

**ALLEN**

**2045**

**EMBRACING OUR PAST  
SHAPING OUR FUTURE**

# Table of Contents

<b>Chapter 1   Community Snapshot.....</b>	<b>1</b>	<b>Chapter 4   Transportation &amp; Mobility.....</b>	<b>55</b>
<i>Introduction .....</i>	<i>2</i>	<i>Introduction.....</i>	<i>56</i>
<i>Allen's Historic Context.....</i>	<i>3</i>	<i>Existing Conditions.....</i>	<i>57</i>
<i>People and Patterns Today.....</i>	<i>4</i>	<i>Existing and Current Planning Efforts.....</i>	<i>60</i>
<i>Economic Opportunity.....</i>	<i>6</i>	<i>Transportation &amp; Mobility Goals.....</i>	<i>67</i>
<i>Housing .....</i>	<i>7</i>	<b>Chapter 5   Community Character &amp; Health.....</b>	<b>73</b>
<i>Place.....</i>	<i>8</i>	<i>Introduction.....</i>	<i>74</i>
<i>Planning Framework.....</i>	<i>10</i>	<i>Allen's Community Identity &amp; Character.....</i>	<i>75</i>
<b>Chapter 2   Visioning &amp; Principles.....</b>	<b>15</b>	<i>Community Aesthetics &amp; Visual Qualities.....</i>	<i>80</i>
<i>Introduction .....</i>	<i>16</i>	<i>Green Spaces &amp; Community Health.....</i>	<i>84</i>
<i>Community and Stakeholder Input.....</i>	<i>17</i>	<i>Community Character &amp; Health Goals.....</i>	<i>90</i>
<i>Vision Statement.....</i>	<i>24</i>	<b>Chapter 6   Housing &amp; Neighborhoods.....</b>	<b>97</b>
<i>Guiding Principles.....</i>	<i>25</i>	<i>Introduction.....</i>	<i>98</i>
<b>Chapter 3   Land Use &amp; Scenarios .....</b>	<b>27</b>	<i>Housing Market &amp; Growth Trends .....</i>	<i>99</i>
<i>Introduction .....</i>	<i>28</i>	<i>Neighborhood &amp; Residential Design.....</i>	<i>106</i>
<i>Existing Land Use.....</i>	<i>29</i>	<i>Housing &amp; Neighborhoods Goals.....</i>	<i>113</i>
<i>Scenario Planning Approach.....</i>	<i>31</i>	<b>Chapter 7   Economic Development.....</b>	<b>121</b>
<i>Future Land Use Map and Dashboards.....</i>	<i>32</i>	<i>Introduction.....</i>	<i>122</i>
<i>Low Density Residential.....</i>	<i>36</i>	<i>Economic Development.....</i>	<i>123</i>
<i>Medium Density Residential.....</i>	<i>37</i>	<i>Economic Development &amp; Fiscal Analysis Goals.....</i>	<i>137</i>
<i>High Density Residential.....</i>	<i>38</i>	<b>Chapter 8   Implementation.....</b>	<b>145</b>
<i>Mixed Use.....</i>	<i>39</i>	<i>Implementation Matrix.....</i>	<i>146</i>
<i>Downtown Allen.....</i>	<i>40</i>		
<i>Local Commercial .....</i>	<i>41</i>		
<i>Regional Commercial .....</i>	<i>42</i>		
<i>Business Center.....</i>	<i>43</i>		
<i>Public/Institutional .....</i>	<i>44</i>		
<i>Recreational and Natural Area.....</i>	<i>45</i>		
<i>Population Growth and Projections.....</i>	<i>46</i>		
<i>Redevelopment.....</i>	<i>48</i>		
<i>Land Use &amp; Scenario Goals.....</i>	<i>50</i>		

# Acknowledgments

## City Council

Mayor Baine Brooks

Mayor Pro Tem Ben Trahan

Council Member Michael Schaeffer

Council Member Tommy Baril

Council Member Ken Cook

Council Member Chris Schulmeister

Council Member Carl Clemencich

## Planning and Zoning Commission

Dan Metevier, Chair

Gary Stocker, 1st Vice-Chair

Sandeep Kathuria, 2nd Vice-Chair

Danielle Westgard

Tim Voss

Doug Galletti

Cynthia Walker

## Comprehensive Plan Advisory Committee

Robin L. Sedlacek, Chair

Daniel Pitcock, Co-Chair

Kirk Arnold

Brent Berg

Amanda Gardner

Stacy Gonzales

Kristi Guzinski

Sue Kacines

Rekha Mathai

Ben Patterson

Robert Petrin

Michael Smiddy

Paige Streeter

## City Staff

Eric Ellwanger, City Manager

Eric Strong, Deputy City Manager

Tim Dentler, Assistant City Manager

Rebecca Vice, Assistant City Manager

Marc Kurbansade, AICP, Director of Community  
Development

## **A Message from Mayor Baine Brooks**

Predicting the future may be impossible, but preparing for it? That's something we can do together. And that's exactly what the Allen 2045 Comprehensive Plan is all about.

This plan is more than just a document; it's a shared vision for our city's future, built with the input of residents, business owners, and community leaders. It is the result of months of listening to your ideas, hopes, and priorities to create a roadmap that will guide Allen's growth for decades to come.

From infrastructure and economic development to parks, neighborhoods, and public spaces, this plan sets the stage for the next chapter of Allen's success. Together, we've ensured that as our city grows, it remains a place where families thrive, businesses flourish, and our community stays strong.

As we approach Allen's 150th anniversary, this plan serves as a testament to the vision and dedication that have shaped our city from the very beginning. On behalf of Allen City Council, I want to thank everyone who contributed to this effort. Your voices have helped chart the course for Allen's next great chapter!

***Mayor Baine Brooks***



# Community Snapshot

# Introduction

The purpose of the Community Snapshot is to establish context for the Allen 2045 Comprehensive Plan and encourage the reader to consider the future of the City while understanding the historic and existing conditions that impact Allen. These conditions include local history, demographics, economics, housing trends, geography, and previous planning efforts. This chapter establishes a foundation for the subsequent plan elements and recommendations.

## What is a Comprehensive Plan?

A Comprehensive Plan is a tool for long-range planning to be used by city staff, decision makers, and local residents. These plans lay the framework for growth and development in the City for an extended period of time. Stakeholder input is essential to the planning process and is collected through a series of meetings and goal setting sessions. The State of Texas has established laws stating the objectives of Comprehensive Plans, specifically Texas Law states:

*The governing body of a municipality may adopt a comprehensive plan for the long range development of the municipality. A municipality may define the relationship between a comprehensive plan and development regulations and may provide standards for determining the consistency required between a plan and development regulations. (Texas Local Government Code, Chapter 213).*

The objectives of a comprehensive plan are:

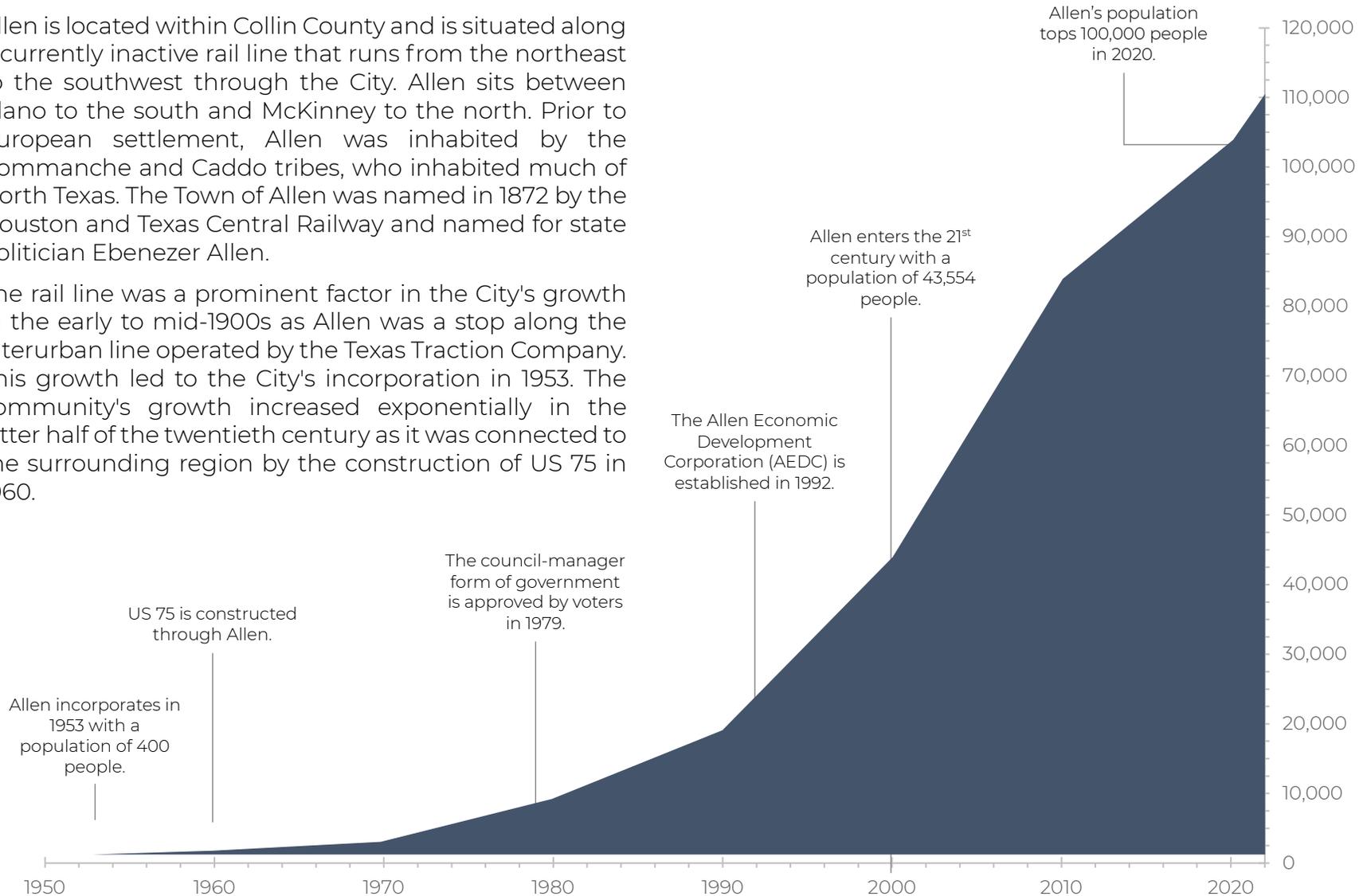
- Efficient delivery of public services;
- Coordination of public and private investment;
- Minimization of potential conflicts between land uses;
- Management of growth in an orderly manner;
- Cost-effective public investments; and
- A rational and reasonable basis for making decisions about the community.

# Allen's Historic Context

Allen is located within Collin County and is situated along a currently inactive rail line that runs from the northeast to the southwest through the City. Allen sits between Plano to the south and McKinney to the north. Prior to European settlement, Allen was inhabited by the Commanche and Caddo tribes, who inhabited much of North Texas. The Town of Allen was named in 1872 by the Houston and Texas Central Railway and named for state politician Ebenezer Allen.

The rail line was a prominent factor in the City's growth in the early to mid-1900s as Allen was a stop along the interurban line operated by the Texas Traction Company. This growth led to the City's incorporation in 1953. The community's growth increased exponentially in the latter half of the twentieth century as it was connected to the surrounding region by the construction of US 75 in 1960.

Figure 1. Allen Historic Population



Source: Texas State Historical Association; U.S. Census Bureau; Allen Heritage Guild

## People and Patterns Today

This demographic breakdown takes a closer look at the characteristics that make up the population of Allen. Better understanding and identifying the facts helps with the planning process. The following data reflects the US Census Bureau's ACS 5-Year Estimates for Allen (city limits only) for the years 2012 and 2022, which helps identify trends in the community's demographics.

### A Growing and Diversifying Suburb

The City has experienced tremendous growth, increasing in population by 156% since 2000 and by 25% between 2012 and 2022. This growth has transitioned Allen from a small suburb with a rural foundation to a major city in the North Central Texas region.

Since the incorporation of the City, Allen has become a diverse suburb with a population represented by many races and ethnic groups. Cities throughout the DFW metroplex have seen similar increases in minority populations over the past decade, creating a more diverse region as a whole.

Rapid growth and development have increased the demand on transportation systems and infrastructure. Evaluating this data and the data in the subsequent chapters demonstrate how important planning is for the future.

## Race and Ethnicity

	2012	2022	% Change
White	73.0%	57.4%	-21.4%
Black or African American	8.9%	11.5%	29.2%
American Indian and Alaska Native	0.5%	0.5%	0.0%
Asian	12.1%	19.0%	57.0%
Native Hawaiian and Other Pacific Islander	0.0%	0.0%	-
Some Other Race	2.0%	2.5%	25.0%
Two or More Races	3.5%	9.1%	160.0%

Table 1. Allen Racial Distribution (ACS 2012 & ACS 2022)

	2012	2022	% Change
Hispanic or Latino	10.2%	11.9%	16.7%
Not Hispanic or Latino	89.8%	88.1%	-1.9%
Total	84,387	105,444	25.0%

Table 2. Allen Racial Distribution (ACS 2012 & ACS 2022)

## Age Distribution

Understanding the age patterns throughout the community helps cities plan for the changing needs of residents, including housing, recreational amenities, and municipal services. Allen's largest demographic age group is between 45-64, with this segment of the population making up 30% of the total population and increasing by 27% over a ten-year period. Additionally, the 65+ age group has more than doubled over a ten-year period, increasing by 127% to make up 12% of the overall population. This indicates that the older workforce and senior cohorts are choosing to stay in Allen and age in place.

Allen's population is aging overall with 42% of the population over the age of 45 in 2022, as compared to 29% of the population in 2012. The median age of the City increased by 8% over that span, from 36.4 in 2012 to 39.4 in 2022.

While the older population of the City is growing, this growth does not tell the full story of the community, as 44% of the population is made up of young professionals (aged 25-44) and young children (aged 0-14), with each cohort having positive growth over the ten year study period. It should be noted that between 2012-2022 these younger cohorts have grown at a slower rate than the older workforce and senior populations, with the young professional cohort growing at a rate of 12% and the young children cohort growing at a rate of 7%.

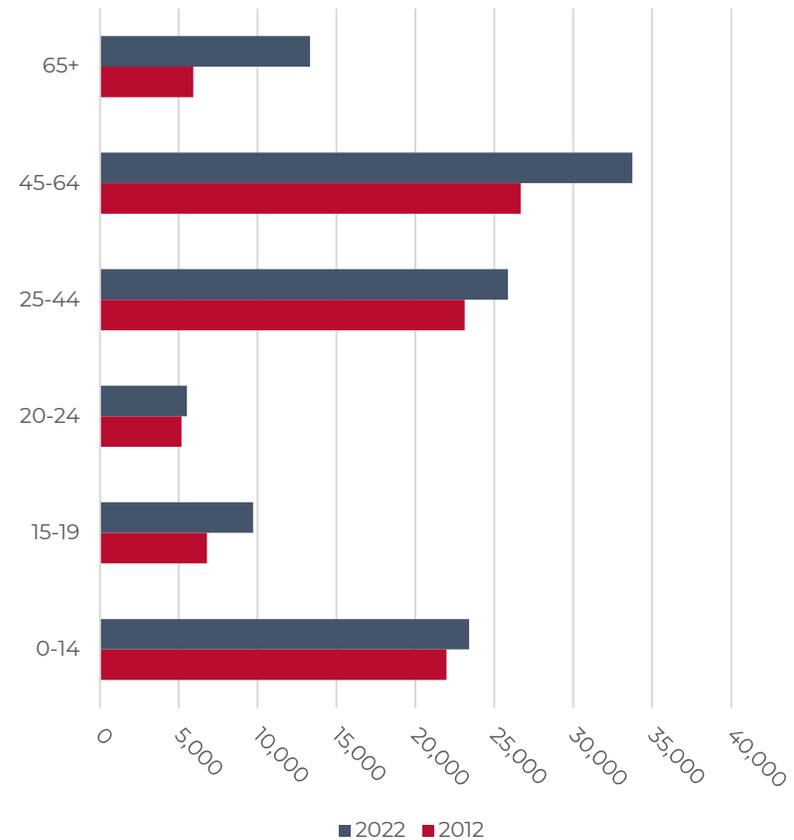


Figure 2. Allen Age Distribution (ACS 2012 & ACS 2022)

# Economic Opportunity

## Educational Attainment

Approximately 98.1% of the population has a high school diploma or equivalent, with 62.5% of the population holding a bachelor's degree or higher level of educational attainment. These numbers are higher than the state average, which is 86.1% and 33.9%, respectively. These high educational attainment trends underscore the importance of higher education in Allen and correspond to the City's higher median household income when compared to Collin County as a whole.

## Employment

In 2022, there were 85,778 people over the age of 16 eligible to be in the workforce and 60,215 in the active workforce, which is 70.2%. With an unemployment rate of 4.3%, the community is roughly on par with the remainder of the state, which has a 4% unemployment rate. Allen's residents are mostly white-collar workers, with the top three industry sectors being professional and management (19.8%), education and healthcare (17.2%), and finance and insurance (13.5%).

## Income

Allen is an affluent community with a median household income of \$121,127, which is higher than Collin County as a whole, which has a median household income of \$113,305. The City's median household income is also significantly higher than the average of the state, which has a median household income of \$72,284. This median income indicates a high percentage of the population with disposable income that can continue to support Allen's robust retail market and foster entrepreneurship in the City.

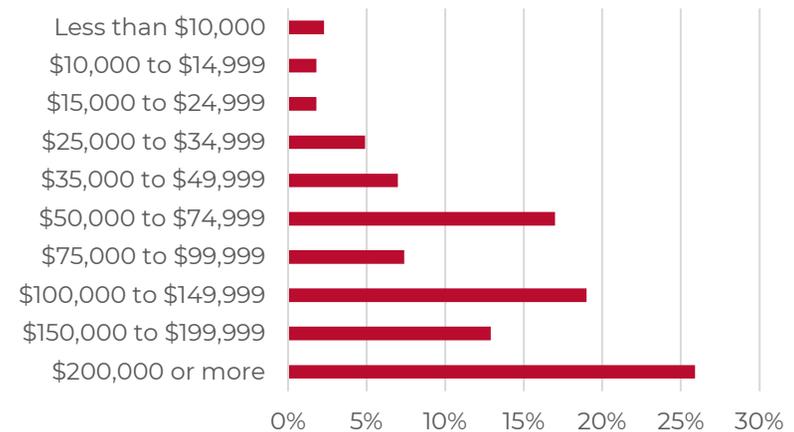


Figure 3. Allen Household Income Distribution (ACS 2022)

# Housing

## Housing and Household Composition

Allen currently has more than 40,000 dwelling units. Detached single family housing units are the most common type of residence, 70% of which are owner-occupied. Additionally, the number of multifamily units in Allen has more than doubled since the early 2010s, increasing from 3,882 units in 2012 to 10,043 units in 2022.

Allen has a large population of married couple households, with that segment of the population making up 60.6% of the total households. The percentage of overall households with children under 18 years of age decreased by 12.1% in the decade between 2012 and 2022. This indicates that children who have moved out of their homes are not staying in the City, and that Allen is becoming a place of choice for empty nesters and people who do not have children.

## Housing Units

2022 Housing Units	Number of Units	Percentage of Units
Single Family, detached	29,925	73.2%
Single Family, attached	869	2.1%
Multifamily	10,043	24.6%
Manufactured Home	54	0.1%
Total Housing Units	40,891	100%

Table 3. Allen Housing Distribution (ACS 2022)

### Housing Affordability

In 2012, the median home value was \$199,600, which has risen to \$470,700 in 2022 – an increase of 136%. During the same period, the median household income increased by only 13%, indicating a significant deviation between growth in housing prices and income. This phenomenon is not unique, it is also affecting the rest of the region and state.

# Place

## Physical Context

The City of Allen is located in the Dallas-Fort Worth Metroplex (DFW), which is home to an estimated 8,284,892 people according to the North Central Texas Council of Governments (NCTCOG). Allen is a northern suburb of Dallas and is generally landlocked by the cities of Plano to the south, McKinney to the north, Frisco to the west, and Fairview to the west. A small ETJ is located east of the City limits.

### *Highways*

The City is situated along two major highways:

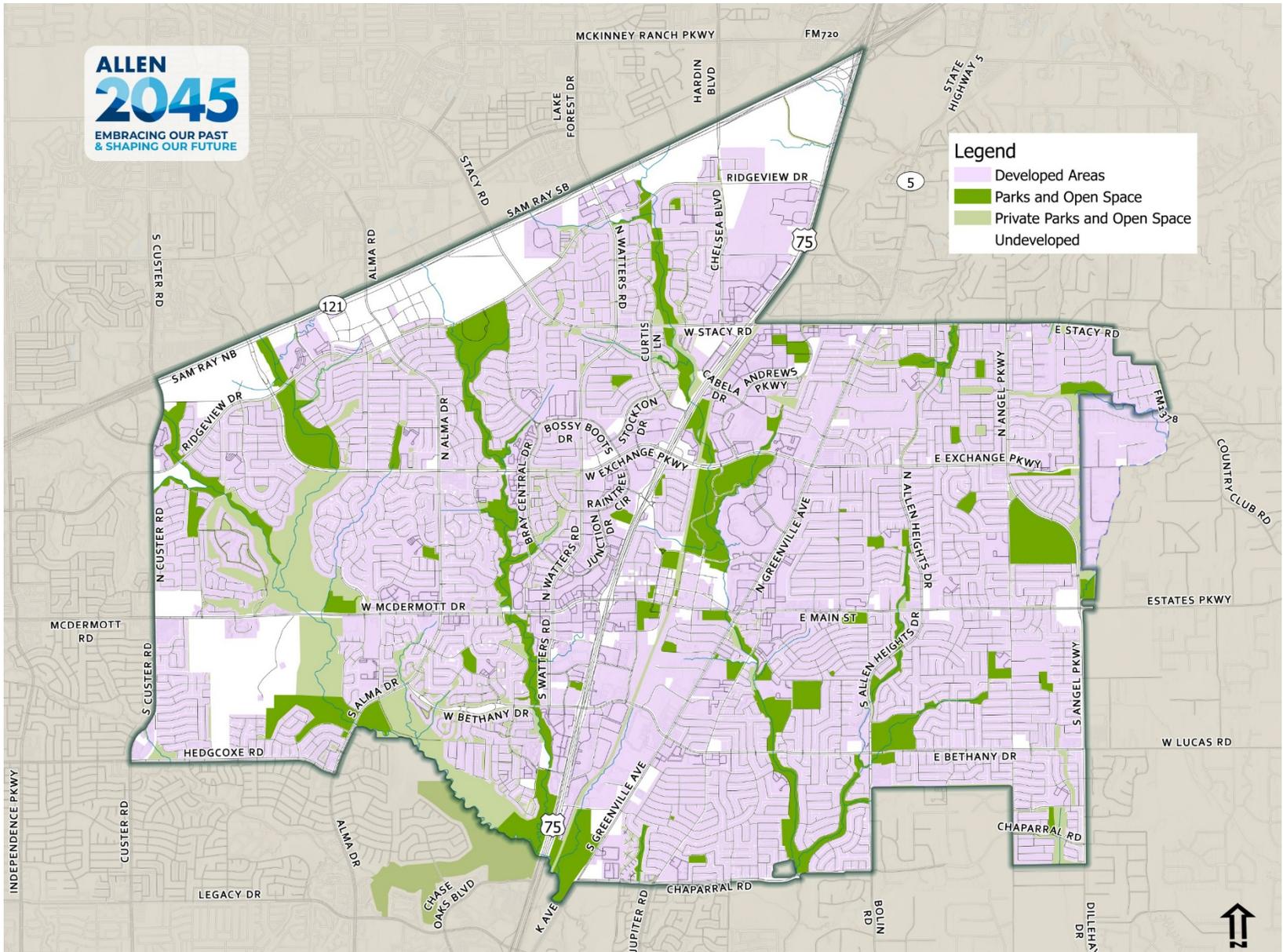
- US 75 (Central Expressway) is one of the most heavily traveled roadways in the North Texas region, with nearly 170,000 daily travelers at the count location located within the Allen city limits (TxDOT, 2022). This highway bisects the city of Allen, providing drivers with easy north-to-south connectivity throughout the region.
- SH 121 (Sam Rayburn Tollway) is a highly traveled toll road that carries 68,000 daily drivers (TxDOT, 2022). SH 121 provides transportation from southwest to northeast in the region and terminates as it merges with US 75 directly adjacent to the northern city limit line.

### *Railroad*

Allen has an existing railroad running generally north to south through the east side of the City. The railway was initially established as a freight line by the Houston and Texas Central Railway and was converted to an interurban electric rail line by the Texas Electric Railway in 1908, ceasing operations in 1948. The rail line right-of-way is currently owned by Dallas Area Rapid Transit (DART) and is not operational.

### *Trail Connectivity*

Allen has more than 80 miles of trails, with more planned. The City is part of the Six Cities trail plan which is creating trail connectivity to Plano, McKinney, Richardson, Frisco, and Garland, as well as the Regional Veloweb, planned by the NCTCOG to connect all North Central Texas counties by trails.



Map 1. Development Composition Map

# Planning Framework

It is vital to consider previous local and regional planning efforts when developing a new comprehensive plan to ensure that all recommendations for the community are considered. This section provides an overview of these previous planning efforts and their applicability to Allen 2045. Allen has grown due to thoughtful planning efforts, and it is this plan's goal to continue this trend. Integrating previous efforts from this and other major plans will help create a stronger update in this plan.

## 2036 City of Allen Strategic Plan

At the beginning of 2022, the City of Allen adopted a new Strategic Plan. The Strategic Plan created a new mission statement for the City and set a vision for the future of Allen through 2036.

The mission statement includes the following objectives:

- Provide best in class municipal services
- Be financially responsible and sound
- Plan and invest in Allen's future
- Engage our Allen community
- Provide fair, equitable community services and government
- Preserve and enhance our Allen community character
- Stimulate economic growth and business investment

In addition to the vision and mission statements, the Strategic Plan adopted five goals and objectives help fulfill the City's 2036 vision. These goals are integral to establishing the goals and recommendations of the Allen 2045 comprehensive plan.

The Strategic Plan Goals are as follows:

1. Financially Sound and Transparent City Government
2. Safe and Livable Community for All
3. Vibrant community with Lively Destinations and Successful Commercial Centers
4. High-Performing City Team Providing Resident-Focused Services
5. Engaged and Connected Allen Community

## 2030 Comprehensive Plan

The 2030 Comprehensive Plan was adopted in October 2014 with the aim of maintaining the established neighborhoods and infrastructure while also preparing for the future. Since the City had recently experienced rapid growth and development, it was essential to focus on upgrading the existing infrastructure and redeveloping any aging property. The plan's objective was to address the concerns of community livability, as the City approached build out.

Key components of the 2030 Comprehensive Plan include:

- The remaining vacant land is mostly along Hwy 121 and is planned for nonresidential development.
- There is no desire to annex 267 acres of ETJ.
- The transportation system in Allen is not adequate for the growth of the City, which is impacting the residents' quality of life. The transportation system must accommodate the growth of the City as it continues to expand. 40% of workers in Allen commute to work outside of Collin County. This is noteworthy because growth in the office and employment sector has not grown at the same pace as retail or commercial.

The Comprehensive Plan noted that a focus should be placed on improving the sidewalks, trails, and public transportation system to improve connectivity.

- Allen is a young city with a median age of 35. Additionally, 70% of the population is under the age of 45.
- Residents were able to voice their opinions through a web-based engagement tool called MindMixer, which enabled residents to discuss important topics like transportation and land use.

## Parks, Recreation & Open Space Master Plan

In 2019, the City engaged MHS Planning & Design and PROS Consulting to create a new Master Plan for the City's parks, recreation, and open spaces that identifies residents' recreation needs and desires, identifies priority projects, and offers probable project costs to assist in budgeting. The Master Plan also identifies potential growth areas for the City's parks, trail systems, and resident programs.

The following are the key needs identified by the Master Plan for the parks system:

- Aging parks and facilities should be upgraded and renovated to keep Allen's park system up to local standards and safe for all users. This includes ensuring all public parks and facilities are compliant with the Americans with Disabilities Act (ADA), the American Society for Testing and Materials (ASTM), and local building codes, etc., as specific parks are redeveloped.
- Construction and maintenance of dog park.
- Establish a play structure monitoring program to evaluate remaining useful life with the purpose of scheduling and budgeting the replacement of structures that have reached the end of their expected life cycle.
- Existing undeveloped City-owned properties should be developed as parks and/or trail corridors.
- Complete construction of the Stephen G. Terrell Recreation Center.
- Continue the high level of maintenance at existing and future parks for safety, accessibility and the aesthetically pleasing environment provided for the citizens.
- Additional trails should be constructed to make meaningful links for connectivity.
- Athletic fields should be programmed to provide for multiple uses, including games and practices and should also be monitored for future use.
- Support facilities, such as shade structures and parking lots, are needed within existing and new developments.
- Consider implementing unique forms of recreation such as water courses and mountain bike trails.
- High quality natural areas should be preserved (i.e., natural open space, mature wooded areas along creeks and their tributaries, etc).

