



7.0

Land Use and Character



INTRODUCTION

Purpose

The purpose of this element is to establish the necessary policy guidance that enables the City to plan effectively for future growth, development, and redevelopment. Sound planning is essential to ensure that the community is not only prepared for serving anticipated infrastructure needs, but also for preserving community character. Ensuring high quality development is as critical as providing the utility infrastructure and connecting streets.

The concepts of land use and community character are integral to other components of the Comprehensive Plan Update. For instance, the transportation network provides access to land, which influences the type and density of development. The provision or lack of utilities can also dictate the amount, location, and timing of development. Design and development character impact community aesthetics and, thus, the perceptions held by area residents and those considering investment in the community. Similarly, proximity to public facilities can impact public health and safety at specific locations and, as a result, impact the development potential of an area.

However, it is the design of individual uses, districts, and neighborhoods that influence the "character" of development more than the use itself. The "character" of an area is more distinctly defined by the intensity (height and scale) of development, the relative arrangement of buildings and parking areas, the preservation and use of open space, and other aesthetic design features. Community character concepts, in general and as they apply to Plainview, are discussed within this chapter.



Land Use Policies

This Comprehensive Plan Update advances a shared vision related to the overall quality of life and economic well-being of the residents of Plainview. Land use and its context with the natural and built environment are integral components of this Comprehensive Plan. They are also influenced by other elements of community growth, mobility, neighborhood preservation and integrity, utility infrastructure, and economic development.

The following general policy statements indicate the City's intentions for managing its future growth and development character. These policies have been discussed in previous chapters and reflect the future vision of the community and its desired land use pattern. They will serve to guide decision-making by City Staff, the Planning and Zoning Commission and City Council as they implement this Comprehensive Plan.

1. The City should encourage new development and significant redevelopment where adequate public services and utility capacity are already in place or projected for improvement
2. Effectively manage future growth to achieve a compact and fiscally responsible pattern of development.
3. Development should occur first on vacant infill areas and/or areas contiguous to existing development and then sequentially outward as adequate facilities become available.
4. New development or redevelopment on "infill" parcels should maintain compatibility with existing uses and the prevailing character of the area.
5. Development patterns should provide appropriate transitions and buffering

between differing land use intensities. Where developments of incompatible intensities abut, there should be adequate landscaping and screening to separate them. Residential areas should not be situated next to intense nonresidential uses without provisions for increased separation and buffering. Less intense nonresidential development may be appropriate next to residential development with regulatory performance standards to mitigate adverse impacts.

6. Neighborhoods should be designed with a variety of housing types and sizes, thereby offering affordable living options.
7. Development form should be such that neighborhoods are highly walkable, meaning there is a mixture of uses within convenient distance so that automobiles are not essential for relatively short trips. Appropriate standards should be adopted that ensure the compatibility and visual cohesiveness of mixed-use development, with provisions for buffering and impact mitigation.
8. Development should not occur within floodplains unless there is compliance with stringent floodplain management practices.
9. Areas of historic value should be maintained and enhanced in accordance with preservation guidelines and development standards.
10. Multiple-family housing should be developed at a density and scale that is compatible with the surrounding neighborhood, available utilities and roadway capacity. Larger multi-family developments should be located on sites with adequate space for off-street parking, accessory structures, and recreational activity and toward the edge of single-family residential areas where higher traffic levels and taller building heights can be better accommodated.
11. The City should enhance the character and aesthetic attractiveness of the community and its neighborhoods, districts and corridors.
12. The City should protect the natural beauty of Plainview through the development of a comprehensive system of parks, trails and open spaces.

Land use considerations and guidance are at the core of any comprehensive city plan. Effective land use planning provides a framework for successful economic development efforts, for quality and sustainable residential development, for timely investment in new and upgraded infrastructure, and for coordinated extension of the public park system and a range of other municipal services, especially critical public safety services.

FACTORS AFFECTING LAND USE

Flood Hazard Areas

As summarized within the 1989 Comprehensive Plan, Plainview’s growth patterns have been profoundly affected by the large areas designated within the 100-year flood hazard area. Irrespective of this concern, a considerable amount of urban

development has occurred within these areas. Although Plainview is located within a semi-arid region that receives an average annual rainfall of approximately 20 inches, periodic heavy, short-term rainfall events, combined with the absence of any significant slope, can cause serious flooding problems within the City. Any urban development that encroaches upon the 100-year floodplain will contribute to a greater potential for flooding downstream. Several actions and

Planning and Zoning Maps

The side-by-side comparison below highlights the distinct purposes and uses of a long-range land use plan map (such as Map 7.1, Future Land Use & Character, in this chapter) relative to a City’s official Zoning District Map (which Plainview maintains and makes available on the City’s website).

| Future Land Use & Character Map | Zoning District Map |
|---|---|
| <p><u>Purpose</u></p> <ul style="list-style-type: none"> • Outlook for the future use of land and the character of development in the community. • Macro level – general development pattern. <p><u>Use</u></p> <ul style="list-style-type: none"> • Guidance for City zoning map and related decisions (zone change requests, variance applications, etc.); • Baseline for monitoring consistency of actions and decisions with Comprehensive Plan. <p><u>Inputs and Considerations</u></p> <ul style="list-style-type: none"> • Inventory of existing land use in the City • Elevating area character (Rural / Agricultural, Neighborhood Conservation, Institutional, Urban Mixed Use, Auto-oriented Commercial, Auto-oriented Residential, Industrial) as a core planning focus along with basic land use (residential, commercial, industrial, public). • The map includes a notation required by Texas Local Government Code Section 213.005: “A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.” | <p><u>Purpose</u></p> <ul style="list-style-type: none"> • Basis for applying different land use regulations and development standards in different areas of the community (“zones”). • Micro level – <u>site-specific</u> focus. <p><u>Use</u></p> <ul style="list-style-type: none"> • Regulating development as it is proposed – or as sites are positioned for the future (by the owner or the City) with appropriate zoning. <p><u>Inputs and Considerations</u></p> <ul style="list-style-type: none"> • Future Land Use & Character map, for general guidance. • Other community objectives (e.g., economic development, redevelopment, resource conservation, etc.). • Zoning decisions which differ substantially from the general development pattern depicted on the Future Land Use & Character map should indicate the need for some adjustments to the planning map the next time the Comprehensive Plan is updated. |

By elevating area character as a core planning consideration, **Map 7.1, Future Land Use & Character** illustrates distinct points and edges where transitions between different character types should occur, as well as areas within which a consistent character should be maintained regardless of the particular land uses. For example, the Auto Urban character of most commercial development along 5th Street should be distinct from the Suburban nature of nearby neighborhoods comprised of single-family detached housing amid landscaped yards and mature tree cover.

In the end, however, Map 7.1, Future Land Use and Character, remains only a planning tool. It is through the official zoning map and the ongoing zoning administration process that binding, legally enforceable decisions are made about property uses and compatibility on a case-by-case basis. Adoption of a Comprehensive Plan containing a future land use map does not mean that the City’s zoning approach or mapping will automatically change. This is partly because there is also a timing aspect to zoning, meaning that a future land use map indicates ultimate outcomes while a zoning map may still reflect interim situations and existing, stable land uses that are not expected to change any time soon, if ever.

initiatives are outlined within **Chapter 2.0, Growth Management and Capacity**, to address site-specific flooding in areas of the City using technical infrastructural systems as well as low-impact development-related strategies, tools and techniques.

Utilities Infrastructure (water, sewer, stormwater)

As mentioned, depending on where the City installs new utility infrastructure (water, sewer and stormwater) will have a profound impact of where development occurs in Plainview. For example, as summarized in Chapter 2.0. Growth Management and Capacity, it is recommended that water and sewer infrastructure be extended along the Interstate 27 corridor southbound frontage road, and along the northbound frontage road south of SW 3rd. Street. This will stimulate economic growth along the frontage road, effectively locating additional mixed-use commercial in proximity to significant population centers.

Thoroughfare System

As depicted in **Map 3.4, Thoroughfare Plan**, within **Chapter 3.0, Mobility**, the major recommendations offered for thoroughfare development in Plainview, occur to the west of Interstate 27, and include the reconstruction and widening of County Road T (Andy Taylor Road) to a four-lane, minor arterial corridor, as well as the extension of Mesa Drive, northward to 24th Street. To the south, SW 3rd Street has also been recommended to be widened to a four-lane, minor arterial east-west corridor.

The other significant thoroughfare improvement includes creating an eastern minor-arterial bypass from 34th Street (Industrial Boulevard) south to U.S. Highway 70, and then south to connect with Business Highway 27.

These thoroughfare improvements could potentially open large areas of land for development and re-development.

