

AGENDA ITEM NO. 5

PUBLIC HEARING: Silver Line Station Areas Plan

APPLICANT: City of Plano

CASE PLANNER: Jason Aprill, AICP

DESCRIPTION: Public hearing and consideration of the Silver Line Station Areas Plan, a long-range planning policy for the 12th Street and Shiloh Road station areas. Project #DI2024-018.

STAFF REPORT – BACKGROUND

The Silver Line Station Areas Plan (Plan) is a proposed long-range planning policy document for the 12th Street and Shiloh Road Station areas. The Plan establishes policy to be used by city leadership to guide development and other improvements within areas served by two Silver Line commuter rail stations and one new Red/Orange Line light rail station. The station areas are part of the 26-mile-long Silver Line commuter rail corridor that will provide direct connections between Plano and the Dallas Fort Worth International Airport (DFW). The Silver Line will be operated by Dallas Area Rapid Transit (DART) and is anticipated to begin service near the end of 2025.

The arrival of new rail transit service presents a unique opportunity for Plano to build on its success with transit-oriented development (TOD), similar to the revitalization of Downtown Plano after the introduction of the Downtown DART station in the early 2000s. Plano’s history of strategic planning around transit infrastructure has proven to be a powerful tool for stimulating economic growth, fostering community development, and attracting private investment. With the introduction of the Plan, the station areas will have refined strategic guidance to evolve into active, walkable neighborhoods that provide residents access to amenities, services, and employment.

In 2020, in anticipation of the new stations, the city undertook the *Silver Line Corridor – Market Assessment & Economic Development Strategy* as a first step in understanding the economic impacts and market-supported opportunities that the new transit corridor may have on surrounding land uses and redevelopment. Following the completion of this study in 2022, the Planning & Zoning Commission directed staff to initiate an area plan within a half-mile of the future Silver Line stations consistent with actions in the Comprehensive Plan. In 2023, the *Silver Line Corridor Station Areas Plan – Phase 1 Report, Existing Conditions* was completed. These reports provided a comprehensive understanding of the two half-mile station areas and laid the foundation for developing goals and visions for each area.

Using these studies as a basis, the Silver Line Station Areas Plan was developed through a collaborative process to create goals for the future of the station areas, and includes recommendations and actions that support the community’s vision, desired mix of uses, character, and mobility priorities. It is the culmination of several years of research, analysis, and public engagement to create a document that will serve the community in these areas and provide guidance for future development, open space, character, and transportation recommendations. The project website and additional information is available for review at PlanoCompPlan.org/SilverLine.

The Planning & Zoning Commission reviewed the draft Plan and called a public hearing for its consideration at the [November 18, 2024](#), meeting.

Planning staff has compiled a list of infrastructure improvement projects recommended by the Plan, with the intention of implementing them over several years. These projects have been preliminarily ranked based on factors like station proximity, readiness, and cost-effectiveness. However, there is no timeline for implementation. Planning staff will need to continue coordination with the Engineering and Budget departments to recommend incorporation of these projects into future Community Investment Program budget cycles.

STAFF REPORT – COMPREHENSIVE PLAN GUIDANCE

Small area plans are considered an extension of the [Comprehensive Plan](#). The Plan will be used to further refine the community's vision for the 12th Street and Shiloh Road station areas to coincide with the introduction of the Silver Line transit stations. The Plan aligns with the Comprehensive Plan's policy guidance for redevelopment in transit-oriented areas, identifying unique future land use opportunities for housing and employment that are informed by public input priorities and supported by market conditions.

The Plan was developed in conformance with the following Comprehensive Plan land use and transit-oriented development policies:

- [Transit-Oriented Development \(TOD\) Policy](#) – *Plano will proactively encourage development within walking distance of existing and planned transit stations to create an integrated mix of uses, including residential, employment, retail, and civic spaces.*

The Plan recommendations include a proposed integrated mix of uses within proximity to the transit stations that include the potential for residential, employment, retail, and other uses.

- [Transit-Oriented Development Policy | Action 2 \(TOD2\)](#) – *Prioritize and prepare area plans within half-mile of identified light rail stations and future commuter rail corridors to guide development patterns, address redevelopment of retail and residential sites, and encourage new development. Plans should include an evaluation of market potential resulting from existing and projected transit ridership.*

The Plan was crafted specifically to help fulfill this action.