## Capital Improvement Program 2024-2028

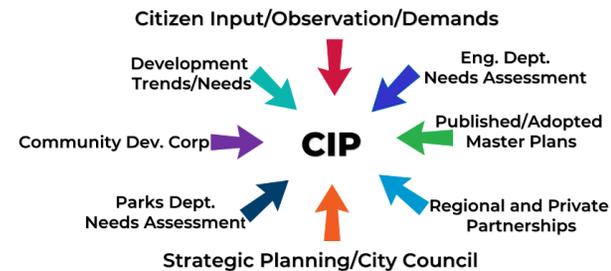
The CIP (Capital Improvement Plan) is an outlook and guide used to prioritize and estimate the costs of public projects related to government, public works, utilities, and parks. Although it contains financial information, it is not a precise financial document. Its purpose is to forecast and estimate all the financial requirements necessary to implement identified needs for infrastructure for the City of Allen, and update that information each year on a timeline coincident with the annual budget. In so doing, the CIP not only informs the public, but also provides assurance to staff that the project has the support from the Allen City Council, making it worthwhile for appropriations in the near and long term. Given the timelines involved to establish and implement relatively large investments in the CIP, the two-way communication represented therein (i.e. prepared by staff and approved by the Allen City Council) is a vital aspect. The plan considers all projects and their estimated costs from a variety of sources. Since the horizon of the document is five-years at the outset, estimates may be less accurate for the distant years (and more accurate for the near future), but sufficient for appropriation planning for the future.

Each project is categorized based on its priority: desirable, essential, leveraged, mandated, maintenance, or obligated. These categories, in addition to the background narrative, help explain the importance of the project to the community, address cost obligations, legal liability, and any financial agreements. Because the CIP is updated annually, it gives context to priority projects in the City, and is subject to change and improvement in accuracy with each succeeding year

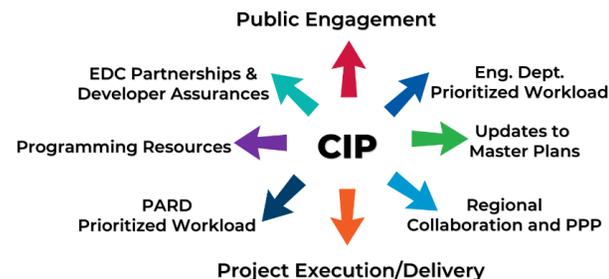
Some examples of projects include:

- Allen Public Library Expansion
- Adding Public Art
- New Police Headquarters
- Ford Park Redevelopment
- Twin Creeks Golf Club Trail Improvements
- Bridge Maintenance
- Central Business District (CBD) Street Reconstruction
- Water Tank and Tower Repaint
- Streets and Alleys Assessment

### PROGRAM INPUT FOR CIP



### PROGRAM OUTPUT FOR CIP



## Water Conservation and Water Resource Management Plan 2024

This plan was created to strategically implement policies that aim to reduce water consumption, minimize water loss, promote efficient water use, and prepare for droughts, shortages, or other emergencies. With the growing population across North Texas, the demand for water supply is constantly increasing, which stresses the availability of resources. Building additional infrastructure to meet this demand is both costly and challenging. Moreover, droughts can have a significant impact on water supplies. Therefore, this plan establishes guidelines and requirements to minimize environmental impacts, reduce the need for developing costly infrastructure, and work collaboratively with other members to efficiently consume water. The Texas Water Development Board requires this plan to be reviewed and updated every five years

Key data points and goals to conserve water include:

### Data Points

- 38,634 metered water utility connections.
- Average daily water use is 15.22 million gallons, with a peak use of 32.24 million gallons.
- The City purchases treated water from the North Texas Municipal Water District (NTMWD). NTMWD is a regional wholesale supplier that serves 13 member cities and multiple other customers across the region.
- The City's wastewater is treated at the Wilson Creek Wastewater Treatment Plant, which directs treated wastewater back into Lake Lavon.

### Goals

- Promote the adoption of sustainable water management practices.
- Maintain a program of universal metering and meter replacement providing repair regularly.
- Foster a culture of water conservation through community outreach programs encouraging responsible uses of water.
- Provide resources and incentives to encourage conservation efforts by residents including the use of smart irrigation systems and water-saving appliances.
- Implement transparent guidelines to support water conservation and drought contingency plan goals.

## Downtown Allen Revitalization Plan 2022

The City of Allen conducted a plan to maximize the ability of its urban and historic core to better serve the community. Improvements and upgrades were desired by the City and its residents. The plan includes a supportive environment for local businesses to thrive, including increased opportunities for dining, boutique retail, and recreation. Downtown Allen was viewed as a blank slate to implement new trails, public art installations, and entertainment options. The plan also preserves the historic character of the area and includes multi-modal transportation options. The vision is to create a place for community gatherings, increase the number of small businesses, and bring economic growth to the city.



## Introduction

While the previous chapter discusses the key characteristics that define Allen and the purpose of comprehensive planning, this chapter builds upon the Community Snapshot to create a foundation for the rest of the Plan. This chapter outlines goals based on community input and previous planning efforts to advance the City's priorities moving forward.

The following items will be covered in this chapter:

- Community and Stakeholder Input
- Vision Statement
- Guiding Principles



# Community and Stakeholder Input

A vital component of creating the Comprehensive Plan was gathering community input. The consultant team used several strategies to engage the residents and other stakeholders of Allen in the comprehensive planning effort, including City Director meetings, communitywide meetings, online surveys, stakeholder meetings, and joint City Council and Planning and Zoning Commission workshops. The consultant team also utilized previous strategic planning efforts to create the Plan's guiding principles. Each input source is discussed in this chapter, and in more detail in the appendix.

## Director Meetings

At the beginning of the planning process, the consultant team gathered input from senior City staff members through focus groups made up of multiple different departments, including:

- Parks and Recreation
- Economic Development Corporation, Community Development Corporation, and Library
- Police and Fire
- City Management, Finance, Human Resources, Information Technology, Facilities Management, Public & Media Relations Office
- Engineering, Community Services, and Code Compliance
- Community Enhancement, and Community Development

Each focus group was introduced to the planning process and asked how the Plan could be helpful to their specific departments. Additionally, the consultant asked each department to analyze their current planning efforts to see what could be included in the Comprehensive Plan. The groups provided the consultant team with needed insight into each department's needs and issues they are likely to face as the City continues to grow.

## Comprehensive Plan Advisory Committee (CPAC) Meetings

Before the Plan's kickoff, the Mayor and City Council appointed residents and City stakeholders to be Comprehensive Plan Advisory Committee (CPAC) members. The CPAC provided the consultant team with vital community knowledge from various perspectives, including residents, business owners, community leaders, school district leaders, and developers. Five CPAC meetings took place throughout the project, covering the following topics:

- Future Land Use and Build-Out Scenarios
- Transportation and Infrastructure
- Community Character and Housing
- Economic and Fiscal Impact
- Plan Implementation

*Meeting #1a: April 15, 2024*

Topic: Future Land Use and Build-Out Scenarios

Location: Allen City Hall

Meeting Summary: The consultant team met with the CPAC to discuss the proposed Future Land Use Map categories and introduced the scenario planning areas. The CPAC identified areas with future development in progress and gave feedback regarding the new land use categories.

*Meeting #1b: May 6, 2024*

Topic: Future Land Use and Build-Out Scenarios

Location: Allen City Hall

Meeting Summary: At the second part of CPAC Meeting #1, the consultant team presented updates to the Future Land Use Map after implementing the feedback from the last CPAC meeting. Additionally, a small group activity was conducted, allowing CPAC members to closely examine areas with potential for future change and identify priority areas for redevelopment.

*Meeting #2: June 3, 2024*

Topic: Transportation and Infrastructure

Location: Allen City Hall

Meeting Summary: During the second meeting installment with the CPAC, the consultant team presented the goals for the Transportation chapter of the Comprehensive Plan. The CPAC participated in an interactive breakout group activity to discuss the following topics:

- Auto transportation infrastructure
- Bicycle and pedestrian infrastructure
- Future mobility options

The CPAC identified areas with significant congestion and potential areas for pedestrian connections. Members also voiced their support for more connectivity between the East and West trails.

*Meeting #3: August 26, 2024*

Topic: Community Character and Housing

Location: Allen City Hall

Meeting Summary: At the third CPAC meeting, members provided feedback on the Community Character and Housing chapters of the Plan. The committee emphasized the importance of high-quality housing to serve Allen's multi-generational population in Allen and discussed potential strategies to support aging neighborhoods. The CPAC also strongly supported Allen's "oneness" culture, reflected in the City's diversity and educational system.



*Meeting #4: October 21, 2024*

Topic: Economic and Fiscal Impact

Location: Allen City Hall

Meeting Summary: During their fourth meeting, the CPAC was presented with the Economic and Fiscal Impact chapter and findings. The consultant team led a series of breakout sessions to discuss the baseline economic demographics within Allen, the chapter's goals, strategies, and actions, and the ideal scenario planning outcomes. Scenario plans included the following areas:

- Sam Rayburn Tollway/SH 121 Corridor
- South Greenville Avenue Corridor
- East Main Street Corridor

Members discussed the ideal employment sectors they would like to see in Allen, as well as how well they felt the City accommodates its workforce.

*Meeting #5: December 9, 2024*

Topic: Plan Implementation

Location: Allen City Hall

Meeting Summary: At their fifth and final meeting, the CPAC discussed the Implementation chapter of the Plan, including all of the goals, strategies, and actions identified through the planning process. Breakout sessions were held on a topical basis, with members discussing the finalized content, responsible entity, and anticipated timeframes for the Plan's recommended actions.

## Allen Independent School District (AISD) Meeting

*Meeting #1: February 22, 2024*

Topic: Meeting with Assistant Superintendent of Operations

Location: Virtual

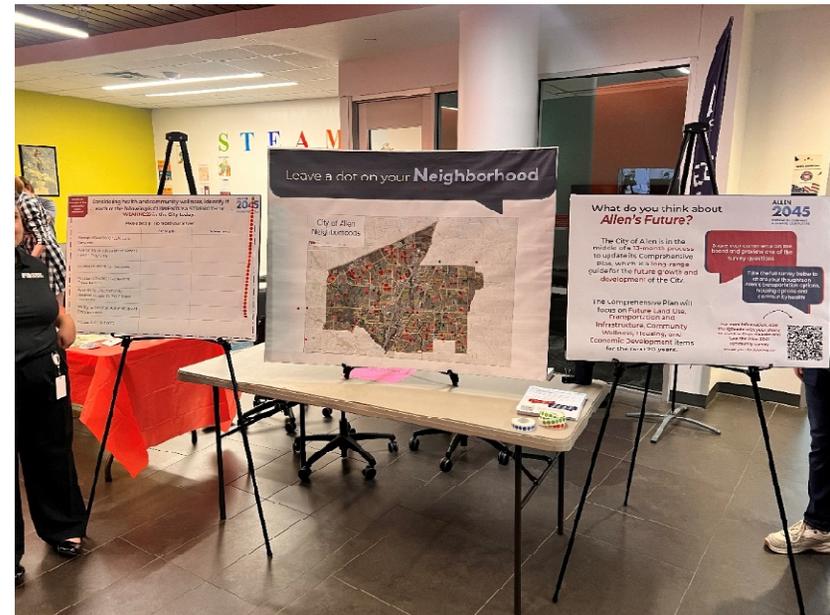
Meeting Summary: A meeting with the Assistant Superintendent of Operations for AISD was held at the beginning of the planning process to discuss the school district's current challenges and opportunities. Key topics included the impact of home prices on enrollment and recent school closures. The district emphasized the importance of involving students in the comprehensive planning process and addressing concerns about workforce housing.

*Meeting #2: September 24, 2024*

Topic: AISD Community Engagement Night

Location: Allen STEAM Center

Meeting Summary: On September 24, 2024, the consultant team staff joined City staff at the Allen Independent School District's "Community Engagement Night" to share more information about *Allen 2045*. Two representatives from the consultant team set up a booth to engage with community members, where they provided information about the Plan and encouraged participation in the second round of surveys for public feedback. The survey focused on key topics such as transportation, community wellness, and housing.



## Communitywide Events

Throughout the planning process, City staff and the consultant team hosted three communitywide events to gain input from community members. The events had various interactive exercises based on issue identification. These exercises were designed to capture community members' wants, needs, and vision for the future of Allen. These events were promoted through various means, including the City website, email blasts, social media, and Council promotion. These events allowed the project team to hear directly from the voices that this Plan will impact and gain a broader understanding of the growth opportunities in the City.

*Meeting #1: March 28, 2024*

Topic: Vision & Guiding Principles

Location: Allen Senior Recreation Center

Meeting Summary: The consultant team presented the draft Vision & Guiding Principles for feedback from the City.

*Meeting #2: April 29, 2024*

Topic: Visual Preferences

Location: Stephen G. Terrell Recreation Center

Meeting Summary: Residents of the City were asked to provide input on the visual preferences for development they would like to see in the City moving forward.

*Meeting #3: November 14, 2024*

Topic: Overall Plan Review

Location: Stephen G. Terrell Recreation Center

Meeting Summary: The consultant team presented the full draft of the comprehensive plan for public viewing and feedback.





# Vision Statement

## Approach to Visioning

The vision is an aspirational statement describing the future that Allen's residents desire to see in terms of physical, social, and economic conditions. This statement was created based on previous strategic planning efforts, discussions with City leaders, and input from community members. The elements laid out in the Plan work together to achieve the vision.

Key considerations when drafting this statement included:

- Fiscal Responsibility
- Safety
- Livability
- Responsive Government
- Vibrancy
- Lively Destinations
- Successful Commercial Centers
- Productive City Staff
- Resident-Focused
- Community Engagement
- Community Character

***Vision Statement:***  
***Allen thrives as a vibrant, safe, and fiscally responsible City for residents and visitors alike.***

***Its attractive destinations, highly educated population, expansive recreation and leisure opportunities, employment options, and central location in the North Texas Region make Allen a desirable community for people from all walks of life.***

# Guiding Principles

The guiding principles are the foundations from which the vision of the Comprehensive Plan is achieved.



## Fiscal Responsibility

*Make sound decisions and prioritize budgets to prepare Allen for the future.*

The foundation of a City is to maintain an open dialogue with the residents and to gather stakeholder input when making financial decisions. This communication allows City leadership to identify and prioritize specific needs when budgeting. It is vital to ensure that City stakeholders understand where revenue is coming from and how tax dollars are allocated.



## Strategic, Self-Sustained Growth

*Prioritize development patterns that will allow growth while maintaining the City's character as it builds out.*

Thoughtful and intentional development is vital to maintaining the City's status as a premier location in the North Texas Region. Allen recognizes this and is strategically identifying development patterns in the soon-to-be-developed areas along Highways 121 and 75. This will create much-needed residential and commercial space while generating tax revenue that will allow the City to maintain its high levels of service in the future.



## Safe & Healthy

*Protect and promote the safety, security, and health of residents and visitors throughout the community.*

Allen sees the importance of being an active and engaged community. The City has a robust park system with more than 80 miles of trails that provide residents with an amenity that is second to none in the region. Allen's police, fire, and other community services foster an environment where residents and visitors can feel comfortable and secure within the City.



### **Strong Community Identity**

*Establish and maintain places that create a sense of identity by providing an array of housing, employment opportunities, and recreational activities.*

The community values its vibrant places and sees the importance of continuing to invest in itself. As the City approaches build-out, the focus will shift to redeveloping established districts and reinvestment in areas like Downtown to create new, vibrant destinations and community gathering places.



### **Engaged & Connected Community**

*Acknowledge and celebrate Allen's diverse cultures and backgrounds.*

Allen prides itself on its thoughtful community members from diverse backgrounds and all walks of life. The people in the community should be connected to economic, social, educational, and recreational opportunities.



# Introduction

A municipality has the right to coordinate growth to protect the health, safety, and welfare of its citizens. The guidelines for this coordination are established through the Future Land Use Plan (FLUP), which creates a framework for Allen's preferred development patterns. Different land uses come with different opportunities and constraints, including economic impact, density, and land use intensity.

The Future Land Use Plan is graphically depicted in this chapter with a Future Land Use Map (FLUM). The plan should ultimately be reflected in the City's policy and development decisions. It should be noted that the FLUM is not a zoning map and does not outline parcel specific development requirements. However, any changes in amendments to the zoning map should be based on the FLUP and FLUM detailed in this chapter.

This chapter will also provide different scenarios for growth in the city to demonstrate how to optimize the development of the remaining vacant parcels, match the vision of the community, and identify redevelopment opportunities.

Information in this chapter includes:

- Existing Land Use
- Scenario Planning Approach
- Future Land Use Map and Dashboards
- Population Growth and Projections
- Land Use & Scenario Goals

## Existing Land Use

The City's land use composition is a combination of existing residential, commercial, retail, institutional, and recreational open space use areas. Most commercial, institutional, and retail uses are located along the US 75 corridor, transitioning to largely residential uses as the city expands east and west from the corridor. Interspersed within the uses along the US 75 corridor are some small industrial districts. For the cursory existing land use analysis, undeveloped land is classified as vacant. Allen is a City rapidly approaching build-out, so the evaluation of the existing land use will help identify areas to prioritize growth and redevelopment.

The breakdown of existing land uses within Allen's incorporated limits and extraterritorial jurisdiction (ETJ), collectively referred to as the Planning Area, is reflected in Table 4. Understanding the current built environment and land use relationships will inform the City of areas of development and redevelopment opportunities and constraints. Single-Family (Detached) development occupies the majority of existing land uses at approximately 37.04%. Excluding dedicated rights-of-

way, the next largest land use is Parks and Open Space at 7.26%.

Allen has very few remaining vacant parcels, with only 8.99% of the existing land use being vacant. Due to this low vacancy rate, the City must be very intentional about how the remaining land is developed and ensure that the highest and best land uses are prioritized. Upon the development of these remaining vacant tracts, the City will need to continue transitioning its focus to redevelopment.

One of the primary purposes for analyzing the City's existing land use is to gain an overall understanding of the composition of the community and the development types that have previously been prioritized. This high-level analysis helps create the framework for developing the FLUM by assisting in the identification of areas that are developable and where infill development and redevelopment opportunities remain.

Existing Land Use Category	City Limits		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Assisted Living	56.3	0.33%	0.0	0.00%	56.3	0.33%
Commercial	7.9	0.05%	0.0	0.00%	7.9	0.05%
Industrial	394.9	2.33%	0.0	0.00%	394.9	2.30%
Mixed Use	85.6	0.51%	0.0	0.00%	85.6	0.50%
Multifamily	360.8	2.13%	0.0	0.00%	360.8	2.10%
Office	267.7	1.58%	0.0	0.00%	267.7	1.56%
Parks and Open Space	1,247.3	7.37%	0.0	0.00%	1,247.3	7.26%
Private Parks and Open Space	1,081.8	6.40%	0.0	0.00%	1,081.8	6.30%
Public/Semi-Public	1,015.1	6.00%	0.0	0.00%	1,015.1	5.91%
Retail	989.3	5.85%	0.0	0.00%	989.3	5.76%
Right-of-way	3,635.2	21.49%	9.7	3.59%	3,644.9	21.21%
Single Family (Attached)	138.7	0.82%	0.0	0.00%	138.7	0.81%
Single Family (Detached)	6,106.8	36.11%	258.1	95.58%	6,364.9	37.04%
Townhome	4.9	0.03%	0.0	0.00%	4.9	0.03%
Vacant	1,520.8	8.99%	2.2	0.83%	1,523.0	8.86%
<b>Total</b>	<b>16,913.0</b>	<b>100%</b>	<b>270.01</b>	<b>100%</b>	<b>17,183.0</b>	<b>100%</b>

Table 4. Existing Land Use Distribution

# Scenario Planning Approach

Discussed in more detail in the Economic Development and Fiscal Impact Chapter, three areas were analyzed for their redevelopment potential as well as future development. These corridors were then compared to other areas in the region and state to identify how each might ultimately develop or redevelop. Additionally, the scenario planning process can be utilized in other areas in Allen as they age and become candidates for redevelopment.

## Scenario #1: Sam Rayburn Tollway/SH 121 Corridor

This area has the largest amount of vacant land in the City. It is currently being developed as a mixed-use corridor and a regional attraction.

## Scenario #2: South Greenville Avenue

This is a generally underdeveloped corridor with large vacant sites and a mix of retail and distribution uses. Additionally, this corridor acts as a gateway into the City from the south and could redevelop as a prominent commercial corridor in the City.

## Scenario #3: East Main Street Corridor

Area 3 is a traditional suburban retail corridor in Allen. As the area has aged many of the retail developments along Main Street are primed for redevelopment. This area also includes an aging single-family neighborhood to the south of Main Street. With the adjacency to Downtown Allen and the development of the cities to the east, this corridor has an opportunity to provide local and neighborhood-serving uses.

# Future Land Use Map and Dashboards

## Future Land Use Map Composition

The Future Land Use Map is made up of 10 land use categories. These categories were created by analyzing various sources, including the existing land uses, the 2030 future land use map, and the existing physical conditions of the community, to determine the development patterns that would complement the previous development in Allen and position the city for success as it builds out. As the City is rapidly approaching buildout, following the development of the remaining vacant land (8.99% of the planning area), the City will need to change its focus to redevelopment in the City's downtown area, as well as its aging commercial centers. To accommodate this, some of the land use categories were intentionally broad to allow for varying land uses in potential redevelopment areas.

New Land Use	Previous Use
Low Density Residential	Suburban Residential
Medium Density Residential	CR Compact Residential & MR Mixed Residential
High Density Residential	High Density Residential
Mixed-Use	MC & ME
Downtown Allen	Central Business District
Local Commercial	Commercial/Retail
Regional Commercial	Commercial/Retail & Office
Business Center	LI & Office
Public/Institutional	Public/Institutional
Recreational and Natural Area	Parks and Open Space

Table 5. Equivalency Table from Previous Comprehensive Plan

## Future Land Use Categories and Dashboard Components

The table below breaks down the future land uses for the City by color, type, acreage, and percentage of the planning area. These colors and types correspond to the same classifications seen on the Future Land Use Map on page 35.

Allen's most prominent land use is Low Density Residential, comprising 51.9% of the planning area. Recreational and Natural area is the next largest land use in the City, comprising 11.9% of the planning area. With the development of the Highway 121 corridor and continued development of the US 75 corridor, the Mixed Use category will continue to grow in the City, eventually making up 8.2% of the land area.

Future Land Use Category	City Limits		ETJ		Planning Area	
	Acres	%	Acres	%	Acres	%
Low Density Residential	8,643.9	51.1%	270.0	100.0%	8,913.9	51.9%
Medium Density Residential	600.9	3.6%	0.0	0.0%	600.9	3.5%
High Density Residential	358.6	2.1%	0.0	0.0%	358.6	2.1%
Mixed-Use	1,409.9	8.3%	0.0	0.0%	1,409.9	8.2%
Downtown Allen	236.5	1.4%	0.0	0.0%	236.5	1.4%
Local Commercial	631.9	3.7%	0.0	0.0%	631.9	3.7%
Regional Commercial	779.1	4.6%	0.0	0.0%	779.1	4.5%
Business Center	746.8	4.4%	0.0	0.0%	746.8	4.3%
Public/Institutional	1,030.1	6.1%	0.0	0.0%	1,030.1	6.0%
Recreational and Natural Area	2,052.6	12.1%	0.0	0.0%	2,052.6	11.9%
Special Planning Area	422.8	2.5%	0.0	0.0%	422.8	2.5%
<b>Totals</b>	<b>16,913.0</b>	<b>100.0%</b>	<b>270.0</b>	<b>100.0%</b>	<b>17,183.0</b>	<b>100.0%</b>

Table 6. Future Land Use Composition

### *Category Descriptions*

This section provides a description of the desired characteristics for each Future Land Use category. These descriptions are aspirational in nature and will be used to describe the desired qualities for each category; they may not reflect all the uses allowed or the existing uses in a given area.

### *Form*

This section outlines the desired physical character and design of development within each land use category. Descriptions will focus on the relationship between buildings, streets, public spaces, and the surrounding environment, including considerations for lot size and setbacks.

### *Residential Density*

The recommended residential density for development for each land use category is detailed within its respective dashboard. Density refers to the number of dwelling units in a specific area and is represented as dwelling units per acre (DUA). Residential uses will include a target density range appropriate for that land use.

### *Ideal Land Use Composition*

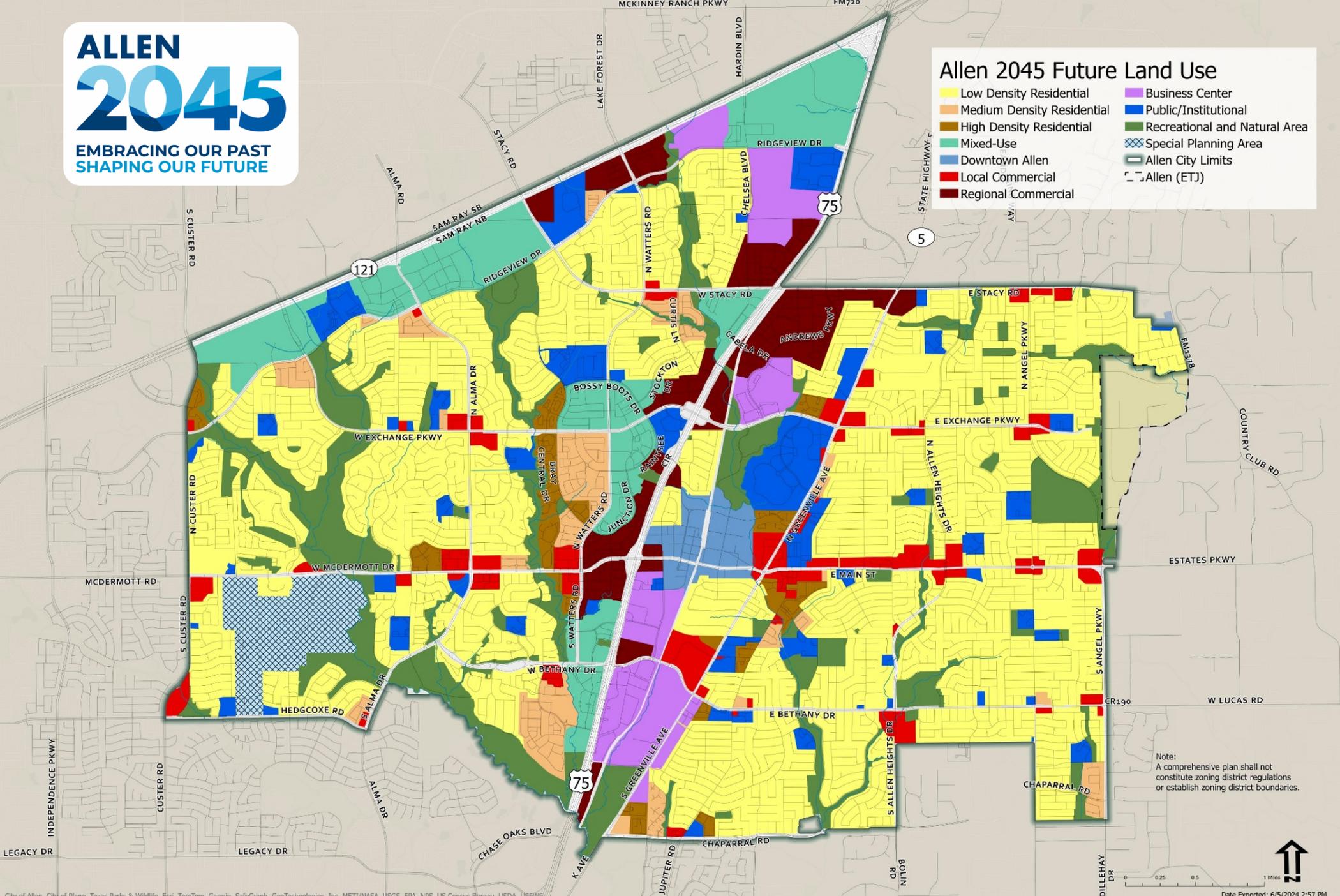
Each dashboard will include a graphic representation of the ideal balance between residential and nonresidential uses throughout the category area. These numbers are not intended to be assessed on a site-by-site basis or limit the developability of other tracts within the category and should be used as guide to illustrate the ideal overall composition of land use by acreage. Deviation from this composition may be appropriated, following considerations of site-specific limitations.

### *Building Types*

Each dashboard includes visual examples of residential and nonresidential building types that may be associated with each land use category. While these examples do not encompass all permissible building types, they illustrate potential forms within each category. These graphics are intended for reference only but should be referenced when considering the built form of development inquiries.

### Allen 2045 Future Land Use

Low Density Residential	Business Center
Medium Density Residential	Public/Institutional
High Density Residential	Recreational and Natural Area
Mixed-Use	Special Planning Area
Downtown Allen	Allen City Limits
Local Commercial	Allen (ETJ)
Regional Commercial	



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



Map 2. Allen 2045: Future Land Use

# Low Density Residential

## Use

This land use is focused on traditional, detached suburban single-family homes. These homes are typically individually owned and may be built as a part of a larger subdivision development. Development standards for these areas should maintain connectivity to open spaces and trails and encourage pedestrian connectivity to schools and neighborhood amenities. Supporting nonresidential uses, such as Neighborhood Commercial uses, should be similar in scale and offer buffering from adjacent Low-Density Residential Uses. Accessory Dwelling Units (ADUs), such as mother-in-law suites and garage apartments, should be considered as an acceptable use in certain circumstances.

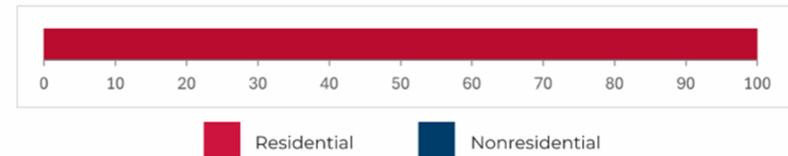
## Form

Low Density Residential developments should generally be located on medium (0.25-0.49 acres) to large (over 0.5 acres) lots with large setbacks from streets or adjacent properties. Driveways should either enter from the street or alley, and to the extent possible garages should not face the street.