Assumptions

The Land Use section of the 1989 Comprehensive Plan was very thorough estimating changing percentages of land uses between the 1960 and 1989. Indeed, during this 29 year period, 44.5 percent of Plainview's housing was constructed - so it was important to determine the development

patterns and trends that would affect Plainview's general growth trajectory. As indicated within **Figure 1.2, Population Projections Comparison**, in **Chapter 1.0, Introduction**, Plainview's population has essentially flat-lined since 1989 and with the recent closure of the Cargill beef rendering plant (in 2013), Plainview will likely not experience the population growth projections indicated in **Chapter 1.0, Introduction**. Steve Amosson, Texas AgriLife Extension Service Extension economist in Amarillo, estimates the annual payroll for the plant's roughly 2,000 employees to be \$60 million. "By the time you look at the indirect induced effects, we're not talking 2,000 employees, we're talking close to 3,000 people who are going to lose their jobs," he says. "That accounts for more than 15% of the employment in Hale County," where Plainview is located.¹

Residential Development

Though it is anticipated there will be very little new residential development within the 20-year planning horizon, recent and future Plainview-Hale County Industrial Foundation economic development-related efforts could stimulate new residential development. New construction that does occur will most likely be located west of Interstate 27.

Commercial Development

Most new retail development will likely take the form of small strip centers and will be constructed along Interstate 27, in proximity to the West Gate and West Ridge subdivisions. Additionally, several of the larger commercial centers along 5th Street will likely be redeveloped.

Industrial Development

Based on the recommendations of the **October 2012 Economic Development Strategic Plan for Hale County, Texas**, at least one and probably two, "building ready" industrial parks will be developed around Plainview. These may occur to the south of the Hale County Airport and north of the City.

FOCUS AREAS

The following focus areas provide strategies and actions for informing current and future land use decisions in Plainview:

¹ Rutherford, Burt, "Cargill to Shutter Plainview, TX, Beef Plant," BEEF, January 17, 2013. <http://beefmagazine.com/processors/cargill-shutter-plainview-tx-beef-plant>.

- Focus Area 7.1: Community Character;
- Focus Area 7.2: Enhancing Community Appearance - Aesthetics and Image;
- Focus Area 7.3: Focusing on Downtown Revitalization;
- Focus Area 7.4: Future Land Use Plan
- Focus Area 7.5: Priority Improvement Project: Wayland Baptist University and Surrounding Area.

FOCUS AREA 7.1: COMMUNITY CHARACTER

A character-based approach to community planning looks beyond the basic use of land (residential, commercial, industrial, public / institutional) to consider the placement and design of buildings and the associated planning of sites, as well as of entire neighborhoods and districts. Whether new development or redevelopment, and whether private or public construction, the pattern of land use – including its intensity, appearance, and physical arrangement on the landscape – will determine the character and will contribute to the image of the entire community over the long term.

On the community character spectrum, the three main character types are Rural, Suburban and Urban. These are common terms that should bring immediate images to mind as one thinks of traveling from the city center to the outskirts of a typical community. Over the years, and particularly since the advent of widespread automobile ownership in the 1920s-1930s, sizable portions of many communities have developed in an “Auto Urban” pattern, which falls in the range between Urban and Suburban.

Community character accounts for the physical traits one can see in an area which contribute to its “look and feel.” A character-based approach focuses especially on development intensity, which encompasses the density and layout of residential development; the scale and form of non-residential development; and the amount of building and pavement coverage (impervious cover) relative to the extent of open space and natural vegetation or landscaping. How the automobile is accommodated is a key factor in distinguishing character types, including street design, parking, and the resulting arrangement of buildings on sites.



Agricultural development with residences constructed along FM Road 2286 within Plainview's Extraterritorial Jurisdiction (ETJ).

Source: Google Earth

It is this combination of basic land use and the characteristics of the use that more accurately determines the real compatibility and quality of development, as opposed to land use alone. Aesthetic enhancements such as the design of buildings, landscaping and screening, sign control, and site amenities also contribute to enhanced community character.

Character Themes

The essence of land use planning is a recognition that Plainview does not have to wait and react to growth and development. Rather, it can determine where growth will occur and what character this new development will reflect. With active community support, this plan can ensure that development meets certain standards and will contribute to achieving the desired community character.

The following is a description of the land use and community character categories used on **Map 7.1, Future Land Use and Character**.

Rural / Agricultural. The Rural / Agricultural character category consists of lands that are sparsely developed, with mainly agricultural and very low-density residential as the primary uses. This category provides its residents with the choice of seclusion within the countryside, and away from a more developed setting. For this reason, it is unusual to find rural character within the City limits, except in areas that have been annexed for eventual development, or to preserve rural character through the protections afforded by agricultural zoning. As in other cities, Plainview has fringe areas that have



Farmstead composed of a home and collection of out-buildings; illustrative of agricultural development patterns within Plainview's ETJ and the type of development to be encouraged within a Rural / Agricultural District.

Source: Google Earth

Development Pattern

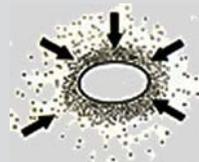
Patterns of land use are best described at two scales. At a large scale, uses throughout the Plainview/ETJ planning area work together to form a coherent network of activities. The area includes places to work, play, and live (understanding that many of these activities also occur for some people outside of the planning area, in places such as Lubbock). On a smaller scale, land use patterns can be examined at the neighborhood level. Here, land use is designed to meet the daily needs of residents.

Community and neighborhood function is affected by design. Land uses fit the pattern to meet the needs of the community or neighborhood. Studying land uses first requires an understanding of the design of the community or neighborhood to truly understand the physical role of land use. Design of a community can best be described through five characteristics developed by Kevin Lynch, a renowned planner and keen observer of the successful function of communities: paths, districts, nodes, edges, and landmarks. These characteristics provide organization and a sense of legibility within a community.



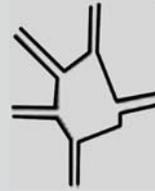
Paths. Paths are channels for traveling from one destination to another. These may include roads, sidewalks, waterways, or railroads. Paths create the framework of the community on which all other components fit. On a communitywide

scale, examples of paths include 5th Street, Quincy Street and 24th Street. Although the BNSF rail lines are freight only, they still provide bearing and in some cases, form a border or edge to a neighborhood or commercial district. On a smaller scale, paths include the local and collector roads within the neighborhood, such as 7th Street, 11th Street, Cedar Street and many others.



Districts. Districts are identifiable areas within a community or neighborhood. Each has a distinct character that is separate from other areas. That character is generally physical and can be as simple as a stark change in land use to a change in housing stock. Within a community, neighborhoods can function as districts or can be combined into larger "residential districts." Within Plainview, the Downtown Commercial Historic District and the Wayland Baptist University campus serve as important districts. Neighborhoods will generally include far fewer districts than communities and some may consist of a single

district. Mixed use or older neighborhoods will include commercial districts, residential areas of varying intensity, and possibly industrial districts.

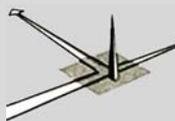


Nodes. Nodes are significant destinations. They primarily include focused concentrations of land uses, a major feature, or any other event that commonly draws individuals together. For communitywide analysis, a node may include such destinations as the Hale County Courthouse, Walmart shopping center and Covenant Hospital / South Plains College Plainview Extension area. At the neighborhood level, a node may include Mike Woods Park, Travis Trussell Park, or a local grocery store.



Edges. Edges are the distinct ending of one area and, if well designed, the obvious beginning of another.

An edge is always a physical presence, but it can also include a social perception of borders. At the district level, railroads and interstates can form boundaries. The most obvious edges within the community are the Running Water Draw, Interstate 27 and the BNSF Dimmitt Spur rail line; all of which provide very definite borders. Edges should not be confused with gateways, which are limited to grand entries and exit points. The Smythe Street entrance to Wayland Baptist University provides a distinct sense of entry or departure off of 5th Street.



Landmarks. Landmarks are focal points. They remind the resident or visitor of where they are within the community or neighborhood.

The sense of a landmark, however, depends not on its magnitude, but its uniqueness that allows it to become obviously visible. In urban areas, a landmark may include a major monument or an obvious element, such as the Hilton Hotel in Downtown Plainview, or the Producers Grain Corporation grain elevators along Interstate 27, just north of Plainview. In a more rural setting, landmarks become items such as a barn, large house, church, or even a particularly recognizable tree.

