



**PLANO CITY COUNCIL**  
**Davis Library, 7501-B Independence Parkway, Plano, TX 75025 and via**  
**videoconference**

**DATE: MAY 13, 2024**

**TIME: 5:00 PM**

**Our Vision - Plano is a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life.**

**This City Council Meeting will be held in person in the Davis Library Program Room and via videoconference. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.**

Seating and visibility is limited in the Davis Library Program Room. Overflow seating is available in the lobby area of the Joint Use Facility located next door. For those wanting to watch the meeting, but not address the Council and for optimal viewing and sound quality, the meeting will be live-streamed on Plano's website at [www.planotv.org](http://www.planotv.org) by clicking on the Public Meetings Live tab, [YouTube.com/cityofplanotexas](https://www.youtube.com/cityofplanotexas) and [Facebook.com/cityofplanotx](https://www.facebook.com/cityofplanotx).

To speak at the meeting, register at [Plano.gov/SpeakerRegistration](http://Plano.gov/SpeakerRegistration). Online registration opens at 5:00 p.m. on the Wednesday prior to the meeting and **closes at 4:00 p.m.** on the day of the meeting. **ONSITE REGISTRATION IS NOT AVAILABLE.**

Emails regarding agenda items and other comments on City business may be submitted to: [councilcomments@plano.gov](mailto:councilcomments@plano.gov).

**CALL TO ORDER**

**EXECUTIVE SESSION**

- |     |   |          |         |
|-----|---|----------|---------|
| I.  | Legal Advice  | Mims     | 15 min. |
|     | a) Respond to questions and receive legal advice on agenda items  |          |         |
| II. | Economic Development  | McDonald | 20 min. |
|     | Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect. |          |         |

- |      |  |         |         |
|------|--|---------|---------|
| III. | Real Estate<br>a) North Texas Municipal Water District 121 Force Main Project at Legacy Trail<br>b) North Texas Municipal Water District Rowlett Creek Regional Wastewater Treatment Plant Outfall Pipe Project at Los Rios Park | Yager   | 20 min. |
| IV.  | Personnel - Appointment/Reappointment<br>a) Board of Adjustment - Interim Member and/or Interim Alternate Member<br>b) Planning & Zoning Commission - Interim Member   | Council | 10 min. |

**PRELIMINARY OPEN MEETING**

- |      |  |                |         |
|------|--|----------------|---------|
| I.   | Consideration and action resulting from Executive Session discussion<br>Personnel Appointment/Reappointment -<br>a) Board of Adjustment - Interim Member and/or Interim Alternate Member<br>b) Planning & Zoning Commission - Interim Member | Council        | 5 min.  |
| II.  | Personnel - Appointments<br>a) Tax Increment Financing Reinvestment Zone No. 4 Board - Chair<br>b) Tax Increment Financing Reinvestment Zone No. 5 Board - Member, Chair and Vice Chair  | Council        | 5 min.  |
| III. | HOT Tax Funding for Grants   | Rhodes-Whitley | 10 min. |
| IV.  | Discussion and direction re Serve Denton Strategic Plan  | Israelson      | 10 min. |
| V.   | Discussion and direction re Great Update Rebate Program  | Howard         | 30 min. |
| VI.  | Consent and Regular Agendas  | Council        | 5 min.  |
| VII. | Council items for discussion/action on future agendas  | Council        | 5 min.  |

**In accordance with the provisions of the Open Meetings Act, during the Preliminary Open Meeting, agenda items will be discussed and votes may be taken where appropriate. The City Council may convene into Executive Session to discuss posted items in the session as allowed by law.**

***The City of Plano encourages participation from all citizens. The facility has accessible restroom facilities, drinking fountains, and power assist entrance doors. The facility is easily accessed from public sidewalks and parking areas, with designated accessible parking nearby. If you require additional assistance or reasonable accommodations under the Americans with Disabilities Act for this***

***meeting or facility, including ASL interpreters, you should submit an ADA Reasonable Accommodation Request Form to the ADA Coordinator at least 48 hours in advance. If you need assistance completing the form, please call 972-941-7152. Complete or download the ADA Reasonable Accommodation Request Form at <https://www.plano.gov/395/Accessibility-Accommodations>.***



