

# RECOMMENDATIONS & STRATEGIES

# RECOMMENDATIONS & STRATEGIES

The Recommendations identify priorities that support the vision maps and overall plan goals for each station area. The Strategies provide support and additional direction for the implementation of each Recommendation.

## Land Use

- ▶ **Recommendation A: Proactively rezone properties and align zoning regulations with the Land Use Vision**
  - » Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area
  - » Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area

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- ▶ **Recommendation B: Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles**
  - » Strategy: Encourage development design strategies that contribute to safe, transit-oriented community environments

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- ▶ **Recommendation C: Encourage adaptive reuse of existing structures to contribute to community character and value**
  - » Strategy: Support adaptive reuse of properties.

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- ▶ **Recommendation D: Develop community design standards for cohesive and functional station area development**
  - » Strategy: Community design standards for transit-oriented areas should reflect best practices for walkable design.

## Transportation

- ▶ **Recommendation E: Enhance pedestrian safety on station area neighborhood streets**
  - » Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)
  - » Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)
  - » Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)
  - » Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines

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- ▶ **Recommendation F: Utilize context-sensitive street design and connectivity standards to promote development goals**
  - » Strategy #1: Expansion of a walkable street grid
  - » Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)
  - » Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired
  - » Strategy #4: Improve F Avenue to support mixed-use multimodal activity

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- ▶ **Recommendation G: Upgrade N Avenue to provide an alternate route for commercial vehicle traffic**
  - » Strategy: Upgrade N Avenue to a Type E Major Collector

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- ▶ **Recommendation H: Enhance first-mile/last-mile connectivity**
  - » Strategy #1: Expand micromobility options
  - » Strategy #2: Expand demand response transit service
  - » Strategy #3: Evaluate a potential employer-oriented shuttle route
  - » Strategy #4: Explore automated vehicle first-mile/last-mile connections

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- ▶ **Recommendation I: Explore strategies to increase long-term station area transit ridership**
  - » Strategy #1: Evaluate existing fixed-route DART bus service
  - » Strategy #2: Increase frequency for rail and/or bus service
  - » Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas

## Transportation (continued)

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- ▶ **Recommendation J: Develop and implement a strategic parking plan to support anticipated growth**
  - » Strategy: Develop strategic parking plans within the 12th Street Station Area.

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- ▶ **Recommendation K: Enhance bicycle connectivity and safety**
  - » Strategy: Develop a bicycle network that provides safe, convenient, and connected routes

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- ▶ **Recommendation L: Prioritize pedestrian safety and connectivity to create a walkable environment**
  - » Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area
  - » Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas
  - » Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area
  - » Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road

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- ▶ **Recommendation M: Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals**
  - » Strategy #1: Expand street connectivity in mixed-use areas
  - » Strategy #2: Evaluate and accommodate on-street parking needs on residential streets

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- ▶ **Recommendation N: Provide additional pedestrian connections to improve transit access to businesses**
  - » Strategy: Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site

## Open Space & Character

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- ▶ **Recommendation O: Promote development of additional public open spaces to support anticipated residential growth**
  - » Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park
  - » Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth
  - » Strategy #3: Incorporate functional public open spaces into larger redevelopment projects

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- ▶ **Recommendation P: Transform J Place into a shared street to provide an enhanced pedestrian connection**
  - » Strategy #1: Explore shared street design solutions for J Place
  - » Strategy #2: Explore public plazas and open space to supplement shared street space

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- ▶ **Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements**
  - » Strategy: Enhance streetscapes depending on street activity and purpose

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- ▶ **Recommendation R: Enhance district character through entry features and placemaking amenities**
  - » Strategy #1: Develop district placemaking guidelines
  - » Strategy #2: Prioritize locations for gateway improvements
  - » Strategy #3: Establish bold and distinctive public art to define the district
  - » Strategy #4: Elevate aesthetics and character of highly visible corridors

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- ▶ **Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area**
  - » Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood
  - » Strategy #2: Require functional open spaces within future mixed-use developments

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- ▶ **Recommendation T: Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area**
  - » Strategy #1: Create cohesive streetscape and design standards for the district
  - » Strategy #2: Prioritize identity improvements at major station area entry points

# Recommendations & Strategies

- ▶ **Recommendation A:** Proactively rezone properties and align zoning regulations with the Land Use Vision

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

Implementation Actions: LU-3, LU-4, LU-5, LU-6, LU-7, LU-8, LU-9, LU-11, LU-24, LU-25

### Comprehensive Plan Alignment:

This recommendation supports the **Plano Comprehensive Plan Transit-Oriented Development Policy Action 3: Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.**

### Strategy #1: Develop zoning policies to support desired land use and transit-oriented development form for the 12th Street Station Area.

- ▶ Base zoning districts should be evaluated and adjusted where in conformance with this plan and other goals of the Comprehensive Plan (see **Figure 9**).
- ▶ Where an existing zoning district does not support the visions and policies of the Plan, a new district should be considered.
- ▶ A Transit-Oriented Development (TOD) Zoning Overlay is recommended that will introduce specific development standards tailored to the unique characteristics of the station area development types, supplementing the base zoning regulations (see **Figure 10**).

#### 12th Street Station Area Zoning

**Mixed-Use Development Types (Main Street/Transit Center/Transitional Mixed-Use):** Many areas do not fully support the mix of residential and non-residential uses and compact development patterns characteristic of a TOD district.

Rezone these areas using the standards of the Downtown Business/Government (BG) District as the foundation. The BG District, although originally intended to apply to the specific characteristics of Plano’s downtown area, is designed to facilitate pedestrian-oriented development and accommodate a diverse mix of residential and nonresidential uses, that



Mixed-Use Development

support many of the development goals for the 12th Street Station mixed-use areas.

**Transit Residential Village:** To accommodate a mix of single-family detached and attached residential types in the Transit Residential Village development area, a new residential zoning district should be created with flexibility to support a variety of attached housing types and a walkable neighborhood pattern.



Attached Residential Types (duplexes, townhomes)

**Evolving Industry:** The plan area designated as Evolving Industry is primarily zoned Light Industrial-1 (LI-1) with Light Commercial (LC) along the K Avenue corridor. Given the proximity to planned residential and pedestrian-oriented mixed-use development, the heavy-intensity uses supported by the LI-1 zoning district would no longer be compatible. Rezoning to LC is recommended to promote the area’s goals.



Industrial Adaptive Reuse

**Transit-Oriented Development Zoning Overlay**

Creating a TOD zoning overlay is recommended to implement specific development standards. Key development criteria could include:

- ▶ *Building Height:* Specify maximum building heights in alignment with the development type criteria.
- ▶ *Ground Floor Uses on Primary Streets:* Require ground-floor uses that activate primary streets as identified on the Land Use Plan, to enhance walkability and street vibrancy.
- ▶ *Parking Standards:* Evaluate parking requirements, such as reduced parking minimums for developments located within proximity of transit stations and standards for bike parking.
- ▶ *Maximum Building Length (Main Street Mixed-Use):* Establish maximum building lengths to break up massing and create a more human-scale environment.
- ▶ *Density Bonus (Transit Center Mixed-Use):* In order for developers to exceed baseline density limits, significant development features that offer community benefits should be provided, such as the provision of affordable housing units, public parking, or other desired development features.
- ▶ *Residential Adjacency Standards:* Development above five stories should incorporate appropriate transitions in height when adjacent to 1-3 story residential development districts. Design elements may include setbacks from residential lot lines or design changes such as upper-story stepbacks.



Active ground floor uses on primary streets



Density Bonus Example Application:

- (left) typical 4-over-1 mixed-use development
- (right) mixed-use development with density bonus and additional desired development features

**Density Bonus Examples:**

City of Iowa City, IA – Zoning Bonus Provisions

- ▶ Purpose: The zone bonus provisions provide an incentive for developments to incorporate features that provide a public benefit and encourage excellence in architectural design.
- ▶ Bonus provisions include allowance of dwelling units in excess of the density otherwise achievable under the provisions of the base zone, additional building bulk, and/or reductions of the required setback area. Bonuses are based on a point system. Points may be awarded for public benefit features that the design review committee determines are appropriate in design and location.
- ▶ Development that includes the following public benefit features may qualify for the bonuses:
  - » Materials/Facade Design Improvements
  - » Usable Open Space
  - » Rehabilitation of Historic Buildings
  - » Assisted Housing Units
  - » Streetscape Amenities
  - » Additional Landscaping (visible from a public street)
  - » Window Design Improvements

City of Austin, TX – Downtown Density Bonus Program

- ▶ Purpose: The Downtown Density Bonus Program (DDBP) was established in 2014 to promote a vibrant, dense, and pedestrian friendly downtown area while also encouraging the development of affordable housing and other community benefits.
- ▶ This program allows developments in the downtown area to achieve greater height and density in exchange for providing a high quality building and streetscape as well as community benefits.
- ▶ Development that includes the following community benefit features may qualify for the bonuses:
  - » Affordable Housing
  - » Day Care Services
  - » Cultural Uses
  - » Live Music Use
  - » Historic Preservation Improvements
  - » Green Building or Green Roof Design
  - » Publicly Accessible On-Site Plaza
  - » Off-Site Open Space Development Fees
  - » Other Community Benefits (with City approval)