Figure 7.1, Plainview Land Pattern, provides a general understanding of the characteristics within Plainview that provide legibility and structure. The principal edges that define the City include Interstate 27 to the west, Running Water Draw to the south, and the network of BNSF railroad lines to the northeast. While development has spanned

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Map 7.1 Future Land Use and Character

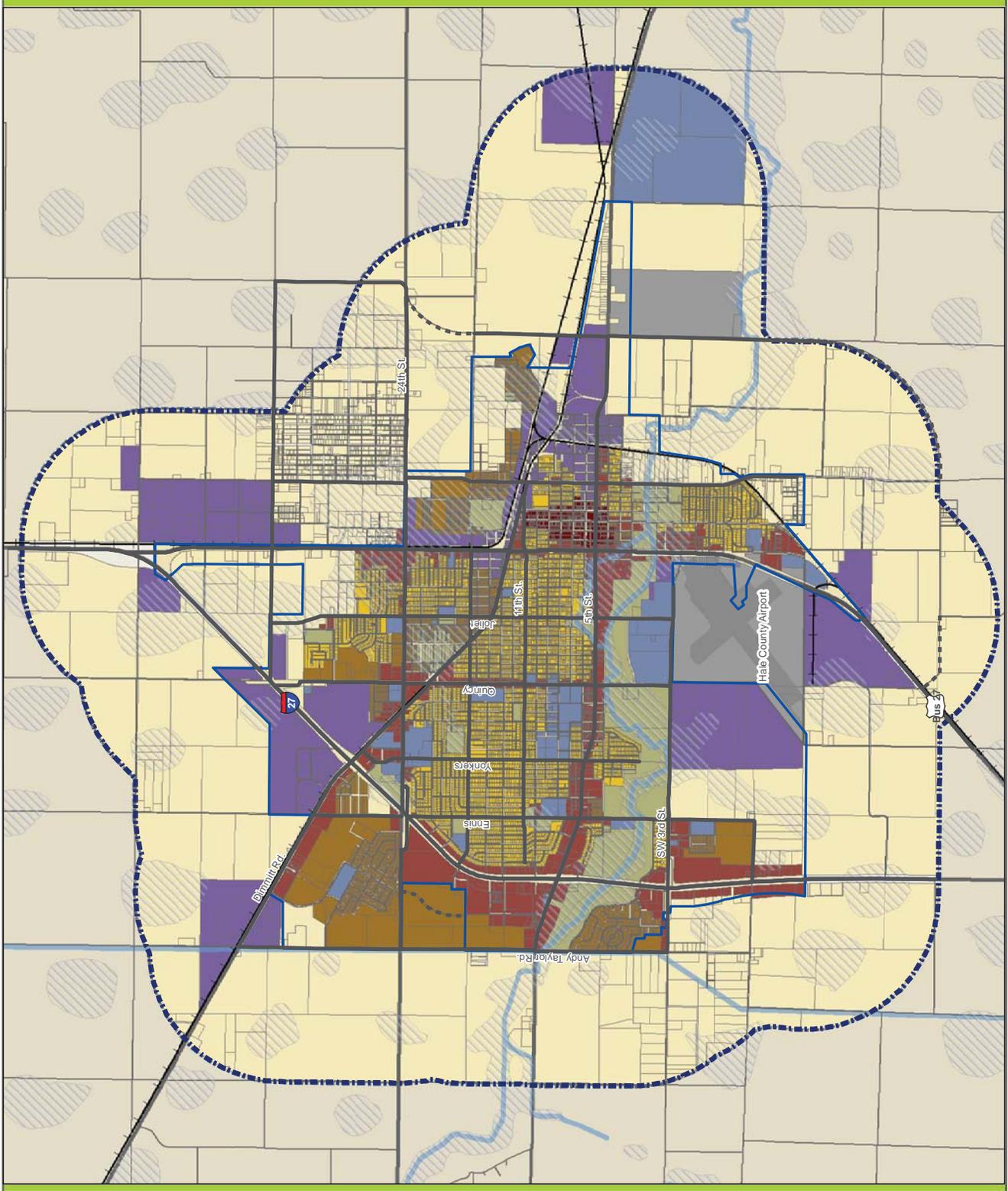
Legend

- Rural / Agricultural
- Parks / Open Space
- Neighborhood Conservation
- General Residential
- Auto-Oriented Commercial
- Urban Mixed-Use
- Industrial
- Institutional / Public
- Special Uses
- Airport
- 100-year Floodplain
- City Limits
- ETJ
- Creeks
- Railroad

0 0.25 0.5 1 1.5 Miles

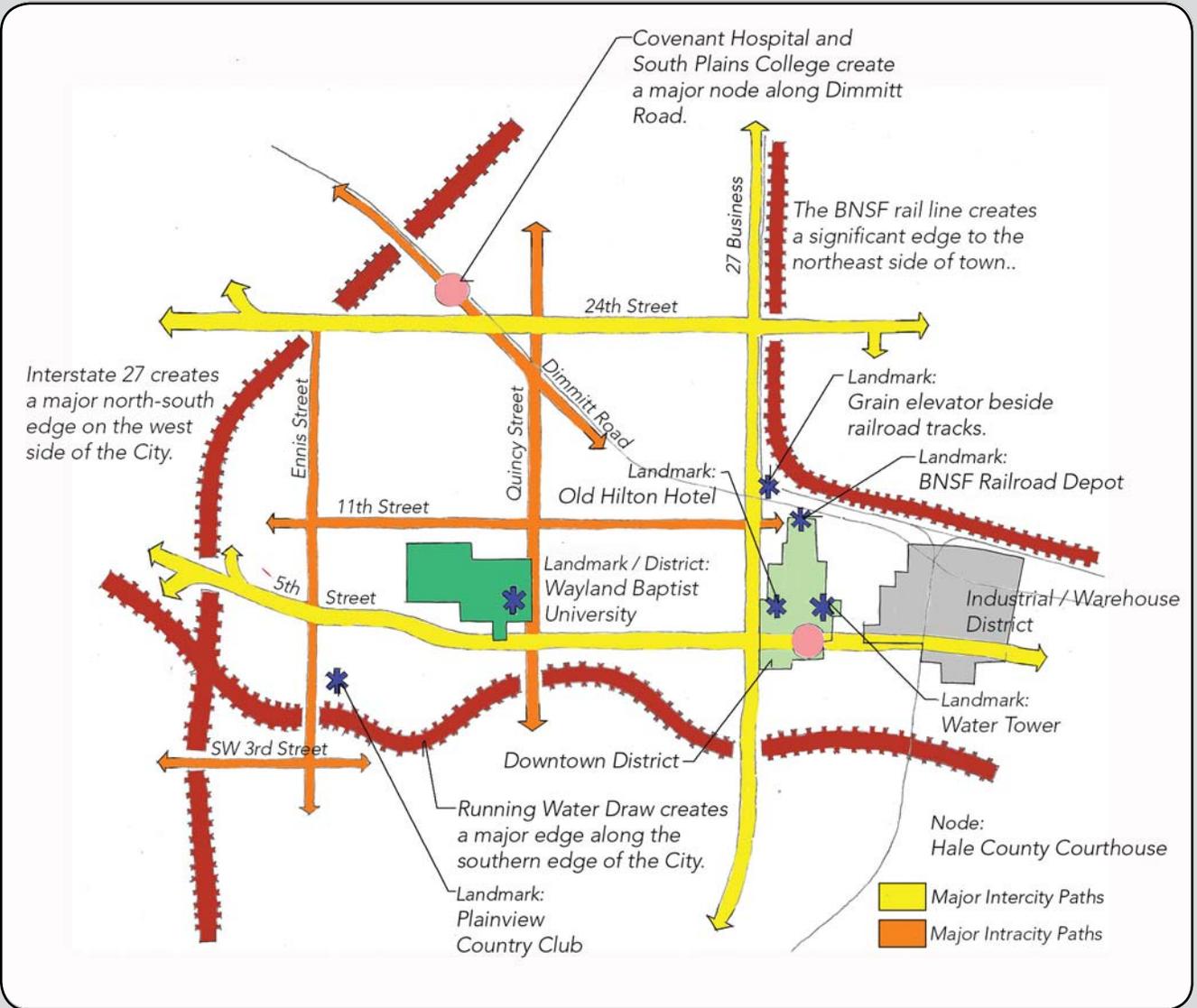
A comprehensive plan shall not constitute zoning regulations or establish zoning district boundaries.

Source: City of Plainview



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Figure 7.1, Plainview Land Pattern



the western edge, there are still only a few means of crossing over or under the interstate. With the advent of single direction frontage roads on either side of the interstate, this edge condition will become more pronounced.

5th Street (U.S. Highway 70), 24th Street and Business Highway 27 remain three of the principal intercity paths passing through the City of Plainview, while several intracity corridors, such as Quincy Street, 11th Street and Ennis Street help to define the City's grid and principal neighborhoods.

The City's Downtown Commercial Historic District resides within a slightly larger, well-defined Downtown district. A fairly well-defined industrial / warehouse district is located immediately to the east of Downtown and extends to the north along the railroad corridor. Another important district is Wayland Baptist University, the City's principal

University District. The University is located just north of the intersection of Quincy Street and 5th Street.

Two important nodes that define and concentrate activity within the City include the Hale County Courthouse and its satellite public institutions; and the Covenant Hospital / South Plains College area. Both of these nodes elicit a county wide draw of citizens to Plainview.

Plainview's landmarks are primarily those structures that command some degree of height, thereby providing legibility to an otherwise extremely flat cityscape. While the Plainview Country Club does not boast significant elevation, it is a well-maintained, manicured landscape that provides visitors with a serene outdoor experience, whether one is golfing or simply strolling down to Running Water Draw.

An elaborate play structure in one of Plainview's Neighborhood Parks.

Source: Kendig Keast Collaborative



Neighborhood Conservation district designation is applied to neighborhoods where no change in development type or pattern is expected or warranted. The standards for each sub-district within the NC district designation reinforces the existing character (in this case it is a combination of R-1 and MF-2).