- [Transit-Oriented Development Policy | Action 3 \(TOD3\)](#) – *Proactively work with property owners to align zoning with adopted area plans for identified light rail stations and future commuter rail corridors.*

Throughout the development of the Plan, a stakeholder group participated in meetings to provide feedback and consider alignment with property owners' visions for the surrounding development areas. The recommendations within the Plan identify opportunities to further coordination with property owners to proactively rezone property.

- [Land Use Policy | Action 6 \(LU6\)](#) – *Develop locations for special area plans to focus development and redevelopment efforts in conformity with the Comprehensive Plan.*

The Plan provides a specific focus for development and redevelopment efforts in surrounding the stations.

STAFF REPORT – PUBLIC OUTREACH STRATEGIES

The Plan was created by extensive public and stakeholder input gathered through meetings, surveys, and other engagement methods.

Project Advisory Group

A project Advisory Group was formed in March 2023 and included community members who held a vested interest in the Plan's development such as property/business owners, neighborhood representatives, special interest advocates, and developers. Invitations were mailed to property owners within the study areas for both stations, and additional stakeholders were contacted who had expressed interest in the station areas either through previous DART or City of Plano Silver Line planning efforts.

Representatives from the Planning & Zoning Commission and the Heritage Commission were also appointed to serve in the project Advisory Group:

- Chair David Downs appointed 1st Vice Chair Gary Cary and 2nd Vice Chair Bennett Ratliff to serve on the project Advisory Group at the February 20, 2023 Planning & Zoning Commission meeting.
- Chair Harold Sickler appointed Vice Chair Nancy Baldwin and Commissioner Dub Spencer to serve on the project Advisory Group at the February 28, 2023, Heritage Commission meeting.

Engagement Events

The first engagement event for the Plan was held in April 2023. Community feedback was gathered through multiple in-person and online engagement opportunities between April 2023 and February 2024.

Virtual Visioning Workshop: April 27, 2023

Project Advisory Group members discussed needs, desires, and barriers for future transit-oriented development around the new station areas. The workshop had 26 attendees who provided 176 individual comments that helped shape feedback on the community's vision for the station areas.

Community Survey: May 31 – July 14, 2023

A 44-question community survey was made available online from May 31 to July 14, 2023. The survey, advertised through press releases and social media, received over 264 responses and focused on identifying key themes and priorities for each station area.

Design Charrette and Public Open House #1: June 27-29, 2023

A three-day Planning and Design Charrette was held to explore the development of the Plans with input from the Advisory Group and the public. The event included stakeholder sessions, preference and visioning exercises, open studio time for public comments, and a Public Open House for community feedback. The interactive and iterative process culminated in land use, character, mobility, and urban design concepts, to build consensus and approval from the community. 476 comments were received from 78 attendees.

Digital Open House: July 24-August 1, 2023

The Digital Open House acted as an online extension of the charrette process, showcasing the findings and results gathered at the Charrette and Public Open House and engage a greater number of residents from the community. 113 comments were collected from 26 respondents.



Advisory Group Workshop: December 13, 2023

Advisory Group members reviewed Draft Framework Plans for future land use, transportation, and open space that reflected the direction heard during summer engagement events. 124 comments were received at the workshop.



Public Open House #2: February 6, 2024

A public open house was held at the Harrington Library in east Plano. Participants were invited to review the Draft Framework Plans and provide comments on future land use, open space, character, and transportation guidance for the station areas. 136 unique comments were collected from a total of 42 attendees.

