

Date: July 18, 2023

To: City Council

From: Mark Israelson, City Manager

Subject: Legacy Business Park – Sentiment Collection/Report

On June 30th 2023, the City Council held a retreat for strategic planning and goal setting. One topic that was discussed was the collecting the sentiment/feedback from property owners and developers of corporate campuses. With a recent zoning case at EDS campus and evolving plans for the former JC Penny campus, as well as the focus on the next chapter of Economic Development activities for a mature community, staff recommends engaging a consultant to perform a sentiment feedback/needs/requests study this Fall.

Staff would engage a consultant to draft a survey tool to collect feedback focusing on needed amenities or features for the Legacy Business Park (including Granite Park) to continue to be a vibrant economic engine for businesses and will keep Plano competitive with other North Texas business parks. This feedback will be shared with City Council to determine what (if any) next steps are taken to keep the Legacy Business Park a premier destination of development, relocation and retention projects.

The results could be paired with the housing needs analysis and updated Economic Development Policy and tools to provide a robust view of strategic policy decisions that create the Plano economy. I am seeking Council support in moving forward to engage a consultant.