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Lisa Henderson, City Secretary

**PRESENTER:**

**TIME SPAN:**

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### **ITEM SUMMARY**

**This City Council Meeting will be held in person in the Davis Library Program Room and via videoconference. A quorum of the City Council, including the presiding officer, will participate in person. The facility will be open to members of the public.**

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## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Paige Mims, City Attorney

**AGENDA ITEM:** Legal Advice

**PRESENTER:** Mims

**TIME SPAN:** 15 min.

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### **ITEM SUMMARY**

Legal Advice

a) Respond to questions and receive legal advice on agenda items



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Doug McDonald, Director of Economic Development

**AGENDA ITEM:** Economic Development

**PRESENTER:** McDonald

**TIME SPAN:** 20 min.

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### **ITEM SUMMARY**

Economic Development

Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect.



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Jack Carr, P.E., Deputy City Manager

**AGENDA ITEM:** Real Estate

**PRESENTER:** Yager

**TIME SPAN:** 20 min.

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### **ITEM SUMMARY**

Real Estate

a) North Texas Municipal Water District 121 Force Main Project at Legacy Trail

b) North Texas Municipal Water District Rowlett Creek Regional Wastewater Treatment Plant Outfall Pipe Project at Los Rios Park



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Lisa Henderson, City Secretary

**AGENDA ITEM:** Personnel

**PRESENTER:** Council

**TIME SPAN:** 10 min.

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### **ITEM SUMMARY**

Personnel - Appointment/Reappointment

- a) Board of Adjustment - Interim Member and/or Interim Alternate Member
- b) Planning & Zoning Commission - Interim Member





## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Mark D. Israelson, City Manager

**PRESENTER:** Council

**TIME SPAN:** 5 min.

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### **ITEM SUMMARY**

Consideration and action resulting from Executive Session discussion

Personnel Appointment/Reappointment -

a) Board of Adjustment - Interim Member and/or Interim Alternate Member

b) Planning & Zoning Commission - Interim Member

### **ATTACHMENTS:**

Description	Upload Date	Type
Memo	5/8/2024	Memo

**Date:** May 8, 2024

**To:** Honorable Mayor and City Council  
City Manager Israelson  
City Secretary Henderson

**From:** Alice Snyder, Assistant City Secretary

**Subject:** Personnel  
Executive and Work Session Meetings

The following appointments will be considered at the May 13, 2024, Council meeting.

<b><u>Executive Session</u></b>	<b><u>Work Session Meeting</u></b>
-Board of Adjustment – Interim Member and/or Interim Alternate Member -Planning & Zoning Commission – Interim Member	-Tax Increment Financing Reinvestment Zone No. 4 Board – Chair -Tax Increment Financing Reinvestment Zone No. 5 Board – Member, Chair and Vice Chair



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Lisa Henderson, City Secretary

**AGENDA ITEM:** Board appointments

**PRESENTER:** Council

**TIME SPAN:** 5 min.

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### **ITEM SUMMARY**

Personnel - Appointments

a) Tax Increment Financing Reinvestment Zone No. 4 Board - Chair

b) Tax Increment Financing Reinvestment Zone No. 5 Board - Member, Chair and Vice Chair

### **ATTACHMENTS:**

Description	Upload Date	Type
Memo	5/8/2024	Memo

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**To:** Honorable Mayor and City Council  
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<b><u>Executive Session</u></b>	<b><u>Work Session Meeting</u></b>
<ul style="list-style-type: none"> <li>-Board of Adjustment – Interim Member and/or Interim Alternate Member</li> <li>-Planning &amp; Zoning Commission – Interim Member</li> </ul>	<ul style="list-style-type: none"> <li>-Tax Increment Financing Reinvestment Zone No. 4 Board – Chair</li> <li>-Tax Increment Financing Reinvestment Zone No. 5 Board – Member, Chair and Vice Chair</li> </ul>



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** Budget

**DIRECTOR:** Karen Rhodes-Whitley, Director of Budget and Research

**AGENDA ITEM:** HOT Tax Funding for Grants

**PRESENTER:** Rhodes-Whitley

**TIME SPAN:** 10 min.

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### **ITEM SUMMARY**

HOT Tax Funding for Grants



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** Deputy City Manager - Sam Greif

