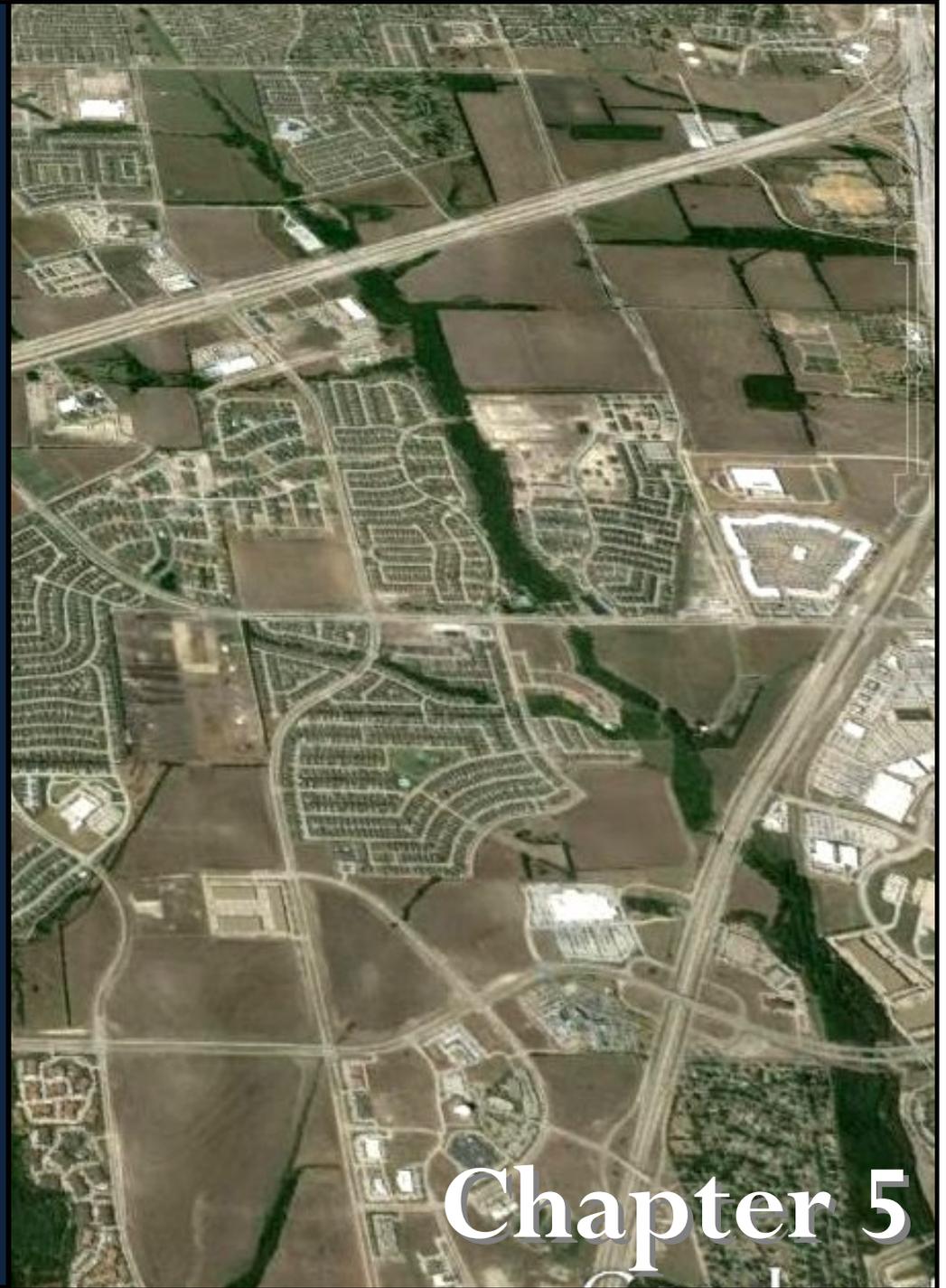


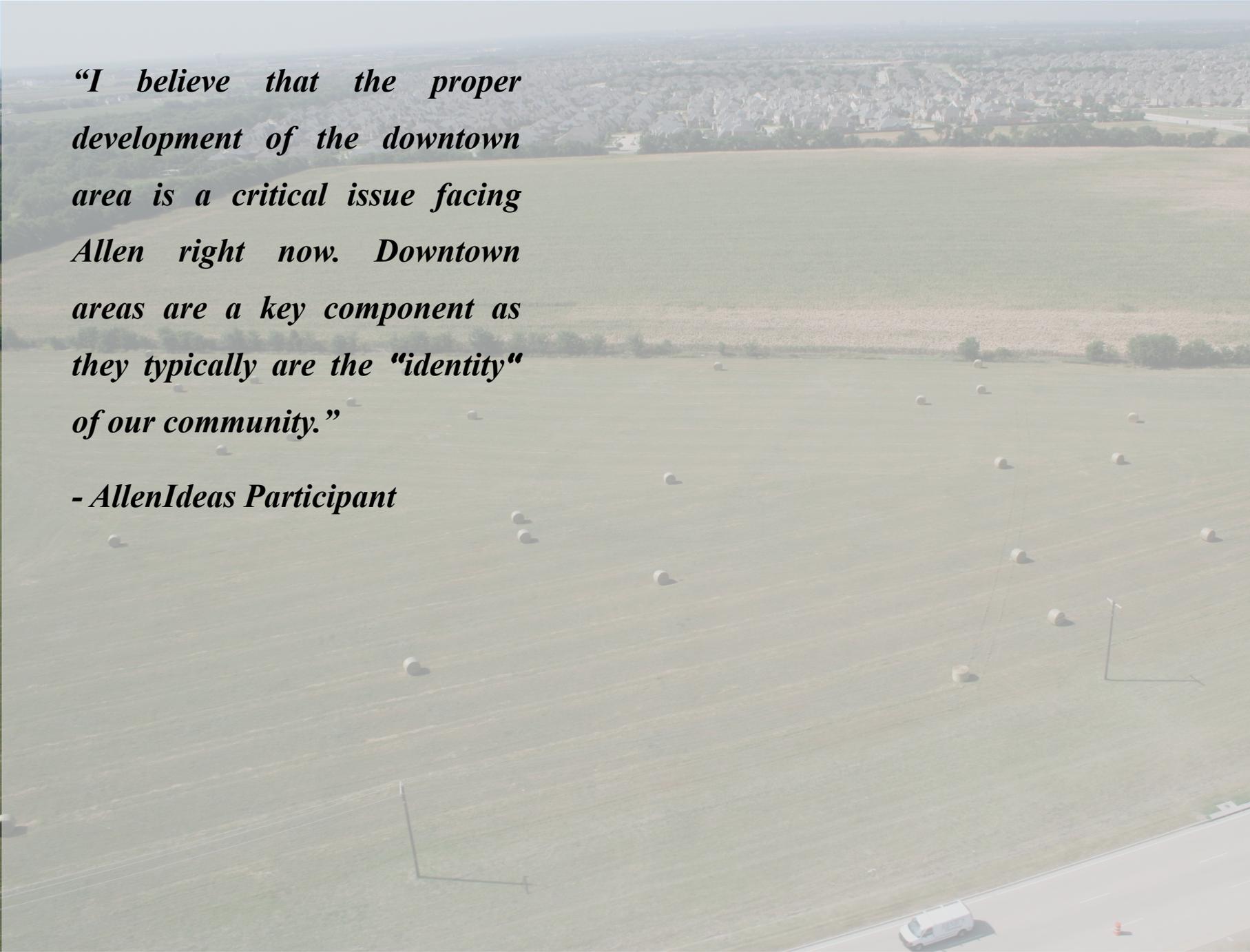
GROWTH STRATEGY

Introduction

Over the last decade, Allen has experienced significant growth, with more than 30% of its land undergoing development. As the amount of vacant land continues to decrease, more attention will be focused on the remaining vacant parcels. The development of these parcels provide an opportunity to add significant value and diversity to the ultimate mix of land uses. Careful planning is important to bring about long-term positive benefits to the community.



Chapter 5



“I believe that the proper development of the downtown area is a critical issue facing Allen right now. Downtown areas are a key component as they typically are the “identity” of our community.”

- AllenIdeas Participant

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Growth Strategy

The Growth and Development Strategy sets forth guidance for the city's continued growth and development in a manner to accommodate new residents, jobs, open space, and infrastructure. The overall growth concept is illustrated by maps that reflect how development should be focused within the primary growth areas. It takes into account existing development patterns, planned projects, environmental features, and existing and planned transportation networks.

The Growth and Development Strategy promotes:

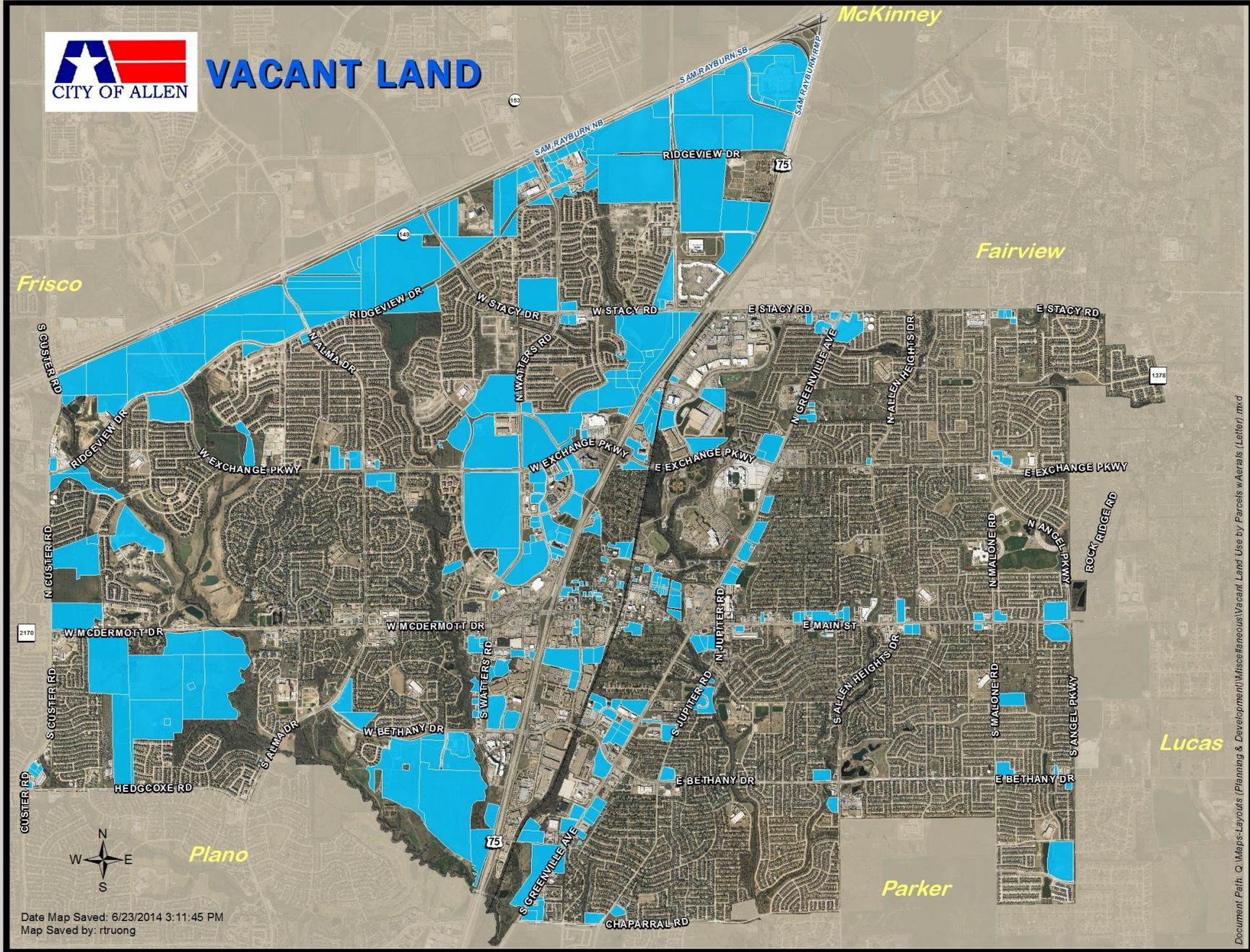
- * Development patterns that make the most efficient use of land, public services, and infrastructure;
- * A connected multi-modal city that builds on the existing transportation network, and is accessible by walking, bicycling, and transit;
- * Convenient employment centers, diversified residential neighborhoods, and a mix of land uses that support a live, work, and play lifestyle;
- * Protection of open space, natural resources and floodplains; and
- * The coordination of public services with private development.