Figure 9: 12th Street Station Area Existing Zoning

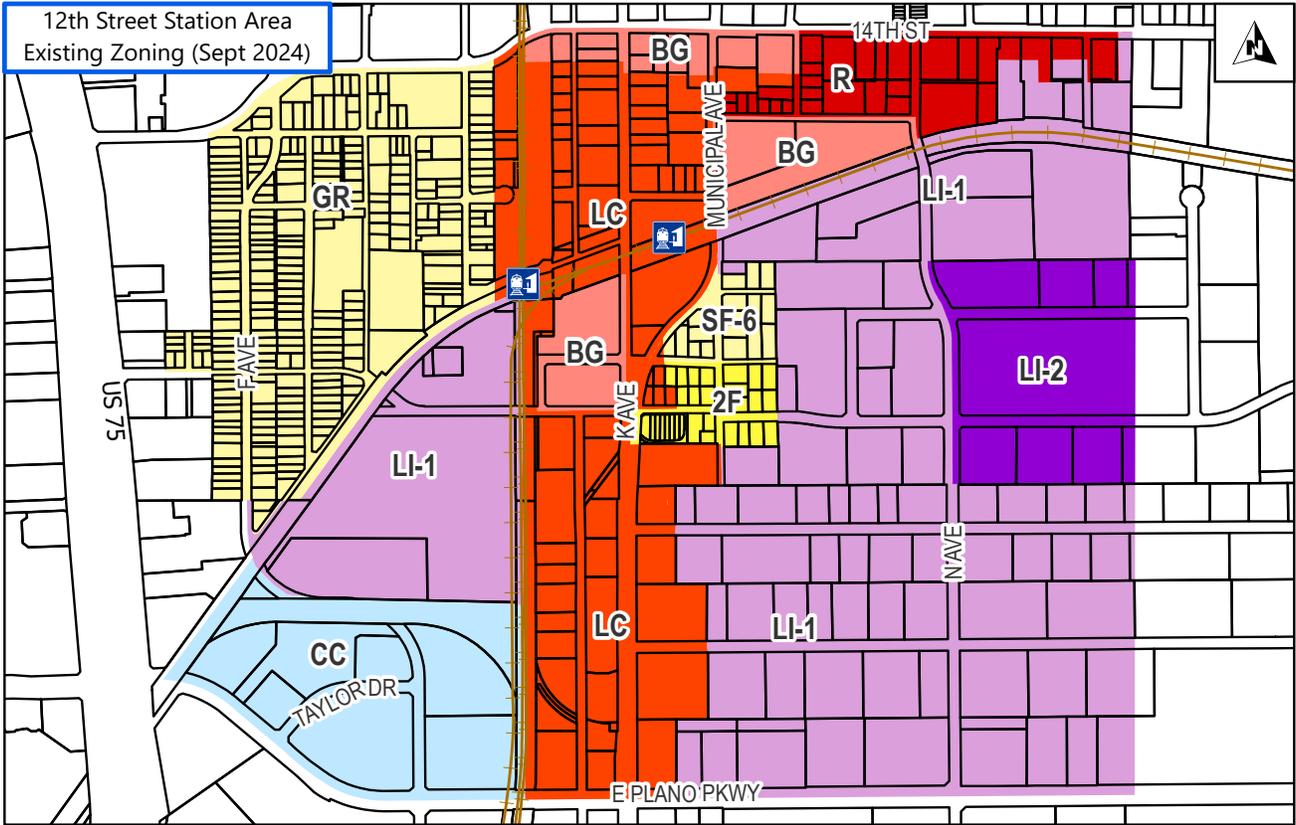
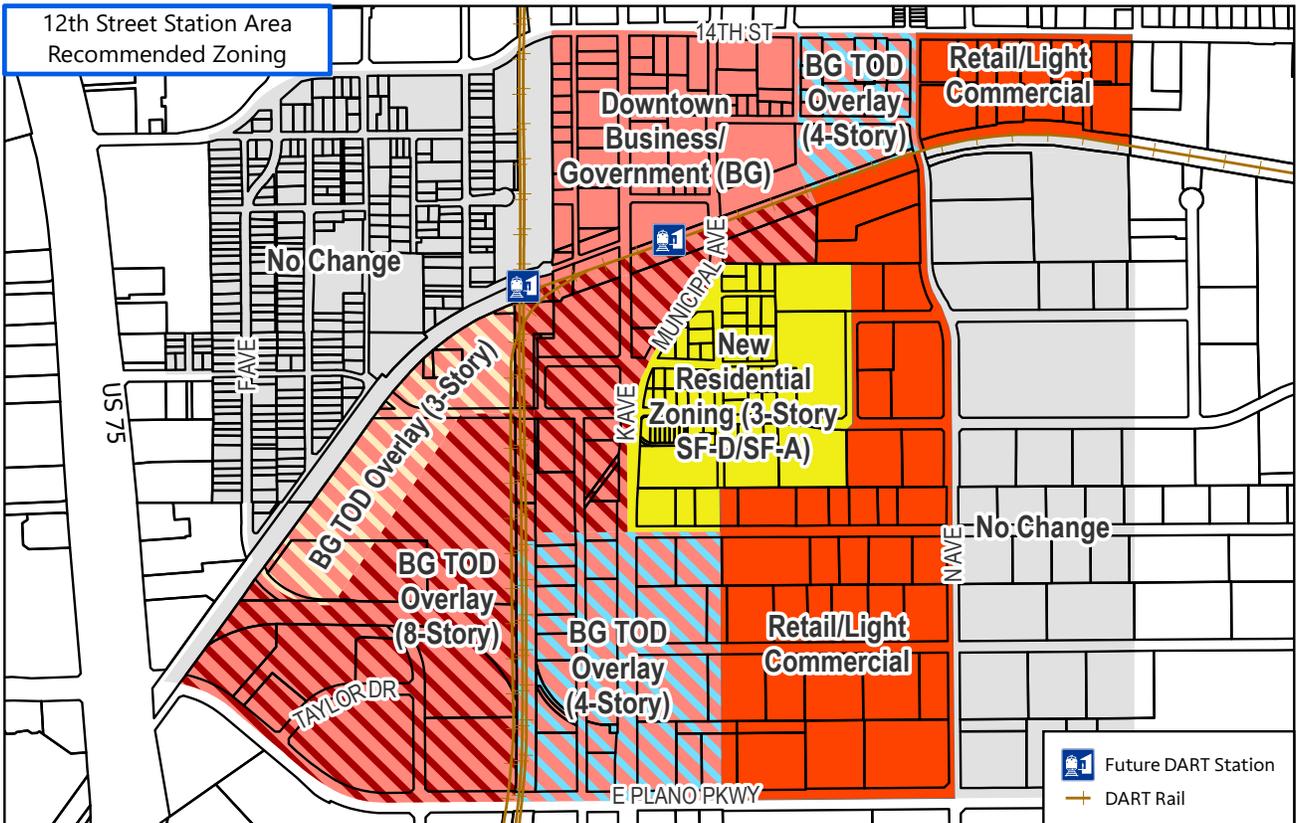


Figure 10: 12th Street Station Area Recommended Zoning



Summary of 12th Street Station Area Base Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Base Zoning	Additional Development Criteria
Main Street Mixed-Use	BG, LC	BG	<ul style="list-style-type: none"> <li>▶ Maximum Building Length</li> <li>▶ Ground Floor Uses</li> <li>▶ Parking Standards</li> </ul>
Transit Center Mixed-Use	BG, R, LC, LI-1	BG	<ul style="list-style-type: none"> <li>▶ Density Bonus (up to 3-Story)</li> <li>▶ Ground Floor Uses</li> <li>▶ Parking Standards</li> </ul>
Transitional Mixed-Use	CC, LC, LI-1	BG	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Residential Development Pattern</li> </ul>
Transit Residential Village	SF-6, 2F, SF-A, LC, LI-1	New or Modified Zoning District	<ul style="list-style-type: none"> <li>▶ Standards to Encourage Residential Building Form and Height Variety</li> <li>▶ Residential Development Pattern</li> <li>▶ Height Stepback Requirements for Adjacent Development</li> </ul>
Evolving Industry	LC, LI-1	LC	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (3-Story)</li> <li>▶ Setbacks</li> </ul>
Douglass Neighborhood*	GR	No Change	
Light Industrial District*	LI-1, LI-2	No Change	

**\*Douglass Neighborhood and Light Industrial District Areas:** The areas identified as Douglass Neighborhood and Light Industrial District are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

**Strategy #2: Develop zoning policies to support desired land use and transit-oriented development form for the Shiloh Road Station Area**

Shiloh Road Station Area Base Zoning Changes

**Mixed-Use Activity Hub:** The current zoning in the proposed mixed-use development areas support a variety of non-residential uses; however, these zoning districts do not allow residential uses. A Transit-Oriented Development (TOD) Overlay could introduce the necessary guidelines to incorporate residential uses and pedestrian-oriented site design standards while maintaining the area’s predominantly non-residential character.

TOD Overlay Guidelines for the Mixed-Use Activity Hub may include:

- ▶ **Land Use Mix:** Allow a balanced mix of residential and non-residential uses with no more than 50% of the development area allocated for residential purposes.
  - » This recommendation follows the guidance of the city's Redevelopment & Growth Management Policy Action 5, ensuring that any rezoning requests for multiuse development include no more than 50% square footage for residential uses.
- ▶ **Minimum Development Size:** Establish a minimum size of at least 5 acres to ensure that mixed-use developments have sufficient area to implement uses and design principles effectively.



Retail corner revitalization/redevelopment

- ▶ **Building Height and Site Design:** Allow building heights of up to 4 stories to support higher density development and efficient land use. Promote compact and connected block designs to enhance pedestrian orientation and site connectivity. Specify that the location of multifamily and non-residential uses should be placed along Shiloh Road and 14th Street to maximize visibility and accessibility respect existing neighborhoods.

**Residential Transition:** The current zoning in the Residential Transition areas includes Multifamily Residence-1 and Multifamily Residence-2. While these zoning districts support the desired mix of residential uses, some zoning modifications may be needed as follows:

