

**RESOLUTION NO. 2001-5-7(R)**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS ACCEPTING THE "RESEARCH/TECHNOLOGY DISTRICT STREETScape PLAN" AND APPROVING IT TO GUIDE THE CONSIDERATION OF CAPITAL EXPENDITURES AND PUBLIC AND PRIVATE INVESTMENT RELATING TO THE DEVELOPMENT AND ENHANCEMENT OF ENTRANCES, INTERSECTIONS, AND STREETS IN THE DISTRICT BY APPROPRIATE PERSONNEL AND DEPARTMENTS OF THE CITY OF PLANO, TEXAS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Council recognizes that special opportunities and constraints apply to 1100+ acres in southeastern Plano known as the "Research/Technology" District, and

**WHEREAS**, the City Council formed the East Plano Development Task Force for Eastern Plano to identify and review the area's opportunities and constraints and develop recommendations to enhance eastern Plano based on its evaluations; and

**WHEREAS**, the City Council accepted the East Plano Development Task Force's Report, "Ten Big Ideas for Eastern Plano", on September 22, 1997 (Resolution No. 97-9-19(R)).

**WHEREAS**, this plan is consistent with "Big Idea Number 6," "Create a Technology Center"; and

**WHEREAS**, the Planning and Zoning Commission and the Eastern Plano Advisory Committee have considered the proposed "Research/Technology District Streetscape Plan" and recommend the concepts contained therein:

**WHEREAS**, the City Council, having been presented the proposed "Eastern Plano Streetscape Plan" and "Executive Summary", upon full review and consideration thereof and all matters attendant and related thereto, is of the opinion that these documents should be approved, adopted and utilized to guide capital expenditures and public and private investment, relating to the development and enhancement of entrances, major intersections, and major streets in the Research/Technology District in southeastern Plano;

**IT IS, THEREFORE, RESOLVED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:**

**Section I.** The "Research/Technology District Streetscape Plan", a copy of which is attached hereto as Exhibit "A" and incorporated herein by reference, having been reviewed by the City Council of the City of Plano and found to be in the best interest of the City of Plano and its citizens, are hereby approved and adopted.

**Section II.** The "Research/Technology District Streetscape Plan" shall be utilized by developers, City Council, city staff and other city personnel, departments, boards, and commissions as a guiding document for matters relating to the investment, reinvestment, and enhancement of the Research/Technology District in eastern Plano. Specifically, the proposed sign designs shall serve as guidelines for the placement of new signs within the district. Said signs must still comply with the regulations set forth in the City's Zoning and Sign Ordinances.

**Section III.** This resolution shall become effective immediately upon its passage.


**DULY PASSED AND APPROVED** this 14<sup>th</sup> day of May, 2001.

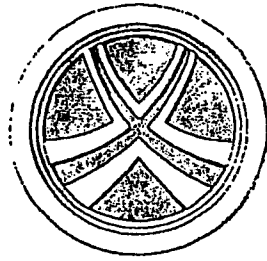
  
\_\_\_\_\_  
Jeran Akers, MAYOR

ATTEST:

  
\_\_\_\_\_  
Elaine Bealke, CITY SECRETARY

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Diane C. Wetherbee, CITY ATTORNEY



STREETSCAPE PLAN  
RESEARCH/TECHNOLOGY

C·R·O·S·S·R·O·A·D·S

City of Plano, Texas

April, 2001



STREETSCAPE PLAN FOR RESEARCH/TECHNOLOGY

C·R·O·S·S·R·O·A·D·S

City of Plano, Texas

*prepared by*

**David C. Baldwin, Inc.**  
Landscape Architecture and Planning  
5744 Richmond Avenue  
Dallas, Texas 75206  
214-821-8100

TABLE OF CONTENTS

INTRODUCTION..... 1

GOALS..... 2

STREETSCAPE FEATURES ..... 3

PRIMARY IDENTIFICATION MONUMENT ..... 4

SINGLE TENANT IDENTIFICATION SIGNAGE ..... 5

MULTI-PURPOSE SIGN ..... 6

MAJOR INTERSECTION SIGNAGE ..... 7

BOLLARD ..... 8

STREET NAME SIGN ..... 8

LANDSCAPE STRIPS ..... 9-10

STUDY AREA..... 11

MEDIAN or RIGHT-OF-WAY ENTRY FEATURE..... 12

INTERSECTION DEVELOPMENT..... 13-14

EXPRESSWAY MONUMENTS ..... 15



## INTRODUCTION

In Spring 1996, the Plano City Council created the East Plano Development Task Force to build upon the strengths of the eastern Plano city center. The task force held work sessions and public meetings to gather ideas for strengthening the eastern Plano community. Through these meetings, it developed "*10 Big Ideas for Eastern Plano*"- recommendations on ways to improve the area.

One of these ideas was to create a Technology Center, to "work with property owners in the 190 Tollway/Plano Parkway area to prepare a plan and put in place zoning and development incentives that would assist the private sector in attracting high tech businesses, and which would result in a high number of jobs in this part of Plano."

In October 1998, the Plano City Council formally adopted the standards for the Research/Technology Zoning District. The development consists of approximately 1,100 acres south of F.M. 544 (14<sup>th</sup> Street), east of Jupiter Road, and north of the George Bush Tollway (Hwy. 190). As defined by ordinance, the district is "intended to create a low density, employment center consisting of office, research, and development facilities, and limited assembly operations."

At the same time, Plano retained the services of David C. Baldwin Inc./Landscape Architecture and Planning to develop concepts for the Eastern Plano Streetscape Features. Those concepts were part of the Front Door Initiative, also one of the "*10 Big Ideas for Eastern Plano*." The Front Door Initiative focused on enhancing the "drive-up" appeal of eastern Plano. A booklet was written outlining ideas for monuments, landscape edges and improvements along the main streets in eastern Plano. These streetscape features will improve the area's image and identity.

Because ideas in the Eastern Plano Streetscape Features booklet were well received, David C. Baldwin Inc. was again retained to develop streetscape concepts for the Research/Technology District, now officially known as the Research/Technology Crossroads. The features will provide a unified look to the 1,100-acre district and will specifically address the following areas:

- Median or right-of-way entry features at project boundaries;
- Intersection development;
- Monuments along George Bush Tollway and the Highway 190 frontage.

The concepts, drawings and plans in this study will help create an initial, visually sophisticated and cohesive identity for this area of Plano.



## GOALS

Having guidelines for streetscape features will help foster an orderly, single identity for the Research/Technology Crossroads. These guidelines should be used in conjunction with zoning and development standards, marketing programs, and economic incentives to create a high quality, distinctive image for this area.

The consultant developed the following criteria in formulating concepts for the streetscape features:

- Each element designed for use in Research/Technology Crossroads will provide an instant visual cue to unite the site and provide a distinct image.
- The streetscape elements will be designed as a family relating to one another in form and/or materials.
- The streetscape elements will associate to the family of streetscape elements designed for east Plano (which includes Research/Technology Crossroads), but should have their own style. This style will reflect a "high-tech" look, rather than the historic appearance of the Eastern Plano Streetscape Features.

The City of Plano and private developers will use this study as a guide as the Research/Technology Crossroads develops over time.