Annexation and the ETJ

The city is surrounded on all sides by other existing incorporated communities. Through a series of boundary agreements, the shared boundary lines with these communities have been established. In 2004, the city implemented an annexation that included a few small remaining tracts and cleaned up the corporate city limits. The remaining ETJ is approximately 276 acres located on the northeastern boundary of the city extending to Rock Ridge Road. This area has developed as rural residential lots. At this time there is no advantage to annexing this area and no annexation plan has been created to do so. It is anticipated that the existing city limits will remain in place for the foreseeable future. Without the ability to annex additional land, Allen's growth will be limited to the land already within the corporate limits.



VACANT LAND



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Goals

The Growth and Development Strategy represents a vision for the future of the community and an overall concept of how the community will continue to develop. This concept highlights the primary growth areas, shows their connection to the existing community, and illustrates implementation of the land development goals.

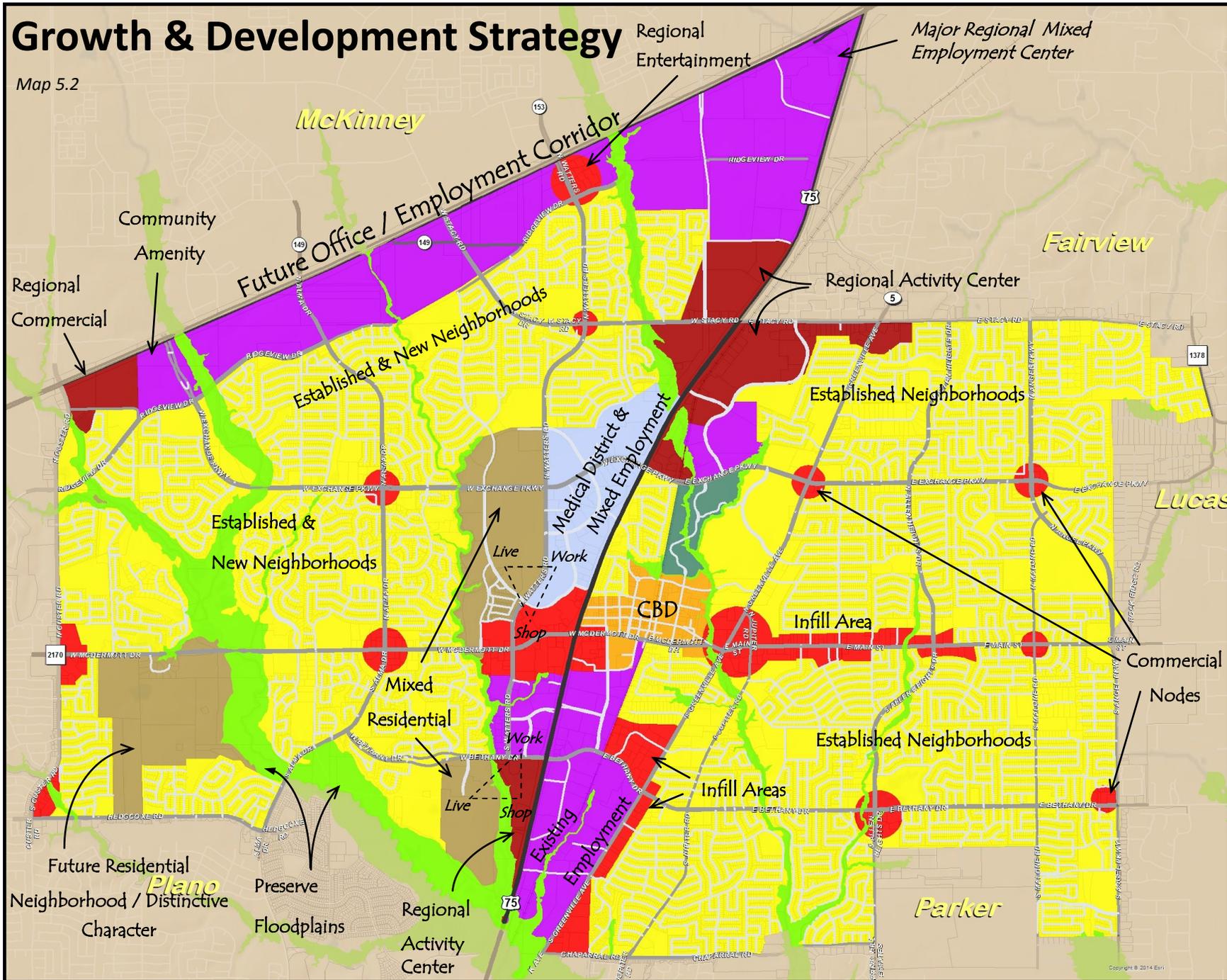
The development strategy is based on the following concepts:

1. Development of the remaining growth areas as high quality distinctive areas.
2. Designating areas for development of high quality employment centers with office, technology and light industrial uses.
3. Redevelopment of the Central Business District into a unique area.
4. Providing a greater diversity of housing types to ensure life cycle housing opportunities for all lifestyles.
5. Concentrating local retail in nodes at major intersections, instead of strip commercial.
6. Preservation of floodplains for open space, recreation and drainage control.
7. Continued investment in community amenities and infrastructure to provide a high quality of life.
8. Providing transportation choices and building multi-modal connectivity.



Growth & Development Strategy

Map 5.2

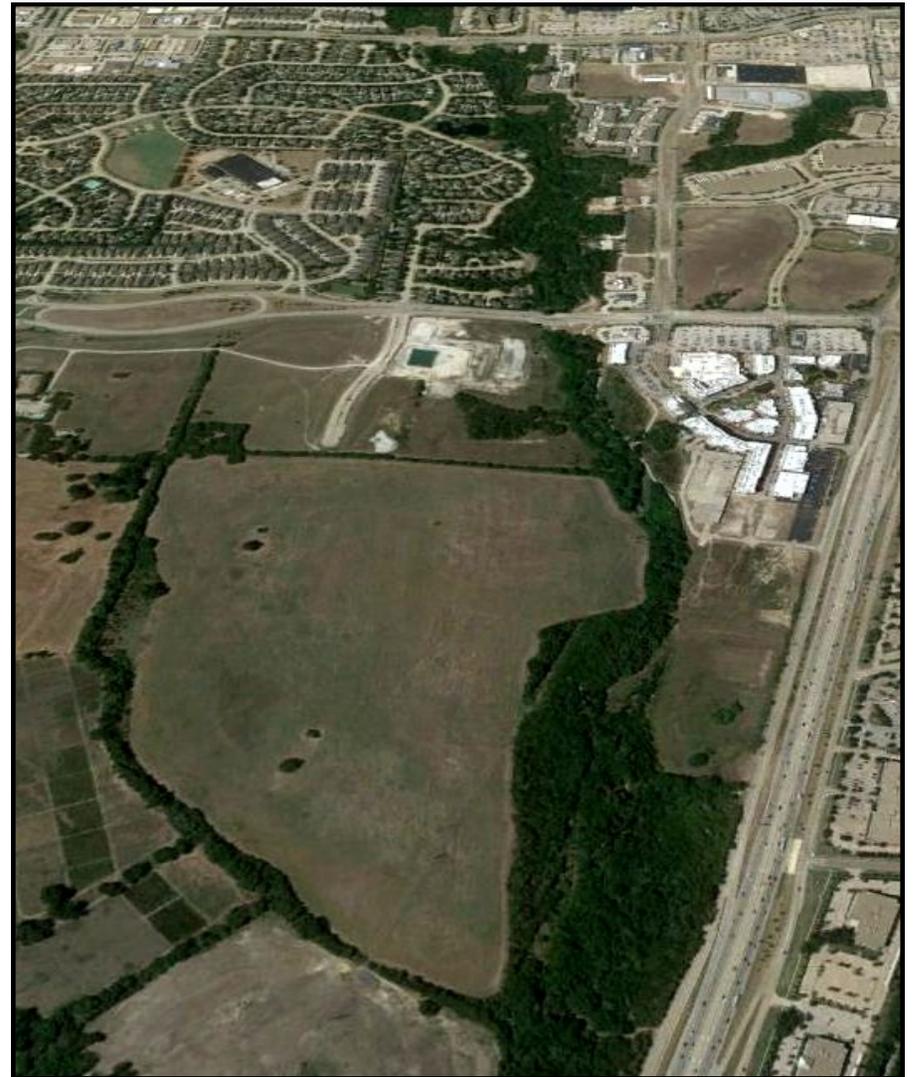


Growth Areas

An assessment of the remaining vacant land and development activity reveals that future growth will be focused in five main geographic areas. These strategic growth areas have been analyzed to provide a more detailed conceptual development strategy for how the community should be developed to maximize long term value and benefit to the community. These development concepts are coordinated with the Land Use Plan for the complete development of Allen over the next 20 plus years. These strategies are intended to provide a vision and guide implementation actions and future decisions regarding the development of these areas.

Future development in the Growth Areas is focused on the following priorities:

1. Development of a high quality office, technology and employment environment along the Highway 121 corridor.
2. Development of high quality medical and related services surrounding the existing hospital.
3. Continued development of a major mixed-use center west of U.S. 75 along Bethany Road.
4. Development and revitalization of the CBD.
5. An increasingly diverse mix of high quality residential neighborhoods.
6. Compatible infill development.



