

Envision Oak Point Talking Points

- Projections show a strong economic benefit for this plan, including double the number of current employment opportunities in the area and more than a \$5.6 billion economic impact at the culmination of the 20-30 year vision.
- The City conducted an inclusive and transparent process through which this plan was developed, including an enormous amount of community outreach and gathering of input. To not support the plan now would be to disregard the hundreds of citizen attendees and their responses/input gathered over the last year as the community and city collectively developed and refined this plan.
- This plan preserves the character Oak Point by prioritizing open space and recreational opportunities while also providing for additional quality housing, transportation and mobility options, much-needed amenities such as restaurants and retail, and commercial space for businesses.
- Development of the Oak Point area is inevitable. This plan sets forth a guide for 20 to 30 years of development to ensure that the area remains true to its original character and the vision set by the community. It also creates a reliable and consistent foundation and set of guiding principals to help attract investors whose projects fit within the vision for the area.
- Approval of this plan sends a message to the developer and investment community that Plano is open for business. We want people to continue to invest in our community, particularly in East Plano, and push forward this vision that these neighbors and residents have already invested in themselves.