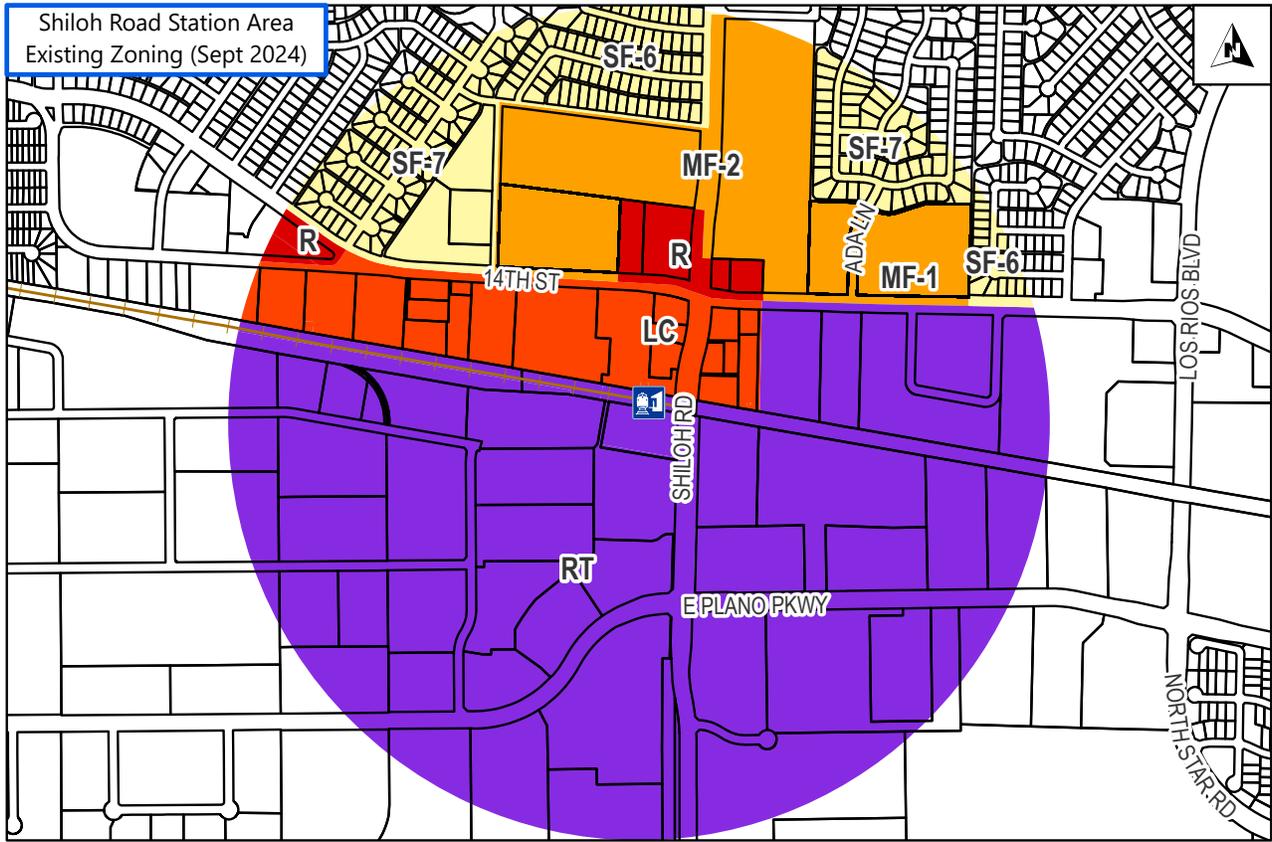
- ▶ **Height Allowance:** Consider necessary zoning district updates to support residential structures up to 4 stories in the Residential Transition area. This would accommodate residential developments that align with the area’s vision for a more intense residential environment near the Mixed-Use Activity Hub.
- ▶ **Review of Existing Site Design Requirements:** Review and adjust density, area, yard, and bulk requirements to better support the desired walkable development pattern. Modifications may include reducing minimum lot sizes, adjusting setback requirements, and increasing allowable lot coverage to encourage more compact and pedestrian-friendly designs.



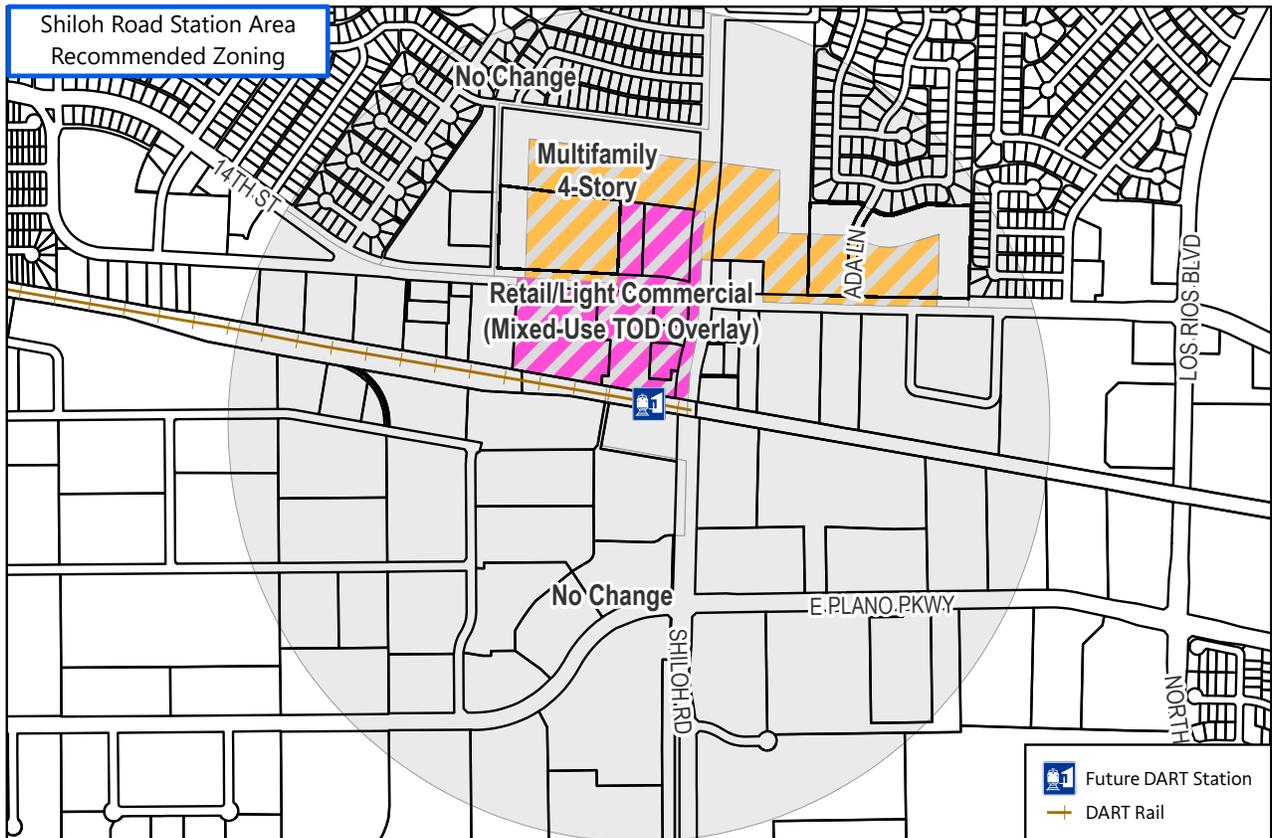
Mix of residential uses (Residential Transition)

**Commercial Flex Zone, Research & Technology, and Single-Family Residential Areas:** The areas identified as Commercial Flex Zone, Research & Technology, and Single-Family Residential are not recommended for rezoning, as the current zoning generally supports the recommended land uses and development characteristics for these areas (see **Figure 11** and **Figure 12**).

**Figure 11: Shiloh Road Station Area Existing Zoning**



**Figure 12: Shiloh Road Station Area Recommended Zoning**



Summary of Shiloh Road Station Area Zoning and TOD Overlay Modifications:

Land Use Vision Development Type	Existing Zoning	Proposed Zoning	Additional Development Criteria
<b>Mixed-Use Activity Hub</b>	R, LC	R or LC with TOD Overlay	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Residential Use Mix Maximum</li> <li>▶ Minimum Development Size</li> <li>▶ Land Use Mix Requirements</li> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Residential Transition (4-Story)</b>	MF-1, MF-2	MF with TOD Overlay	<ul style="list-style-type: none"> <li>▶ Maximum Building Height (4-Story)</li> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Residential Transition (2-Story)*</b>	MF-1, MF-2	<i>No Change</i>	
<b>Commercial Flex Zone*</b>	R, LC	<i>No Change</i>	<ul style="list-style-type: none"> <li>▶ Pedestrian-Oriented Site Design Standards</li> </ul>
<b>Research &amp; Technology District*</b>	RT	<i>No Change</i>	
<b>Single-Family Residential*</b>	SF-6, SF-7	<i>No Change</i>	

**\*Residential Transition (2-Story), Commercial Flex Zone, Research & Technology District, and Single-Family Residential:** These areas are not recommended for rezoning, as the current zoning supports the recommended development characteristics.

# Recommendations & Strategies

- ▶ **Recommendation B:** Enhance station area safety through the use of Crime Prevention Through Environmental Design (CPTED) design principles

Station Area	
<input checked="" type="checkbox"/>	12th Street
<input checked="" type="checkbox"/>	Shiloh Road

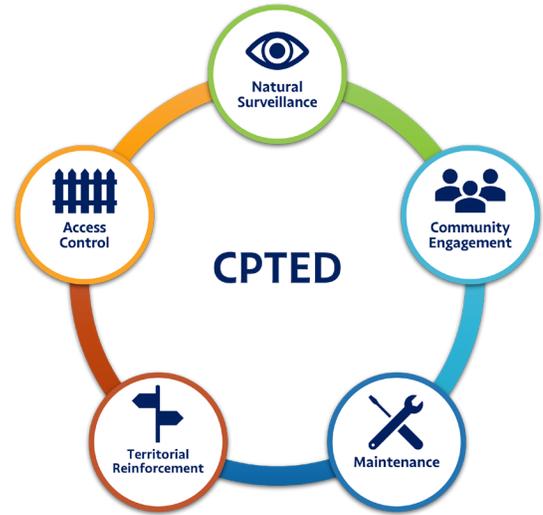
Implementation Actions: LU-17

Crime Prevention Through Environmental Design (CPTED) is a strategy that focuses on using design principles to create physical environments that deter criminal activity and enhance safety. Implementing CPTED principles in the design of future development and open spaces near the transit station can contribute to a safer, more welcoming environment for residents, workers, and visitors. Additional resources, such as infrastructure maintenance and/or staffing to deter criminal activity would be required.

**Strategy:** Encourage development design strategies that contribute to safe, transit-oriented community environments.

Redevelopment projects provide an opportunity to create environments that not only support transit-oriented living but also contribute to a safer and more secure community. The city can develop a CPTED toolkit to provide functional guidance for the inclusion of design principles in future development and public open spaces based on the following best practices:

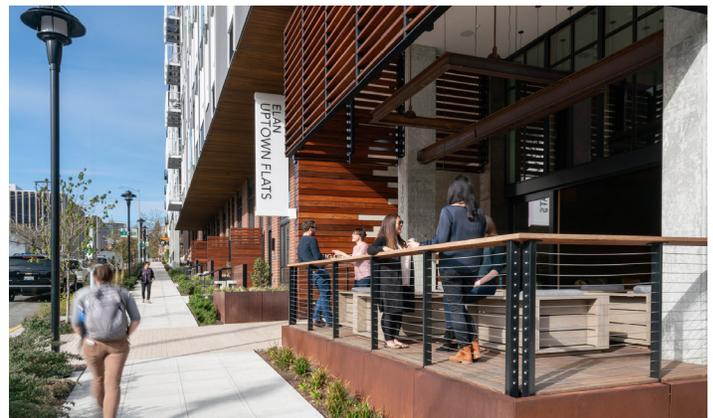
- ▶ **Natural Surveillance:** Design buildings and open spaces to maximize visibility and natural surveillance.
- ▶ **Territorial Reinforcement:** Define clear boundaries and ownership of spaces through design elements such as landscaping, pathways, and signage.
- ▶ **Access Control:** Control access to buildings and spaces through strategic design features such as controlled entry points, fencing, and landscaping.
- ▶ **Maintenance and Management:** The design of buildings and open spaces should include ongoing maintenance and management efforts.
- ▶ **Lighting:** Incorporate effective lighting design to illuminate pathways, entry points, and public spaces.
- ▶ **Landscaping and Urban Design:** Use landscaping and urban design elements to enhance safety and security.
- ▶ **Community Engagement:** Regular coordination between the community, Police Department, and relevant station area stakeholders can ensure that CPTED principles align with community needs and concerns.