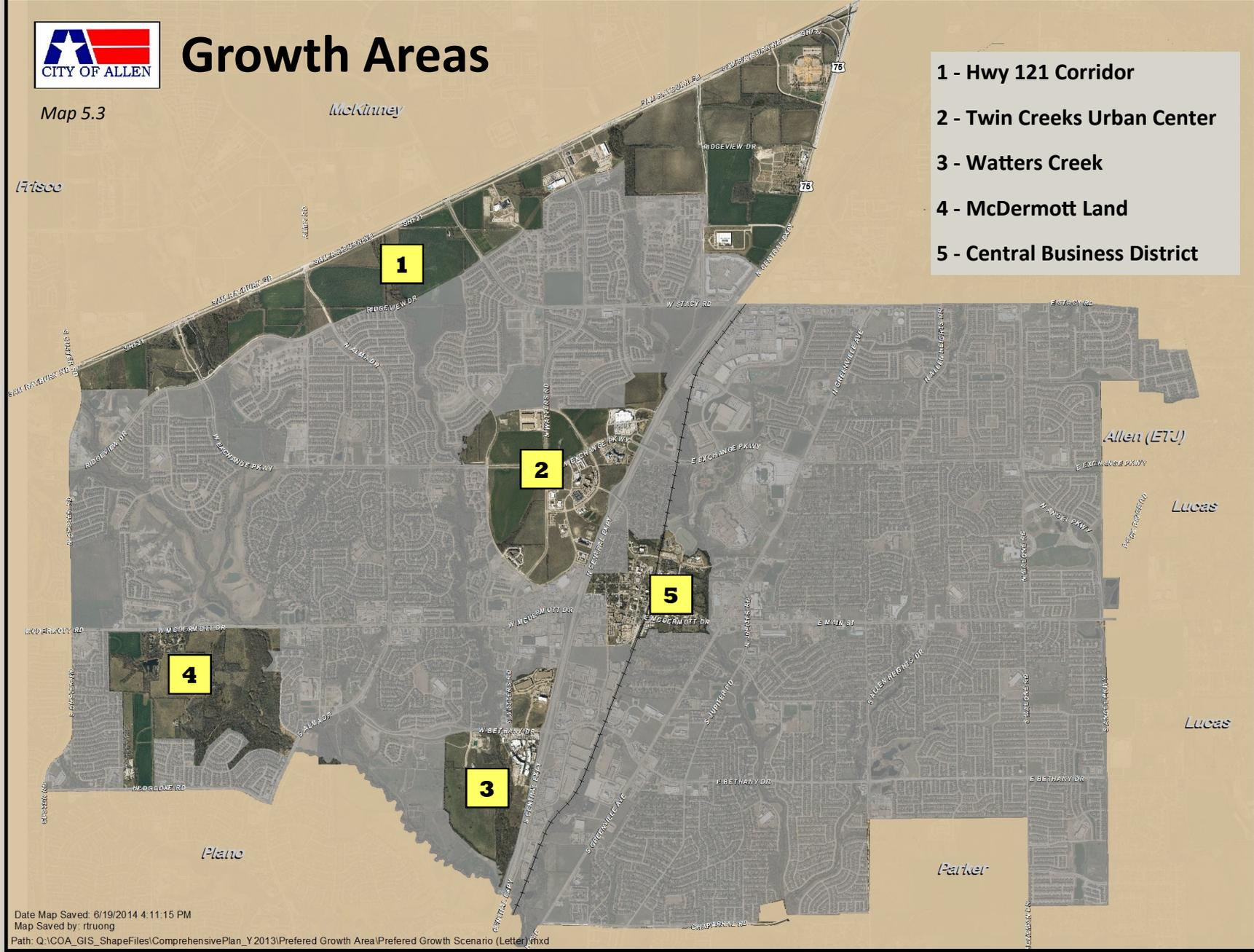


Growth Areas

Map 5.3

McKinney

Atisco



- 1 - Hwy 121 Corridor
- 2 - Twin Creeks Urban Center
- 3 - Watters Creek
- 4 - McDermott Land
- 5 - Central Business District

Allen (ETJ)

Lucas

Lucas

Plano

Parker

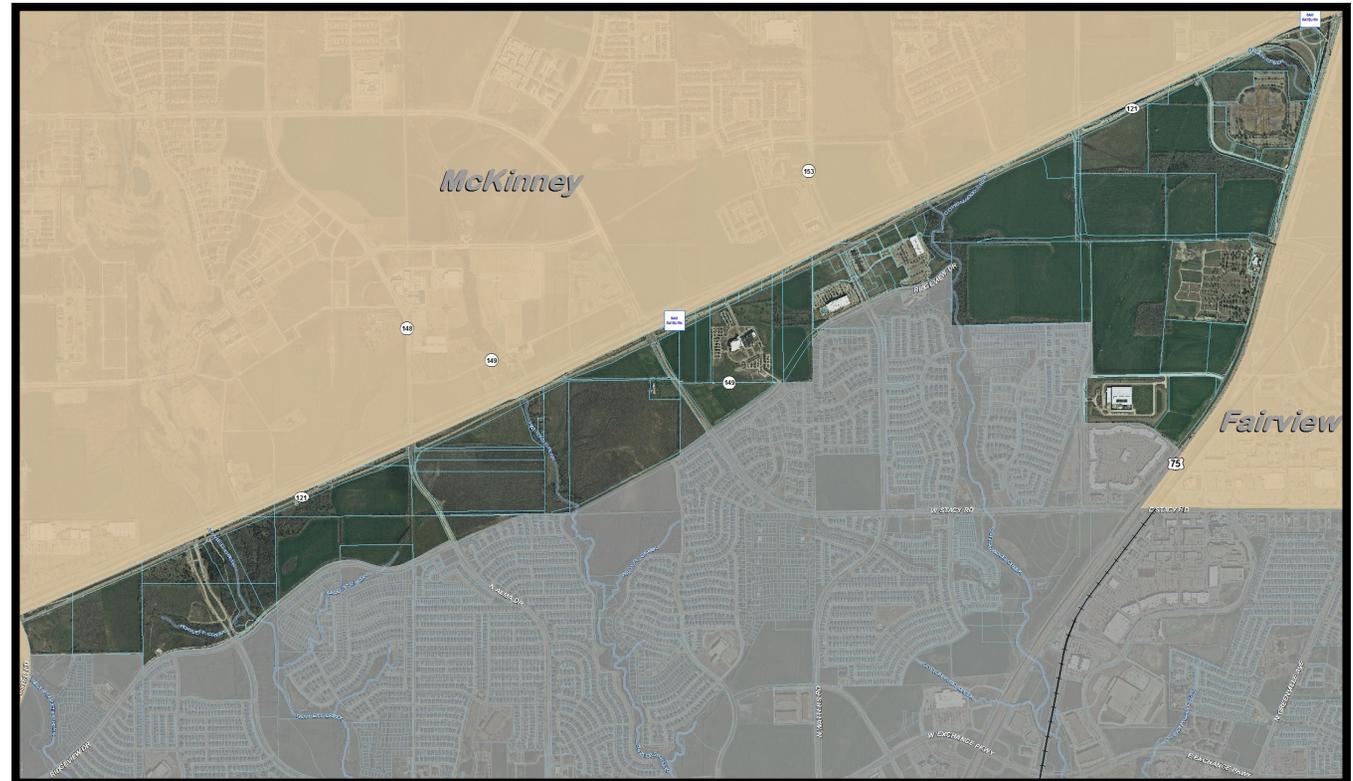
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Growth Area 1

HIGHWAY 121 CORRIDOR

Description

The Highway 121 corridor is the largest area of undeveloped land remaining in the City of Allen and provides the best opportunity for high quality professional employment centers, which are needed to balance the mix of uses in the community. State Highway 121 (Sam Rayburn Tollway) has been constructed as a freeway facility, providing convenient access both to the Dallas/Ft. Worth Airport and other north Texas communities. Several arterial roadways cross this area and provide excellent access to the community. Several tracts of land are adjacent to creeks providing opportunities for amenities and trail connections. Most vacant properties are in large tracts owned by individuals or corporations.



Analysis

- Currently the corridor includes a mix of zoning districts, including several Planned Developments. The primary base zoning is Corridor Commercial (CC) which allows a broad mix of commercial uses, and which may permit uses that match the vision for this corridor.
- The area is adjacent to Hwy 121 and is intersected by several arterial roadways including: Custer Road, Exchange Parkway, Alma Drive, Stacy Road and Watters Road. Ridgeview Drive runs adjacent to the southern edge of this area. Future road widenings and extensions will be required to support future development and implement the Thoroughfare Plan, including the completion of Ridgeview Drive.
- Primary utility infrastructure exists in the area and some extensions by developers will be required as properties develop. Replacement of the Shelby lift station will be necessary to support future development.
- The amount of land available for development may take several years for the market to absorb. A variety of land uses will be needed to fully develop this corridor.
- Some properties are deep, extending more than 1500 feet from Hwy 121. This will make development, compatibility, quality design and the phasing of development more complex.

TABLE 5.1 EXISTING LAND USES

Existing Land Use	Acres	Percent
Single Family Detached Residential	5.0	0.3%
Single Family Attached Residential	-	-
Multi-Family	-	-
Assisted Living Facility	-	-
Commercial / Retail	31.6	2.1%
Office	-	-
Industrial / Technology	34.2	2.3%
Mixed-Use	-	-
Public / Institutional	110.3	7.5%
Park / Open Space-Public	-	-
Park / Open Space-Private	-	-
Vacant	1288.0	87.7%
Total	1469.1	100.0%



Existing Cisco Data Center

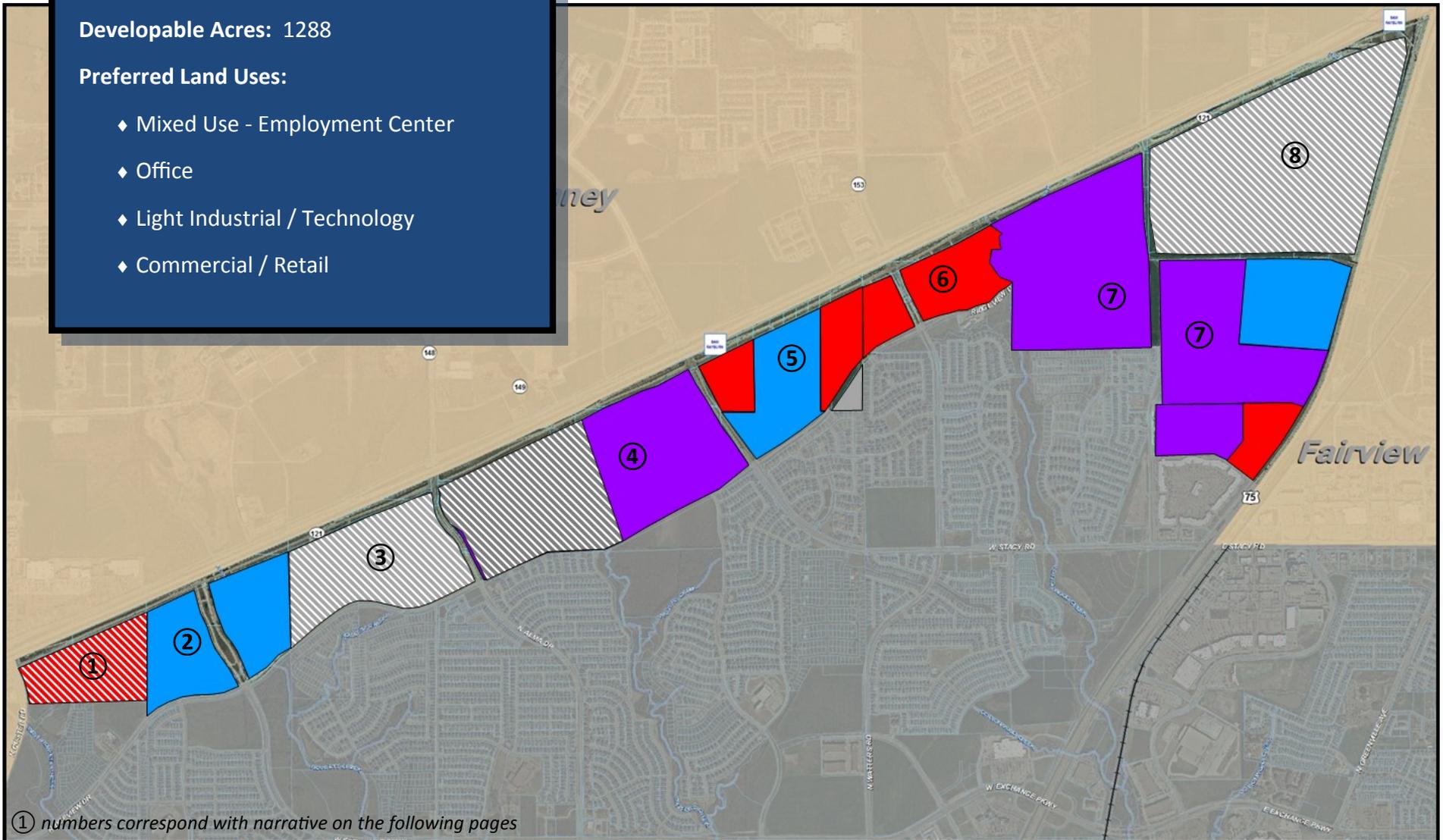
Development Plan Highway 121 Corridor

Developable Acres: 1288

Preferred Land Uses:

- ◆ Mixed Use - Employment Center
- ◆ Office
- ◆ Light Industrial / Technology
- ◆ Commercial / Retail

	Mixed-Use – Employment Center		Commercial / Retail
	Mixed-Use - Commercial Center		Office
	Light Industrial / Tech		Public / Institutional



Development Plan

The primary focus for this area is the development of high quality office, tech and light industrial employment centers along the Highway 121 corridor. The S.H. 121 corridor from the western city limits to U.S. 75 should be developed as quality employment centers to include high and low-rise offices, selected high quality technology and light industrial uses, and campus-type corporate development, similar to what has been developed in some areas along the U.S. 75 corridor. Higher intensity projects and taller buildings are appropriate adjacent to the interchange at U.S. 75. Regional retail is appropriate at the intersection of Custer Road.