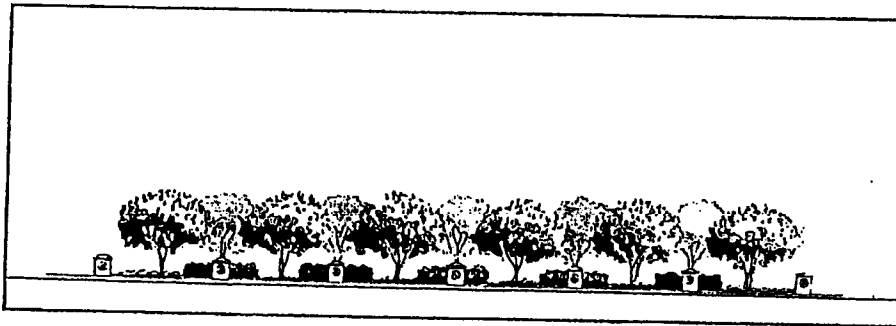
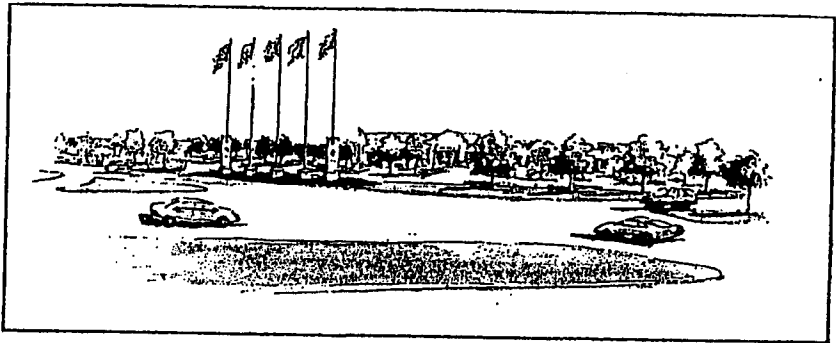
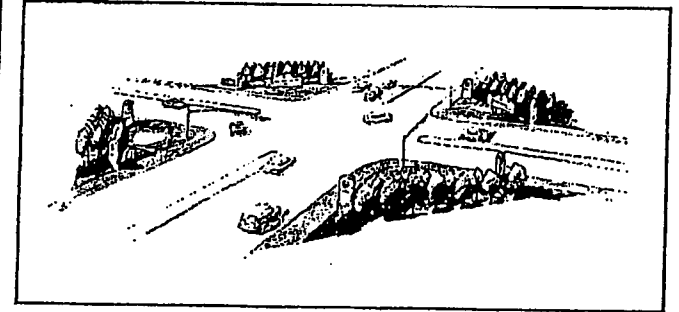
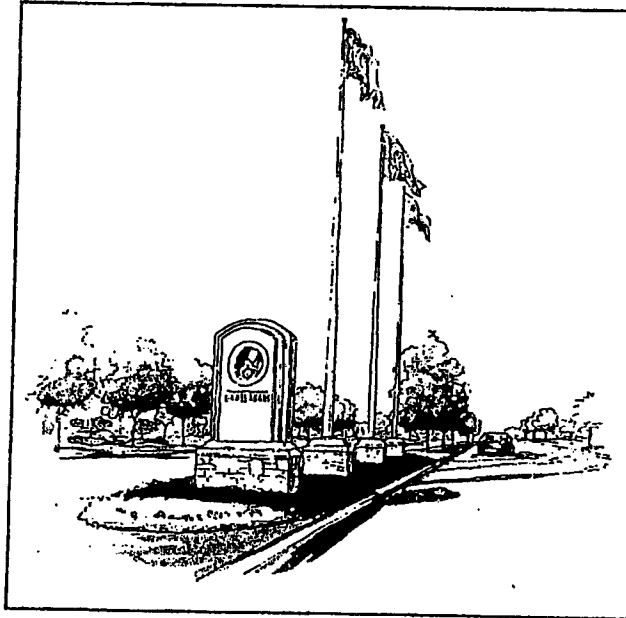
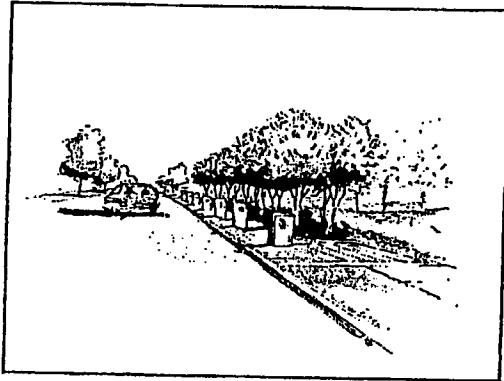
The proposed streetscape features study assumes that all development will occur within existing city-owned right-of-way and reclaims. However, the opportunity exists for property owners, both present and future, to dedicate land and/or easements for construction of the streetscape features.

These streetscape concepts are offered as recommendations and are subject to funding availability and other factors. The location and size of these features are also subject to codes and ordinances governing thoroughfare access, visibility, signage and landscaping.

## STREETSCAPE FEATURES

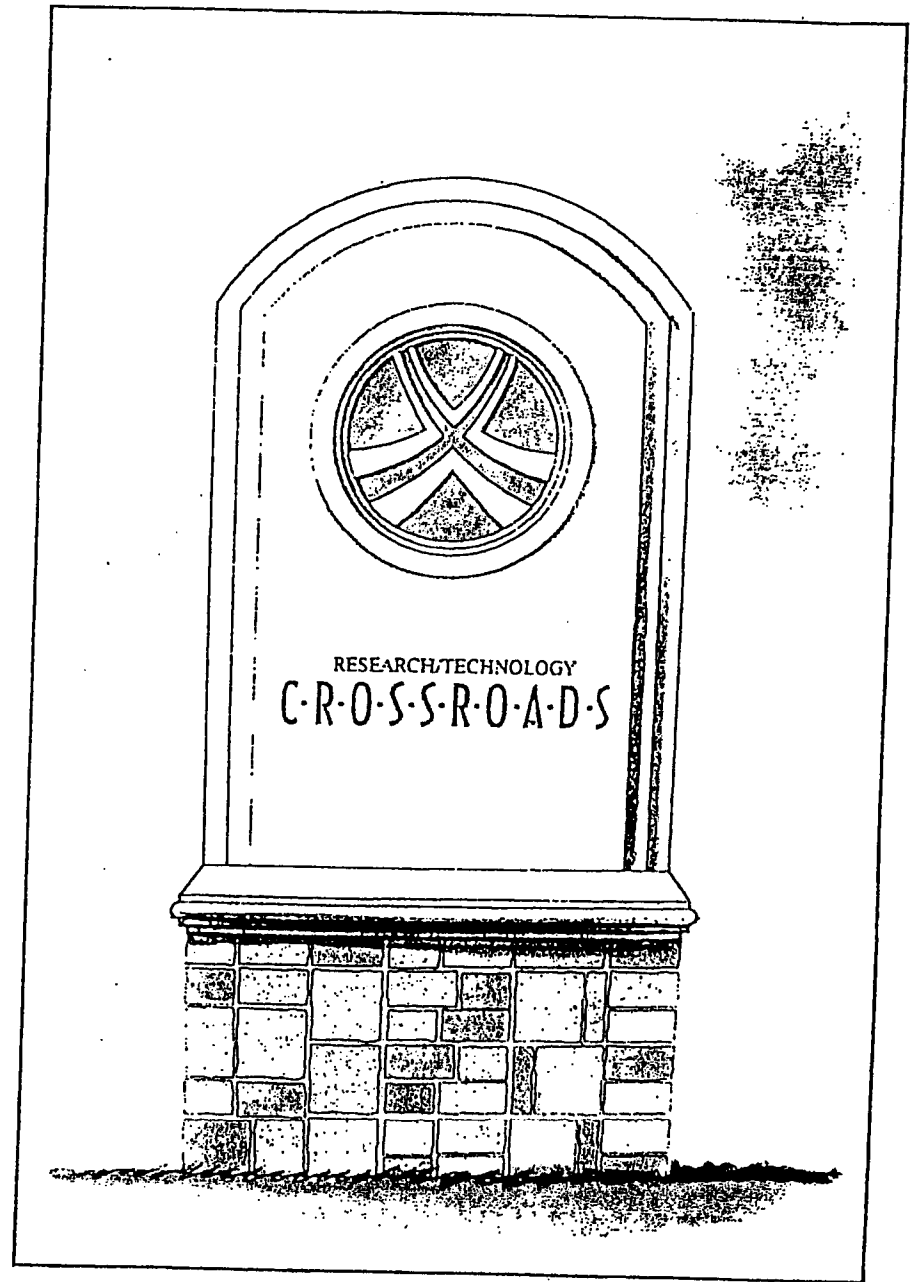
Uniform streetscape features have been created providing a cohesive image for Research/Technology Crossroads. These designs will be used in public places and hopefully will encourage private developers within the Crossroads to use these models when designing their own signs.