CPTED design principles



Site design techniques for enhanced visibility include lighting, landscaping, and clear sightlines



Territorial reinforcement design techniques to define public and private spaces

# Recommendations & Strategies

- ▶ **Recommendation C:** Encourage adaptive reuse of existing structures to contribute to community character and value

Implementation Actions: LU-12, LU-13, LU-14, LU-15, LU-16, LU-22

Adaptive reuse is a sustainable approach to development that promotes the preservation of historical, architectural, and cultural assets while accommodating new development needs. This recommendation seeks to leverage the inherent character and value of existing buildings by repurposing them for alternative uses.

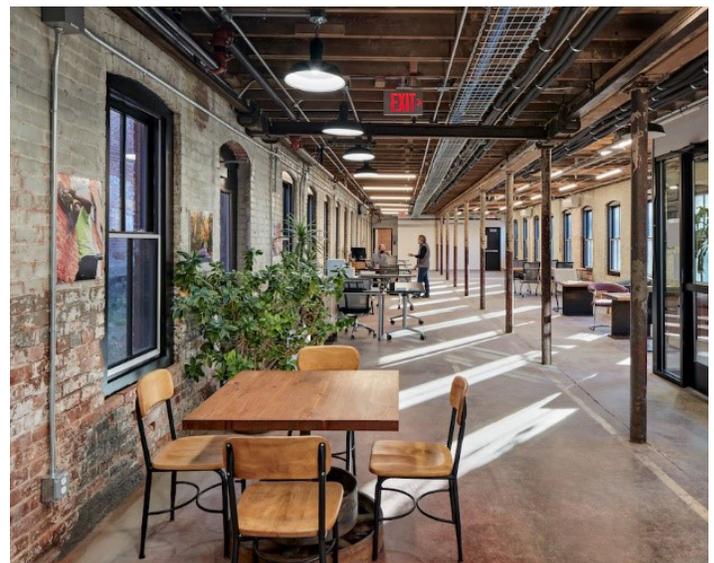
## Strategy: Support adaptive reuse of properties.

While full redevelopment of property is expected, some sites may be suitable for adaptive reuse to convert these properties into offices, creative workspaces, art studios/galleries, retail uses, or social/recreational spaces that align with the goals of the area. To promote quality adaptive reuse projects, the following should be considered:

- ▶ **Preserving Architectural Features:** Retain and showcase unique architectural features, historical elements, and building aesthetics.
- ▶ **Retrofitting for Modern Needs:** Retrofit existing buildings to meet contemporary standards for energy efficiency, accessibility, and sustainability.
- ▶ **Creative Programming of Exterior Areas:** Reprogram underutilized areas, such as excess surface parking or hardscape to incorporate outdoor amenities, green spaces, or public gathering areas.
- ▶ **Incentives:** The city and developers should explore utilizing incentives or programs to offset the costs associated with adaptive reuse projects to help cover renovation costs, building upgrades, or infrastructure improvements.
- ▶ **Zoning Regulation Allowances:** Adaptive reuse projects often involve existing conditions that do not conform to standard requirements. Flexibility in existing zoning requirements, new zoning classifications, or overlay districts should be considered where needed to meet the goals of the 12th Street Station Area Plan.



Adaptive reuse of former warehouse



Interior retrofit for modern needs

# Recommendations & Strategies

- ▶ **Recommendation D:** Develop community design standards for cohesive and functional station area development

Implementation Actions: LU-17

## Station Area

- 12th Street
- Shiloh Road

Developing community design standards for new development in the station areas helps to establish distinctive and visually appealing environments that prioritize the goals of the station area.

**Strategy:** Community design standards for transit-oriented areas should reflect best practices for walkable design.

The following best practices should be incorporated into community design standards:

- ▶ **Site Layout:** Emphasize building orientation towards transit stations, active street frontages, and public spaces. Minimize surface parking visible from streets and ensure convenient pedestrian access to building entrances.
- ▶ **Building Form:** Regulate building massing and streetwall heights to create a human-scale environment along primary pedestrian streets. Consider setbacks and step-backs to reduce visual bulk and provide adequate views from the street level.
- ▶ **Building Design:** Encourage facade articulation, with variation in building form and materials, and street-level detailing such as active uses, transparent windows, balconies, and stoops. Ensure that building designs contribute positively to the streetscape and pedestrian experience.
- ▶ **Streetscape:** Promote sidewalk activation through ground-floor uses such as retail, cafes, and services. Integrate streetscape elements like street furniture, landscaping, lighting, and public art to enhance the pedestrian environment and create inviting public spaces.



*Transit-oriented site and building design includes buildings oriented to the street, articulated facades, pedestrian street amenities*



*Streetscape elements to support active ground-floor uses*

# Recommendations & Strategies

## ► Recommendation E: Enhance pedestrian safety on station area neighborhood streets

### Station Area

- 12th Street
- Shiloh Road

Implementation Actions: TR-6

The 12th Street area faces unique challenges due to the configuration of the Silver Line and Red/Orange Lines which limit street grid connectivity and create areas with few pedestrian route options. This results in increased vehicle traffic on certain roads, necessitating measures to slow and control traffic to protect pedestrians and cyclists.

The Shiloh Road area presents opportunities to enhance pedestrian safety on primary entry streets that serve the neighborhoods north of the station area. Overall, both areas are characterized by residential streets designed primarily for vehicle traffic, with a need for improved pedestrian infrastructure and traffic calming solutions.

### Strategy #1: Consider traffic calming to enhance pedestrian safety on Douglass Neighborhood Streets (12th Street Station Area)

F Avenue and 11th Street serve as primary routes for traffic. These streets would benefit from traffic calming measures to enhance safety for pedestrians and cyclists. Other local residential streets such as I Avenue, H Avenue, and 12th Street, see lower traffic volumes and thus present a lower priority for such measures.



Speed management design measure: traffic circle/mini-roundabout (Source: NACTO)

### Strategy #2: Consider traffic calming to enhance pedestrian safety on Transit Residential Village Streets (12th Street Station Area)

Traffic calming measures on 10th Street, a key connection into the neighborhood, would help minimize the impact of traffic from adjacent commercial areas. Future street connections constructed to support new development in this area should also incorporate traffic calming designs to ensure safe travel speeds and enhance walkability.



Speed management design measure: curb extensions (Source: NACTO)

**Strategy #3: Consider traffic calming to enhance pedestrian safety on residential entry streets (Shiloh Road Station Area)**

Ada Lane, Del Sol Drive, and Hillridge Drive are the primary entry points into the residential neighborhoods around the station area, and specific traffic calming measures could contribute to safe and accessible routes for all users. These streets should be designed as mixed-use local streets to support on-street parking, and other design elements should integrate that further support walkability and ensure safe travel speeds, making these streets more inviting and accessible for residents.



Shiloh Road Station Area residential streets (Del Sol Drive)



Shiloh Road Station Area residential streets (Ada Lane)

**Strategy #4: Identify effective traffic calming measures utilizing the city's Neighborhood Traffic Management guidelines**

Effective traffic calming should include input from neighborhood property owners to ensure community support and successful implementation. Potential measures include:

- ▶ Curb Extensions
- ▶ Speed Cushions
- ▶ Chicanes
- ▶ Pinchpoints
- ▶ Traffic Circles
- ▶ Partial street closure (Transit Residential Village only):
  - » A partial closure of 10th Street could be considered. Currently, 10th Street is fully closed east of L Avenue. This solution would restrict through traffic while supporting some additional vehicle, bicycle, and pedestrian connections while also limiting the potential commercial traffic.



Traffic volume management design measure: partial street closure (Source: NACTO)

# Recommendations & Strategies

- **Recommendation F:** Utilize context-sensitive street design and connectivity standards to promote development goals

Implementation Actions: TR-1, TR-2, TR-3, TR-9

Station Area

12th Street

The 12th Street Station Area features a primarily wide block pattern designed to accommodate vehicular traffic. These conditions limit the area’s potential to become a pedestrian-oriented mixed-use district that supports walkability and street-level activity. The lack of amenities such as wider sidewalks, street trees, and pedestrian-scale lighting inhibits the activation of street frontages and diminishes the overall appeal of the area for mixed-use development. There is a significant opportunity to encourage a more active, walkable district that supports both residential and commercial activities.

### Strategy #1: Expansion of a walkable street grid

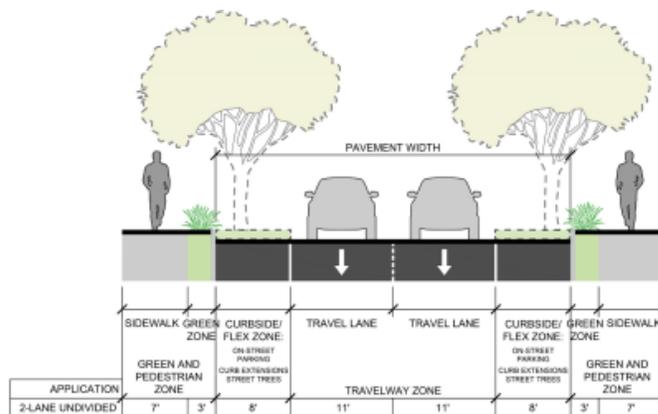
Encourage the expansion of a walkable street grid through new local streets, shared streets (or woonerfs), or paseos that provide safe and inviting pedestrian routes between destinations. Numerous blocks south of 14th Street have lengths exceeding 1,000 feet. As redevelopment occurs in these areas, new street connections should be introduced to reduce large blocks into smaller, more walkable segments characterized by block lengths of approximately 400-600 feet.



Redevelopment with new street connectivity

### Strategy #2: Implement a mixed-use street design pilot project on K Avenue (14th to 10th Street)

K Avenue is a major entryway into the 12th Street Station Area, and the segment between 14th and 10th Street is within the Main Street Mixed-Use land use area which aims to continue the walkable and active streetscape character of downtown. Its visibility on one of the major streets will serve as a catalyst for attractive investment and will spur redevelopment.



