Plano City of Excellence | Memorandum

Date: November 1, 2018

To: Bruce Glasscock, City Manager

From: Lori Schwarz, Director of Neighborhood Services

Subject: Housing Trends Analysis and Strategic Plan

Summary

The Housing Trends Analysis and Strategic Plan process was initiated in March 2018 with the assistance of an Advisory Committee and consultant team. Over the last nine months, there was significant input from the community regarding housing issues and in-depth analysis of existing housing trends and market conditions. The final draft of the Plan has been completed for review, consideration, and direction by City Council.

Background

Although the City has important foundational documents such as the Housing Value and Retention Analysis, the Consolidated Plan, and the Planning Department's Annual Housing Study, there was not detailed information on the types of housing products that are missing or underrepresented in Plano. There was also a need for better understanding of the current and projected target markets seeking or needing these residential products.

The Neighborhood Conservation Policy in the Plano Tomorrow comprehensive plan included a strategic action to "study current housing options, identify gaps in the housing inventory and formulate recommendations to address deficiencies." In FY2016-17, City Council approved funding to initiate the Housing Trends Analysis and Strategic Plan to meet this action. Economic & Planning Systems (EPS) was chosen as the consultant to develop this Plan in November 2017.

Council approved the use of a citizen advisory committee in February 2018, which included Council appointees as well as board and commission members, and community stakeholders. As described in the Council presentation, the plan objectives are as follows:

- Understand the housing needs of Plano's residents;
- Prepare for future growth and development; and
- Guide Community Investment and Sustainable development.

Throughout the process, input was obtained from community partners including: local business representatives, neighborhood leaders, housing developers, housing advocates, and members of the finance and lending industries. A citywide survey was utilized to gain input from those that live and/or work within Plano regarding their housing preferences and future housing needs.

Additionally, the Advisory Committee played an integral role in reviewing and providing feedback on both the primary and secondary data examined throughout the Plan development. The eighteen-member advisory group met five times over the course of a nine-month period and engaged in active and insightful conversations centered on housing issues. The group represented a wide range of thoughts and

perspectives. Although advisory in nature, the Committee wished to share their recommendations to City Council for addressing housing challenges identified in the plan. Their recommendations are summarized below.

The City is encouraged to:

- Be specific and intentional about the tools that may be used to address the housing concerns highlighted in the report;
- Include mixed-income housing (rental and ownership) for the redevelopment of Collin Creek Mall, the Oak Point area, and four-corner retail;
- Strike a balance between housing types across the spectrum;
- Assemble land for the purpose of redevelopment that includes workforce housing; and
- Create a public-facing campaign for the down payment assistance program and consider expanding the program for the workforce, such as Fire, Police, Teachers, and other Government employees.

Next Steps

Staff is seeking direction from City Council on next steps to utilize the Plan findings, consider development of housing policies, and explore available tools to address the specific housing challenges identified.

xc: Jack Carr, Deputy City Manager
Shanette Eaden, Housing and Community Services Manager