

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.

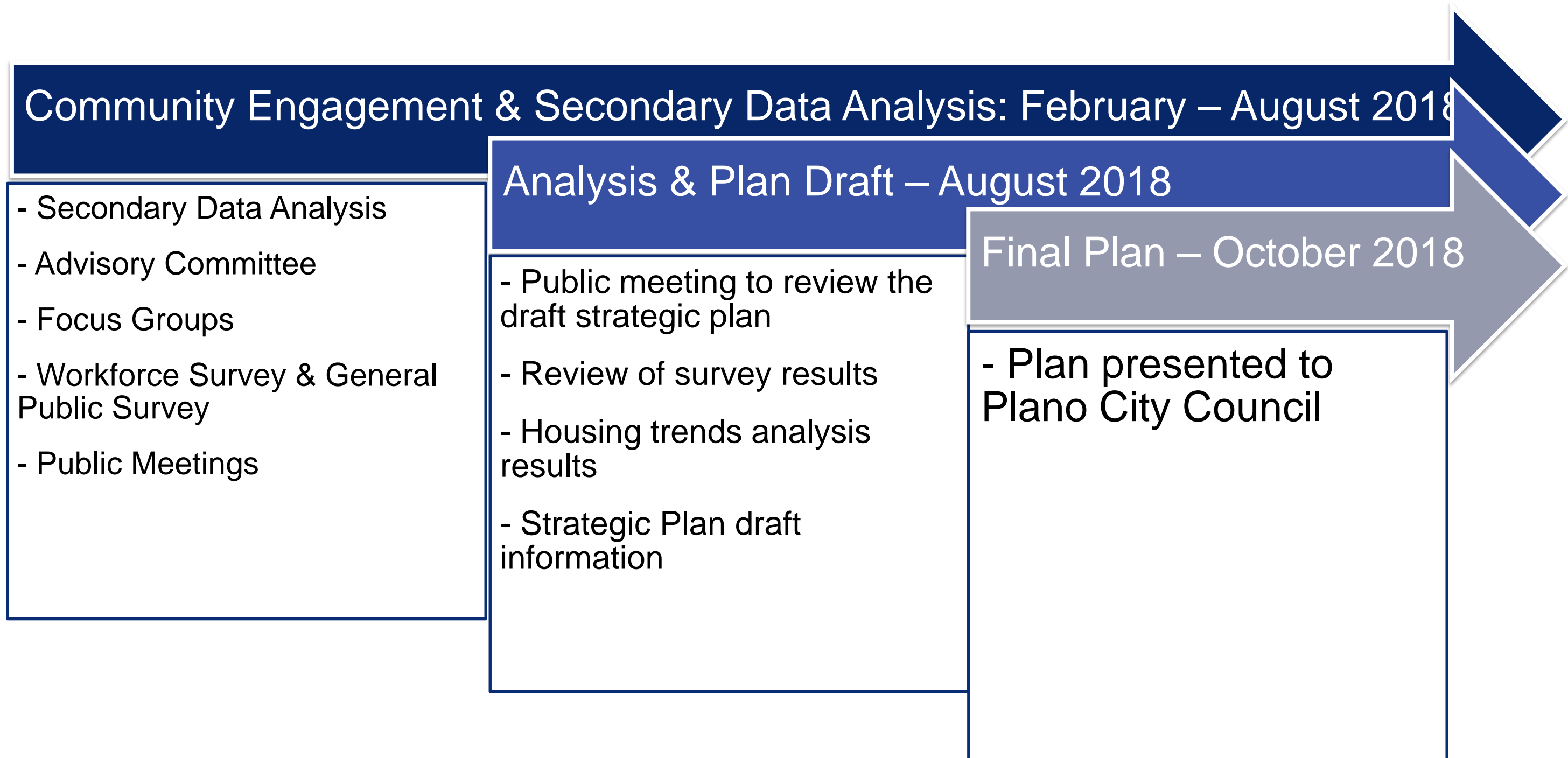


Community Engagement Process

- **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**



Housing Trends Analysis and Strategic Plan Timeline





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Thank you