## Residential Density

1 - 5 Units Per Acre

Ideal Land Use Composition



Low Density Residential Building Types



Low Density Residential Examples

# Medium Density Residential

## Use

Medium Density Residential areas also allow for detached single-family homes; however, these homes are generally built on lots less than 0.25 acres. In addition to smaller lot size single-family homes, this land use allows for attached single-family homes, such as townhomes, duplexes, triplexes, and quadplexes.

This land use is also intended to bolster the City's missing middle housing stock, providing housing alternatives to single-family detached and multifamily homes and creating homeownership opportunities. Medium Density Residential developments transition between traditional single-family homes and higher-density developments

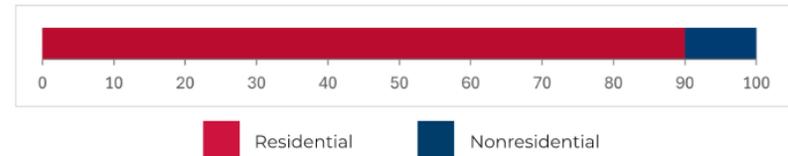
## Form

Medium Density Residential developments should include small lot sized single family homes (<0.25 acre lots) and attached single family homes including townhome developments, with a density of 8-16 units per acre. This use also allows up to 4 units per parcel to accommodate duplex, triplex, and quadplex uses. To maintain a safe continuous streetfront, driveways should preferably enter through the rear alley.

## Residential Density

6 - 16 Units Per Acre

Ideal Land Use Composition



Medium Density Residential Building Types



Medium Density Residential Examples

# High Density Residential

## Use

This land use allows for attached single-family housing and urban residential developments, ranging from small to large-scale building types. The purpose of this land use is to provide a variety of housing types and to accommodate the housing needs of the City's workforce. As the City builds out, the demand for housing will continue to increase, and high density residential use may be suitable to help address this demand.

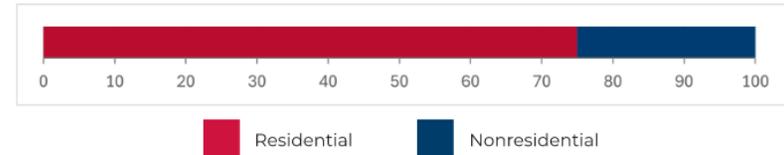
## Form

High Density Residential (HDR) developments should generally be no less than three stories and structures larger than five stories should be limited to the SH 121 and US Highway 75 corridors. Where appropriate large-scale urban residential developments contain buildings that have sufficient ground-floor clearances to allow for vertically integrated mixed-uses. While the initial phases of development may not include nonresidential uses at the ground floor level, this will allow for the opportunity for these uses should the market demand them in the future. Residential developments should provide community amenities, and any nonresidential uses should be oriented toward the street. Surface and garage parking should be utilized in these developments.

## Residential Density

25+ Units Per Acre

Ideal Land Use Composition



High Density Residential Building Types



Urban Vertical Apartment



Traditional Apartment Complex



High Density Residential Examples

# Mixed Use

## Use

This land use allows for denser nonresidential and residential areas that create walkable, pedestrian-focused destinations in the City. These developments enable users to walk to multiple destinations, reducing vehicle reliance. Mixed use developments let people live, work, and find entertainment in one place, creating destinations for visitors with lively amenities like retail, restaurants, and green spaces.

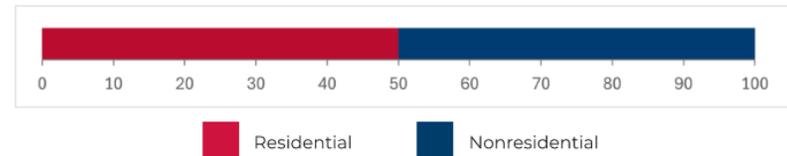
## Form

Mixed Use developments are defined by their design, including roadway configuration, building orientation, and amenities like plazas, trees, seating, and lighting that optimize the environment for walking. They can be either vertically or horizontally mixed. Vertical mixed use describes a multi-story structure with retail and office uses on the ground floor and residential or larger office uses on the upper floors. Horizontal mixed use describes multiple uses next to each other within a single, walkable development. The street network should encourage vehicular traffic away from the center to create a safe environment for walking patrons.

## Residential Density

25+ Units Per Acre

Ideal Land Use Composition



Mixed Use Building Types



Mixed Use Residential



Horizontal Mixed Use



Mixed Use Office



Mixed Use Examples

# Downtown Allen

**Use**

This land use focuses on Allen’s historic downtown, emphasizing the cultural significance of the area’s uniqueness and historic upbringing. Land uses within Downtown Allen include retail, office, public and civic institutions, and traditional residential structures.

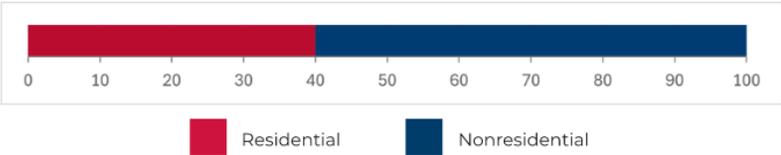
**Form**

This land use should encourage and protect the existing downtown character. Human-scale improvements like street trees, lighting, signage, and public seating should encourage walkability and connectivity. Architectural details include brick facades, arcades, and street-level windows to promote a welcoming environment for pedestrians. While vehicular access remains important within Downtown Allen, parking and circulation should be secondary to pedestrian safety and experience. Downtown Allen may include residential land uses in traditional detached single-family homes on historic lots or in second-story units above street-level commercial units. Nonresidential uses should contribute to the pedestrian experience through outdoor dining, patios, shade mechanisms, and landscaping.

**Residential Density**

10+ Units Per Acre

Ideal Land Use Composition



Downtown Allen Building Types



Downtown Allen Examples

# Local Commercial

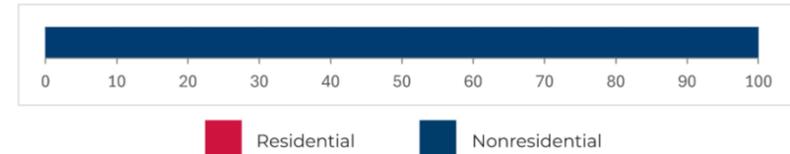
## Use

Local Commercial areas are intended to serve Allen residents with convenient and quality retail, personal service, and office uses. Concentrated primarily along local collectors and at intersections, Local Commercial establishments should emphasize vehicular and pedestrian access to nearby neighborhoods. Nonresidential uses may include localized retailers, personal services, restaurants, and medical or professional offices. Residential uses are not considered appropriate within Local Commercial areas.

## Form

Emphasis should be placed on vehicles' and pedestrians' safe and efficient circulation. Where possible, abutting commercial establishments should capitalize on shared access to primary thoroughfares, reducing the frequency of driveway intersections. Parking areas should be located in close proximity to associated commercial establishments, with shared parking being encouraged when hours of operation and parking volumes allow. Building entrances should be highly visible and provide pedestrians with shaded entries. Pedestrian connections should be provided from external sidewalks and through parking areas to encourage a park-once philosophy for shoppers.

Ideal Land Use Composition



Local Commercial Building Types



Small Scale Commercial Use



Single Family to Retail Conversion



Local Commercial Examples

# Regional Commercial

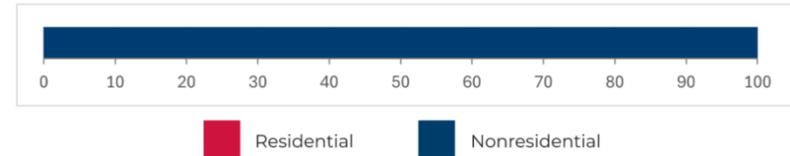
## Use

Regional Commercial areas are intended to capitalize on Allen's regional thoroughfare connections, including US 75 and SH 121. In addition to Allen residents, these areas are designed to attract and serve surrounding communities and municipalities with specialized retail, entertainment, and commercial needs. Nonresidential uses may include specialty or regional retailers, theaters or other entertainment venues, or regional healthcare services. Residential uses are not considered appropriate within Regional Commercial areas.

## Form

Given the concentration along arterial thoroughfares, Regional Commercial development should emphasize visibility and quality design to promote Allen's image. Structures should be architecturally interesting, utilizing high-quality materials, applications, and decorative façade elements to create attractive environments for shoppers and visitors. Landscaping should be used to soften parking and other paved areas and provide shade between building entrances for pedestrian comfort. Parking areas should include safe pedestrian routes and landscaped areas, providing stormwater relief and visual interest

Ideal Land Use Composition



Regional Commercial Building Types



Office Building



Big Box Retail



Regional Commercial Examples

# Business Center

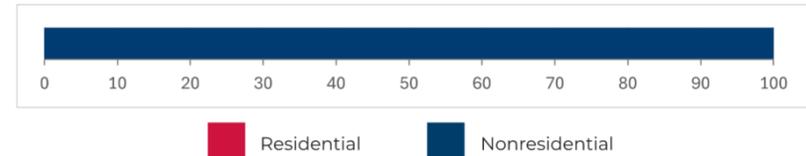
## Use

Business Centers are intended to provide corporations with opportunities to locate administrative and operational services within the City, increasing available jobs and diversifying Allen's tax base. Concentrated along US 75 and SH 121, Business Centers are intended to capitalize on local and regional workforce talent in technology and innovation. Nonresidential uses may include corporate office complexes, headquarters, distribution, and data centers. Heavy industrial may be located in Business Centers; however, compatibility to adjacent and proximate uses should be paramount. Residential uses are not considered appropriate within Business Center areas.

## Form

Building form will rely on necessary programming and functionality; however, this should not jeopardize aesthetics and contributions to Allen's overall image. Architectural design should utilize high-quality building materials, transparency, and façade articulation. Landscaping should be used along thoroughfares and parking areas to establish shade and visual interest. Distribution and loading areas should be screened from the public view. Vehicular and truck traffic should be considered concerning surrounding circulation patterns, businesses, and residents.

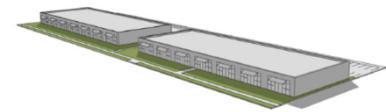
Ideal Land Use Composition



Business Center Building Types



Office Building



Light Industrial and Distribution



Business Center Examples



# Public/Institutional

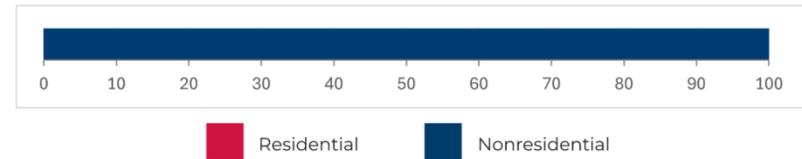
## Use

Public and Institutional areas are intended to provide Allen residents with high-quality municipal and civic services, including City operations, utilities, schools, and places of worship.

## Form

Public and Institutional uses should implement high-quality standards for residents and patrons, including building materials, landscaping, and architectural design. When appropriate, these functions should be integrated with surrounding land uses, providing cross-access and be harmonious with regard to the character and form of surrounding residential and nonresidential areas.

Ideal Land Use Composition



Public and Institutional Building Types



Place of Worship



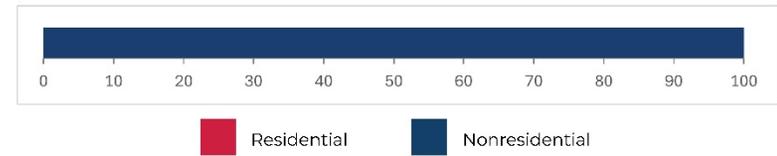
Public and Institutional Examples

# Recreational and Natural Area

## Use

Recreational and Natural Areas include public and private park facilities, natural open spaces, and floodplains. Public parks are located per Allen's Parks Master Plan to maximize accessibility for residents. Floodplains should be preserved to create greenbelts and manage local and regional drainage patterns

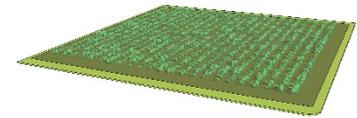
Ideal Land Use Composition



Public and Institutional Development



Neighborhood Greenspace



Agricultural



Public and Institutional Examples

# Population Growth and Projections

Population growth rates are important tools when framing decisions and evaluations regarding land use and development patterns, utility needs, and housing policies. Population projections have been calculated based on the low and high residential densities (DUA) established by each land use category dashboard. These DUAs can be used to calculate the anticipated population, or the ultimate capacity, in a scenario where all vacant acres develop under the densities and residential distribution prescribed in the corresponding dashboard.

External factors may influence development, such as market feasibility and political realities. For these reasons, it is important to note that vacant properties may not develop consistently with their assigned land use category. The dashboard details serve as assumptions as the City continues to monitor its development pattern and population growth.

Ultimate capacity is derived using the following metrics:

- Vacant acres adjusted for residential mix from the land use dashboards
- Right-of-way assumptions based on traditional land use patterns
- DUA from the land use dashboards
- Occupancy Rates from the U.S. Census Bureau (2022, ACS 5-year)
- Persons per Household (PPH) from the U.S. Census Bureau (2022, ACS 5-year)

Right-of-way (ROW) must be deducted from the vacant acres, then multiplied by the high and low DUAs, occupancy rates, and PPHs. Once added to the existing population, both high and low capacities will inform the City regarding potential population estimates.

Population projections also take into account significant amounts of entitled (zoned) residential units, primarily along SH 121. While these properties are currently vacant, they have been entitled to develop as mixed-use areas with varying amounts of residential units. Altogether, there are approximately 9,870 units, or 24,250 residents, that are accounted for in Table 7.

Residential Land Use Categories	Vacant Acres*	ROW	DUA		Occ. Rate†	PPH†	Dwelling Units		Households		Population	
			Low	High			Low	High	Low	High	Low	High
Low Density Residential	42.5	10%	1	5	95.3%	2.58	38	191	36	182	94	470
Medium Density Residential	24.8	10%	6	16	95.3%	2.58	134	357	128	340	329	878
High Density Residential	0.13	10%	25	35‡	95.3%	2.58	3	4	3	4	7	10
Mixed-Use	123.4	30%	25	35‡	95.3%	2.58	2,159	3,023	2,058	2,882	5,306	7,429
Downtown Allen	15.4	30%	10	20‡	95.3%	2.58	108	216	103	206	265	530
Existing Population											105,444	
Estimated Entitled Population <sup>Δ</sup>											24,259	
Ultimate Buildout (with Entitlements)											135,705	139,020

Table 7 Ultimate Buildout Estimates (City Limits)

\* Vacant Acres are adjusted for Ideal Land Use Composition depicted in the corresponding dashboard

† Determined using ACS, 2022 5-Year Estimates from the U.S. Census Bureau

‡ DUA identified for baseline purposes; no maximum specified in the corresponding dashboard

Δ Entitled population based on planned development districts; authorized units multiplied by occupancy rate and PPH

## Redevelopment

Allen is a community that is quickly approaching buildout, as only 8.99% of the land within the city limits is vacant, and much of this land has already been entitled. Most of the vacant land is along State Highway 121, with development currently occurring or slated to begin soon. The City's other large tract of vacant land is south of McDermott Drive and is privately owned. Allen has built a reputation as a premier suburb in the Dallas-Fort Worth region, partially due to its well-established built environment and high-quality business and entertainment centers. This reputation will place added pressure for redevelopment and new growth in the City.

As the City continues toward buildout, the focus will need to shift to the redevelopment of established, underperforming corridors and centers. Allen, like many aging communities, has many strip centers and other developments along major thoroughfares that are in need of physical improvements. Redeveloping these centers provides opportunities for the City as staff can begin to identify the highest and best uses for these areas and address missing needs in the City.

For these areas to redevelop, the City must establish flexibility in its zoning practices to allow for new uses that will provide economic benefits to the community and support surrounding residential and nonresidential uses. Additionally, as many of these potential redevelopment areas are directly adjacent to residential uses, it is imperative that collaboration and communication between landowners that are making significant financial investments and neighboring residents that will be impacted by redevelopment and rezoning decisions are encouraged.

Allen will also need to engage existing property owners in the areas that are primed for redevelopment and work with them to identify funding sources. The City will need to create innovative tools to assist the owners in their redevelopment efforts and incentivize new businesses and companies to occupy redeveloped commercial space.

**ALLEN  
2045**  
EMBRACING OUR PAST  
& SHAPING OUR FUTURE

*Track of  
Public art, art  
improvements,  
performance  
venues, etc.*

**Legend**  
Developed Areas  
Parks and Open Space  
Private Parks and Open Space  
Undeveloped

**LEGEND**

- LDR = LOW DENSITY
  - MDR = MEDIUM DENSITY
  - HDR = HIGH DENSITY
  - MU = MIXED-USE
  - LC = LOCAL COMMERCIAL
  - RC = REGIONAL COMMERCIAL
  - BC = BUSINESS CENTER
  - PI = PUBLIC/INSTITUTIONAL
  - R = RECREATION/NATURAL AREA
- = Where you live

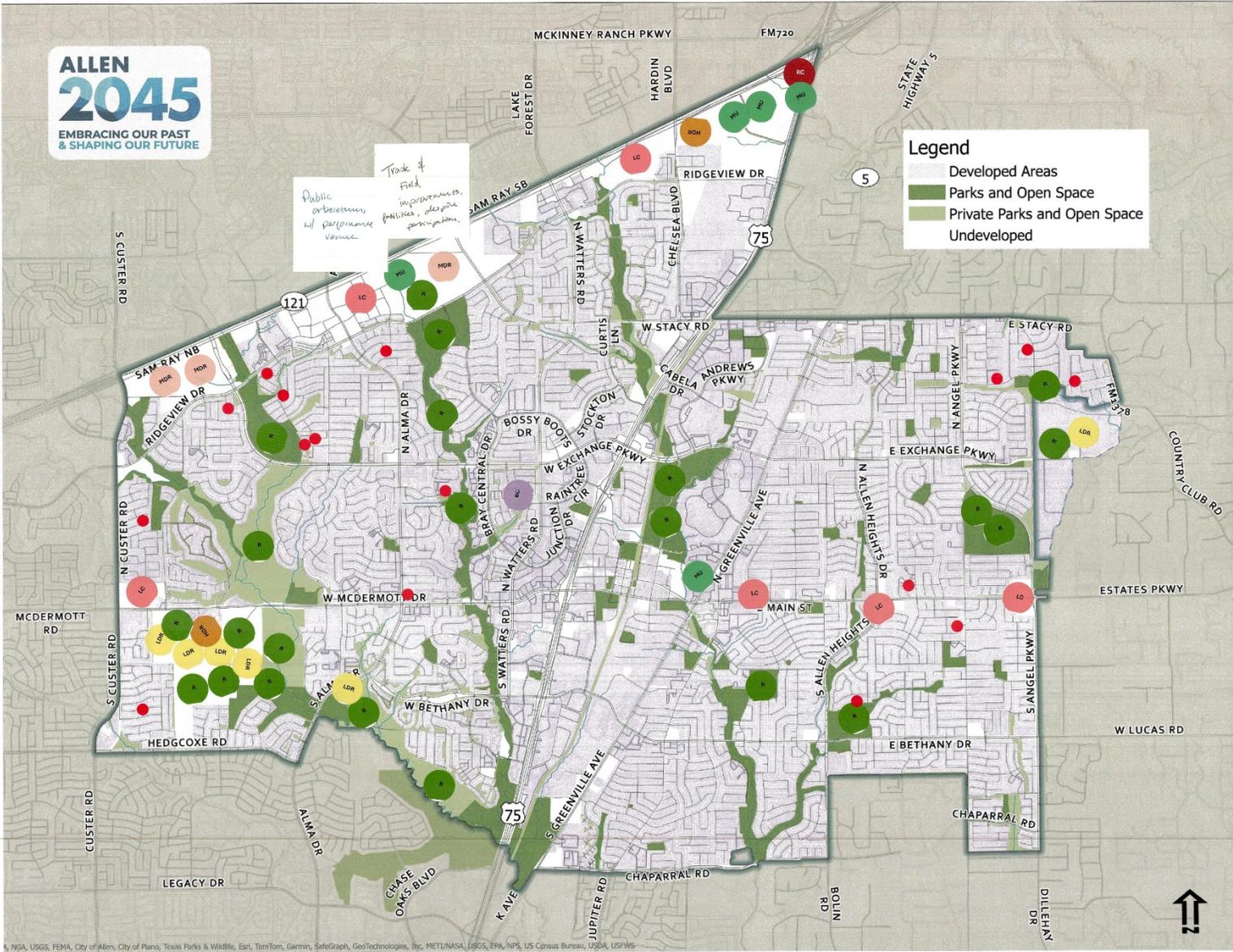


Figure 5. Areas for Redevelopment Map from Community Open House #2: April 30, 2024

# Land Use & Scenario Goals

Subject Area	Goal	Guiding Principles
Housing and Neighborhoods	Goal LU 1. Encourage the development of varying housing types to meet the community's needs.	
	Goal LU 2. Protect the existing housing stock and preserve the community character that Allen residents have come to expect.	 
Buildout and New Development	Goal LU 3. Support resilient development patterns that encourage non-residential and residential developments to adapt to changing economic conditions.	 
	Goal LU 4. Ensure new developments have access to parks, open space, and emergency services.	 



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

## Housing & Neighborhoods Goals

**Goal LU 1. Encourage the development of varying housing types to meet the community's needs.**

*Strategy LU 1.1. Reduce barriers to varying homeownership opportunities.*

- Action i. Audit the zoning districts in specific areas of the City, including Downtown Allen, South Greenville Avenue, and East Main Street, to allow for flexibility in zoning regulations with regard to varying residential densities and housing types.
- Action ii. Explore partnership opportunities with AISD to build living opportunities for teachers and public sector employees.
- Action iii. Codify density bonuses in certain areas for providing public amenities.

## Housing & Neighborhoods Goals

**Goal LU 2. Protect the existing housing stock and preserve the community character that Allen residents have come to expect.**

*Strategy LU 2.1. Protect Allen’s existing neighborhoods by requiring transitional lot design.*

- Action i. New higher density developments should be tiered with less intense uses next to existing single-family neighborhoods, while not sacrificing compatibility and connectivity between residential and non-residential areas.
- Action ii. New medium density neighborhood developments should be designed to complement the existing residential character of Allen.
- Action iii. *Provide regulations to achieve incremental transitions in residential design and scale between major thoroughfares and existing neighborhoods.*

*Strategy LU 2.2. Evaluate neighborhood health by considering all components that comprise the neighborhood.*

- Action i. Encourage measures to holistically evaluate residential uses concurrent with nonresidential uses as a measure of a neighborhood’s health.

## Buildout & New Development Goals

**Goal LU 3. Support resilient development patterns that encourage non-residential and residential developments to adapt to changing economic conditions.**

*Strategy LU 3.1. Promote the development of unique shopping and entertainment destinations.*

Action i. Utilizing the scenario planning areas as a basis, encourage development patterns in the corridors that will follow the FLUP.

*Strategy LU 3.2. Market Downtown Allen as an attractive place for businesses and residents to enjoy.*

Action i. Maintain an inventory of Downtown Allen's active tenants and pursue new tenants that will complement the existing business environment.

Action ii. Utilize Allen Public Library as an anchor for community events Downtown to attract visitors to patronize Downtown businesses.

Action iii. Allow for art installations and murals to establish a sense of place and promote the artworks on the City's MAP ART website.

## Buildout & New Development Goals

### Goal LU 4. Ensure new developments have access to parks, open space, and emergency services.

*Strategy LU 4.1. Continue to integrate parks and open space into new and existing developments.*

- Action i. Continue to review, update, and implement the recommendations of the Parks, Recreation, and Open Space Master Plan (2021) and the Trails and Bikeway Master Plan (2019).
- Action ii. Review the City's parkland dedication fees to confirm alignment with modern park costs and update accordingly.

*Strategy LU 4.2. Ensure that private open space requirements are implemented as usable open space, with features such as benches and shade structures. The term, "usable open space" should be defined in the Allen Land Development Code.*

- Action i. Maintain security and safety standards for existing and future neighborhoods.
- Action ii. Ensure that proper emergency services are available to service new and growing population centers.
- Action iii. For larger scale developments, encourage coordination with Allen Police Department for utilization of Crime Prevention Through Environmental Design (CPTED) principles.



# Introduction

The transportation network is more than just a service that enables people and goods to move from one place to another. It is also a vital factor that contributes to the economic development, social cohesion, and interconnectivity of the community with neighboring communities and the region. A well-designed and safe transportation system offers multiple options for mobility, enhances the attractiveness and livability of the area, supports the integration of land uses, and balances the needs and preferences of different users.

The transportation network should not only maintain its current level of efficiency and productivity but also improve and adapt to the changing and growing needs of the community. This requires a proactive and strategic approach that considers the suitability of each road for its surrounding land use and its potential to support future development. By aligning the transportation network with the community's vision and goals, the network can foster a balanced and resilient system.

Transportation is also a means to achieve other objectives that benefit the community, such as promoting health, safety, equity, and accessibility. By utilizing and encouraging the City's trail system as an alternative to the road network, the transportation system can accommodate multiple modes of transportation and encourage active transportation. By diversifying the transportation options and making them accessible for all users, the transportation system can create a more sustainable and inclusive community.



# Existing Conditions

## Major Roadways

### *US 75*

United States Highway 75 (US 75) is a major freeway that runs north to south in the North Texas region. This highway bisects the City of Allen. US 75 provides access to Dallas to the south and Oklahoma to the north. The Texas Department of Transportation (TxDOT) maintains this roadway, but Allen has opted to maintain signals, illumination, mowing and litter pick-up along the length of the corridor. Signal maintenance is by agreement with the state (with compensation), and compulsory for a community with a population above 50,000. Illumination maintenance was a choice made by the community at the onset of construction of US75, whereby without that option, Allen would not enjoy continuous illumination from one end of the community to the other (the default condition offered by the state is illumination at the ramps and intersections only). Landscape, irrigation, mowing and litter maintenance is similarly an Allen responsibility, because the standard-of-care for those items is far less than desired by the community (e.g. TxDOT only mows the margins 3-4 times per year). The existing landscape plantings, sound walls, and decorative relief in the various retaining walls were funded by RTR Revenues from SH121, and installed in 2017. The high-occupancy vehicle (HOV) lanes were removed in 2025 and replaced with an innovative concept for the region, termed 'technology lanes.' Although restricted for use by motorcycles, green vehicles and high-occupancy vehicles during peak travel times (2 hours southbound in the AM, 2 hours

northbound in the PM), the interior lanes remain unrestricted (or 'general purpose' during the other 22 hours of the day). This enhancement in 2025 not only converted the interior lane in this manner, but completely reconstructed the center barrier, replaced the lighting throughout with LED high-mast standards, installed digital message boards (for traffic alerts and incident management), and made a few refinements at key locations along the margins (i.e. ramp extensions)

### *SH 121*

Texas State Highway 121 (SH 121/Sam Rayburn Tollway) is a major freeway with a toll component for the main lanes and unrestricted use of the frontage roads on either side, is, directly adjacent to the northwest boundary of Allen, connecting Allen to other North Dallas suburbs, such as Frisco and The Colony. Converted to a managed lane facility 15 years ago, the conversion generated revenue (Regional Toll Revenue) that was distributed to the neighboring region (including Allen) to build arterial roadways to support interconnectivity that was insufficient for the growing region at the time. Projects like the construction of Ridgeview Drive, Exchange Parkway and the expansion of US75 to four-lanes (in 2014-2017) were made possible by the concessionaire agreement between TxDOT and the NTTA, who operates and maintains the freeway. At the northern point of the City, SH 121 intersects with US 75 and continues northeast, where it connects to US Highway 82 just north of Bonham.

### *Greenville Avenue*

Greenville Avenue is a main connector from Stacy Road in Allen southward into Dallas. The road generally parallels US 75 and was historically the main north-south route connecting this part of the North Texas region. Formerly SH5 and built by TxDOT, the jurisdictional control of the roadway was given to Allen in 1999, south of the Exchange Parkway intersection. Likewise, the segment between Exchange and Stacy, transitioned to Allen operation and maintenance in 20154 after the State was motivated to do so during the so-called 'Turn-back Program' during that time. In Allen, Greenville Avenue connects southward into Plano, and northward in the Town of Fairview. The southern portion of Greenville Avenue in Allen is comprised of mainly industrial properties and has some of the largest tracts of empty land in the City, providing opportunities for redevelopment and enhancements in this area.

### *Stacy Road*

In recent years, Stacy Road has been one of the busiest major thoroughfares in Allen. Stacy Road, formerly FM 2786 (between Greenville Avenue and US75) serves as the northern border of the City on the east side of US 75, connecting Allen to the Town of Fairview and rural Collin County. As a perimeter roadway, the corporate limits between Allen and Fairview follows the centerline of the median. Allen maintains all the roadway illumination, signals, landscape and irrigation (Fairview reimburses Allen 50% of costs incurred). The roadway, east of Greenville remains on the State-controlled system of roadways, retaining it's designation as FM 2786. West of US75, Stacy Road was built in it's present form in partnership with the Allen Premium Outlets to SH 121,

thereby connecting Allen to McKinney to the northwest. This road also provides access to major retail destinations as well as continue to provide access to the new developments along SH 121.

### *Exchange Parkway*

Exchange Parkway is a central arterial roadway in Allen. This road is a principal east-to-west arterial that terminates at SH 121 in the northwest quadrant of the City and ends as a major roadway as it intersects with Angel Parkway at the eastern boundary of the City. Ultimately planned to be a six-lane roadway throughout, the current CIP has identified the end segments in the east and west for addition of two more lanes (to be constructed in the center, narrowing the existing median). This road connects many of Allen's major amenities, including Allen Station Park, the Stephen G. Terrell Recreation Center, Allen High School, and the recently completed Allen ISD Science, Technology, Engineering, Art, and Mathematics (STEAM) Center. In recent years, major subdivisions have been constructed adjacent to Exchange Parkway, increasing the traffic volume of the road. Traffic along the corridor will increase with the build-out of the SH 121 corridor

## Corridors that Support Growth

### *SH 121*

The SH 121 corridor is experiencing a surge in growth throughout the region. The area of Allen adjacent to the freeway is currently being developed in places with large-scale mixed-use developments, including The Farm, which upon build-out, will include more than 1,000,000 square feet of offices, both Townhome and Urban Residential units, and the recently completed The HUB food hall and event venue anchoring the development. The remaining vacant tracts along SH 121 are entitled for similar mixed-use and office developments, with an estimated 9,870 dwelling units permitted in planned development districts up and down the corridor. Using the estimated 95.3% occupancy rate and 2.58 persons per household from the U.S. Census Bureau, these entitlements may account for approximately 24,250 additional residents in Allen. To account for changes in the market, these entitlements may need to be revisited to allow development flexibility.