Source: Google Earth

developed with residential intensities that are not appropriate to the location or level of public services available, which is why these areas still fall within the Rural / Agricultural category on the map.

Development Types:

- Residential homesteads;
- Planned development to accommodate conservation and cluster designs;
- Agricultural uses;
- Agriculture-focused commercial retail;
- Agricultural support uses with industrial characteristics (e.g., grain elevators, cotton processing);
- Parks and public spaces.

Characteristics:

- Rural character from wide open landscapes, with minimal sense of enclosure and views to the horizon unbroken by buildings in most places;
- Scattered residential development on relatively large acreages, resulting in very high open space ratios and very low site coverage (sometimes with residential "estate" areas providing a transition from Suburban to Rural densities, with estate lots typically ranging from one to three acres);
- Typically no centralized water or sanitary sewer service available. Also much greater reliance on natural drainage systems, except where altered significantly by agricultural operations;
- Potential for conservation developments that further concentrate the overall development

footprint through cluster designs, with increased open space set-aside to maintain the overall Rural character and buffer adjacent properties. (May also make alternative community wastewater treatment methods feasible to eliminate the need for individual on-site septic systems.)

Parks / Open Space. This use category includes all existing municipal public parks, outdoor recreation areas and open spaces that have been committed to public or private enjoyment and recreational pursuits.

Development Types:

- Public parks and open space;
- Public trails;
- Public recreation areas (e.g., public golf courses);
- Public or private lands within floodplain or storm water management areas that are generally unsuitable for development.

Characteristics:

- Public parkland theoretically will remain so in perpetuity compared to other public property, such as buildings, that can transition to private ownership at some point;
- Park design, intensity of development, and planned uses/activities should match area character (e.g., public squares/plazas in Urban downtowns; athletic fields/courts and play equipment in large community parks located and designed for intensive use; and nature parks for passive recreation in Suburban, Estate and Rural areas).

Lloyd C. Woods Park is a popular passive recreational park, where Plainview residents enjoy strolling, throwing the frisbee, and other unorganized activities.

Source: Kendig Keast Collaborative



The Neighborhood Conservation district designation "locks in" prevailing character (e.g., lot sizes, building setbacks, dwelling sizes and styles, building heights and roof pitch, driveway location and design, garage placement relative to the street and principal structure if separate, sidewalk location and design, landscape treatment, etc.

Source: Kendig Keast Collaborative

The Neighborhood Conservation district designation can be further divided into sub-districts to preserve the character of specific neighborhoods.

Source: Kendig Keast Collaborative



Schools, colleges and universities are designated Institutional.

Source: Kendig Keast Collaborative

Neighborhood Conservation. The Neighborhood Conservation (NC) designation is applied to established neighborhoods that are largely built-out and stable, and where no significant change in development type or pattern is expected or desired. To implement the intent and policies of the Future Land Use and Character Map, the current zoning designations for these NC areas may warrant repurposing, and their uses and standards may require recalibration, to achieve certain, desired development outcomes. In this way, all existing, stable neighborhoods would transition from their current zoning designation to an “NC” designation, which results in a series of NC sub-districts (i.e., NC-1, NC-2, etc.), each of which is customized for a particular area. Essentially, this would “lock in” standards for each area that reflect and reinforce how the neighborhood originally developed, or has evolved over time, and the existing, prevailing character. This recommended approach to the zoning of existing neighborhoods allows for compatible building additions and site improvements, whereas typical zoning designations may cause such positive actions to require variances or be labeled as “nonconformities.” As a result, desired reinvestment is promoted while ensuring that existing neighborhood character is maintained even with redevelopment or infill activity (although changes in stable neighborhoods generally come from incremental expansion and modification of existing homes over time, and not due to large-scale redevelopment).

Development Types (depending on neighborhood-specific standards):

- Detached residential dwellings;
- Attached, multi-family dwellings;
- Public/institutional;
- Parks and public spaces.

Characteristics:

- Integrity of older, intact neighborhoods protected through customized Neighborhood Conservation zoning with standards that ensure no significant change in the development type or pattern and reinforce

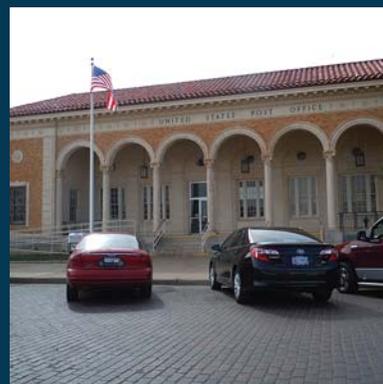
existing physical conditions (e.g., lot sizes, building setbacks, etc.).

- Designed to preserve existing housing stock (and avoid excessive nonconformities and variance requests), and also to govern periodic infill and/or redevelopment activity within a neighborhood to ensure compatibility.
- Depending on the particular neighborhood, the customized zoning may recognize and embrace small-scale office or retail/service uses that have always been part of the area’s fabric. Such uses could also be allowed to expand within certain limits, or a particular NC sub-district could provide for new uses of this type to occur on vacant sites at the edge of the neighborhood or other appropriate locations. This can be especially important to neighborhood integrity when older homes are falling into disrepair or are no longer marketable, and conversion to other uses is best for all—but when done compatibly under the NC standards.

Institutional. This category encompasses major City-owned facilities, plus other public and private buildings and sites with an institutional nature, such as schools, the Wayland Baptist University campus, and Covenant Hospital in Plainview.

Development Types:

- Municipal and other government buildings;
- Public safety facilities (police, fire);
- Schools, colleges and universities;
- Hospitals and medical centers;
- Cemeteries.



The Plainview Post Office is a good example of an Institutional zoning designation. Additional Institutional district uses include police and fire departments, municipal and County administrative buildings. Because the public function of these buildings may change, as well as the use, the term “public” is not used to describe district.

Source: Kendig Keast Collaborative

Characteristics:

- High degree of visitation and/or pedestrian activity in some cases, with people coming and going throughout the day;
- Institutional functions may require multiple buildings, arranged in a campus-like setting;
- Facilities may have special parking and passenger drop-off requirements;
- Buildings are sometimes set back from the road to provide more prominence, with large amounts of open spaces surrounding the buildings.

Auto-Oriented Commercial. Auto-oriented commercial development has become commonplace across the nation since the mid-20th Century, and is characterized by roads, driveways, and at-grade parking areas that commonly exceed the area of the building(s) as a percent of ground cover. The dominance of buildings and surface parking relative to landscaped or unimproved areas is what distinguishes auto-oriented development from Suburban development character, placing it closer to the Urban end of the character spectrum. In Plainview, the “strip”-commercial areas along 5th Street (U.S. Highway 70), between Interstate 27 and Ennis Street, and along the Interstate 27 southbound frontage road compose the most visually significant “auto-oriented commercial” areas in the City.

Development Types:

- “Strip” commercial centers along major roadways, with a range of uses, including those on high-profile “pad” sites along the roadway frontage;
- Automobile service-related enterprises (e.g. gas / service stations, auto parts, car washes);
- Restaurant chains (e.g., fast food, other);
- “Big-box” commercial stores (e.g., grocery, appliances, clothing, etc.);
- Office;
- Hotels and motels;
- Places of worship.



The Interstate 27 and 5th Street intersection is perhaps the most intensive Auto-Urban development in Plainview. Upon closer scrutiny, there is nothing in this image that informs the viewer that this is indeed Plainview. This could be anywhere in the country.

Source: Google Earth

Characteristics:

- Significant portions of development sites devoted to vehicular access drives, circulation routes, surface parking, and loading/delivery areas, making pavement the most prominent visual feature;
- Buildings typically set back toward rear of site to accommodate expansive parking areas in front, closest to passing traffic;
- Less emphasis on architectural design in many cases, with building façades often lacking articulation and having large banks of single-pane windows;
- Development desire to maximize signage (number, size) to capitalize on site visibility to passing traffic;
- Often not conducive for access or on-site circulation by pedestrians or cyclists.

General Residential. This designation pertains to future residential development and includes detached residential dwellings; attached housing types (subject to compatibility and open space standards, e.g., duplexes, townhomes, patio homes); planned developments (with a potential mix of housing types and varying densities, subject to compatibility and open space standards), etc. General Residential character typically exhibits:

Development Types:

- Detached residential;
- Attached residential;
- Neighborhood-scale places of worship.

The Auto-Oriented Commercial district designation acknowledges the significant role the automobile has made in shaping the built environment. The district is characterized by abundance of asphalt and concrete. Buildings are set back from the street to allow for parking. This water dispensing machine in a parking lot along 5th Street typifies this designation. Source: Kendig Keast Collaborative



The General Residential designation refers to several housing prototypes, detached and attached, where the accommodation of the automobile significantly impacts the form of the residential dwelling.

Source: Kendig Keast Collaborative

For the most part, buildings in Downtown Plainview are built to the edge of the street right-of-way and lateral property lines, creating, in essence, an "urban wall." Most buildings are two stories, which provides the opportunity for vertical mixed-uses.

