



# *Plano Tomorrow*

## **VIDEO SCRIPTS**

### **Video Script - BUILT ENVIRONMENT - HOUSING AND NEIGHBORHOODS**

Neighborhoods are the heart of any thriving city. Plano has many successful, established residential neighborhoods with a variety of housing options. In order for the city to continue as a desirable place to live, Plano must ensure its neighborhoods remain vibrant and opportunities for new residential growth are considered.

Most of Plano's residential development occurred between the 1960s and the 2000s in neighborhoods based on a one-mile grid. Lower density housing, schools, and parks are located towards the interior; higher density housing and neighborhood retail centers are found at intersections of major thoroughfares. By 2000, the amount of land available for development of typical residential neighborhoods was diminishing. In 2014, less than 1% of undeveloped land remained zoned for future residential development.

#### ***Neighborhood Conservation***

As 2035 approaches, a large segment of the city's housing inventory will be 25 to 65 years old. If residential areas are not maintained and housing structures deteriorate, the community will become less attractive to potential future residents. While the city has developed innovative programs to address maturing areas, Plano must continue to pursue reinvestment in existing housing and neighborhoods to ensure long-term stability.

Many people find the city's suburban character desirable as a place to live. Older neighborhoods typically provide the best opportunities for moderately priced homes since most new housing in Plano is more than double the median home value in the Dallas-Fort Worth region. To ensure a variety of safe and walkable residential options are available, Plano will conserve and enhance established neighborhoods to preserve the city's suburban character.

#### ***Redevelopment of Neighborhood Centers***

Redevelopment of the neighborhood retail centers is another opportunity to conserve and enhance Plano's residential areas. Many of the city's retail areas are clustered at major thoroughfare intersections. With 65 square feet of retail per capita, three times the national average, underutilized shopping centers with large areas of unused vehicle parking are becoming more common throughout the city. To allow for new housing opportunities and improve access to services for existing residents, Plano will encourage investment in and redevelopment of underperforming neighborhood centers within walking distance of residents.

#### ***Special Housing Needs***

Segments of the city's population, such as disabled adults, seniors and low to moderate income households, require additional assistance to meet their housing needs. While many of Plano's future seniors wish to remain in their homes long-term, some will require further assistance with daily activities. There is also a need for provision of housing for adults with disabilities that are unable to live alone. Affordable housing in Plano may be difficult to find, especially for low to moderate income families and many live in surrounding communities with housing priced within their means.

Many of these housing issues are addressed as part of the city's Consolidated Plan, which is required to receive certain federal funding. The plan identifies the city's vulnerable populations (seniors, disabled adults, low to moderate income families) and specifies the use of grants to social service agencies for special housing needs. To ensure all of Plano's residents have access to housing, the city will provide inclusive regulations and standards that apply throughout the city and implement the Consolidated Plan goals.

A variety of housing options is critical for Plano to achieve its vision as a vibrant city with attractive and walkable neighborhoods. The three policies work together to provide housing opportunities for all residents, now and in the future.