



Plano Tomorrow

VIDEO SCRIPTS

Video Script - PLANO'S VISION

The Plano of tomorrow will build upon the foundation of our past. We will create a future of excellence by reinforcing our current strengths and addressing opportunities for change.

Plano's vision for the future is to be A Global leader:

Plano will be known worldwide as a premiere location for businesses and for its exceptional variety of neighborhood choices. We will build on our reputation as an international community with a high quality of life. We will take the next step in our successful transition from a small agricultural town to suburban bedroom community to a major employment center. Our city will be resilient, as we adapt to economic, environmental and social changes. Plano will be known as one of the best cities in the world to live, work and play. It will become a distinctive destination with a unique blend of global opportunities. Of course, there's always our Texas charm that makes us renowned in the Dallas-Fort Worth region and internationally.

Plano will move toward the future Excelling in Exceptional Education Opportunities:

A well-educated, highly skilled workforce will call Plano home. Students will continue receiving a stellar education in the well-funded and actively supported Plano Independent School Districts. Graduating high school seniors and the local workforce will take advantage of higher education opportunities at nationally recognized universities right here in Plano. Thriving partnerships between those higher education facilities and local businesses will advance the missions of both.

Plano will be Abounding with World Class Businesses:

By creating an environment that attracts innovative, world-class businesses, the city's major corridors and employment centers will be filled with a multitude of national headquarters, regional offices and local corporations. International companies will take advantage of the connectivity of the region for a global impact. Plano will be known for its business-friendly climate. We will continue to support emerging business sectors, research and technology industries, medical advancements and healthcare, and the development of innovative products and services.

Plano will have Vibrant Neighborhoods:

A wide variety of housing options will be available for future residents, ranging from traditional neighborhoods to mixed-use urban centers. Plano's neighborhoods will be active and engaged in community affairs, which will offer a high standard of living for citizens. Retail, restaurant, and entertainment venues will be within walking distance of neighborhoods. Plano will have superior city services and ample parks, trails and recreational facilities that promote active living and citizen well-being. And with low crime rates, multiple transportation options, well maintained homes and streets, Plano will be the most desired place to live in North Texas.

People who choose to live in Plano will have a strong sense of community, enriched by the arts, cultural celebrations and active public spaces. Our historic areas will define our community's culture and provide a sense of belonging among residents.

We can achieve this vision by implementing the Plano Tomorrow Comprehensive Plan. It's structured into five focus areas that serve as the guiding policies for Plano's future. These areas identify the steps needed to reach the city's vision as a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.