### *Greenville Avenue*

Greenville Avenue is a major gateway into Allen from the south. Currently, the portion of the corridor south of Main Street is comprised of light industrial and distribution uses, as well as some commercial uses. Many of the existing commercial and distribution uses are aging and have high vacancy rates. Additionally, this section of Greenville Avenue has some of the largest pad sites in the City, making the corridor prime for both new development and redevelopment.

### *Main Street*

Main Street on the east side of Allen is comprised mainly of aging neighborhood service/retail. While the current retail along the corridor has struggled to attract new businesses and investment, this corridor remains a major thoroughfare with access to many residential neighborhoods. Incentivizing property owners to improve their buildings will help enhance the corridor, bring in new tenants, and increased sales and property tax revenue for the City.

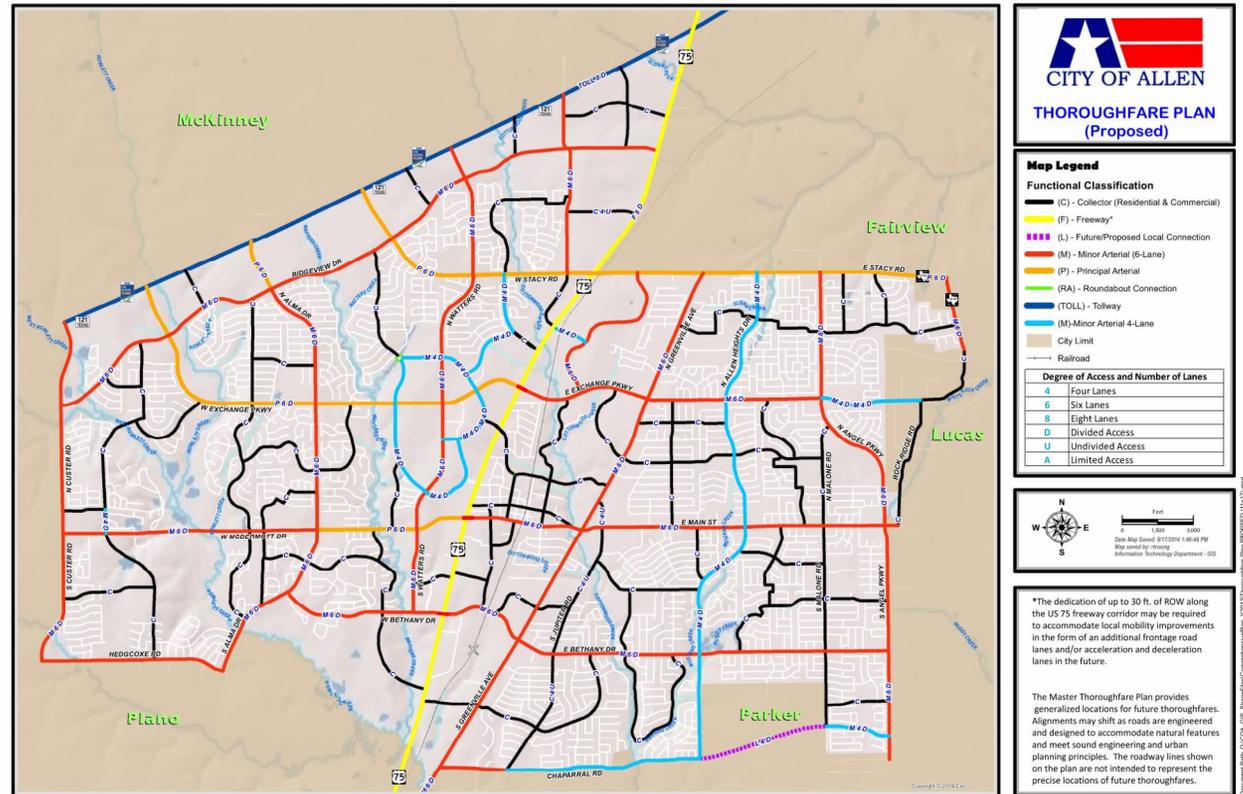
### *McDermott Drive*

McDermott Drive is a major thoroughfare running east to west in Allen. On the west side of the thoroughfare, there is a large vacant tract of land that remains under the ownership of the McDermott Family. Any future development of this tract will likely be comprised of a development pattern that reflects the legacy of the McDermott family and their impact on the City of Allen.

# Existing and Current Planning Efforts

## 2014 Thoroughfare Plan

As a component of the Allen 2030 Comprehensive Plan, the City adopted a thoroughfare plan (Map 3) to shape the future of Allen's transportation network. This plan created classifications for different streets to accommodate the future growth and development in the City. While Allen has accomplished many of the goals and strategies laid out in the plan, some remain incomplete and should be prioritized as the City continues toward buildout. This prioritization should be supported by the City's Capital Improvement Plan (CIP) to confirm proper financing and planning steps have been taken to achieve these improvements.



Map 3. City of Allen Thoroughfare Plan (2013)

## 2014 Thoroughfare Plan

### Street Classification

#### Freeway

A freeway is a type of road designed to carry large volumes of traffic at high speeds over long distances. Freeways are part of the regional transportation network that connect different areas and cities. Freeways are usually managed by state or federal agencies, such as the Texas Department of Transportation (TxDOT) or a concessionaire (as in the case of SH 121), that set the design standards and regulations for these roads. Freeways typically have multiple lanes, limited access points, no intersections, and no driveways. Freeways may also have special features, such as ramps, interchanges, managed lanes and congestion/incident mitigation technology (cameras, changeable message boards, sensors, etc).

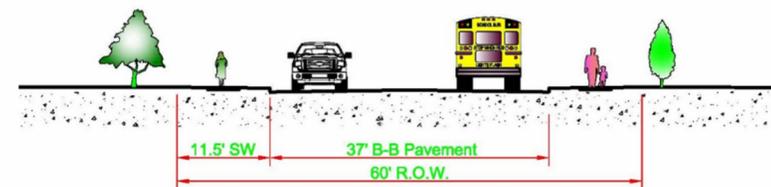
#### Arterial

Arterial thoroughfares are designed to prioritize the movement of large traffic volumes at relatively high speeds. These roads improve mobility by carrying traffic to freeways or accessing lower classification streets. The primary function of arterial thoroughfares is to support traffic and access by providing a high level of service over long distances. The typical land uses along these thoroughfares are commercial, office, and industrial. These roads are grouped into two categories: minor arterials and principal arterials. Minor arterials are generally 4-6 lanes with a right-of-way between 90 feet and 120 feet and may contain a median. Principal arterials are 6-lane divided roads with rights-of-way greater than 120 feet.

#### Collector

Collector streets are designed to link local roads with arterials and facilitate traffic movement within the local transportation network. They have lower design speeds and shorter lengths than arterials, but they also accommodate pedestrian transportation and provide easy access to adjacent land uses, specifically commercial and residential uses. Collector streets vary in their design and function depending on whether they serve commercial or residential areas. Commercial collectors have wider rights-of-way (70 to 90 feet), higher speeds (up to 45 miles per hour), and higher traffic volumes than residential collectors, which have narrower rights-of-way (60 to 70 feet), narrower lanes, and lower traffic volumes. Both types of collectors balance mobility and accessibility and include pedestrian facilities such as sidewalks and crosswalks.

### Residential Collector



## 2014 Thoroughfare Plan

### Street Classification

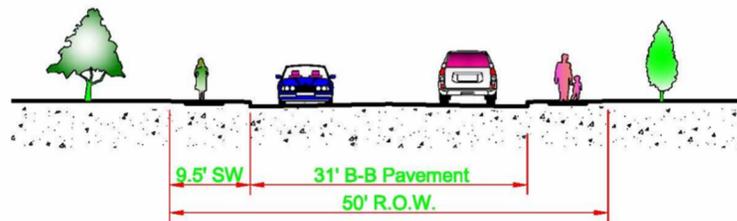
#### Local

Local streets provide direct access to land. Varying types of uses may front these streets, including office, retail, and residential uses. Local streets have low speeds, usually between 20 and 30 miles per hour, and low traffic volumes, typically less than 5,000 vehicles per day. The main purpose of local streets is to enhance the quality of life and safety of residents by facilitating pedestrian and bicycle travel, reducing noise and pollution, and discouraging cut-through traffic. Local streets usually have two narrow lanes, often with on-street parking, feature sidewalks on both sides, and may include bicycle facilities. Local streets may also have traffic-calming devices to slow down vehicles and improve safety. Although speed humps or bumps are not allowed on public streets, a variety of customized solutions are available as alternates, when a legitimate need is identified.

#### Unique Streets

Unique streets are not part of the standard street typologies and have different functions, design standards, and contexts depending on the existing or desired uses and the built environment. These streets require flexibility and creativity to accommodate the specific needs and characteristics of each location. Unique streets do not have standard design guidelines and should be evaluated on a case-by-case basis to ensure they are compatible with the City's goals and policies.

### Typical Local Street



## Trails and Bikeway Master Plan

The [Trails and Bikeway Master Plan](#) describes the existing and proposed trail and bikeway networks. Existing networks are primarily North-South connections along greenbelts. This shows the city still lacks adequate East-West trails to connect neighborhoods on the two sides of US 75. The Allen Trail Plan proposes adding around 40 miles of new trails and enhancing 15 miles of existing trails. As of 2025, the City has built 5 miles of the proposed 40 miles of new trails.

### *Trail Development and Update Prioritization*

Overall, the recommendations in the Trails & Bikeways Master Plan will help Allen improve its bicycle and pedestrian connectivity, both locally and regionally. The City has identified segments of trail as priority trails, which are frequently used by residents and have a high significance in regional connectivity. After all proposed trails are constructed, residents can conveniently walk or bike from Allen to neighboring cities. All listed priority trails provide north-south connections in the City, such as Rowlett Trail, Watters Creek Trail, and Cottonwood Trail, and are generally only filling in gaps between existing north-south segments.

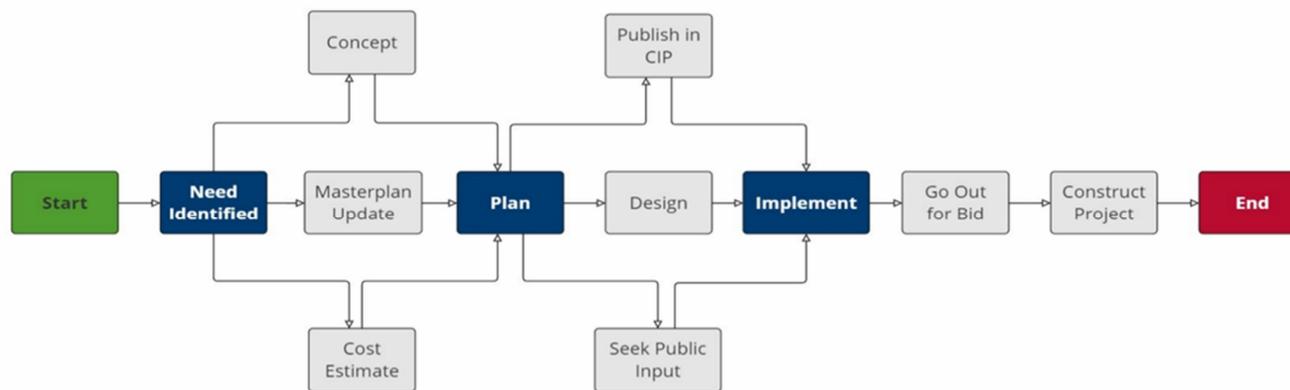
While the City hopes to prioritize existing trails, there is a significant need to enhance the east-west connectivity with new trails. Trail segments like the Ridgeview Drive trail (from Custer Road to US75) illustrate these types of trails. The City is also proposing new trails and bikeways on the Trail Plan, such as on Exchange Parkway, High Meadow Drive, Guardians Way, and Millennium Drive. These new segments will help fill in some gaps in the City's east-west pedestrian and cyclist connectivity. All plan recommendations are directly related to achieving the goal of improving pedestrian connectivity in the comprehensive plan and have a significant impact on regional connectivity.

## Capital Improvement Programs

Allen's Capital Improvement Program (CIP) for 2024 to 2029 outlines plans to improve City facilities and infrastructure. The City uses a wide range of data sources to determine CIP for the next five years, such as needs assessments by the Parks and Recreation Department and Engineering Department, adopted master plans, development trends, and input from City Council and the public. CIP projects are funded by a variety of financial sources, including, general obligation bonds, revenue bonds, impact fees, and other sources. Each CIP follows a three-step process – need, plan, and implement. City staff first identifies the needs, references master existing plans, and creates a cost estimate and timeline. Then, during the planning stage, projects are published in the CIP and shared for public input. Lastly, the project moves on for bidding and construction. Allen's trail and street CIP will help the City upgrade existing transportation and infrastructure systems and improve residents' quality of life. CIP projects will be updated in the next calendar year.

### CIP Selection Process

Capital Improvement Programs play a crucial role in the development and maintenance of a city's infrastructure, affecting both city staff and the community at large. Therefore, it is essential that the selection process for these programs is transparent and easily comprehensible. By doing so, various departments can gain a clear understanding of the project timelines, which enables them to effectively advocate for the necessary funding of high-priority projects. This approach not only fosters a sense of inclusivity but also ensures that all stakeholders are aligned with the city's strategic goals and objectives.



## Capital Improvement Programs

### *Trail Improvements*

The City's CIP trail improvements focus on expanding the City's trail system, following up on recommendations made in the Allen Trail Master Plan. These projects prioritize extending existing trails, improving connectivity and providing better access to parks and recreational areas. Notable initiatives include completing extensions of the Rowlett Trail and developing a major trailhead at Eugene McDermott Park. Additional efforts are directed toward rebuilding trails, upgrading signage, and addressing infrastructure-related issues such as drainage. These improvements are designed to meet the needs of the growing population of trail users and support the City's broader goals for recreational development and connectivity.

### *Street Improvements*

Allen's street CIPs consist of street maintenance and expansion projects. Street maintenance projects aim to replace existing roadways that are seriously deteriorated. Rehabilitation priorities are determined based on assessment by Infrastructure Management Service. These improvements can help upgrade existing infrastructures to support growth and achieve goals in the comprehensive plan. Other street improvement projects focused on reconstructing and expanding existing roadways, as well as landscaping medians.

### *Traffic Improvements*

Allen allocates funding for projects that help improve traffic flow and enhance roadway safety. Overall, the report suggests that the City identifies and upgrades roadways, expands the existing trail network, and completes roadway lanes prescribed in the Master Thoroughfare Plan. These recommendations can help achieve mobility and infrastructure improvement goals outlined in the comprehensive plan. However, other programs may be needed to better achieve the goals of increasing mobility options for all users (including pedestrians and cyclists) and pedestrian connectivity, especially East-West trail networks.

### *Water and Sewer*

Allen's water and sewer CIP includes robust funding for the City's utility infrastructure. The updates to the infrastructure include those that are required to meet state requirements, expansions of specific utilities to meet increased demand as the City grows, and routine maintenance. Major projects include improvements to six lift stations throughout Allen, repainting the water tower near City Hall, and water main replacements on the east side of US 75.

## Pavement Condition Assessment

The Pavement Condition Assessment Report analyzes the city's roadway conditions using the Pavement Condition Index (PCI). Overall, the community system of roads in Allen are in good condition, with the report concluding the current pavement condition is estimated at a value of 83 (when considering a rating scale of 0-100), referred to as the "pavement condition index" or PCI. While most of the roads in the City are in good condition, there are still some roads that need to be updated. Streets identified as poor or very poor conditions will be rehabilitated by the Concrete Street Replacement CIP from 2024 to 2028. The pavement condition assessment report not only qualitatively evaluated pavement condition, but also quantified the areas needing repair and prioritize these roadways for rehabilitation in the succeeding five years.

The report suggests the City resurvey pavement conditions regularly and explore new rehabilitation methods to maintain or improve the current conditions. Such suggestions help guide capital improvement program suggestion efforts to improve existing infrastructure. Presentation to the Allen City Council, and subsequent approval of funding allocations to annual roadway and alley repairs, has rooted the current policy that the community will endeavor to maintain the current PCI score, as an average community-wide.

# Transportation & Mobility Goals

Subject Area	Goal	Guiding Principles
Mobility	Goal TM 1. Increase mobility options for all groups, including pedestrian, bicycle, and vehicular users.	 
	Goal TM 2. Update and support transportation and infrastructure plans to advance the mobility network in the City and region.	  
Infrastructure Improvement	Goal TM 3. Develop transportation improvements to support anticipated growth areas and maintenance/renewal of aging infrastructure.	 
	Goal TM 4. Continuously facilitate proper operations and maintenance of the transportation network to prioritize usability and experience.	
	Goal TM 5. Focus Improvement efforts on existing infrastructure based on condition metrics and improvement priorities.	 



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

## Mobility Goals

### Goal TM 1. Increase mobility options for all groups, including pedestrian, bicycle, and vehicular users.

#### *Strategy TM 1.1. Develop new and strengthen existing pedestrian amenities.*

- Action i. Explore options for east to west connection points throughout the City to connect all residents to central locations and retail destinations.
- Action ii. A study should be conducted to assess the feasibility of an additional pedestrian connection over US 75 to allow pedestrian access for residents and visitors to major destinations, such as Watters Creek and Downtown Allen. This connection could either be integrated into an existing overpass or a new structure.
- Action iii. Conduct a walkability assessment to establish a baseline for walkability in the City.

#### *Strategy TM 1.2. Improve commercial connectivity.*

- Action i. Consider adopting standards for new retail, office, and commercial development to provide access to parks, trails, amenities, and outdoor gathering spaces to create a unique sense of place in the development.

- Action ii. Identify areas in commercial destinations for rideshare specific pick-up locations to reduce traffic congestion in these locations and provide a safe location to enter and exit specific locations.
- Action iii. Conduct an interest survey in a trolley system that connects major destinations, such as Allen Premium Outlets, Watters Creek, The Village at Allen, and mixed-use developments along the SH 121 corridor.

#### *Strategy TM 1.3. Engage with the community.*

- Action i. Promote the City's Sidewalk Replacement Program, specifically in aging residential areas, to improve pedestrian connectivity throughout the City.
- Action ii. Engage with diverse stakeholders and communities to identify and address their mobility challenges and preferences, and to foster a culture of collaboration and innovation in transportation planning and decision-making.

## Mobility Goals

### Goal TM 2. Update and support transportation and infrastructure plans to advance the mobility network in the City and region.

*Strategy TM 2.1. Update CIP in collaboration with City departments and the public.*

- Action i. Continue to educate other City departments on the CIP process and encourage input from all areas of the community to establish open communication between all departments when it comes to budget priorities.
- Action ii. Enhance the communication and engagement with the public and stakeholders to understand the public's priorities when it comes to infrastructure improvements.
- Action iii. Create and support pilot projects, partnerships, and initiatives that test and showcase innovative solutions for mobility challenges, such as micro-mobility, mobility-as-a-service, smart traffic management, and electric vehicle charging.

*Strategy TM 2.2. Update the Master Thoroughfare Plan.*

- Action i. The 2014 Master Thoroughfare Plan (MTP) remains accurate at the time of this writing because the arterial grid and associated network of streets is at a mature state of equilibrium; however, development and redevelopment as the community evolves, as well as the possibility to examine different modes of transport, leaves a possibility for revision in the future. The MTP should be reexamined with each update of the Comprehensive Plan.

## Infrastructure Improvement Goals

**Goal TM 3. Develop transportation improvements to support anticipated growth areas and maintenance/renewal of aging infrastructure.**

*Strategy TM 3.1. Enhance major thoroughfares.*

Action i. Provide tools to neighborhoods without active homeowner’s associations to provide improved landscape and fencing along key corridors.

*Strategy TM 3.2. Enhance traffic access, circulation, pedestrian access, and aesthetics within Downtown Allen by implementing the Downtown Allen Revitalization Plan.*

Action i. Improve the pedestrian infrastructure to create a sense of place and improve safety in Downtown Allen.

Action ii. Consider implementing Complete Street Improvements along Main street to support the recommendations of the Downtown Allen Revitalization Plan.

*Strategy TM 3.3. Continue to maintain aging infrastructure to appropriate service levels.*

Action i. Identify areas in need of improvements to ADA infrastructure.

## Infrastructure Improvement Goals

**Goal TM 4. Continuously facilitate proper operations and maintenance of the transportation network to prioritize usability and experience.**

*Strategy TM 4.1. Manage the transportation system to maintain or improve the quality of multimodal access and safety for those using the transportation system.*

- Action i. Continue to monitor all roadway and bridge conditions and budget for needed maintenance as necessary.
- Action ii. Continue to monitor all sidewalk and trail conditions and budget for needed maintenance as necessary.
- Action iii. Preserve rights-of-way and other real property for future transportation and infrastructure investment.
- Action iv. Identify rights-of-way for dedication in the updated Master Thoroughfare Plan to comply with state law when requiring dedication.

*Strategy TM 4.2. Integrate state and federal long-range transportation planning efforts with Allen's transportation planning.*

- Action i. Cooperate with NCTCOG and TxDOT to pursue and secure funding for important transportation enhancements that serve both regional and local needs.

## Infrastructure Improvement Goals

**Goal TM 5. Focus Improvement efforts on existing infrastructure based on condition metrics and improvement priorities.**

*Strategy TM 5.1. Expand Allen's transportation infrastructure performance metrics.*

Action i. Continue to update the Pavement Condition Assessment for the entire street and alley network on a five-year basis.



# Introduction

The physical form and appearance of a city reflects its values, history, culture, and aspirations. It also influences the quality of life, health, and well-being of its residents and visitors. A well-designed city can foster social interaction, civic engagement, economic vitality, environmental sustainability, and aesthetic diversity. A poorly designed city can lead to fragmentation, isolation, congestion, pollution, and monotony.

This chapter provides a vision and guidance for enhancing the community character and health of Allen through various urban design strategies and policies. It covers topics, such as neighborhood identity and preservation, historic and cultural resources, public art, landscaping and streetscaping, parks and open spaces, and commercial and mixed-use design guidelines. The chapter also addresses the relationship between urban design and public health, and how the built environment can promote active living, healthy eating, and social equity.

In this chapter, the recommendations are intended to create policies and practices that promote better character development and health in Allen. These character and health recommendations are based on data and visual assessments of the City.

The chapter is organized into the following sections:

- Allen’s Community Identity & Character
- Community Aesthetics & Visual Qualities
- Green Spaces & Community Health



# Allen's Community Identity & Character

## Community Identity

Allen's residents take pride in the City's rural, small-town history while also taking pride in the way the City has continued to reinvent itself. As the Metroplex continued to grow over the past decades, the residents of the City realized that Allen was strategically positioned to become a City of choice for people who work in Dallas and want to raise a family in a safe and affordable community.

Today, Allen is a thriving suburb in the DFW metroplex, strategically positioned along US 75, allowing easy access both north and south. The City has capitalized on this location by creating key destinations along US 75, such as Watters Creek Village, The Village at Allen, and the Allen Premium Outlets. These destinations are complemented by the ongoing growth and development along State Highway 121. The continued development of The Farm, Allen Gateway, The Avenue, and Sloan Corners West will position Allen as a destination in the North Texas region well into the future.

Allen is also known for its robust parks and trails system. The City currently has over 85 miles of trails, with an additional 35 miles planned that will connect existing trail segments to each other and to the surrounding regional trail systems.

## Image Enhancement

A strong community image that reflects the community's values can foster pride and unity among residents, leave a long-lasting positive impression on visitors' memories, and contribute to business development and retention. This section defines some of the elements that can be used to enhance the City's brand and community image.

### *Branding*

Branding is the process of crafting an identity that reflects a place's cultural, historical, and social environment and character. A strong brand enables a city to connect with residents, businesses, and visitors alike, fostering a collective sense of belonging and creating a lasting impression of a place. Establishing a successful brand is key to maintaining Allen's unique identity and requires a thoughtful strategy—whether through the consistent use of distinctive materials or colors, a cohesive signage program, or a series of special distinctive places around the City. These elements should work together to tell a compelling story that resonates with people and sets the City apart as a memorable destination.

As part of existing branding efforts, Allen's logo appears on street signage across the City. The emblem serves a practical purpose by clearly identifying Allen's boundaries and reinforcing the City's identity to residents and visitors alike.

The logo itself is an A-star emblem adorned with two horizontal red stripes, accompanied by the words, "City of Allen." Similar colors and star imagery are used throughout Texas, including the North Texas cities of Arlington and Plano.



A compelling slogan can be an effective strategy for City branding. A City slogan is a short and memorable phrase that communicates the core values, offerings, and unique characteristics of a city to residents and visitors. The City of Allen does not currently have a slogan.

It is recommended that the City explore enhancements to its community branding. This effort will not only support tourism and business development, but also offer an additional source of pride to residents of this vibrant community.

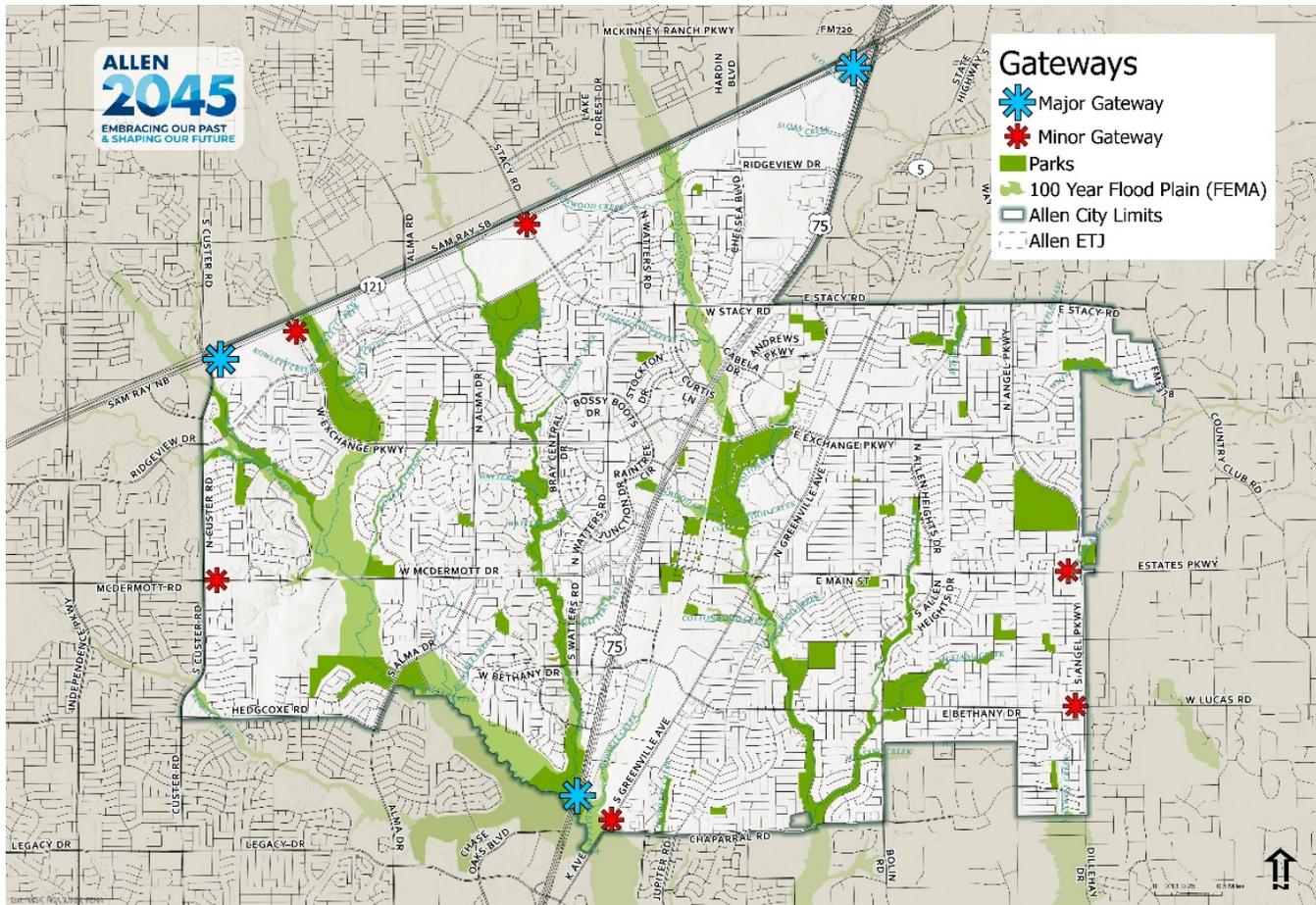
## Image Enhancement

### Gateways

Gateways are features, such as signage, artwork, sculptures, or landscaping features that welcome people into a City when entering on major thoroughfares. These important features that offer a distinct sense of arrival and departure, defining the community's identity and distinguishing it from neighboring areas. These entry points not only mark the boundaries of the City but also create memorable first impressions for residents, visitors, and passersby.

In Allen, US 75 is the City's primary north-south route, connecting it to Dallas and McKinney. Given that it's a heavily traveled corridor, placing a gateway in this area can further distinguish it from its neighbors and provide a sense of place to those who traverse this corridor. Furthermore, State Highway 121, running along the northern edge of Allen, presents another strategic location for a major gateway. Exchange Parkway and Stacy Road may also serve as additional corridors for signage that inform residents and visitors of their arrival to Allen.

