

2026-2031

Better Together: Building a Complete Community in Sachse

5-YEAR ECONOMIC DEVELOPMENT STRATEGY ACTION PLAN



The City of

SACHSE

SACHSE — The Complete Community.

Close to everything. Connected to what matters. Centered on opportunity.

Leading North Texas's next chapter: one that turns talent into jobs, corridors into destinations, and proximity into prosperity.

Table of Contents

01	Executive Summary	4
02	The Big Picture	5
03	Our Engagement: What We Did	7
04	Discovery Insights	10
05	Strategic Plan	32
06	Acknowledgments	79
07	Appendices	80

01 Executive Summary

Sachse – The Complete Community.

Sachse has reached an important point in its development. The community has grown steadily, attracted new residents, and maintained a strong quality of life. What has not grown at the same pace is the local economy. Jobs, services, and commercial activity remain limited compared to the size, skills, and expectations of the community.

This plan provides a strategy to help Sachse become a more complete community. A complete community is one where people can meet more of their daily needs close to home. It offers a broader mix of jobs and small businesses, stronger corridors, places to gather, and opportunities for residents of all ages and backgrounds. For Sachse, this also means using its location within the Dallas-Fort

Worth (DFW) region to attract employers, support entrepreneurs, and guide redevelopment in ways that strengthen the city's long-term fiscal and economic health.

The strategy is built on detailed analyses of Sachse's economy and demographics, peer benchmarking, corridor assessments, and targeted engagement with city leadership, the EDC Board, business owners, developers, and regional partners. The findings show that Sachse's strengths are significant: highly educated residents, high household incomes, and strong labor force participation, along with a diverse population and a large share of remote workers who bring professional skills to the community. These advantages position the city to attract higher-value industries and support more homegrown business activity.

At the same time, challenges are emerging. Limited undeveloped land means future growth will depend on thoughtful redevelopment of key corridors. The city's current mix of businesses is weighted toward local-serving sectors, which limits job opportunities for residents and constrains the tax base. Without a more intentional approach, Sachse will remain primarily a bedroom community in one of the most economically dynamic regions in the country.

This plan lays out a five-year path to address these issues. It identifies the sectors where Sachse can compete, outlines approaches to encourage small business and entrepreneurship, and recommends actions to strengthen the city's organizational capacity. It also provides guidance to align land use decisions, redevelopment efforts, and economic priorities so that each reinforces the others.

The goal is straightforward: help Sachse build a more balanced, resilient, and vibrant local economy. With clear direction and steady implementation, Sachse can translate its strong residential base into a broader range of jobs, services, and opportunities that support a complete community.



02 The Big Picture

A New Approach to Economic Development

Communities across the country are redefining economic development. Instead of focusing only on attracting companies, cities are aligning land use, workforce, quality of place, and business support to create stronger local economies. This wider view recognizes that economic progress grows from people, infrastructure, and places working together.

Sachse is part of this shift. The community's recent planning efforts—including the city's comprehensive plan, "Shaping Sachse"—show a desire to connect economic development with zoning decisions, redevelopment priorities, and long-term investments. This strategy builds on that foundation by helping the city take the next step toward a more complete community.

Sachse's Current Position

Sachse continues to grow, and the community's strong neighborhoods and high quality of life remain central strengths. At the same time, the pattern of growth is changing. With little undeveloped land remaining, future economic activity will depend on reinvestment in existing corridors. Retail alone cannot support the city's goals for jobs, services, and long-term fiscal stability. Ensuring space for employers, entrepreneurs, and small businesses will require a thoughtful approach to redevelopment.

Sachse's location within the Dallas-Fort Worth region is a significant advantage. Employers here can draw from both Dallas County and Collin County labor markets. Many residents already work in high-value sectors, often for companies located elsewhere in the region. The question now is how to convert these regional and local strengths into more jobs and economic activity within the city.

To do this effectively, Sachse will need coordinated decisions about land use, redevelopment, business recruitment, and how the city presents itself to the market. Without greater alignment, the city may continue to see residential growth without the corresponding growth in jobs and services that support a complete community.



Community Strengths

Sachse brings several strengths to this work. The city has a highly educated population, with nearly half of adults holding a bachelor's degree. Household incomes and labor force participation are high. The community is family-oriented, supported by strong schools and a reputation for safety. Sachse's residents are also diverse, including a significant foreign-born population. In addition, remote work is common, suggesting a base of professionals with skills that match a range of high-value sectors.

These strengths provide a foundation for attracting more diverse industries, including professional services, technology, and healthcare, and for supporting homegrown business activity.

Why Action Is Needed

Even with these advantages, Sachse's local economy has not kept pace with its residential growth. The city has a limited presence of traded industries, and many residents travel to other communities for employment and services. Key corridors are increasingly important to Sachse's economic future, yet current development patterns are not fully aligned with long-term economic goals.

This strategy aims to shift that trajectory. The goal is to help Sachse evolve from a community defined mainly by residential growth into a more complete local economy, one that supports employers and entrepreneurs and offers residents more of what they need close to home.



03 Our Engagement: What We Did

This strategy is grounded in a clear understanding of Sachse's economy and informed by the people who know the community best. CivicSol began the work with a comprehensive review of Sachse's demographic and economic trends, evaluating more than 50 indicators related to talent, prosperity, livability, and competitiveness within the Dallas-Fort Worth region. To place these findings in context, we benchmarked Sachse against peer communities, including Richardson, Rowlett, Wylie, Rockwall, Royse City, Farmers Branch, Celina, Murphy, Anna, and Princeton, as well as against regional and state measures. This helped clarify where Sachse is well-positioned and where additional focus could support a more complete local economy.

We also assessed target industry clusters to identify the sectors most aligned with Sachse's resident workforce and the region's economic strengths. A review of peer economic development organizations provided insight into how staffing, programming, and governance can support effective implementation. In parallel, we evaluated key commercial corridors and redevelopment opportunities to ensure that economic development priorities and land use decisions reinforce one another.

Community input played an important role throughout the process. Sachse City Council, the Economic Development Corporation Board, and staff helped establish priorities early in the project, and a Steering Committee provided ongoing guidance as the research progressed. Public input sessions from the Shaping Sachse comprehensive planning process provided a thorough foundation of community feedback and insights, upon which this engagement was built. In both Shaping Sachse outreach and engagement for this strategy, interviews with local business owners, developers, civic partners, and regional organizations added practical insight into Sachse's market conditions, investment barriers, and opportunities that may not appear in data alone. These conversations helped validate the analysis and highlighted areas where targeted action could make a meaningful difference.

Taken together, the research and engagement produced a clear picture of Sachse's economic position and the decisions ahead. The strategy reflects both the facts of the market and the perspectives shared by the community, creating a foundation for the city's next phase of growth.



SACHSE BY THE NUMBERS

The data provides a clear picture of Sachse's current position. This is a well-educated, diverse, and fast-growing community with strong household incomes and a significant share of residents working in professional fields. At the same time, the local economy is smaller and less diversified than the community's profile would suggest. Understanding these dynamics is essential to shaping a more complete local economy.

- 48% of residents hold a bachelor's degree or higher.
- Median household income is \$126,000, more than 50% above the DFW average.
- 54% of residents identify as people of color, reflecting meaningful demographic diversity.
- 25% of residents work remotely, signaling a strong base of professional talent.
- 1 in 10 local jobs are in traded sectors, compared with 1 in 5 regionally.
- \$1.1B in Gross Regional Product lags peer suburbs.
- 49% of renters are cost-burdened, indicating affordability pressure.
- Population growth has been 2.5 times faster than Texas's in recent years.

Source: U.S. American Community Survey 2023; Lightcast 2024



What the Data Shows

Sachse enters this planning effort with significant advantages: highly educated residents, strong household incomes, a family-oriented community identity, and proximity to one of the most dynamic metropolitan regions in the country. These strengths reflect a strong foundation but have not yet produced a local economy that matches the community's skills or expectations.

The core challenge is how to turn demographic strength into economic strength. With limited undeveloped land, future growth will depend on the quality of redevelopment along key corridors and on aligning land use decisions with economic priorities. Retail-driven development patterns will not be enough to support long-term fiscal stability or broaden the range of jobs and services available locally.

Sachse also has an opportunity to better connect its resident talent to local economic activity. A large share of residents already work in the high-value sectors the city seeks to attract. Many work remotely or for employers located elsewhere in the region. Creating spaces and conditions that support small businesses and professional services, as well as flexible work environments, can help anchor more of this talent locally.

Redevelopment, corridor planning, and housing diversity all play a role. Corridors such as 5th Street, PGBT, and Highway 78 represent the city's primary locations for new commercial activity. Ensuring that these areas can support a mix of uses (office, services, missing middle housing options) is central to building a more complete community.

The insights that follow summarize what the data and engagement reveal about Sachse's strengths and challenges. They provide the foundation for the strategies and actions that make up this plan.

04 Discovery Insights



*“We’re proud
of what we’ve
built, and
we’re ready
to take the
next step.”*



1. Growing Fast, but Growing Complete?

Sachse's population is booming, but economic development cannot be driven only by residential growth.

Sachse is one of the fastest-growing cities in North Texas. Its population has expanded two-and-a-half times faster than Texas and more than five times faster than the nation in recent years. The community's diversity, with 54% of residents identifying as people of color and a significant foreign-born population, reflects a dynamic and changing city. Families continue to choose Sachse for its strong schools, safe neighborhoods, and convenient regional access.

Residential growth, however, has outpaced the local economy. Sachse's gross regional product is approximately \$1.1 billion, which is smaller than that of peer suburbs with similar population growth. The share of local jobs in traded sectors is lower than regional benchmarks, and many residents continue to work for employers located elsewhere. As

a result, the city captures less of the region's economic activity than its demographic profile would suggest.

This gap between population growth and local economic development highlights an important opportunity. Sachse has the strengths needed to support a more complete local economy, including a highly educated workforce, strong household incomes, and a broad range of professional skills among residents. The next step is to build on these strengths so that more of the region's investment, business activity, and jobs land within the city.

As one stakeholder noted, "We're proud of what we've built, and we're ready to take the next step."

“Strategic business recruitment, not opportunistic growth, will position Sachse to thrive.”



2. Talent Is Here. Jobs Must Follow.

Sachse is home to a highly educated, high-earning population, but job opportunities within the city don't match resident skills.

Sachse has a highly educated and professionally skilled population. Forty-eight percent of residents hold a bachelor's degree or higher, and median household incomes exceed \$126,000. Personal earnings are strong as well, placing Sachse among the more affluent and well-credentialed communities in the region. Many residents work in fields such as finance, technology, professional services, and healthcare, occupations that contribute significantly to the region's economy.

The local job base, however, does not reflect this talent profile. Most employment within the city is concentrated in local-serving sectors, while many residents commute to Plano, Richardson, Dallas, and other nearby centers of professional activity. One in four residents works remotely, which indicates a substantial base of knowledge-economy workers whose skills align with traded sectors, even if their jobs are currently located elsewhere.

This mismatch between resident skills and local employment highlights an opportunity for Sachse. The city has the human capital to support a stronger presence of professional services, medical offices, and other knowledge-based firms, but it lacks the office space, business environments, and targeted recruitment needed to attract these employers. Flexible workspaces, corridor redevelopment, and a focused recruitment strategy can help translate resident talent into local economic activity.

Aligning job creation with the skills already present in the community offers a clear path toward a more complete local economy.

As one stakeholder noted, "Strategic business recruitment, not opportunistic growth, will position Sachse to thrive."

“Rebalancing toward export-oriented industries is part of building a stronger and more sustainable economy.”



3. An Economy Undersized and Vulnerable.

Sachse's heavy reliance on local-serving sectors leaves it less resilient and unable to capture regional momentum.

Sachse's economy is smaller and less diversified than the region's overall growth would suggest. Only 1 in 10 local jobs is in a traded or export-oriented sector, compared with 1 in 5 jobs regionally. Traded sectors matter because they bring outside dollars into a community, support higher-wage employment, and create broader economic spillover effects. For example, adding one job in software development or finance generates approximately 2.4 additional jobs in the local economy through multiplier effects. While Dallas and Collin Counties have developed strong clusters in finance, software development, professional services, and advanced manufacturing, Sachse has captured only a small share of this activity.

This limited presence of traded industries shapes the city's economic performance. Sachse's gross regional product trails peer communities not only in overall size but also in productivity, which is a measure of economic value created per

job. Employment in creative and professional occupations has grown more slowly than in nearby cities, and the local tax base remains heavily dependent on residential property. A stronger mix of commercial activity would provide more stability and help fund the services and infrastructure the community expects.

Diversifying into traded sectors is essential for long-term economic resilience. Industries such as finance and business services, healthcare, and technology continue to grow across North Texas and offer strong wages and career pathways. Even modest gains in these sectors would strengthen the city's fiscal position, expand opportunities for residents, and reduce vulnerability to shifts in local consumer spending.

As one stakeholder noted, "Rebalancing toward export-oriented industries is part of building a stronger and more sustainable economy."

“Sachse’s future depends on reimagining its corridors and centers as places that blend commerce, housing, and placemaking.”



4. **Redevelopment Is Economic Development.**

With limited undeveloped land, Sachse's future depends on reimagining its corridors as places for business, housing, and community.

Sachse has very little undeveloped land remaining, which means the city's future growth will come through redevelopment rather than traditional greenfield development. This shifts the focus of economic development toward reimagining existing corridors as places that can support business activity, housing, and community amenities. Corridors such as 5th Street, the PGBT area, and Highway 78 represent the city's most important opportunities to create mixed-use environments that bring jobs, services, and gathering places closer to home.

Redevelopment is not simply a land use exercise. It is an economic strategy that can help attract professional firms, support small businesses, and create the flexible office and commercial spaces that align with the skills of Sachse's workforce. Stakeholders emphasized that future redevelopment should be guided by a clear vision that connects land use, zoning,

infrastructure, and business attraction. The city will benefit from directing investment toward projects that support employment density, encourage walkability, and align with the goals outlined in Shaping Sachse.

Housing diversity is also central to this effort. Without a broader mix of attainable rental and ownership options, Sachse will find it difficult to retain younger workers, support service-sector employees, or create pathways for entrepreneurs who want to live and work locally. These housing needs are economic needs as well: A complete local economy requires a range of housing choices that allow people at different stages of life and career to stay in the community.

As one stakeholder observed, "Sachse's future depends on reimagining its corridors and centers as places that blend commerce, housing, and placemaking."

“Sachse’s well-educated, professional resident base represents an untapped economic engine if more could work closer to home or start local enterprises.”



5. Remote Work Is a Hidden Economy.

One in four Sachse residents works remotely, demonstrating an untapped opportunity to anchor knowledge workers locally.

Remote work plays a significant role in Sachse's economy. A quarter of residents work remotely, a concentration well above regional and national averages. Many of these workers are employed in high-wage fields such as technology, finance, and professional services. Although their jobs are located elsewhere, their skills, networks, and earning power are part of the community. Today, however, much of this activity is disconnected from Sachse's local economy.

Remote workers represent an opportunity to strengthen the city's economic base. Creating places and programs that support professionals who work from home can help anchor more economic activity locally. Flexible workspaces, small-scale office options, and entrepreneur support programs can provide the environments remote workers need but may not have in their homes. Local networking opportunities, business development resources, and accessible meeting spaces can encourage professionals to build connections and invest more of their work lives in the community.

Corridor redevelopment also plays a role. Mixed-use areas with cafes, shared workspaces, and walkable amenities can give remote workers places to work and gather, turning virtual commutes into local spending and activity. These amenities support entrepreneurs as well, helping convert residents with professional expertise into founders and small business owners.

Stakeholders emphasized that this is also a storytelling opportunity. Sachse can position itself as a community where remote professionals can thrive, a place that combines access to the Dallas-Fort Worth market with the quality of life that attracts and retains talent.

As one stakeholder noted, "Sachse's well-educated, professional resident base represents an untapped economic engine if more could work closer to home or start local enterprises."

“Few cities in the region are ready to say, ‘Send us companies in the sectors we’re built for.’ Sachse can be one of them.”



6. Small Town, Big Opportunity.

Sachse's family-friendly character and regional proximity are competitive advantages ... if the city can tell its story.

Sachse's identity as a family-oriented community is one of its greatest strengths. Residents value the city's strong schools, safe neighborhoods, and sense of stability. These qualities have shaped Sachse's reputation for many years and remain central to why people choose to live here. At the same time, stakeholders noted that the city's story is broader than its traditional image. Sachse is diverse, well-educated, and strategically located within the Dallas-Fort Worth region. These attributes position the community for more economic activity than it currently captures.

Proximity to the region's major employment centers is a significant advantage. Sachse offers access to a large and skilled workforce, regional transportation networks, and a broad consumer base, while providing a quality of life that appeals to families and professionals. For companies looking to establish a presence in the region, Sachse can offer space, access, and predictability. For remote workers and

entrepreneurs, the city provides a suburban environment with easy connections to a major metropolitan area.

To take full advantage of these strengths, Sachse will need to refine how it presents itself to businesses, developers, and talent. Effective storytelling can help the city communicate its value, its target sectors, and the types of opportunities it aims to attract. This includes developing clear messages about Sachse's strengths, aligning those messages with its priority industries, and promoting key corridors as locations ready for investment. Partnerships with regional organizations, chambers, and industry groups can further amplify the city's presence in site selection and business recruitment efforts.

As one stakeholder put it, "Few cities in the region are ready to say, 'Send us companies in the sectors we're built for.' Sachse can be one of them."

*“A lack of
attainable
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7. The Missing Middle.

A complete local economy requires workers at every income level. Without attainable housing, those workers simply cannot live close to where employers and businesses need them.

Sachse's housing market is balanced for homeowners but constrained for renters and households seeking entry-level options. Median home values are competitive within the region, and only 1 in 5 homeowners is cost-burdened, which is well below state and national averages. In contrast, nearly half of Sachse renters spend more than 30% of their income on housing, and median rent is nearly 20% higher than the DFW average. These conditions signal a limited supply of rental and attainable ownership options.

