



Plano Tomorrow

VIDEO SCRIPTS

Video Script - TRENDS AND CHALLENGES

Plano has grown into a thriving, safe and resilient city. And now, the only thing certain for our future is change. We are successfully managing the transition to a mature city. But upcoming trends and new challenges will affect the way the city evolves and grows.

The two largest generations, Baby Boomers and Millennials, have preferences and desires shaping the evolution of the nation and in our city. According to the American Planning Association, these two groups demand similar things, whether in urban, suburban or small town locations. They want walkable neighborhoods, smaller homes, places that create unique experiences, and multiple transportation choices. A majority of Boomers want to age where they currently live. They believe their communities should support this desire.

Our nation is also becoming more diverse. Predictions indicate there will be no ethnic majority in the United States within 30 years. Immigrants from other countries are increasingly interested in major American cities and mega regions, such as Dallas-Fort Worth. They're seeking employment, educational opportunities and the ability to connect with people of similar cultural backgrounds.

The demand to locate near major cities, coupled with the shrinking amount of available land, has led to a higher concentration of land use activities in cities. This is also happening in major metropolitan areas in Europe, Asia, and South America. Multiple land use activities in one location allows people to live in a compact area, where they can work and play. Their community is walkable, convenient, and served by public transit.

One big issue facing Plano is accommodating this local population growth. Our regional population of 6.8 million will increase to 9.8 million by 2035. Plano's employment centers, schools, cultural opportunities and transportation access will attract a portion of these 3 million new residents. The increased demand for city services and housing must be addressed to maintain the quality of life residents expect in the City of Excellence.

Due to the rapid growth of Plano, the city's infrastructure and housing were constructed within a short period of time. The maintenance of our infrastructure, including roadways, sidewalks, parks, and public buildings, is one of our greatest responsibilities. Our public works team maintains 2900 miles of roadways. That's the distance of driving across the nation from New York to San Francisco.

Most of Plano's housing was built between 1970 and 2000. While the smaller size of homes of that era generally appeal to younger families and older adults, the buildings do not meet current design trends. Today, many home buyers prefer renovated or new dwellings, instead of taking on the task of home improvement.

Many of Plano's retail centers are aging. With three times the national average of available retail space, many of these shopping centers are under-utilized and poised for redevelopment. While Plano's retail vacancy rate remains low at around 5%, there are few incentives for owners to reinvest in these declining properties.

These challenges are not insurmountable. It provides the City of Plano with opportunities to create unique places and life experiences in. The city must be ready to take advantage of these opportunities and be open to change for Plano Tomorrow.