Source: Google Earth



Several Downtown buildings are vacant. It will take the concerted efforts of the Plainview Main Street program to encourage small businesses to locate Downtown and then develop a comprehensive marketing program to ensure the businesses are supported

Source: Kendig Keast Collaborative

Characteristics:

- Less openness and separation between dwellings compared to Suburban character areas;
- Accommodation of the automobile detracts from house design (e.g., front-loading garages dominating the front façade), attractive front yards (e.g., more of front yard devoted to driveway area), and street aesthetics. The previous cited factors, plus uniform lot sizes, front setbacks and/or minimal variation in individual house design, can all create a monotonous neighborhood appearance;
- Multi-family development sites dominated by buildings and surface parking, with minimal area devoted to open space or landscaping;
- "Cookie cutter" subdivision layouts, with long, straight streets, often require after-the-fact "traffic calming" measures to control speeding and cut-through traffic.

Urban Mixed-Use. The City's Downtown commercial area is considered urban. Buildings are located on or near their front property lines and it is clearly a pedestrian friendly environment. Urban Mixed-Use areas are typified by small or non-existent front and side yards, extensive pedestrian circulation, and the continuous row of structures that are unbroken by standalone parking lots or front yard parking areas.

Where possible, the Downtown urban mixed-use district has been delineated (primarily using alleyways) to ensure that new development will maintain a uniform building height and minimal setback on both sides of internal streets.

Development Types:

- Mixed use (on single sites and within individual structures);
- Residential above commercial or office;
- Live/work units;
- Attached residential;
- Commercial retail/services;
- Office;
- Public / institutional;
- Places of worship;
- Entertainment;
- Parking structures and public or commercial surface parking areas;
- Parks and public spaces.

Characteristics:

- Streets and other public spaces framed by buildings with zero/minimal front setbacks, creating "architectural enclosure" versus the progressively more open feel in other character areas (Auto-Oriented, Suburban, Rural);
- Mostly on-street parking and minimal surface parking (until the Urban character begins to give way to Auto-Oriented site design);
- The only place where structured parking may make sense and be financially viable;
- Greatest site coverage;
- Multi-story structures encouraged;

A street in Downtown Plainview. Most streets are wide enough to accommodate angled parking, though the perception of having adequate parking remains an issue. As Downtown receives increased activity and new development, parking will have to be re-evaluated.

Source: Kendig Keast Collaborative



There is a large industrial and warehousing area between Date Street and the BNSF rail line.

Source: Google Earth

Table 7.1, Changes in Zoning District Nomenclature

| 1989 Comprehensive Plan | Zoning Districts | Symbol | 2013 Comp. Plan Update |
|---------------------------|---------------------------------------|--------|---------------------------|
| | Agricultural | A | Rural / Agricultural |
| Single Family Residential | Single Family Residential (large-lot) | R1-L | Neighborhood Conservation |
| | Single Family Residential | R-1 | General Residential |
| | Single Family Residential | R-2 | |
| | Duplex and Garden (Patio) Home Res. | 2F | |
| | Single Family - Attached | SF-A | |
| | Multi-Family Residential District - 1 | MF-1 | |
| | Multi-Family Residential District - 2 | MF-2 | |
| Multi-family Residential | Manufactured Housing (HUD Code) Res | MH-1 | |
| | Manufactured Housing (HUD Code) Park | MH-2 | |
| Commercial | Commercial Neighborhood Services | C-1 | |
| | Central Business District | CB | Urban, Mixed Use |
| | Design Historic District | D-H | |
| | Commercial Retail District | C-2 | Auto-Urban Commercial |
| | Central General Business District | C-3 | |
| | | | O |
| Retail, Office | | | |
| Light Industrial | Light Industrial | M-1 | Industrial |
| Heavy Industrial | Heavy Industrial | M-2 | |
| Public, Semi-Public | | | Institutional |
| Park, Open Space | | | Parks / Open Space |
| | | | Special Uses |
| | Planned Development District | PD | |
| | Floodplain District | FP | |
| | University District | U | |
| | Office District | O | |

- Most conducive for pedestrian activity and interaction, with public plazas and pocket parks providing green space amid the Urban environment, and a place to gather and host community events;
- Streetscape enhancements in public ways usually emphasized given limited area for private landscaping relative to other character areas;
- Public/institutional uses designed to match Urban character.

Industrial. The Industrial use category combines activities of both light and heavy industry. Uses such as office / warehouse, wholesale, product assembly, and light manufacturing are included with heavier uses that often include outdoor storage, display and work activity.

Development Types:

- Heavy and light industrial;

- Heavy commercial (i.e., retail sales involving larger merchandise or vehicles, often with significant outdoor display areas, such as a large home improvements store or lumber supply yard);
- Office uses accessory to a primary industrial use.

Characteristics:

- Typically auto-oriented character, although master-planned industrial park developments may feature more open space and landscaping, regulated signage, screening, building design standards, etc.;
- Outdoor activity and storage, which should be screened where visible from public ways and residential areas;
- May involve significant truck traffic or direct rail service;
- On-site presence of large-scale moving equipment in some cases;

- Potential for environmental impacts that may affect the proximity and type of adjacent uses, including particulate emissions, noise, vibrations, smells, etc., plus the risk of fire or explosion depending on the materials handled or processed;
- Certain intensive publicly-owned uses (e.g., public works facilities, fleet maintenance, treatment plants, fire training) are best sited within Industrial areas.

Special Uses. This category is for special use areas that warrant special consideration, with respect to proximity and type of adjacent district development.

Development Types:

- Plainview / Hale County Airport;
- City of Plainview Landfill;
- City of Plainview water and wastewater treatment facilities;
- Formby State and J.B. Wheeler State Jails;
- Texas Department of Corrections and Plainview Police Department Firing Range.

Characteristics:

The Special Use category is also for uses that may require a special zoning overlay district, such as the Plainview / Hale County Airport, which will include an Air Installation Compatible Use Zone (AICUZ) that is designed to ensure awareness that locations within the Airport's flight paths are subject to impacts such as significant noise and potential safety risk. Sites within the overlay may require significantly reduced density to comply with recommendations suggested by the Airport. As part of the AICUZ, Accident Potential Zones (APZ) are delineated in areas near the Airport's runways. The APZ overlays place the greatest restrictions on uses, density and building heights given the maximum risk in these areas.

FOCUS AREA 7.2: ENHANCING COMMUNITY APPEARANCE - AESTHETICS AND IMAGE

Strategy 7.2.1: Refocus Zoning Ordinance to emphasize the character and form of development.

The City's zoning ordinance is quite differentiated and includes many of the elements necessary to achieve good development outcomes. However, there are many opportunities to repurpose and recalibrate the districts to achieve the intended character of development without placing as much emphasis on land use. While use should remain a secondary consideration, the form and design of development is more important if the City is to achieve enhanced character. At the same time, the ordinance may allow procedural streamlining for good projects, increase market flexibility (subject to better or more deliberate standards), and improved certainty (for neighbors, the City, and the developer).

Actions and Initiatives:

1. Within the zoning ordinance, revise the current district purpose statements to define the intended character of the district. Rather than general use types (e.g., low-density residential), define the density or intensity of development as urban, auto-urban, suburban, or rural.
2. Recalibrate and consolidate, where possible, each of the existing districts. Revise the dimensional standards to produce the intended character. For instance, many of the districts have the same setbacks although the use types and densities (and potential impacts) are quite different. The dimensions should be changed accordingly to achieve the desired spatial results.

The Plainview / Hale County Airport is considered a special use zoning district because it requires a series of covenants in order to operate. Operations requirements at the airport also impact the type and proximity of development on adjacent properties.

Source: Google Earth



Typical agricultural-industrial site and equipment found along BNSF railroad corridor within the City limits, just north of Downtown.

Source: Kendig Keast Collaborative

3. Review and revise the lists of permitted and special uses in each district. Include development and performance standards that relate to the district character, such as increased open space in the suburban district or increased building height and coverage in the urban district.
4. Provide for by-right commercial development in planned developments where there are explicit standards as to location, scale, and design. Similarly, provide a by-right mixed use district that includes all the applicable standards to assure good and compatible design.
5. Adopt a housing palette that includes the dimensional standards for a variety of housing types. As a by-right planned development option, allow mixed housing types subject to district density restrictions and appropriate buffering.
6. For the purpose of procedural streamlining and to better focus the appropriate locations of uses, restrict the types and numbers of allowable special uses. For those uses with performance standards, make them a limited use whereby they are administratively permitted subject to the standards.

As summarized in Section 33 of the City's municipal code, Specific Use Permits and Special Event Permits, Division I. Specific Use Permits, the current administrative procedure to approve of a specific or special use permit is for the applicant to submit a Specific Use Permit application, along with six copies of a proposed site plan to the Planning and Zoning Commission. Based on the Planning and Zoning Commission's recommendations that the use is in general conformance with the Master Plan of the City; and after a public hearing and proper notice to all parties affected, the City Council may authorize a Specific Use Permit. In granting a Specific Use Permit, the City Council may impose conditions which shall be complied with by the owner or grantee before a certificate of occupancy may be issued by the Building Inspector.

