="list-style-type: none"> • Varied Scale Up to 20 stories • Low Intensity <60% lot coverage 	<ul style="list-style-type: none"> • Medium to wide block size • Structured parking and surface lots

Residential Transition (4-Story)

This category is strategically designed to serve as a transitional residential district, supporting a diverse mix of housing options. Located in close proximity to the Mixed Use Activity Hub and Shiloh Road Station, this district allows for greater residential density.

This category can be seamlessly integrated with the Mixed Use Activity Hub with connected internal streets and pathways, creating a cohesive and walkable development pattern. It presents opportunities to diversify housing types in the area, including multifamily or single-family attached homes.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> • Single-Family Detached • Single-Family Attached • Duplexes • Multifamily and Independent Living 	<ul style="list-style-type: none"> • Educational, Institutional, or Public Uses only • Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> • Low/Mid-Rise Scale 3-4 stories • Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> • Small to medium block size • Private garages, on-street parking and structured parking

Shiloh Road Station Area Development Types

Residential Transition (2-Story)

This category is recommended as a lower-scale transitional residential district, primarily serving as a buffer between existing single-family neighborhoods and the Residential Transition (4-Story) housing types.

As existing properties in the area may be revitalized or redeveloped over time, there exists opportunity to introduce a broader variety of housing types. This includes single-family attached homes, duplexes, and low-rise multifamily units.



Character Defining Elements

Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached Single-Family Attached Duplexes Multifamily and Independent Living 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Medium Intensity 50-75% lot coverage 	<ul style="list-style-type: none"> Small to medium block size Private garages, surface lots and on-street parking

Single-Family Residential

The future land use direction of this category is to preserve the existing residential character and livability of the Shiloh Road area's established neighborhoods.