This imbalance affects more than housing choice; it influences who can live in Sachse and who can participate in the local economy. Service workers, young professionals, teachers, medical assistants, and early-career employees (the workers who support small businesses and fill critical roles in the regional economy) face limited options in the city. Entrepreneurs and remote workers who want to start locally often struggle to find housing that fits their budget or stage of life. Over time, these patterns contribute to a community that is older, higher-income, and less economically diverse than the region around it.

Stakeholders emphasized that housing diversity is not separate from economic development. A broader range of attainable housing options helps local employers hire and retain workers, supports small business growth, and strengthens the customer base needed for corridor revitalization. Without these options, Sachse risks losing out on the very workers and entrepreneurs the city hopes to attract.

Expanding the "missing middle," which includes townhomes, small multifamily buildings, and mixed-use projects, can help fill this gap. These housing types offer attainable price points while fitting the scale and character of Sachse's neighborhoods. Corridor redevelopment presents an opportunity to introduce these options in walkable, amenity-rich settings. Aligning land use regulations with these goals can reduce barriers and help the market respond to community needs.

As one stakeholder noted, "A lack of attainable housing limits who can live and work in the city."

“Shaping Sachse presents an opportunity to connect land use, infrastructure, and zoning decisions with the city’s economic goals.”



8. Shaping Sachse Sets the Stage.

**The comprehensive plan provides a strong foundation.
Now economic development must build on it.**

Shaping Sachse, the city's comprehensive plan, gives Sachse a strong foundation for managing growth. The plan outlines a clear vision for land use, mobility, community character, and redevelopment opportunities. It identifies catalyst areas, supports mixed-use development, and includes urban design guidance that reflects best practices. Stakeholders consistently highlighted the comprehensive plan as a strength and viewed it as essential to guiding future investment.

The opportunity now is to connect this vision directly to economic development goals. Redevelopment, business recruitment, and sector targeting all depend on how land is used and where the city directs infrastructure and zoning decisions. Mixed-use nodes, walkable corridors, and high-quality public spaces are not only planning concepts; they create the conditions that support small businesses, attract professional firms, and strengthen the city's tax base. For Sachse, aligning economic development with land use is central to developing a more complete local economy.

Stakeholders emphasized that this alignment must be ongoing and intentional. As redevelopment proposals emerge and infrastructure investments are considered, economic development should play a clear role in shaping priorities. Decisions about where and how the city grows will influence which sectors locate here, how corridors evolve, and what opportunities are available to residents.

This strategic plan builds on Shaping Sachse by adding the economic lens needed for implementation. It defines target sectors, identifies corridor opportunities, and outlines recruitment tools that complement the comprehensive plan's physical framework. Together, the two plans provide a coordinated approach to guiding Sachse's growth.

As one stakeholder noted, "Shaping Sachse presents an opportunity to connect land use, infrastructure, and zoning decisions with the city's economic goals."

“Sachse can leverage streets and public spaces as economic development tools, investing in design that signals quality, creates identity, and attracts private investment.”



9. Place Matters.

Corridors aren't just infrastructure. They're economic development strategy, and Sachse must design them to compete.

Sachse's key corridors—5th Street, the PGBT area, and Highway 78—are more than transportation routes. They are the places where future business activity, housing options, and community identity will take shape. These corridors represent Sachse's primary opportunities to create environments that attract investment and support a more complete local economy. Their success will depend on intentional design, coordinated planning, and clear direction about the kinds of uses the city wants to encourage.

Corridors do not generate economic value on their own. Businesses, developers, and residents respond to signals about quality, usability, and long-term vision. Streetscape improvements, gateway treatments, wayfinding, and public realm enhancements contribute to a sense of place that helps professional firms, medical offices, and growing companies feel confident investing in a location. These design elements also support walkability and create destinations that strengthen community life.

Sachse has already taken important steps, particularly along 5th Street, where

infrastructure investments have prepared the area for new activity. The next phase is to turn these improvements into distinctive places. That includes creating mixed-use nodes with opportunities for office, retail, and housing; providing flexible spaces that accommodate professional services and innovation-oriented uses; and developing public spaces that support community gathering and reinforce corridor identity.

Stakeholders emphasized that each corridor should have a clear purpose and character. For example, 5th Street has the potential to evolve into a small-scale innovation district, PGBT can support professional and medical offices, and Highway 78 can strengthen its role as a local commercial hub. These identities help guide investment decisions and position Sachse more clearly within the regional market.

As one assessment noted, "Sachse can leverage streets and public spaces as economic development tools, investing in design that signals quality, creates identity, and attracts private investment."

“Strategic business recruitment, not opportunistic growth, will position Sachse to thrive.”



10. Focus Wins.

To build a competitive advantage, Sachse must go all-in on knowledge economy sectors, from professional services and technology to healthcare and entrepreneurship.

Sachse's greatest economic opportunity lies in the knowledge economy. Professional services, technology, healthcare, and entrepreneurship are the sectors that drive growth across Dallas and Collin Counties. They offer higher wages, greater resilience, and strong multiplier effects. These are also the sectors most closely aligned with Sachse's residents. Nearly half of the community holds a bachelor's degree, a quarter work remotely, and household incomes exceed regional averages. The talent is already here.

What is missing is a clear and sustained focus on attracting and supporting the industries that match these strengths. Today, Sachse has only a limited presence in professional and technical fields. Many residents work in these sectors, but their jobs, employers, and spending power remain outside the city. Without a more intentional approach, Sachse will continue to play a smaller role in the region's economic growth than its workforce suggests.

This is also where stakeholders voiced a concern: The city has identified opportunities before, but progress has been limited. The issue has not been the quality of ideas, but the lack of consistent direction, coordinated implementation, and sector-specific focus. Successful communities choose a small set of priorities and pursue them consistently. They align land use decisions, corridor strategies, marketing, incentives, and organizational capacity around those priorities. That alignment is what turns strategy into results.

For Sachse, focus means committing to sectors where the city has the strongest competitive position. Professional services firms, including finance, accounting, consulting, and architecture, need educated workforces and flexible office space. Technology and software companies are increasingly open to hybrid locations outside major urban cores. Healthcare providers and medical offices can build on existing anchors and meet growing regional demand. Entrepreneurship can convert remote workers and seasoned professionals into local founders.

Corridors play an essential role in this focus. 5th Street can support small-scale innovation and entrepreneurship. The PGBT area can accommodate professional services and medical offices. Highway 78 can strengthen its role as a local commercial hub. Aligning land use, zoning, and infrastructure decisions with these sector needs provides clarity for developers and predictability for businesses.

Targeting the right sectors and building the environment they require is not scattershot economic development. It is a disciplined approach that gives Sachse competitive differentiation within the region. As one stakeholder put it, "Strategic business recruitment, not opportunistic growth, will position Sachse to thrive."



FROM INSIGHTS TO ACTION

The insights make clear that doing nothing is not a neutral choice. Sachse has the strengths needed to shape a more complete local economy: an educated and diverse population, strong household incomes, and a location within one of the fastest-growing metropolitan regions in the country. At the same time, the local economy has not grown at the same pace as the community itself. Turning these demographic advantages into economic opportunity will require focus and coordinated action.

The strategic framework that follows builds on what we heard from stakeholders and what the data shows about Sachse's position in the region. Each goal addresses a core element of the city's economic future: developing a stronger mix of traded-sector businesses, supporting entrepreneurship, strengthening partnerships, guiding redevelopment along key corridors, and presenting Sachse's story more clearly to the market.

Together, these goals offer a practical and focused path forward. They are designed to help Sachse build a more balanced and resilient economy, one that supports local employers, creates opportunities for residents, and reinforces the qualities that make the community a desirable place to live.

05

Strategic Plan

Elements of the Strategy

A Strategic Plan Rooted in Community Voice and Designed for Action

Vision: A preferred future

Goals: Desired outcomes

Strategies: How we activate and measure impact

Actions: Steps, resources, partners

A Framework for Sachse's Future

This strategic framework is the heart of Sachse's economic development plan. It is the roadmap that translates insights into action, aspirations into outcomes, and community voice into measurable progress. It represents the synthesis of eight months of research, engagement, and collaboration, distilled into a focused set of priorities that will guide economic development over the next five years.

The framework is built on five interconnected goals, each addressing a critical dimension of economic competitiveness. These goals aren't isolated priorities; they work together to create a complete economic ecosystem. Growing a vibrant traded economy requires entrepreneurship and innovation support. Building strong partnerships depends on effective storytelling and marketing. Creating destination corridors demands both placemaking investment and business recruitment. Each goal reinforces the others, creating a multiplier effect that accelerates impact.

What makes this framework actionable is its structure. Every goal includes clear strategies, laying out the specific approaches Sachse will take to achieve desired outcomes. Those strategies are supported by concrete actions, with defined steps, resource requirements, and partner responsibilities. This isn't aspirational language; it's a blueprint for implementation. The framework also includes metrics and milestones, ensuring accountability and enabling course correction as Sachse learns and adapts.

Most importantly, this framework is grounded in Sachse's unique context. It reflects the city's values, builds on its assets, and responds to its challenges. It's not a generic economic development playbook. It's a strategy designed specifically for Sachse, by Sachse stakeholders, with Sachse's future in mind. The vision that follows captures that specificity, positioning Sachse not as a copycat of other cities, but as a community with its own distinct identity and competitive advantage in North Texas.



Vision Statement

SACHSE — THE COMPLETE COMMUNITY.

Close to everything. Connected to what matters. Centered on opportunity.

Leading North Texas's next chapter: one that turns talent into jobs, corridors into destinations, and proximity into prosperity.

GOALS



Goal 1:

A Vibrant, Diverse Economy.

We will diversify our economy by attracting high-value investment that creates family-supporting jobs and expands the city's long-term fiscal strength.



Goal 2:

Innovation Built Local.

We will unlock the power of our people by cultivating entrepreneurs, fueling small business growth, and anchoring remote workers to transform resident talent into local prosperity.



Goal 3:

Partnerships That Multiply Impact.

We will leverage strategic partnerships to amplify our voice, expand opportunity pipelines, and compete at a regional scale.



Goal 4:

Placemaking That Works.

We will reimagine key corridors as mixed-use destinations, where placemaking and redevelopment become the drivers of our economic strategy.



Goal 5:

A Story Worth Telling.

We will position Sachse as North Texas's complete community, building the brand that attracts investment and talent alike.



WHAT'S SUCCESS?

We will know our strategy is working when:

Businesses Are Growing and Investing Here.

Companies in traded sectors are choosing Sachse: relocating, expanding, and creating quality jobs that strengthen the local economy and fiscal base.

Entrepreneurs and Small Businesses Are Thriving.

New businesses are launching, remote workers are anchoring locally, and corridors are activating with innovation spaces, local retail, and entrepreneurial energy.

Corridors Are Transforming.

Regional collaborations are opening doors and connecting Sachse to workforce pipelines, sector opportunities, and shared resources that amplify impact beyond what the city can do alone.

Partnerships Are Delivering Results.

Regional collaborations are opening doors and connecting Sachse to workforce pipelines, sector opportunities, and shared resources that amplify impact beyond what the city can do alone.

Sachse's Story Is Resonating.

Businesses, developers, and talent recognize Sachse as a complete community, a place where small-town character meets big-market opportunity, and where proximity turns into prosperity.

GOAL 1: A VIBRANT, DIVERSE ECONOMY

We will diversify our economy by attracting high-value investment that creates family-supporting jobs and expands the city's long-term fiscal strength.

Why It Matters

Sachse's economy is fundamentally imbalanced. Only 1 in 10 local jobs are in traded or export-oriented sectors compared to 1 in 5 regionally. This over-reliance on local-serving businesses leaves Sachse economically vulnerable, fiscally constrained, and unable to capture its fair share of North Texas's growth. Traded sectors bring outside dollars, create higher-wage jobs, and generate multiplier effects that support the entire local economy. Dallas and Collin Counties have built robust clusters in finance, software, professional services, and advanced manufacturing, yet Sachse has barely participated. Without rebalancing toward traded sectors, Sachse will remain a bedroom community with an undersized economy, missing the tax base, career opportunities, and economic resilience that come from export-oriented growth.





Strategies

- 1.1** Attract professional services firms in finance, accounting, consulting, and architecture to leverage Sachse's educated workforce and create quality employment.
- 1.2** Position Sachse as a destination for technology and software firms.
- 1.3** Build a medical and health services innovation cluster around existing healthcare assets.
- 1.4** Coordinate sites, corridors, and commercial real estate to support traded sector recruitment, making business attraction central to redevelopment and land use decisions.
- 1.5** Deploy a targeted, modern incentives framework that accelerates high-value investment.



SECTOR	EXAMPLE EMPLOYERS	WHY IT MATTERS	CURRENT STRENGTHS
Professional Services	PwC; CBRE Group; Capital One	Among the fastest-growing sectors in North Texas, offering high wages, daytime employment, and resilience across economic cycles. These firms span finance, accounting, consulting, and architecture—creating diverse entry points for business attraction.	48% of Sachse residents hold bachelor's degrees, with median incomes 50% above the DFW average; a highly educated workforce ready for knowledge economy jobs; proximity to Dallas-Fort Worth business networks
Technology & Software	AT&T; Texas Instruments; Sabre Corporation	The region's most dynamic growth engine with wages averaging \$130K+. Sachse currently has minimal presence in this sector, but even modest wins would yield outsized returns given the concentration of remote tech workers already living in the city.	25% of residents work remotely—double the Texas average; a hidden innovation economy that could be anchored locally with co-working space and targeted recruitment; strong broadband infrastructure
Healthcare & Medical Services	UT Southwestern Medical Center; Parkland Health & Hospital System	One of the most stable, high-wage sectors providing direct employment and support for local retail. Healthcare is recession-resistant and supports aging demographics while creating a visible community identity as a health and wellness hub.	Anchored by HCA hospital and nearby medical offices; strategic location on PGBT corridor for medical office development; affluent demographics support specialty care and wellness services
Entrepreneurship & Innovation	Synterra Technologies, Inc.; Blackland Technologies	Small businesses and entrepreneurs drive authentic economic development—creating jobs, activating corridors, building community wealth, and converting Sachse's remote workers into local business founders. Entrepreneurship creates resilience through diversification.	25% remote worker rate represents untapped entrepreneurial talent; an educated, experienced workforce with industry knowledge; small-town character that supports local business culture and community connection

Strategy 1.1

Attract professional services firms in finance, accounting, consulting, and architecture to leverage Sachse's educated workforce and create quality employment.

Why it Matters

Professional services are among the fastest-growing sectors in North Texas, offering high wages, daytime employment, and resilience across economic cycles. These firms span everything from CPA offices to consulting, design, and financial advising, creating diverse entry points for business attraction. With nearly half of Sachse residents holding bachelor's degrees and median incomes 50% above the DFW average, the city has the workforce these firms need. Yet most Sachse professionals commute elsewhere for work, exporting their talent and spending power. Attracting even a modest number of professional services firms would create local career pathways, strengthen the fiscal base, and support the retail and restaurant sector by adding daytime traffic to corridors.

What's Needed?

- Develop a target list of small- and mid-sized professional services firms in finance, accounting, consulting, marketing, and architecture within the DFW region.
 - Focuses outreach on firms most likely to relocate or expand into Sachse's market.
- Create a professional services recruitment package that highlights Sachse's educated workforce, affordability relative to urban centers, and proximity to major employment hubs.
 - Positions Sachse as a strategic choice for firms seeking North Texas access without downtown costs.
- Tailor Business Retention and Expansion (BRE) programs and incentive structures to small professional firms, emphasizing flexibility, speed, and job creation alignment.
 - Makes Sachse competitive for firms that prioritize ease of doing business over large-scale incentives.
- Identify flex office and professional hub opportunities in key corridors where firms can locate with turnkey space and proximity to amenities.
 - Provides the physical infrastructure professional services firms require: modern office space in accessible locations.
- Partner with regional chambers, site selectors, and industry associations to amplify Sachse's visibility among professional services decision-makers.
 - Expands reach beyond direct outreach, plugging Sachse into regional opportunity pipelines.

Strategy 1.2

Position Sachse as a destination for technology and software firms.

Why it Matters

Software and digital industries are the region's most dynamic growth engines, with average wages exceeding \$130,000. Sachse currently has virtually no presence in this sector, but even modest wins would yield outsized returns. One-quarter of Sachse residents work remotely, many in technology and knowledge jobs, representing a hidden innovation economy waiting to be anchored locally. The region imports \$8.3 billion in software services annually, signaling massive demand. By positioning itself as a location for hybrid offices, remote-first teams, and digital service providers, Sachse can capture part of this growth while supporting resident talent and building a foundation for future tech ecosystem development.

What's Needed?

- Market Sachse as a hybrid office location for technology firms seeking North Texas proximity, access to talent, and lower costs than urban centers.
 - Differentiates Sachse in a crowded market by emphasizing value, location, and workforce quality.
- Identify and promote available office space suitable for tech teams—prioritizing modern, flexible environments in corridors with quality-of-life amenities.
 - Removes barriers to entry by showcasing ready-to-occupy space that meets tech sector expectations.
- Build relationships with regional tech ecosystems, incubators, and co-working operators to position Sachse as a tech-friendly suburb.
 - Establishes credibility and visibility within networks that influence location decisions.
- Highlight Sachse's remote worker concentration and educated workforce in marketing materials to tech recruiters and site selectors.
 - Leverages existing resident talent as a competitive advantage that reduces recruitment and retention costs for employers.
- Create a streamlined permitting and approval process for tech office conversions and tenant improvements.
 - Signals that Sachse values speed and responsiveness—critical factors for fast-moving tech firms.



Strategy 1.3

Build a medical and health services innovation cluster around existing healthcare assets.

Why it Matters

Sachse has an existing hospital and nearby medical offices, natural anchors for a broader health services cluster. Healthcare is one of the most stable, high-wage sectors in the economy, providing both direct employment and support for local retail and services. Expanding Sachse's medical presence could include primary care physicians, specialty practices, dental offices, physical therapy centers, and medtech suppliers or manufacturers. This isn't just about healthcare jobs; it's about building a sector ecosystem that attracts complementary businesses, supports aging demographics, and creates a visible identity for Sachse as a health and wellness hub in North Texas.