To streamline the administrative review procedure, it is recommended that a new, limited use category be established. A limited use would apply to those uses that may be adequately managed through written standards, rather than undergoing the public notice and hearing process. A limited use

would be reviewed and administratively authorized subject a demonstration of compliance with the standards. This approach simplifies and shortens the process for these uses.

For example, as per Subsection 8.3.2, a "multiple family residence" may be permitted as a Specific Use in Duplex and Garden (Patio) Home Residential District (2F) and in the Single Family Attached Residential District (SF-A). In order to be permitted as a Specific Use, "the height of any apartment building erected on a lot adjacent to an area which is zoned for single family detached, patio home, or two-family dwellings or where single family dwellings of one (1) story in height exist shall be limited to one (1) story for a distance of sixty (60) feet from the single family or two-family district boundary." Additionally, "three (3) story apartment buildings may not be located closer than one hundred (100) feet from the single family, patio home, or two-family district boundary. Except in the CB district, three (3) story apartments may not be located closer than one hundred (100) feet to any exterior property line."

In this case the building height and proximity are performance standards that can be quantified and subsequently approved by the City's Community Development Manager, without having to go before City Council; thus significantly streamlining the administrative approval process.

Strategy 7.2.2: Enhance the appearance of development and the compatibility between districts.

The appearance of the City is, perhaps, the single most evident glimpse of the City's development standards and its pro-activeness. As the saying goes, you don't get the second chance to make a good first impression. The perceptions of the community are largely driven by the physical environment. As a result, decisions are made to live, work, or shop here; to invest in the community; or whether to return for another visit. For this reason, the quality of development is essential to the community's ongoing and future success. While many good standards are already in place, there are warranted changes and improved provisions to enhance the appearance of the City's districts and corridors and the compatibility between them. This is not an exhaustive list as several recommendations

regarding improving the appearance of the City have been provided in virtually every chapter of the Comprehensive Plan Update.

Actions and Initiatives:

1. As discussed in greater detail in Focus Area 7.4, amend the zoning ordinance to include bufferyard classifications, with respect to width and degree of opacity and district boundary standards.
2. Amend 8:3.3 Construction Yards, Field Offices and other Temporary Buildings and Fences, to require site design standards for temporary uses. Specify the percentage of site area that may be used for these uses and the display of outdoor merchandise, as well as their location on the site, means of defining the space, and the height of stacked materials, among other applicable requirements.
3. Establish design standards for the Urban, Mixed-Use district. Compared to the other commercial districts, development within this district has different objectives, particularly in their form classification / bulk standards. Necessary standards include scale limitations, minimal setback, facade articulation and treatment, comparable building heights, care as to the location of site access and parking, site lighting, and the placement of service areas.
4. Adopt building design standards for big-box commercial and/or large-scale industrial buildings exceeding 50,000 square feet. Standards should address the building size, roof, and skyline; materials and design elements; loading and storage placement and screening; open space and streetscape areas; landscaping; and signage.

FOCUS AREA 7.3: FOCUSING ON DOWNTOWN REVITALIZATION

Strategy 7.3.1: Re-establish the traditional urban character of Downtown.

While Plainview's National Register of Historic Places-listed, Commercial Historic District maintains a high degree of integrity, with respect to

its existing building mass, intact facades and brick-paved streets; over time, the pattern of peripheral buildings and parking lots has dramatically shifted the character of the exterior edges of Downtown from an urban to auto-urban character. This character shift is due in part, to buildings being setback away from the street, to enable automobile access; as well as the percentage of Downtown property that has become surface parking. As a result, the pedestrian orientation of Downtown has declined in favor of the automobile. The City should work to re-establish Downtown as a pedestrian commercial and entertainment destination and seize the economic opportunities therein. Among other strategies, new development in the Downtown area must acknowledge the existing character of the built environment and work to increase the integrity of the district. As discussed in Chapter 3.0, Mobility, new strategies must be developed regarding how parking is handled and treated in the Downtown area; to ensure convenience while not allowing the Downtown to be overrun with surface parking lots.

Actions and Initiatives:

1. Prepare a Downtown master plan that is of sufficient detail to result in a regulating plan that illustrates the intended arrangement and form of development. This would include general lot and block arrangements, typical building footprints to reflect general character and scale, public spaces and activity areas, and contextual relationships with existing uses and adjacent properties.
2. Utilize the Downtown plan to develop allowable parking configurations, such as mid-block only lots, as well as building form standards including building massing, height, building placement, allowable frontage types and conditions, and allowable encroachments. The use of such standards may allow more general use types (as opposed to the specific uses in the current district) with a greater emphasis placed on design.
3. Integrate into the Downtown Urban, Mixed-Use district floor area bonuses for vertical mixed use buildings, shared and/or structured parking, and USGBC LEED-certified, high-performance building renovations. Also consider total building renovation incentives to enable first floor retail and entertainment uses with upper floor office, institutional, and residential uses.

There are several federal and state-administered programs geared toward Brownfields and toxic waste clean up, through which buildings containing toxic materials may be eligible. For example, the U.S. Environmental Protection Agency (EPA), Region VI (Texas) and the Texas Commission on Environmental Quality (TCEQ) sponsor a Targeted Brownfields Assessment (TBA) program, whereby a Phase I / II Environmental Site Assessment is conducted free of charge to applicants who can submit a redevelopment program for the property in question. The application must be filled-out by non-federal governmental agency or non-profit organization (in some cases, on behalf of the applicant). This is a role the City of Plainview can play in encouraging redevelopment of vacant buildings Downtown.

Another relevant redevelopment program includes the U.S. Housing and Urban Development's (HUD) Brownfields Economic Development Initiative (BEDI). The BEDI is a key competitive grant program that HUD administers to stimulate and promote economic and community development. BEDI is designed to assist cities with the redevelopment of abandoned, idled and underused industrial and commercial facilities where expansion and redevelopment is burdened by real or potential environmental contamination. The purpose of the BEDI program is to spur the return of brownfields to productive economic use through financial assistance to public entities in the redevelopment of Brownfields, and enhance the security or improve the viability of a project financed with Section 108-guaranteed loan authority. Therefore BEDI grants must be used in conjunction with a new Section 108-guaranteed loan commitment. HUD's community development resources can help communities spur reinvestment in these properties by leveraging private sector investment and providing critical funding to help neighborhoods realize their vision for the future.

Additionally, Brownfields redevelopment can be financed by the following programs:

- Community Development Block Grants (CDBG);
- Section 108 Loan Guarantees;

- Economic Development Initiative (EDI) grants;
 - Renewal Communities/Empowerment Zones/Enterprise Communities.
4. Develop design standards to guide the construction of new and improvement of existing buildings to ensure compatibility of the architecture and cohesiveness with the historic integrity of Downtown.
 5. Utilize the Plainview MainStreet program as the administrative entity to review and consider the appropriateness of development and redevelopment projects within the Downtown Urban Mixed-Use district.
 6. Consider establishing a parking district to provide parking management in Downtown. The district may include a program of parking allowances and restrictions, fund improvements and maintenance, provide parking way-finding and signage, conduct patrol services, and manage the allocation of space for district uses.

FOCUS AREA 7.4: FUTURE LAND USE AND CHARACTER

Map 7.1, *Future Land Use and Character*, is the City's general guide for managing growth in terms of the location, type, scale and density of land development and redevelopment. One purpose of the Future Land Use and Character map is to capture and build into City policies and regulations the community's values regarding how, when and where Plainview should develop in the future. This is significant since the findings and recommendations contained in the City's Comprehensive Plan provide the legal basis for various development ordinances, which are the major tools available for implementing the City's plan and achieving an efficient and desirable land use pattern.

As previously discussed, the generalized future land use plan does not constitute zoning regulations nor does it establish zoning districts. The graphic representation of the Future Land Use and Character map is intended only to help the City's elected and appointed officials and residents visualize the desired future land development pattern in the community. It is not a rigid, parcel-specific mandate regarding how land shall be developed. When proposed development differs

somewhat from the generalized land use pattern depicted for an area, it is the responsibility of the Planning Commission, supported by City Staff, to determine whether the development will otherwise be in keeping with the goals and objectives of the City's Comprehensive Plan.

1989 Comprehensive Plan Future Land Use Plan

When reviewed in light of the current population and economic outlook in Plainview, the 1989 Future Land Use Plan is optimistic in the extent to which it projects urban growth and development within a twenty year planning period. In 1989, Plainview's population was 23,400. Based on a 1.6 percent annual rate of growth, Plainview's population was projected to increase to 34,350 by 2010. While the population projections and subsequent development intensity may have missed the mark, decisions regarding where growth and development should occur is surprisingly accurate, and has informed this Comprehensive Plan Update.

Regarding residential development, the 1989 Comprehensive Plan projected significant "low-density residential development" to the west of Interstate 27, bounded to the north by Dimmitt Road (State Highway 194), Westridge Road to the west, extending southward, beyond SW 3rd Street to County Road 105. The 1989 Plan also projected residential growth around the La Mesa Elementary School, and southward around SW 3rd Street. Since 1989, most of the residential development has occurred within these areas.