To further improve Allen's sense of identity, it is important to incorporate unique design elements that reflect the City's character. Gateways could include the use of signage, landscaping, lighting, art and sculptural elements to signify arrival into the City. These enhancements will not only beautify the area but also reinforce Allen's brand and charm. See Map 4 for potential City gateway locations in Allen



Map 4. Possible Gateway Locations

## Image Enhancement

### *Downtown Allen*

Allen adopted its Downtown Revitalization Plan in 2022. The plan outlines the vision, goals, and recommendations to revitalize Downtown. The plan also envisions Downtown Allen as the heart of the City, serving as a cultural and recreational hub.

To achieve the goal of making Downtown safe, walkable, and bikeable, the City has incorporated a thoroughfare plan and associated cross-sections specifically for the Downtown. These plans create a street network that will accommodate all forms of transportation. Most streets in Downtown currently have low traffic volumes while lacking walking or bicycle infrastructure. The plan suggests repurposing these streets to have wider sidewalks and bicycle infrastructure, which will allow different users to move across Downtown more safely. The plan specifically highlights three specific streets – Ash Drive, Cedar Drive, and Main Street (from H&TC Railroad to McDermott Drive) – where protected bicycle facilities should be added. The plan also outlines specific modifications to Main Street, which include adding and expanding sidewalks, adding a multi-use path, and realigning certain segments. These modifications will help enhance the pedestrian experience and encourage residents to walk more frequently in Downtown. In addition to improving walkability, the plan also outlines strategies to enhance the streetscape. The plan suggests that the City invest in lighting and street furniture, and create standards for various essential street elements such as benches, signage, and landscaping. A variety of urban design elements can be implemented, such as improving pedestrian amenities, encouraging

landscaping, promoting public art, and providing clear wayfinding.

The plan also suggests storefronts maintain at least 70% transparency, use interior lighting after business hours, and create attractive window displays to be more inviting to passersby. These improvements will be addressed by revising existing design guidelines and zoning regulations. The City is considering creating a building improvement fund to support property owners in enhancing their storefronts and sidewalks to improve the overall streetscape in Allen.



# Community Aesthetics & Visual Qualities

## Public Space Elements

This section discusses the various elements that contribute to the quality and functionality of public spaces in Allen. Public spaces such as parks, plazas, sidewalks, trails, and streets are areas that provide opportunities for social interaction, recreation, and civic engagement, as well as enhance the livability and attractiveness of a city. The following elements are important for public space design and should be considered in future planning and development decisions.

Public space elements include:

1. **Sidewalks:** Wide sidewalks can accommodate multiple users and serve as a buffer from the street, making public spaces safer.
2. **Accessibility-Friendly Features:** Curb extensions, curb ramps, tactile pavement, and accessible pedestrian signals make it easier to navigate public spaces.
3. **Public Art:** Enhances a community's aesthetic and creates a sense of social identity and character.
4. **Street Furniture:** Provides important pedestrian amenities, such as seating, shelter, and bicycle parking facilities, making a better urban environment.
5. **Signage:** Wayfinding and traffic signs inform residents and visitors of a community's destinations and can further the City's brand.
6. **Lighting:** Well-designed and placed lighting makes public spaces more accessible and enjoyable and increases an area's overall sense of security.

### *Screening and Buffering*

Screening and buffering are important techniques that mitigate appearance and protect neighborhoods from more intense uses. Screening typically refers to structures intended to serve as a visual barrier, while buffering focuses on structures that reduce the impact of light and sounds. Fences, walls, and trees are often used to help blend a particular use into its surrounding environment or conceal unappealing sights. Screening and buffering are sometimes necessary between residential and nonresidential development; however, the City should also explore design methods that can connect residential and nonresidential development where appropriate.

Buffering and screening standards are not only important for mitigating impacts, but also for creating harmonious and attractive transitions between different types of uses. The design, materials, and colors of fences, walls, and trees should be compatible with the character and style of the adjacent developments and enhance the visual quality of the area. Buffering and screening standards should also consider the scale, height, and massing of the structures and vegetation to avoid creating excessive or inadequate barriers that may impair visibility, accessibility, or safety. The City should encourage creative and innovative buffering and screening solutions that reflect the diversity and identity of Allen's neighborhoods and districts.

## *Landscaping*

Maintaining landscape requirements for commercial properties and public rights-of-way is essential to enhance Allen's image and perception. Beautifying key corridors and ensuring consistent landscaping along major thoroughfares and entry points to the City reinforces a welcoming and attractive impression for residents and visitors. Regulations should focus on setting minimum caliper and spacing requirements for street trees and enforcing minimum buffer requirements along major thoroughfares to mitigate noise and enhance pedestrian comfort. Additionally, incorporating green spaces and landscaped areas in commercial zones improves the quality of life by offering aesthetic and recreational benefits and boosts the City's overall appeal.

Landscaping is also a key component of creating distinctive and memorable gateways to the City. Landscaping at gateways should be well-maintained, drought-tolerant, and native to the region. The City should also coordinate with TxDOT and other agencies to ensure that landscaping along state highways and interchanges is consistent and complementary to the City's design guidelines.



*Landscape Sidewalk Buffer*



*Xeriscaping*



*Landscaped Retail Entryway*



*Screening Wall with Landscape*



*Parking Lot with Landscaping*



*Landscaped Median*

## Public Space Elements

### *Streetscapes and Pedestrian Experience*

Streetscape design is an integral part of making Allen an inviting and welcoming place for its residents. “Streetscape” refers to the physical makeup and character of a city’s streets, buildings, street amenities, and landscaping. The combination of these elements can make pedestrians feel safe and comfortable while using the City’s streets, which helps create a vibrant and healthy community.

Sidewalks are one of the most important elements of good streetscape, as it is where most pedestrian activities occur. Wide sidewalks are encouraged to allow multiple people to use this space simultaneously and create more buffer between pedestrians and cars. The City’s Engineering Department conducts a street assessment periodically to identify streets that require

improvements. Allen also has a sidewalk replacement program that helps assist with repair costs for property owners, especially those with lower incomes. Both programs are vital in maintaining Allen’s streetscape. In addition to sidewalks, streets should have various amenities to accommodate pedestrians’ needs.

Along sidewalks, different elements should be included to enhance the pedestrian experience. The presence of street furniture, such as benches, provides users with resting spots. Lighting is also crucial in keeping users safe. Street trees, landscaping, and public art can also enhance visual aesthetics and make the user experience more enjoyable. The absence of these amenities greatly discourages the use of streets and other public spaces.



## Green Spaces & Community Health

Community health is strongly tied to the access to green space within a city. According to a survey conducted by the City of Allen, parks are the most frequently used facility in the City, with 68% of residents stating they visit a park at least once a month. Allen residents often enjoy proximity to various parks and open spaces, providing them with opportunities for outdoor activities, nature walks, and other recreational pastimes. The City of Allen's Parks, Recreation, and Open Space Master Plan has identified 68 parks covering 1,827 acres for residents to enjoy. These parks are classified into the following 13 major categories: pocket parks, ornamental areas, mini neighborhood parks, neighborhood parks, community parks, regional parks, special use areas, linear parks, greenbelts, recreational easements, natural areas, open space, and reserve land.

Access to these green spaces is an important element to ensure the health and safety of Allen residents. According to the City's Open Space Master Plan, 76% of Allen residents are within a 10-minute walk to a park. To maintain and increase accessibility, Allen neighborhoods should be designed with pedestrian-friendly features to foster a sense of security and connectivity.

In alignment with the identified needs from the Parks, Recreation, and Open Space Master Plan, it is recommended that the City continues to meet the recommendations made, such as providing more shade amenities at parks, recreation, and trail facilities, offering nutrition education opportunities through local partnerships or community gardens, and continuing to sponsor more Healthy Aging Programs. Given residents' active use of parks and green spaces, the City should continue to maintain these areas to support the health and wellness of the community.

## Open Space Preservation

Allen strives to balance development with preserving its natural landscapes and green spaces to maintain the character and health of the City. These areas provide residents with recreational opportunities such as neighborhood parks, trails, and greenbelts and contribute to the City's environmental sustainability. The City highly prioritizes the preservation of these open spaces, which is further reflected in the City of Allen's Parks, Recreation, and Open Space Master Plan. This proactive approach ensures that the green spaces within the community will continue to be a prominent and cherished part of its character.

The Parks, Recreation, and Open Space Master Plan identifies key open space conservation recommendations to preserve the natural beauty of Allen. Important recommendations include:

- Planting native and regionally appropriate species while also initiating water conservation practices.
- Increasing the construction of green infrastructure such as bioswales, rain gardens, and permeable surfaces throughout City-owned land and facilities.
- Completing high-priority trails such as the Rowlett Creek Trail and Downtown trails.

## Community Health & Well-Being

### *Community Policing*

Allen is a safe and inviting place for people to live and work, and this safety is maintained by the community's police force. Police service is an essential component of maintaining the safety and health of City residents. Safety is a prime consideration for people when deciding where to establish a home or business.

According to Allen's 2021 Crime Report, the City's crime rate decreased every year between 2017 and 2021, totaling a 22.17% decrease in crime over the period. Additionally, the crime rate per 1,000 residents decreased in this time period from 13.97 crimes per 1,000 people in 2017 to 10.01 crimes per 1,000 people in 2021, amounting to a decrease of 3.29% in this time period.

A high crime rate (or perception of crime) can deter individuals from choosing to reside in or visit a City. Conversely, a low crime rate can be a magnet for population growth and economic development. Given that crime often hinges on perception, the City's resources are best directed towards enhanced community policing opportunities, utilizing technology as a force multiplier and responsibly aggressive enforcement. The Allen Police Department continues to focus on solving problems that impact the quality of life of the City's citizens.

### *Community Cleanup Initiatives*

Maintaining a clean and attractive environment is vital in fostering community pride and well-being among residents. Organizing citywide cleanup days, led by either the City, local nonprofits, or a combination of these, can include activities such as litter removal, beautification projects, and property improvements such as painting walls, repairing fences, and updating landscaping. These initiatives beautify the community and strengthen social bonds and community engagement at a relatively low cost. Allen already has a Litter Cleanup Program through Keep Allen Beautiful (KAB). This program should continue to be promoted, and KAB should continue coordinating with volunteers, school districts, local businesses, and faith-based organizations to help expand the program's participation and impact. By leveraging these partnerships, the City can maximize resources and broaden community involvement in maintaining a clean and vibrant environment that enhances the quality of life for all residents.

## Community Health & Well-Being

### Diversity

Allen’s identity is greatly shaped by the diverse array of cultures that contribute to its vibrant community. In the last decade, the City has experienced a notable increase in its racial and ethnic populations, reflecting a growing shift toward a more diverse city. The Asian population in Allen has nearly doubled since 2012, now representing the largest non-white racial group in the City, followed by other increases in its Black and Hispanic/Latino populations.

This demographic shift has significantly enriched Allen’s cultural landscape. The City’s dedication to diversity and inclusion is evident in its growing population and its arts and cultural scene. Noteworthy events include the City’s wide offering of cultural events at the Credit Union of Texas Event Center, which showcases the City’s vibrant heritage, and the annual Allen Arts Festival, which invites several local arts and cultural organizations to come together as one. Allen’s commitment to being a safe and welcoming community for everyone is reflected in every facet of community life, making it a more livable place to be.

	Allen's Diversity			
Race/Ethnicity	2012	%	2022	%
White	55,491	65.8%	54,091	51.3%
Black	7,326	8.7%	11,992	11.4%
Asian	10,075	11.9%	19,884	18.9%
Hispanic/Latino	8,602	10.2%	12,516	11.9%
Other	713	0.8%	984	0.9%
Two or More Races	2,180	2.6%	5,977	5.6%
<b>Total</b>	<b>84,387</b>	<b>100.0%</b>	<b>105,444</b>	<b>100.0%</b>

Table 8. Allen's Racial and Ethnic Diversity

## Community Health & Well-Being

### *Allen Independent School District (AISD)*

Allen is a city that values education and provides a high-quality learning environment for its students. With an expansive and innovative curriculum, a dedicated and qualified staff, and a supportive and engaged community, AISD's education system prepares students for academic success and personal growth. Allen's schools offer a range of programs and opportunities that cater to the needs and interests of students, including advanced placement and dual credit courses, extracurricular activities and clubs, career and technical education, and special education services. Allen's education system is one of the main reasons why many families choose to live in this city, as they appreciate the benefits of having a strong and vibrant educational community that enhances the quality of life for all residents.

One of the unique features of Allen is that it has one high school for the entire city, unlike many other cities in the region that have multiple high schools. This creates a sense of unity and pride among the students, parents, teachers, and residents, who share a common identity and vision for the community. Allen High School is not only a place of academic excellence, but also a hub of social and cultural activities, sports and arts programs, and civic engagement. The high school fosters a strong connection between the city, and promotes collaboration and communication among various stakeholders to support the community's well-being.

Although school districts operate independently from cities, maintaining strong, collaborative relationships between the two is key to supporting the community's well-being. The City and the School District need to continue to prioritize their productive relationship to help maintain the City as a place of choice for families.



## Community Health & Well-Being

### *Collin College*

Collin College, a public community college district serving residents in Collin County and surrounding areas, plays a significant role in Allen by fostering higher educational attainment. In 2020, Collin College opened the Collin College Technical Center in Allen, providing residents with instruction and training to pursue high-skill, high-demand careers in growing fields that address local workforce needs, such as construction, healthcare, and manufacturing. The new facility empowers local residents to pursue both academic and professional growth close to home.

Collin College also collaborates with the Allen Independent School District to help high school students get ahead on their college careers by enrolling in courses at Collin College for dual credit. This partnership allows students to earn college credits while still in high school, supporting their future academic goals and potentially reducing the cost of higher education.

# Community Character & Health Goals

Subject Area	Goal	Guiding Principles
Allen's Community Identity & Character	Goal CH 1. Expand Allen's branding to differentiate the City from others in the region and foster a sense of community identity.	 
	Goal CH 2. Focus on major thoroughfares as important entries into the City and for the impression they leave on residents and visitors.	 
Community Aesthetics & Visual Qualities	Goal CH 3. Promote the redevelopment of thriving commercial centers through strategic design guidelines.	 
	Goal CH 4. Foster a sense of place through elevated design standards for new development and redeveloping areas, including landscaping, signage, and pedestrian improvement.	  
Community Health & Well-Being	Goal CH 5. Continue to prioritize open space as a key point of the City's identity and focus on improving and expanding existing parks and trails.	 
	Goal CH 6. Utilize Allen Independent School District as a strategic partner to recruit new residents and train a highly skilled workforce.	 



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

## Allen's Community Identity & Character Goals

### Goal CH 1. Expand Allen's branding to differentiate the City from others in the region and foster a sense of community identity.

#### *Strategy CH 1.1. Enhance Allen's brand.*

- Action i. Launch a city-wide branding campaign that involves the participation and input of various stakeholders, such as residents, businesses, community groups, and local officials. Establish a clear view of Allen from a resident perspective.
- Action ii. Create a brand identity that reflects Allen's values, vision, and personality, and use them consistently across all City materials, signage, and events. Encourage residents and businesses to adopt and display the brand identity and to act as ambassadors for the City.

#### *Strategy CH 1.2. Market Allen as a City of choice for current and future residents.*

- Action i. Expand marketing and communication efforts that showcase Allen's unique assets, such as its high-quality education, diverse and inclusive culture, and rich history and heritage.

- Action ii. Use various media platforms, such as websites, social media, newsletters, and podcasts, to share stories and testimonials from residents, businesses, and visitors, highlighting the benefits and opportunities of living, working, and playing in Allen.

#### *Strategy CH 1.3. Foster cultural identity in the City.*

- Action i. Partner with local artists and cultural organizations to create and display public art and murals that showcase Allen's creativity, vibrancy, and identity and enhance the City's aesthetic appeal and sense of place.
- Action ii. Conduct a cultural asset mapping exercise to identify and document the existing and potential cultural resources and opportunities in Allen, such as venues, events, programs, organizations, and groups.
- Action iii. Highlight existing festivals and create new festivals that continue to promote a sense of identity in Allen, specifically in Downtown.

## Allen's Community Identity & Character Goals

**Goal CH 2. Focus on major thoroughfares as important entries into the City and for the impression they leave on residents and visitors.**

*Strategy CH 2.1. Create strong entry points into the City on major thoroughfares.*

- Action i. Design and install distinctive and welcoming gateway features, such as signs, monuments, sculptures, or fountains, at the key entry points of the City, and ensure that they reflect the City's brand identity and character.
- Action ii. Implement a consistent and attractive landscaping plan for the major thoroughfares, using native plants, trees, and flowers that create a sense of place and enhance the natural beauty and environmental quality of the City.
- Action iii. Coordinate with the TxDOT and other relevant agencies to ensure that the state-owned highways in the City are well-maintained, safe, and accessible and that they comply with the City's standards and regulations.
- Action iv. Work with TxDOT to establish entry monuments along SH 121 and US 75.

*Strategy CH 2.2. Enhance the road functionality and aesthetics along thoroughfares. .*

- Action i. In order to differentiate Allen from an identity standpoint, improve design principles, landscaping, and bicycle and pedestrian infrastructure, particularly areas closest to adjacent municipalities.

## Community Aesthetics & Visual Qualities Goals

**Goal CH 3. Promote the redevelopment of thriving commercial centers through strategic design guidelines.**

*Strategy CH 3.1. Focus on the development and redevelopment of the Scenario Areas.*

- Action i. Utilize Downtown Allen as a catalyst for economic development and community engagement through by creating Downtown-specific events, such as farmers markets and street fairs.
  
- Action ii. Identify other areas in the City that are primed for redevelopment and utilize the scenario planning methodology to identify redevelopment options.

## Community Aesthetics & Visual Qualities Goals

### Goal CH 4. Foster a sense of place through elevated design standards for new development and redeveloping areas, including landscaping, signage, and pedestrian improvement.

#### *Strategy CH 4.1. Review and Update the City's Sign Regulations.*

- Action i. Conduct a comprehensive inventory and assessment of existing signs in the City, including their location, size, type, condition, and compliance with current regulations.
- Action ii. Identify best practices and examples of emerging and future sign design, placement, and maintenance from other cities and relevant sources.
- Action iii. Engage with stakeholders and the public to solicit feedback and input on the current and desired sign regulations and identify any issues or concerns.
- Action iv. Draft and adopt updated sign regulations that are easily legible and reflect the City's vision, goals, and standards for community aesthetics and visual qualities.

#### *Strategy CH 4.2. Improve pedestrian infrastructure.*

- Action i. Enhance pedestrian infrastructure, particularly the pedestrian infrastructure on the east side of US 75, by expanding sidewalk networks, improving crosswalks, and adding pedestrian-friendly features such as

benches, lighting, and sheltered bus stops. Prioritize areas with high pedestrian traffic and focus on accessibility for all residents, including those with mobility challenges.

- Action ii. Develop a city-wide pedestrian safety campaign to raise awareness about pedestrian rights, safety measures, and responsible driving behavior. Collaborate with local schools, community organizations, and law enforcement agencies to implement this campaign effectively.

#### *Strategy CH 4.3. Enhance landscaping guidelines and support sustainable landscaping techniques.*

- Action i. Review and enhance landscape guidelines to emphasize the use of native and adapted plant species and promote sustainable landscape practices, such as water-efficient irrigation and reduced chemical usage, to enhance streetscapes and other publicly maintained open areas and parks. These guidelines should also encourage using drought-resistant plants to conserve water resources.

## Green Spaces & Community Health Goals

**Goal CH 5. Continue to prioritize open space as a key point of the City's identity and focus on improving and expanding existing parks and trails.**

*Strategy CH 5.1. Continue to expand Allen's park network and trail system.*

- Action i. Continue to implement the recommendations in Allen's Trails and Bikeway Master Plan and the Parks, Recreation, and Open Space Master Plan to guide the expansion of parks, recreational areas, trails, and natural reserves. This plan reflects a collective commitment to providing open green spaces for the community, with input and support from key stakeholders.
- Action ii. Continue to work with developers to require dedicated green space in new developments that meet the City's minimum open space requirements. Allen should be strict regarding what constitutes open space in new developments, as these spaces should be usable for residents and visitors alike.

*Strategy CH 5.2. Promote Allen's parks and open space through cleanup efforts and events.*

- Action i. Continue to promote the Litter Cleanup Program through Keep Allen Beautiful by marketing this initiative to local businesses, school groups, and other local organizations.
- Action ii. Work with local community organizations and nonprofits to expand beautification efforts throughout the City.

*Strategy CH 5.3. Connect commercial centers to the trail network*

- Action i. Encourage new commercial development and redevelopments to connect to Allen's trail system
- Action ii. Utilize the Trails and Bikeways Master Plan to identify connection options from the trail system to commercial centers and prioritize these connectors on future capital improvement plans.

## Green Spaces & Community Health Goals

### **Goal CH 6. Utilize Allen Independent School District as a strategic partner to recruit new residents and train a highly skilled workforce.**

#### *Strategy CH 6.1. Promote Allen Schools.*

- Action i. Utilize different media sources, including newsletters, social media, and local media channels to promote Allen Schools and encourage families to move to the City.
- Action ii. Showcase the academic excellence, extracurricular opportunities, and innovative programs of Allen Schools to prospective residents and businesses. Highlight the awards, recognitions, and partnerships that Allen ISD has earned and established in various fields of education, such as STEM, arts, athletics, and leadership.

#### *Strategy CH 6.2. Leverage Allen ISD as an economic development tool.*

- Action i. Utilize Allen ISD's Career and Technical Education program as an economic development tool to showcase Allen's workforce ready high school graduates and attract and retain business.
- Action ii. Continue and expand existing mentorship and internship programs that connect Allen ISD students with local businesses and organizations. The program provides students with hands-on learning experiences, career guidance, and networking opportunities and expose them to the various industries and sectors that operate in the City.
- Action iii. Study the changing economic trends in the City and region and work with the school district to ensure students have the technical knowledge to fill future positions.



# Housing & Neighborhoods

# Introduction

The vitality and character of the city are rooted in the strength and stability of its neighborhoods. This chapter focuses on enhancing the quality of life for all residents by promoting sustainable housing practices, preserving the unique character of each neighborhood, and fostering inclusive, vibrant communities. By addressing key issues such as long-term housing needs, infrastructure improvements, and community engagement, neighborhoods can remain safe and attractive places to live.

Housing and neighborhoods are intrinsically linked; the availability, quality, and affordability of housing directly impact the stability and prosperity of neighborhoods. The housing market is a key indicator of the economic well-being of a community. It reflects the supply and demand of housing units, the attainability of housing for residents, and the diversity and quality of housing options available. A healthy housing market should offer a range of housing types and prices to accommodate the needs and preferences of current and future residents.

The chapter aims to identify the strengths of existing neighborhoods, the opportunities of new development, and the challenges that aging neighborhoods face. It examines the housing market in Allen, as well as the opportunities and recommendations for improvement. It also aligns with the City's vision and goals for housing, as stated in the Comprehensive Plan and the Housing Element. The chapter serves as a guide for policymakers, developers, and residents to understand and address Allen's neighborhood stabilization and housing needs and opportunities.

Information in this chapter includes:

- Housing Market & Growth Trends
- Existing Housing Supply & Conditions
- Meeting Housing Needs
- Neighborhood Development
- Neighborhood Stabilization



# Housing Market & Growth Trends

## Population Growth & Housing Need

In the past five years, Allen's population has increased by 1.53% in compound annual growth rate (CAGR). As the City continues to experience population growth, there is an increasing demand for varying housing types. As Allen continues to build out, the City will need to focus on strategically redeveloping aging housing units and prioritizing diverse housing types within new developments. In Allen, single-family housing units are the most common type, accounting for around 75% of all housing units in the City. As the City continues to grow and the population continues to age, a greater variety of housing units will be needed to satisfy the diverse needs of Allen residents, including families, younger adults, and retirees.

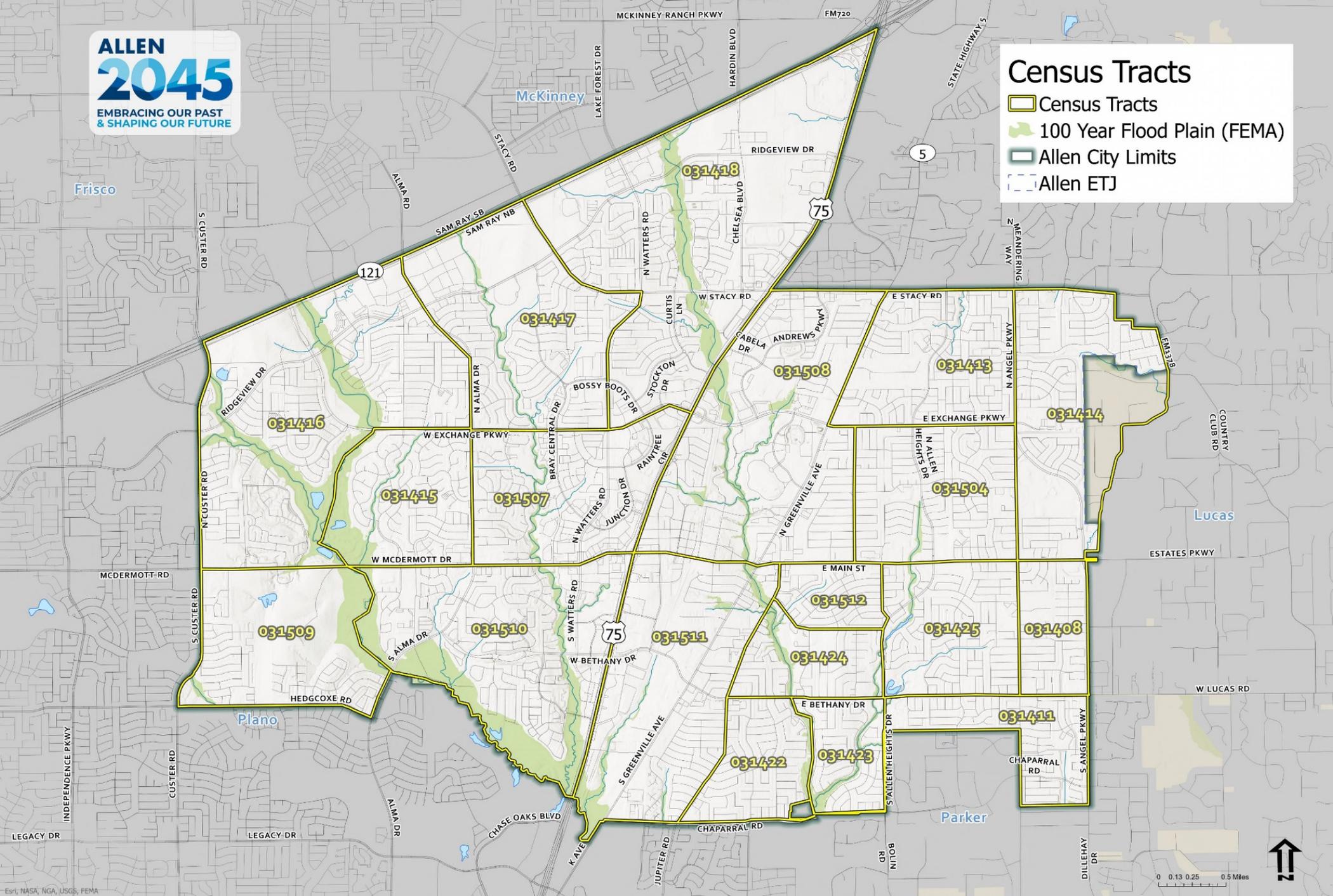
To ensure housing attainability, Allen must address the growing needs for workforce housing, ranging from single-family homes and townhomes to multi-family apartments. Workforce housing aims to provide attainable and diverse housing options for residents with different earning levels. In 2022, the median earnings of Allen residents ranged from \$24,139 to \$122,491, depending on occupation. The City should ensure that residents of all income levels can secure housing in Allen at a reasonable price.

Occupation	Median Earnings
Computer, engineering, and science occupations	\$122,491
Education, legal, community service, arts, and media occupations:	\$62,252
Management, business, science, and arts occupations:	\$93,316
Natural resources, construction, and maintenance occupations:	\$52,957
Service occupations	\$24,139
Production, transportation, and material moving occupations:	33,473
Sales and office occupations	\$44,297

Table 9. Occupation and Median Earnings (ACS 2022)

### Census Tracts

- Census Tracts
- 100 Year Flood Plain (FEMA)
- Allen City Limits
- Allen ETJ



Map 5. Census Tracts

## Housing Market Trends

Home values in Allen have been on the rise, more than doubling from \$192,100 in 2010 to \$390,200 in 2022. Such a trend is consistent with surrounding cities in the Dallas-Fort Worth Area, where home values are increasing rapidly. According to the Census, the median home value of owner-occupied housing units in the Dallas-Fort Worth metroplex was \$299,000 in 2022, up 16.9% from the previous year and up 100% over the past decade. The national median home value was \$281,900, up 15.1% from the prior year. The increases in housing values across the country are due to a high demand for housing mixed with a low housing supply. This trend is expected to continue as people continue to move to the Dallas-Fort Worth region.

Year	Median Home Value
2010	\$192,100
2011	\$194,700
2012	\$197,400
2013	\$199,100
2014	\$207,400
2015	\$220,500
2016	\$346,600
2017	\$261,600
2018	\$286,300
2019	\$303,300
2020	\$323,500
2021	\$344,100
2022	\$390,200

Table 10. Median Home Value by Year (ACS 2022)

## Housing Supply

### *Housing Attainability Analysis*

As cities grow and evolve, addressing housing attainability is important to ensure that all residents have access to housing options that meet their needs. This includes options that accommodate various income levels, life stages, and family sizes.