What's Needed?

- Map existing healthcare assets in and near Sachse—including hospitals, clinics, and medical offices—to identify gaps and growth opportunities.
 - Establishes baseline understanding of current capacity and areas for strategic expansion.
- Recruit physicians, dentists, and therapy practices through targeted outreach to medical groups seeking North Texas locations.
 - Fills service gaps while building employment and drawing patients from surrounding areas.
- Engage medtech manufacturers and suppliers on opportunities to locate near healthcare anchors to create supply chain efficiencies.
 - Builds a more complete cluster that goes beyond patient care to include related industries.
- Evaluate existing zoning and form-based code to ensure the regulatory framework is enabling, and not creating barriers (i.e., special use permits required a condition of zoning; cumbersome architectural requirements) to healthcare development and missing-middle housing typologies that may create market demand for new desired commercial development or redevelopment.
 - Removes regulatory barriers and signals where health services growth is encouraged and supported.
- Partner with regional health systems and medical schools to explore clinic expansions, residency programs, or specialty care facilities.
 - Leverages institutional relationships to accelerate healthcare sector growth beyond individual practice recruitment.

Strategy 1.4

Coordinate sites, corridors, and commercial real estate to support traded sector recruitment, making business attraction central to redevelopment and land use decisions.

Why it Matters

Traded sector growth requires intentionality. Without alignment between incentives, available sites, and land use planning, business attraction becomes reactive and opportunistic rather than strategic. Sachse has limited undeveloped land, which means every redevelopment decision either advances or undermines economic development goals. Corridors like 5th Street, PGBT, and Highway 78 must be planned with traded sector needs in mind to provide the office space, flex buildings, and mixed-use environments that export-oriented firms require. Incentives must be targeted to sectors that align with community goals, and site readiness must be proactive, not reactive. This strategy ensures that Sachse's physical and policy infrastructure supports the economy it wants to build.

What's Needed?

- Develop a corridor-based site inventory that identifies which corridors and sites are best suited for professional services, tech offices, or medical facilities.
 - Enables a fast, efficient response to developers and economic development site selector inquiries.
- Update incentive policies to prioritize traded sector firms (professional services, technology and software, healthcare and medical services, entrepreneurship and innovation), job quality, and wage levels—moving beyond a focus on primarily retail-oriented incentives.
 - Signals that Sachse values high-value business growth and is willing to compete for it.
- Pursue strategic parcel acquisition opportunities in key corridors to give Sachse control over future development and the ability to shape outcomes.
 - Provides leverage to ensure redevelopment aligns with community vision rather than reacting to market forces alone.
- Establish regular coordination among economic development, planning, and public works to ensure infrastructure investments support business attraction priorities.
 - Breaks down silos and ensures alignment across departments toward shared economic development outcomes.



Strategy 1.5

Deploy a targeted, modern incentives framework that accelerates high-value investment.

Why it Matters

Incentives are a competitive necessity in North Texas, and every neighboring city uses them to attract businesses. But an effective incentive policy isn't about matching every offer or subsidizing any project. It's about using public investment strategically to attract businesses that deliver long-term value: high-wage jobs, export-oriented activity, and fiscal sustainability. Sachse's current incentive framework has primarily supported retail development, and now needs expansion to include tools that can compete for professional services, technology firms, and medical offices. Modern incentive frameworks prioritize job quality over quantity, reward companies that align with target sectors, and include performance standards that ensure accountability. They're also designed to be responsive, balancing necessary protections with processes that don't scare away the businesses Sachse wants to attract.

What's Needed?

- Revise incentive policies to prioritize traded sector firms, setting minimum wage thresholds and job quality standards that reflect strategic priorities.
 - Ensures public investment goes toward businesses that strengthen economic resilience rather than subsidizing low-wage or local-serving activity.
- Create a streamlined incentive application and approval process that balances accountability with responsiveness—reducing barriers for high-quality prospects.
 - Signals that Sachse is ready to compete without deterring businesses with overly complex requirements.
- Build an incentive toolkit with flexible options tailored to different business types and investment scales.
 - Provides multiple pathways to support businesses while maintaining alignment with strategic goals.
- Establish an annual incentive portfolio review process that tracks ROI, job creation outcomes, and the fiscal impact of all active agreements.
 - Creates transparency and accountability while providing data to refine future incentive decisions.
- Develop sector-specific incentive guides for professional services, healthcare, technology, and entrepreneurship that clearly communicate available support and eligibility criteria.
 - Makes incentives accessible and understandable to target businesses while demonstrating Sachse's commitment to priority sectors.



GOAL 1:

MEASURING IMPACT AND SUCCESS

Traded Sector Job Growth

Track the number and percentage of jobs in target traded sectors (professional services, technology/software, medical/health services) to measure progress toward economic diversification.

New Traded Sector Firms Attracted

Monitor the number of export-oriented businesses that locate or expand in Sachse annually, with particular attention to firm size, wage levels, and sector alignment.

Average Wage in Traded Sectors

Track average annual wages for jobs in target traded sectors to ensure business attraction efforts are delivering quality employment and fiscal impact.

Commercial Property Development in Target Corridors

Count new office, flex, and mixed-use developments in priority corridors (5th Street, PGBT, Highway 78) that can accommodate traded sector businesses.

BIG BET 2: INNOVATION BUILT LOCAL

We will unlock the power of our people: cultivating entrepreneurs, fueling small business growth, and anchoring remote workers to transform resident talent into local prosperity.

Why It Matters

Sachse's greatest untapped asset is its people. Twenty-five percent of residents work remotely—many in high-wage sectors like technology, finance, and professional services—yet their economic activity remains disconnected from the local community. At the same time, the city's educated, skilled residents represent a deep pool of potential entrepreneurs with the industry experience, professional networks, and capacity to build businesses locally. Small businesses and entrepreneurs drive authentic economic development: they create jobs, activate corridors, build community wealth, and shape local identity in ways that large corporate relocations never can. But entrepreneurship doesn't happen by accident. It requires intentional support: affordable space, access to capital, networking opportunities, and professional services. Without infrastructure that connects remote workers, supports small business formation, and makes Sachse a place where innovation happens, the city will continue to export its talent. This goal isn't about chasing large employers; it's about growing twenty great small companies instead of waiting for one big relocation, making Sachse a place where residents don't just live, but work, build, and invest.





Strategies

- 2.1 Create a physical innovation hub or co-working space to anchor remote workers, entrepreneurs, and startups in a central location.**
- 2.2 Launch targeted small business support programs that expand access to capital, mentorship, and business development resources.**
- 2.3 Build a connected entrepreneurship ecosystem that provides peer networks, celebrates local founders, and elevates Sachse's culture of innovation.**
- 2.4 Develop corridor-based small business strategies that integrate entrepreneurship support with redevelopment priorities in 5th Street, PGBT, and Highway 78.**
- 2.5 Provide concierge-level business navigation services that make starting and permitting a business in Sachse accessible and transparent.**

Strategy 2.1

Create a physical innovation hub or co-working space to anchor remote workers, entrepreneurs, and startups in a central location with shared resources and programming.

Why it Matters

Remote workers and entrepreneurs need more than home offices; they need places to connect, collaborate, and access resources that support business growth. A physical innovation hub provides infrastructure that converts isolated remote work into local economic activity, creating a visible center for innovation while offering flexible workspace for startups. For Sachse, an innovation hub could serve as a catalyst, particularly in redevelopment corridors like 5th Street, creating a tangible asset that signals commitment to local business formation. Even a modest facility with 20-30 workspaces can generate significant impact by anchoring a community of entrepreneurs, hosting events, and serving as a visible symbol of economic opportunity.

What's Needed?

- Identify a location for the innovation hub, prioritizing high-visibility sites in redevelopment corridors (such as 5th Street) or downtown areas with nearby amenities.
 - Ensures the hub is accessible, visible, and integrated into areas targeted for economic revitalization.
- Develop a business plan that identifies the key purposes of the hub, i.e., co-working space, potential fee structure, professional support services, and EDC staffing and capacity needed to execute the plan.
 - Creates a self-sustaining facility that remains accessible to early-stage entrepreneurs while covering operating costs.
- Establish programming that includes business coaching, networking events, pitch competitions, skill-building workshops, and connections to regional entrepreneurship resources.
 - Transforms the hub from a passive workspace into an active ecosystem that accelerates business formation and growth.
- Partner with regional entrepreneurship organizations, small business development centers, and professional service providers to offer on-site resources and mentorship.
 - Leverages existing expertise and networks rather than building all capacity internally, increasing value for hub members.
- Launch a pilot with a small cohort of resident entrepreneurs and remote workers to test programming, refine operations, and build momentum before full-scale launch.
 - Reduces risk, demonstrates proof of concept, and creates early champions who can advocate for the hub's value.

Strategy 2.2

Launch targeted small business support programs that expand access to capital, mentorship, and business development resources.

Why it Matters

Many potential entrepreneurs never launch businesses, not because they lack ideas or skills, but because they lack access to capital, don't know how to navigate legal requirements, or can't afford professional services like accounting or marketing support. Small business support programs remove these barriers by connecting entrepreneurs to resources, mentorship, and funding opportunities. Programs can include microgrants, forgivable loans, or professional services vouchers that reduce startup costs. They can provide mentorship matching that pairs experienced business owners with first-time founders. These programs signal that Sachse is invested in local entrepreneurship, not just corporate recruitment, and create pathways for residents—especially women and people of color entrepreneurs who face higher barriers to capital—to start and grow businesses locally.

What's Needed?

- Create a micro-grant or forgivable loan program that provides seed capital for Sachse residents launching businesses, with priority for women- and minority-owned enterprises.
 - Addresses capital access barriers while centering equity and inclusive economic development.
- Establish an EDC small business support program that offers access to CPAs, attorneys, marketing consultants, and web developers for early-stage businesses.
 - Reduces startup costs and connects entrepreneurs to professional expertise that accelerates business formation.
- Launch a mentorship matching program that pairs experienced business owners with first-time entrepreneurs for one-on-one guidance and support.
 - Leverages existing business community expertise while creating relationships that strengthen Sachse's entrepreneurial ecosystem.
- Pilot a business plan competition or pitch event with cash prizes and in-kind services to incentivize business formation and celebrate local entrepreneurs.
 - Creates visibility for entrepreneurs, generates community excitement, and provides non-dilutive funding for winners.
- Develop partnerships with regional small business development centers, chambers, and lending institutions to expand resource access beyond what Sachse can provide internally.
 - Multiplies impact by connecting Sachse entrepreneurs to regional infrastructure and funding opportunities.

Strategy 2.3

Build a connected entrepreneurship ecosystem that provides peer networks, celebrates local founders, and elevates Sachse's culture of innovation.

Why it Matters

Entrepreneurs succeed when they're part of a community, when they can learn from peers, find collaborators, access mentors, and feel recognized for their contributions. Networking events, pitch competitions, and visibility programs create the social infrastructure that turns isolated business owners into a thriving ecosystem. Regular gatherings like founder meetups or quarterly pitch nights give entrepreneurs reasons to share challenges, build relationships, and learn from each other. These initiatives cost relatively little but generate significant impact by building community, creating peer learning opportunities, and making entrepreneurship visible and celebrated. For Sachse, building this ecosystem signals that entrepreneurship is central to economic development strategy and creates the cultural foundation that sustains long-term business formation.

What's Needed?

- Launch a recurring networking series (i.e., "Sachse Founders Forum" or "Entrepreneurs & Coffee") for local business owners, remote workers, and aspiring entrepreneurs.
 - Creates consistent touchpoints that build relationships, encourage peer learning, and strengthen Sachse's entrepreneurial community.
- Establish an annual "Sachse Entrepreneur Awards" that recognizes outstanding small businesses, startups, and business leaders across multiple categories.
 - Celebrates entrepreneurial success, builds community pride, and creates aspirational role models for future business owners.
- Create a "Sachse Entrepreneur Spotlight" program that features local business owners through social media, city communications, and local media partnerships.
 - Increases visibility for entrepreneurs, demonstrates city support for small businesses, and builds community awareness of local businesses.
- Develop a Sachse business directory or online platform that showcases local entrepreneurs, connects them to customers, and facilitates peer-to-peer networking.
 - Creates infrastructure for ongoing connection and supports local businesses by driving customer traffic.



Strategy 2.4

Develop corridor-based small business strategies that integrate entrepreneurship support with redevelopment priorities in 5th Street, PGBT, and Highway 78.

Why it Matters

Entrepreneurship and placemaking are inseparable. Small businesses activate corridors, create foot traffic, and make redevelopment areas feel vibrant and authentic. But entrepreneurs need affordable space, flexible lease terms, and supportive landlords, and these are conditions that don't always exist in market-rate developments. Corridor-based small business strategies ensure that entrepreneurship is central to redevelopment planning, not an afterthought. These strategies can include pop-up retail programs that allow entrepreneurs to test concepts in temporary spaces, facade improvement grants that help small businesses upgrade storefronts, or "starter space" programs that subsidize below-market rents for first-time business owners. By integrating small business support into corridor strategies, Sachse ensures that redevelopment serves economic development goals, creating authentic, locally owned commercial districts that strengthen community identity and build economic resilience.

What's Needed?

- Create a pop-up retail program in 5th Street or other priority corridors that allows entrepreneurs to test business concepts in temporary spaces with flexible, short-term leases.
 - Reduces risk for first-time business owners while activating vacant storefronts and generating foot traffic in redevelopment areas.
- Develop a "starter space" initiative that subsidizes below-market rents for local entrepreneurs in designated redevelopment corridors for their first 12-24 months.
 - Makes commercial space accessible to entrepreneurs who couldn't otherwise afford market-rate rents, seeding local ownership in key corridors.
- Work with property owners and developers to include flexible small business spaces in new mixed-use developments.
 - Ensures redevelopment projects include space types that work for small businesses, not just national chains or large tenants.
- Create a "local first" leasing program that gives Sachse-based entrepreneurs favorable terms when applying for commercial spaces in city-supported redevelopment projects.
 - Ensures that public investment in redevelopment directly benefits local entrepreneurs and builds community wealth.
- Integrate entrepreneurship programming (networking events, workshops, pitch nights) directly into corridor activation strategies, using redevelopment areas as gathering spaces.
 - Connects placemaking to economic development, making corridors both destinations and economic engines.

Strategy 2.5

Provide concierge-level business navigation services that make starting and permitting a business in Sachse accessible and transparent.

Why it Matters

Even great entrepreneurs struggle when they can't navigate permitting, licensing, and local regulations. Complex processes, unclear timelines, and fragmented information create barriers that prevent business formation—especially for first-time founders who lack experience with government systems. Concierge-level navigation services remove these barriers by making the startup process clear, accessible, and responsive. Cities that streamline permitting and provide hands-on support signal that they value entrepreneurship and are ready to support business growth. For Sachse, this means more than just efficiency—it's about creating a reputation as a business-friendly community where starting a business is straightforward rather than frustrating.

What's Needed?

- Create a "Start Your Business in Sachse" guide and online portal that consolidates all permitting, licensing, zoning, and registration requirements into a single, accessible resource.
 - Reduces confusion and provides entrepreneurs with a clear roadmap from concept to opening day.
- Establish an economic development business concierge service that provides personalized guidance for entrepreneurs navigating city processes, permits, and regulatory requirements.
 - Offers direct support that accelerates business formation and demonstrates Sachse's commitment to local entrepreneurs.
- Develop simplified permitting checklists and timelines for common business types (retail, restaurants, offices, home-based businesses) that clarify expectations and reduce surprises.
 - Makes the process predictable and transparent, reducing friction for business owners.
- Establish a cross-departmental "Start Your Business" support program that hosts monthly office hours where entrepreneurs can meet one-on-one with city staff to ask questions, review plans, and get guidance before formal applications. Partner with the Small Business Development Center (SBDC) or similar providers to deliver technical assistance.
 - Provides low-barrier access to expertise while catching potential issues early in the process.
- Conduct a biennial permitting process audit with input from recent business applicants to identify bottlenecks, inconsistencies, and opportunities for improvement.
 - Ensures continuous improvement and keeps Sachse responsive to entrepreneur needs.



GOAL 2:

MEASURING IMPACT AND SUCCESS

Small Business Formation Rate

Track the number of new businesses registered annually in Sachse, with particular attention to businesses launched by city residents and women-or minority-owned enterprises.

Entrepreneurship Program Participation

Measure engagement in small business support programs, including but not limited to grant recipients, mentorship matches, and pitch competition participants.

Corridor Small Business Activation

Count new locally owned businesses opening in priority redevelopment corridors (5th Street, PGBT, Highway 78) and measure their survival rates over time.

GOAL 3: PARTNERSHIPS THAT MULTIPLY IMPACT

We will leverage strategic partnerships to amplify our voice, expand opportunity pipelines, and compete at a regional scale.

Why It Matters

Sachse's size means it cannot compete regionally through incentives or infrastructure alone. As stakeholders repeatedly emphasized, "We have to act bigger than we are. That means partnering smartly, not doing everything ourselves." Sachse's strength will come from strategic collaboration with Garland and Wylie ISDs, Dallas College, Collin College, neighboring cities, regional chambers, workforce boards, and economic development organizations. Regional partnerships open doors that Sachse couldn't open alone: Workforce partnerships connect businesses to talent pipelines through Career and Technical Education (CTE) programs, apprenticeships, and training initiatives; chamber relationships position Sachse within regional business networks and site selection conversations; and collaborations with neighboring cities enable shared infrastructure investments, joint marketing efforts, and coordinated business attraction strategies. These partnerships multiply impact, leveraging collective resources to achieve outcomes no single jurisdiction could accomplish independently. But partnerships require intentionality. Without clear objectives, defined roles, and consistent engagement, collaborations become performative rather than productive. The city's leadership has already built meaningful regional relationships; the opportunity now is to formalize these connections, integrate them into economic development strategy, and leverage them to accelerate business attraction, workforce development, and corridor revitalization.