The following pages show a number of options that can be used, depending upon the application of the sign.



## PRIMARY IDENTIFICATION MONUMENT

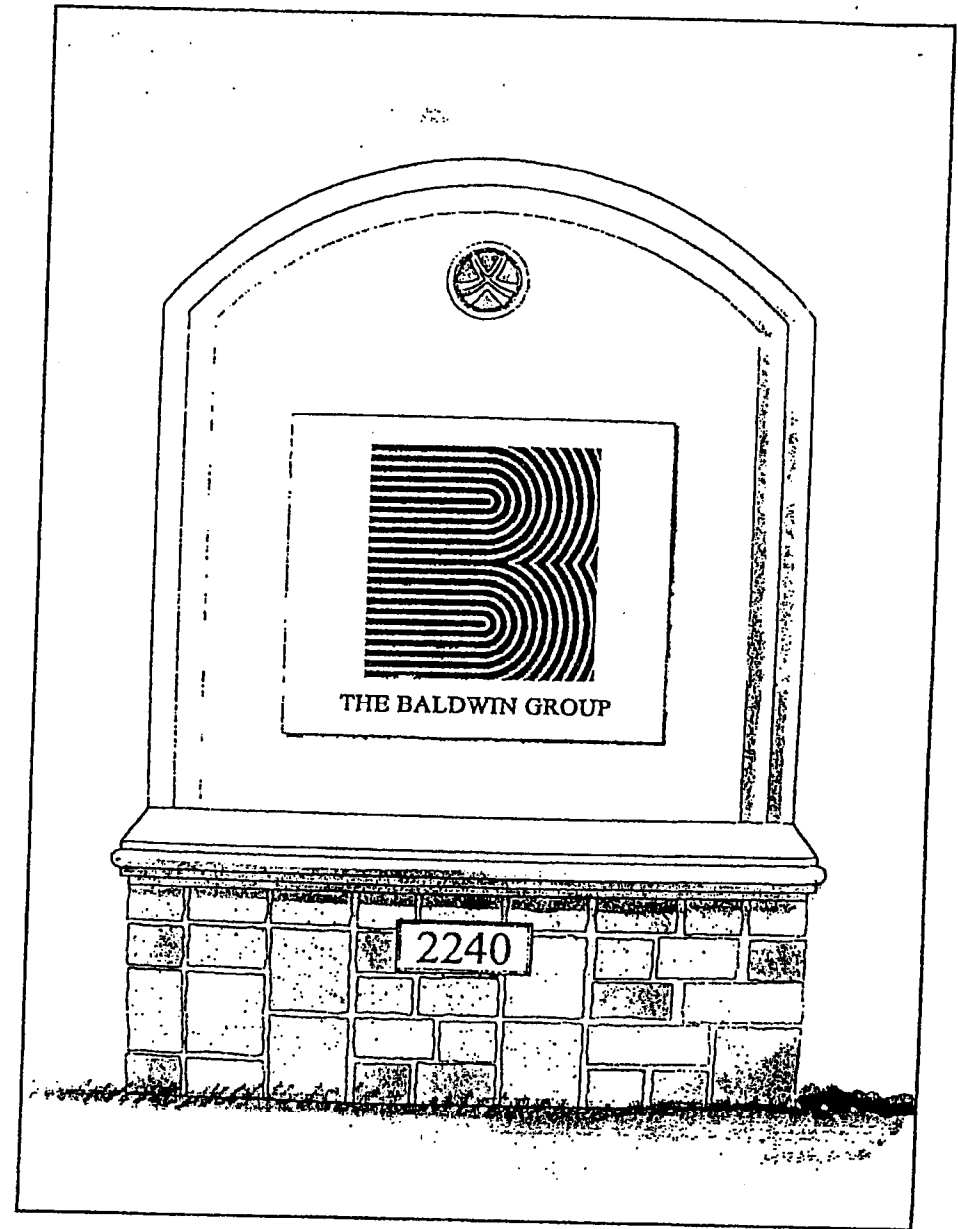
These signage treatments are to be used for identification purposes throughout the district. These include a rounded monument on a stone base with the "Crossroads" symbol at the top and the name at the center.





