



2014

The City of Plano has experienced rapid commercial growth during the past five decades, resulting in numerous older shopping centers that are becoming non-competitive in the marketplace. Many of these centers have high vacancies, dated façades and oversized, unattractive parking lots. The City's Retail Revitalization Policy is designed to promote the redevelopment of these underperforming centers into market-based, mixed-use real estate developments that contribute positively to the surrounding neighborhoods and increase their tax base.

GPG prepared a conceptual master plan for an existing shopping center test site. The plan was based on a development program to include retail, commercial and residential.

GPG also developed criteria for the selection of aging retail centers for redevelopment and define minimum standards and objectives for redevelopment, especially where public/private partnerships are proposed. The selection criteria will include size, configuration, ownership vacancy, residential adjacency and market potential. GPG defined minimum redevelopment standards including minimum density, lot coverage, mix of and integration of uses, walkability and the level of reinvestment expected for public participation.