Commercial development was projected primarily along the 5th Street corridor and the Interstate 27 corridor, extending southward toward the intersection with Business 27. The 1989 Plan also projected significant commercial development within the Dimmitt Road - 24th Street - Interstate 27 triangle - the current location of the Covenant Hospital. Commercial development has occurred there although it has since closed and/or has been repurposed.

Perhaps the most optimistic growth projections pertained to industrial development, which was projected to cover much of the area north of Dimmitt Road and west of Interstate 27; as well as within the Interstate 27 - Business 27 triangle, south of the Hale County Airport. Because this site is well-endowed with ample truck, rail and air access this site remains an industrial location of choice. Surprisingly, in many areas of the

Future Land Use and Character map, proposed residential development directly abuts industrial development, with no transitional use in between. Due to the inherent incompatibilities between residential and industrial development, this would typically not be recommended.

Land Use Policies

As espoused in the various chapters of this Comprehensive Plan Update, and illustrated within *Map 7.1, Future Land Use and Character*, a community can grow sensibly by balancing economic development and environmental protection, focusing new development where public services and utilities are already available, actively supporting redevelopment of older areas and vacant buildings, valuing its traditional Downtown and vibrant mixed-use areas, maintaining an efficient street network and infrastructures systems, providing convenient neighborhood shopping and attractive parks, and ensuring pedestrian-friendly commercial districts and walking connections between neighborhoods, parks and schools. Through effective land use planning and urban design, a city fulfills its paramount responsibility to promote the public health, safety and welfare while also providing predictability in the development process.

Policies serve as a guide and reference for planning officials and City staff and should be utilized when making decisions regarding future development within the City limits and ETJ. In particular, policies should be utilized in implementing goals, objectives and actions, and in considering zoning classification changes or amendments to the land use plan. The following policy statements reflect sound land use planning practices and are intended to supplement the Future Land Use and Character map.

General

1. Neighboring land uses should not detract from the enjoyment or value of properties.
2. Potential negative land use impacts (noise, odor, pollution, excessive light, traffic, etc.) should be considered and minimized.
3. Transportation access and circulation should be provided for uses that generate large numbers of trips. Pedestrian and bicycle access should be addressed where appropriate.
4. Compatibility with existing uses should be maintained. Well planned, mixed uses which are compatible are to be encouraged.

5. Floodplain areas should not be encroached upon by future development unless there is compliance with stringent floodplain management practices. These areas should be used for parks or recreational or related purposes, or for agricultural uses.
6. Environmentally-sensitive areas should be protected, including wildlife habitat areas and topographically constrained areas within the floodplain.

Residential

1. Schools, parks and community facilities should be located close to or within residential neighborhoods.
2. Residential areas should not be located next to industrial areas.
3. Residential and commercial areas may be adjacent if separated by a buffer.
4. Houses should have direct access to local residential streets but not to arterial streets.
5. Houses should not be adjacent to major highways.
6. New residential development should be buffered from arterial streets.
7. Residential developments should include adequate area for parks and recreation facilities, schools and churches.

Retail / Office

1. Neighborhood retail and service uses should be located at intersections of arterial or collector streets or at the edge of logical neighborhood areas unless appropriately placed within a planned development.
2. Retail development should be clustered throughout the City and convenient to residential areas.
3. Buffers should separate retail/office uses and residential areas.
4. Downtown should be the major focus of office, retail and service activities, particularly through adaptive reuse of existing structures or redevelopment of vacant or industrial use parcels.
5. Office and professional uses should be compatible with nearby residential areas and other uses through appropriate building height limitations and adequate buffering and landscaping.

6. Low-intensity office and professional uses should provide a transition between more intense uses and residential areas.

Commercial

1. Commercial development should be concentrated in nodes at intersections and along major thoroughfares that are designed and constructed to accommodate heavy traffic.
2. Commercial uses with more intensive operational or traffic service characteristics should be located away from most residential areas.
3. Buffers should separate commercial uses from residential areas, especially where the commercial use involves visible storage or display of merchandise or materials.

Industrial

1. Industrial development should have good access to truck routes, hazardous material routes and railroads.
2. Industrial uses should be targeted in selected industrial development areas.
3. Industrial development should have good access to primary streets and major highways.
4. Industrial development should be separated from other uses by buffers.
5. Industrial development should not be directly adjacent to residential areas.

Parks and Open Space

1. Parks should be evenly distributed throughout the City and include larger community parks and smaller neighborhood parks.
2. There should be pedestrian linkages between parks, schools, employment centers and residential areas.
3. Parks are a desirable use for floodplain areas.
4. Parks and open space may be used to buffer incompatible land uses.
5. Natural features should be used as buffers or open space between or around developed areas.

Community Facilities

1. Community facilities should be located adjacent to major streets to accommodate traffic.

2. Community facilities should be centrally located in easily accessible areas within the community.
3. Downtown should continue to be enhanced as a civic and cultural entertainment/tourism center.
4. Community facilities should be well buffered from nearby residential areas.

Features of the Future Land Use and Character Map

As previously mentioned, the Future Land Use Plan was informed by the previous elements of the Comprehensive Plan Update, in particular, utilities infrastructure considerations outlined within Chapter 2.0, Growth Capacity and Management, and the Thoroughfare Plan within Chapter 3.0, Mobility. Due to current population projections, proposed land use primarily remained within the City Limits. The only proposed land use to depart from this are some areas designated for industrial use.

In keeping with the existing pattern of land uses, Auto-oriented Commercial land uses are proposed to infill in areas along the Interstate 27 corridor and along 5th Street (U.S. Highway 70). General Residential infill land use is proposed for west of the Interstate 27 corridor and north of the 24th Street corridor. It is envisioned that these areas will either assume the development character of adjacent neighborhoods, such as the West Gate subdivision, or may assume an altogether different neighborhood character, the development standards of which can be further defined in a revised zoning ordinance. General Residential designation may also include varying multi-family housing densities as well. Because the location of multi-family housing is to a large part, driven by trends in the market.

Several marginally developed areas along transportation corridors within the City Limits as well as sparsely developed areas within the ETJ were designated Rural / Agricultural, as a means of discouraging the continuation of similar development. Again, the objective here is to consolidate future development in areas where there is existing infrastructure and plan for a more consolidated municipal footprint.

The bulk of Plainview's existing neighborhoods were designated Neighborhood Conservation, primarily because these areas are envisioned as not undergoing significant changes over time, but also to lock-in existing building and site development standards to ensure that the character of existing neighborhoods is maintained.

FOCUS AREA 7.5: PRIORITY IMPROVEMENT PROJECT: WAYLAND BAPTIST UNIVERSITY AND THE SURROUNDING AREA

According to the City of Plainview Zoning Map, Wayland Baptist University is zoned as a University District. The campus is rectangular in configuration and is bounded to the east by Quincy Street, to the west by Yonkers Street, to the south by 6th Street and West 7th Street, and to the north by 10th Street and 9th Street. Other than a smattering of commercial land use along Quincy Street, the University is surrounded by residential neighborhoods. The principal entrances into the University are at Smythe and 5th Streets and Quincy and 7th Streets. The principal parking lots are located to the west of the campus and are accessed via 6th and 7th Streets. The following recommendations are geared to enhance the compatibility between the Wayland Baptist University District and adjacent neighborhoods and commercial centers.

Strategy 7.5.1: Incentivize Commercial Development around University District.

Actions and Initiatives:

1. To incentivize commercial development adjacent to the University District and help fund proposed streetscape and pedestrian improvements, establish a Public Improvement District (PID) along portions of the Quincy Street and 5th Street corridors (refer to **Figure 7.2, Proposed University District PID**, next page).

Strategy 7.5.2: Improve pedestrian access to commercial areas.

The two main commercial corridors flanking the University District, Quincy Street and 5th Street (U.S. Highway 70), suffer from blighted commercial development, with which are remnants of vacant buildings, expansive areas of pavement, and outdated commercial signage. Both corridors lack basic pedestrian improvements.

As a foundation for future pedestrian-oriented commercial development, develop improved, safe pedestrian connections to commercial development areas along 5th Street and Quincy Street (refer to **Figure 7.3, Pedestrian Improvements around University District**).