Strategies

- 3.1 Establish sector partnerships that support Sachse's target sectors, engaging Garland ISD, Wylie ISD, Dallas College, Collin College, and other institutions of higher learning, such as the University of Texas at Dallas.**
- 3.2 Strengthen state and regional economic development relationships to position Sachse as a destination for investment.**
- 3.3 Build relationships with neighboring cities for joint marketing and site selection efforts that benefit the entire subregion.**

Strategy 3.1

Establish sector partnerships that support Sachse's target sectors, engaging Garland ISD, Wylie ISD, Dallas College, Collin College, and other institutions of higher learning, such as the University of Texas at Dallas.

Why it Matters

Businesses won't locate in Sachse without confidence that they can find qualified workers. Workforce partnerships demonstrate to employers that Sachse can deliver talent not just because residents live here, but because training systems are aligned with industry needs. Garland ISD operates one of the most robust CTE programs in North Texas, with 96% of students meeting college, career, or military readiness criteria and over 250 program offerings spanning healthcare, cybersecurity, engineering, and skilled trades. By strengthening connections between ISD programs, community colleges, and Sachse's target sectors, the city can ensure that training pipelines feed local employment opportunities. Workforce partnerships also create a competitive advantage in business attraction: When Sachse can demonstrate established relationships with educational institutions and employer-aligned training programs, it becomes more attractive to companies evaluating North Texas locations.

What's Needed?

- Launch a Sachse Sector Partnership initiative that convenes quarterly meetings with Garland ISD, Wylie ISD, Dallas College, Collin College, other higher education institutions, target sector employers, and economic development staff—creating an employer advisory structure that aligns training programs, curriculum, and career pathways with Sachse's priority sectors.
 - Provides a consistent forum for coordination while ensuring training programs reflect real employer needs and industry evolution.
- Map existing CTE programs and community college offerings against Sachse's target sectors to identify alignment, gaps, and opportunities for new pathway development.
 - Establishes baseline understanding of where training pipelines exist and where strategic investments are needed.
- Develop employer-education partnerships that connect Sachse businesses to CTE programs, internships, apprenticeships, and curriculum development opportunities.
 - Creates talent pipelines for local businesses while ensuring training programs stay responsive to emerging technologies and skills needs.
- Create a "Sachse Career Pathways" initiative that actively markets local career opportunities to ISD students and Dallas College and Collin College graduates.
 - Converts workforce training into local employment by building bridges between education and opportunity.
- Pursue joint grant opportunities with educational partners for workforce development funding tied to priority sectors and career pathway expansion.
 - Leverages external funding to accelerate program development without relying solely on local resources.

Strategy 3.2

Strengthen state and regional economic development relationships to position Sachse as a destination for investment.

Why it Matters

Site selectors, business brokers, and corporate decision-makers operate through networks: regional chambers, economic development councils, and industry associations that funnel opportunities to communities perceived as competitive and engaged. If Sachse isn't visible in these networks, it won't be considered when opportunities arise. Regional chamber relationships position Sachse within DFW's business attraction infrastructure, providing early intelligence on corporate expansions, access to site selection consultants, and credibility with companies evaluating North Texas locations. Sachse's City Manager and leadership have already built strong regional relationships; the opportunity now is to formalize and sustain this momentum. Chamber partnerships amplify Sachse's voice in conversations about regional infrastructure and business attraction, while economic development partnerships with neighboring cities create opportunities for collaborative marketing and shared resources that multiply impact.

What's Needed?

- Establish active memberships and assign dedicated staff liaisons to Dallas Regional Chamber, Collin County chambers, North Texas Council of Governments (NTCOG) economic development programs, and other relevant regional organizations.
 - Ensures Sachse has a consistent presence in regional business networks and access to opportunity pipelines.
- Assign dedicated staff responsibility for chamber and regional economic development engagement, with clear objectives for business leads generated and partnerships established.
 - Moves chamber relationships from passive membership to an active business development tool with accountability.
- Participate in regional, state, and national business attraction missions and industry events to build relationships with site selectors, brokers, and corporate decision-makers.
 - Increases Sachse's visibility with key influencers who drive location decisions for expanding businesses.
- Develop collaborative marketing materials with regional partners that position Sachse within the broader North Texas growth narrative while highlighting distinct advantages.
 - Leverages regional brand strength while differentiating Sachse's specific value proposition.
- Host regional stakeholder events in Sachse (chamber meetings, broker tours, industry roundtables) to showcase the city and build relationships on home ground.
 - Brings opportunities to Sachse rather than always going elsewhere, increasing familiarity and comfort with the community.

Strategy 3.3

Build relationships with neighboring cities for joint marketing and site selection efforts that benefit the entire subregion.

Why it Matters

Sachse shares economic destiny with neighboring communities. Businesses don't evaluate cities in isolation—they consider subregions, evaluating workforce access, infrastructure connectivity, and quality of life across municipal boundaries. Collaborative frameworks with cities like Wylie, Murphy, Rowlett, Richardson, and Garland create opportunities for joint business attraction efforts, shared infrastructure investments, and coordinated marketing that positions the entire subregion as competitive. These partnerships enable Sachse to act bigger than it is, pooling resources for marketing campaigns, coordinating on transportation infrastructure, and presenting a unified value proposition to businesses. Successful subregional collaborations require clear structures and shared goals, with formal agreements that sustain partnerships beyond individual leaders. When done well, subregional partnerships amplify everyone's impact while positioning the area as a cohesive economic region in state and federal funding conversations.

What's Needed?

- Establish a subregional economic development collaborative with neighboring cities to coordinate business attraction and corridor development.
 - Creates formal structure for ongoing collaboration rather than ad hoc partnerships that depend on individual relationships.
- Coordinate on transportation and infrastructure advocacy for projects that benefit multiple cities, such as PGBT and Highway 78 improvements, as well as corridor development and redevelopment.
 - Increases political leverage and funding competitiveness by demonstrating regional priority and impact.
- Create sector-based business recruitment teams that include staff from multiple cities, enabling coordinated outreach to companies that might locate in any subregional city.
 - Prevents counterproductive competition between neighbors while ensuring every city participates in wins.
- Host subregional economic development meetings to share intelligence on development opportunities, coordinate responses to regional initiatives, and align strategies.
 - Maintains momentum and ensures partnerships remain active rather than episodic.
- Pursue joint applications for state and federal economic development grants that require or favor regional collaboration and multi-jurisdictional impact.
 - Leverages partnership requirement as competitive advantage rather than obstacle, accessing funding unavailable to single cities.



GOAL 3:

MEASURING IMPACT AND SUCCESS

Sector Partnership Engagement

Track participation in workforce alignment roundtables, employer-education partnerships established, and students/graduates placed in Sachse businesses through partnership-facilitated pathways.

Regional Chamber and Economic Development Organization (EDO) Activity

Track participation in regional economic development meetings, working groups, and collaborative initiatives to measure engagement level and relationship strength with key partners.

Sub-Regional Collaboration Activity

Track joint marketing campaigns executed, shared site selector tours and broker visits conducted, coordinated infrastructure projects advanced, and subregional economic development meetings held with neighboring cities.

GOAL 4: PLACEMAKING THAT WORKS

We will reimagine key corridors as mixed-use destinations, where placemaking and redevelopment become the drivers of our economic strategy.

Why It Matters

Quality of place drives economic competitiveness. Businesses choose locations based on more than tax rates: They evaluate corridors, walkability, and whether a community feels ready for investment. When corridors offer pedestrian-friendly streets, authentic gathering spaces, and a distinct identity, they become competitive advantages in attracting both businesses and residents. Strategic placemaking investments along Sachse's key corridors—particularly the SH 78 spine and Old Town—signal market readiness, reduce development risk, and demonstrate commitment to creating complete, walkable communities. These public realm improvements don't just beautify; they create the conditions necessary for private investment to follow. Without intentional corridor strategies, redevelopment becomes generic, opportunities get missed, and Sachse fails to differentiate itself from competing suburbs. By treating placemaking as economic development, Sachse positions its corridors not just as thoroughfares, but as economic engines where business, housing, and quality of life converge.



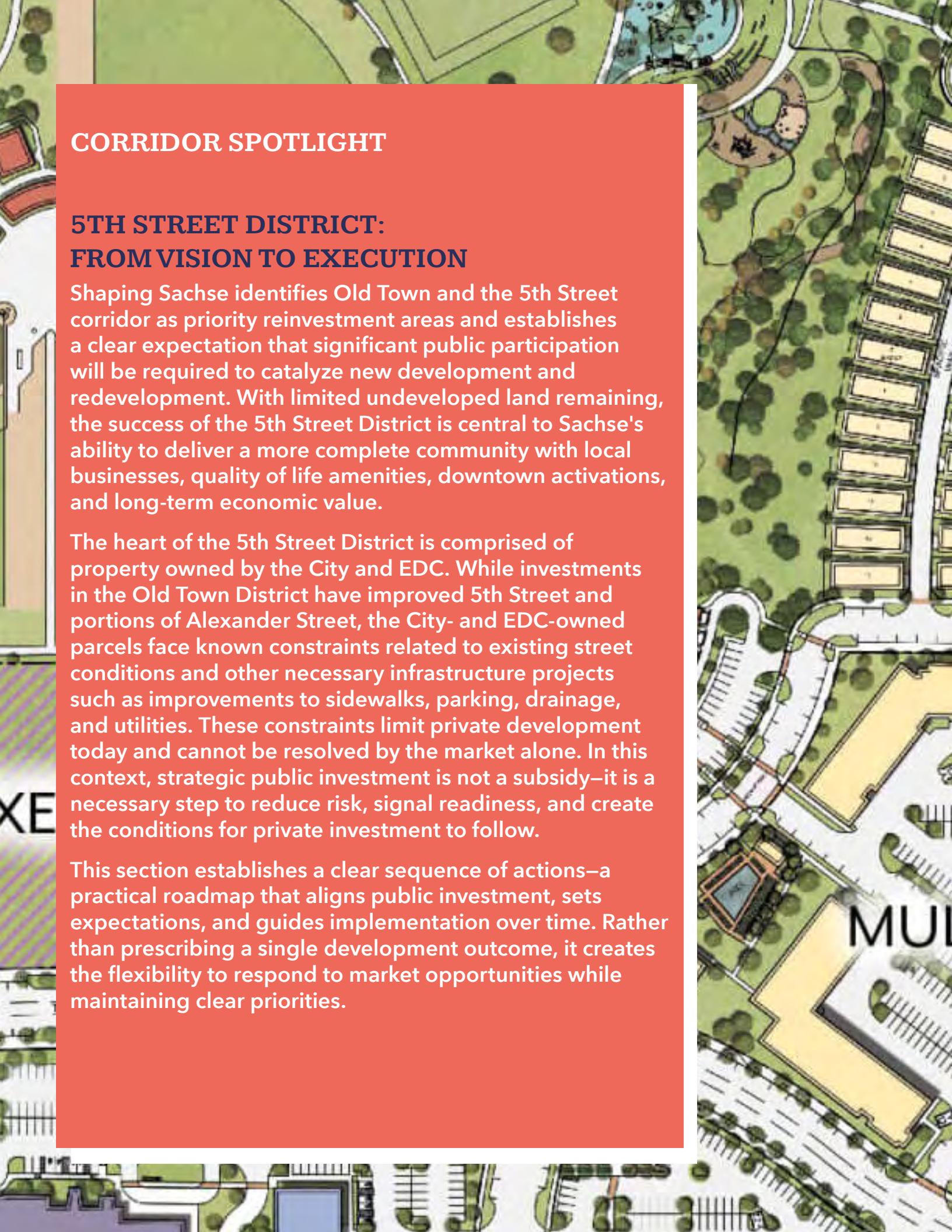
CORRIDOR SPOTLIGHT

5TH STREET DISTRICT: FROM VISION TO EXECUTION

Shaping Sachse identifies Old Town and the 5th Street corridor as priority reinvestment areas and establishes a clear expectation that significant public participation will be required to catalyze new development and redevelopment. With limited undeveloped land remaining, the success of the 5th Street District is central to Sachse's ability to deliver a more complete community with local businesses, quality of life amenities, downtown activations, and long-term economic value.

The heart of the 5th Street District is comprised of property owned by the City and EDC. While investments in the Old Town District have improved 5th Street and portions of Alexander Street, the City- and EDC-owned parcels face known constraints related to existing street conditions and other necessary infrastructure projects such as improvements to sidewalks, parking, drainage, and utilities. These constraints limit private development today and cannot be resolved by the market alone. In this context, strategic public investment is not a subsidy—it is a necessary step to reduce risk, signal readiness, and create the conditions for private investment to follow.

This section establishes a clear sequence of actions—a practical roadmap that aligns public investment, sets expectations, and guides implementation over time. Rather than prescribing a single development outcome, it creates the flexibility to respond to market opportunities while maintaining clear priorities.



A SEQUENCED APPROACH TO IMPLEMENTATION

Implementation in the 5th Street District should follow three distinct phases. Each phase reflects a different role for the City of Sachse, the Sachse Economic Development Corporation, and the private sector.



Phase 1: Enable — No-Regrets Public Investments (Years 1-2)

The first priority is addressing infrastructure needs that must be resolved regardless of how the district ultimately develops. These "no-regrets" investments are foundational and unavoidable—actions that must occur for development to be feasible, or that unlock multiple future paths without committing the City or EDC to a specific project, tenant, or buildout scenario.

In the 5th Street District, no-regrets investments include:

- Reconstruct key streets (Billingsley Street, Boone Street, and Sachse Road), including curb, gutter, sidewalks, and crossings.
 - Creates development-ready infrastructure consistent with TIRZ #3 Project and Finance Plan.
- Implement coordinated drainage solutions, including underground detention, to preserve developable land.
 - Addresses known constraints that limit private development today while maximizing usable site area.
- Strategic parcel acquisition
 - By owning more of the land within and adjacent to the 5th Street District (Old Town), the City of Sachse and the Sachse EDC maintain greater influence and control relative to the future development of the area with regard to land uses, aesthetics, quality of life opportunities, and more.
- Install gateway, wayfinding, and streetscape elements that establish district identity and improve visibility.
 - Signals investment readiness and creates a sense of place before vertical development occurs.

Phase 2: Activate — Catalytic Projects and Early Momentum (Years 2-4)

Before full commercial buildout is realistic, the district needs visible activity and a reason for people to visit. In early-stage districts, these anchors are often civic, employment-focused, or innovation-oriented—not traditional retail.

Catalytic actions that create momentum and demonstrate viability include:

- Consider developing a small-scale innovation coworking hub, or other similar flexible and creative opportunities, to attract entrepreneurs and remote workers.
 - Creates daytime activity and establishes the district as a destination for Sachse's professional workforce.
- Create flexible civic or event-oriented spaces that support regular programming, including connections to Museum Mile.
 - Builds foot traffic and community identity while testing concepts before permanent investment.
- Consider City- or EDC-led vertical prototypes on controlled sites to test the market and demonstrate viability.
 - Reduces perceived risk for private developers by proving demand and establishing quality expectations.

Phase 3: Build — Private Vertical Development (Years 3-5)

As infrastructure improvements are completed and catalytic uses establish momentum, the district will be better positioned to attract private vertical development. At this stage, development interest is more likely to respond to predictable conditions, clear zoning expectations, and targeted incentives.

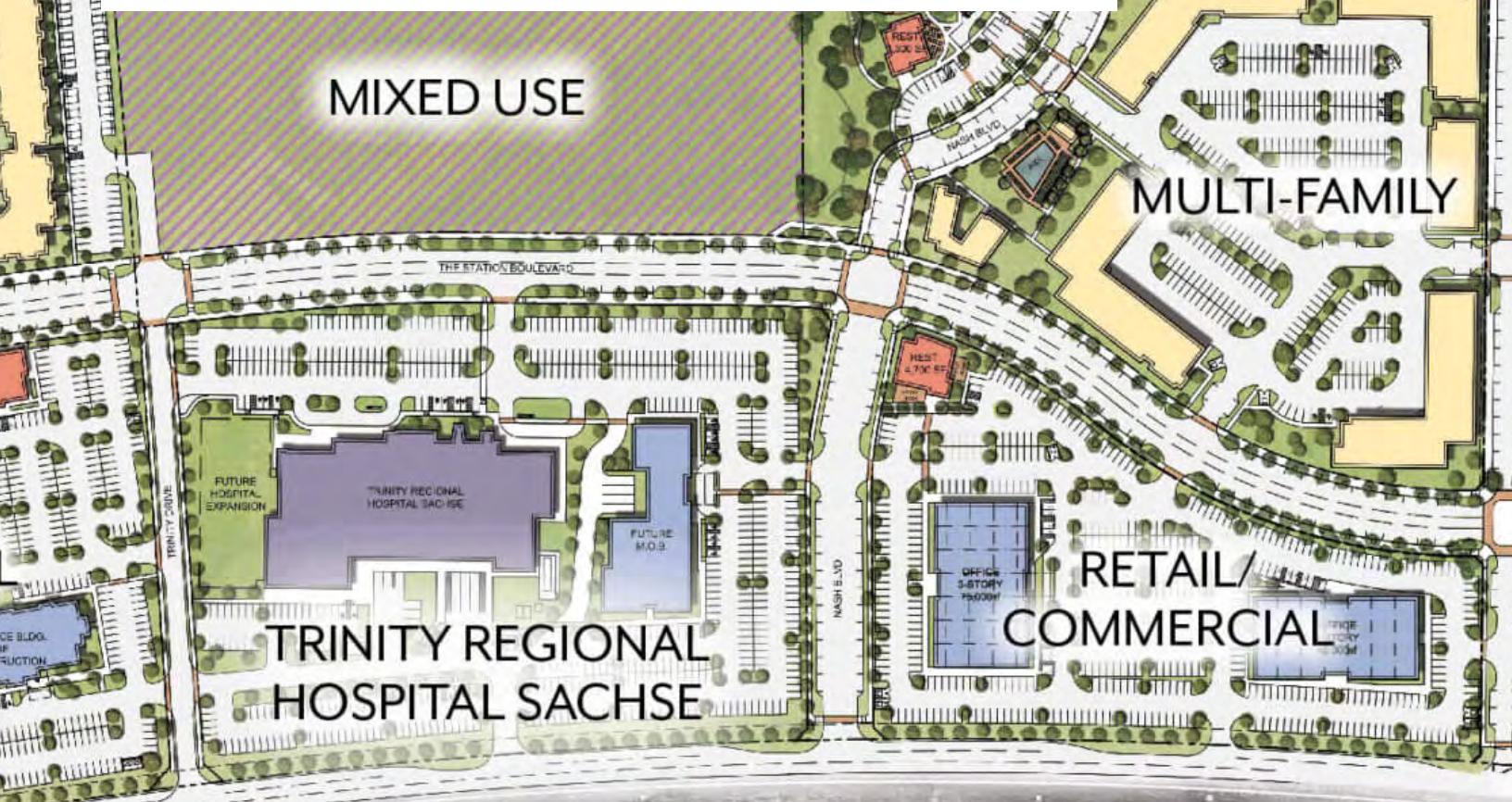
Catalytic actions that create momentum and demonstrate viability include:

- Continue to engage site-specific development partners as opportunities emerge, while considering issuance of an RFI/RFP/RFQ, or interviewing potential qualified development candidates, to assist in the comprehensive development of the EDC- and City-owned parcels.
 - Reflects lessons learned from Sachse's prior efforts and allows the City to shape outcomes while adapting to market realities.
- Deploy targeted incentive packages for mixed-use commercial, professional services, quality of life, and employment-focused projects aligned with the Old Town District goals.
 - Attracts quality vertical development that complements public investments and delivers long-term fiscal value.
- Coordinate density strategies on adjacent parcels, along the SH-78 corridor and within the Old Town District, and through redevelopment of existing residential or multifamily sites—rather than concentrating all new residential development and/or redevelopment on City- and EDC-owned parcels within the area.
 - Ensures commercial district success through proximity to people while preserving City-owned land for employment, commercial, recreational, and civic priorities, while also keeping the door open for possible sale or transfer of property to private ownership, such as through partnership with a master developer or as part of an incentive package.