STAFF REPORT – PLAN OVERVIEW

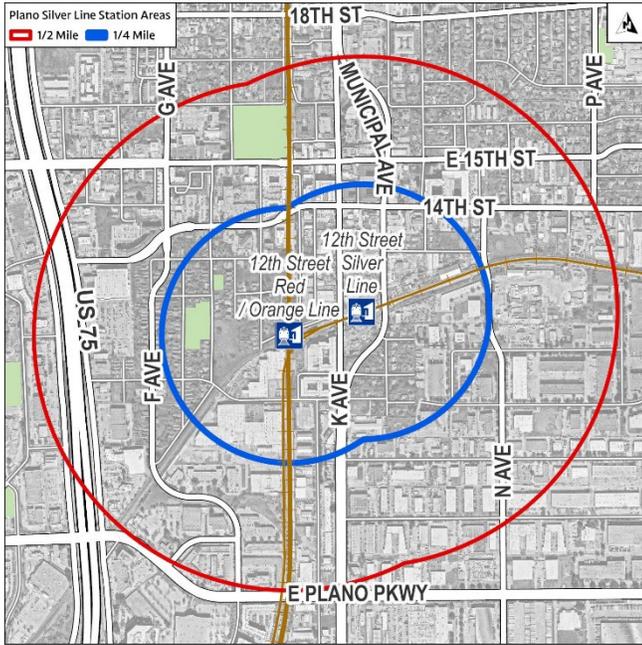
The purpose of the Plan is to advance the Comprehensive Plan’s policy guidance for redevelopment in transit-oriented areas, identifying unique future land use opportunities for housing and employment that are informed by public input priorities and supported by market conditions.

The following sections of this staff report provide an overview of the chapters of the Plan.

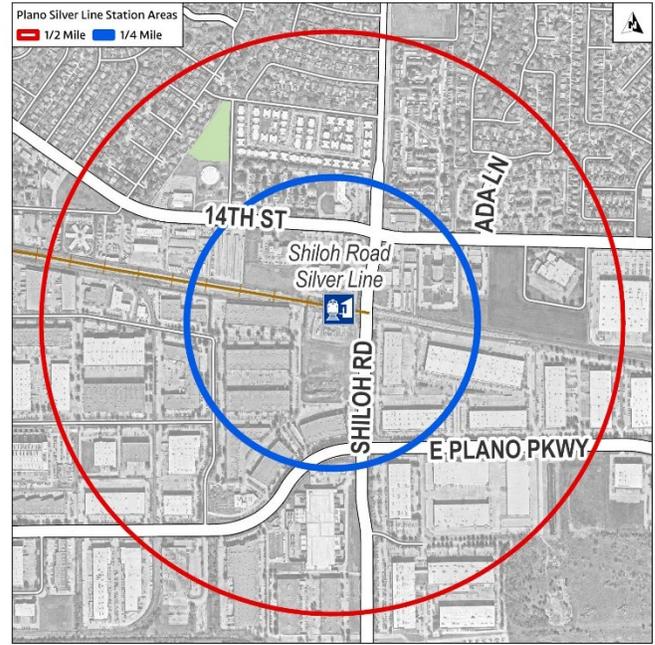
Chapter 1 – Introduction

The Introduction chapter includes:

1. Background information on the station areas such as existing characteristics, economic development potential, market challenges, and market opportunities;
2. The overarching goal of leveraging transit-oriented development (TOD) best practices to support economic growth, housing diversity, and improved connectivity to the regional transit network;
3. How the plan will serve as a policy tool for guiding future development and decision-making; and
4. It introduces the plan’s intent to establish a community-driven vision for these station areas and sets the stage for the specific recommendations and actions outlined in subsequent chapters.



12th Street Station Study Area



Shiloh Road Station Study Area

Chapter 2 – Plan Goals

The Plan Goals chapter outlines:

1. The formation of the overarching goals that will shape the development and transformation of each station area;
2. The foundation for the rest of the plan, as it informs the development types, recommendations, and strategies that follow;
3. How the Plan Goals were developed through a comprehensive planning process;
4. Broad goals for each station area that emerged from a series of stakeholder visioning sessions, public survey responses, and assessments of real estate market trends; and
5. The goals for each station area that are categorized into three core themes: land use, transportation, and open space & character.