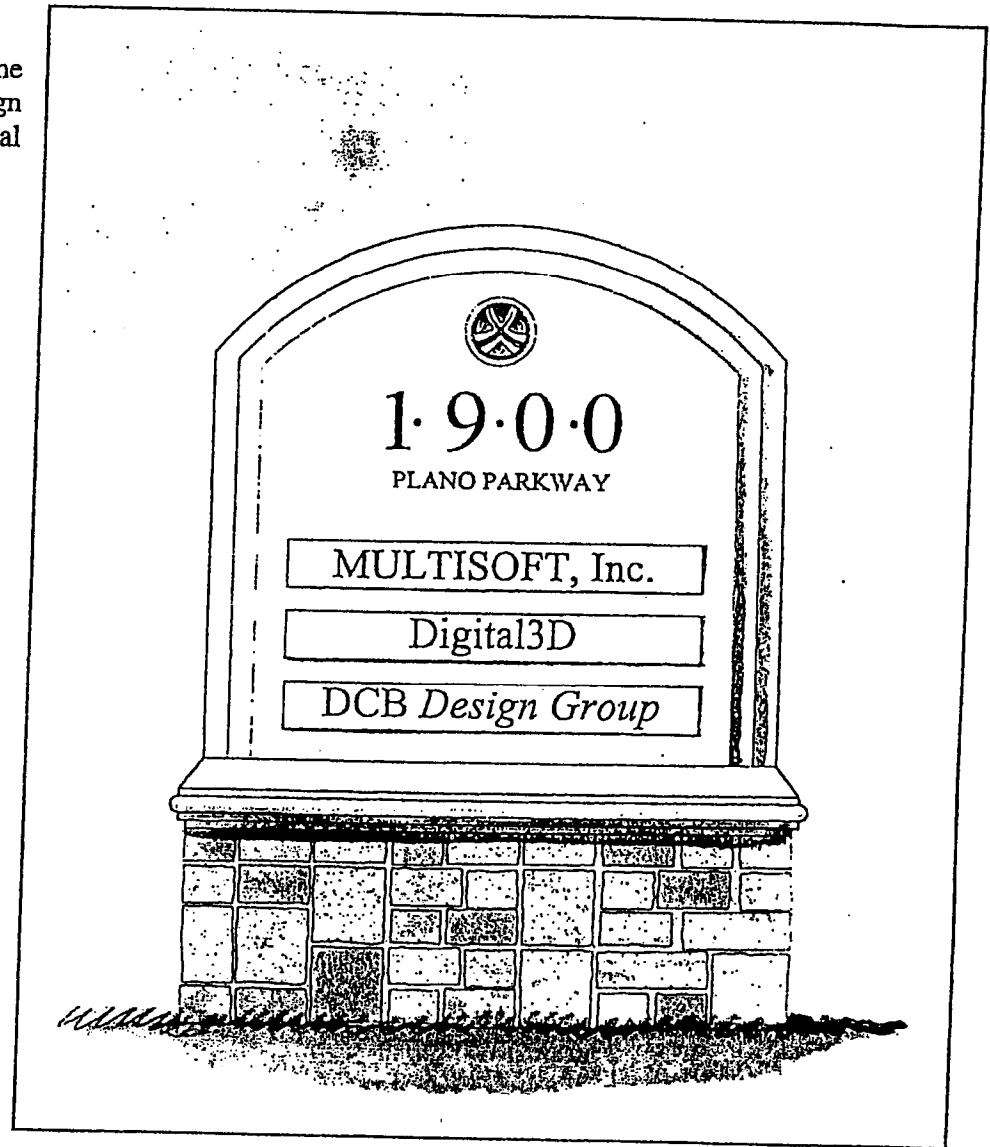
## SINGLE TENANT IDENTIFICATION SIGNAGE

For single tenant structures, developers should use the same rounded monument design with the "Crossroads" logo at the top. Within the sign, a company logo or name can be applied. This provides for both district consistency and individual identification.



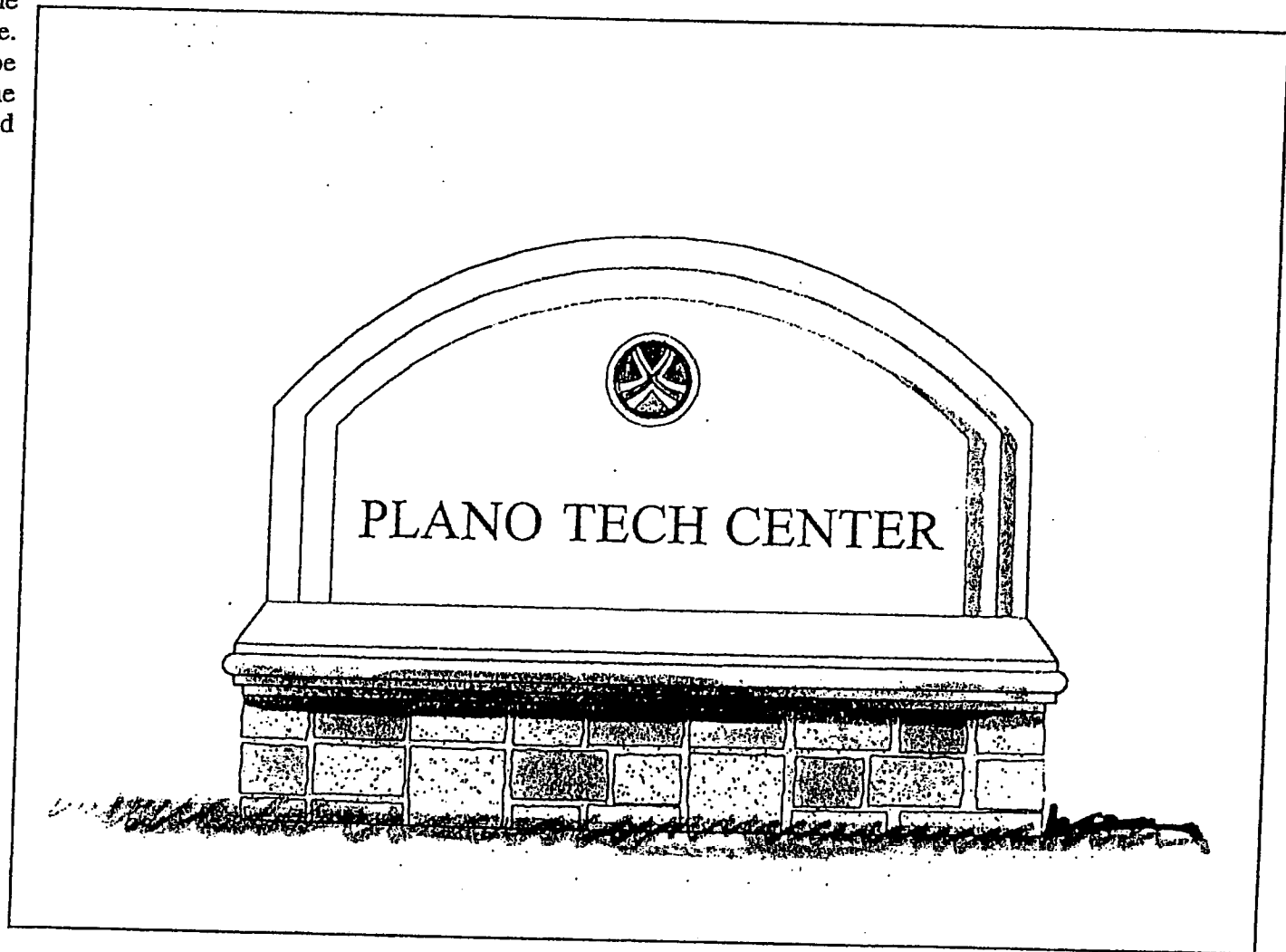
## MULTI-PURPOSE SIGN

Signs for structures with more than one tenant can be used in the same context as the single tenant identification sign. A cast monument sign can incorporate the logo, an address or development name and several tenants.



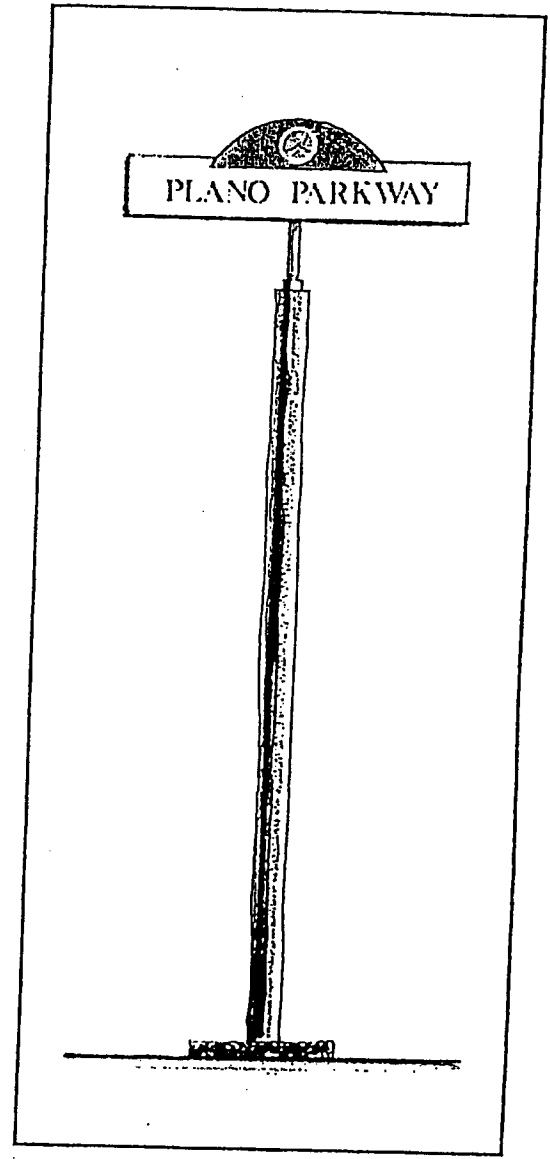
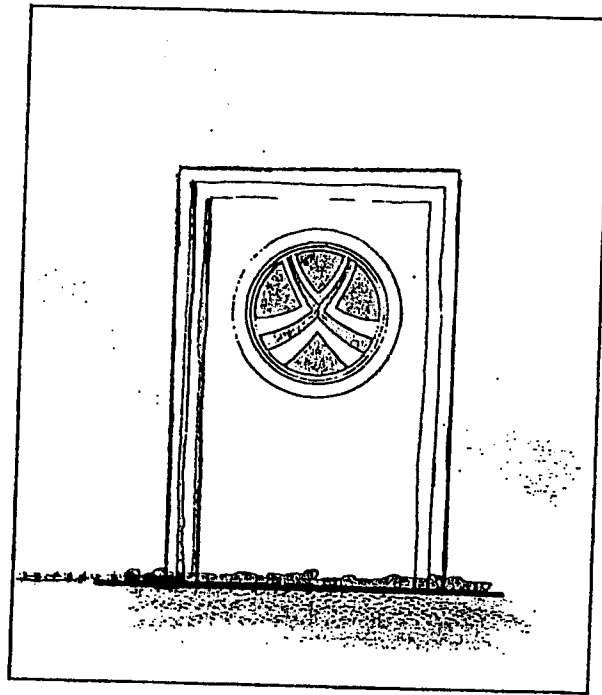
## MAJOR INTERSECTION SIGNAGE