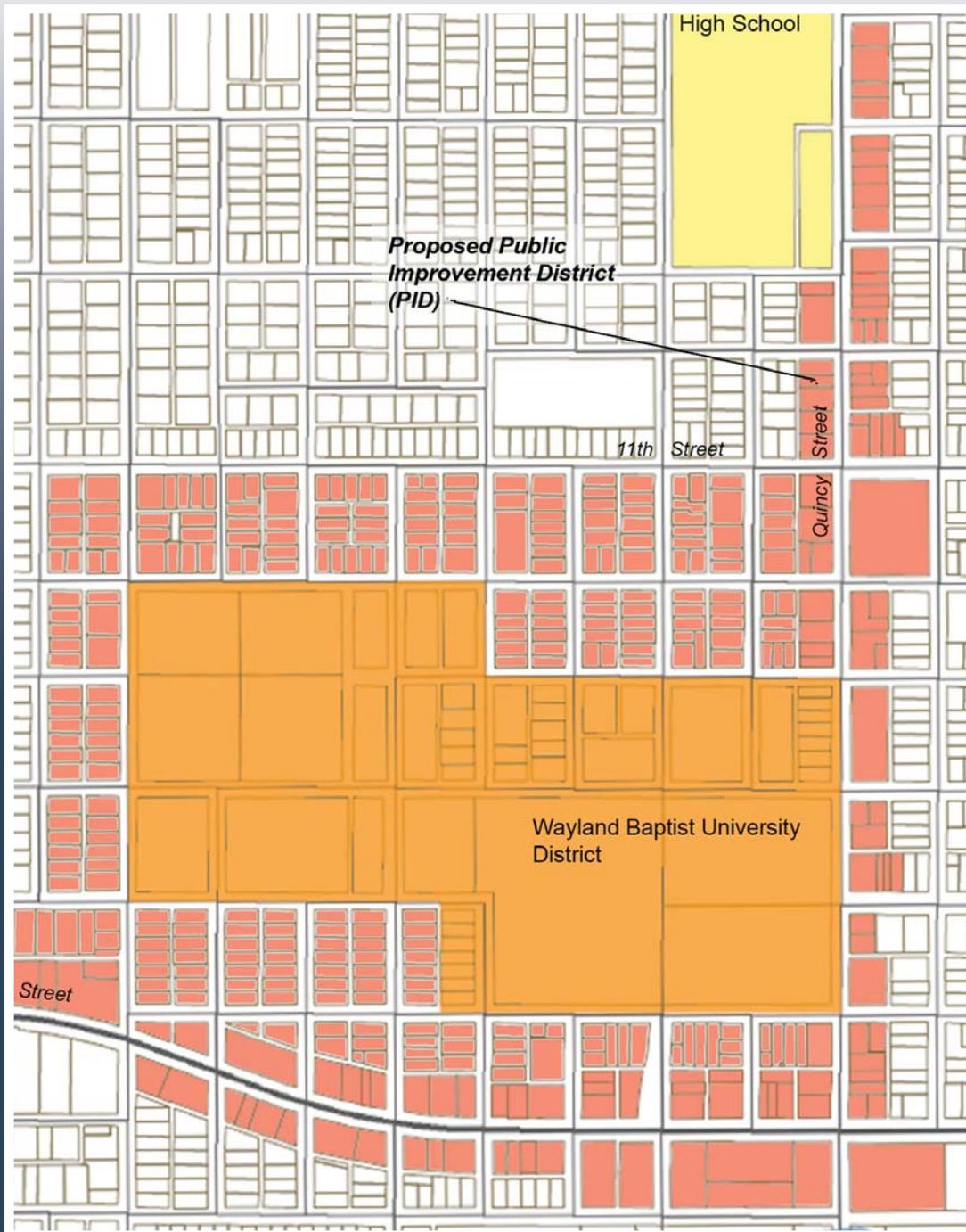
Actions and Initiatives:

1. To the south of the University District, redevelop east-west alleyway in between 5th and 6th Streets into a pedestrian corridor to provide "back of house" access to commercial establishments along 5th Street.
2. To lay the groundwork for expanded commercial development along Quincy Street, a portion of the corridor between 5th Street and 16th Street should be redeveloped

to include a pedestrian promenade, complete with special paving, ornamental street lighting, street trees, benches and waste receptacles. To improve pedestrian safety, crosswalks should be provided at all intersections.

3. Add provisions to the Zoning Ordinance for all properties adjacent to the University District zoned Commercial to require bicycle racks.

Figure 7.2, Proposed University District PID



- For restaurants immediately adjacent to the University District, in order to increase restaurant density, and to provide for outdoor dining, reduce on-site parking requirements from one space per every 100 square feet of floor area to one space per every 200 square feet of floor area.

Strategy 7.5.3: Incentivize mixed-density residential infill in surrounding neighborhoods for students, and students with families.

To enable married student and students with families to live in a residential setting, in proximity to the University District, establish land use provisions within the City's municipal code that will enable a range of housing options.

Actions and Initiatives:

- For single family residential districts adjacent to the University District, establish a provision within the City of Plainview municipal code to allow for Accessory Dwelling Units (ADUs) to be constructed, with vehicular access to adjacent alleyways (refer to Neighborhood Enhancement Recommendations, Page 4.24, within **Chapter 4.0, Housing and Neighborhoods**).
- In residential districts adjacent to the University District, allow for the aggregation of properties to construct alternative housing types favoring increased densities, including

Duplex and Garden (Patio) Homes (2F), Single Family Attached Residential (SF-A) and Multifamily Residential housing (MF-1) prototypes (refer to **Table 4.6, Area and Density Regulations** within Chapter 4.0, Housing and Neighborhoods).

Strategy 7.5.4: Develop University District lighting standards.

Actions and Initiatives:

- To enhance the legibility of the University District, ensure for pedestrian safety, and minimize the amount of light trespass into adjacent residential districts, develop a lighting standard for the University District that specifies minimum and maximum footcandle intensity for specific areas within the District, types of lighting (i.e., landscape lighting, parking lot lighting, corridor lighting, etc.), duration of lighting for areas within the District (such as athletic fields and courts), standard lamp type, and fixture types.

Strategy 7.5.5: Develop a University District signage and wayfinding Program.

Actions and Initiatives:

- To provide additional University District legibility, develop a unique signage program for street, directional and wayfinding signage within the District. Specify signage size, color, and font type.
- With the advent of new access routes to adjacent districts, develop a wayfinding system that provides students and visitors alike with bearings and means of navigating in and around the University District. Physical elements of a wayfinding program would include strategically placed information kiosks, directional signage, district maps and other elements that can provide physical legibility.

Strategy 7.5.6: Provide buffers / screening between districts.

There are several areas where incompatible uses within the University District, such as a parking lot or a service court, directly abuts the edge of a residential district; and the only screening provided (required) is a six foot tall fence. It is recommended that areas are designated for screening and buffering between districts.

Figure 7.3, Pedestrian Improvements around University District



Actions and Initiatives:

1. Amend the City of Plainview’s municipal code, Section 34, Supplementary District Regulations, Part 7, Fence and Wall Regulations to include a table that references screening and buffering in terms of width and degree opacity in accordance with levels of incompatibility between districts (refer to **Table 7.4, Zoning District Bufferyard Standards**).

Table 7.2, Zoning District Bufferyard Standards

| Table 2 Bufferyard Classifications | | | | | | | |
|---------------------------------------|-----------|--------|--|-----------------|------------------|--------|----------------------------------|
| Type | % Opacity | Width | Required Plantings per 100 Linear Feet | | | | Berm or Opaque Wall or Fence |
| | | | Canopy Trees | Evergreen Trees | Understory Trees | Shrubs | |
| Type A | 10% | 5 ft. | 1 | 1 | 1 | 10 | - |
| Type B | 23% | 10 ft. | 2 | 2 | 2 | 20 | - |
| Type C | 52% | 25 ft. | 3 | 3 | 3 | 30 | 3 foot high berm, wall, or fence |
| Type D | 74% | 40 ft. | 3 | 3 | 3 | 30 | 6 foot high berm, wall, or fence |
| Type E | 99% | 50 ft. | 4 | 4 | 4 | 40 | 6 foot high berm, wall, or fence |

Source: Zachary Unified Development Code
Kendig Keast Collaborative

| Table 3 District Boundary Bufferyard Standards | | | | | | | | | | | |
|---|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|
| Zoning of Proposed Development | Adjoining District | | | | | | | | | | |
| | AF | RE | RS | RU | NC | CS | CG | UC | BP | I | |
| AF | - / - | - / B | - / B | - / C | A / - | - / B | - / - | - / - | - / - | - / B | |
| RE | B / - | - / - | / B | A / B | A / - | - / C | A / C | A / D | A / C | A / E | |
| RS | B / - | A / A | - / - | A / B | A / - | A / A | A / C | A / C | A / C | A / D | |
| RU | C / - | B / A | B / A | - / - | B / - | A / A | A / B | A / A | A / B | A / C | |
| NC | - / A | - / A | - / A | - / B | - / - | - / C | - / C | - / C | - / B | - / E | |
| CS | B / - | B / A | B / A | B / A | C / - | - / - | - / - | - / A | A / A | A / C | |
| CG | - / - | C / A | C / A | B / A | C / - | C / - | - / - | - / - | A / A | - / B | |
| UC | - / - | D / A | C / A | A / A | C / - | C / - | - / - | - / - | - / A | - / B | |
| BP | - / - | E / A | D / A | C / A | E / - | A / A | B / A | A / - | - / - | A / B | |
| I | B / - | E / A | D / A | C / A | E / - | C / A | B / - | B / - | B / A | A / A | |

Source: Zachary Unified Development Code
Kendig Keast Collaborative