As of this year, Rocket Homes reported that the median list price for homes sold in the last year was \$568,065, reflecting a 2.3% increase from the previous year. This upward price trend highlights the evolving nature of the housing market in Allen and the continual need to meet a diverse range of housing demands within the City.

Table 12 represents the monthly owner costs for residents with and without a mortgage in Allen compared to surrounding cities. The data shows that Allen’s monthly owner costs align closely with those of neighboring areas.

City	Monthly-Owner Costs (With Mortgage)	Monthly-Owner Costs (Without Mortgage)
Allen	\$2,513	\$1,039
Frisco	\$3,113	\$1,255
McKinney	\$2,583	\$1,008
Plano	\$2,541	\$1,008
Richardson	\$2,392	\$931

*Table 11. Monthly Housing Costs for Owners in Select North Texas Cities (ACS 2022)*

2022 Housing Units	No. of Units	% of Units
Single Family, Detached	27,963	75.9%
Single Family, Attached	885	2.4%
Multifamily	7,887	21.5%
Manufactured Home	91	0.2%
<b>Total Housing Units</b>	<b>36,826</b>	<b>100%</b>

*Table 12. Distribution of Housing Units by Type (ACS 2022)*

## Single Family Ownership vs. Rental

### Percentage Breakdown

Owner-occupied units make up the bulk of Allen's housing stock. According to the American Community Survey (ACS) 5-year estimate, in 2022, owner-occupied units accounted for 70.9% (24,890 units) of all housing units in the City, while renter-occupied units accounted for 29.1% (10,221 units). This shows a strong preference for homeownership among Allen residents, as the average for owner-occupied units in the DFW metropolitan area is 60.2%. The high demand for owner-occupied units may reflect the demographic and economic characteristics of Allen, such as its high median household income, low poverty rate, and large family size.

There is a significant difference between housing costs for homeowners and renters in Allen. The median housing cost for homeowners with a mortgage is \$2,513 in 2022, significantly higher than the median gross rent of \$1,747 for renters. Both values are higher than the median values in the DFW, with median owner costs of \$2,166 and the median gross rent of \$1,467. These characteristics could indicate housing affordability concerns in Allen.

Furthermore, the median housing cost for homeowners without a mortgage is \$1,045, which indicates that paying off a mortgage can significantly reduce the housing burden for homeowners. However, only 22.2% of owner-occupied units in Allen are without a mortgage, compared to 37.2% in the DFW metro area. In general, most homeowners in Allen are still paying off their mortgages and facing higher housing costs. As Allen's

housing costs are generally higher than the region's, new developments must have diverse housing options to lower the cost burden for both homeowners and renters in Allen.

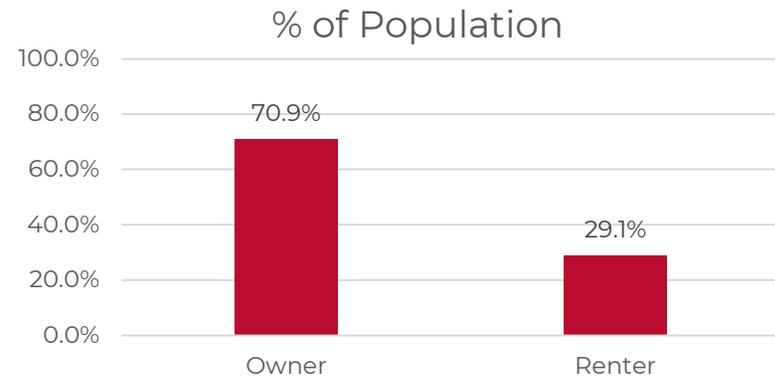


Figure 7. Percentage of Owner/Renter Population (ACS 2022)

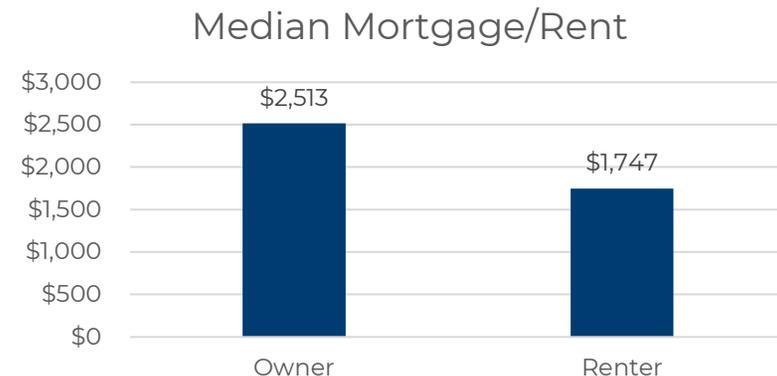


Figure 8. Median Housing Costs for Owners and Renters (ACS 2022)

## Meeting Housing Needs

### *Housing Diversity*

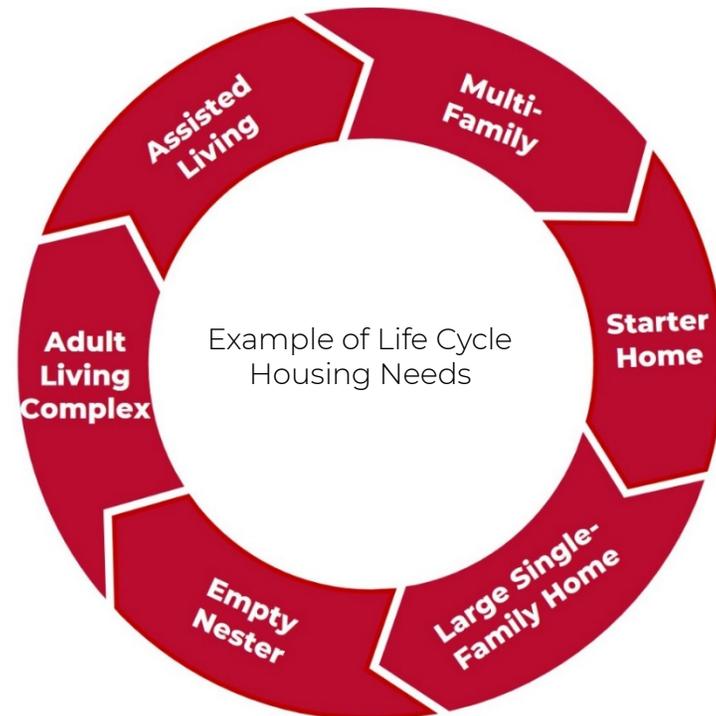
#### *Life Cycle Housing & Aging in Place*

A diverse mix of housing types is important to help Allen residents through various stages of life, including young professionals, families with and without children, single adults, empty-nesters, and retirees. As established in Chapter 1, Allen’s largest demographic falls within the 45- to 64-year-old age bracket, highlighting a need for housing options that support the workforce and a growing group of retirees who prefer to age in place. Additionally, with 25% of the population belonging to the 25- to 44-year-old age group, there is also a significant demand for housing options suitable for young professionals and families.

#### *Missing Middle Housing*

Currently, 75.9% of Allen’s housing stock is comprised of detached, single-family homes. While this housing type currently meets many of Allen’s residents’ needs, there is growing recognition of the benefits of incorporating “missing middle” housing options. Missing middle is a term that describes various housing types, including small single-family residential, duplexes, townhomes, and small-scale multi-unit buildings that complement single-family neighborhoods. These housing types are important because they consider that housing preferences may change throughout one’s life and provide more attainable housing choices for residents. Each of these housing types can vary widely in price point and model.

As the City expands its provision of missing middle housing, it is important to preserve owner-occupied housing and ensure that it remains aligned with the development of new rental properties. Balancing the expansion of diverse housing options with the upkeep of existing housing will help maintain neighborhood stability and support a more well-rounded housing market.



## Maintaining Aging Housing Stock

As the City approaches build-out, there is a need to revitalize or redevelop aging housing units to meet the increasing housing needs and maintain the high quality of life for Allen residents. Housing units in Allen were built in different decades. Around one-third of all housing stock was built from 2000 to 2009, implying building ages of around 15 to 24 years. In particular, neighborhoods in the eastern part of Allen are generally older than other parts of the City. For example, half of the housing units in Census Tract 315.04 in Allen have a building age of 35 to 44 years, which is more than double the average building age of the total housing units in the City. Additionally, many of the housing units in this census tract are single-family for rent. This presents potential for redevelopment to increase the housing supply, providing options for both homeowners and renters. The City should focus on these neighborhoods and identify desirable areas for revitalizing or redeveloping these units.

## Housing Redevelopment

In some neighborhoods, many of the housing units are single-family for rent. This presents potential for redevelopment to increase the housing supply, providing options for both homeowners and renters. The City should focus on these neighborhoods and identify desirable areas for revitalizing or redeveloping these units.

Allen Census Tract	Median Home Age
314.08	20
314.11	21
314.13	21
314.14	19
314.15	29
314.16	14
314.17	14
314.18	12
314.22	34
314.23	26
314.24	28
314.25	30
315.04	36
315.07	17
315.08	30
315.09	26
315.10	21
315.11	38
315.12	46
<b>Allen, TX</b>	<b>23</b>

Table 13. Median Home Age by Census Tract (ACS 2022)

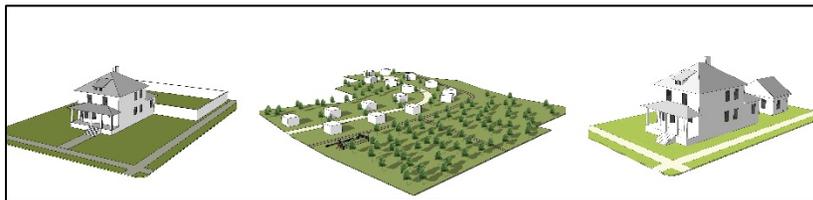
# Neighborhood & Residential Design

## Introduction

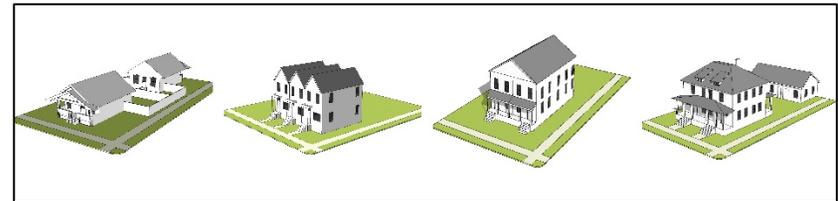
Consistent design guidelines in residential neighborhoods are important to maintain an area's integrity and character. Design guidelines establish the expectations for residential development and minimize the impact of new construction and redevelopment on surrounding residential properties. The following section contains future policy considerations regarding residential design regulations that aim to enhance the livability, sustainability, and attractiveness of Allen's neighborhoods. The policy considerations also address the challenges of balancing the preservation of existing neighborhood character with the demand for increased density and diversity of housing options.

## Varying Lot Sizes

Having various lot sizes in a neighborhood allows a City to embrace a diversity of housing options and enhance the unique character of an area. Minimum lot size requirements influence the intended development style of a neighborhood but do not limit homes to the same size and style. Regulations for new subdivisions should account for the existing predominant character of the area. Moreover, policy decisions should aim to distribute lot sizes evenly across small, medium, and large estates within each neighborhood. This diversity in housing types and sizes enables residents to stay in their neighborhoods as their lifestyle evolves.



*Low Density Residential Building Types*



*Medium Density Residential Building Types*

## Residential Landscaping Appearance

Standards for residential landscaping should encourage ongoing enhancement while keeping consistent with the distinct features of the community. Minimum landscaping requirements are essential to ensure sufficient green space and promote neighborhood appeal and environmental health. Effective code enforcement is crucial for achieving and maintaining these standards.

Landscaping on individual residential lots is not only a matter of personal preference but also a way to enhance the appearance and value of the property and the neighborhood. While residents should have some flexibility in choosing the style and type of landscaping that suits their taste and budget, they also must follow the City's landscaping regulations to ensure quality and consistency throughout the community. Landscaping does not need to be homogenous or monotonous, but it should be consistent with the overall character and design of the neighborhood. Residents should also consider the environmental benefits of landscaping, such as xeriscaping, to reduce stormwater runoff, improve air quality, and help create unique, aesthetically pleasing yards. By investing in landscaping on their lots, residents can contribute to the beauty and livability of their community.

Residential public spaces should adhere to landscaping regulations that include medians, streetscapes, and major intersections. Additionally, attention should be given to enhancing pedestrian amenities, signage, and neighborhood entryways.

## Xeriscaping

Xeriscaping is a form of landscaping that limits the amount of supplemental water that is necessary to irrigate. While it is commonly thought of as being heavily reliant on desert plants, xeriscaping uses native plants to reduce the water necessary for growth, creating aesthetically pleasing, drought-tolerant landscaping features. Where possible, Allen residents should be encouraged to include xeriscaping elements in their landscaping.



*Single Family Home with Native Landscaping*

## Neighborhood Connectivity

### *Connectivity & Walkability*

Community interconnectivity is an essential element of maintaining healthy and safe neighborhoods. By integrating alternative transportation options such as pedestrian pathways and bike lanes, residents can navigate their community more easily and securely. This seamless movement not only enhances accessibility to essential services and community spaces but also strengthens social interactions and community bonds.

Walkability can further foster pedestrians' access to neighborhoods. Walkable neighborhoods are characterized by safe, accessible, and appealing pedestrian paths that encourage walking as a preferred mode of transportation. Well-maintained sidewalks, pedestrian crossings, and traffic calming measures throughout the City can heighten walkability and create a greater sense of safety among pedestrians.

### *Community Spaces*

Neighborhood community spaces play a crucial role in defining the character of a community by offering essential services that contribute to residents' health and overall well-being. The specific needs of each neighborhood determine the suitability and feasibility of different amenities. Amenities include well-maintained parks and trails, essential physical infrastructure such as benches and lamp posts, and community hubs like recreation centers and schools.

Parks and recreational facilities are pivotal in promoting active and healthy lifestyles. While each park may vary in its amenities, such as playgrounds, restrooms, and parking, they always offer passive recreation opportunities for residents. As previously mentioned in the Community Character chapter, 76% of Allen residents live within a 10-minute walk to a park. Maintaining this level of access to community spaces is vital to sustaining the health and well-being of residents, and the City should continue fostering such access to spaces.

The design of neighborhoods in Allen should continue to prioritize the strategic placement of parks, open spaces, and trails. Homes should face these areas rather than being set back from roadways. This approach maximizes community engagement and enhances residents' enjoyment of shared outdoor environments.

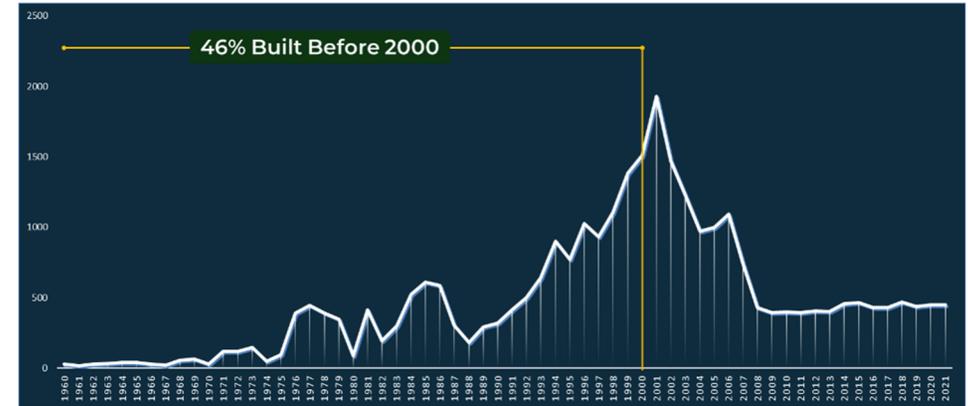
## Neighborhood Stabilization

Neighborhood stabilization is a critical activity that maintains the health and vibrancy of the community as it faces challenges of aging and pressures to decline. Stabilizing neighborhoods is essential for fostering safe, attractive, and economically resilient communities where residents can thrive. These initiatives not only enhance the physical environment but also strengthen social connectivity and community engagement, creating a sense of community, pride, and capacity to solve problems. Ultimately, stabilizing neighborhoods contributes to the long-term economic and social well-being of the entire city.

## Existing Neighborhoods

The city currently has 112 single-family residential neighborhoods with boundaries primarily based on subdivision boundaries. Most of the older neighborhoods, 36 (32%) do not have HOA's, while most of the newer neighborhoods, 76 (67%) do have HOA's. There are also currently 10 townhome communities. Since the city is approaching build-out, it is not anticipated that there will be many additional single-family neighborhoods developed.

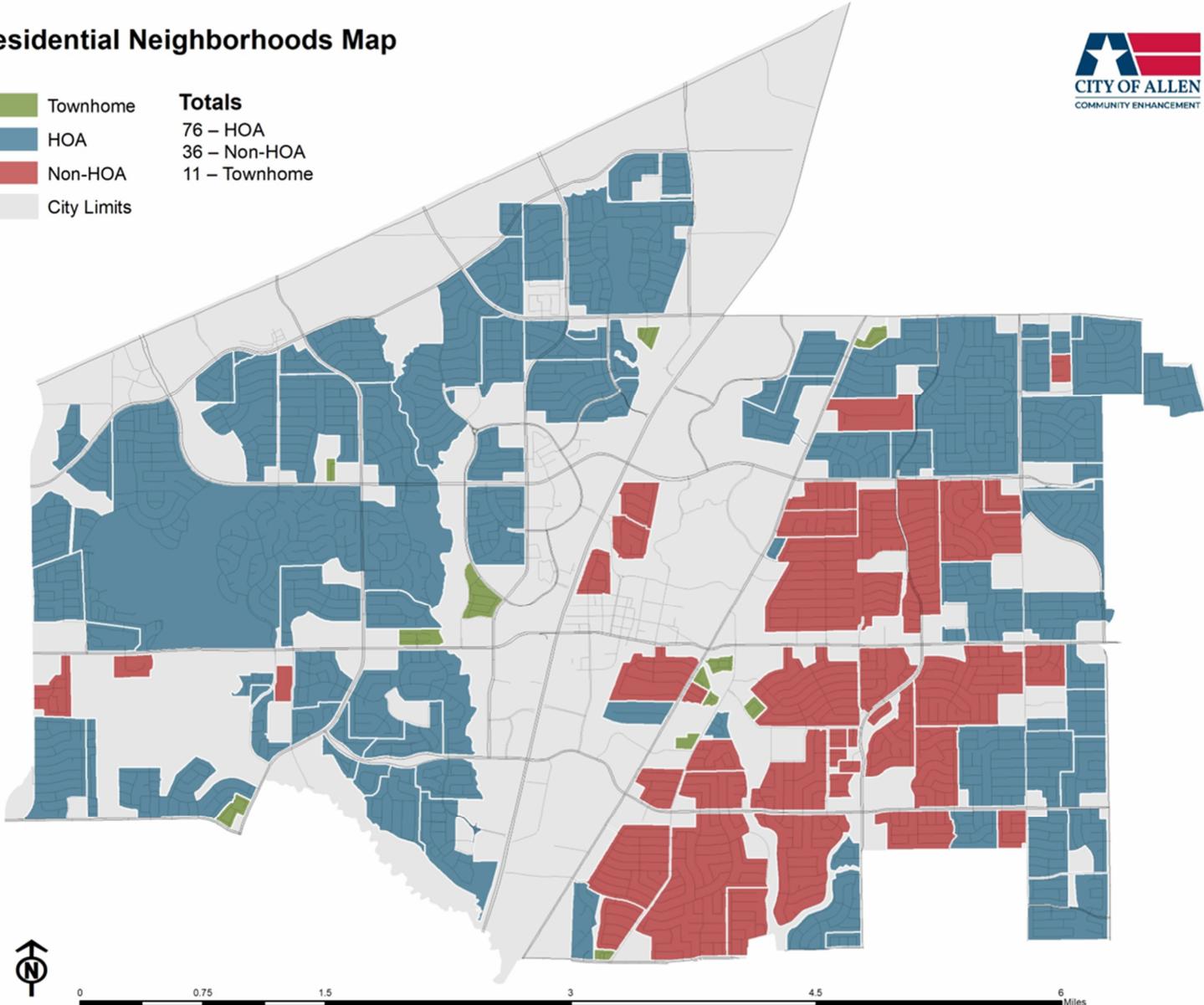
The city experienced a rapid period of growth where 55% of residential neighborhoods were developed in a 15-year period between 1993 and 2007. This means that these neighborhoods will also face the pressures of aging and decline at the same time. As of 2025, 46% of existing housing is more than 25 years old. This is anticipated to create a significant increase in the need for infrastructure reinvestment and neighborhood stabilization initiatives.



# Residential Neighborhoods Map



- Townhome
  - HOA
  - Non-HOA
  - City Limits
- Totals**  
76 – HOA  
36 – Non-HOA  
11 – Townhome



## Assessing Neighborhood Conditions

The Neighborhood Assessment Tool developed by the Community Enhancement Department provides and analysis of the conditions of existing neighborhoods. This is done by compiling and analyzing several data sets that indicate how neighborhoods are performing over time including crime rates, code compliance cases, resident turn-over, reinvestment, and physical conditions. This data suggests that as neighborhoods are aging, they are experiencing indicators of change and decline. Currently 66% of neighborhoods are identified as stable, while 30% are experiencing some changes related to aging. The final 4% are indicating more significant signs of decline.

## Infrastructure Reinvestment

Infrastructure reinvestment is crucial for maintaining quality of life and long-term economic value of neighborhoods. Modern and efficient infrastructure makes neighborhoods desirable places to live and promotes economic development. Well-maintained transportation and utility systems improve daily living conditions, ensures access to essential services, and enhances safety. This includes reconstructing, upgrading, and maintaining essential infrastructure, including streets, sidewalks, utilities, streetlights, parks and trails. Strategies include assessments of current infrastructure conditions to identify needs in specific neighborhoods, prioritizing projects based on need, impact, and community input, identifying funding sources and exploring possible partnerships, and

involving residents in identifying and prioritizing improvements.

## Property Maintenance & Rehabilitation

Property maintenance and rehabilitation are vital components of neighborhood stabilization and revitalization and create safe, attractive, and desirable communities. Regular maintenance and timely rehabilitation help preserve and increase property values. Well-maintained properties contribute to the visual appeal and attractiveness of neighborhoods. Proper maintenance reduces hazards and promotes a safe and healthy living environment. Rehabilitated properties can attract new residents and businesses, boosting the local economy. Strategies include a proactive inspection and code compliance program, educating residents on property maintenance standards and guidelines, and providing programs to help owners in need.

Another critical component of neighborhood preservation is the maintenance of common amenities such as screening walls, entryways, open spaces and similar features. These are typically maintained by Home-Owners Associations (HOA's). Over time HOA's struggle with managing the financial requirements of maintaining amenities and suffer from leadership inconsistencies. The city should take proactive steps to support HOA's and help them be successful in maintaining neighborhood amenities over time.

## Engagement & Community Building

Community engagement is a cornerstone of successful neighborhood stabilization and development. It involves actively involving residents in identifying and prioritizing issues as well as implementing improvements and solving problems. Engaging residents empowers them to take ownership of their neighborhood's future, builds long-term commitment and support for neighborhood initiatives, and enhances trust between residents and the city. Strategies for effective engagement and collaboration include improving outreach and communication channels, participatory forums, fostering partnerships with neighborhood groups, and building capacity through training and support.

# Housing & Neighborhoods Goals

Subject Area	Goal	Guiding Principles
Housing Need	Goal HN 1. Support and promote proactive maintenance and reinvestment in Allen’s aging housing stock.	 
	Goal HN 2. Encourage attainable housing developments and redevelopments for residents in all stages of life.	 
	Goal HN 3. Support the diversification of Allen’s housing stock in appropriate areas.	 
Neighborhood Quality	Goal HN 4. Support and promote reinvestment in Allen’s aging neighborhoods to enhance community character and economic value.	 
	Goal HN 5. Implement community engagement and capacity building initiatives to foster resident collaboration and partnerships with neighborhood associations.	 
	Goal HN 6. Ensure high quality neighborhood design in new neighborhood development and redevelopment.	 



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

## Housing Need Goals

### Goal HN 1. Support and promote proactive maintenance and reinvestment in Allen’s aging housing stock.

*Strategy HN 1.1. Preserve and enhance the Quality of Allen’s Aging Housing Stock.*

- Action i. Coordinate code compliance efforts with neighborhood stabilization activities to maintain housing in aging neighborhoods. Evaluate programs to address property maintenance issues with single-family rental properties.
- Action ii. Evaluate and expand the multi-family stabilization program to ensure apartment communities are maintained and safe places for residents.
- Action iii. Research and identify additional funding sources to expand Allen’s housing preservation efforts and provide assistance to homeowners to maintain, update, and redevelop their properties.

## Housing Need Goals

### Goal HN 2. Encourage attainable housing developments and redevelopments for residents in all stages of life.

*Strategy HN 2.1. Identify opportunities for residents to age-in-place.*

- Action i. Encourage new housing options to support the differing needs of households and changing and aging demographics of Allen.
- Action ii. Expand the Urgent Repair / Accessibility Program to provide home modifications to seniors, even if they exceed the income threshold. This assistance should focus on adapting existing homes to meet seniors needs and promote independent living.
- Action iii. Ensure new housing developments that support the needs and lifestyles of seniors and are located with access to City services.

*Strategy HN 2.2. Identify opportunities for first-time homebuyers.*

- Action i. Through new development and redevelopment efforts, design neighborhoods that fit the needs of younger generations to encourage young families to move to Allen.
- Action ii. Accommodate the development of multigenerational housing options that accommodate the needs of families in all stages of life.
- Action iii. Create a marketing campaign that targets potential first-time home buyers and educates them on the diverse housing options in Allen that can cater to varying budgets and needs.

## Housing Need Goals

### Goal HN 3. Support the diversification of Allen’s housing stock in appropriate areas.

*Strategy HN 3.1. Encourage the development of Missing Middle housing options.*

Action i. Allow and encourage transitional housing, such as townhomes and multiplexes in appropriate areas in order to support both affordable home ownership and rental options.

*Strategy HN 3.2. Diversify housing options in underutilized areas.*

Action i. Incentivize appropriate and diverse housing where existing services are present, focusing on areas in which services, such as schools, parks, and retail, are underutilized.

Action ii. Continually monitor neighborhood health through rental density rates, access to parks and services, commercial vacancy rates, school capacity, and participation in Allen’s neighborhood revitalization programs.

## Neighborhood Quality Goals

**Goal HN 4. Support and promote reinvestment in Allen’s aging neighborhoods to enhance community character and economic value.**

*Strategy HN 4.1. Reinvest and enhance infrastructure in aging neighborhoods.*

- Action i. Coordinate street, alley, and utility infrastructure projects with neighborhood stabilization initiatives to maximize impact and efficiencies. Research and identify additional funding sources to expand Allen’s neighborhood stabilization and reinvestment efforts.
  
- Action ii. Evaluate sidewalk repair policies and programs to ensure there are appropriate programs and funding to reconstruct deteriorating sidewalk systems and complete ADA upgrades.
  
- Action iii. Identify funding to maintain and enhance infrastructure and common property in neighborhoods without HOA’s including screening walls, entryways, and similar features.

## Neighborhood Quality Goals

**Goal HN 5. Implement community engagement and capacity building initiatives to foster resident collaboration and partnerships with neighborhood associations.**

*Strategy HN 5.1. Collaborate with Citizens on Reinvestment Efforts.*

Action i. Continue outreach and engagement with residents and neighborhood groups as part of neighborhood stabilization program activities. This outreach will ensure that the community's ideas and concerns are at the forefront of the City's revitalization efforts.

*Strategy HN 5.2. Establish partnerships and support programs for neighborhood associations.*

- Action i. Develop and implement a neighborhood engagement program that establishes communication methods to share information and build relationships with neighborhoods.
- Action ii. Implement an HOA partnership program to improve communication, build trust, and to provide technical support and leadership training. Specific emphasis should be placed on helping HOA's be successful with asset management to ensure long-term success.

## Neighborhood Quality Goals

### Goal HN 6. Ensure high quality neighborhood design in new neighborhood development and redevelopment.

*Strategy HN 6.1. Maximize open space access in new developments.*

- Action i. Where possible, new residential developments should be required to front either public or private green spaces.
- Action ii. “Usable open space” should be clearly defined and required in all multifamily zoning regulations to ensure adequate outdoor space for all citizens.
- Action iii. Consider expanding the public open space density bonuses allowed in the Cottonwood Creek Overlay District to other primarily multifamily districts.

*Strategy HN 6.2. Connect existing Allen neighborhoods with the parks and trails system.*

- Action i. Identify opportunities to improve connections to parks and trails in neighborhoods throughout Allen, with a more specific focus on northeast Allen.
- Action ii. As areas redevelop, offer property owners incentives to connect their properties to the trail system.
- Action iii. Utilize the trail network identified in the Trails and Bikeways Master Plan to provide connectivity between individual subdivisions, limiting the need for pedestrians and cyclists to cross major thoroughfares

*Strategy HN 6.3. Protect the character of Allen's existing neighborhoods.*

Action i. Ensure that single-family residential neighborhoods are protected from more intensive uses and development and redevelopment areas by requiring adequate screening and transitional tiered development adjacent to single family residential neighborhoods.

*Strategy HN 6.4. Establish preferred residential design guidelines.*

Action i. Produce a residential design preference survey to help establish design guidelines for single and multifamily developments on a case-by-case basis as needed.



## Introduction

This chapter of the Plan contains regional economic and demographic data, highlighting economic development opportunities in Allen. Because a comprehensive plan is a long-term planning tool, the findings are broader than commonly found in a typical economic development strategic plan.

