



# Plano Tomorrow

## VIDEO SCRIPTS

### **Video Script - SOCIAL ENVIRONMENT - SENSE OF COMMUNITY**

Sense of community is an individual's perception, understanding, and feeling about where they live. A strong sense of community, focusing on personal experience and emotional connection, can build resilient neighborhoods and establish a sense of belonging for Plano residents. As Plano matures and diversifies, a number of growing challenges affect citizens' sense of community. The city can address these challenges through identified efforts to ensure Plano builds and retains a strong feeling of connection among its residents.

#### ***Placemaking and Public Spaces***

Placemaking, a community design technique that creates distinctive public spaces while encouraging social interaction, is utilized by cities across the world. Improving streets as interactive zones, linking health to public spaces, and transforming parks into multi-use destinations are all common techniques that can enrich the desirability of civic areas. Plano will utilize placemaking techniques to create memorable and unique experiences, and build neighborhood identity to enhance the community's character.

#### ***Arts and Culture***

Plano's artistic and cultural assets contribute greatly to its unique character and overall livability. As the city's population evolves, diverse cultural traditions and experiences are also providing Plano with a wealth of international perspectives that complement the existing creative community. Private and nonprofit organizations are leading the advancement of arts and cultural facilities, and Plano will partner with these organizations to improve quality of life and enrich the community's culture.

#### ***Heritage Preservation***

A city's history is one of the most important factors shaping its identity. In 1979, with rapid population increase and threats to historic resources, Plano adopted the first heritage preservation plan to protect city landmarks. Today, Plano's cultural heritage and historic character provide a distinctive environment for residents and business owners with two heritage districts (Downtown and Haggard Park) and 32 individually designated historic resources. Preservation has become much more than saving bricks and mortar. It provides a community with sustainable social, cultural, and economic advantages. To embrace its unique historical character, Plano will identify and preserve historic and cultural resources that promote the understanding of the city's history and enrich the city's sense of place.

#### ***Community Building***

An individual's emotional connection to their community is important to establish a high quality of life and ensure a city's success. Plano will encourage cohesion among its diverse citizens by building new relationships that create a community where everyone is proud to live and work. Therefore, Plano will pursue community building efforts and initiatives and provide the tools needed to strengthen community cohesion and sense of belonging among residents.

#### ***Community Involvement and Participation***

To effectively determine citizen needs and appropriate solutions, city government must interact with residents, businesses, non-governmental organizations and other governmental agencies. The City of Plano has encouraged citizen input through a number of efforts including public meetings, outreach programs and social media. Plano will proactively seek civic participation from all ages, ethnicities and cultures and provide residents with opportunities to increase citizen involvement.

These five policies illustrate Plano's vision to provide a strong sense of community for its citizens through placemaking, community involvement, and diverse historical and cultural opportunities.