IMPLEMENTATION GOVERNANCE

Implementation of the 5th Street District vision as identified within this strategic plan will require coordination across City departments and governing bodies. Actions such as zoning amendments, major capital investments, and incentive approvals require City Council consideration and action. The Economic Development Corporation Board serves at the pleasure of and receives direction from Sachse City Council. The EDC Board can utilize their given authority to provide recommendations to City Council on potential incentives, land acquisitions utilizing the EDC Fund, policies and matters related to economic development, and other such items as specified within the bylaws or allowed by State law. Clarifying these roles ensures that staff actions are clearly aligned with adopted policy and supported by the City Council and the EDC Board of Directors.

See Appendix for the Implementation Priorities table.





Strategies

- 4.1 Use streets and public right-of-way as catalysts for private redevelopment by accelerating strategic streetscape investments.**
- 4.2 Further explore opportunities using zoning tools such as overlays, text amendments, rezonings, etc. to create clear development standards that positions Highway 78 as Sachse's economic spine.**
- 4.3 Modernize zoning to enable mixed-use development and remove barriers to quality redevelopment.**
- 4.4 Attract restaurants and retailers that activate corridors and create destinations where people want to gather.**
- 4.5 Establish a Strategic Property Acquisition Program to secure catalyst sites for quality development.**

Strategy 4.1

Use streets and public right-of-way as catalysts for private redevelopment by accelerating strategic streetscape investments.

Why it Matters

Developers cite public infrastructure quality as a primary factor in site selection. When streets are substandard, sidewalks are missing, and the public realm feels neglected, even discounted land prices can't overcome the perception that an area isn't ready for investment. Strategic streetscape improvements flip this dynamic by leading with quality public infrastructure; the city signals market readiness and reduces the risk developers perceive in being early movers. Placemaking investments can be incremental, low-cost, and quick to build, activating areas targeted for economic development. Over time, these strategies can evolve into larger capital investments, but they don't have to start there. Sachse's streets and rights-of-way are among the city's largest assets, leveraging them for placemaking maximizes this resource while implementing Shaping Sachse and driving economic development.

What's Needed?

- Create a "Museum Mile" walking trail in Old Town, connecting the key local destinations to the Sachse Historical Society Museum using recent 5th Street improvements.
 - Leverages existing assets, including new sidewalks, lighting, and destinations on both sides of SH 78.
- Coordinate with TxDOT to improve the SH 78 crossing at 5th Street in Old Town with leading pedestrian signals, continental crosswalks, shading, lighting, and curb improvements.
 - Addresses real and perceived safety concerns for businesses and visitors in Old Town.
- Consider substandard street upgrades for Sachse Road that include operational changes to support on-street parking and future one-way conversion to catalyze development or as development activity increases.
 - Positions the corridor for activation by addressing infrastructure gaps while preserving flexibility for future traffic and parking configurations.
- Consistent with Shaping Sachse recommendations, prioritize investment from the City Capital Improvement Plan (CIP) and EDC for trail and sidewalk implementation in catalyst areas, connecting neighborhoods to commercial areas.
 - Creates walkable, complete communities where people want to live and businesses can thrive.



- Create a comprehensive wayfinding signage program and install gateway/wayfinding signage at key intersections, as identified in Shaping Sachse.
 - Implements multiple placemaking treatments at once by creating a sense of place while promoting walkability.
- Train city staff in "quick build" methods such as Indefinite Delivery/Indefinite Quantity (IDIQ) contracts—pre-negotiated agreements with contractors that establish unit pricing and terms upfront, allowing the city to order specific improvements as needed without going through full procurement for each project.
 - Enables faster implementation of streetscape improvements, including intersection treatments, shared-use paths, and gateway treatments, while creating conditions for private amenities like sidewalk cafés.
- Utilize the tax increment reinvestment zone (TIRZ) #3 project plan list to accomplish streets and right-of-way improvements recommended in this section, specifically related to Sachse Road and Parking.
 - Aligns economic development priorities with TIRZ funding mechanisms and project locations.



Strategy 4.2

Further explore opportunities using zoning tools such as overlays, text amendments, rezonings, etc., to create clear development standards that positions Highway 78 as Sachse's economic spine.

Why it Matters

SH 78 runs through the heart of Sachse, but without intentional planning, it risks becoming a generic strip rather than an economic destination. Zoning tools provide the regulatory framework to ensure development contributes to a unified vision that enhances property values, attracts quality tenants, and positions Sachse as a destination rather than a pass-through community. This addresses transitions between the four SH 78 character areas defined in Shaping Sachse, manages access, establishes urban design and gateway treatments, and provides clear entitlements for desired uses. This directly implements multiple Shaping Sachse action items related to corridor design standards, multimodal connectivity, and regional coordination, giving staff clear tools to guide private investment toward outcomes that serve long-term fiscal and quality-of-life goals.

What's Needed?

- Convene an interdepartmental working group to explore the creation of an overlay district or other zoning updates along SH 78.
 - Ensures the zoning updates maximize opportunities for mobility, parks and open space, urban design, and infrastructure improvements toward a common vision. Focus on parcel connectivity and assembly, design aesthetics, and streamlined development standards. If preferred, pilot within a quarter-mile of the Old Town District.
- Based on the findings of the interdepartmental working group, consider initiating zoning amendments to include identified recommendations for additional zoning overlay, text amendments, and other considerations along SH 78.
 - Provides the regulatory foundation to attract quality development and redevelopment along Sachse's main corridor.
- Coordinate strategic parcel acquisition activities with zoning requirements to maximize intentional redevelopment consistent with Shaping Sachse.
 - Strategic parcels within TIRZ #3, as well as along and adjacent to SH 78 are visible and accessible, making them vital tools for Old Town activation.
- Collaborate with TxDOT and the Metropolitan Planning Organization (North Central Texas Council of Governments) early in the process, concurrent with the interdepartmental working group.
 - Ensures ideas are reasonable and feasible per TxDOT standards and contemplates regional factors.

Strategy 4.3

Modernize zoning to enable mixed-use development and remove barriers to quality redevelopment.

Why it Matters

Zoning regulations can create unintended barriers to development and redevelopment that community members consistently identify as priorities. When regulations are unpredictable or require projects to navigate multiple hurdles through special use permits and overly technical codes, smaller developers—often the ones most likely to create authentic, locally-oriented projects—choose to invest elsewhere. This strategy removes friction from the development process while maintaining design quality standards, making Sachse competitive with neighboring communities for the housing diversity, quality of life amenities, and commercial activity needed to support complete communities.

Successful commercial districts also require proximity to people. While City- and EDC-owned parcels within the 5th Street District are intended to prioritize employment, mixed-use commercial, quality of life amenities, and civic uses, long-term success will depend on complementary residential growth in surrounding areas. Accordingly, strategies to support appropriate density should focus on adjacent parcels, opportunities along the SH 78 corridor consistent with established character areas, and redevelopment or modernization of existing multifamily sites—rather than concentrating all new residential development and/or redevelopment on City- and EDC-owned parcels within the area. By providing clear, predictable pathways for development that aligns with the Comprehensive Plan, the city positions itself as "open for business" while retaining the ability to guide outcomes toward community priorities.

What's Needed?

- Review form-based codes for Old Town and PGBT areas to determine what's working and what's not.
 - Allows real-world examples to drive amendments that accelerate development and redevelopment.
- Amend form-based codes in Old Town and PGBT to remove barriers and add clarifications, such as in street cross-sections to improve pedestrian comfort and multimodal options while potentially reducing mobility infrastructure costs.
 - Consider possible changes in accordance with best practices and to ensure alignment with the desired vision for these areas.



- Consider strategic opportunities to incorporate missing-middle housing as a permitted use within appropriate areas along or adjacent to the SH 78 corridor.
 - Addresses the need for more housing diversity to support affordability, growth, and Sachse's economic development strategy.
- Allow on-street and publicly-owned parking to count toward parking requirements for new development, especially in Old Town, and amend non-complying use regulations accordingly.
 - Reduces development costs while addressing real and perceived lender and investor risks regarding parking supply.
 - Protects property owners by ensuring developments don't become non-conforming if the city later adjusts on-street parking for complete streets improvements or other public purposes.



Strategy 4.4

Attract restaurants and retailers that activate corridors and create destinations where people want to gather.

Why it Matters

Restaurants and retail aren't just amenities; they're economic development tools that activate corridors, create jobs, and signal investment readiness. The right mix of dining and shopping options makes corridors feel like destinations rather than pass-throughs, attracting both residents and daytime workers. Quality restaurants and locally owned retail also support business attraction by demonstrating quality of place to companies evaluating Sachse. But restaurants and retail won't locate in corridors that lack foot traffic, feel disconnected, or have unclear market positioning. Strategic recruitment paired with corridor activation ensures Sachse attracts the dining and retail concepts that strengthen identity, support other economic development goals, and create the gathering spaces that make complete communities work.

What's Needed?

- Develop a restaurant and retail recruitment target list for each priority corridor (5th Street, PGBT, SH 78) based on corridor identity, demographic fit, and gap analysis.
 - Ensures recruitment efforts focus on concepts that align with corridor positioning and fill market gaps rather than generic outreach.
- Create a "first-to-market" incentive program (tenant improvement or infrastructure grants, rent subsidies, expedited permitting and fee waivers, marketing support) for priority restaurant and retail concepts willing to be early movers in emerging corridors.
 - Reduces risk for quality operators and demonstrates city commitment to corridor activation.
- Evaluate current process and regulations for outdoor dining, sidewalk cafes, and activation programming in PGBT and Old Town that would bring restaurants and retail into the public realm.
 - Proactively identify potential regulatory barriers while creating the activated streetscapes that attract additional investment.
- Partner with existing and prospective restaurants, retailers, and vendors on corridor activation events, including food truck nights, pop-up markets, and seasonal programming.
 - Builds momentum and foot traffic while demonstrating market viability to prospective businesses.
- Integrate restaurant and retail recruitment into broader business attraction strategy by highlighting dining and shopping options in marketing materials and site selector conversations.
 - Positions quality of place as a competitive advantage while signaling that Sachse understands restaurants and retail as economic development priorities.

Strategy 4.5

Establish a Strategic Property Acquisition Program to secure catalyst sites for quality development.

Why it Matters

Market forces alone don't guarantee that development aligns with community vision. When strategic properties are controlled by the City and/or EDC rather than left entirely to the market, Sachse gains the ability to shape development timing, quality, and character. Strategic property acquisition allows the city to secure key parcels before incompatible development occurs or prices become prohibitive. This is particularly valuable in strategic corridors and catalyst areas where site control can catalyze the mixed-use, walkable development envisioned in Shaping Sachse. Unlike traditional approaches focused on blight remediation, this program is proactive and opportunity-focused, positioning Sachse to compete for quality development while maintaining community character. The program generates returns through strategic disposition to quality developers, creating a tool that reinforces other Goal 4 strategies.

What's Needed?

- Establish a Strategic Property Acquisition Program with clear criteria for property selection, holding, and disposition.
 - Provides explicit authority and framework to acquire properties supporting economic development goals.
- Develop acquisition criteria prioritizing strategic corridor properties, catalyst sites, parcel assembly opportunities, gateway locations, and sites aligned with zoning requirements or mixed-use development goals.
 - Ensures strategic focus on properties most likely to advance comprehensive plan implementation and catalyze economic development.
- Create a Property Acquisition Review Committee with city staff and real estate expertise to evaluate potential acquisitions.
 - Provides structured decision-making and reduces risk through expert review.
- Establish disposition and management policies defining target end-users, minimum development standards, timeline expectations, community benefit requirements, and return on investment parameters.
 - Ensures acquired properties serve the community vision while generating returns to reinvest in economic and community development.
- Develop temporary use and holding cost strategies that maintain property values and generate activity while awaiting optimal development opportunities.
 - Protects city investment and keeps sites activated rather than vacant eyesores.
- Utilize the TIRZ #3 project plan list to accomplish the strategic property acquisition recommended in this section, specifically related to Old Town and SH 78 areas.
 - Aligns economic development priorities with adopted TIRZ funding mechanisms and project locations.



GOAL 4:

MEASURING IMPACT AND SUCCESS

Sector Partnership Engagement

Track participation in workforce alignment roundtables, employer-education partnerships established, and students/graduates placed in Sachse businesses through partnership-facilitated pathways.

Implementation Milestone Achievement

Track completion of two critical implementation actions: (a) SH 78 zoning updates adopted, (b) form-based code barrier amendments completed.

Development Activity Using New Regulatory Tools

Track the number of projects utilizing updated zoning provisions, missing-middle housing zones, and public parking credit provisions to assess whether new development tools are functional and attractive to developers.

Old Town Activation and Leveraging of Existing Assets

Track placemaking and activation initiatives in Old Town and the 5th Street corridor, including new public space improvements, pedestrian connectivity enhancements, community events, and programming that increases foot traffic and demonstrates development readiness in priority areas.

Mixed-Use and Missing-Middle Housing Unit Production

Count the number of housing units permitted in missing-middle typologies and mixed-use developments within catalyst areas.

Properties Acquired and Managed

Count strategic properties acquired along the SH 78 corridor and in Old Town, total acreage under EDC/City control, and average holding costs (including maintenance, security, insurance, and opportunity costs) as a percentage of acquisition price.

Private Investment Leverage

Calculate the ratio of private development investment to public acquisition costs for disposed properties, measuring the program's ability to catalyze quality development that exceeds initial public investment.

GOAL 5: A STORY WORTH TELLING

We will position Sachse as North Texas's complete community, building the brand that attracts investment and talent.

Why It Matters

Marketing and storytelling are essential economic development tools. Businesses won't locate in Sachse if they don't know it exists. Developers won't invest without a clear value proposition. Talent won't move here if the narrative is generic or invisible. Sachse has extraordinary assets—educated residents, diverse demographics, regional proximity, quality schools, small-town character with big-market access—but these strengths mean nothing without strategic communication. The city's story must evolve beyond "bedroom community" to position Sachse as a complete community where people live, work, invest, and build businesses. This requires sector-specific value propositions, corridor-based branding for 5th Street, PGBT, and Highway 78, and marketing materials that make Sachse visible in regional business attraction conversations. Effective storytelling creates competitive advantage: When Sachse can articulate why businesses should locate here, the city transforms from passive participant to active competitor.





Strategies

- 5.1 Develop a marketing platform that positions Sachse as "The Complete Community" in North Texas.**
- 5.2 Create sector-specific marketing materials and tools that articulate Sachse's competitive advantage.**
- 5.3 Launch corridor-based place branding initiatives that create distinct identities for 5th Street, PGBT, and Highway 78 as economic destinations.**

Strategy 5.1

Develop a marketing platform that positions Sachse as "The Complete Community" in North Texas.

Why it Matters

Brand clarity drives economic development effectiveness. A strong brand provides the foundation for all business attraction and communications efforts, articulating who Sachse is, what makes it different, and why businesses should choose it. But a brand without visibility is invisible. Business attraction increasingly begins online, with site selectors researching communities through searches and evaluating digital presence before making contact. If Sachse doesn't show up in these searches with compelling content and current information, opportunities are lost. Effective branding combined with strong digital infrastructure ensures Sachse is both differentiated and discoverable in the competitive North Texas market.

What's Needed?

- Develop a "The Complete Community" brand platform with defined messaging pillars, sector-specific value propositions, a visual identity system, and brand voice guidelines.
 - Creates a consistent foundation for all economic development marketing and ensures Sachse communicates a clear, differentiated story.
- Maintain and refresh economic development website content on a regular cycle to ensure the site remains current, relevant, and aligned with evolving business attraction priorities. Best practice suggests a comprehensive website redesign every 3-5 years to keep pace with technology, user expectations, and brand evolution.
 - Creates a professional first impression and ensures businesses can easily find information to evaluate Sachse.
- Build social media presence relevant to target sectors, sharing business wins, development updates, entrepreneur spotlights, and sector news on LinkedIn and other social platforms.
 - Builds ongoing visibility, demonstrates momentum, and creates touchpoints with businesses and site selectors.
- Optimize for site selection searches by ensuring Sachse appears in key databases (CoStar, LoopNet, site selector platforms) with accurate, current information.
 - Increases discoverability when businesses and consultants search for North Texas locations matching specific criteria.
- Develop an email marketing program that keeps brokers, site selectors, regional partners, and businesses informed about Sachse opportunities, available sites, and success stories.
 - Maintains top-of-mind awareness and provides regular touchpoints that build relationships over time.
- Identify unique opportunities to promote the City of Sachse and Sachse Economic Development through marketing, advertising, and event sponsorships. Consider a wide variety of trade and industry publications and organizations that would get the Sachse brand in front of diverse, impactful audiences.
 - Enables Sachse to continue broadening its reach and name recognition by increasing credibility.