Developments at major intersections such as Shiloh Road and Plano Parkway and Los Rios Boulevard and Plano Parkway should use wider signs angled toward the intersection. It will be of the same basic form with the logo at the top, and the development name in the middle. These signs would typically be used in conjunction with the layouts shown on pages 13 and 14.



STREET NAME SIGN

BOLLARD

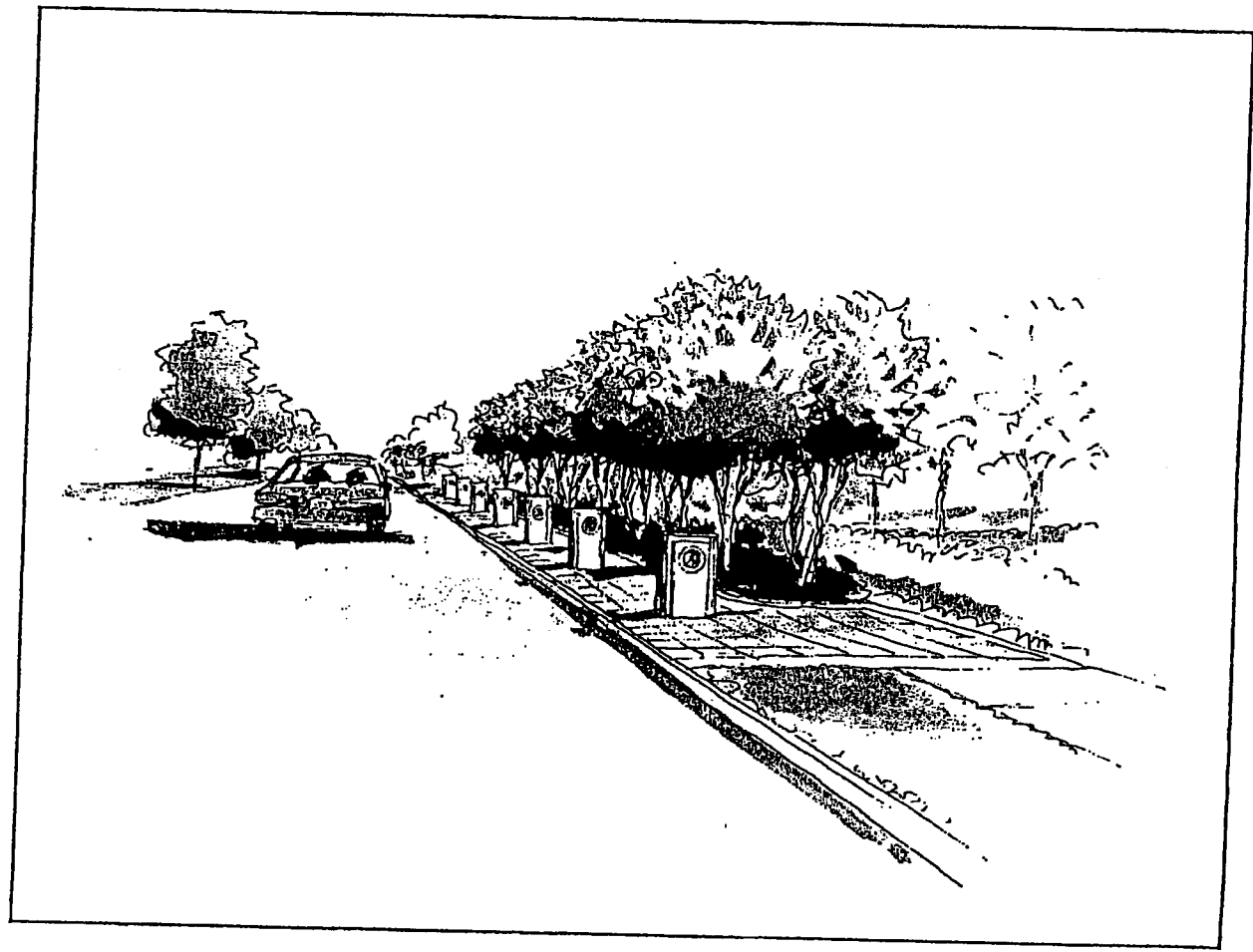


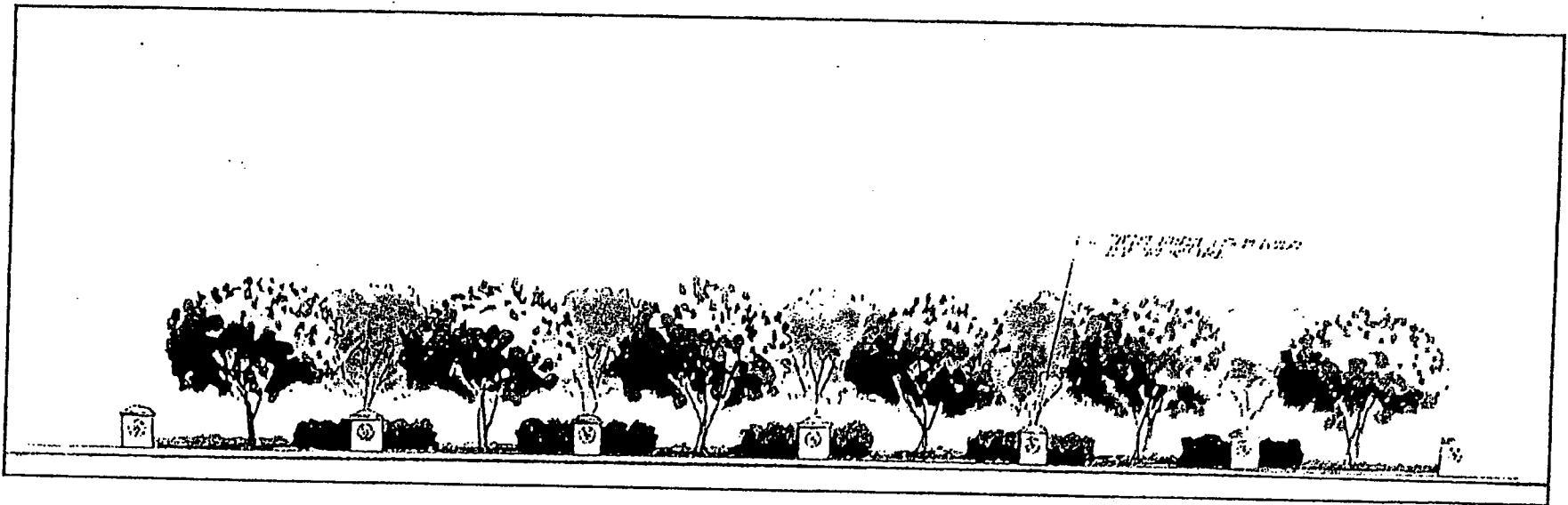
### LANDSCAPE STRIPS

It is economically unfeasible or impractical to create landscaping plans along a number of existing roads, some of them miles long, which traverse the Research/Technology Crossroads area.