**DIRECTOR:** Sam Greif, Deputy City Manager

**AGENDA ITEM:** Serve Denton Strategic Plan

**PRESENTER:** Israelson

**TIME SPAN:** 10 min.

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### **ITEM SUMMARY**

Discussion and direction re Serve Denton Strategic Plan

### **ATTACHMENTS:**

Description	Upload Date	Type
Attachment	5/8/2024	Informational

	Discover 120 Days	Product	Envision 60 Days	Product	Plan 90 days	Product
Nonprofits	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Vision Session 1</b></p> <ul style="list-style-type: none"> <li>• Presentation</li> <li>• SWOT</li> </ul> </div> <div style="width: 30%;"> <p><b>Nonprofit Data Collection</b></p> <ul style="list-style-type: none"> <li>• Completed application</li> </ul> </div> <div style="width: 30%;"> <p><b>Requirements Analysis</b></p> <ul style="list-style-type: none"> <li>• Requirements summary</li> </ul> </div> </div>	Requirements Document	<div style="text-align: center;"> <p><b>Vision Session 2</b></p> <ul style="list-style-type: none"> <li>• Vision statement</li> <li>• 1, 2 and 5 year objectives</li> </ul> </div>	<div style="display: flex; flex-direction: column; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;">Vision Document</div> <div style="border: 1px solid black; padding: 5px;">Nonbinding LOIs</div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>Governance Plan</b></p> <ul style="list-style-type: none"> <li>• Relationship chart with narrative</li> <li>• Draft bylaws</li> </ul> </div> <div style="width: 45%;"> <p><b>Financial Plan</b></p> <ul style="list-style-type: none"> <li>• 3-year operating budget</li> <li>• Capital budget</li> </ul> </div> </div>	
Community	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Identify Influencers</b></p> <ul style="list-style-type: none"> <li>• People to meet</li> </ul> </div> <div style="width: 30%;"> <p><b>Community Forum</b></p> <ul style="list-style-type: none"> <li>• Forum summary</li> <li>• Influencer spreadsheet</li> </ul> </div> <div style="width: 30%;"> <p><b>Community Lit Review &amp; Analysis</b></p> <ul style="list-style-type: none"> <li>• Needs summary, demographics</li> </ul> </div> </div>	Community Summary	<div style="text-align: center;"> <p><b>Monthly Updates</b></p> <ul style="list-style-type: none"> <li>• Emails</li> <li>• Media releases</li> </ul> </div>			Feasibility Study
Properties	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Property Search</b></p> <ul style="list-style-type: none"> <li>• List of properties meeting minimum criteria</li> </ul> </div> <div style="width: 30%;"> <p><b>Data Collection</b></p> <ul style="list-style-type: none"> <li>• Summary of site-specific data</li> </ul> </div> <div style="width: 30%;"> <p><b>Property Analysis</b></p> <ul style="list-style-type: none"> <li>• Prioritized list of properties</li> </ul> </div> </div>	Ranked Property List	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>Site Analysis &amp; Due Diligence</b></p> <ul style="list-style-type: none"> <li>• Summary of findings</li> </ul> </div> <div style="width: 45%;"> <p><b>Property Recommendation</b></p> <ul style="list-style-type: none"> <li>• Summary of what property is best and why</li> </ul> </div> </div>	Site Opportunities & Constraints	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p><b>Concept Design</b></p> <ul style="list-style-type: none"> <li>• Site plan</li> <li>• Floor plan</li> </ul> </div> <div style="width: 45%;"> <p><b>City Review</b></p> <ul style="list-style-type: none"> <li>• City comments</li> <li>• Revised plans</li> </ul> </div> </div>	



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** Neighborhood Services

**DIRECTOR:** Curtis Howard, Director of Neighborhood Services

**AGENDA ITEM:** Great Update Rebate Program

**PRESENTER:** Howard

**TIME SPAN:** 30 min.

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### **ITEM SUMMARY**

Discussion and direction re Great Update Rebate Program

### **ATTACHMENTS:**

Description	Upload Date	Type
Memo	5/8/2024	Memo



**Date:** May 8, 2024

**To:** Mark Israelson, City Manager  
Sam Greif, Deputy City Manager

**From:** Curtis Howard, Director of Neighborhood Services

**Subject:** Great Update Rebate Program Review and Update

Program History

The Great Update Rebate (GUR) Program was created and implemented in 2014 in response to a recommendation that came out of the City Council accepted, 2014 Housing Value and Retention Analysis. The analysis suggested that an incentive-based program be created to encourage homeowners to make improvements to their properties, thereby enhancing Plano’s neighborhoods. The program initially began with the following eligibility criteria.