Strategy 5.2

Create sector-specific marketing materials and tools that articulate Sachse's competitive advantage.

Why it Matters

Generic marketing doesn't win business attraction competitions. From workforce data and cost comparisons to available sites and incentives, site selectors and businesses need specific information presented professionally and persuasively. Sector-specific materials demonstrate that Sachse understands what different industries need and can articulate competitive advantages. But marketing isn't just external: Celebrating wins and communicating progress builds internal momentum. Annual reporting that showcases economic development achievements demonstrates accountability, builds community pride, and creates the narrative of success that attracts additional investment. When residents, businesses, and stakeholders see tangible progress, they become advocates for continued growth.

What's Needed?

- Develop sector-specific one-pagers for professional services, healthcare, technology, and entrepreneurship that articulate workforce, cost, infrastructure, and opportunity advantages.
 - Provides targeted materials for quick reference during business attraction outreach and site selector conversations.
- Create a comprehensive community profile with detailed demographic, economic, workforce, quality of life, and infrastructure data organized for business decision-making.
 - Serves as an authoritative reference document that answers common business attraction questions with credible data.
- Design site inventory materials with professional photography, specifications, maps, and availability information for key development sites in target corridors.
 - Removes uncertainty about where businesses can locate and demonstrates site readiness.
- Produce an annual economic development report that highlights business attraction wins, job creation outcomes, entrepreneurship growth, corridor progress, and strategic plan implementation milestones.
 - Demonstrates accountability, builds community pride, and creates a compelling narrative of momentum that attracts additional investment.
- Create video content featuring business testimonials, corridor tours, workforce highlights, and quality of life assets for use across digital platforms and presentations.
 - Provides engaging, shareable content that brings Sachse's story to life more effectively than text alone.



Strategy 5.3

Launch corridor-based place branding initiatives that create distinct identities for 5th Street, PGBT, and Highway 78 as economic destinations.

Why it Matters

Corridors aren't just infrastructure; they're brands. Successful economic development requires positioning corridors as distinct destinations with clear identities that attract specific businesses and activity. Generic corridor designations don't create market recognition or drive investment. Sachse's key corridors need distinct branding to differentiate them and create destinations: 5th Street as an innovation and entrepreneurship corridor, PGBT as a professional services and medical corridor, Highway 78 as a local commercial hub. These identities guide development decisions, focus marketing efforts, and create memorable destinations that support redevelopment by giving stakeholders a clear vision to invest toward.

What's Needed?

- Develop distinct brand identities for 5th Street (innovation/entrepreneurship), PGBT (professional services/medical), and Highway 78 (local commercial) with naming, positioning, and visual systems.
 - Creates clear differentiation and market recognition for each corridor as a distinct economic destination.
- Create corridor-specific marketing materials, including one-pagers, site maps, development opportunity profiles, and vision renderings for each branded corridor.
 - Provides tools to market corridor opportunities to developers, businesses, and investors with a corridor-specific focus.
- Design physical branding elements such as gateway signage, wayfinding, banners, and public art that reinforce corridor identities and create a visible sense of place.
 - Makes corridor brands tangible and recognizable, signaling investment and differentiation to visitors and potential investors.
- Launch corridor marketing campaigns targeted to developers, businesses, and brokers in sectors aligned with each corridor's positioning and opportunity.
 - Drives targeted business attraction and development interest by connecting corridor brands to specific market audiences.
- Establish corridor brand guidelines that define appropriate development types, design standards, and programming to maintain brand integrity as corridors develop.
 - Ensures corridor brands guide development decisions rather than becoming disconnected from actual corridor evolution.





GOAL 5:

MEASURING IMPACT AND SUCCESS

Brand Awareness and Engagement

Track digital metrics including website traffic, social media engagement, email open rates, and inbound business inquiries generated by Sachse's marketing and storytelling efforts.

Business Attraction Outreach Activity

Count site selector touchpoints, trade show participation, marketing material downloads, and business leads generated through targeted sector campaigns.

Corridor Brand Recognition

Monitor media mentions of corridor brands, development inquiries by corridor, and investor/developer awareness of corridor identities and opportunities.



06 Acknowledgments

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07 Appendices

Appendix A: Implementation Priorities

Priority: Indicates the relative importance of an action item, categorized as high, medium, or low. This helps guide implementation efforts by ensuring that the most critical actions are addressed first, while balancing resources and timelines.

High Priority (0-3 years): Actions that are critical to the success of the plan, often with significant community impact. These may be time-sensitive, have funding already allocated, or be necessary for foundational progress (e.g., infrastructure improvements, legal requirements, or key policy changes).

Medium Priority (4-6 years): Important but not immediately urgent actions, scheduled after high-priority tasks. These may require resources and have moderate impact but are not time-sensitive or critical to immediate next steps (e.g., medium-term infrastructure upgrades or non-urgent policy reviews).

Low Priority (7+ years): Desirable actions that are not critical in the short term, often addressed later or dependent on higher-priority items. These may include long-term improvements or initiatives requiring external partnerships that don't significantly affect the overall goals in the near term.

Timeframes are a prioritization tool and can be completed sooner.

5TH STREET DISTRICT IMPLEMENTATION PRIORITIES

PHASE	FOCUS	PRIORITY ACTIONS	LEAD	COUNCIL ACTION	PERFORMANCE SIGNALS	PRIORITY TIER
Phase 1: Enable	No-regrets infrastructure	Street reconstruction; drainage/underground detention; gateways and access improvements	City (PW & Planning), EDC	Yes	Infrastructure milestones completed	High
Phase 2: Activate	Catalytic momentum	Innovation/coworking hub; civic or event spaces; targeted placemaking; Parks, Trails, and Recreation Master Plan	EDC (lead), City	No	First catalytic project operational	Medium
Phase 3: Build	Vertical development	Mixed-use commercial, professional services, employment-focused projects	Private sector	Yes	Private development proposals responding to improved conditions	Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
GOAL 1: A VIBRANT, DIVERSE ECONOMY.		WE WILL DIVERSIFY OUR ECONOMY BY ATTRACTING HIGH-VALUE INVESTMENT THAT CREATES FAMILY-SUPPORTING JOBS AND EXPANDS THE CITY'S LONG-TERM FISCAL STRENGTH.		
STRATEGY 1.1		ATTRACT PROFESSIONAL SERVICES FIRMS IN FINANCE, ACCOUNTING, CONSULTING, AND ARCHITECTURE TO LEVERAGE SACHSE'S EDUCATED WORKFORCE AND CREATE QUALITY EMPLOYMENT.		
1.1.A	Develop a Target List of Professional Services Firms	<p>Identify small- and mid-sized finance, accounting, consulting, marketing, and architecture firms within the DFW region.</p> <p>→ Focuses outreach on firms most likely to relocate or expand into Sachse's market.</p>	Traded Sector Job Growth New Traded Sector Firms Attracted Average Wage in Traded Sectors	High
1.1.B	Create a Professional Services Recruitment Package	<p>Highlight Sachse's educated workforce, affordability relative to urban centers, and proximity to major employment hubs.</p> <p>→ Positions Sachse as a strategic choice for firms seeking North Texas access without downtown costs.</p>	Commercial Property Development in Target Corridors	High
1.1.C	Tailor Business Retention and Expansion (BRE) Programs and Incentives	<p>Design programs emphasizing flexibility, speed, and alignment with job creation for small professional firms.</p> <p>→ Makes Sachse competitive for firms that prioritize ease of doing business over large-scale incentives.</p>		Medium
1.1.D	Identify Flex Office and Professional Hub Opportunities	<p>Locate key corridors where firms can access turnkey space and nearby amenities.</p> <p>→ Provides the physical infrastructure professional services firms require—modern office space in accessible locations.</p>		Low
1.1.E	Partner with Regional Chambers, Site Selectors, and Industry Associations	<p>Collaborate to amplify Sachse's visibility among professional services decision-makers.</p> <p>→ Expands reach beyond direct outreach, plugging Sachse into regional opportunity pipelines.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 1.2		POSITION SACHSE AS A DESTINATION FOR TECHNOLOGY AND SOFTWARE FIRMS.		
1.2.A	Market Sachse as a Hybrid Office Location for Tech Firms	<p>Promote proximity to North Texas, talent access, and lower costs than urban centers</p> <p>→ Differentiates Sachse in a crowded market by emphasizing value, location, and workforce quality.</p>	Traded Sector Job Growth New Traded Sector Firms Attracted Average Wage in Traded Sectors Commercial Property Development in Target Corridors	Low
1.2.B	Identify and Promote Available Office Space for Tech Teams	<p>Prioritize modern, flexible environments in corridors with quality-of-life amenities.</p> <p>→ Removes barriers to entry by showcasing ready-to-occupy space that meets tech sector expectations.</p>		Low
1.2.C	Build Relationships with Regional Tech Ecosystems	<p>Engage incubators, co-working operators, and networks to position Sachse as a tech-friendly suburb.</p> <p>→ Establishes credibility and visibility within networks that influence location decisions.</p>		Medium
1.2.D	Highlight Sachse's Remote Worker Concentration and Educated Workforce	<p>Feature talent availability in marketing materials to tech recruiters and site selectors.</p> <p>→ Leverages existing resident talent as a competitive advantage, reducing recruitment and retention costs for employers.</p>		High
1.2.E	Create a Streamlined Permitting and Approval Process	<p>Simplify tech office conversions and tenant improvements.</p> <p>→ Signals that Sachse values speed and responsiveness—critical factors for fast-moving tech firms.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 1.3		BUILD A MEDICAL AND HEALTH SERVICES INNOVATION CLUSTER AROUND EXISTING HEALTHCARE ASSETS.		
1.3.A	Map Existing Healthcare Assets	<p>Assess hospitals, clinics, and medical offices in and near Sachse to identify gaps and growth opportunities.</p> <p>→ Establishes a baseline understanding of current capacity and areas for strategic expansion.</p>	Traded Sector Job Growth New Traded Sector Firms Attracted Average Wage in Traded Sectors	High
1.3.B	Recruit Physicians, Dentists, and Therapy Practices	<p>Conduct targeted outreach to medical groups seeking North Texas locations.</p> <p>→ Fills service gaps while building employment and drawing patients from surrounding areas.</p>	Commercial Property Development in Target Corridors	Medium
1.3.C	Engage MedTech Manufacturers and Suppliers	<p>Promote opportunities to locate near healthcare anchors, creating supply chain efficiencies.</p> <p>→ Builds a more complete cluster that goes beyond patient care to include related industries.</p>		Low
1.3.D	Evaluate Existing Zoning and Form-Based Code	<p>Ensure regulatory framework is enabling, and not creating barriers to, healthcare development and missing-middle housing typologies that may create market demand for new desired commercial development or redevelopment.</p> <p>→ Removes regulatory barriers and signals where health services is encouraged and supported.</p>		High
1.3.E	Partner with Regional Health Systems and Medical Schools	<p>Explore clinic expansions, residency programs, or specialty care facilities.</p> <p>→ Leverages institutional relationships to accelerate healthcare sector growth beyond individual practice recruitment.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 1.4		COORDINATE SITES, CORRIDORS, AND COMMERCIAL REAL ESTATE TO SUPPORT TRADED SECTOR RECRUITMENT, MAKING BUSINESS ATTRACTION CENTRAL TO REDEVELOPMENT AND LAND USE DECISIONS.		
1.4.A	Develop a Corridor-Based Site Inventory	<p>Identify which corridors and sites are best suited for professional services, tech offices, or medical facilities.</p> <p>→ Enables a fast, efficient response to developers and economic development site selector inquiries.</p>	Traded Sector Job Growth New Traded Sector Firms Attracted Average Wage in Traded Sectors Commercial Property Development in Target Corridors	High
1.4.B	Update Incentive Policies for Traded Sector Firms	<p>Prioritize incentives for professional services, technology and software, healthcare and medical services, and entrepreneurship/innovation, with attention to job quality and wages.</p> <p>→ Signals that Sachse values high-value business growth and is willing to compete for it.</p>		High
1.4.C	Pursue Strategic Parcel Acquisition	<p>Target key corridors to gain control over future development and shape outcomes.</p> <p>→ Provides leverage to ensure redevelopment aligns with community vision rather than reacting to market forces alone.</p>		High
1.4.D	Establish Regular Interdepartmental Coordination	<p>Align economic development, planning, and public works to ensure infrastructure investments support business attraction priorities.</p> <p>→ Breaks down silos and ensures alignment across departments toward shared economic development outcomes.</p>		High