The city should continue to prohibit stand alone residential development north of Ridgeview Drive. Residential development should be limited to high density products that incorporate structured parking and are integrated into mixed-use developments. Residential areas south of Ridgeview Drive should be separated from more intense uses with lower intensity office and service uses.

Unique design guidelines and standards should also be considered for this corridor to create a distinctive character. High quality architecture, landscape improvements and setbacks should parallel this highway. A distinctive and consistent urban design will increase value and create a sense of identity for Allen.

1. Custer Road at Hwy 121

This property located at a major roadway intersection is ideally suited for regional commercial development. Uses may include a mix of regional and local retail and services, preferably developed with distinctive design elements. The size of the tract may also allow a mix of office and residential uses as accessories to the commercial development. Any residential development should be fully integrated into the development with densities and design features that support structured parking. Stand alone “garden style” or walk-up apartments are not appropriate.

2. Exchange Parkway at Hwy 121

The development of this property should take advantage of the



Exchange Parkway at Hwy 121

significant natural features including the creek, trees and topography. This property presents an opportunity for the development of unique community amenities and uses.

3. Hwy 121 between Rowlett Creek and Alma Drive

The size of this property, 120 acres, and depth of the property, over 1500 feet between Hwy 121 and Ridgeview Drive, dictates a mix of uses. The western end of this property is heavily treed with natural features that create an attractive setting for office



Hwy 121 between Rowlett Creek and Alma Drive

development. The eastern end at the intersection of Alma Road is suited for office and a mix of commercial development. Specific consideration needs to be given to development along Ridgeview Drive to ensure compatibility with existing and future residential

neighborhoods. A well designed mixed-use development integrating residential and commercial uses with employment would be appropriate.

4. Hwy 121 between Alma Road and Stacy Road

With frontage on Hwy 121, access to two major arterials, and 330 acres of topographically level land, this area is well suited for the development of employment uses including high quality office, light industrial and technology. Residential areas south of Ridgeview should be buffered from these more intense uses through design features such as landscaping, setbacks, berms and screening walls.



Cottonwood Creek Baptist Church

5. Cottonwood Creek Baptist Church

A majority of this area is owned by and developed as Cottonwood Creek Baptist Church. Adjacent to both sides of the church are long narrow lots totaling 66 acres. These infill lots will be challenging to develop because of their size and shape. A mix of office and commercial infill uses are most appropriate.

6. Starcreek Commercial

This area is partially developed under a Planned Development zoning emphasizing entertainment and commercial uses. This area should continue to develop with a focus on additional entertainment uses and restaurants.



7. Chelsea Corridor

Properties adjacent to Chelsea Road south of Hwy 121 total approximately 313 acres. Most of this property has limited visibility to major roadways; however, there is convenient access to Hwy 121 and U.S. 75. Major utilities are available including two high-voltage electric transmission lines from independent grids and providers. Appropriate uses include technology companies, data centers and major employment uses.

8. Hwy 121 at U.S. 75

The 280 acres at this intersection provide a unique opportunity for a major office and employment mixed-use development. The proximity to the highway intersection allows for high-rise buildings developed in a campus style setting. The future reconstruction of the Ridgeview Drive overpass will provide convenient access to the regional transportation system. The size and location of this property is appropriate for well designed, high-rise, mixed-use development integrating residential and commercial uses with employment uses.

Implementation Strategies

- ◆ **Encourage customized planned development zoning to facilitate appropriate land uses.** The current zoning on some properties permit uses that are not compatible with the vision for this area including high intensity retail and strip commercial. Zoning is the most effective tool for ensuring that future development provides the appropriate uses to implement the land use concepts of this plan.

- ◆ **Create unique design standards for development through planned development zoning.** A Planned Development District will ensure that future development includes uses and design standards that meet the vision of this plan, as well as provide more certainty for land owners. A PD district can establish standards for high quality design, architecture and landscaping that will create a distinctive character. A well designed district can also provide a degree of flexibility to the development process.

- ◆ **Partner with land owners and developers to encourage appropriate and compatible development that implements the vision for this area.** Staff should continue to work directly with land owners and developers to facilitate appropriate development.

TABLE 5.2 FUTURE LAND USES

Land Uses	Future Development Acres	Build-Out*	
		Acres	Percent
Single-Family Suburban Residential (1-5 units/acre)	0.0	5.0	0.3%
Single-Family Compact Residential (6-11 units/acre)	0.0	0.0	0.0%
Multi-Family Residential (12+ units/acre)	0.0	0.0	0.0%
Mixed Residential Neighborhood	0.0	0.0	0.0%
Commercial	84.4	116	7.9%
Office	0	0	0.0%
Industrial / Technology	450.4	484.6	33.1%
Mixed-Use Commercial Center	60.5	60.5	4.1%
Mixed-Use Employment Center	525	525	35.8%
Public / Institutional	167.6	277.9	18.9%
Parks & Open Space	0.0	0.0	0.0%
Total	1287.9	1469	100.0%

*Does not include future right-of-way and floodplain dedications.

- ◆ **Utilize economic development incentives to facilitate desirable uses and quality development.** The Allen Economic Development Corporation has a variety of tools and incentives that should be utilized to assist in supporting and locating companies and developments that implement the vision for this area. Emphasis should be placed on encouraging developments to provide desirable site and building design elements.
- ◆ **Expand infrastructure where needed to facilitate timely development.** The city should continue to fund roadway expansions and connections along Ridgeview Drive. Expansions should be timed to support or incentivize the development of specific tracts.

TABLE 5.3 RESIDENTIAL PROJECTIONS

Residential Projections	Acres	Units
Suburban Residential (Single Family Detached)	-	-
Compact Residential (SF Medium Density / Attached)	15	100
Mixed Residential Neighborhood (SF Detached & Attached)		
Multi-Family	-	-
Senior Living	-	-
Mixed-Use (High Density Attached)	25	750
Total	40	850

Growth Area 2

TWIN CREEKS URBAN CENTER & MEDICAL DISTRICT

Description

The predominant land use in this area is the Presbyterian Hospital of Allen which serves as a major institution and economic engine, attracting a variety of medical offices buildings, clinics and related services to the area. Located at the intersection of Exchange Parkway and U.S. 75, which serves as a main entrance to the Twin Creeks neighborhood, this area has excellent access and high visibility.

The western portion of this area remains mostly undeveloped, but has been zoned for a mix of residential uses. Some retail uses have developed along U.S. 75 and at the Exchange Parkway interchange. Generally, this area is well suited to support the growing demand for medical services, office uses, senior living, as well as housing for professionals that supports employment uses. The recent adoption of PD 108 further facilitates development of these uses.



Analysis

- While only 27% of the land in this area has been developed, another 20% has proposed projects under consideration. This results in an existing land use and development pattern that must be taken into consideration for future development.
- Currently, 326 acres in this area have been zoned into PD 108 which provides for a mix of uses in several subdistricts. Zoning on some other tracts remains IT (Industrial Technology) PD 54, which no longer matches the preferred land uses and permits some uses that do not match the vision for this corridor.
- The area is adjacent to U.S. 75 and is intersected by two arterial roadways: Exchange Parkway and Watters Road. Several collector roads also provide access to development. Future road widenings and extensions, including Stockton Drive and Curtis Lane, will be required to support future development and implement the Thoroughfare Plan.
- Primary utility infrastructure exists in the area and some extensions by developers may be required as properties develop. Future median improvements will also be needed.

Table 5.4 Existing Land Uses

Existing Land Use	Acres	Percent
Single Family Detached	-	-
Single Family Attached	-	-
Multi-Family	11.0	2.2%
Assisted Living Facility	5.2	1.0%
Commercial /Retail	38.1	7.5%
Industrial	12.3	2.4%
Office	35.3	7.0%
Park/Open Space-Public	0.3	0.1%
Mixed-Use	-	-
Institutional	12.3	2.4%
Park/Open Space-Private	6.6	1.3%
Right-of-Way	17.5	3.4%
Vacant	368.8	72.7%
Total	507.4	100.0%



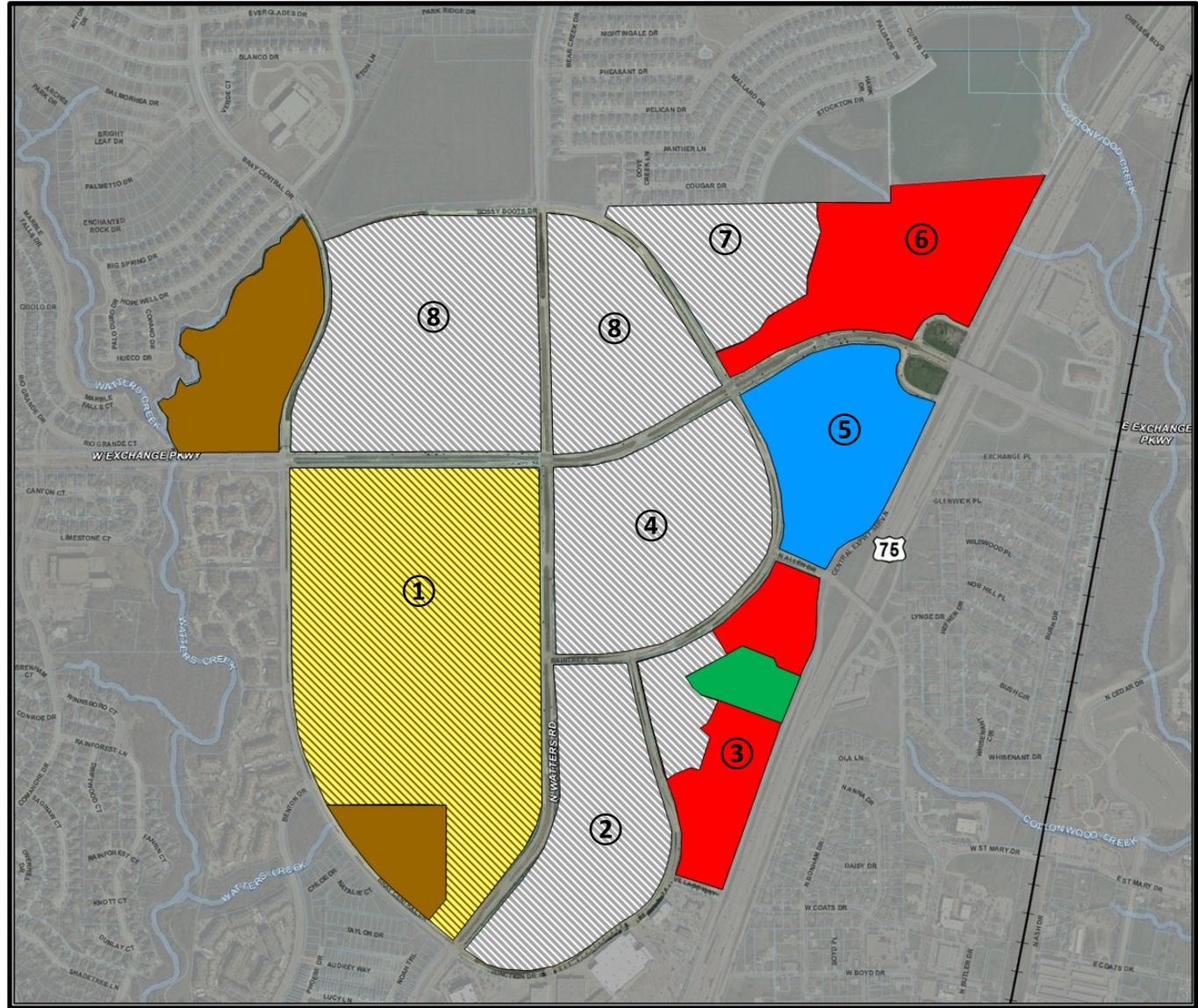
Development Plan Twin Creeks Urban Center & Medical District

Developable Acres: 369

Preferred Land Uses:

- ◆ Medical Office & Services
- ◆ Mixed Use - Employment Center
- ◆ Mixed Residential
- ◆ Retail Commercial

-  Multi-Family Residential
-  Mixed Residential Neighborhood
-  Mixed-Use – Employment Center
-  Commercial / Retail
-  Parks & Open Space
-  Public / Institutional (hospital)



① numbers correspond with narrative on the following pages

Development Plan

A significant opportunity exists in this area to provide high quality medical and office uses that build upon the existing hospital and healthcare services. Adjacent mixed residential developments and retail services will provide a balance of live, work, shop uses in close proximity to each other.

