

## PLANO CITY COUNCIL

**WILL CONVENE INTO EXECUTIVE SESSION AT 5:30 P.M. ON NOVEMBER 10, 2014, FOLLOWED BY THE PRELIMINARY OPEN MEETING IN THE PLANO MUNICIPAL BUILDING, 1520 K AVENUE, IN COMPLIANCE WITH VERNON'S TEXAS CODES ANNOTATED, GOVERNMENT CODE CHAPTER 551 (OPEN MEETINGS ACT), AS FOLLOWS:**

**Mission Statement: The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.**

### EXECUTIVE SESSION

- |      |  |                |         |
|------|--|----------------|---------|
| I.   | Legal Advice<br>a) Respond to questions and receive legal advice on agenda items<br>b) Equal Rights Ordinance  | Mims           | 15 min. |
| II.  | Economic Development<br>Discuss a financial offer or other incentive to a business prospect to locate, stay, or expand in Plano and consider any commercial and financial information from the business prospect | Glasscock/Bane | 10 min. |
| III. | Real Estate<br>a) Downtown Plano   | Turner         | 10 min. |

### PRELIMINARY OPEN MEETING

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|------|---|-----------|---------|
| I.   | Consideration and action resulting from Executive Session discussion          | Council   | 5 min.  |
| II.  | Personnel - Appointments:<br>a) Multicultural Outreach Roundtable - Co-Chairs | Council   | 5 min.  |
| III. | Policy and Governmental Relations Briefing                                    | Israelson | 10 min. |
| IV.  | Housing Value Retention Analysis Presentation                                 | Day       | 30 min. |

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|-----|---|---------|--------|
| V.  | Council items for discussion/action on future agendas | Council | 5 min. |
| VI. | Consent and Regular Agendas                           | Council | 5 min. |

**In accordance with the provisions of the Open Meetings Act, during Preliminary Open Meetings, agenda items will be discussed and votes may be taken where appropriate.**

***Municipal Center is wheelchair accessible. A sloped curb entry is available at the main entrance facing Municipal/L Avenue, with specially marked parking spaces nearby. Access and special parking are also available on the north side of building. The Senator Florence Shapiro Council Chambers is accessible by elevator to the lower level. Requests for sign interpreters or special services must be received forty-eight (48) hours prior to the meeting time by calling the City Secretary at 972-941-7120.***



# Memorandum

**Date:** November 6, 2014

**To:** Honorable Mayor and City Council  
City Manager Glasscock  
City Secretary Henderson

**From:** Alice Snyder, Assistant City Secretary

**Subject:** Personnel  
Executive and Worksession Meetings

The following appointments will be considered at the November 10, 2014 Council Meeting.

<b><u>Executive Session</u></b>	<b><u>Worksession Meeting</u></b> -Multicultural Outreach Roundtable (Co-Chairs)
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**Date:** November 4, 2014

**To:** Bruce D. Glasscock, City Manager  
Frank F. Turner, Deputy City Manager

**From:** Lori F. Schwarz, Comprehensive Planning Manager

**Subject:** Housing Value Retention Analysis

**BACKGROUND:**

The City Council approved funding for the Planning Department to initiate a comprehensive review of City services to residential areas in order to assist in achieving the strategic goal of “vibrant and renewing neighborhoods”. In late 2013, Catalyst Commercial was selected by the Request for Proposal (RFP) committee as the consultant to complete this study. Working with a multi-departmental team, Catalyst Commercial conducted a thorough evaluation of City of Plano resources and conditions that resulted in a neighborhood and housing operational and strategic plan for the city.

**HOUSING VALUE RETENTION ANALYSIS:**

The Housing Value Retention Analysis for the City of Plano addresses the following items:

- The effectiveness of the City of Plano’s current neighborhood analytical tools
- Current levels of service by department
- Best practices to ensure neighborhood vitality and stability
- Impacts of ownership type on value and marketability
- Implementation strategies that can provide long-term sustainability of Plano’s neighborhoods

Each Neighborhood Unit (NU) throughout the city has been inventoried and analyzed utilizing several metrics such as: average price per square foot, condition of homes, retail quality, and historical sales price. Through the analysis of Plano neighborhoods, four major issues were identified for the City to proactively address. These include:

- Lack of Diversification of Housing Stock
- Neighborhood Quality
- Neighborhood Gateways
- Retail Quality

Best practices from across the United States were also reviewed and considered in recommending an implementation strategy that will stabilize neighborhoods and improve housing values. The Executive Summary of the attached Housing Value Retention Analysis provides a brief overview of the major issues as well as the implementation strategy recommended for the City.

**IMPLEMENTATION:**

Several implementation items have already been initiated by City Staff with funding approved by City Council. These include:

- Strengthening and expanding community outreach and participation programs in BEST Neighborhoods (formerly 1<sup>st</sup> Choice Neighborhoods)

- Creation of an Incentive-Based Home Reinvestment Program – the Great Update Rebate
- Initiation of a Neighborhood Vitality Program and Beautification Grant
- Development of a Screening Wall policy

Staff is requesting City Council review the recommendations outlined in the Housing Value Retention Analysis and provide direction regarding the acceptance of the study's outcomes as well as prioritization of the implementation strategies.

**RECOMMENDATION:**

Staff is recommending that Council provide direction regarding acceptance of the study's outcomes as well as prioritization of the implementation strategies for neighborhood enhancement and property value retention.

CC: Christina D. Day, Director of Planning

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## Discussion/Action Items for Future Council Agendas

### *November 18-22 – National League of Cities, Austin, TX*

#### **November 24**

- PSC Briefing
- PID Service & Assessment Plans

### *November 27-28 – Thanksgiving Holidays*

### **December 3 – Holiday Luncheon – Plano Centre – 11:30 am – 1:30 pm**

#### **December 8**

- Fire Department Briefing
- PID Levy of Assessment

#### **December 16 (Tuesday)**

- Police Department Briefing

### *December 25-26 – Christmas/Winter Holiday*

#### **January 12, 2015**

- Economic Development Briefing