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 1.5		DEPLOY A TARGETED, MODERN INCENTIVES FRAMEWORK THAT ACCELERATES HIGH-VALUE INVESTMENT.		
1.5.A	Revise Incentive Policies to Prioritize Traded Sector Firms	<p>Set minimum wage thresholds and job quality standards that reflect strategic priorities.</p> <p>→ Ensures public investment goes toward businesses that strengthen economic resilience rather than subsidizing low-wage or local-serving activity.</p>	Traded Sector Job Growth New Traded Sector Firms Attracted Average Wage in Traded Sectors Commercial Property Development in Target Corridors	Medium
1.5.B	Create a Streamlined Incentive Application and Approval Process	<p>Balance accountability with responsiveness to reduce barriers for high-quality prospects.</p> <p>→ Signals that Sachse is ready to compete without deterring businesses with overly complex requirements.</p>		Medium
1.5.C	Build a Flexible Incentive Toolkit	<p>Offer multiple options tailored to different business types and investment scales.</p> <p>→ Provides multiple pathways to support businesses while maintaining alignment with strategic goals.</p>		Medium
1.5.D	Establish an Annual Incentive Portfolio Review	<p>Track ROI, job creation outcomes, and the fiscal impact of all active agreements.</p> <p>→ Creates transparency and accountability while providing data to refine future incentive decisions.</p>		Medium
1.5.E	Develop Sector-Specific Incentive Guides	<p>Provide guides for professional services, healthcare, technology, and entrepreneurship that clearly communicate available support and eligibility criteria.</p> <p>→ Makes incentives accessible and understandable to target businesses while demonstrating Sachse's commitment to priority sectors.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
GOAL 2: INNOVATION BUILT LOCAL.		WE WILL UNLOCK THE POWER OF OUR PEOPLE BY CULTIVATING ENTREPRENEURS, FUELING SMALL BUSINESS GROWTH, AND ANCHORING REMOTE WORKERS TO TRANSFORM RESIDENT TALENT INTO LOCAL PROSPERITY.		
STRATEGY 2.1		CREATE A PHYSICAL INNOVATION HUB OR CO-WORKING SPACE TO ANCHOR REMOTE WORKERS, ENTREPRENEURS, AND STARTUPS IN A CENTRAL LOCATION.		
2.1.A	Identify a Location for the Innovation Hub	<p>Prioritize high-visibility sites in redevelopment corridors (e.g., 5th Street) or downtown areas with nearby amenities.</p> <p>→ Ensures the hub is accessible, visible, and integrated into areas targeted for economic revitalization.</p>	<p>Entrepreneurship Program Participation</p> <p>Small Business Formation Rate</p> <p>Corridor Small Business Activation</p>	Medium
2.1.B	Develop a Business Plan for the Hub	<p>Define key purposes, including co-working space, potential fee structure, professional support services, and EDC staffing/capacity needs.</p> <p>→ Creates a self-sustaining facility that remains accessible to early-stage entrepreneurs while covering operating costs</p>		Low
2.1.C	Establish Programming for the Hub	<p>Offer business coaching, networking events, pitch competitions, skill-building workshops, and connections to regional entrepreneurship resources.</p> <p>→ Transforms the hub from a passive workspace into an active ecosystem that accelerates business formation and growth.</p>		Low
2.1.D	Partner with Regional Entrepreneurship Organizations	<p>Collaborate with small business development centers and professional service providers to offer on-site resources and mentorship.</p> <p>→ Leverages existing expertise and networks rather than building all capacity internally, increasing value for hub members.</p>		Low
2.1.E	Launch a Pilot Cohort	<p>Start with a small group of resident entrepreneurs and remote workers to test programming and refine operations.</p> <p>→ Reduces risk, demonstrates proof of concept, and creates early champions who can advocate for the hub's value.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 2.2		LAUNCH TARGETED SMALL BUSINESS SUPPORT PROGRAMS THAT EXPAND ACCESS TO CAPITAL, MENTORSHIP, AND BUSINESS DEVELOPMENT RESOURCES.		
2.2.A	Create a Micro-Grant or Forgivable Loan Program	<p>Provide seed capital for Sachse residents launching businesses, prioritizing women- and minority-owned enterprises.</p> <p>→ Addresses capital access barriers while centering equity and inclusive economic development.</p>	<p>Entrepreneurship Program Participation</p> <p>Small Business Formation Rate</p>	Low
2.2.B	Establish an EDC Small Business Support Program	<p>Offer access to CPAs, attorneys, marketing consultants, and web developers for early-stage businesses.</p> <p>→ Reduces startup costs and connects entrepreneurs to professional expertise that accelerates business formation</p>	Corridor Small Business Activation	Low
2.2.C	Launch a Mentorship Matching Program	<p>Pair experienced business owners with first-time entrepreneurs for one-on-one guidance and support.</p> <p>→ Leverages existing business community expertise while creating relationships that strengthen Sachse's entrepreneurial ecosystem.</p>		Low
2.2.D	Pilot a Business Plan Competition or Pitch Event	<p>Offer cash prizes and in-kind services to incentivize business formation and celebrate local entrepreneurs.</p> <p>→ Creates visibility for entrepreneurs, generates community excitement, and provides non-dilutive funding for winners.</p>		Low
2.2.E	Develop Regional Partnerships for Entrepreneurs	<p>Collaborate with small business development centers, chambers, and lending institutions to expand resource access.</p> <p>→ Multiplies impact by connecting Sachse entrepreneurs to regional infrastructure and funding opportunities.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 2.3		BUILD A CONNECTED ENTREPRENEURSHIP ECOSYSTEM THAT PROVIDES PEER NETWORKS, CELEBRATES LOCAL FOUNDERS, AND ELEVATES SACHSE'S CULTURE OF INNOVATION.		
2.3.A	Launch a Recurring Networking Series	<p>Host events such as "Sachse Founders Forum" or "Entrepreneurs & Coffee" for local business owners, remote workers, and aspiring entrepreneurs.</p> <p>→Creates consistent touchpoints that build relationships, encourage peer learning, and strengthen Sachse's entrepreneurial community.</p>	<p>Entrepreneurship Program Participation</p> <p>Small Business Formation Rate</p> <p>Corridor Small Business Activation</p>	Low
2.3.B	Establish Annual Sachse Entrepreneur Awards	<p>Recognize outstanding small businesses, startups, and business leaders across multiple categories.</p> <p>→Celebrates entrepreneurial success, builds community pride, and creates aspirational role models for future business owners.</p>		Low
2.3.C	Create a Sachse Entrepreneur Spotlight Program	<p>Feature local business owners through social media, city communications, and local media partnerships.</p> <p>→Increases visibility for entrepreneurs, demonstrates city support for small businesses, and builds community awareness of local businesses.</p>		Low
2.3.D	Develop a Sachse Business Directory or Online Platform	<p>Showcase local entrepreneurs, connect them to customers, and facilitate peer-to-peer networking.</p> <p>→Creates infrastructure for ongoing connection and supports local businesses by driving customer traffic.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 2.4		DEVELOP CORRIDOR-BASED SMALL BUSINESS STRATEGIES THAT INTEGRATE ENTREPRENEURSHIP SUPPORT WITH REDEVELOPMENT PRIORITIES IN 5TH STREET, PGBT, AND HIGHWAY 78.		
2.4.A	Create a Pop-Up Retail Program	<p>Offer temporary spaces in 5th Street or other priority corridors with flexible, short-term leases for entrepreneurs to test business concepts.</p> <p>→ Reduces risk for first-time business owners while activating vacant storefronts and generating foot traffic in redevelopment areas.</p>	<p>Entrepreneurship Program Participation</p> <p>Small Business Formation Rate</p> <p>Corridor Small Business Activation</p>	Medium
2.4.B	Develop a Starter Space Initiative	<p>Subsidize below-market rents for local entrepreneurs in designated redevelopment corridors for their first 12-24 months.</p> <p>→ Makes commercial space accessible to entrepreneurs who couldn't otherwise afford market-rate rents, seeding local ownership in key corridors.</p>		Medium
2.4.C	Work with Property Owners and Developers on Flexible Spaces	<p>Encourage inclusion of small business spaces in new mixed-use developments.</p> <p>→ Ensures redevelopment projects include space types that work for small businesses, not just national chains or large tenants.</p>		Low
2.4.D	Create a Local First Leasing Program	<p>Give Sachse-based entrepreneurs favorable terms when applying for commercial spaces in city-supported redevelopment projects.</p> <p>→ Ensures that public investment in redevelopment directly benefits local entrepreneurs and builds community wealth.</p>		Low
2.4.E	Integrate Entrepreneurship Programming into Corridor Activation	<p>Include networking events, workshops, and pitch nights in redevelopment areas.</p> <p>→ Connects placemaking to economic development, making corridors both destinations and economic engines.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 2.5		PROVIDE CONCIERGE-LEVEL BUSINESS NAVIGATION SERVICES THAT MAKE STARTING AND PERMITTING A BUSINESS IN SACHSE ACCESSIBLE AND TRANSPARENT.		
2.5.A	Create a Start Your Business in Sachse Guide and Online Portal	<p>Consolidate all permitting, licensing, zoning, and registration requirements in a single, accessible resource.</p> <p>→ Reduces confusion and provides entrepreneurs with a clear roadmap from concept to opening day.</p>	<p>Entrepreneurship Program Participation</p> <p>Small Business Formation Rate</p>	Low
2.5.B	Establish an Economic Development Business Concierge Service	<p>Provide personalized guidance for entrepreneurs navigating city processes, permits, and regulatory requirements.</p> <p>→ Offers direct support that accelerates business formation and demonstrates Sachse's commitment to local entrepreneurs.</p>	Corridor Small Business Activation	Low
2.5.C	Develop Simplified Permitting Checklists and Timelines	<p>Clarify expectations for common business types (retail, restaurants, offices, home-based businesses).</p> <p>→ Makes the process predictable and transparent, reducing friction for business owners.</p>		Medium
2.5.D	Establish Cross-Departmental Start Your Business Support Program	<p>Host monthly office hours with city staff and partner with SBDC or similar providers for technical assistance.</p> <p>→ Provides low-barrier access to expertise while catching potential issues early in the process.</p>		Low
2.5.E	Conduct an Biennial Permitting Process Audit	<p>Collect feedback from recent business applicants to identify bottlenecks, inconsistencies, and opportunities for improvement.</p> <p>→ Ensures continuous improvement and keeps Sachse responsive to entrepreneur needs.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
GOAL 3: PARTNERSHIPS THAT MULTIPLY IMPACT.		WE WILL LEVERAGE STRATEGIC PARTNERSHIPS TO AMPLIFY OUR VOICE, EXPAND OPPORTUNITY PIPELINES, AND COMPETE AT A REGIONAL SCALE.		
STRATEGY 3.1		ESTABLISH SECTOR PARTNERSHIPS THAT SUPPORT SACHSE'S TARGET SECTORS, ENGAGING GARLAND ISD, WYLIE ISD, DALLAS COLLEGE, COLLIN COLLEGE, AND OTHER INSTITUTIONS OF HIGHER LEARNING, SUCH AS THE UNIVERSITY OF TEXAS AT DALLAS.		
3.1.A	Launch a Sachse Sector Partnership Initiative	<p>Convene quarterly meetings with Garland ISD, Wylie ISD, Dallas College, Collin College, higher education institutions, target sector employers, and economic development staff to align training programs and career pathways with priority sectors.</p> <p>→ Provides a consistent forum for coordination while ensuring training programs reflect real employer needs and industry evolution.</p>	<p>Sector Partnership Engagement</p> <p>Regional Chamber and EDO Activity</p> <p>Sub-Regional Collaboration Activity</p>	High
3.1.B	Map Existing CTE Programs and College Offerings	<p>Analyze alignment of current programs with Sachse's target sectors to identify gaps and opportunities for new pathway development.</p> <p>→ Establishes a baseline understanding of where training pipelines exist and where strategic investments are needed.</p>		Medium
3.1.C	Develop Employer-Education Partnerships	<p>Connect Sachse businesses to CTE programs, internships, apprenticeships, and curriculum development opportunities.</p> <p>→ Creates talent pipelines for local businesses while ensuring training programs stay responsive to emerging technologies and skills needs.</p>		Medium
3.1.D	Create a Sachse Career Pathways Initiative	<p>Actively market local career opportunities to ISD students and Dallas College and Collin College graduates.</p> <p>→ Converts workforce training into local employment by building bridges between education and opportunity.</p>		Medium
3.1.E	Pursue Joint Grant Opportunities for Workforce Development	<p>Collaborate with educational partners to secure funding tied to priority sectors and career pathway expansion.</p> <p>→ Leverages external funding to accelerate program development without relying solely on local resources.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 3.2		STRENGTHEN STATE AND REGIONAL ECONOMIC DEVELOPMENT RELATIONSHIPS TO POSITION SACHSE AS A DESTINATION FOR INVESTMENT.		
3.2.A	Establish Active Memberships and Staff Liaisons	<p>Join the Dallas Regional Chamber, Collin County chambers, NTCOG economic development programs, and other relevant organizations, with dedicated staff assigned as liaisons.</p> <p>→ Ensures Sachse has a consistent presence in regional business networks and access to opportunity pipelines.</p>	<p>Sector Partnership Engagement</p> <p>Regional Chamber and EDO Activity</p> <p>Sub-Regional Collaboration Activity</p>	Medium
3.2.B	Assign Dedicated Staff for Chamber and Regional Engagement	<p>Set clear objectives for business leads generated and partnerships established through active involvement.</p> <p>→ Moves chamber relationships from passive membership to an active business development tool with accountability.</p>		Medium
3.2.C	Participate in Regional, State, and National Business Attraction Missions	<p>Engage site selectors, brokers, and corporate decision-makers through events and missions.</p> <p>→ Increases Sachse's visibility with key influencers who drive location decisions for expanding businesses.</p>		High
3.2.D	Develop Collaborative Marketing Materials with Regional Partners	<p>Position Sachse within the broader North Texas growth narrative while highlighting distinct advantages.</p> <p>→ Leverages regional brand strength while differentiating Sachse's specific value proposition.</p>		Medium
3.2.E	Host Regional Stakeholder Events in Sachse	<p>Organize chamber meetings, broker tours, and industry roundtables locally.</p> <p>→ Brings opportunities to Sachse rather than always going elsewhere, increasing familiarity and comfort with the community.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 3.3		BUILD RELATIONSHIPS WITH NEIGHBORING CITIES FOR JOINT MARKETING AND SITE SELECTION EFFORTS THAT BENEFIT THE ENTIRE SUBREGION.		
3.3.A	Establish a Subregional Economic Development Collaborative	<p>Form a partnership with neighboring cities to coordinate business attraction and corridor development.</p> <p>→Creates formal structure for ongoing collaboration rather than ad hoc partnerships that depend on individual relationships.</p>	<p>Sector Partnership Engagement</p> <p>Regional Chamber and EDO Activity</p> <p>Sub-Regional Collaboration Activity</p>	Medium
3.3.B	Coordinate on Transportation and Infrastructure Advocacy	<p>Align efforts on projects benefiting multiple cities, such as PGBT and Highway 78 improvements and corridor development and redevelopment.</p> <p>→Increases political leverage and funding competitiveness by demonstrating regional priority and impact.</p>		Low
3.3.C	Create Sector-Based Business Recruitment Teams	<p>Include staff from multiple cities to enable coordinated outreach to companies considering any subregional location.</p> <p>→Prevents counterproductive competition between neighbors while ensuring every city participates in wins.</p>		Low
3.3.D	Host Subregional Economic Development Meetings	<p>Share intelligence on development opportunities, coordinate responses, and align strategies among cities.</p> <p>→Maintains momentum and ensures partnerships remain active rather than episodic.</p>		Low
3.3.E	Pursue Joint Applications for State and Federal Grants	<p>Apply collaboratively for economic development funding that favors multi-jurisdictional partnerships.</p> <p>→Leverages partnership requirement as competitive advantage rather than obstacle, accessing funding unavailable to single cities.</p>		Low
GOAL 4: PLACEMAKING THAT WORKS.		WE WILL REIMAGINE KEY CORRIDORS AS MIXED-USE DESTINATIONS, WHERE PLACEMAKING AND REDEVELOPMENT BECOME THE DRIVERS OF OUR ECONOMIC STRATEGY.		

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 4.1		USE STREETS AND PUBLIC RIGHT-OF-WAY AS CATALYSTS FOR PRIVATE REDEVELOPMENT BY ACCELERATING STRATEGIC STREETSCAPE INVESTMENTS.		
4.1.A	Create a Museum Mile Walking Trail	<p>Connect key Old Town destinations to the Sachse Historical Society Museum using recent 5th Street improvements.</p> <ul style="list-style-type: none"> → Leverages existing assets, including new sidewalks, lighting, and destinations on both sides of SH 78. 	<p>Implementation Milestone Achievement</p> <p>Development Activity Using New Regulatory Tools</p>	Low
4.1.B	Coordinate with TxDOT to Improve SH 78 Crossing	<p>Install leading pedestrian signals, continental crosswalks, shading, lighting, and curb improvements at 5th Street in Old Town.</p> <ul style="list-style-type: none"> → Addresses real and perceived safety concerns for businesses and visitors in Old Town. 	<p>Old Town Activation and Leveraging of Existing Assets</p> <p>Mixed-Use and Missing-Middle Housing Unit Production</p>	Low
4.1.C	Consider Sub-Standard Street Upgrades for Sachse Road	<p>Include operational changes to support on-street parking and future one-way conversion to catalyze development or as development activity increases.</p> <ul style="list-style-type: none"> → Positions the corridor for activation by addressing infrastructure gaps while preserving flexibility for future traffic and parking configurations. 	<p>Properties Acquired and Managed</p> <p>Private Investment Leverage</p>	Medium
4.1.D	Prioritize Trail and Sidewalk Investments via CIP and EDC	<p>Focus on catalyst areas to connect neighborhoods to commercial zones.</p> <ul style="list-style-type: none"> → Creates walkable, complete communities where people want to live and businesses can thrive. 		Medium
4.1.E	Create a Comprehensive Wayfinding Signage Program	<p>Install gateway/wayfinding signage at key intersections, as identified in Shaping Sachse.</p> <ul style="list-style-type: none"> → Implements multiple placemaking treatments at once, creating a sense of place while promoting walkability. 		High
4.1.F	Train City Staff in Quick-Build Methods (IDIQ Contracts)	<p>Use pre-negotiated agreements with contractors to allow unit pricing and streamlined ordering for improvements.</p> <ul style="list-style-type: none"> → Enables faster implementation of streetscape improvements, including intersection treatments, shared-use paths, and gateway treatments, while creating conditions for private amenities like sidewalk cafés. 		Low
4.1.G	Leverage TIRZ #3 Project Plan for Streets and ROW Improvements	<p>Use the TIRZ project plan list to guide improvements related to Sachse Road and parking.</p> <ul style="list-style-type: none"> → Aligns economic development priorities with TIRZ funding mechanisms and project locations. 		High

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 4.2		FURTHER EXPLORE OPPORTUNITIES USING ZONING TOOLS SUCH AS OVERLAYS, TEXT AMENDMENTS, REZONINGS, ETC., TO CREATE CLEAR DEVELOPMENT STANDARDS THAT POSITIONSHIGHWAY 78 AS SACHSE'S ECONOMIC SPINE.		
4.2.A	Convene Interdepartmental Working Group around SH 78 Zoning Updates	<p>Explore the creation of an overlay district or other zoning updates along SH 78.</p> <p>→ Ensures the zoning updates maximize opportunities for mobility, parks and open space, urban design, and infrastructure improvements toward a common vision. Focus on parcel connectivity and assembly, design aesthetics, and streamlined development standards. If preferred, pilot within a quarter-mile of the Old Town District.</p>	<p>Implementation Milestone Achievement</p> <p>Development Activity Using New Regulatory Tools</p> <p>Old Town Activation and Leveraging of Existing Assets</p> <p>Mixed-Use and Missing-Middle Housing Unit Production</p>	High
4.2.B	Consider Initiating Zoning Amendments	<p>Include identified recommendations for additional zoning overlay, text amendments, and other considerations along SH 78.</p> <p>→ Provides the regulatory foundation to attract quality development and redevelopment along Sachse's main corridor.</p>	<p>Properties Acquired and Managed</p> <p>Private Investment Leverage</p>	High
4.2.C	Coordinate Strategic Parcel Acquisition with Zoning Requirements	<p>Maximize intentional redevelopment consistent with Shaping Sachse.</p> <p>→ Strategic parcels within TIRZ #3, as well as along and adjacent to SH 78 are visible and accessible, making them vital tools for Old Town activation.</p>		High
4.2.D	Collaborate Early with TxDOT and North Central Texas Council of Governments	<p>Engage regional transportation partners during working group zoning update activities.</p> <p>→ Ensures ideas are reasonable and feasible per TxDOT standards and contemplates regional factors.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 4.3		MODERNIZE ZONING TO ENABLE MIXED-USE DEVELOPMENT AND REMOVE BARRIERS TO QUALITY REDEVELOPMENT.		
4.3.A	Review Form-Based Codes for Old Town and PGBT Areas	<p>Review form-based codes to determine what's working and what's not, then amend codes to remove barriers and add clarifications.</p> <p>→ Allows real-world examples to drive amendments that accelerate development and redevelopment.</p>	<p>Implementation Milestone Achievement</p> <p>Development Activity Using New Regulatory Tools</p>	High
4.3.B	Amend Form-Based Codes in Old Town and PGBT Areas	<p>Remove barriers and add clarifications, such as in street cross-sections to improve pedestrian comfort and multimodal options while potentially reducing mobility infrastructure costs.</p> <p>→ Consider possible changes in accordance with best practices and to ensure alignment with the desired vision for these areas.</p>	<p>Old Town Activation and Leveraging of Existing Assets</p> <p>Mixed-Use and Missing-Middle Housing Unit Production</p> <p>Properties Acquired and Managed</p>	High
4.3.C	Consider Strategic Opportunities to Incorporate Missing-Middle Housing	<p>Consider allowing missing-middle housing as a permitted use within appropriate areas along or adjacent to the SH 78 corridor.</p> <p>→ Addresses the need for more housing diversity to support affordability, growth, and Sachse's economic development strategy.</p>	Private Investment Leverage	Low
4.3.D	Allow On-Street and Public Parking to Count Toward Development Requirements	<p>Allow on-street and publicly-owned parking to count toward parking requirements for new development, especially in Old Town, and amend non-complying use regulations accordingly.</p> <p>→ Reduces development costs while addressing real and perceived lender and investor risks regarding parking supply.</p> <p>→ Protects property owners by ensuring developments don't become non-conforming if the city later adjusts on-street parking for complete streets improvements or other public purposes.</p>		Low