The land use plan for this area provides for a mix of uses that support the continued development of medical office and support services. Vacant properties adjacent to the hospital should be reserved for future medical related developments and employment. Commercial developments that support these uses, including retail, dining and hotels, should be allowed on a limited basis and located on major roadways including Exchange Parkway and U.S. 75.

Urban style attached residential integrated with a mix of uses and adjacent to office and medical uses should be allowed to provide alternative housing options, especially oriented toward young professionals.

This combination of uses, utilizing concepts of connectivity and integration, in combination with existing retail and multi-family developments, will create an area with live, work and shop uses that support medical, office and employment uses.

1. The Village at Twin Creeks

This mixed residential neighborhood is oriented toward empty nesters and young professionals and will provide housing options

that are currently limited in Allen. It is ideally located to support nearby retail, medical and employment uses. It will be characterized by a mix of lot sizes with an emphasis on connectivity and walkability.



The Village at Twin Creeks concept plan

2. Mixed Use Employment

Due to the proximity of existing commercial and employment uses, this property provides an opportunity for a combination of additional employment mixed with professional housing and senior living. Development should be designed to maximize pedestrian connectivity and integration of uses.

3. U.S. 75 Commercial

Properties fronting on U.S. 75 are partially developed with commercial uses including hotels and restaurants. Remaining vacant properties should be developed with similar commercial uses. The existing detention area has been designed to create a park-like setting that future restaurants and offices could take advantage of. Properties facing Raintree Drive should provide a transition to office and medical uses.

4. Medical Office & Services

Located at the core of this area, these properties are mostly developed with a mix of office and medical services. The remaining vacant tracts should continue to develop to support the medical services focus of this area. Development should be designed to maximize pedestrian connectivity and integration of uses.

5. Hospital

This property is developed as the Texas Health Presbyterian Hospital and medical office buildings, and is the core of medical services in the area. The remaining vacant property is owned by the hospital and anticipated to be used for a future expansion or similar medical uses.



6. Commercial Intersection

The property at the northwest corner of Exchange Parkway and U.S. 75 has both established and developing retail uses anchored by a large retail store. The few remaining vacant tracts should be developed to match the existing retail development pattern.

7. Medical Office & Services

This area provides a transition between the more intense commercial uses along Exchange Parkway and existing residential neighborhoods. The area has been zoned with a concept plan including medical offices uses and senior living. This concept plan, including the extension of Stockton Road, should continue to be implemented.

8. Mixed Use Employment

These areas are constrained by their size, shape and adjacent development. The properties are easily accessible from several adjacent roadways. Future development could include a mix of medical and employment uses, the integration of urban living, or an extension of residential development from adjacent neighborhoods.

Implementation Strategies

- ◆ **Continue to implement PD 108.** In 2011 the city adopted Planned Development No. 108 covering 350 acres of land. The area is divided into subdistricts that guide development of this area. As new developments are proposed, they should incorporate the land use and design concepts established in the PD.

TABLE 5.5 FUTURE LAND USES

Land Uses	Future Development Acres	Build-Out*	
		Acres	Percent
Single-Family Suburban Residential (1-5 units/acre)	0	0	0.0%
Single-Family Compact Residential (6-11 units/acre)	0	0	0.0%
Multi-Family Residential (12+ units/acre)	84.9	101.1	20.6%
Mixed Residential Neighborhood	121.7	121.7	24.8%
Commercial	5.5	43.6	8.9%
Office	0	35.28	7.2%
Industrial / Technology	0	12.3	2.5%
Mixed-Use Commercial Center	0	0	0.0%
Mixed-Use Employment Center	138.9	138.9	25.1%
Public / Institutional	17.8	30.1	6.1%
Parks & Open Space	0	6.9	1.4%
Total	368.8	489.8	100.0%

*Does not include future right-of-way and floodplain dedications.

- ◆ **Encourage updated zoning for undeveloped property.** Some properties that were not part of the PD 108 rezoning remain zoned IT (Industrial Technology). This zoning district is being phased out and some land uses are not compatible with those established in PD 108 or this plan. When PD 108 was created, it was anticipated that additional properties could be rezoned into the PD to further implement the new development concepts.

- ◆ **Continue implementing TIF No. 2 to facilitate development and infrastructure enhancements.** TIF No. 2 was established to facilitate redevelopment of the Central Business District and support the installation and enhancement of infrastructure. Where appropriate, funds may be used to implement the TIF project plan.

- ◆ **Utilize median improvement funds and development partnerships to complete median improvements.** Median improvement funds that have been collected as development occurs should be used to partner with developers to complete median improvements. Emphasis should be on roadways that have been constructed to their ultimate width to avoid future demolition of median investments. Landscape enhancements should utilize water-saving designs, similar to other median improvements in the community.

TABLE 5.6 RESIDENTIAL PROJECTIONS

Residential Projections	Acres	Units
Suburban Residential (Single Family Detached)	-	-
Compact Residential (SF Medium Density / Attached)	-	-
Mixed Residential Neighborhood (SF Detached & Attached)	105	518
Multi-Family	30	700
Senior Living	36	595
Mixed-Use (High Density Attached)	23	740
Total	194	2553

- ◆ **Continue timely expansion of roadways.** As development occurs, additional roadway expansions will be required. The city should facilitate the timely completion of this infrastructure to support future development and ensure adequate access and traffic circulation. Projects will include the extension of Stockton Drive and Curtis Lane and the widening of Watters Road.



Growth Area 3

WATTERS CREEK

Description

The Watters Creek at Montgomery Farm development serves as a regional activity center and is a true mixed-use development. Allen Central Park to the north is partially developed as an employment center. With good access, infrastructure and visibility, this business park is ideal for future employment uses. Property west of Watters Creek is one of the larger tracts of land remaining in Allen planned for residential development. The proximity of these uses to each other creates an opportunity for a larger live, work, shop environment. Such development would help diversify housing and lifestyle options in the community.



Analysis

- The Allen Central Park business park north of Bethany Drive, is zoned Office (O) as part of PD 55. The Watters Creek mixed-use development is zoned under PD 99. The properties west of the creek are currently a mix of zoning districts, and it is anticipated that they will need to be rezoned for development.
- Access is available from U.S. 75, Bethany Drive and Watters Road. Future extension of Montgomery Boulevard will be needed to support development.
- Primary utility infrastructure exists in the area and some extensions by developers will be required as properties develop.
- The close proximity of the Watters Creek mixed-use development, the Allen Central Park employment center and the Montgomery Ridge residential neighborhood to each other provide a unique opportunity for a live, work, play lifestyle.
- Additional multi-modal connectivity is needed to provide recreational opportunities and support a larger mixed-use lifestyle. This area also currently hosts a transfer station for local public transit buses (TAPS).

Table 5.7 Existing Land Uses

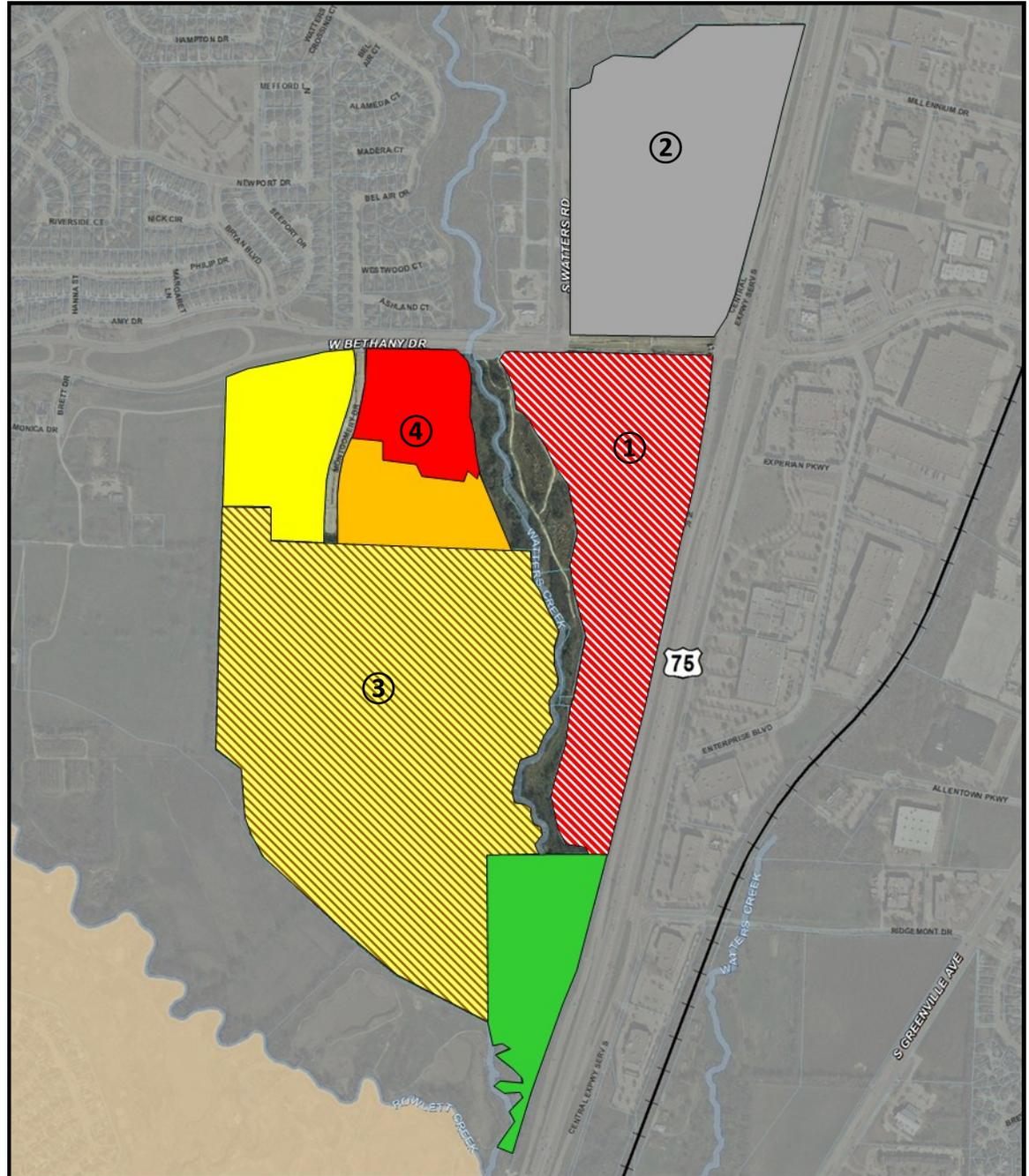
Existing Land Use	Acres	Percent
Single Family Detached Residential	-	-
Single Family Attached Residential	-	-
Multi-Family	-	-
Assisted Living Facility	-	-
Commercial /Retail	-	-
Industrial	17.8	5.8%
Office	7.1	2.3%
Mixed-Use	42.2	13.8%
Park/Open Space-Public	10.8	3.5%
Institutional	-	-
Park/Open Space-Private	13.2	4.3%
Right-of-Way	7.6	2.5%
Vacant	206.9	67.7%
Total	305.6	100.0%

Development Plan Watters Creek

Developable Acres: 207

Preferred Land Uses:

- ◆ Office / Employment
- ◆ Mixed Use - Commercial Center
- ◆ Mixed Residential
- ◆ Retail Commercial



① numbers correspond with narrative on the following pages

Development Plan

This area provides an opportunity to create a major mixed-use “city center” on the west side of the intersection of U.S. 75 and Bethany Drive, which provides an identity for Allen and a center for live, work and play activities. The existing Watters Creek mixed-use development provides high quality shopping and entertainment opportunities combined with urban style residential and is the centerpiece for a pedestrian-friendly mixed-use area.

