

ISSUES

Council/Plz Workshop
10-8-18

- ⊙ Aging infrastructure
- ⊙ aging neighborhoods
 - low median income
 - older retail centers that need redevelopment
 - Vacant buildings
 - clean up of corridors & neighborhoods
 - neighborhood identity
 - affordable & variety of housing
 - homeless population
 - lacking enforcement of codes for retail
 - better application of standards
 - enhancement of the tax base overall
(city's retirement plan)

VISION

- capture revitalization spirit
- diversification of housing choice
- engagement of new demographics, new residents & schools
- maintain Town East as destination
- enhanced retail, destination entertainment
- govern in reality

ASSET / OPPORTUNITY

Retail:

190

industrial

ONE WORD

- LISTEN (listen to public)
- BUY IN (obtain buy-in from people)
- INVOLVE (involve naysayers at least to understand : know what greater community wants)
- ENGAGEMENT
- LEADERSHIP

- Lack of regional entertainment venue
 - Sports related / recreational
- More commercial/industrial
- Housing for higher income families
 - \$1M+
 - Housing choices
- Limited on food choices (grocery stores)
- More walkable and compact environments
- ~~A~~ More retail outside of Town East
- Connectivity between City + Citizens
 - Citizen Engagement

Top 3 Issues

1. Expansion of Industrial/Commercial base
2. Lack of Housing Choices
3. Citizen ~~Engagement~~ Engagement & Involvement

Top 3 Focus Areas

1. Trinity Pointe
2. Town East Area
3. Downtown / Rodeo

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- Post Secondary / Technical Institutions
 - Technology careers
 - Small start ups
- Variety of entertainment
- Open Space + Connectivity
 - Dog Parks
 - Connect parks
 - Community Gathering Spaces

Assets

- Location regionally
- Access to transportation & region
- Parks & open space
- Schools
- Undeveloped land
- Public Safety
- Neighborhood involvement

Opportunities

- Ability for growth
- Retail areas
- Expanding educational opportunities
- Opportunity to shape growth
- Redevelopment of older areas

One Word for Plan's success

- Implementation

Issues

- * - Economic Diversity
 - need Diverse Shopping/Retail
 - More Economic Development
 - "Amazon Proof" How?
- * - aging infrastructure
- * - aging neighborhoods
 - Growing Pop/Demographic Change
 - Improved Trans. options

- Struggling Identity
 - > Sub Community
 - > Good Representation of Com.
- Planning for future.
 - > Generations
- lack of Citizen engagement/Empowerment
- lack of tangible Results
- need to accommodate Diverse housing options.
- Planned Growth
- Recategorize ^{some} existing commercial
 - > Blight
- major shopping Killed older shopping.
- Good Developer for I20

Vision

- Live work Play
 - > Build transportation/housing
- "Family Oriented"
 - > Parks
 - > schools
- Guide transition
- Diverse Employment
- Flexible/Good school District (Asset)
 - > Build work force
- Eastfield (Asset)
- Proximity to Dallas
- Access (Asset)
- lots of Greenspace

- Entertainment Destination
 - > Conferences
 - > Rodeo
- Redevelopment of aging Commercial (opportunity)
- 190 → opportunity
- Family Fun Image
- First Time homebuyer
- 'come grow with us'
- Create Sense of Place for Neighborhoods

- Park Branding for community growth.

Family
Growth
Support

Engagement