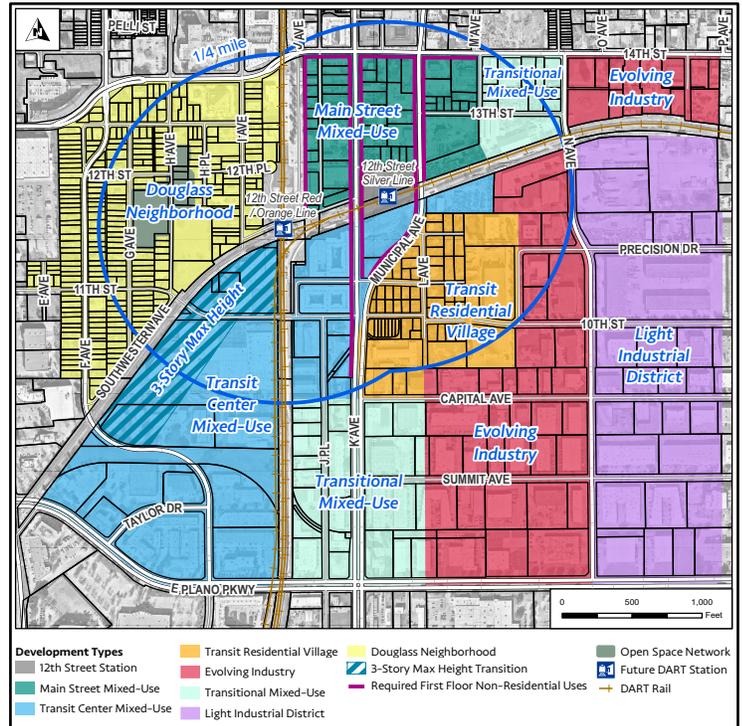
Walkability	Goal Priorities:
<i>Incorporate pedestrian-friendly infrastructure, including sidewalks, crosswalks, and pathways, to encourage walkability and promote access to transit or other alternate modes of transportation.</i>	<ul style="list-style-type: none"> ▶ Expand and improve the current sidewalk and street network to encourage walking as a primary mode of transportation, including adding new connections in areas with long blocks. ▶ Create appealing and comfortable pedestrian pathways that link transit stations, commercial destinations, and residential areas. ▶ Integrate bike-share and scooter options to provide convenient connections for first and last-mile travel.
	

Plan Goals Example

Chapter 3 – Plan Vision & Development Types

The Plan Vision & Development Types chapter provides:

1. Illustrative *Land Use Vision* guidance for the physical transformation of the station areas through maps and development types;
2. Specific Development Types for each area, offering guidance on land use mix, scale, and development character;
3. Recommendations tailored to the station areas' unique contexts, promoting active, mixed-use environments while respecting existing neighborhoods and emphasizing strategic transitions between land uses to ensure compatibility; and
4. *Transportation and Open Space & Character Vision Maps*, which provide an overview of major improvement recommendations to support the Land Use Vision. These maps address key infrastructure opportunities, including enhanced pedestrian and bicycle connectivity, transit access, and the integration of new public spaces.



12th Street Station Area Land Use Vision Map

Chapter 4 – Recommendations & Strategies

The Recommendations & Strategies chapter provides:

1. Specific policy and infrastructure priorities that support the Plan Goals for each station area;
2. Actionable strategies grouped into the three themes: land use, transportation, and open space & character; and
3. Guidance for decision makers to translate the Vision Maps into actionable steps.

Chapter 5 – Implementation Actions

Finally, the Implementation Actions chapter provides:

1. A clear checklist to guide the Plan's execution;

Recommendations & Strategies

Land Use

Station Area

- 12th Street
- Shiloh Road

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

Implementation Plan Actions: LU-17

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

Recommendation Example

2. Key actions to ensure the recommendations in Chapter 4 are achievable;
3. Action tables organized by plan theme and attributed to the applicable station areas; and
4. A guide to coordinate efforts, allocate resources, and monitor progress over time.

STAFF REPORT – SUMMARY

The Silver Line Station Areas Plan is the culmination of several years of research, analysis, and public input to create a document that will serve the community in these areas and provide guidance for future development, transportation, and open space recommendations. If adopted, the Plan will be used to:

- Evaluate proposed zoning change and development requests, including updates to the Zoning Ordinance, and alignment with the long-term goals for the station areas.
- Consider services, programs, and studies that are needed to advance the vision for the station areas.
- Analyze and implement infrastructure upgrades or public improvements to support the goals of the Plan and stimulate the type of growth desired in the station areas.

STAFF REPORT – RECOMMENDATION

Recommended for approval as submitted.