The Allen Central Park business park should be developed as mid to high-rise office providing professional employment opportunities in a more urban environment. This development will provide employment opportunities for nearby residents as well as a daytime population to support shops and services. The properties west of the creek provide an opportunity for a mix of residential products creating a pedestrian oriented neighborhood connected to adjacent shopping, entertainment and employment activities.

In combination these developments create a synergy of live, work and play activities with pedestrian level connectivity in close proximity to each other.

1. Watters Creek at Montgomery Farm

This mixed-use development integrates residential, shopping and employment uses in a pedestrian oriented environment. Future phases of this development should continue this theme by

providing additional mixed-use products designed to support existing development and in accordance with the existing Planned Development zoning district. Multi-modal connectivity to adjacent lands is important to encourage integration between these developments and expand the live, work, shop concept.

2. Allen Central Park

This business park is being developed by the Allen Economic Development Corporation with a focus on employment. Conceptual development includes office buildings and a hotel with conference center. This development will help meet the need for additional employment in the community and further support the



Conceptual plan for Allen Central Park

Implementation Strategies

- ◆ **Continue to facilitate future phases of Watters Creek with implementation of PD 99.** In 2006 the city adopted Planned Development No. 99 for the Watters Creek mixed use development. The city should continue to work with the owners to implement future phases of the development. Future phases should incorporate the land use and design concepts established in the PD.

- ◆ **Continue implementing the Watters Creek TIF.** TIF No. 1 was established to promote development of Watters Creek at Montgomery Farm. The TIF should continue to be implemented and updated to further support the current development and promote development of future phases.

- ◆ **Develop Allen Central Park.** The city, in coordination with the Allen Economic Development Corporation, should recruit and incentivize the development of employment uses. Development should emphasize connectivity with the Watters Creek mixed use development across Bethany Drive. Consideration should be given to facilities that support local public transit and regional connectivity.

TABLE 5.8 FUTURE LAND USES

Land Uses	Future Development Acres	Build-Out*	
		Acres	Percent
Single-Family Suburban Residential (1-5 units/acre)	14.4	14.4	4.8%
Single-Family Compact Residential (6-11 units/acre)	16.5	16.5	5.5%
Multi-Family Residential (12+ units/acre)	0	0	0.0%
Mixed Residential Neighborhood	116.1	116.1	38.9%
Commercial	12.3	12.3	4.1%
Office	20.9	28.0	9.4%
Industrial / Technology	0	17.8	5.9%
Mixed-Use Commercial Center	6.8	48.8	16.4%
Mixed-Use Employment Center	0	0	0.0%
Public / Institutional	0	0	0.0%
Parks & Open Space	19.9	43.9	14.7%
Total	206.9	297.8	100%

*Does not include future right-of-way and floodplain dedications.

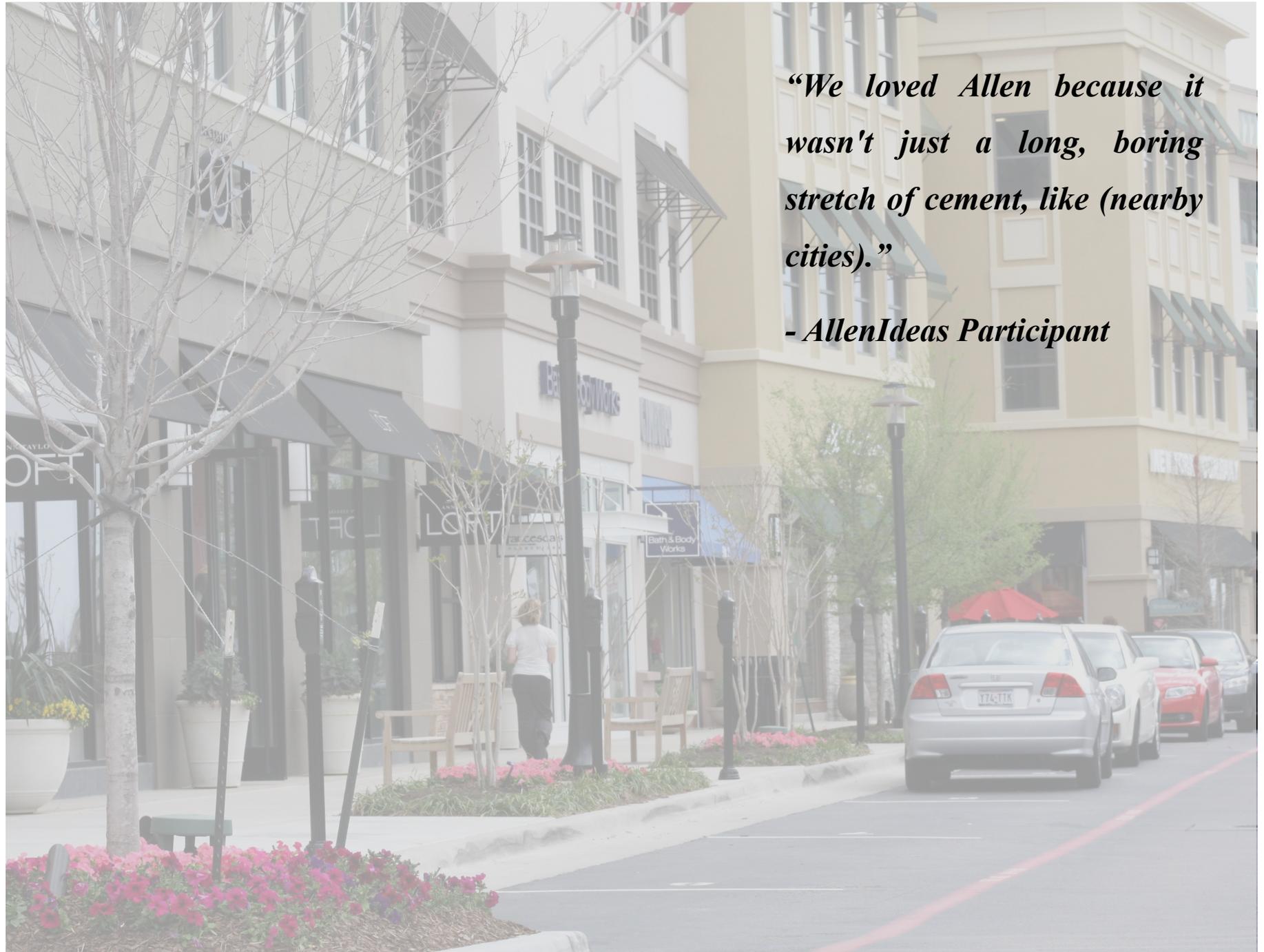
- ◆ **Adopt and implement a Planned Development zoning district for Montgomery Ridge.** A PD zoning district will allow for customized standards for design, connectivity and mixed residential uses. Special emphasis should be placed on design, pedestrian oriented elements and connectivity to the adjacent Watters Creek development.

- ◆ **Extend Montgomery Boulevard to U.S. 75.** Utilize facility agreements and the development process to complete the extension of Montgomery Boulevard from Bethany Drive to U.S. 75. Special consideration should be given to the design of the bridge that will span Watters Creek. This bridge will be highly visible and will provide an opportunity for enhanced design elements that will create a unique landmark at the entrance to the community.

- ◆ **Continue to provide trail connectivity.** Through the development process, and utilizing other resources as needed, the city should continue to implement trail connectivity. Trail construction and connectivity to the local and regional trail system should be completed to implement the Trails Master Plan. Additional emphasis should be placed on multi-modal connectivity between the live, work and shop components of this area.

TABLE 5.9 RESIDENTIAL PROJECTIONS

Residential Projections	Acres	Units
Suburban Residential (Single Family Detached)	14	62
Compact Residential (SF Medium Density / Attached)	16	160
Mixed Residential Neighborhood (SF Detached & Attached)	111	568
Multi-Family	-	-
Senior Living	-	-
Mixed-Use (High Density Attached)	30	442
Total	171	1232



“We loved Allen because it wasn't just a long, boring stretch of cement, like (nearby cities).”

- AllenIdeas Participant

Growth Area 4

MCDERMOTT LAND

Description

The McDermott property is one of the largest vacant tracts of land in Allen under single ownership, and the largest contiguous property planned for residential development. Natural features include a rolling topography, several tree rows and a large pond. The eastern edge of the property includes a heavily treed floodplain area along Rowlett Creek. The property has access to two arterial roadways. To the southwest is a tract currently used as an automobile salvage yard. Single-family neighborhoods dominate the area. This area is well suited for development as a premier high quality residential neighborhood.



Analysis

- Current zoning is primarily AO (Agriculture / Open Space) which will require rezoning for future development. A portion of the floodplain on the eastern edge is owned by the city and is zoned CF (Community Facilities).
- Access is available from two arterial roadways: McDermott Drive and Hedgcoxe Road. The Thoroughfare Plan shows two collectors providing secondary access. Nottingham Place and Longwood Drive are constructed to the edge of the undeveloped property.
- Primary utility infrastructure exists in the area and some extensions will be required at the time of development.
- The amount of vacant land available for development, over 300 acres, will allow for a mix of residential products.
- A significant portion of the land is floodplain and will be required to be dedicated or preserved at the time of development.
- The existing automobile salvage yard is not compatible with additional residential development and interrupts the future extension of Nottingham Place.