2014 Great Update Rebate Criteria		
<b>House Age</b>	≥ 35 years of age	
<b>Maximum Appraised Property Value</b>	≤ 70% of the FHA Single Family Mortgage Limit (\$200,900 maximum property values in 2014)	
<b>Minimum Homeowner Investment</b>	≥ 10% of the property value	
<b>Improvement Rebate Percentage</b>	Exterior Improvements: 25%	Interior Improvements: 10%
<b>Maximum Rebate</b>	\$5,000	

In 2017, city council updated the rebate criteria due to increased housing values.

2017 Great Update Rebate Criteria		
<b>House Age</b>	≥ 35 years of age	
<b>Maximum Appraised Property Value</b>	≤ 85% of the FHA Single Family Mortgage Limit	
<b>Minimum Homeowner Investment</b>	≥ The lesser of 10% of the property value <u>OR</u> \$20,000	
<b>Improvement Rebate Percentage</b>	Exterior Improvements: 25%	Interior Improvements: 10%
<b>Maximum Rebate</b>	\$5,000	

Current State of Program

Since program inception, Plano homeowners have completed 1,228 home improvement projects through the assistance of the GUR program. The City has provided \$6,108,589 in rebates to residents, thereby spurring homeowner investments of \$36,274,110 into the housing stock within neighborhoods.

In April 2023, a roundtable with members of the Collin County Association of Realtors focused on the GUR program was conducted. Likewise, 210 former and potential GUR program participants partook in a Great Update Rebate Virtual Roundtable by completing surveys. The following bullets represent the results of the community feedback received.

- Keep the property age at 35 years.
- Maintain the maximum property value eligibility at \$450,000
- Rebate exterior and interior improvements at 25%
- Restrict program participation to Owner-occupied properties only
- Reduce the minimum homeowner investment to \$15,000 (32% survey respondents), \$10,000 (36% survey respondents), or keep the lesser \$20,000 or 10% of appraised value (25% survey respondents)
- Adjust the maximum rebate cap of \$5,000: 51% of respondents stated “yes” and 49% stated “do not change”
- The City should explore a tiered rebate based on the type of improvements.
- Of previous participants, 72% stated that the \$5,000 rebate incentivized them to increase the amount of improvements undertaken at their property

Based on the feedback received from those groups and staff’s general program analysis below are some of the suggested program updates for consideration.

<b>Proposed Great Update Rebate Criteria</b>		
<b>House Age</b>	<b>≥ 30 years of age</b>	
Maximum Appraised Property Value	≤ 85% of the FHA Single Family Mortgage Limit	
<b>Minimum Homeowner Investment</b>	<b>\$20,000</b>	
<b>Improvement Rebate Percentage</b>	<b>Homeowner age ≥ 62 years of Age</b>	<b>Homeowner ≤ 62 years of age</b>
	<b>Exterior &amp; Interior Improvements: 30%</b>	<b>Exterior Improvements: 25% Interior Improvements: 15%</b>
<b>Maximum Rebate</b>	<b>\$6,500</b>	



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Lisa Henderson, City Secretary

**PRESENTER:** Council

**TIME SPAN:** 5 min.

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### **ITEM SUMMARY**

Consent and Regular Agendas



## CITY COUNCIL AGENDA MEMO

**MEETING DATE:** 5/13/2024

**DEPARTMENT:** City Secretary

**DIRECTOR:** Mark D. Israelson, City Manager

**PRESENTER:** Council

**TIME SPAN:** 5 min.

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### **ITEM SUMMARY**

Council items for discussion/action on future agendas