Character Defining Elements

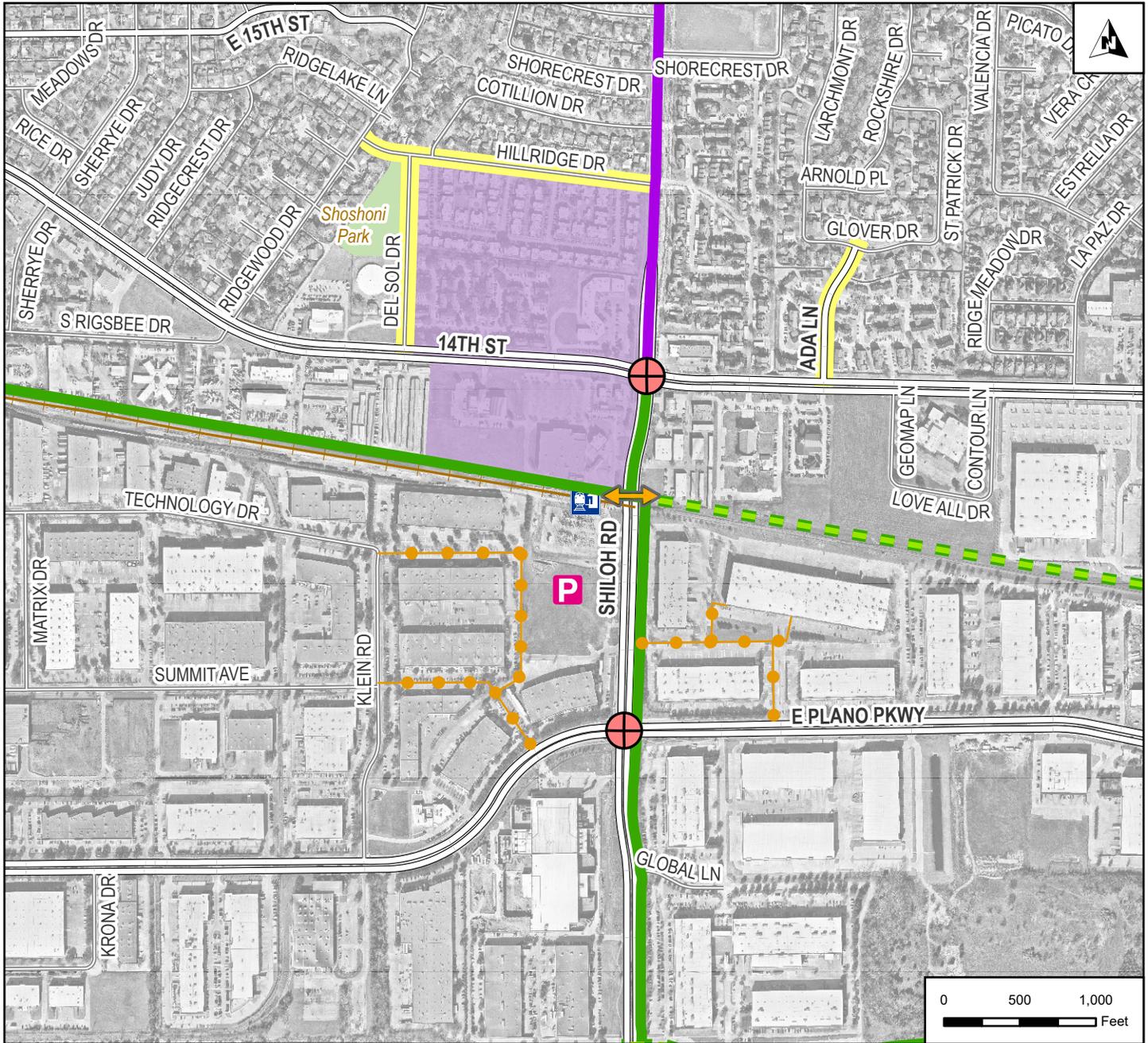
Typical Use Mix		Typical Development Scale & Intensity	Block Pattern & Parking Orientation
Residential	Non-Residential		
<ul style="list-style-type: none"> Single-Family Detached 	<ul style="list-style-type: none"> Educational, Institutional, or Public Uses only Other Non-Residential Uses are Not Recommended (e.g. office/service/retail uses) 	<ul style="list-style-type: none"> Low-Rise Scale 1-2 stories Low Intensity <50% lot coverage 	<ul style="list-style-type: none"> Gridded or curvilinear streets Private garages and on-street parking

Shiloh Road Station Area **Transportation Vision**

The **Shiloh Road Transportation Vision Map (Figure 7)** serves as a guide of strategic transportation and infrastructure recommendations designed to enhance connectivity, mobility, and overall accessibility within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 7: Shiloh Road Transportation Vision Map



Intersection Improvements

-  Intersection Safety Opportunity
-  Midblock Trail Crossing

Multimodal Connectivity

-  Existing/Funded Shared-Use Path
-  Existing/Funded On-Street Bicycle Facility
-  Proposed Shared-Use Path

-  Proposed Pedestrian Connection

Street Improvements

-  Mixed-Use Street Design & Connectivity
-  Proposed Neighborhood Traffic Calming Area