Proposed mixed-use context street section – K Avenue (14th to 10th Street); Source: Plano Street Design Standards

### Strategy #3: Prioritize the application of mixed-use street design standards as streets are constructed or repaired

As the 12th Street Station Area evolves, the application of mixed-use street design standards should be a priority as streets are rebuilt over time or as new streets are added to support redevelopment. The city’s adopted mixed-use street design standards can be used to retrofit existing streets, transforming them into pedestrian-friendly environments that encourage street-level activity. This approach includes integrating wider sidewalks, pedestrian-scale lighting, street trees, on-street parking, and spaces for sidewalk dining areas.



Mixed-use context street design

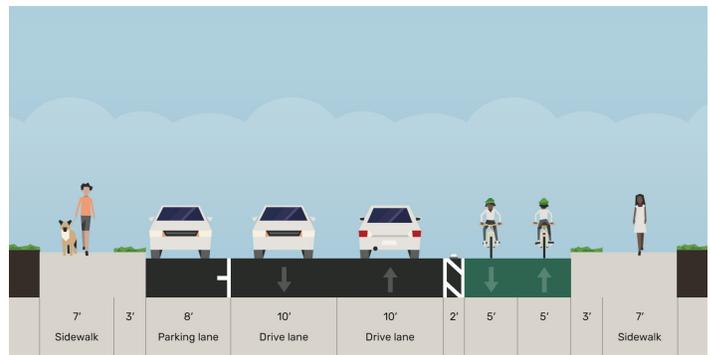
**Strategy #4: Improve F Avenue to support mixed-use multimodal activity**

F Avenue between 14th Street and Southwestern Avenue, provides an opportunity to support pedestrian and bicycle activities. Currently classified as a Major Collector, F Avenue has a narrow right-of-way more typical of a local residential street, with many residential driveways and homes set back at short distances. Introducing design features that slow traffic and promote safe on-street bicycle activity can significantly enhance the street’s functionality and safety.

South of Southwestern Avenue, F Avenue connects to Plano Parkway, where it serves adjacent commercial areas and future mixed-use development. This segment has additional right-of-way and should be redesigned to incorporate mixed-use street characteristics such as on-street parking and wider sidewalks to support future mixed-use land development.



*F Avenue – 14th Street to Southwestern Avenue (residential bicycle boulevard design treatments); Source: NACTO*



*F Avenue – Southwestern Avenue to Plano Parkway  
On-Street Parking Lane + Buffered Cycle Track (60’ ROW)  
(Short-Term Retrofit Solution)*



*F Avenue – Southwestern Avenue to Plano Parkway  
On-Street Parking Lanes + Buffered Bike Lanes (74’ ROW)  
(Long-Term Rebuild Solution)*

# Recommendations & Strategies

- ▶ **Recommendation G:** Upgrade N Avenue to provide an alternate route for commercial vehicle traffic

Implementation Actions: TR-4

Station Area

- ☑ 12th Street

The current traffic flow within the 12th Street Station Area heavily relies on K Avenue, which serves as the primary north-south thoroughfare and is a major route for trucks and commercial vehicles.

N Avenue presents an opportunity to redistribute some of this traffic. Currently classified as a minor collector, N Avenue serves the light commercial and industrial development areas on the east side of the station area. N Avenue currently lacks the necessary right-of-way and design improvements to efficiently handle a higher volume of commercial vehicles. Upgrading N Avenue presents an opportunity to provide an alternative route for local commercial vehicle trips.

**Strategy: Upgrade N Avenue to a Type E Major Collector**

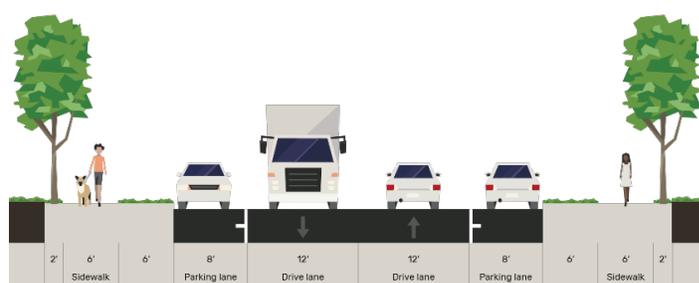
Upgrading N Avenue to a Type E Major Collector between the President George Bush Turnpike and 14th Street is a strategic improvement that will enhance the station area’s overall traffic management and support commercial activity. This strategy would require widening the roadway to a minimum right-of-way of 68 feet, facilitating several key improvements, including creating a more viable alternate route for commercial vehicles and providing space for streetscape enhancements to create a more inviting and walkable environment.

Midblock Improvements

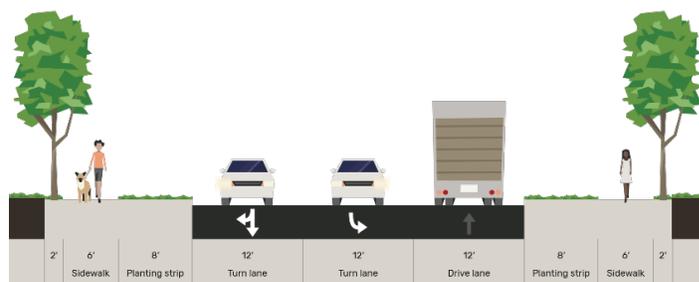
- ▶ Maintain two travel lanes to support anticipated traffic demand.
- ▶ Add accommodations for inviting streetscapes to support a more walkable environment.
- ▶ Provide dedicated street space for on-street parking to support the overall parking supply for adjacent non-residential uses in the Evolving Industry and Light Industrial areas.

Intersection Improvements

- ▶ Introduce dedicated turn lanes at intersections to improve throughput and facilitate safe turning movements for commercial vehicles.
- ▶ Install traffic signals at primary intersections, specifically at Plano Parkway and 14th Street.
- ▶ Consider potential intersection enhancements such as signage, pedestrian crossings, and lighting.



Proposed N Avenue (Midblock Section) 68' ROW  
Type E Major Collector



Proposed N Avenue (Intersection) 68' ROW  
Type E Major Collector

# Recommendations & Strategies

## ► Recommendation H: Enhance first-mile/last-mile connectivity

Implementation Actions: TR-15, TR-16, TR-17

### Station Area

- 12th Street
- Shiloh Road

First-mile/last-mile connections in the station area pose both opportunities and challenges for transit riders. There are opportunities to explore new forms of transportation, including automated shuttles, to provide convenient connections for riders to and from the transit station.

### Strategy #1: Expand micromobility options

The city's Bike & Scooter Share program supports micromobility options – such as e-scooters and bicycle sharing – in the 12th Street Station Area. However, there are currently no home zones near the future Silver Line Stations where these vehicles must be stored when not in use. Establishing home zones near the stations will allow users to quickly utilize bicycles or scooters during their trip to and from the stations.



Micromobility station with signage and hard surface

### Strategy #2: Expand demand response transit service

DART's GoLink system uses a variety of vehicle types and providers (such as Uber) to provide curb-to-curb service within designated zones but does not currently provide direct service to the station sites. Coordinating with DART to connect existing GoLink Zones in Plano to Silver Line and Red/Orange Line stations could expand overall transit use.

- East Plano GoLink Zone & East Telecom Go Link Zone
  - » Expand west to area between N Avenue and Jupiter Road that currently lacks on-demand service.

### Strategy #3: Evaluate a potential employer-oriented shuttle route

There are currently no shuttle routes available in the station area. As a first-mile/last-mile connection, a shuttle system could benefit employers in the area by connecting their businesses/employees to the Silver Line system.

A dedicated-shuttle route between the 12th Street and Shiloh Road Silver Line stations, major employers, and/or points of interest within the 12th Street Station Area should be explored. Costs for riders should be free or very low in cost in the beginning of the program to attract ridership and stimulate long-term viability of the service.



Employer shuttle

### Strategy #4: Explore automated vehicle first-mile/last-mile connections.

Implementing automated vehicles as first-mile/last-mile connections can enhance the transportation network in the station area by improving both efficiency and accessibility.

Potential partners for an automated vehicle system/route in the area would include the North Central Texas Council of Governments (NCTCOG), which provides guidance and possible funding sources for implementation. Businesses, especially those in the Evolving Industry and Light Industrial areas that specialize in high-tech technology, could be potential partners, as automated vehicles could provide transportation for employees while highlighting the area's high-tech industries.

# Recommendations & Strategies

► **Recommendation 1:** Explore strategies to increase long-term station area transit ridership

Implementation Actions: TR-18, TR-19

**Station Area**

- 12th Street
- Shiloh Road

The Silver Line station areas present significant opportunities to increase transit ridership, connecting new visitors, residents, and workers to east Plano. Effective coordination between DART and the City of Plano is essential to develop transit policies and services that foster long-term positive ridership trends. Growth in transit ridership is supported by the increase in housing, employment, and amenities within the transit-oriented development areas, and higher ridership levels can contribute to more sustainable growth, reduced traffic congestion, and improved air quality.

**Strategy #1: Evaluate existing fixed-route DART bus service.**

The first step in enhancing ridership is to evaluate and align existing fixed-route DART services with the new Silver Line stations. Currently, DART provides two nearby fixed routes (Route 236 and Route 247) serving Downtown and east Plano. Route 236 travels east/west from the Downtown Plano DART station along 15th Street and could provide a direct connection between the 12th Street Station and the Collin Creek redevelopment area. The 2022 *DART Service Area Streetcar Feasibility Report* recommended a streetcar route between the 12th Street Station Area and Collin Creek, which should be considered as a long-term strategy.

Route 247 primarily travels on Jupiter Road and 14th Street. This route could also be considered for a direct connection to the 12th Street Station

**Strategy #2: Increase frequency for rail and/or bus service.**

Promoting quality frequency levels for both rail and bus services is crucial to attracting and retaining riders. Plano should continue ongoing communication with DART to ensure that frequency levels meet the needs of riders. DART regularly reviews the efficiency of its services and implements changes to improve them. The recent DARTzoom Bus Network plan has focused on increased frequency, reduced travel time, and improved service hours. This approach should continue to be prioritized for Plano, as convenient and flexible transit service options will contribute to increased ridership, supporting both DART's and the City of Plano's goals.



DART light rail and bus service

Current and expected service frequencies for the station areas are below:

Frequency (minutes)	Bus Routes	Red/Orange Line Light Rail	Silver Line Commuter Rail (Expected)
Peak Times	30	15	30
Midday	40	20	60
Off-Peak	60	30	60

Source: DART, 2024

**Strategy #3: Investigate free or reduced fare zones for the Silver Line Station Areas.**

Another strategy to increase ridership is to investigate the use of discounted or free fare zones around the Silver Line station areas. In coordination with DART, the fare system should be designed to incentivize ridership for those living or working near the station sites while allowing riders to travel throughout the broader DART system. This approach could include partnership with property and business owners to offer reduced or free transit passes to tenants and employees.