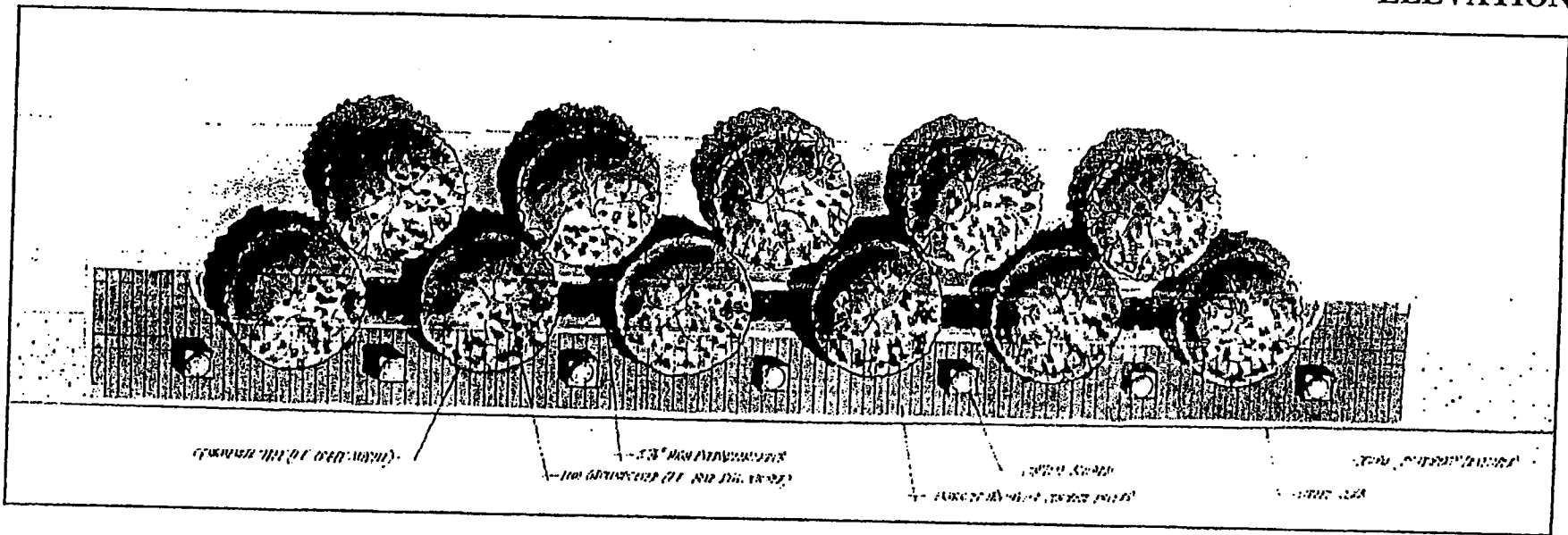
A better choice is to select strips of land, either on the roadsides or along the medians, which will receive intensive landscaping and streetscaping. These strips, 100 to 200 feet long depending upon the road, location and environment, include smaller monuments or treatments, enhanced lighting and special landscaping installments. By using a cohesive design template, and adjusting it for various situations, the rhythm and repetition of these areas will provide a unifying theme through the district.

Landscape strips represent an opportunity to increase uniformity and identity within the district; however, entry features, intersection improvements, and Expressway monuments should be given greater priority in the development process. These features will have greater impact and visibility to persons approaching the district. (See page 11-15).





ELEVATION



PLAN



### STUDY AREA

The streetscape features will apply to the entire Research/Technology Crossroads area, although specific sites have been identified as a priority. The sites that initially will be targeted are listed below and indicated on the map of the crossroads district.

### MEDIAN OR RIGHT-OF-WAY ENTRY FEATURES

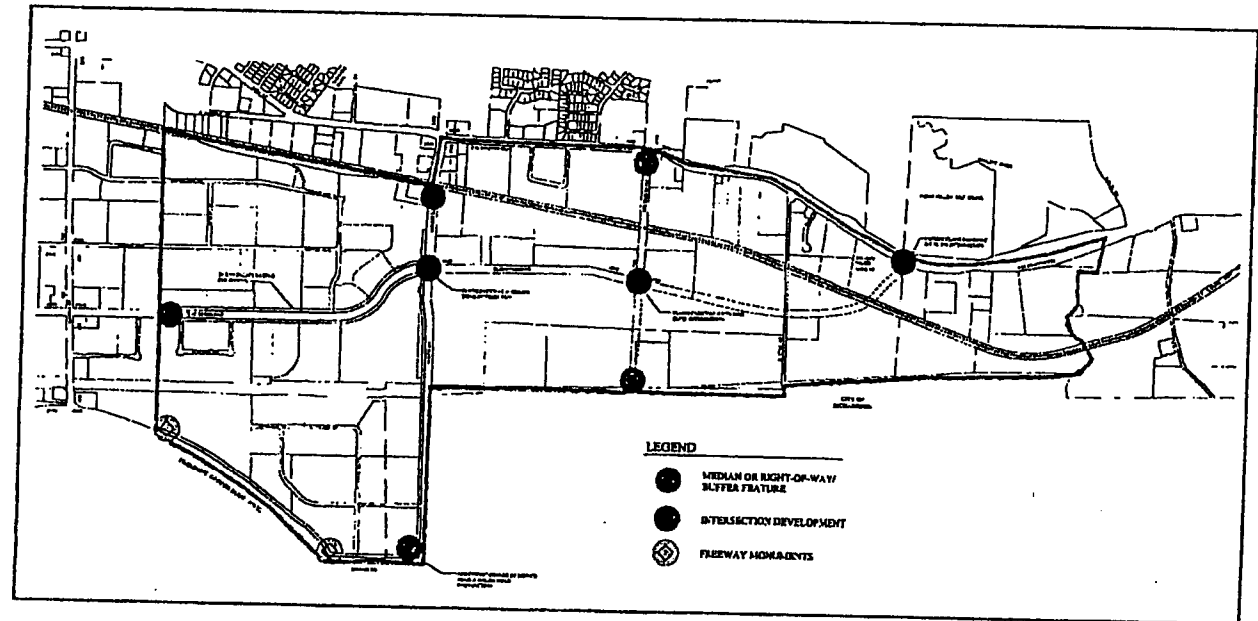
- Plano Parkway at west boundary (median)
- Median at the future intersection of Plano Parkway at F.M. 544
- Median at Shiloh Road near St. Louis Southern Railroad tracks
- Shiloh Road at Renner (west right-of-way)
- Future median at Los Rios Boulevard at the southern boundary of the Crossroads