Table 5.10 Existing Land Uses

Existing Land Use	Acres	Percent
Single Family Detached Residential	19.6	3.8%
Single Family Attached Residential	-	-
Multi-Family	-	-
Assisted Living Facility	-	-
Commercial /Retail	-	-
Industrial	25.3	4.8%
Office	-	-
Park/Open Space-Public	69.3	13.3%
Institutional	-	-
Park/Open Space-Private	38.3	7.3%
Mixed-Use	-	-
Right-of-Way	-	-
Vacant	369.5	70.8%
Total	522.0	100.0%

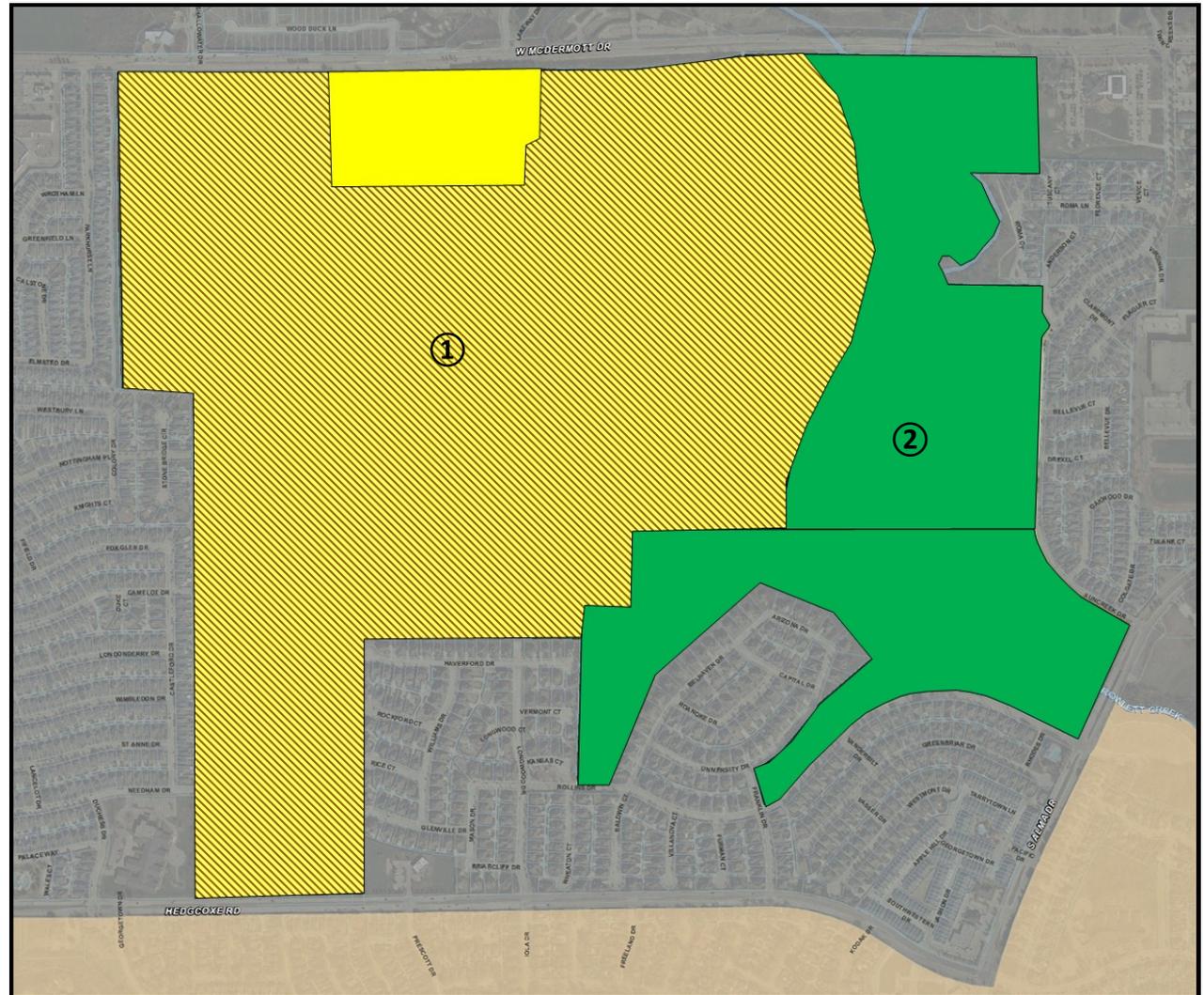
Development Plan McDermott Land

Developable Acres: 370

Preferred Land Uses:

- ◆ Mixed Residential
- ◆ Greenway Preservation

-  Single-Family Suburban Residential
-  Mixed Residential Neighborhood
-  Parks & Open Space



① numbers correspond with narrative on the following pages

Development Plan

This area presents a great opportunity for the development of a high quality residential neighborhood. The property is well suited to be developed in a manner that will provide a variety of housing options for the community. This may include estate lots, homes on smaller lots, and possibly brownstone style townhomes or unique attached housing. Special emphasis should be given to preserving and utilizing the natural features of this property including the topography, trees and greenbelts.

1. McDermott Land

A mix of residential products should be integrated with the natural features of this property to create a high quality neighborhood. The size of the property should allow for a variety of housing products. Redevelopment of the existing salvage yard should be supported to provide for infrastructure extensions and more compatible uses.

2. Greenbelts

This area should be preserved to maintain natural drainage, protect natural habitat and provide trail connectivity. This area provides a natural extension of the Connemara Conservancy property. The southern portion of the Rowlett Creek floodplain is currently owned by the city.

TABLE 5.11 FUTURE LAND USES

Land Uses	Future Development Acres	Build-Out*	
		Acres	Percent
Single-Family Suburban Residential (1-5 units/acre)	0	19.6	3.8%
Single-Family Compact Residential (6-11 units/acre)	0	0	0.0%
Multi-Family Residential (12+ units/acre)	0	0	0.0%
Mixed Residential Neighborhood	369.5	394.8	75.6%
Commercial	0	0	0.0%
Office	0	0	0.0%
Industrial / Technology	0	0	0.0%
Mixed-Use Commercial Center	0	0	0.0%
Mixed-Use Employment Center	0	0	0.0%
Public / Institutional	0	0	0.0%
Parks & Open Space	0	107.6	20.6%
Total	369.5	522	100.0%

*Does not include future right-of-way and floodplain dedications.

Implementation Strategies

- ◆ **Utilize a Planned Development zoning to ensure high quality development.** The property will have to be zoned for development. The zoning should include an emphasis on design features that take advantage of the unique natural features of the property. A variety of housing products should be integrated through good design and a master concept plan.

- ◆ **Preserve greenbelts.** The floodplain along Rowlett Creek should be preserved through the development process. Trail connections should be completed.

- ◆ **Support redevelopment of the existing salvage yard.** Increasing development will create compatibility issues with this existing use. In addition, the future extension of Nottingham Place crosses this property. The city should support partnerships that facilitate redevelopment of this property. The city may also need to consider participation in the clean-up of this property to help make redevelopment feasible.

TABLE 5.12 RESIDENTIAL PROJECTIONS

Residential Projections	Acres	Units
Suburban Residential (Single Family Detached)	22	15
Compact Residential (SF Medium Density / Attached)	-	-
Mixed Residential Neighborhood (SF Detached & Attached)	350	1750
Multi-Family	-	-
Senior Living	-	-
Mixed-Use (High Density Attached)	-	-
Total	372	1765

Growth Area 5

CENTRAL BUSINESS DISTRICT

Description

The Central Business District includes an area of approximately 206 acres located east of U.S. 75. The CBD contains the remnants of Allen's past, including a rail line, a structure that originally housed the Interurban Railway, and several original residential structures. The CBD has continued to experience a decline in activity, despite its proximity to community amenities, in part because of inadequate infrastructure, less costly undeveloped land elsewhere, the incompatibility of some existing land uses, and traffic circulation patterns. Limited parking and lack of coherent design requirements also challenge redevelopment. The CBD Redevelopment Plan adopted in 2000 led to considerable public investment in infrastructure and public facilities. Specialized zoning



and development regulations have been implemented and modified over the last ten years. The creation of a TIF district has also laid the foundation for future improvements.

Analysis

Land uses in the CBD include scattered residential, small commercial and a significant amount of institutional development including the Municipal Complex, the U.S. Postal Service, the City Cemetery and several churches. Approximately 13% of the land within the CBD is vacant and an additional 20% is seriously underutilized. This reflects the transitional character of the area with significant amounts of undeveloped, underdeveloped, nonconforming and incompatible uses. Single-family uses have slowly declined and some properties have transitioned. Commercial development is limited to low densities. A significant number of civic amenities exist including the Municipal Complex, Library, Skate Park, Senior Recreation Center and Heritage Village.

Future development of this area will be hindered by several challenges including divided land ownership, substandard utilities and infrastructure, and land costs. Additional resources including public incentives, public/private partnerships, and a focused effort will be needed to implement the quality and scale of development appropriate at this location.

5.13 Existing Land Uses

Existing Land Use	Acres	Percent
Assisted Living Facility	0.0	0.0%
Commercial /Retail	24.2	11.7%
Industrial	0.0	2.3%
Institutional	76.7	37.2%
Mixed Use	0.0	0.0%
Multi-Family	0.4	0.2%
Office	24.4	11.8%
Park/Open Space-Private	0.3	0.2%
Park/Open Space-Public	2.6	1.9%
Right-of-Way	19.0	9.2%
Single Family Attached Residential	0.0	3.3%
Single Family Detached Residential	19.0	9.2%
Vacant	39.7	13.0%
Total	206.0	100.0%



Issues that need to be addressed include:

- Parking
- Property Consolidation
- Infrastructure
- Existing Non-conforming Uses
- Coordinated urban design theming
- Funding
- Public / Private partnerships

Public Investment

Since adoption of the 2000 CBD Redevelopment Plan, the city has invested significant resources in the CBD area. This includes public facilities such as the library and senior recreation center as well as infrastructure including roads and streetscape features. This investment has helped maintain values and prepare the area for private development.



Allen Drive



Senior Center



Library



Skate Park



Train Depot



Heritage Village



Municipal Complex



St. Mary's Bridge

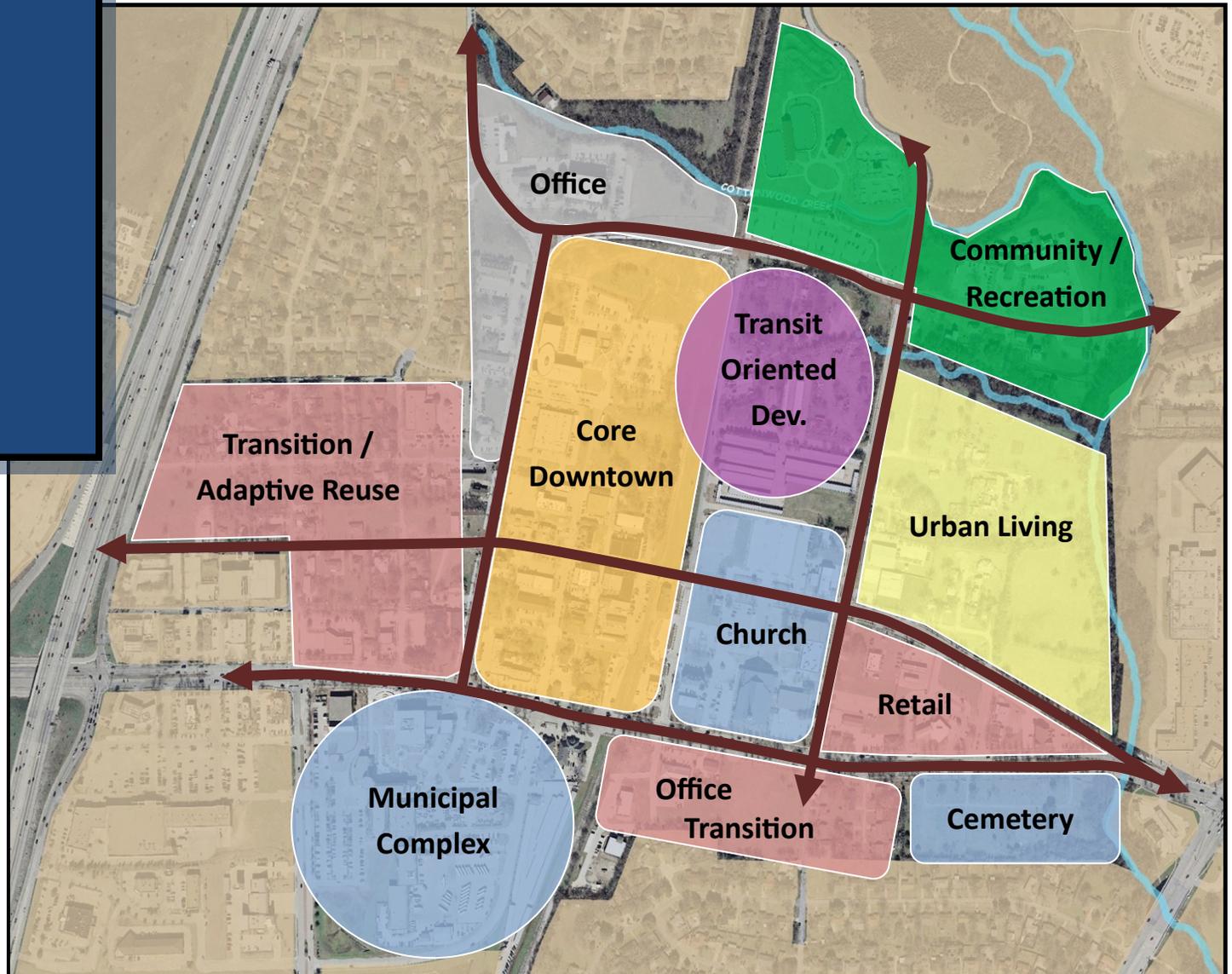
Examples of public investment in the CBD

Development Plan Central Business District

Total Acres: 206

Preferred Land Uses:

- ◆ Urban Residential
- ◆ Entertainment
- ◆ Community Amenities
- ◆ Commercial



Development Plan

Unlike large urban centers established as financial hubs or commercial entertainment destinations, the CBD vision identifies a more human scale environment where parks, leisure dining and social activities, religious and civic interests and urban residential living converge to serve the interests of residents. Commercial activities support, rather than dominate, this area.