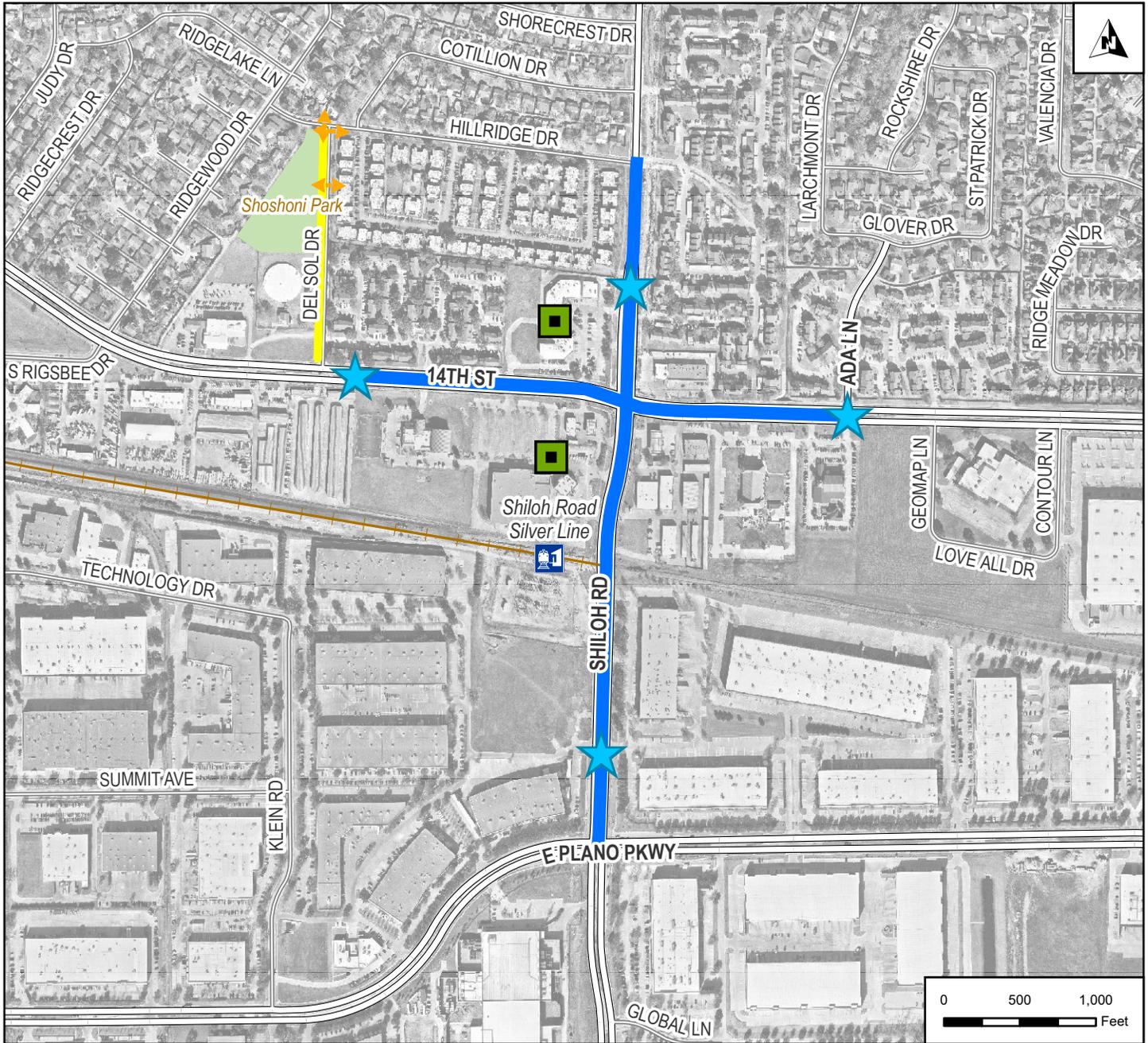
-  DART Rail
-  Future DART Station
-  Future DART Station Parking

Shiloh Road Station Area Open Space & Character Vision

The **Shiloh Road Open Space & Character Vision Map (Figure 8)** serves as a guide of recommended locations and strategies for the development of parks, open spaces, and distinct district character elements within the station area.

Refer to the **Recommendations & Strategies** for more detailed guidance on recommendations identified on the Vision map.

Figure 8: Shiloh Road Open Space & Character Vision Map



Streetscape Improvements

-  Station Area Entry Features
-  Streetscape Improvements

Open Space Opportunities

-  Mixed-Use Redevelopment Open Space

Park Improvements

-  Pedestrian Crossing
-  Sidewalk

-  Future DART Station
-  DART Rail
-  Existing Park Sites