# Recommendations & Strategies

- ▶ **Recommendation J:** Develop and implement a strategic parking plan to support anticipated growth

Implementation Actions: TR-20, TR-21, TR-22, TR-23

## Station Area

- ☑ 12th Street

As the 12th Street Station Area evolves, mixed-use developments will become more prevalent, leading to more efficient land use patterns that can rely on a combination of shared on-street and off-street parking supplies. A strategic parking plan should be developed to study and establish the long-term parking needs for Downtown and the 12th Street Station areas.

### Strategy: Develop strategic parking plans within the 12th Street Station Area.

This strategy includes four primary components:

#### 1. Assess current parking supply and occupancy trends

- ▶ Create a detailed inventory of all available parking spaces
- ▶ Conduct occupancy surveys at various times of day and week
- ▶ Analyze parking turnover rates
- ▶ Seek public feedback

#### 2. Assess future conditions and growth of the 12th Street station area.

- ▶ Conduct an analysis of land use plans, zoning regulations, and upcoming development projects to consider potential increased residential density, the introduction of new commercial and retail spaces, and the impact of mixed-use developments
- ▶ Account for the potential impacts of transit ridership, including service changes and demand for long-term parking options to accommodate travel to DFW Airport

#### 3. Identify potential sites for future public parking to serve future redevelopment.

- ▶ Evaluate various locations based on their proximity to key destinations, availability of space, and compatibility with existing and future land uses
- ▶ Conduct site analyses to determine the most strategic locations for new parking facilities, considering factors such as accessibility, visibility, and integration with public transportation networks
- ▶ Incorporate public parking into future developments through shared parking agreements or designating

portions of structured parking for public use can be an effective strategy

- ▶ Transition public surface parking areas to other uses over time, ensuring these sites are assembled in a way that supports future development



Downtown Plano public parking garage

#### 4. Consider parking management strategies to maximize access and utilization.

- ▶ Reduce off-street parking requirements for new developments
- ▶ Implement shared parking strategies
- ▶ Establish parking incentives
- ▶ Employ smart parking technologies



Parking management strategies (e.g., time limits)

# Recommendations & Strategies

## ► Recommendation K: Enhance bicycle connectivity and safety

Station Area

☑ 12th Street

Implementation Actions: TR-8, TR-9

Currently, the 12th Street Station Area features five designated on-street bike routes but lack shared-street markings or dedicated bike lanes. Additionally, the future Cotton Belt Trail and the existing Sanders Trail, two main off-street regional trails, will provide important bicycle connections to the station area, forming a foundation to expand the network.

Existing on-street bike routes can be upgraded from shared bicycle lanes to dedicated lanes, and low-traffic, low-speed streets can be redesigned as bicycle boulevards to improve shared lane travel. Additionally, bike storage and other amenities can be expanded within Mixed-Use land use areas, prioritizing wider sidewalks and curbside/flex zones to accommodate bike parking, further encouraging cycling in the area.

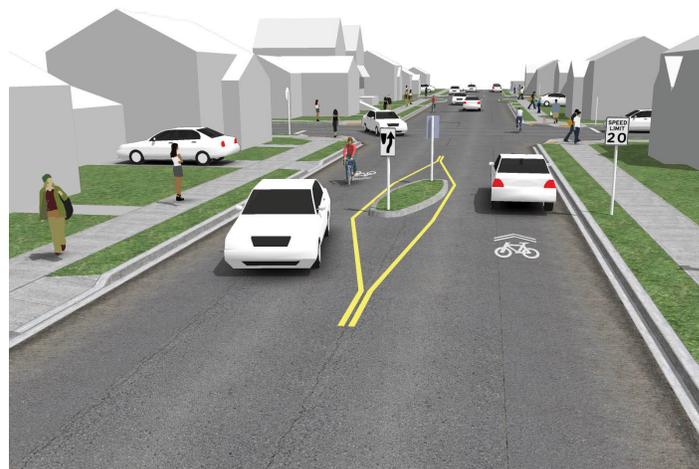
**Strategy :** Develop a bicycle network that provides safe, convenient, and connected routes.

- Implement bicycle boulevards on low-traffic/low-speed streets.

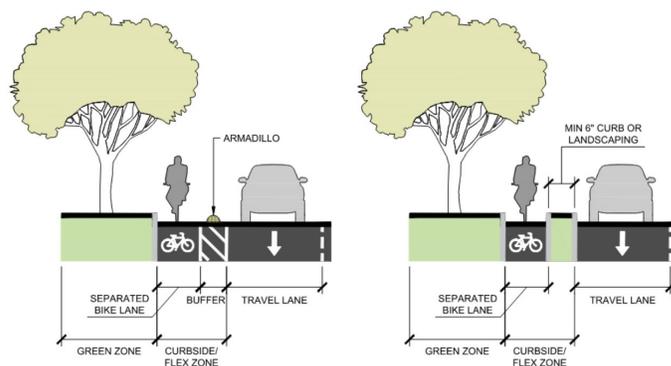
Bicycle boulevards feature signage, markings, and traffic-calming elements that give travel priority to bicyclists, discourage through trips by vehicles, and create a safe and appealing environment for cyclists by reducing vehicle speeds and volumes. Wayfinding signage and pavement markings provide a strong visual identity to the street, indicating its designation as a bicycle-priority corridor. Future residential local streets in the area, like those in the Transit Residential Village, are also recommended as extensions of the bicycle boulevard network to provide connections to other bicycle facilities, such as the Cotton Belt Regional Trail.

- Provide on-street dedicated bicycle lanes in mixed-use development areas.

Dedicated bicycle facilities are appropriate within Mixed-Use Context land use areas, specifically Transit Center Mixed-Use and Transitional Mixed-Use. In these contexts, on-street buffered bicycle facilities are recommended on F Avenue, 10th Street, and Executive Drive. On higher-volume and higher-speed streets, buffered bike lanes are recommended to separate bicycle traffic from motor vehicle traffic, enhancing safety and comfort.



Bicycle Boulevard; Source: NACTO



Examples of on-street dedicated bicycle lanes; Source: Plano Street Design Standards

- ▶ Develop strategic trail connections.

New trails should be developed to connect the station area to nearby areas and destinations, such as a shared-use path to the Collin Creek Mall redevelopment site, as proposed in the *Parks, Recreation, Trails, and Open Space Master Plan (2023)*. Additionally, future road connections within Mixed-Use areas could extend shared-use path connections to the broader bicycle network. Private developments adjacent to shared-use trails should provide direct connectivity to promote bicycle-friendly development patterns.

- ▶ Ensure adequate bicycle parking amenities.

Future redevelopment projects should integrate bicycle storage solutions to facilitate easy and secure parking for cyclists.

Typical design considerations for bicycle parking amenities include:

- ▶ **Pedestrian Pathways:** Install bike racks in locations that do not obstruct sidewalks, maintaining clear pathways for pedestrians.
- ▶ **Visibility and Lighting:** Place racks and storage facilities in well-lit, visible areas to ensure safety and security.
- ▶ **Vehicle Access:** Position racks to avoid conflicts with motor vehicle passengers getting in and out of cars.
- ▶ **Bike rack:** appropriate space should be made to maintain adequate space for pedestrians and to limit obstructions.



*US 75 trail bridge concept  
(Example: Northaven Trail, Dallas)*



*Bicycle parking*

# Recommendations & Strategies

- ▶ **Recommendation L:** Prioritize pedestrian safety and connectivity to create a walkable environment

Implementation Actions: TR-7, TR-11, TR-12

## Station Area

- ☑ 12th Street
- ☑ Shiloh Road

The 12th Street Station Area benefits from a generally well-connected sidewalk network, however, there are areas with older, narrower sidewalks that lack typical design features promoting pedestrian comfort.

Additionally, the Shiloh Road Station Area lacks a well-connected pedestrian network. The streets in the area are typical of a suburban residential and commercial block pattern, characterized by large blocks, cul-de-sacs, and limited connections. The current street network limits convenient pedestrian movement across the area, affecting overall walkability.

### Strategy #1: Implement safety improvements at key intersections within the 12th Street Station Area.

Intersection enhancements should be prioritized at key locations along wide thoroughfares to create safe and comfortable pedestrian crossings. Strategies such as median refuge islands and curb extensions can significantly improve pedestrian safety. Additionally, ensuring proper lighting and visibility at these intersections is essential for safety, especially during low-light conditions.

Intersection safety improvements should be considered at the following locations:

#### 10th Street & K Avenue

A signal at this intersection may not be appropriate due to high traffic volumes on K Avenue and its proximity to other signals. Instead, consideration should be given to:

- ▶ A midblock crossing south of this intersection;
- ▶ Enhanced crosswalks with curb extensions across 10th Street; and
- ▶ Upgraded sidewalks along K Avenue.



Enhanced crosswalks



Median refuge islands

#### Plano Parkway & K Avenue

- ▶ Wide and enhanced crosswalks across both K Avenue and Plano Parkway; and
- ▶ Median refuge islands on both K Avenue and Plano Parkway.

#### Executive Drive & Plano Parkway

- ▶ Providing wide and enhanced crosswalks across Executive Drive and Plano Parkway; and
- ▶ A median refuge island on Plano Parkway.

**Strategy #2: Create accessible and comfortable pedestrian pathways within the 12th Street Station mixed-use areas.**

A well-designed pedestrian network should prioritize direct and convenient pathways that are clearly marked, well-lit, and equipped with essential amenities such as sidewalks, curb ramps, crosswalks, signage, and street lighting. These features contribute to pedestrian safety and comfort, encouraging more people to choose walking as a mode of transportation.

There are also opportunities to promote pedestrian-friendly environments through private developments. Redevelopment standards should encourage the integration of pedestrian-friendly pathways through thoughtful design elements public access. Additionally, shared streets or paseos offer innovative solutions for creating pedestrian-priority areas within mixed-use developments.



*Pedestrian-oriented street elements: wide sidewalk, seating, lighting*



*Shared street example*



*Paseo (pedestrian-only pathway)*

**Strategy #3: Implement safety improvements at key intersections in the Shiloh Road Station Area.**

Intersections pose the highest risk to pedestrians and should be prioritized for safety enhancements. Specific safety measures at intersections should increase pedestrian visibility to motorists.

14th Street and Shiloh Road

At the intersection of 14th Street and Shiloh Road, essential pedestrian safety measures are already in place, including pedestrian-activated signals and marked crosswalks. However, other enhancements may be feasible including pedestrian refuge islands and enhanced lighting.