There are several organizations involved in Allen's economic and community development efforts. Each entity has a specific role. The Allen Economic Development Corporation (AEDC) is funded through a citywide half-cent sales tax and is tasked with facilitating company relocations and assisting the expansion of existing businesses, which creates jobs and generates additional tax revenue for the community. The Allen Community Development Corporation (ACDC) administers proceeds from a citywide half-cent sales tax approved by voters in 1996. Because Allen attracts many shoppers, restaurant-goers, event attendees, and tourists from outside our City, the ACDC sales tax helps alleviate the tax burden on residents while enhancing local amenities like parks, playgrounds, community events, and more. This half-cent sales tax also provides a way to reinvest sales tax from resident shopping back into community enhancement projects.

Allen's economic development efforts over the decades have been a success. Since its inception in 1992, AEDC has completed 155 economic development agreements. According to Insight Research Corporation, AEDC projects account for 57% of Allen's commercial tax base value. Over the next few years, AEDC will focus on many new development projects and corporate relocations along the SH 121 corridor and the revitalization of Downtown Allen.

The challenge all communities face is balancing short-term economic development activity with longer-term community goals related to tax base diversification, redevelopment of older properties, small business expansion, and corporate office recruitment. Looking to the future, Allen must balance the demands of growth with the development of infrastructure and quality-of-life amenities. Land use policies, infrastructure investments, and incentive agreements are some of the primary tools Allen will use to support projects that would have a positive benefit on the community.

# Economic Development

## Population & Demographics

The City of Allen is one of the largest communities in Collin County. Since 2010, Allen's population has increased by 31.4%, adding more than 26,500 new residents. The 2023 population estimate for Allen, according to the U.S. Census Bureau, is 111,620 residents. As a point of reference, Collin County's population expanded by 51.9% over this period, influenced by even faster-growing cities such as Frisco and McKinney. There are still large tracts of undeveloped land within the City, creating the potential for future residential growth and development. According to their 2045 demographic forecasts, the North Central Texas Council of Governments (NCTCOG) projects that Allen's population will increase by approximately 6.9% between the 2020 U.S. Census and 2045, adding approximately 7,200 new residents.

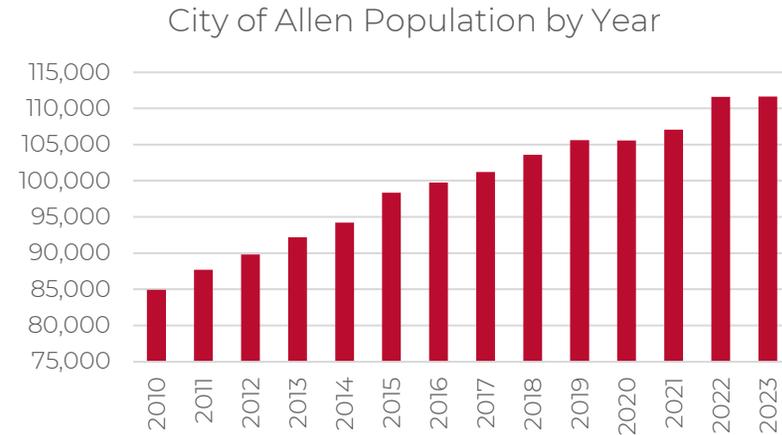


Figure 9. Allen Population by Year (ACS 2022)

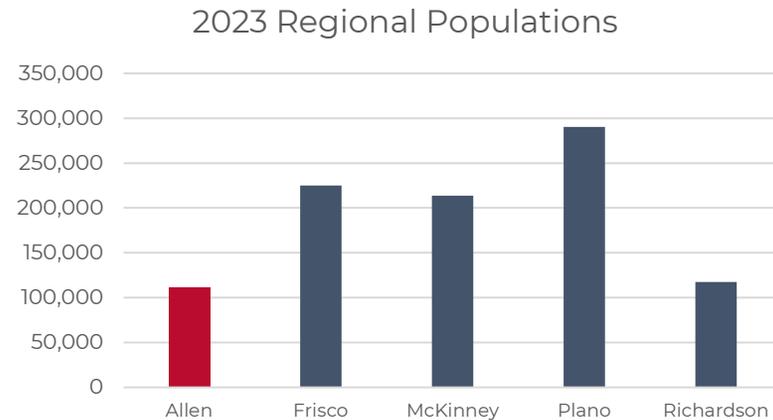


Figure 10. Regional Populations (ACS 2023)

## Employment Trends

### *Allen Based Employment*

Allen has positioned itself as a leading destination for professional service firms, technology companies, and corporate headquarters in the Dallas-Fort Worth region. Allen is also home to major retail and lifestyle centers such as the Village at Allen and Watters Creek.

Total employment at businesses located within Allen has expanded over the past decade. In 2023, there were approximately 40,000 jobs at Allen-based employers. Between 2010 and 2023, Allen-based companies added about 20,000 new jobs. Retail trade is the largest employment sector, responsible for 15% of all local jobs. Other large employment sectors include Accommodation & Food Services and Health Care & Social Assistance. There are also thousands of professional service jobs based in Allen. Depending on the dataset, these jobs are allocated to a variety of industry sectors. According to their 2045 demographic forecasts, the North Central Texas Council of Governments (NCTCOG) projects that Allen-based employment will increase by approximately 116% between 2015 and 2045, adding approximately 45,400 new jobs. Planned mixed-use developments, such as those along SH 121, should ensure this employment growth is accommodated through proper design and land use distribution..

### *Labor Force Participation*

The number of Allen residents in the labor force has closely followed overall population growth. In 2023, the Texas Workforce Commission reported that 63,286 Allen residents were employed. Allen residents work in various industries, such as manufacturing, education, retail trade, and professional services. The City's unemployment rate for 2023 was 3.3%, significantly below the peak of 6.8% in 2010. Allen's economy and unemployment rate are linked to the greater Dallas-Fort Worth economy. As regional economic activity expands or contracts, these effects ripple across the region. The City's demographics indicate a strong supply of labor force participants over the next several decades.

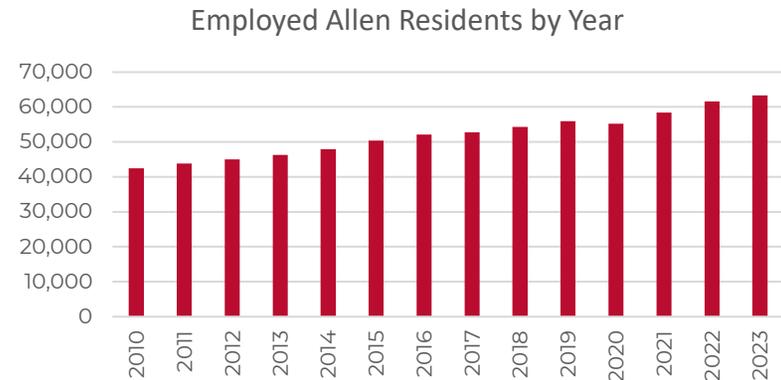


Figure 11. Texas Workforce Commission

<b>Employment by Sector as a Percentage of Total Employment</b>						
<b>NAICS</b>	<b>Description</b>	<b>Allen</b>	<b>Frisco</b>	<b>McKinney</b>	<b>Plano</b>	<b>Richardson</b>
11	Agriculture	0.0%	0.1%	0.3%	0.1%	0.1%
21	Mining, Quarrying, and Oil and Gas Extraction	0.1%	0.5%	0.1%	0.4%	0.1%
22	Utilities	0.0%	0.0%	0.0%	0.1%	0.1%
23	Construction	3.7%	3.8%	4.6%	3.1%	4.3%
31-33	Manufacturing	5.6%	2.0%	5.9%	9.3%	7.1%
42	Wholesale Trade	1.1%	2.0%	4.2%	3.5%	4.5%
44-45	Retail Trade	14.5%	15.5%	15.2%	10.1%	8.6%
48-49	Transportation and Warehousing	2.0%	1.3%	1.5%	0.8%	4.3%
51	Information	5.0%	5.9%	1.9%	4.2%	9.8%
52	Finance and Insurance	3.6%	3.8%	6.5%	7.2%	8.8%
53	Real Estate	3.9%	3.6%	3.2%	3.2%	2.6%
54	Professional, Scientific, and Technical Services	7.1%	8.9%	6.4%	15.9%	9.2%
55	Management	0.1%	0.2%	0.2%	0.2%	0.2%
56	Administrative and Support Services	2.1%	1.8%	1.9%	3.2%	3.4%
61	Educational Services	8.3%	8.7%	7.2%	5.8%	7.7%
62	Health Care	11.7%	12.9%	14.8%	13.8%	11.6%
71	Arts, Entertainment, Rec.	3.7%	4.1%	2.3%	1.7%	1.3%
72	Accommodation and Food Services	14.7%	13.3%	10.7%	9.7%	8.1%
81	Other Services	6.7%	5.9%	6.8%	5.9%	5.3%
92	Public Administration	5.4%	2.7%	5.9%	1.4%	2.7%
99	Unclassified Establishments	0.6%	2.9%	0.6%	0.5%	0.4%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 14. Employment by Sector as a Percentage of Total Employment

## Employment

### *Worker Commuting Patterns*

Another metric used to evaluate the health of a labor market is the share of local jobs held by local residents. In 2021, about 5,600 Allen residents indicated they worked at a job within Allen. This implies that over 48,000 residents commuted outside the City each day for work. In a large metro area, it is not unusual for a significant number of people to commute to work. For example, more than 31,000 workers (non-Allen residents) commute to Allen each day to work. Based on data from the US Census Bureau, Allen businesses can draw upon a regional labor force that extends throughout the north Dallas-Fort Worth area. It is estimated that there is an available workforce of 3.8 million people within a 30-minute drive of Allen. Based on recently released 2023 ACS data, Allen residents who reported working from home peaked at 33.2% in 2022, but that percentage fell to 21.2% in 2023.

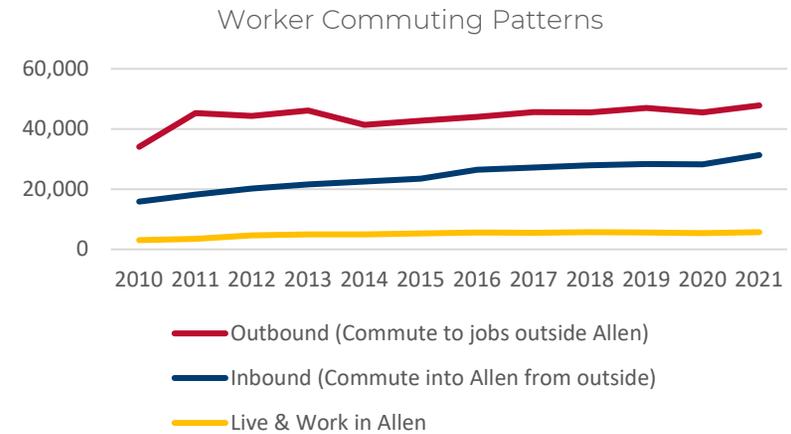


Figure 12. Allen Commuting Patterns (ACS 2022)



Figure 13. Employed Population by Place of Residence (ACS 2022)

## Wages and Income

Income levels also drive housing prices, retail sales, and overall prosperity. In 2022, Allen's median household income was \$121,127. This statistic reflects income that people and households get from wages and salaries, Social Security, and other sources. Overall, Allen's household income indicators are above most other regional peer cities. Household income statistics are typically reported based on where someone lives and not where employed. County Business Patterns datasets for Zip Codes 75013 and 75002 reflect the range of wages Allen-based businesses pay. In 2021, the average salary paid in Allen was \$42,474 in zip code 75002 and \$62,906 in zip code 75013.

Compared to Frisco, Plano, McKinney, and Richardson, Allen's median income of \$121,127 only trails Frisco. Allen's median household income is also higher than that of Collin County overall, which has a median household income of \$113,255.

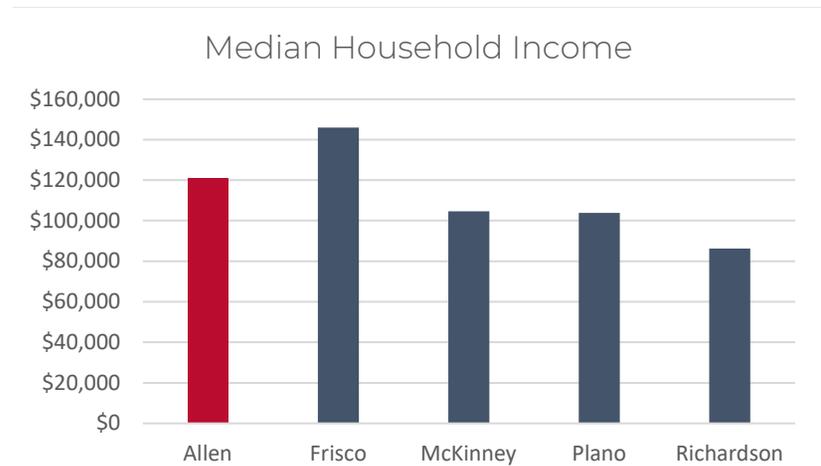


Figure 14. Median Household Income (ACS 2022)

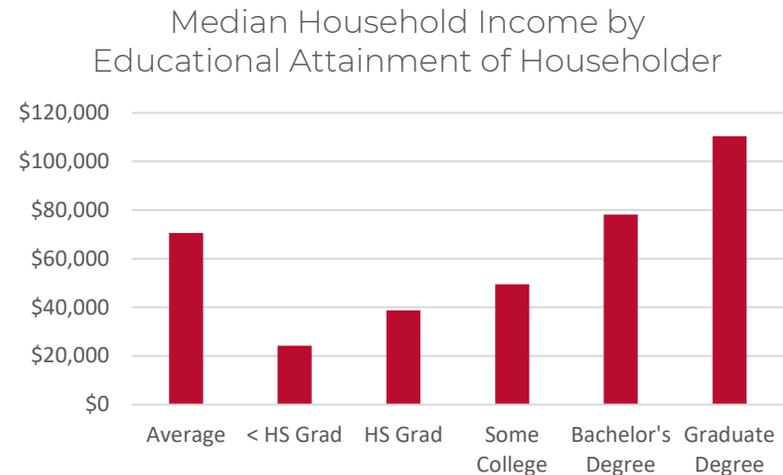


Figure 15. Median Income by Educational Attainment (ACS 2022)

## Housing Trends

New single-family and multifamily housing trends correlate with population growth. Since 2010, 437 new single-family housing units per year have been permitted. Multifamily starts (more than two units) averaged 398 units per year over this same period.

According to data from the Texas A&M Real Estate Center, the average sales price of an Allen home has increased from \$250,000 in 2011 to \$575,000 in 2023. This far outpaces the growth in local income levels. Additionally, Allen's housing costs are more expensive than most peer communities in the region.

As a result of rising interest rates, the total number of annual home sales has fallen 36.2% from the peak in 2020. Allen's available single-family housing inventory has risen to 1.45 months of supply. The Texas A&M Real Estate Center believes an inventory level of around 6.5 months represents a balanced housing market. When inventory levels fall to less than six months, sellers have more control over price, often resulting in a rise in housing prices.

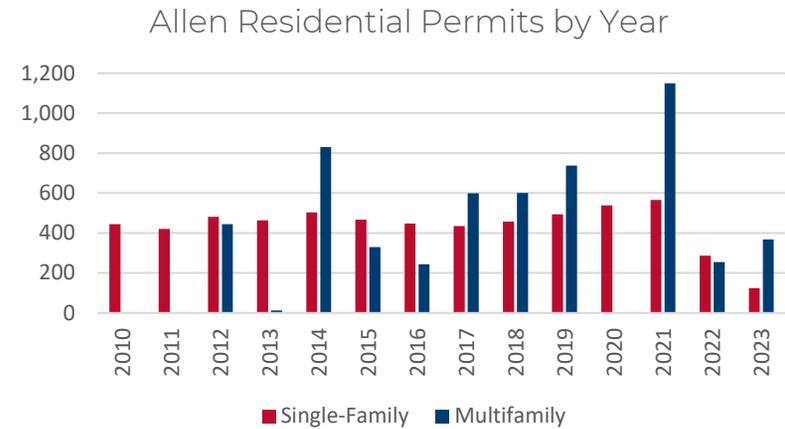


Figure 16. Residential Permits by Year (Census 2023)

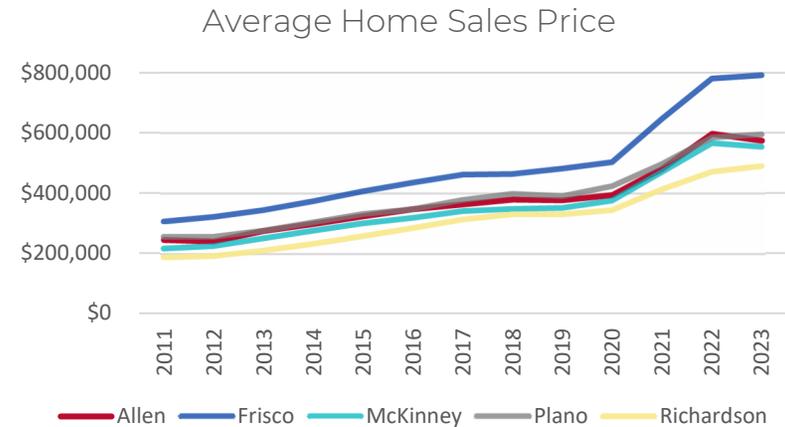


Figure 17. Average Home Sales (Texas A&M Real Estate Center)

## Tourism Trends

Visitor activity, while not a specific industry sector, plays a noticeable role in the Allen economy. Direct tourism spending in Allen grew from \$110 million in 2010 to more than \$186 million in 2023. According to the Governor's Economic Development & Tourism Department, tourism spending supports more than 1,400 local jobs and \$69.2 million in direct earnings within Allen. According to Source Strategies, in 2023, there were 1,200 hotel rooms available in Allen. However, occupancy rates and revenue per available room are below most regional peer cities. Total hotel rooms are likely to continue expanding with regional economic activity, population growth and the

announcement of new projects such as the Kalahari Resort & Convention Center. Once this occurs, visitor activity's economic and tax impact will increase.

The number of jobs created by visitor activity dropped in 2020 due to the COVID-19 pandemic. Total employment in the sector has rebounded to greater than pre-pandemic levels. Additionally, Allen saw a drop in hotel room occupancy rates during the pandemic; while these rates have increased, they remain slightly below pre-pandemic occupancy rates.

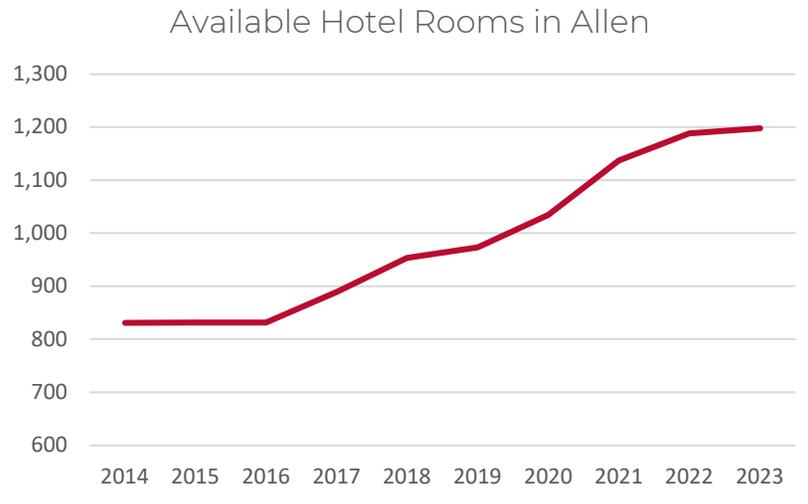


Figure 18. Available Hotel Rooms (Source Strategies)

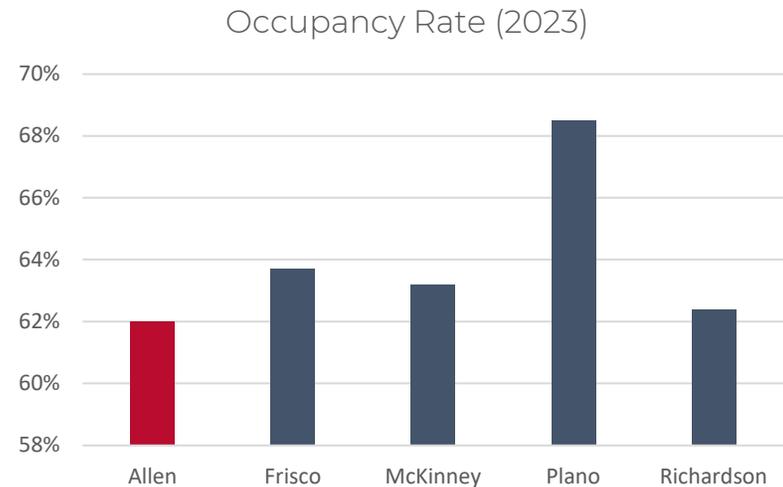


Figure 19. Occupancy Rates (Source Strategies)

## Tourism Trends

Economic Impacts of Tourism in Allen				
Year	Total Direct Travel Spending	Total Direct Earnings	Total Direct Employment	Local Visitor Tax Receipts
2010	\$110,942,490	\$36,787,322	1,240	\$3,673,512
2011	\$129,449,755	\$42,489,893	1,380	\$4,090,096
2012	\$139,135,714	\$46,525,729	1,380	\$4,374,570
2013	\$150,220,918	\$50,778,060	1,420	\$4,795,019
2014	\$154,714,750	\$53,515,105	1,450	\$5,127,541
2015	\$152,864,661	\$55,903,734	1,460	\$5,471,585
2016	\$159,719,229	\$60,124,841	1,510	\$5,975,539
2017	\$157,134,496	\$58,115,654	1,390	\$6,201,055
2018	\$153,605,884	\$55,778,101	1,320	\$6,344,891
2019	\$154,965,611	\$56,794,882	1,320	\$6,531,329
2020	\$126,683,433	\$54,197,366	1,230	\$5,296,693
2021	\$144,444,804	\$59,056,234	1,270	\$6,732,250
2022	\$171,081,293	\$69,869,420	1,410	\$8,028,570
2023	\$186,949,907	\$69,184,407	1,400	\$8,302,382

Table 15. Economic Impacts of Tourism (Tourism Activity in Allen (State of Texas))

## Tax Revenue

Over the past ten years, Allen's property tax revenue has increased by 65.4%. In 2023, property tax revenue was \$76.5 million. Single-family and multifamily residential properties represent about 78.1% of the tax base. Commercial and industrial property (real and business personal property) comprise 19.3% of the tax base. For Collin County, about 22.5% of the tax base comes from commercial and industrial properties. Sales tax revenue has also been growing in Allen over the past decade. Between 2014 and 2023, sales and use tax collections increased by almost 63.7%. Overall, population growth and new taxable construction are driving the growth in local sales and use tax collections. Over this same period, hotel occupancy tax revenue was up 58.9%. Several factors influence hotel occupancy tax revenue, including supply, location, and occupancy rates. These factors should be monitored for their impact on revenue projections as Allen's available land continues to diminish. The supply of new hotel units may contribute to a slower revenue increase due to lack of developable land and recent trends toward short-term rentals (Airbnb, Vrbo, etc.).

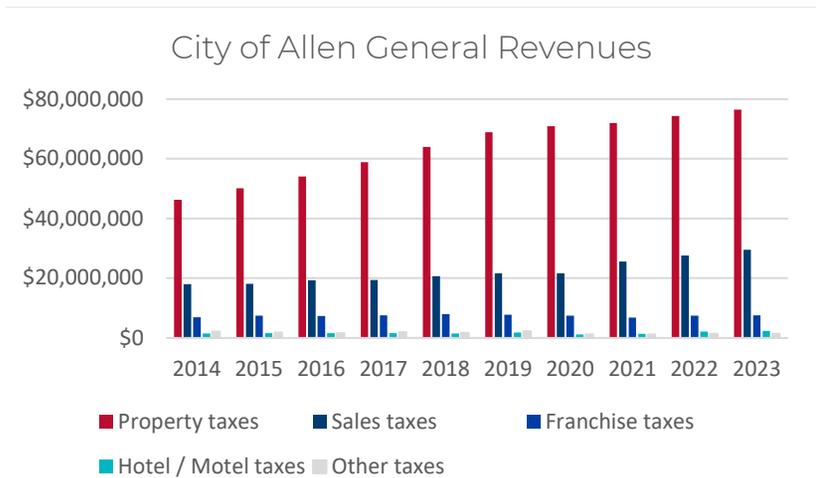


Figure 20. Allen General Revenues (City of Allen)

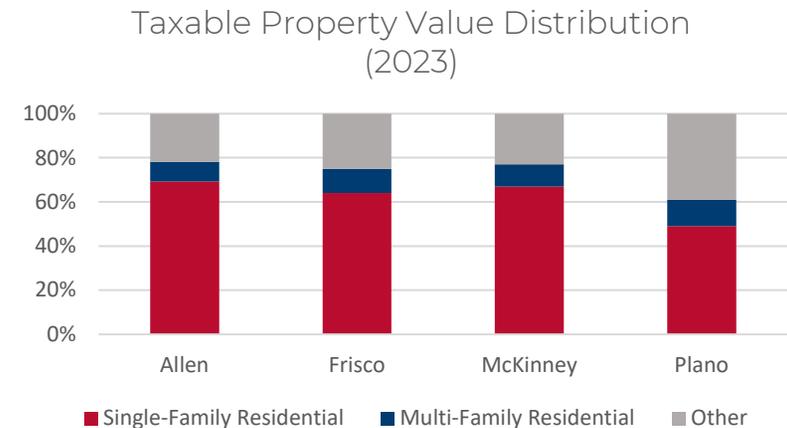


Figure 21. Taxable Property Value Distribution (Source: City of Allen)

## Land Use Scenarios

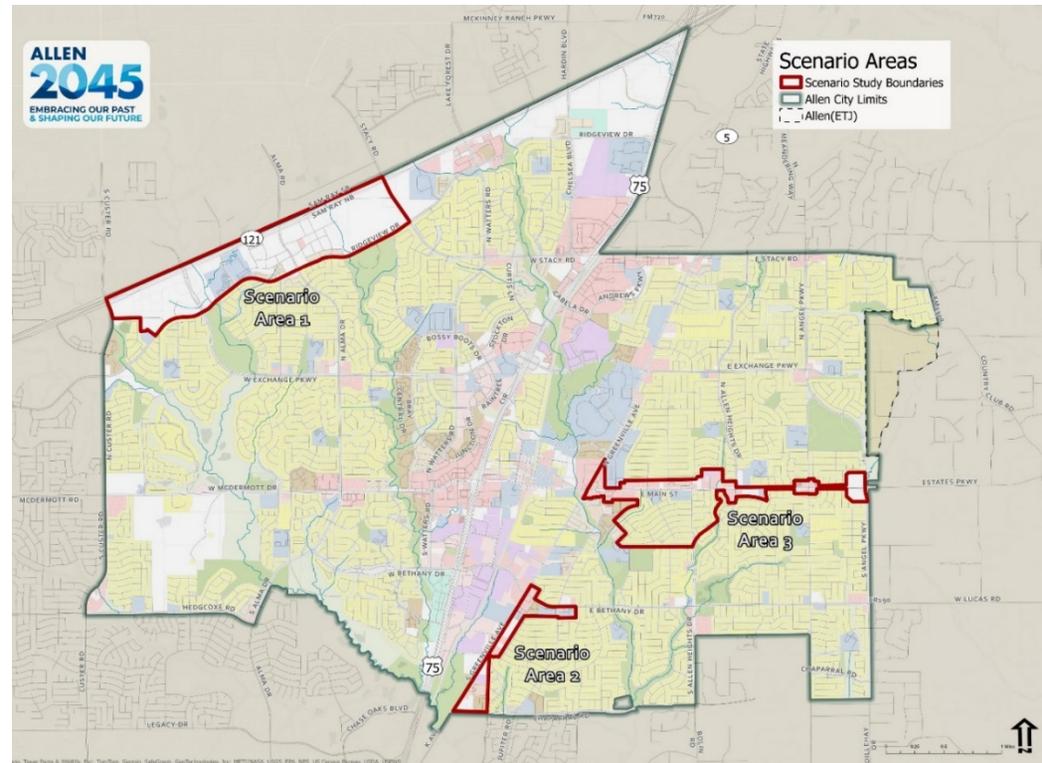
### *Corridor Assessment for Economic Development Potential*

As part of assessing Allen's economic development opportunities, three corridors (including both commercial and residential components) were identified. The three Allen corridors were SH 121, S. Greenville Ave, and E. Main Street. Data was then gathered on comparable corridors in Texas communities that have successfully developed or redeveloped, including:

1. Land use patterns
2. Employment per acre
3. Average property values per acre
4. Taxable sales tax per acre

Based on the amount of currently undeveloped land in each Allen corridor, a projection was made for new property values, employment, and taxable sales, assuming the vacant land was developed in accordance with the Future Land Use Plan. The employment results were also compared and validated against NCTCOG small area employment estimates. The results of this assessment informed the FLUM for these corridors in Allen.

These areas were selected due to their development and redevelopment potential and their ability to be emulated in other areas in Allen. The three scenario areas share characteristics with other areas in the City. Therefore, the same methodology can be used as other areas begin to redevelop.



Map 6. Scenario Areas

## Land Use Scenarios

### Scenario Area 1 – Sam Rayburn Tollway/SH 121 Corridor

The first scenario area covers the area from Custer Road to Stacy Road between SH 121 and Ridgeview Drive. This area encompasses a large section of Allen' currently undeveloped property. While much of the area is currently being developed or is entitled for specific uses, there are still opportunities for growth and to understand how similar corridors in the city may develop.

To analyze this area, other similar areas throughout the region and state were studied to understand how they developed and how the improvements fiscally impacted their cities. These other corridors include Watters Creek and the Epic in Grand Prairie. These areas were chosen based on their similar size and development patterns to the Sam Rayburn Tollway/SH 121 Corridor in Allen.