### INTERSECTION DEVELOPMENT

- Plano Parkway and Shiloh Road
- Plano Parkway and Los Rios Boulevard

### EXPRESSWAY MONUMENTS

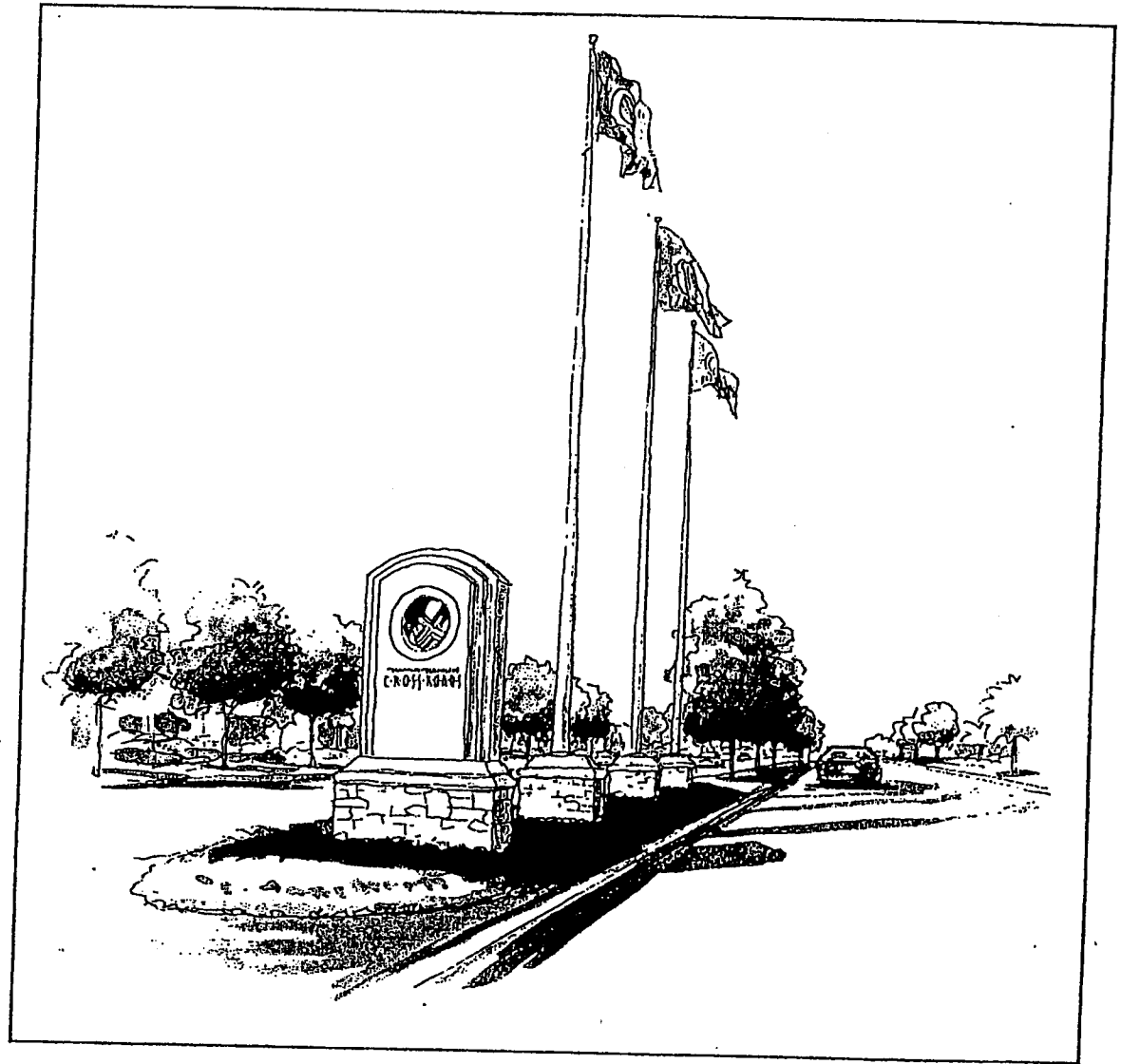
- President George Bush Tollway (Hwy. 190) at Renner Road
- President George Bush Tollway (Hwy. 190) at the Crossroads' southwest boundary.



## MEDIAN or RIGHT-OF-WAY ENTRY FEATURE

The boundaries of the Research/Technology Crossroads will be defined with elements located in the street medians or right-of-ways. These features will create a sense of arrival upon entering the district and will need to be placed far enough from the intersection to provide space for future left turn lanes. The entry feature will include the following:

- Project Identification Monument
- Three to five flagpoles with combination cast stone and natural stone bases similar to other monuments within the district. The flagpoles provide a vertical element that can be seen from a distance.





