



Economy + Community

Goal:

Promote a sense of community and shape neighborhoods that remain vibrant, livable, economically sound, and equitable places for future generations.

**Policy 1
Institutional Partnership**

Support institutional partnerships with Plano ISD, Collin College, and other public and nonprofit agencies to support the Oak Point vision.

- Action 1**
- Promote a sense of community by fostering innovative partnerships with local schools, Collin College, Collin County, DART, and the Oak Point faith-based and nonprofit community.
- Action 2**
- Support the PISD's assessment of elementary school capacities to plan for facility demand in Oak Point and surrounding northeast Plano neighborhoods.
- Action 3**
- Coordinate bicycle and pedestrian infrastructure planning with PISD and Collin College to maximize mobility options for their students.
- Action 4**
- Support the development of parking and travel demand management strategies for Collin College.
- Action 5**
- Encourage the addition of student housing and additional institutional buildings along Collin College's Jupiter Road frontage to accommodate a more vibrant gateway to the campus.
- Action 6**
- Promote Collin College's potential for workforce development and business incubation efforts in the Oak Point area.
- Action 7**
- Partner with Collin College to support pop-up events and temporary facilities in underutilized parking areas, focusing on supporting regional events.

**Policy 2
Economic Development**

Consider creating new regulations, develop an economic development strategic plan, and implement catalytic infrastructure and development projects that are critical to the future of Oak Point.

- Action 1**
- Adopt a strategic plan and toolkit to guide future marketing and economic development efforts for Oak Point.
- Action 2**
- Evaluate using creative financing mechanisms as tools to achieve community goals and stimulate private investment.
- Action 3**
- Utilize the vacant land around Plano Event Center as an economic development tool and pursue a development partner for this site through a competitive RFQ/RFP process.
- Action 4**
- Pursue partnerships to facilitate joint master planning and development of the Plano Event Center and the northern segment of Lavon Farms.
- Action 5**
- Identify, budget for, and implement infrastructure projects that are likely to serve as catalysts for private investment and that provide tangible public benefit to the surrounding community.
- Action 6**
- Purchase necessary land, right-of-way, and easements for public facilities and open space, transit station areas, and new street and trail corridors deemed critical to the future of Oak Point.
- Action 7**
- Attract a hotel to support the Plano Event Center and develop strategies to transition the center's parking areas from surface lots to shared, structured parking.



STRATEGIC FRAMEWORK SUMMARY

Policy 3 Neighborhood Enhancement

Plan for new development and programs that will enhance existing neighborhoods and corridors.

Action 1

Collaborate with private and nonprofit organizations to attract new, regional-scale events and to support the continued success of existing events such as the Plano Balloon Festival.

Action 2

Coordinate with DART, ridesharing services, and private and public landowners to improve event hosting capacity by supporting additional mobility options and improved parking efficiency.

Action 3

Promote existing neighborhood enhancement programs and consider the development of additional programs addressing streetscape enhancement, storefront, and home rehabilitation.

Policy 4 Reinvestment

Promote and incentivize reinvestment in underutilized and declining areas, particularly within Oak Point's major roadway corridors.

Action 1

Prioritize the implementation of Envision Oak Point compatible zoning for key sites such as the Plano Market Square Mall, Plano Event Center, Lavon Farms, and potential transit station areas.

Action 2

Develop enhanced zoning standards and conduct public outreach to property owners adjacent to the DART corridor to maintain compatible transitional uses and to position this area for its long-term potential as a transit served employment area.

Action 3

Proactively pursue retail, hospitality, restaurant, and neighborhood services to build on the character of Oak Point, serve new and future residents, and attract patrons from outside the area.

Policy 5 Plan Implementation

Plan for evolution of the Oak Point brand and develop a detailed implementation plan to guide long-term change.

Action 1

Establish a project implementation program and appoint a lead entity charged with facilitating the implementation of Envision Oak Point.

Action 2

Maintain a project website that serves as a communication, educational, and monitoring tool for Envision Oak Point.

Action 3

Prepare and present periodic reports of plan implementation progress and present key implementation outcomes via the project website and public presentations.

Action 4

Review and make necessary updates to the plan at 5-year intervals or as needed, based on the achievement of major implementation milestones or changing market conditions.

Action 5

Conduct and sponsor demonstration projects to field test and gauge community support for new land use and design elements.