Plano
City of Excellence

Housing Trend Analysis and Strategic Plan

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Analysis and Plan Objectives

- **Understand the Housing Needs of Plano Residents**
  - Identify gaps in housing needs by product type and size, when considering income level needed to obtain the product
  - Day time population versus night time population trends and the associated implications

- **Prepare for Future Growth and Redevelopment**
  - Housing types most conducive to the respective neighborhood areas and character, including but not limited to design type and amenities that lend to marketability
  - Potential types of residential redevelopment for existing Transform Centers designated by the Comprehensive Plan including, but not limited to, single-family and mixed-use development

- **Guide Community Investment and Sustainable Development**
  - From the synthesis of the data, develop recommendations for policies and incentives necessary to attract the type of strategic development that accurately aligns with our current and future community needs.

Community Engagement Process

- **Stakeholder Interviews**
  - Housing industry representatives, major employers
- **Focus Groups**
  - Neighborhood Leadership, industry representatives, business community
- **Surveys**
  - Workforce and/or community-based
- **Public Meetings**
  - 2-3 (in conjunction with Advisory Committee Meetings)
- **Advisory Committee**

Community Engagement: Advisory Committee

Purpose: Serve as an advisory body during the Analysis and Plan

Advisory Committee Tasks

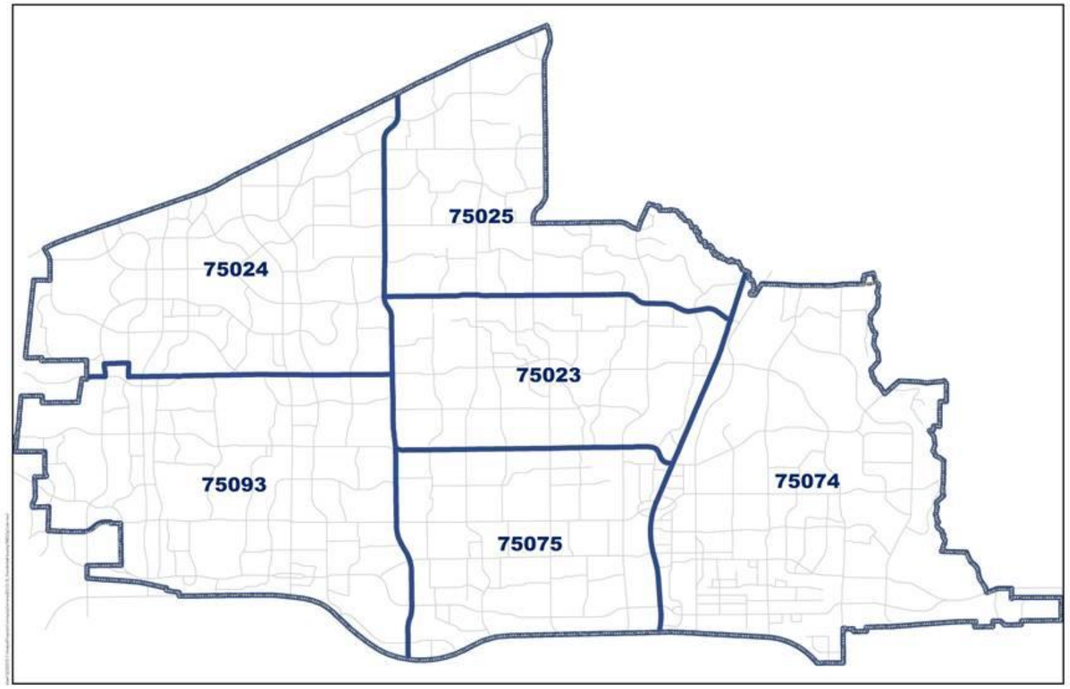
- Assist in the development of Plan survey(s)
  - Workforce and/or community-based
- Provide input throughout the Housing Analysis
  - Review secondary data and provide input
- Host public meetings
  - 2-3 meetings
- Review and provide feedback on draft Plan recommendations

Community Engagement: Advisory Task Committee

Composition

- Eight Council appointees:
  - District and At-Large
  - Representative of six major zip codes

- One member from each of the following:
  - Community Relations Commission
  - Senior Advisory Council
  - Multicultural Roundtable



Community Engagement: Advisory Task Committee

Composition (continued)

- Eight to ten Community Stakeholders
  - Major Corporations
  - Plano Chamber of Commerce
  - Plano Housing Authority
  - Housing/Real Estate Industry
  - Education Community (ISDs, Collin College)
  - Hospital Community

Housing Analysis and Plan Next Steps

- Mid-March: Advisory Committee Confirmation
  - Council appointments provided to staff by March 9th
- Late March - early April: First Advisory Committee Meeting
- On-Going: Data Analysis, Stakeholder Interviews, Focus Groups
- September 2018: City Council review - Housing Analysis and Plan

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Thank you