In addition to improving pedestrian safety, intersection enhancements can also be used to create a greater sense of place, especially considering that this intersection serves as a key gateway for the area. Design elements such as stamped concrete, decorative crosswalk patterns, or landscaped medians can be incorporated to enhance aesthetics and establish a distinct identity for the intersection.

Plano Parkway and Shiloh Road

Similar to the 14th Street and Shiloh Road intersection, the intersection of Plano Parkway and Shiloh Road should be enhanced to increase visibility for pedestrians and increase safety. In addition, this intersection offers opportunity for placemaking through distinct pavers, painting, or stamped concrete.

This intersection should be evaluated to incorporate a shared-use path along Shiloh Road. Additional consideration should be made to support additional off-street bicycle activity in proximity to the intersection.

**Strategy #4: Prioritize an enhanced mid-block crossing on Shiloh Road.**

With the addition of the Shiloh Road Station, there is anticipated to be a heightened demand for pedestrian crossings across Shiloh Road. Given the limited opportunities to cross Shiloh Road near the station site, implementing a signalized mid-block crossing is recommended to provide safe and convenient pedestrian access. This recommendation aligns with the trail crossing recommendations from the *NCTCOG Cotton Belt Trail Pedestrian Crossing* study.



*Decorative intersection treatment*



*Shared-use path intersection treatment*



*Mid-block crossing*

# Recommendations & Strategies

- **Recommendation M:** Utilize mixed-use street design principles to promote a well-connected internal street network and support development goals

Implementation Actions: TR-1, TR-5

## Station Area

- ☑ Shiloh Road

The Shiloh Road Station Area's street network reflects a suburban development pattern characterized by curvilinear streets and cul-de-sacs in residential zones, and large blocks in commercial areas. On-street parking is supported on most residential local streets but is often unmarked and limited. Commercial areas along 14th Street typically lack internal local streets and are supported by private drives and surface parking. The rail line further restricts connectivity, creating a division between the predominantly residential northern section and the light industrial southern section. These conditions present both challenges and opportunities for enhancing street design and connectivity as areas nearest the Mixed-Use Activity Hub redevelop.

### Strategy #1: Expand street connectivity in mixed-use areas.

Enhancing street connectivity should focus on expanding the network within mixed-use redevelopment zones. The aim is to create a more well-connected pattern of internal streets that support a walkable character with wide sidewalks, on-street parking, and street trees. This approach aligns with the defining elements of the Mixed-Use Activity Hub land use area.

As properties redevelop, it is essential to extend existing streets where possible, prioritizing block lengths of approximately 400 feet. For example, extending streets like Geomap Lane westward to connect with Shiloh Road can provide alternate internal connectivity and site access options.



Internal mixed-use site street connectivity

### Strategy #2: Evaluate and accommodate on-street parking needs on residential streets.

Hillridge Drive and Del Sol Drive, currently constructed as typical residential local streets with 50 feet of right-of-way, face challenges due to high parking demand. These streets border single-family and multifamily neighborhoods, and on-street parking (now restricted to one side) makes it difficult for vehicles to navigate and pass each other due to the narrow travel lanes.

Redesigning Hillridge Drive and Del Sol Drive using a Mixed-Use local street design with a wider right-of-way could effectively address these issues. This approach would create dedicated parking lanes on both sides of the street, ensuring smoother traffic flow and accommodating additional spaces for parking. Additionally, this design could incorporate street trees and wider sidewalks which would not only improve the aesthetic appeal but also enhance the residential character of the area.



Residential street with dedicated on-street parking; Source: NACTO

# Recommendations & Strategies

- **Recommendation N:** Provide additional pedestrian connections to improve transit access to businesses

Implementation Actions: TR-13

## Station Area

- Shiloh Road

The development pattern near the future Shiloh Road Station currently features sidewalk connectivity along most public streets but often lacks internal sidewalk connectivity within large commercial properties. This layout creates long and disjointed routes for pedestrians between building entrances and the station area. Establishing pedestrian connections within existing properties to the Shiloh Road station site is essential to cultivate a walkable, transit-oriented development area.

**Strategy:** Coordinate with private property owners and businesses to develop pedestrian pathways to the Shiloh Road Station site.

The city should engage in collaborative efforts with property owners and businesses in the vicinity to establish pedestrian pathways on their properties.

Coupled with private investment and city funding, partnerships with entities like DART or the NCTCOG could present opportunities to secure additional funding for these improvements. By leveraging resources and expertise from external partners, the city can enhance its capacity to fund and implement pedestrian pathway projects effectively. These pathways should adhere to typical design standards and may benefit from amenities such as signage and lighting to ensure their visibility and usability. These pedestrian pathways should connect to the public sidewalk network and other existing pathways within each site.



*Internal pedestrian pathways between businesses and transit station*

# Recommendations & Strategies

- **Recommendation 0:** Promote development of additional public open spaces to support anticipated residential growth

Implementation Actions: OS-1, OS-2, OS-3

## Station Area

- 12th Street

The 12th Street Station area lacks sufficient publicly accessible open space, parks, and recreational sites. While the Douglass Neighborhood is served by the Douglass Community Center and Stimpson and Drake Park, there are no existing park spaces outside of Douglass to serve the anticipated redevelopment areas near the station. The development of special area parks, reflecting the needs of a TOD setting, is advised to enhance the overall Downtown and station area open space network.

### Strategy #1: Evaluate potential open space sites in the 12th Street Station Area for a future special area park.

Evaluating potential open space sites within the 12th Street Station Area is a critical first step. Potential sites should be evaluated based on criteria such as parcel size, location, and accessibility. Sites that are centrally located, are sized appropriately, are easily accessible from residential and mixed-use developments, and have proximity to the station should be prioritized. A minimum of 4 acres is recommended to offer spaces large enough for community activities, events, and recreation, complementing the activities that regularly occur in Haggard Park. However, smaller sites may be considered for specific-use park or plaza sites.

### Strategy #2: Plan and develop a multi-purpose park to support future 12th Street area growth.

Once a suitable site is selected, the city should work to acquire the land or negotiate a long-term lease with the landowner to secure space for a multi-purpose park. Developing the park design should include engaging local stakeholders to understand priority needs, ensuring the park becomes an attraction for both daily use and special occasions. Design priorities should emphasize accessibility, signature features, a mix of green spaces and hardscapes that support a range of activities, and connections to the Cotton Belt Trail or other area bikeways. The design should prioritize flexibility for a range of uses, making it a focal point for both daily use and special occasions.



Public plaza concept (Example: CityLine Plaza, Richardson)



Town square park concept (Example: Main Street Garden Park, Dallas)

### Strategy #3: Incorporate functional public open spaces into larger redevelopment projects.

To support the provision of adequate public open space, the city should require large-scale mixed-use developments to incorporate functional public open space such as parks, plazas, or gathering spaces that are accessible to the general public and can be directly accessed from a public street or pathway.

Public-private partnerships should be considered to support the creation of larger, unique open space concepts integrated with adjacent business and retail areas. These partnerships can result in well-designed parks, courtyards, plazas, dining areas, and outdoor gathering spaces that serve the public while being maintained by private entities.

# Recommendations & Strategies

- **Recommendation P:** Transform J Place into a shared street to provide an enhanced pedestrian connection

Implementation Actions: OS-4, OS-5

## Station Area

12th Street

J Place south of 14th Street is a typical vehicle-oriented commercial alley without sidewalks. It is situated such that it could be adapted into a unique pedestrian-focused shared street connection between the 12th Street Station and 14th Street. Shared streets are designed to prioritize pedestrians while allowing vehicles to move at very low speeds and often feature unique paving materials, greenery, and street furniture that creates a welcoming environment for pedestrians. J Place north of 14th Street has already seen pedestrian accessibility improvements, including a pedestrian crossing at 14th Street. The transformation of the remaining portion of J Place would provide a direct, inviting pathway, seamlessly connecting Downtown to the future station area.

### Strategy #1: Explore shared street design solutions for J Place.

The shared street design should incorporate elements such as pedestrian-scale lighting and paving materials that create a comfortable and inviting atmosphere. The integration of patio dining areas and secondary business entries can help activate the street, promoting an engaging public realm.

Implementing the shared street could be achieved in phases, starting with a pilot project or temporary installations to test design concepts and gather feedback. This phased approach would allow for refinements to be made based on community input, leading to a final design that reflects the preferences of the station area's stakeholders. The ultimate design should consider appropriate pavement design techniques to

clarify travel space and flow for both motorized vehicles and pedestrians. Traffic calming features, such as speed humps or raised crosswalks, along with bollards, may be necessary to maintain slow travel speeds and enhance pedestrian comfort.

### Strategy #2: Explore public plazas and open space to supplement shared street space.

Future redevelopment along J Place also presents an opportunity to integrate the shared street into a public plaza or open space, serving as a focal point for social activities, with businesses benefiting from increased foot traffic. This plaza area could facilitate outdoor dining, community events, and other public gatherings, contributing to the area's vibrancy.



Plaza and seating areas integrated into adjacent development



Active shared street (Example: Cady's Alley, Washington, D.C.)

# Recommendations & Strategies

## ► Recommendation Q: Upgrade streetscapes with pedestrian-oriented improvements

Station Area

 12th Street

Implementation Actions: OS-7

There is a significant opportunity to upgrade existing streets within the station area to be more pedestrian-friendly. Currently, most streets south of 14th Street have only narrow sidewalks and minimal street trees, which are typical of the predominantly commercial and auto-related development pattern in the area. In contrast, north of 14th Street, streetscape improvements are attractive for pedestrian activity, particularly along K Avenue, 15th Street, and 14th Street. The enhanced pedestrian environment in these areas includes wider sidewalks, pedestrian-scale lighting, street trees, and amenities that make walking both enjoyable and safe.

To make the station area more accessible, walkable, and unified, similar streetscape improvements should focus on improving sidewalk conditions, lighting streets to minimize dark areas, and incorporating elements such as street trees and seating.

### Strategy #1: Enhance streetscapes depending on street activity and purpose.

#### Primary Streetscape Improvements

Streetscape improvements should prioritize major corridors closest to the station, specifically in the Transit and Main Street Mixed-Use areas. These areas are expected to experience high levels of pedestrian activity.