Scenario Area 1 – Sam Rayburn Tollway/SH 121 Corridor	
Current Assessed Value (\$2023)	\$130,006,887
Current Taxable Sales (\$2023)	\$4,604,315
Undeveloped Land (Acres)	425.2
Future New Development Property Value	\$2,375,711,771
Estimated New Employment	5,173
Estimated Future Taxable Sales	\$526,587,981
<b>Assessed Value + New Development Property Value</b>	<b>\$2,505,718,658</b>
<b>Land Value Percent Increase</b>	<b>1,727%</b>

Table 16. Scenario Area 1 Estimates (TXP, Inc)



## Land Use Scenarios

### Scenario Area 2 – South Greenville Avenue Corridor

The South Greenville Avenue Corridor scenario area acts as a minor entry point into the City and runs generally adjacent to US Highway 75. This area contains many of the remaining vacant greenfield development sites outside of the SH 121 corridor, as well as a retirement community and some aging retail centers. West of the corridor, the area is generally developed with office and warehouse/distribution uses, with a City park to the south. East of the scenario area, there are single-family neighborhoods.

Due to the available vacant land, Scenario Area 2 is primed for development. This development should include a mix of uses, including medium-density residential, office, and retail uses. As this area is a minor entry point into the City, any development or redevelopment in the area should be high quality and act as a gateway into Allen.

To analyze this scenario area, the South Greenville Avenue Corridor was compared to similar corridors in the state and region, including the St. Elmo District in Austin, the Crossroads Technology Corridor in Plano, and the Midway Road Redevelopment in Addison.

Scenario Area 2 – South Greenville Avenue Corridor	
Current Assessed Value (\$2023)	\$68,678,336
Current Taxable Sales (\$2023)	\$11,694,994
Undeveloped Land (Acres)	24.9
Future New Development Property Value	\$49,331,495
Estimated New Employment	320
Estimated Future Taxable Sales	\$6,540,333
<b>Assessed Value + New Development Property Value</b>	<b>\$118,009,831</b>
<b>Land Value Percent Increase</b>	<b>72%</b>

Table 17. Scenario Area 2 Estimates (TXP, Inc)



## Land Use Scenarios

### Scenario Area 3 – East Main Street Corridor

The East Main Street Corridor extends from North Greenville Avenue to the west and the city boundary along S Angel Parkway to the east. The area generally comprises of the commercial corridor along Main Street and the single-family neighborhood to the south of Main Street between South Allen Heights Drive to the east, West Way Drive to the west, and Park Place Drive to the south.

The Main Street commercial corridor is generally comprised of aging retail strip centers. As Allen continues to grow and the cities to the north and east of Allen continue to grow, Main Street will be primed for redevelopment and can be a gateway corridor into the City from the east. Additionally, the Main Street Corridor can help catalyze the redevelopment of Downtown Allen.

The single family neighborhood to the south of Main Street was selected to be a part of this scenario area because it shares similar traits to other single family neighborhoods on the east side of Allen, such as aging housing and high rates of homes for rent. This scenario assessment will be able to be reused in other neighborhoods throughout the City to determine redevelopment strategies.

To analyze this scenario area this corridor was compared to other corridors in the state and region, including Main Street in Richardson, Lake Highlands Town Center in Dallas, and Race Street in Fort Worth.

Scenario Area 3 – East Main Street Corridor	
Current Assessed Value (\$2023)	\$391,716,737
Current Taxable Sales (\$2023)	\$71,169,347
Undeveloped Land (Acres)	21.4
Future New Development Property Value	\$127,875,241
Estimated New Employment	368
Estimated Future Taxable Sales	\$20,375,212
<b>Assessed Value + New Development Property Value</b>	<b>\$519,591,978</b>
<b>Land Value Percent Increase</b>	<b>33%</b>

Table 18. Scenario Area 3 Estimates (TXP, Inc)



## Positioning Allen for Continued Economic Development Success

While Allen's short-term economic development prospects are bright, business recruitment and retention are a long-term process. Economic downturns, competition from neighboring cities, the aging of existing commercial and industrial buildings, or the loss of an existing large employer can substantially alter the trajectory of a city. The economic and demographic assessment does not reveal any immediate challenges facing the community. Residents work in a wide range of occupations and earn above average wages. Allen-based businesses continue to draw upon labor from the surrounding area. The residential real estate market remains stable. Demand for office space – as forecasted by NCTCOG and the planned private sector mixed-use projects along SH 121 – should recover as more and more companies require employees to return to the office.

Allen should consider the following goals to complement existing economic and community development efforts. Given the difference in how Type A and Type B sales tax revenue can be spent, the City, ACDC, and AEDC will need to collaborate and coordinate on projects to maximize the community's financial resources.

# Economic Development & Fiscal Analysis Goals

Subject Area	Goal	Guiding Principles
Economic Development	Goal ED 1. Commit to the long-term revitalization of Downtown.	 
	Goal ED 2. Promote strategic reinvestment in existing aging commercial centers.	 
	Goal ED 3. Include corridor infill redevelopment as part of economic development.	 
	Goal ED 4. Support economic development initiatives that attract new employers and tax base to Allen.	 
	Goal ED 5. Identify economic development opportunities that can leverage all economic development partners.	



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

## Economic Development Goals

### Goal ED 1. Commit to the long-term revitalization of Downtown.

*Strategy ED.1.1. Continue to implement the Downtown Revitalization Plan through land use decisions.*

- Action i. Ensure all new developments or redevelopments in the area align with vision and aesthetics outlined in the Downtown Revitalization Plan.
- Action ii. Through proactive efforts of the EDC, develop or redevelop properties owned by the City and AEDC in Downtown with catalyst projects that bring destination retail, restaurant and entertainment uses to the area, drawing additional traffic and tourism and increasing rents in the area.

*Strategy ED.1.2. Focus on Downtown Allen for business retention and expansion efforts.*

- Action i. Work with the EDC to identify incentive programs to attract businesses to Downtown.
- Action ii. When giving City tours to prospective business executives, focus on the redevelopment of Downtown Allen as a cultural focal point of the City.
- Action iii. Develop a marketing campaign to attract new businesses and visitors to the Downtown area
- Action iv. Identify locations for the construction or retrofit of office and retail space that is suitable for targeted employers.

## Economic Development Goals

### Goal ED 2. Promote strategic reinvestment in existing aging commercial centers.

*Strategy ED.2.1. Gather baseline data to better understand aging commercial centers.*

- Action i. Conduct a market analysis to identify shopping centers that are primed for redevelopment based on location, demographics, and potential for growth.
- Action ii. Identify the factors that contribute to the low performance of these centers, such as market demand, accessibility, infrastructure, land use, design, and aesthetics.
- Action iii. Consider new city programs to incentivize the improvement, retrofitting or redevelopment of older shopping centers to remove blight and improve the quality of the tenant base in those areas.

*Strategy ED.2.2. Engage property owners and tenants to understand redevelopment needs.*

- Action i. Work with the Allen Fairview Chamber of Commerce and Allen Economic Development Corporation to identify tenants in aging shopping centers.
- Action ii. Conduct business retention and expansion visits to shopping center tenants with the Allen EDC to understand the level of City support needed for redevelopment.

- Action iii. Engage with the stakeholders of these centers, such as property owners, businesses, residents, customers, and community groups, to solicit their input and feedback on the existing and desired conditions.
- Action iv. Continue to market Allen to prospective businesses by highlighting the benefits of operating within the City, including tax rates, infrastructure, and quality of life.
- Action v. Work with local real estate brokers to identify businesses that are relocating and actively pursue the recruitment of those businesses through incentives and business support activities of the EDC.
- Action vi. Identify opportunities to develop new office buildings, or reposition existing office buildings, to appeal to the modern employer, with high-quality finishes, walkability, and access to amenities.

*Strategy ED.2.3. Explore funding opportunities to assist with shopping center redevelopment.*

- Action i. Assess the feasibility of a façade improvement program.
- Action ii. Identify incentives for shopping center redevelopment.
- Action iii. Identify key property owners and partner directly with them to incentivize and support strategic redevelopment efforts.

*Strategy ED.2.4. Develop consistent and complementary design guidelines for community centers.*

- Action i. Develop and adopt a commercial design manual that provides clear and consistent standards and best practices for the architectural, landscaping, lighting, and signage elements of commercial centers.
- Action ii. Allow the flexibility for commercial centers to be developed and redeveloped in a way that is complementary to the surrounding neighborhood fabric.

*Strategy ED.2.5. Focus on the development and redevelopment of the Scenario Areas.*

- Action i. Utilize Downtown Allen as a catalyst for economic development and community engagement through by creating Downtown-specific events, such as farmers markets and street fairs.
- Action ii. Identify other area in the City that are primed for redevelopment and utilize the scenario planning methodology to identify redevelopment options.
- Action iii. Market and promote available sites to prospective occupants.

## Economic Development Goals

### Goal ED 3. Include corridor infill redevelopment as part of economic development.

*Strategy ED.3.1. Focus on the redevelopment of scenario areas.*

- Action i. Expand the scenario planning efforts to small area studies to identify the specific development types the City would like to see in the three scenario areas.
- Action ii. Utilizing the scenario planning practices to inform land use decisions in the three areas based on the City's return on investment potential.
- Action iii. Identify key property owners and partner directly with them to incentivize and support strategic redevelopment efforts.

*Strategy ED.3.2. Continue to use scenario planning for corridor redevelopment initiatives throughout Allen*

- Action i. As other corridors in Allen begin to redevelop, utilize the scenario planning techniques laid out in this plan to understand each corridor's development and tax generation potential.

*Strategy ED.3.3. Inventory existing vacant land throughout the City and evaluate zoning regulations for barriers to development.*

- Action i. Maintain a database of vacant land throughout the City and real estate activities on similar properties throughout the City and Region.
- Action ii. Approach property owners and discuss if they would be willing to rezone their properties, in accordance with the Future Land Use Map, to allow for development flexibility.

## Economic Development Goals

### Goal ED 4. Support economic development initiatives that attract new employers and tax base to Allen.

*Strategy ED.4.1. Invest in amenities and services that improve the quality of life for residents, making Allen an attractive place to live and work.*

- Action i. Continue to connect residential neighborhoods to retail destinations through alternative transportation options, including bike and pedestrian infrastructure.
- Action ii. Utilize the EDC and CDC to consider participation in Public-Private Partnerships that create quality of life amenities within the context of mixed-use or other commercial projects.

*Strategy ED.4.2. Support the small business and entrepreneur community.*

- Action i. Market vacant storefronts, particularly in Downtown Allen, to small and local businesses.
- Action ii. Organize small business networking events and workshops to present market trends and foster a collaborative small business community culture.

Action iii. Review and revise ordinances to reduce regulatory burdens on small businesses and provide outreach to help navigate the zoning and permitting processes.

Action iv. Utilize targeted small business incentives to support the growth of innovative office, tech and manufacturing employers that support long term growth in the local economy.

*Strategy ED.4.3. Continue to recruit businesses within the City's target industries to occupy new and existing office space.*

- Action i. Continue to market Allen to prospective businesses by highlighting the benefits of operating within the City, including tax rates, infrastructure, and quality of life.
- Action ii. Work with local real estate brokers to identify businesses that are relocating.

## Economic Development Goals

### Goal ED 5. Identify economic development opportunities that can leverage all economic development partners.

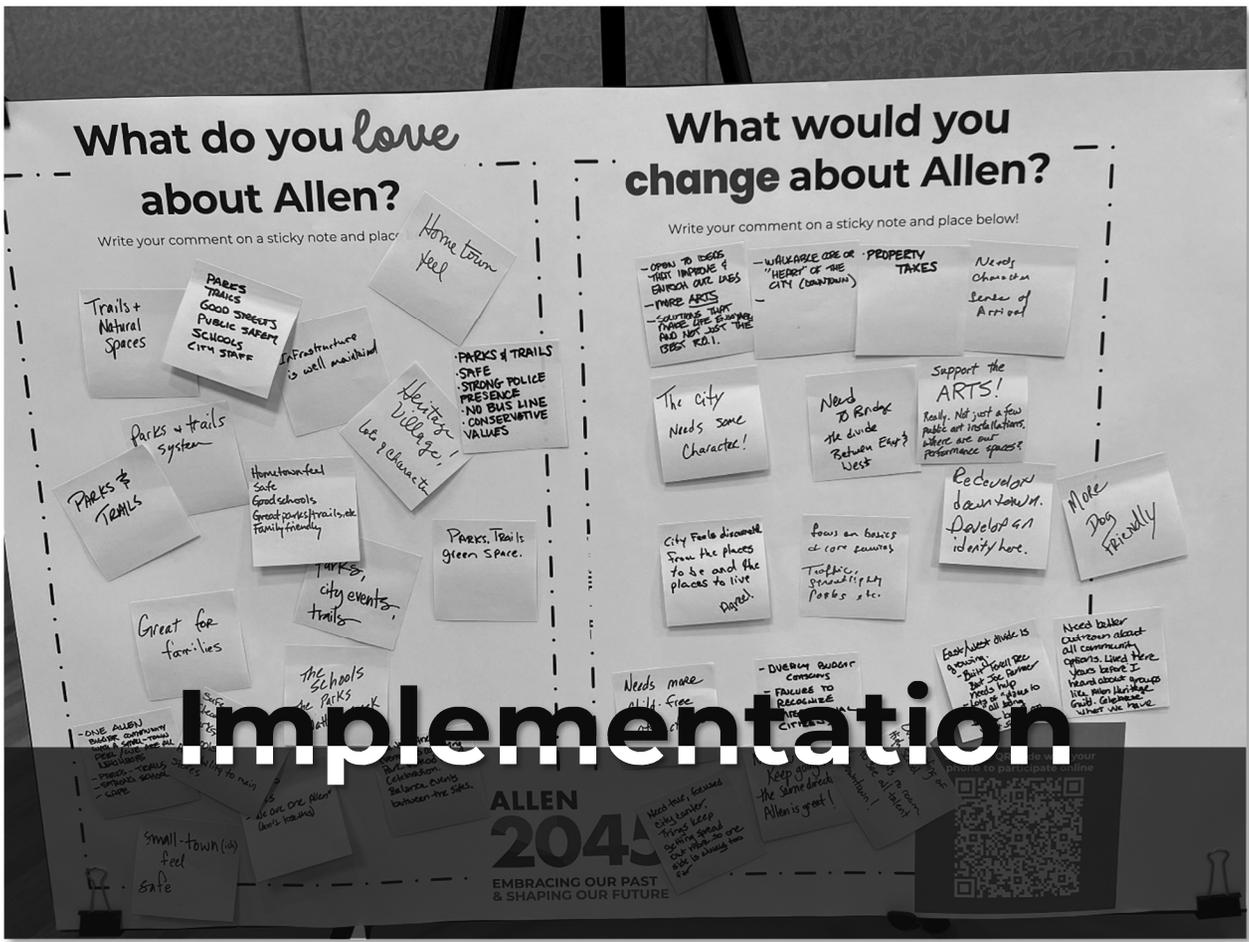
*Strategy ED.5.1. Utilize AISD and Collin College as economic development partners.*

- Action i. Develop programs to connect students to job opportunities, internships, and apprenticeships at local businesses.
- Action ii. Work with the local business community to host career fairs for high school seniors and Collin College students to connect students with local job opportunities.
- Action iii. Identify jobs in the City that do not require college degrees and connect students with these employers as an alternative to college.
- Action iv. Utilize the Collin College Technical Campus in Allen and partnerships with AISD to connect students to the Allen business community through workforce programs of the EDC and the North Central Texas Workforce Commission.

*Strategy ED.5.2. Continue to work with the chamber and other business organizations to reach economic development goals.*

- Action i. Utilize the Allen/Fairview Chamber of Commerce for introductions to local businesses for business retention and expansion purposes.
- Action ii. Continue to partner with the Chamber to market Allen as a place of choice for businesses and residents.
- Action iii. Continue to participate in events with the Collin County Business Alliance and host periodic Alliance events in Allen.
- Action iv. Partner with the Dallas Regional Chamber and the Governor's Office for the State of Texas to recruit targeted companies through responses to RFPs/RFQs and other strategic marketing initiatives.

[ Page left blank for double-sided printing ]



# Implementation Matrix

Implementation is the most important aspect of the planning process. Without a full understanding of what is required for implementation, recommendations within this Plan may never become realized. Recommendations have been directly derived from the goals and strategies outlined at the end of each chapter. To better understand the recommendations, they have been organized into a matrix identifying each broad goal, actions informing how the goal should be carried out, which entities may be involved in the implementation, the general cost to implement the recommendation, and the timeframe in which each recommendation should be assigned a champion for implementation. The following paragraphs explain the different elements of the Implementation Matrix.

## *Guiding Principles*

The symbol representing each of the guiding principles initially described in Chapter 2 are listed for each related recommendation. Showing the relationship between the recommendations and guiding principles ensures the purpose for each recommendation fulfills the ultimate goals and vision of the Comprehensive Plan.

## *Goals*

The goals established in this Plan further reflect the City's Vision and Guiding Principles and serve as a foundation for policies and action items.

### Guiding Principles



Fiscal Responsibility



Strategic, Self Sustained Growth



Safe & Healthy



Strong Community Identity



Engaged & Connected Community

### Policy Statements

Policy statements are the charges, policies, and initiatives designed to address the primary goals or carry out the actions discussed in each Plan chapter. The method(s) may take the form of an action, a policy, or include a funding mechanism. A policy statement may involve one or multiple actions.

### *Responsible Entities*

Responsible entities are key City departments or related entities that can take the lead or a part of a collaboration to achieve the recommendation.

### Cost

Cost identifies the potential cost to complete the recommendation. The following describes the symbology for estimated cost.

\$ < \$100,000                      \$\$ = \$100,000 - \$500,000

\$\$\$ = \$500,000 - \$2,000,000      \$\$\$\$ > \$2,000,000

### *Timeline*

The timeline includes recommendations for short-term, mid-term, and long-term goals, policies, and actions.

Short = less than 2 years              Mid = 2-5 years

Long = 5+ years                      Ongoing

## Land Use Goals and Policy Statements

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
<b>Housing &amp; Neighborhoods Goals</b>				
Goal LU 1. Encourage the development of varying housing types to meet the community's needs.				
Strategy LU 1.1. Reduce barriers to varying homeownership opportunities.	Community Development (Planning); Community Enhancement	\$\$	Mid; Ongoing	 
Goal LU 2. Protect the existing housing stock and preserve the community character that Allen residents have come to expect.				
Strategy LU 2.1. Protect Allen's existing neighborhoods by requiring transitional lot design.	Planning	\$	Short; Ongoing	 
Strategy LU 2.2. Evaluate neighborhood health by considering all components that comprise the neighborhood.	Community Development (Planning)	\$\$	Mid	 
<b>Buildout &amp; New Development Goals</b>				
Goal LU 3. Support resilient development patterns that encourage non-residential and residential developments to adapt to changing economic conditions.				
Strategy LU 3.1. Promote the development of unique shopping and entertainment destinations.	Community Development; Economic Development	\$	Mid	 
Strategy LU 3.2. Market Downtown Allen as an attractive place for businesses and residents to enjoy.	Economic Development; Public and Media Relations	\$\$	Ongoing	

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Goal LU 4. Ensure new developments have access to parks, open space, and emergency services.				
Strategy LU 4.1. Continue to integrate parks and open space into new and existing developments.	Community Development (Planning); Parks and Recreation	\$\$	Ongoing	
Strategy LU 4.2. Ensure that private open space requirements are implemented as usable open space, with features such as benches and shade structures. The term, “usable open space” should be defined in the Allen Land Development Code.	Police; Fire; Community Services	\$\$	Ongoing	

## Transportation & Mobility Goals and Policy Statements

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
<b>Mobility Goals</b>				
Goal TM 1. Increase mobility options for all groups, including pedestrian, bicycle, and vehicular users.				
Strategy TM 1.1. Develop new and strengthen existing pedestrian amenities.	Engineering & Traffic	\$\$\$\$	Ongoing	 
Strategy TM 1.2. Improve commercial connectivity.	Engineering & Traffic; Community Development	\$\$\$	Mid; Ongoing	 
Strategy TM 1.3. Engage with the community.	Community Enhancement	\$	Ongoing	 
Goal TM 2. Update and support transportation and infrastructure plans to advance the mobility network in the City and region.				
Strategy TM 2.1. Update CIP in collaboration with City departments and the public.	Engineering & Traffic; Public and Media Relations	\$	Short	
Strategy TM 2.2. Update the Master Thoroughfare Plan.	Engineering & Traffic	\$\$	Mid	
<b>Infrastructure Improvement Goals</b>				
Goal TM 3. Develop transportation improvements to support anticipated growth areas and maintenance/renewal of aging infrastructure.				
Strategy TM 3.1. Enhance major thoroughfares.	Parks & Recreation	\$\$\$	Ongoing	 

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Strategy TM 3.2. Enhance traffic access, circulation, pedestrian access, and aesthetics within Downtown Allen by implementing the Downtown Allen Revitalization Plan.	Parks & Recreation	\$\$	Mid; Ongoing	 
Strategy TM 3.3. Continue to maintain aging infrastructure to appropriate service levels.	Parks & Recreation	\$\$	Short	 
Goal TM 4. Continuously facilitate proper operations and maintenance of the transportation network to prioritize usability and experience.				
Strategy TM 4.1. Manage the transportation system to maintain or improve the quality of multimodal access and safety for those using the transportation system.	Engineering & Traffic	\$\$\$\$	Mid	 
Strategy TM 4.2. Integrate state and federal long-range transportation planning efforts with Allen's transportation planning.	Engineering & Traffic	\$\$\$\$	Mid	 
Goal TM 5. Focus Improvement efforts on existing infrastructure based on condition metrics and improvement priorities.				
Strategy TM 5.1. Expand Allen's transportation infrastructure performance metrics.	Engineering & Traffic; Parks & Recreation	\$\$	Mid	 

## Community Character & Health Goals and Policy Statements

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
<b>Allen's Community Identity &amp; Character Goals</b>				
Goal CH 1. Expand Allen's branding to differentiate the City from others in the region and foster a sense of community identity.				
Strategy CH 1.1. Enhance Allen's brand.	Public and Media Relations	\$\$	Short	
Strategy CH 1.2. Market Allen as a City of choice for current and future residents.	Public and Media Relations	\$	Ongoing	 
Strategy CH 1.3. Foster cultural identity in the City.	Parks and Recreation, Public and Media Relations, (other?)	\$\$	Ongoing	
Goal CH 2. Focus on major thoroughfares as important entries into the City and for the impression they leave on residents and visitors.				
Strategy CH 2.1. Create strong entry points into the City on major thoroughfares.	Engineering & Traffic; Community Enhancement	\$\$\$	Mid	
Strategy CH 2.2. Enhance the road functionality and aesthetics along thoroughfares.	Engineering & Traffic; Community Enhancement	\$\$	Mid; Ongoing	 
<b>Community Aesthetics &amp; Visual Qualities Goals</b>				
Goal CH 3. Promote the redevelopment of thriving commercial centers through strategic design guidelines.				
Strategy CH 3.1. Focus on the development and redevelopment of the Scenario Areas.	Community Development (Planning)	\$\$	Mid; Long	 

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Goal CH 4. Foster a sense of place through elevated design standards for new development and redeveloping areas, including landscaping, signage, and pedestrian improvement.				
Strategy CH 4.1. Review and Update the City's Sign Regulations.	Community Development (Planning)	\$\$	Short	 
Strategy CH 4.2. Improve pedestrian infrastructure.	Engineering & Traffic; Parks & Recreation	\$\$\$	Ongoing	 
Strategy CH 4.3. Enhance landscaping guidelines and support sustainable landscaping techniques.	Community Development (Planning); Parks & Recreation	\$\$	Short	 
<b>Green Spaces &amp; Community Health Goals</b>				
Goal CH 5. Continue to prioritize open space as a key point of the City's identity and focus on improving and expanding existing parks and trails.				
Strategy CH 5.1. Continue to expand Allen's park network and trail system.	Parks & Recreation	\$\$	Ongoing	 
Strategy CH 5.2. Promote Allen's parks and open space through cleanup efforts and events.	Parks & Recreation; Community Enhancement; Public and Media Relations	\$	Ongoing	
Strategy CH 5.3. Connect commercial centers to the trail network	Community Development (Planning); Parks & Recreation	\$	Ongoing	 

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Goal CH 6. Utilize Allen Independent School District as a strategic partner to recruit new residents and train a highly skilled workforce.				
Strategy CH 6.1. Promote Allen Schools.	Public and Media Relations	\$	Ongoing	
Strategy CH 6.2. Leverage Allen ISD as an economic development tool.	Economic Development	\$	Ongoing	

## Housing & Neighborhoods Goals and Policy Statements

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
<b>Housing Need Goals</b>				
Goal HN 1. Support and promote proactive maintenance and reinvestment in Allen’s aging housing stock.				
Strategy HN 1.1. Preserve and enhance the Quality of Allen’s Aging Housing Stock.	Community Enhancement	\$\$	Short	 
Goal HN 2. Encourage attainable housing developments and redevelopments for residents in all stages of life.				
Strategy HN 2.1. Identify opportunities for residents to age-in-place.	Community Enhancement	\$\$	Mid	
Strategy HN 2.2. Identify opportunities for first-time homebuyers.	Community Development (Planning); Community Enhancement	\$	Mid; Ongoing	
Goal HN 3. Support the diversification of Allen’s housing stock in appropriate areas.				
Strategy HN 3.1. Encourage the development of Missing Middle housing options.	Community Development (Planning)	\$	Ongoing	 
Strategy HN 3.2. Diversify housing options in underutilized areas.	Community Development (Planning)	\$\$\$	Mid	
<b>Neighborhood Quality Goals</b>				
Goal HN 4. Support and promote reinvestment in Allen’s aging neighborhoods to enhance community character and economic value.				

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Strategy HN 4.1. Reinvest and enhance infrastructure in aging neighborhoods.	Community Enhancement	\$\$	Ongoing	 
Goal HN 5. Implement community engagement and capacity building initiatives to foster resident collaboration and partnerships with neighborhood associations.				
Strategy HN 5.1. Collaborate with Citizens on Reinvestment Efforts.	Parks & Recreation	\$\$	Mid; Ongoing	 
Strategy HN 5.2. Establish partnerships and support programs for neighborhood associations.	Parks & Recreation; Community Enhancement	\$\$	Mid	 
Goal HN 6. Ensure high quality neighborhood design in new neighborhood development and redevelopment.				
Strategy HN 6.1. Maximize open space access in new developments.	Parks & Recreation; Community Development	\$	Ongoing	 
Strategy HN 6.2. Connect existing Allen neighborhoods with the parks and trails system.	Parks & Recreation; Community Development	\$	Ongoing	 
Strategy HN 6.3. Protect the character of Allen's existing neighborhoods.	Community Development; Community Enhancement		Short; Ongoing	
Strategy HN 6.4. Establish preferred residential design guidelines.	Community Development	\$\$	Short	

## Economic Development Goals and Policy Statements

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
<b>Economic Development Goals</b>				
Goal ED 1. Commit to the long-term revitalization of Downtown.				
Strategy ED.1.1. Continue to implement the Downtown Revitalization Plan through land use decisions.	Community Development (Planning)	\$	Short; Ongoing	 
Strategy ED.1.2. Focus on Downtown Allen for business retention and expansion efforts.	Economic Development; Public & Media Relations; Convention & Visitors Bureau	\$	Ongoing	 
Goal ED 2. Promote strategic reinvestment in existing aging commercial centers.				
Strategy ED.2.1. Gather baseline data to better understand aging commercial centers.	Economic Development, Community Development (Planning), Community Enhancement	\$	Short	 
Strategy ED.2.2. Engage property owners and tenants to understand redevelopment needs.	Economic Development, Community Development (Planning)	\$	Short, Ongoing	

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Strategy ED.2.3. Explore funding opportunities to assist with shopping center redevelopment.	Economic Development, Community Development (Planning)	\$\$	Short	 
Strategy ED.2.4. Develop consistent and complementary design guidelines for community centers.	Community Development (Planning)	\$\$	Mid	
Strategy ED.2.5. Focus on the development and redevelopment of the Scenario Areas.	Community Development (Planning)	\$\$	Mid; Long	 
Goal ED 3. Include corridor infill redevelopment as part of economic development.				
Strategy ED.3.1. Focus on the redevelopment of scenario areas.	Community Development (Planning)	\$\$\$	Ongoing	 
Strategy ED.3.2. Continue to use scenario planning for corridor redevelopment initiatives throughout Allen	Community Development (Planning); Economic Development	\$	Long	 
Strategy ED.3.3. Inventory existing vacant land throughout the City and evaluate zoning regulations for barriers to development.	Community Development (Planning)	\$	Mid; Ongoing	
Goal ED 4. Support economic development initiatives that attract new employers and tax base to Allen.				
Strategy ED.4.1. Invest in amenities and services that improve the quality of life for residents, making Allen an attractive place to live and work.	Community Development (Planning)	\$\$\$	Long; Ongoing	 

Goals and Policy Statements	Responsible Entity	\$	Timeline	Guiding Principle
Strategy ED.4.2. Support the small business and entrepreneur community.	Economic Development	\$	Ongoing	 
Strategy ED.4.3. Continue to recruit businesses within the City's target industries to occupy new and existing office space.	Economic Development	\$	Ongoing	
Goal ED 5. Identify economic development opportunities that can leverage all economic development partners.				
Strategy ED.5.1. Utilize AISD and Collin College as economic development partners.	Economic Development	\$\$	Mid; Ongoing	 
Strategy ED.5.2. Continue to work with the chamber and other business organizations to reach economic development goals.	Economic Development; Public and Media Relations	\$\$	Short; Ongoing	