

**Date:** January 16, 2024  
**To:** Mark Israelson, City Manager  
**From:** Peter Braster, Director of Special Projects  
**Subject:** Draft Policy for Retail Revitalization Program

The attached Draft Policy for Retail Revitalization Program augments the City's Policy Statement for Economic Development Incentives Program. It is intended to establish a set of tools that can be shaped into a grant that will achieve the City's strategic goal of keeping residential and commercial areas economically viable. Moreover, it completes one vital portion of the Council's initiatives on continuing improvements and innovation throughout the City by formalizing the City's role in revitalizing four-corner retail.

When reviewing the attached policy, it is important to consider the following:

- Each project will be considered individually.
- Each project will need to have a net financial benefit to the City.
- Each project will need to have a beneficial impact on the surrounding neighborhoods.
- A project may be eligible for all types of grants, but final decision on grant types and amounts is the purview of Council.

A precursor to this formalized policy was the redevelopment of the long-shuttered supermarket on the northeast corner of 18<sup>th</sup> Street and K Avenue. In 2019, the City was approached by a supermarket operator that wanted to revitalize the market. TIRZ#2 provided \$500,000 for façade and landscape improvements. The grant was predicated on adding to the developer's budget of \$4,500,000 to make the façade better than originally proposed. The return to the City has been exceptional. Below is a table of appraised value per the Collin Central Appraisal District:

Year	2019	2023
Land Value	\$978,967	\$1,388,573
Improvement Value	\$246,695	\$1,285,680
Total	\$1,225,682	\$2,674,253

As you can see from this project, the value of the property more than doubled within four years. In addition, the upgraded market has made a real difference to the surrounding neighborhoods.

After the adoption of the policy, the next step will be to identify internal touch points that will elevate opportunities for those retail centers undergoing change and to reach out to retail centers across Plano to promote our new program. We'll have more on that in the presentation during the January 22<sup>nd</sup> Preliminary Open Meeting.