While there have been some refinements to plans and ordinances over the years, the vision for the future of the Central Business District has remained fairly constant. Conceptual land uses include a mix of offices, commercial, restaurants, retail, institutional uses, and integrated high density residential in an attractive, urban style pedestrian environment. The primary concepts include:

- Diversity of pedestrian-oriented uses
- Unique high quality urban design
- Opportunities for urban residential living and lifestyle
- Community center and gathering place for community events
- Lively mixed-use environment with venues for entertainment, art and music
- A place to preserve the history of Allen
- Transit oriented development
- Strategically placed public amenities and investment

Recommendation

The CBD Redevelopment Plan was adopted in 2000 and has provided guidance for improvements over the last decade. The community and market have evolved since then and a refinement of the vision and re-evaluation of the strategies for continued redevelopment is necessary. This should be accomplished through development of a new detailed redevelopment implementation plan that takes into consideration current conditions, an updated vision and implementation strategies. This plan should include:

- Evaluation and refinement of the CBD zoning district
- Needed street and intersection improvements
- Parking study
- Bike and pedestrian infrastructure and linkages
- Public transit
- Water and wastewater infrastructure needs
- Urban design elements
- Streetscape design elements
- Potential catalyst projects
- Specific funding mechanisms
- Schedule for implementation

Infill Development

As remaining vacant land develops, development pressure will increase on existing vacant infill properties. The development of these parcels presents unique challenges due to their proximity to existing development, the odd shapes and sizes of remaining parcels, and dated infrastructure and access arrangements. Infill development has the potential to bring new uses and structures to older areas and add value to the community. A flexible approach to permitting and development is often needed to help these properties develop successfully.

Benefits of Infill Development

- Infill development can stimulate revitalization in aging areas.
- Infill development adds value by improving vacant land and increasing tax values and revenues.
- Infill development can help diversify housing in existing areas to better meet the needs of residents.
- Infill development creates an opportunity to improve infrastructure and access and implement current standards.

Challenges of Infill Development

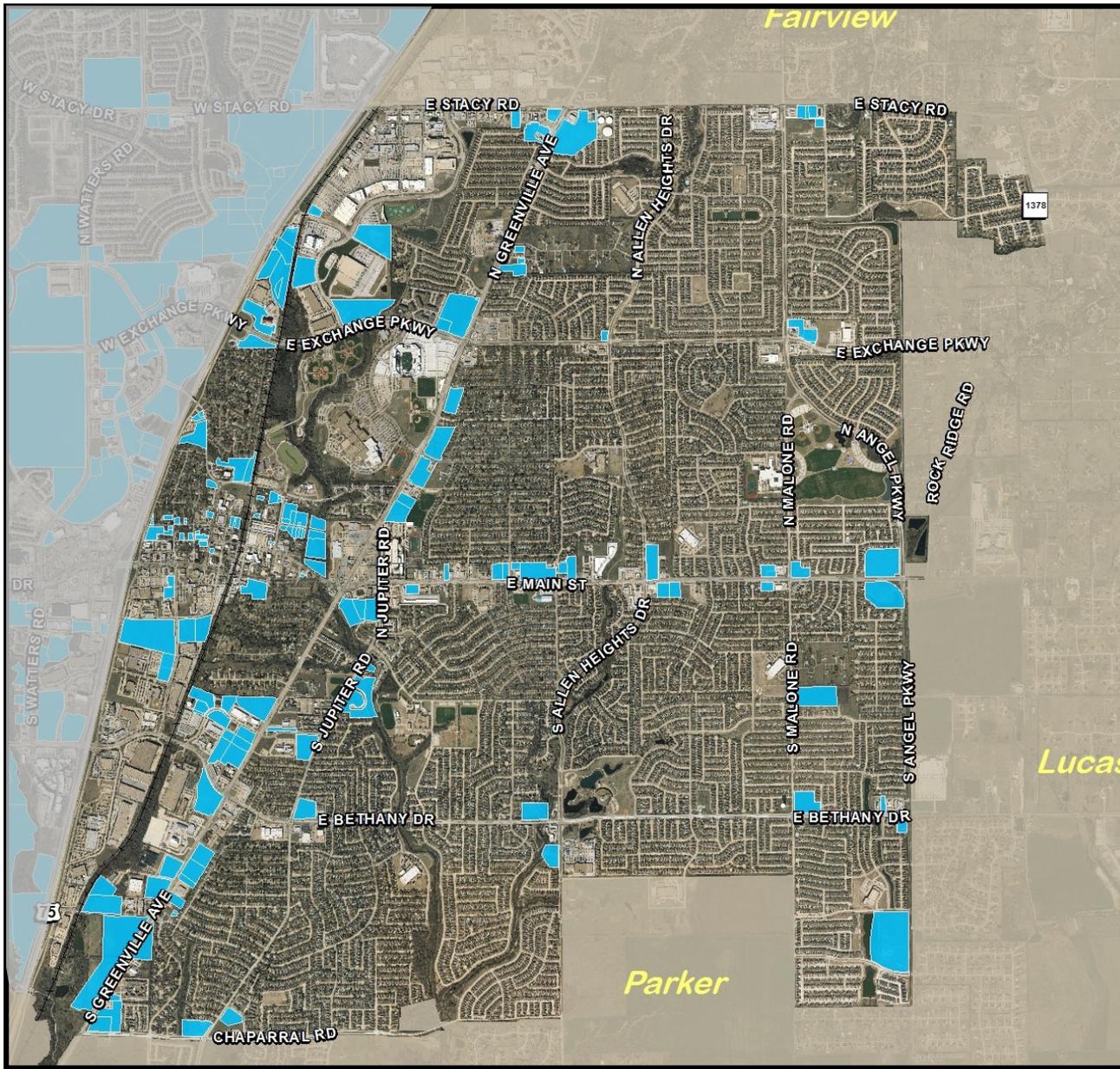
- Infill development can be more complex than a typical development. The size and shape of some properties may

Infill Development is the development of vacant or underutilized land within developed areas of the community. It typically occurs in older areas of the community left vacant and often surrounded by developed parcels, versus land in currently developing areas or on the undeveloped edge of the community. Infill development provides many advantages including accessibility to existing infrastructure, newer design standards and a diversification of land uses, especially housing.

make it difficult to develop in accordance with current regulations such as parking, access, drainage and landscaping.

- Land use regulations and fees for infrastructure improvements may make development financially prohibitive, or impact the quality of the development by reducing the amount spent on enhancements.
- Nearby residents may oppose infill development due to perceived concerns over traffic, appearance, values or other impacts. This is especially true if the development is different in character or density.

Map 5.14 Infill Development Properties



Analysis of Vacant Land

A majority of the vacant land available for infill development is located on the east side of U.S. 75.

There are 150 parcels of vacant land east of U.S. 75 totaling over 450 acres. More than half of that acreage is made up of sites under 5 acres in size.

Most vacant land west of U.S. 75 is located within the growth areas. However, there are several parcels that would also be considered infill sites.

Infill Development Strategies

1. Utilize infill development to facilitate upgrades to infrastructure and other nonconforming elements of the built environment. This should include an infrastructure strategy that supports infill development and upgrades to current standards, improves access, and enhances multi-modal connectivity.
2. Utilize infill development to help provide a balance of housing options throughout the community. A diversity of housing types supports the needs of a diverse and changing population. Housing opportunities for a growing workforce population and senior population can be supported by infill developments.
3. Utilize infill development to revitalize, promote reinvestment and increase values in older areas. Assess proposed infill and redevelopment projects in older neighborhoods based on potential benefits and impacts to neighborhood character, connectivity and aesthetics.
4. Employ flexibility in zoning and development standards to facilitate infill projects. Evaluate alternative requirements or flexible regulations that will aid infill development. Flexible regulations are needed to overcome small lot sizes and substandard access situations. Examine feasibility of flexible fee schedules designed specifically for infill projects.
5. Compatibility with existing infill development should complement existing uses and enhance community character.

Infill development should integrate with existing uses, including pedestrian connectivity. This may be accomplished through the use of customized design considerations. An emphasis should be placed on engaging with adjacent neighborhoods early to address land use and design concerns.



Summary of Implementation Strategies

1. Growth Area 1: HIGHWAY 121 CORRIDOR

A. Encourage customized planned development zoning to facilitate appropriate land uses.

B. Create unique design standards for development through planned development zoning.

C. Partner with land owners and developers to encourage appropriate and compatible development that implements the vision for this area.

D. Utilize economic development incentives to facilitate desirable uses and quality development.

E. Expand infrastructure where needed to facilitate timely development.

2. Growth Area 2: TWIN CREEKS URBAN CENTER & MEDICAL DISTRICT

A. Continue to implement PD 108.

B. Encourage updated zoning for undeveloped property.

C. Continue implementing TIF No. 2 to facilitate development and infrastructure enhancements.

D. Utilize median improvement funds and development partnerships to complete median improvements.

E. Continue timely expansion of roadways.

3. Growth Area 3: WATTERS CREEK

A. Continue to facilitate future phases of Watters Creek with implementation of PD 99.

B. Continue implementing the Watters Creek TIF.

C. Develop Allen Central Park.

D. Adopt and implement a Planned Development zoning district for Montgomery Ridge.

E. Extend Montgomery Boulevard to U.S. 75.

F. Continue to provide trail connectivity.

4. Growth Area 4: McDERMOTT LAND

A. Utilize a Planned Development zoning to ensure high quality development.

B. Preserve greenbelts.

C. Support redevelopment of the existing salvage yard.

5. Growth Area 5: CENTRAL BUSINESS DISTRICT

A. Complete and adopt an updated CBD redevelopment plan

6. INFILL DEVELOPMENT STRATEGIES

A. Utilize infill development to facilitate upgrades to infrastructure and other nonconforming elements of the built environment.

B. Utilize infill development to help provide a balance of housing options throughout the community.

C. Utilize infill development to revitalize, promote reinvestment and increase values in older areas.

D. Employ flexibility in zoning and development standards to facilitate infill projects.

E. Compatibility with existing infill development should complement existing uses and enhance community character.