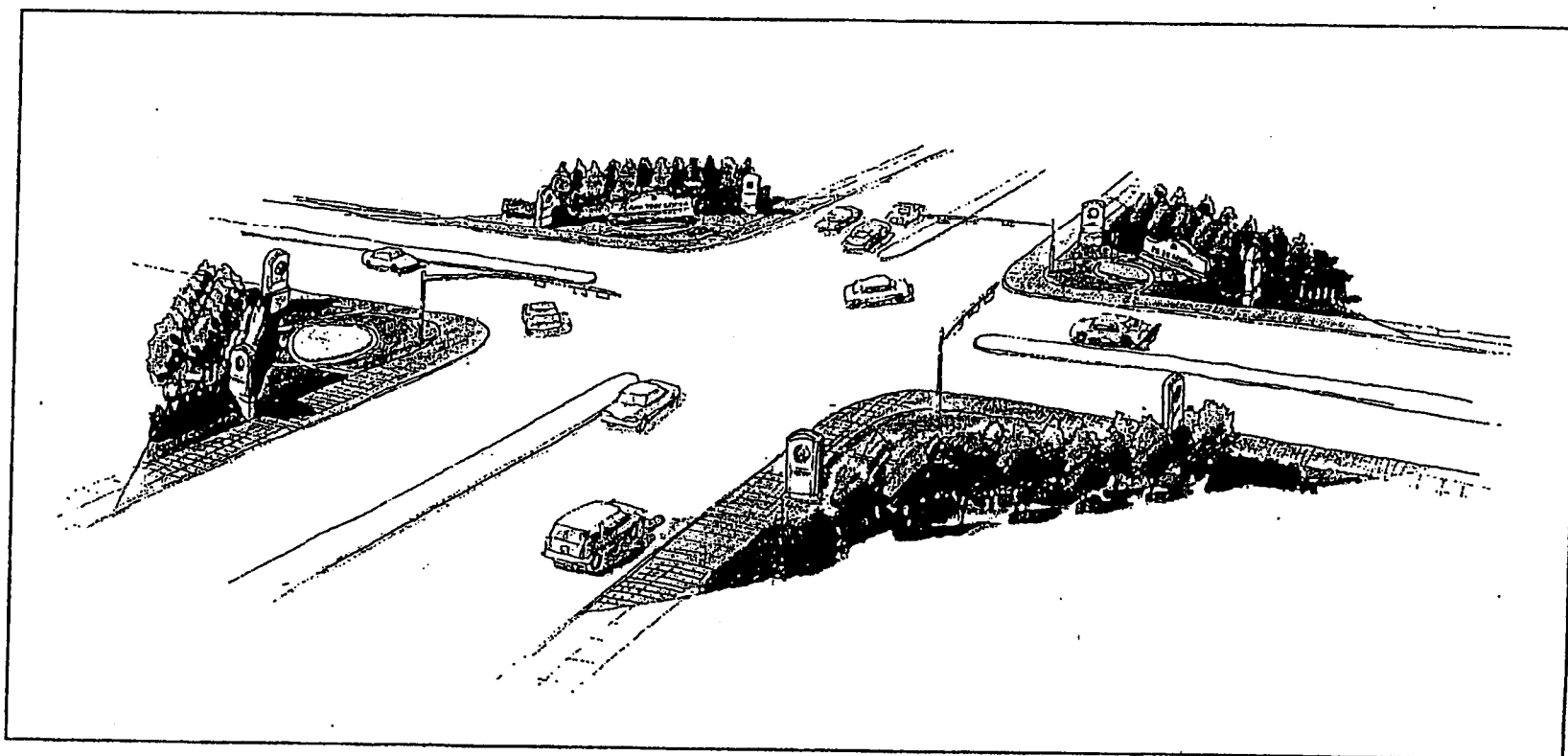
### INTERSECTION DEVELOPMENT

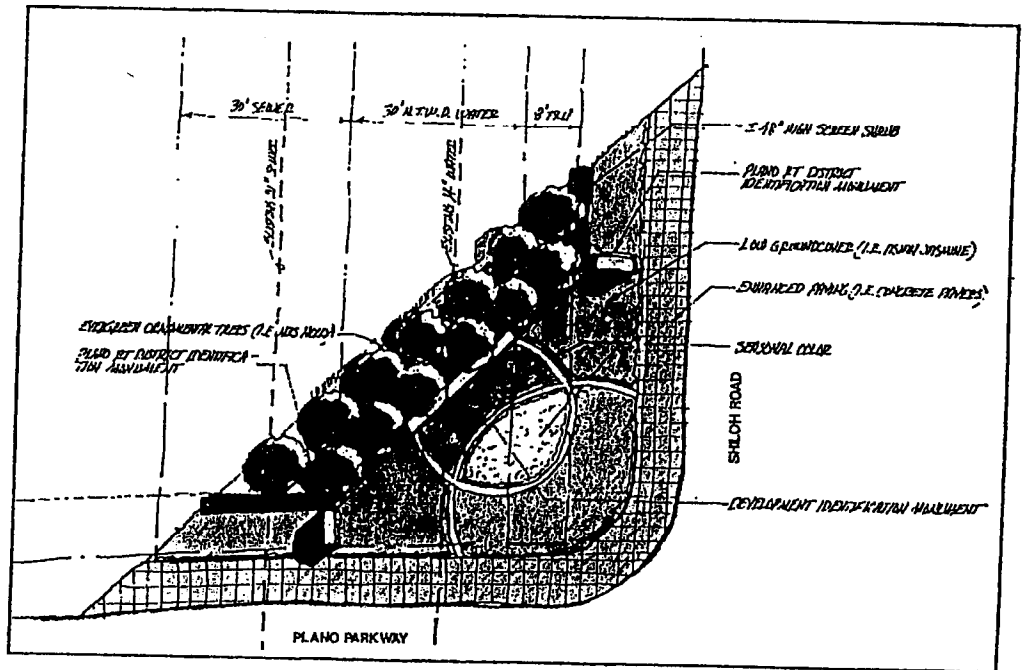
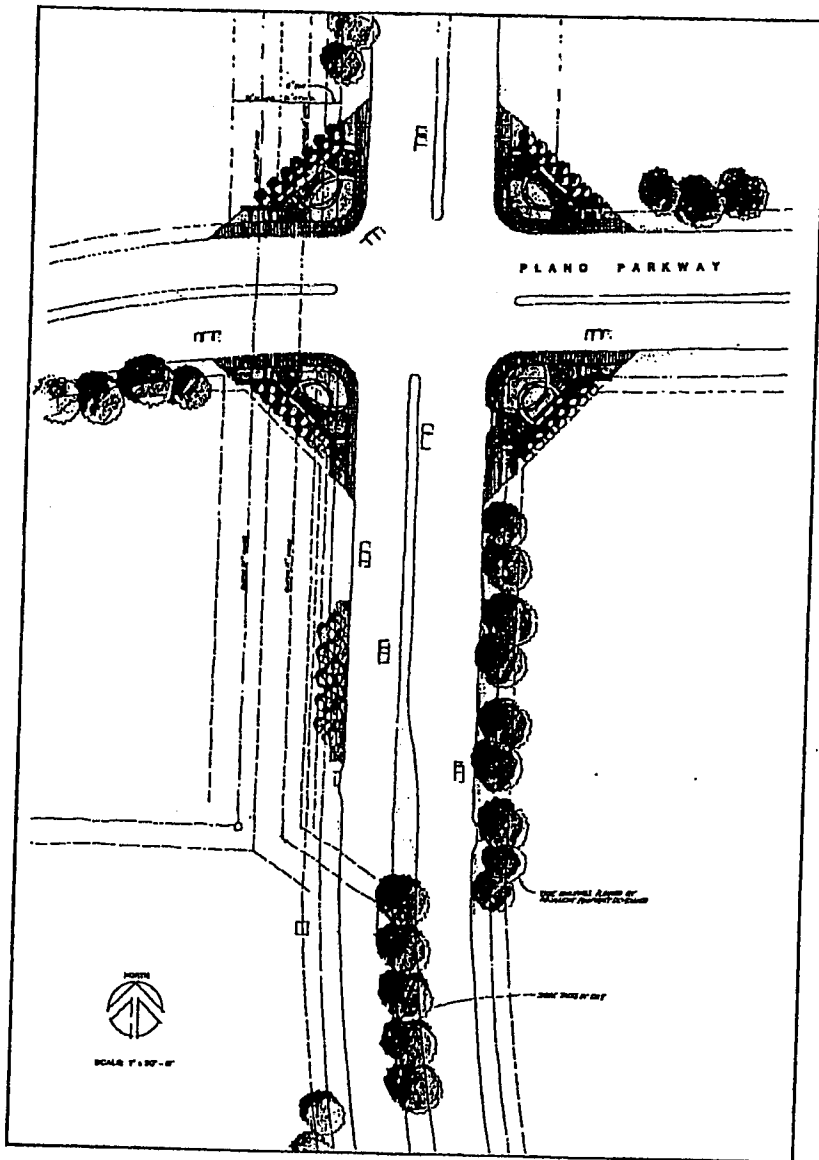
Special design emphasis will be given to areas where major public streets intersect within Research/Technology Crossroads. Improvements at each of the four corners also represent an opportunity for public/private sharing of costs, corner treatments can enhance the intersections and identify specific development projects. These intersections, which provide a unique opportunity to create a sense of place in the district, might include the following:

- Project Identification Monuments on either side of the street providing gateways in and out of the intersection.

- Enhanced paving such as stamped and colored concrete or concrete pavers in pedestrian areas.
- Private Development Identification Signs at each quadrant to identify sub-developments at that corner.
- Enhanced landscaping including trees, shrubs, groundcover, and seasonal color.

An example of what the intersection of Plano Parkway and Shiloh Road might look like is shown in the adjacent illustrations.





## EXPRESSWAY MONUMENTS

Research/Technology Crossroads fronts President George Bush Expressway (Highway 190) along its southwest boundary, giving the development an excellent opportunity to enhance its identity. A series of tall flagpoles with cast stone and natural stone bases, similar to the other proposed monuments for the district along the highway frontage, will provide excellent visual cues to those who work within the district as well as those who drive by on the expressway. The height of the flagpoles combined with colorful banners embossed with the Research/Technology Crossroads logo, will capture the attention of those driving by on the adjacent elevated Expressway.

