



# *Plano Tomorrow* **VIDEO SCRIPTS**

## **Video Script - PLANO'S PAST**

Plano's history can be traced back to the 1840s Peters Colony. The Colony was established through a land grant issued by the Texas Congress to encourage settlement of North Texas. Some of Plano's most prominent families, began to arrive and establish large farms in this area. In 1873, a year after the arrival of the Houston Texas Central Railroad, Plano was incorporated. The St. Louis and Southwestern Railroad, also known as the Cotton Belt for its movement of cotton out of North Texas to national markets, arrived in Downtown Plano in 1887. One of the most important rail lines was the Interurban, which ran from 1907 to 1948 and provided passenger service from the City of Dallas, to North Texas communities. The location of both freight and passenger rail within Plano helped the city to prosper and serve as an agricultural business center from the 1870s through the 1950s.

By 1960, the city had a population of almost 3,700 residents but great change was on the horizon. New residents, seeking the American dream, began streaming into Plano in the early 1960s. To respond to the rapid growth, the city developed its first Comprehensive Plan in 1963. This plan laid the foundation for the city of Plano today by establishing residential neighborhoods and locations for future roadway development. Residential neighborhoods first developed on the east side of Plano, near the historic downtown, and grew to the north and west. By 1980, the city's population had increased to 72,000. Through the 1980s, Plano's superior school districts, state of the art municipal facilities, and low crime rate contributed to the city's rapid population growth and corporate recruitment.

The creation of the Legacy Business Park in the early 1980s provided the perfect environment for companies such as Electronic Data Systems, Frito Lay and JC Penney to locate their corporate campuses in Plano. In 1986, the development of the second citywide Comprehensive Plan, set the stage for Plano to transition from primarily a residential community to an employment center. By 2010, there were almost 140,000 jobs in Plano and the city had a population of 260,000 residents. Plano was no longer a small agricultural community and had made the transition into a major employment center within the Dallas-Fort Worth region complete with cultural, entertainment, dining, and shopping amenities as well as leading medical facilities.

The city's past success is directly associated with efforts from early comprehensive plans that provided the vision and direction for Plano of today.