Streetscape enhancements should include:

- Wide Sidewalks
- Landscaping
- Street Lighting
- Seating
- Wayfinding Signage

#### Secondary Streetscape Improvements

For streets further from the 12th Street Station, such as those located in the Transitional Mixed-Use and Evolving Industry areas, street design should still prioritize essential pedestrian comfort and visibility. Although these areas may have lower pedestrian activity, elements like wide sidewalks, street trees, and on-street parking can still contribute to a pleasant and safe pedestrian experience, enhancing the overall streetscape.

#### ***Pedestrian-Oriented Streetscape Examples:***



# Recommendations & Strategies

- ▶ **Recommendation R:** Enhance district character through entry features and placemaking amenities

Implementation Actions: OS-8, OS-9, OS-10, OS-11

## Station Area

- 12th Street

The 12th Street Station Area currently lacks cohesive district branding and identity, with minimal features that identify the entrance to the station area. There are opportunities to enhance the unique character of the area while developing its own strong identity.

Thoughtfully implemented amenities provide strong and cohesive visuals that connect to the overall brand of the area. Gateway improvements, monumentation, banner signage, and enhanced aesthetics within the station area can contribute to a strong sense of place, letting visitors know that they have arrived at the station area and can help create a positive first impression of the district and reinforce the area's identity.

### Strategy #1: Develop district placemaking guidelines.

To ensure cohesive and impactful improvements, placemaking guidelines should be created before implementing enhancements in the station area. These guidelines will define the desired character and identity of the 12th Street Station Area and should outline specific colors, fonts, and styles for monuments, signage, banners, and other elements to create a unified visual identity.

Key components may include:

- ▶ Establishing a color palette and typography consistent with the area's branding.
- ▶ Designing cohesive street signage, banner signs, and public art installations.
- ▶ Creating standards for monumentation and other amenities to be easily identifiable as part of the 12th Street Station Area.
- ▶ Build upon priority design themes selected during the DART Art & Design Committee process. Design themes for the aerial station included a wave design to reflect wind dominating the Texas prairie and themes for the at-grade station included industry/machinery.

### Strategy #2: Prioritize locations for gateway improvements.

Strategically placed gateways and associated improvements can create inviting and memorable entry points into the 12th Street Station Area, signaling arrival and reinforcing the district's identity.

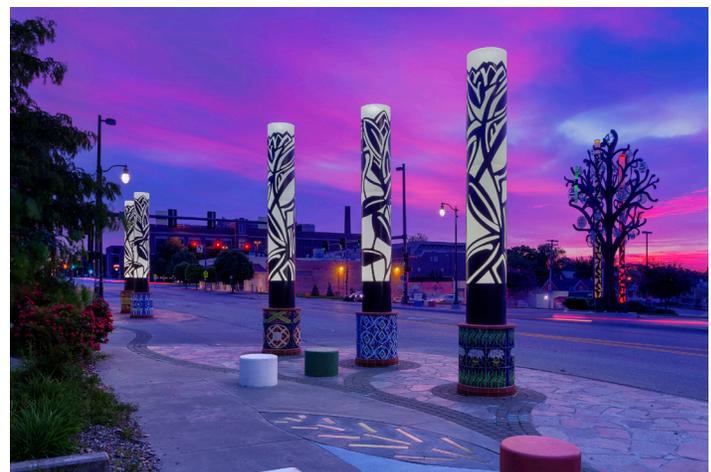
Gateway improvements may include:

- ▶ Monumentation, public art, and wayfinding signage to welcome visitors and inform them of upcoming amenities.
- ▶ Streetscape elements such as banners, street sign toppers, and distinctive street sign designs to contribute to the sense of place.

### Placemaking Feature Examples:



District monumentation entry signage



Gateway identity features

### Strategy 3: Establish bold and distinctive public art to define the district.

Public art also plays a significant role in defining district identity and creating memorable landmarks. Interesting, bold, and distinctive public art should be considered at key locations to serve as district-defining features.

To enhance the district identity, various types of public art can be incorporated:

- ▶ Large-scale sculptures to serve as iconic landmarks, creating focal points for visitors.
- ▶ Murals to add color and vibrancy, reflecting the community's identity and telling its stories.
- ▶ Interactive Art Installations: Art pieces that encourage public interaction, promoting social engagement and adding a dynamic element to public spaces.
- ▶ Temporary Art Exhibits: Rotating or seasonal art displays keep the area fresh and provide opportunities for various artists to showcase their work.



*Bold and distinctive public art*

Selecting sites and types of public art should prioritize highly visible locations like major intersections, gateways, and public open spaces for maximum impact. The art should reflect the local character of the 12th Street Station Area and community input. Art installations should seamlessly integrate with existing streetscape elements, avoiding obstructions to pedestrian or vehicular traffic. Collaboration with private developers, businesses, and local artists, along with exploring grants and sponsorships, can support the funding and creation of these installations.

### Strategy #4: Elevate aesthetics and character of highly-visible corridors.

Major streets in the station area should be enhanced to improve aesthetics and character while addressing mobility and safety goals. Elevating the aesthetics and character of intersections, medians, and parkways can create a more attractive and cohesive environment, contributing to the district's identity and overall appeal.

Key enhancements may include:

- ▶ Burying utilities to reduce visual clutter.
- ▶ Designing enhanced landscaping to create attractive areas adjacent to the street that remain visually appealing year-round.
- ▶ Incorporating alternate paving materials or distinctive crosswalk designs to add visual interest and defined pedestrian spaces.



*Enhanced street aesthetics on major corridors*

# Recommendations & Strategies

## ► Recommendation S: Expand and enhance open spaces in the Shiloh Road Station Area

### Station Area

Shiloh Road

Implementation Actions: OS-3, OS-6

The Shiloh Road Station Area faces challenges in providing adequate open spaces due to its primarily commercial land use composition. With limited public parks and a lack of prioritization for public open space in surrounding commercial developments, the area lacks communal gathering spots and green areas for residents and visitors to enjoy. The existing Shoshoni Park north of 14th Street supports the open space needs of adjacent neighborhoods, but suffers from limited pedestrian connectivity. However, there is potential to embed functional public open spaces within future mixed-use redevelopment. By strategically incorporating open spaces into future development sites, the station area can better support the recreational needs of its residents and bolster a sense of community and place.

### Strategy #1: Enhance existing public open spaces and bolster connections to surrounding neighborhood.

Shoshoni Park should be strategically considered for improvements such as enhancing pedestrian connections and implementing necessary infrastructure upgrades. This includes the prioritization of sidewalk connectivity gaps, as well as the installation of crosswalks at key intersections to facilitate safer pedestrian crossings.

### Strategy #2: Require functional open spaces within future mixed-use developments.

Future mixed-use development within the station area should provide functional public open spaces as integral components. These spaces should be thoughtfully designed to accommodate a variety of activities and serve as community amenities. These open space areas should consider features such as seating, public art, and green areas to create inviting environments that enhance the surrounding development. This strategy is most applicable to future redevelopment within Mixed-Use Activity Hub areas.

### Examples of functional open space within development:



# Recommendations & Strategies

- ▶ **Recommendation T:** Establish a distinctive visual identity for the Shiloh Road Mixed-Use Activity Hub area

Implementation Actions: OS-9, OS-11, OS-12

The Shiloh Road Station Area, and specifically the retail and commercial hub immediately north of the station at the intersection of Shiloh Road and 14th Street, lack a cohesive and attractive visual identity to give the area a strong sense of place. A strategic approach to improving the look and feel of this area is needed to encourage economic development and support an active, pedestrian-friendly environment. Developing updated development design standards and introducing station area identification improvements could significantly enhance the area's appeal, making it more recognizable and attractive to residents, visitors, and businesses.

## Strategy #1: Create cohesive streetscape and design standards for the district

This strategy aims to establish a consistent level of quality for the look and feel of the planned mixed-use area north of the Shiloh Road Station. These standards should provide a flexible guide for future development and revitalization of the area, enhancing the pedestrian experience and fostering a cohesive, attractive environment that reflects the station's role as a key transit and activity hub.

Guidelines should be developed that consider the following elements:

- ▶ **Site Design Standards:** Encourage developments to orient main entrances and active uses like retail and dining toward internal streets or open spaces, creating building frontages that enhance visibility and engage pedestrians. Incorporate plazas, pocket parks, and outdoor seating areas within site designs to foster social interaction. Large surface parking areas should be minimized or placed behind buildings to minimize prominence from adjacent streets, while ensuring vehicular access points do not disrupt pedestrian access or safety.
- ▶ **Streetscape Standards:** Create streetscape guidelines that prioritize pedestrian comfort and safety by incorporating wide sidewalks, pedestrian lighting, street furniture, and other amenities. Ensure streets are inviting with tree-lined corridors and enhanced crosswalks that facilitate connections between businesses, public spaces, and transit.



Site design standards that encourage areas designed to foster social interaction



Streetscape standards to prioritize pedestrian comfort and safety

- ▶ **Landscaping and Open Spaces:** Establish guidelines for integrating green spaces and public open areas into future redevelopment to enhance the aesthetic appeal and create attractive, inviting spaces that foster social interaction and community engagement. Landscaping elements should serve a functional purpose by improving pedestrian comfort through the provision of shade, greenery, and a strong sense of place. Native and drought-resistant plant species should be encouraged to ensure long-term sustainability and reduced maintenance needs.

- ▶ **Sustainability and Maintenance:** Consider the long-term sustainability and maintenance of design features. This includes selecting durable materials, incorporating green infrastructure, and planning for regular upkeep to ensure the area remains attractive and functional over time.

**Strategy #2: Prioritize identity improvements at major station area entry points**

This strategy focuses on enhancing the visual identity of key entry points, creating a strong sense of arrival to the Station Area and the Mixed-Use Activity Hub. A potential approach could be to align visual identity improvements with the Shiloh Road Station’s art and design theme of electricity, technology, and industry.

Following DART’s Art & Design Committee coordination, the Shiloh Road Station should incorporate pop art with an industrial aesthetic, prominently featuring an electrical plug structure running from the nearby substation. Building on this theme, entry signage, monumentation, and streetscape elements could reflect this industrial and technology-focused aesthetic, creating a distinctive and memorable identity for the Mixed-Use Activity Hub. Projects may include unique signage, public art, and lighting elements inspired by the station’s design.

City-led implementation of these visual enhancements at key entry points can help stimulate further private development and investment. By setting a standard for the area’s aesthetic quality, the city can create a welcoming and engaging arrival experience that encourages additional revitalization. These enhancements will also act as a northern entry point to the Research/Technology District, and help unify the visual character of the area, making it more appealing to businesses and visitors.



Shiloh Road Station art & design concept (Source: DART)



Shiloh Road Station art & design concept (Source: DART)



Station area monumentation and district identity features that build on the Silver Line theme of power and technology