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
	STRATEGY 4.4	ATTRACT RESTAURANTS AND RETAILERS THAT ACTIVATE CORRIDORS AND CREATE DESTINATIONS WHERE PEOPLE WANT TO GATHER.		
4.4.A	Develop Restaurant and Retail Recruitment Target List	<p>Define corridor-specific targets based on identity, demographic fit, and gap analysis.</p> <ul style="list-style-type: none"> → Focuses recruitment on concepts that align with corridor positioning and fill market gaps rather than generic outreach. 	<p>Implementation Milestone Achievement</p> <p>Development Activity Using New Regulatory Tools</p>	Medium
4.4.B	Create a First-to-Market Incentive Program	<p>Establish for priority restaurant and retail concepts willing to be early movers in emerging corridors</p> <ul style="list-style-type: none"> → Offer financial, regulatory, and marketing incentives to reduce early-stage investment risk. → Encourages quality operators to enter emerging corridors and demonstrates city commitment to activation. 	<p>Old Town Activation and Leveraging of Existing Assets</p> <p>Mixed-Use and Missing-Middle Housing Unit Production</p> <p>Properties Acquired and Managed</p>	Low
4.4.C	Evaluate Current Process and Regulations for Outdoor Dining, Sidewalk Cafés, and Activation Programming in PGBT and Old Town	<p>This would bring restaurants and retail into the public realm.</p> <ul style="list-style-type: none"> → Proactively identify potential regulatory barriers while creating the activated streetscapes that attract additional investment. 	Private Investment Leverage	Low
4.4.D	Partner with Existing or Prospective Restaurants, Retailers, and Vendors on Corridor Activation Events	<p>Collaborate on regular programming that brings people into priority corridors. Coordinate food truck nights, pop-up markets, and seasonal programming to bring people in.</p> <ul style="list-style-type: none"> → Builds momentum and foot traffic while demonstrating market viability to prospective businesses. 		Medium
4.4.E	Integrate restaurant and retail recruitment into broader business attraction strategy	<p>Incorporate dining and shopping assets into marketing materials and site-selector conversations.</p> <ul style="list-style-type: none"> → Positions quality of place as a competitive advantage and reinforces restaurants and retail as economic development priorities. 		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
	STRATEGY 4.5	ESTABLISH A STRATEGIC PROPERTY ACQUISITION PROGRAM TO SECURE CATALYST SITES FOR QUALITY DEVELOPMENT.		
4.5.A	Establish a Strategic Property Acquisition Program	<p>Provides explicit authority and a framework with clear criteria for property selection, holding, and disposition to acquire properties supporting economic development goals.</p> <p>→ Ensures the city can strategically acquire properties to advance key economic development priorities.</p>	<p>Implementation Milestone Achievement</p> <p>Development Activity Using New Regulatory Tools</p> <p>Old Town Activation and Leveraging of Existing Assets</p>	High
4.5.B	Develop Acquisition Criteria	<p>Prioritize strategic corridor properties, catalyst sites, parcel assembly opportunities, gateway locations, and sites aligned with zoning requirements or mixed-use goals.</p> <p>→ Ensures strategic focus on properties most likely to advance comprehensive plan implementation and catalyze economic development.</p>	<p>Mixed-Use and Missing-Middle Housing Unit Production</p> <p>Properties Acquired and Managed</p> <p>Private Investment Leverage</p>	High
4.5.C	Create Property Acquisition Review Committee	<p>Include city staff and real estate experts to evaluate potential acquisitions.</p> <p>→ Provides structured decision-making and reduces risk through expert review.</p>		High
4.5.D	Establish disposition and management policies	<p>Define target end-users, development standards, timelines, community benefit requirements, and return on investment parameters.</p> <p>→ Ensures acquired properties serve the community vision while generating returns for reinvestment.</p>		High
4.5.E	Develop temporary use and holding strategies	<p>Maintain property values and generate activity while awaiting optimal development opportunities.</p> <p>→ Protects city investment and keeps sites activated rather than vacant.</p>		High
4.5.F	Leverage TIRZ #3 project plan	<p>Use the TIRZ project plan list to guide acquisitions in Old Town and SH 78 areas.</p> <p>→ Aligns economic development priorities with adopted TIRZ funding mechanisms and project locations.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
GOAL 5: A STORY WORTH TELLING		WE WILL POSITION SACHSE AS NORTH TEXAS'S COMPLETE COMMUNITY, BUILDING THE BRAND THAT ATTRACTS INVESTMENT AND TALENT ALIKE.		
STRATEGY 5.1		DEVELOP A MARKETING PLATFORM THAT POSITIONS SACHSE AS THE COMPLETE COMMUNITY IN NORTH TEXAS.		
5.1.A	Develop The Complete Community brand platform	<p>Define messaging pillars, sector-specific value propositions, visual identity system, and brand voice guidelines.</p> <p>→Creates a consistent foundation for all economic development marketing and ensures Sachse communicates a clear, differentiated story.</p>	<p>Brand Awareness and Engagement</p> <p>Business Attraction Outreach Activity</p> <p>Corridor Brand Recognition</p>	Medium
5.1.B	Maintain and refresh economic development website	<p>Regularly update content and plan for a comprehensive redesign every 3-5 years to keep pace with technology and brand evolution.</p> <p>→Creates a professional first impression and ensures businesses can easily find information to evaluate Sachse.</p>		Low
5.1.C	Build social media presence for target sectors	<p>Share business wins, development updates, entrepreneur spotlights, and sector news on LinkedIn and other platforms.</p> <p>→Builds visibility, demonstrates momentum, and creates touchpoints with businesses and site selectors.</p>		Low
5.1.D	Optimize for site selection searches	<p>Ensure Sachse appears in key databases (CoStar, LoopNet, site selector platforms) with accurate, current information.</p> <p>→Increases discoverability when businesses and consultants search for North Texas locations matching specific criteria.</p>		Low
5.1.E	Develop an email marketing program	<p>Keep brokers, site selectors, regional partners, and businesses informed about Sachse opportunities, available sites, and success stories.</p> <p>→Maintains top-of-mind awareness and provides regular touchpoints that build relationships over time.</p>		Low
5.2.F	Identify Opportunities to Promote the City of Sachse and Sachse Economic Development	<p>Consider a wide variety of trade and industry publications and organizations that would get the Sachse brand in front of diverse, impactful audiences, with marketing, advertising, and event sponsorships.</p> <p>→Enables Sachse to continue broadening its reach and name recognition by increasing credibility.</p>		High

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 5.2		CREATE SECTOR-SPECIFIC MARKETING MATERIALS AND TOOLS THAT ARTICULATE SACHSE'S COMPETITIVE ADVANTAGE.		
5.2.A	Develop sector-specific one-pagers	<p>Highlight workforce, cost, infrastructure, and opportunity advantages for professional services, healthcare, technology, and entrepreneurship.</p> <p>→ Provides targeted materials for quick reference during business attraction outreach and site selector conversations.</p>	Brand Awareness and Engagement Business Attraction Outreach Activity Corridor Brand Recognition	High
5.2.B	Create a comprehensive community profile	<p>Include detailed demographic, economic, workforce, quality of life, and infrastructure data organized for business decision-making.</p> <p>→ Serves as an authoritative reference document that answers common business attraction questions with credible data.</p>		High
5.2.C	Design site inventory materials	<p>Provide professional photography, specifications, maps, and availability information for key development sites in target corridors.</p> <p>→ Removes uncertainty about where businesses can locate and demonstrates site readiness.</p>		High
5.2.D	Produce an annual economic development report	<p>Highlight business attraction wins, job creation outcomes, entrepreneurship growth, corridor progress, and strategic plan implementation milestones.</p> <p>→ Demonstrates accountability, builds community pride, and creates a compelling narrative of momentum that attracts additional investment.</p>		High
5.2.E	Create video content	<p>Feature business testimonials, corridor tours, workforce highlights, and quality of life assets for digital platforms and presentations.</p> <p>→ Provides engaging, shareable content that brings Sachse's story to life more effectively than text alone.</p>		Medium

GOAL/STRATEGY		ACTION	PERFORMANCE METRICS IN DASHBOARD	PRIORITY
STRATEGY 5.3		LAUNCH CORRIDOR-BASED PLACE BRANDING INITIATIVES THAT CREATE DISTINCT IDENTITIES FOR 5TH STREET, PGBT, AND HIGHWAY 78 AS ECONOMIC DESTINATIONS.		
5.3.A	Develop distinct corridor brand identities	<p>Create naming, positioning, and visual systems for 5th Street (innovation/entrepreneurship), PGBT(professional services/medical), and Highway 78 (local commercial).</p> <p>→Creates clear differentiation and market recognition for each corridor as a distinct economic destination.</p>	<p>Brand Awareness and Engagement</p> <p>Business Attraction Outreach Activity</p> <p>Corridor Brand Recognition</p>	High
5.3.B	Create corridor-specific marketing materials	<p>Develop one-pagers, site maps, development opportunity profiles, and vision renderings tailored to each branded corridor.</p> <p>→Provides tools to market corridor opportunities to developers, businesses, and investors with a corridor-specific focus.</p>		High
5.3.C	Design physical branding elements	<p>Include gateway signage, wayfinding, banners, and public art to reinforce corridor identities.</p> <p>→Makes corridor brands tangible and recognizable, signaling investment and differentiation to visitors and potential investors.</p>		High
5.3.D	Launch targeted corridor marketing campaigns	<p>Focus on developers, businesses, and brokers in sectors aligned with each corridor's positioning and opportunity.</p> <p>→Drives targeted business attraction and development interest by connecting corridor brands to specific market audiences.</p>		Medium
5.3.E	Establish corridor brand guidelines	<p>Define appropriate development types, design standards, and programming to maintain brand integrity as corridors develop.</p> <p>→Ensures corridor brands guide development decisions rather than becoming disconnected from actual corridor evolution.</p>		High

Appendix B: Sachse Economic Development Strategic Plan x Shaping Sachse Action Items Crosswalk

This crosswalk maps the strategies from the Sachse Economic Development Strategic Plan to corresponding action items in the Shaping Sachse Comprehensive Plan Implementation Matrix. It is designed to demonstrate alignment between the two plans and to identify coordinated implementation priorities for the EDC Board, City Council, and staff.

GOAL 1: A VIBRANT, DIVERSE ECONOMY

We will diversify our economy by attracting high-value investment that creates family-supporting jobs and expands the city's long-term fiscal strength.

STRATEGY	SHAPING SACHSE ACTION ITEMS
1.1 Attract professional services firms in finance, accounting, consulting, and architecture	ED 2.1 - 5th Street District: Identify high-quality operators; develop "wish list" of desired users to guide recruitment ED 2.3 - Retail Revitalization Program: Identify market gaps, retail targets, and relevant marketing/demographic information FLU 4.31 - Mixed-Use Redevelopment: Pursue projects with ground-floor retail and upper-level residential or office space (Old Town)
1.2 Position Sachse as a destination for technology and software firms	ED 2.1 - Develop recruitment guidance for desired users in 5th Street District FLU 4.38 - Adaptive Reuse: Explore partnerships for incubator spaces, co-working, or creative retail (Old Town) ED 5.1 - Maintain parcel database with ownership info, property status, issues, and opportunities
1.3 Build a medical and health services innovation cluster around existing healthcare assets (revised)	ED 2.1 - Identify high-quality operators interested in locating in Sachse ED 2.4 - Retail Recruitment Program: Identify incentive strategies based on retailer type and alignment with city values FLU 1.3 - Ensure Policy Consistency: Review and update zoning regulations to ensure alignment with Comprehensive Plan vision (added – supports form-based code and zoning evaluation for healthcare uses and missing-middle housing)

STRATEGY	SHAPING SACHSE ACTION ITEMS
<p>1.4 Coordinate sites, corridors, and commercial real estate to support traded sector recruitment (revised)</p>	<p>FLU 2.1 - Partnership: Partner with developers to facilitate redevelopment of underutilized properties</p> <p>FLU 3.2 - Priority Sites: Maintain database of priority sites aligned with infrastructure and ED goals</p> <p>ED 4.1 - 5th Street District: Identify next steps; explore master developer or other options</p> <p>ED 4.2 - 5th Street District: Identify infrastructure needs and aesthetic improvements</p> <p>ED 5.1 - Maintain parcel database for corridors</p> <p>FLU 4.1 - Market Analysis and Land Use for SH-78 corridor</p> <p>FLU 2.5 - Drainage Improvements: Assess and implement drainage upgrades to support additional leasable space (added – supports site readiness)</p> <p>FLU 2.6 - Parcel Acquisition: Identify and prioritize key parcels within 5th Street District for City/EDC acquisition (added – supports strategic site control)</p>
<p>1.5 Deploy a targeted, modern incentives framework</p>	<p>ED 2.4 - Retail Recruitment Program: Identify incentive strategies based on criteria</p> <p>HN 1.1 - Neighborhood Empowerment Zones (NEZs): Offer incentives like tax abatements and fee waivers</p> <p>ED 1.1 - Fiscal Alignment: Analyze infrastructure investments for fiscal productivity</p>

GOAL 2: INNOVATION BUILT LOCAL

We will unlock the power of our people—cultivating entrepreneurs, fueling small business growth, and anchoring remote workers to transform resident talent into local prosperity.

STRATEGY	SHAPING SACHSE ACTION ITEMS
2.1 Create a physical innovation hub or co-working space	FLU 4.38 - Adaptive Reuse: Explore partnerships for incubator spaces, co-working, or creative retail (Old Town) FLU 4.33 - Gathering Space: Establish public gathering space for events, markets, community interaction
2.2 Launch targeted small business support programs	FLU 4.2 - Small Business Support: Expand small business grant program along SH-78 corridor FLU 4.36 - Facade Improvements: Explore facade improvement grant program expansion HN 5.1 - Beautification: Grants or low-interest loans for improvements
2.3 Build a connected entrepreneurship ecosystem	PM 4.2 - Old-Town Events: Host pop-up events to show community engagement and site suitability to potential business owners FLU 4.33 - Gathering Space: Establish public gathering space for events and community interaction
2.4 Develop corridor-based small business strategies for 5th Street, PGBT, and Highway 78	ED 4.1 - 5th Street District advancement ED 4.3 - Corridor Overlay: Consider establishing overlay along SH-78 for modernized design standards FLU 4.2 - Small Business Support along SH-78 FLU 4.3 - Catalytic Redevelopment: Encourage infill and redevelopment of underutilized parcels
2.5 Provide concierge-level business navigation services (revised – now includes biennial permitting audit)	ED 2.3 - Retail Revitalization Program: Designate person to conduct retail recruitment activities FLU 1.2 - Identify and Address Non-Conforming Uses: Assessment for redevelopment opportunities

GOAL 3: PARTNERSHIPS THAT MULTIPLY IMPACT

We will leverage strategic partnerships to amplify our voice, expand opportunity pipelines, and compete at a regional scale.

STRATEGY	SHAPING SACHSE ACTION ITEMS
3.1 Establish sector partnerships engaging Garland ISD, Wylie ISD, Dallas College, Collin College, and UTD (expanded – now includes Collin College and UTD)	IP 1.4 - Sachse Partnerships: Strengthen partnerships with NTMWD, City of Garland, and participate in regional planning with TxDOT, NTTA, NCTCOG, Collin County, Dallas County PT 2.2 - Regional Coordination: Coordinate with regional partners and nearby cities to enhance connectivity
3.2 Strengthen state and regional economic development relationships	MB 3.1 - Speed Study: Coordinate with TxDOT along SH-78 MB 5.1 - Grants: Apply for TxDOT Green Ribbon grants for beautification IP 1.4 - Actively participate in regional planning discussions PT 3.1 - Funding: Explore state or federal grants
3.3 Build relationships with neighboring cities for joint marketing and site selection (revised – now includes subregional collaborative, sector-based recruitment teams, and joint grant applications)	PT 2.2 - Regional Coordination: Coordinate with nearby cities and county agencies IP 1.4 - Sachse Partnerships: Participate in regional planning discussions to advocate for Sachse's interests MB 2.1 - PGBT Frontage Road: Work with various partners PT 3.1 - Funding: Explore state or federal grants (added – supports joint grant applications)

GOAL 4: PLACEMAKING THAT WORKS

We will reimagine key corridors as mixed-use destinations, where placemaking and redevelopment become the drivers of our economic strategy.

STRATEGY	SHAPING SACHSE ACTION ITEMS
4.1 Use streets and public right-of-way as catalysts for private redevelopment (revised – now includes Museum Mile, TxDOT SH-78 crossing coordination, Sachse Road upgrades, CIP/EDC trail investment, comprehensive wayfinding, IDIQ contracts, and TIRZ #3 utilization)	<p>PM 1.3 - Access Management Plan for SH-78</p> <p>PM 1.4 - Corridor Master Plan for SH-78 landscaping/hardscaping standards</p> <p>PM 1.5 - Key Intersections: Enhance SH-78 & 5th Street and SH-78 & Hooper Road</p> <p>PM 3.1 - Catalyst Site Connections: Connect catalyst areas (PGBT/ The Station, Old Town, Heritage Park) through trails and sidewalks (added – supports Museum Mile concept)</p> <p>FLU 4.29 - Streetscape Improvement Plan for Sachse Road from SH-78 to 5th Street roundabout</p> <p>FLU 4.37 - Streetscape Enhancements: Widened sidewalks, pedestrian-scale lighting, trees, crosswalks</p> <p>FLU 4.5 - Intersection Improvements: Evaluate and improve high-crash intersections</p> <p>FLU 4.10 - Streetscape Enhancements: Landscaping and improvements along SH-78 (added – supports SH-78 public realm improvements)</p> <p>FLU 4.30 - Capital Improvement Plan: Review CIP against TIRZ #3 plan (added – supports TIRZ #3 utilization)</p> <p>FLU 4.32 - Parking Availability: Upgrade parking and signage, shared parking strategies (added – supports Sachse Road parking)</p> <p>MB 3.2 - Access Management Plan for SH-78</p> <p>FLU 4.21 - Pilot Placemaking: Install temporary placemaking features</p> <p>ED 3.1 - TIRZ Review: Review and update TIRZ #3 Project and Financing Plan (added – supports TIRZ #3 utilization for streets/ROW)</p>

STRATEGY	SHAPING SACHSE ACTION ITEMS
<p>4.2 Further explore opportunities using zoning tools (overlays, text amendments, rezonings) to position Highway 78 as Sachse's economic spine (revised – previously "SH 78 Corridor Overlay"; now broader zoning tools approach with interdepartmental working group and TxDOT/MPO coordination)</p>	<p>ED 4.3 - Corridor Overlay: Consider establishing overlay along SH-78 to modernize design standards</p> <p>PM 1.4 - Corridor Master Plan for SH-78 standards</p> <p>FLU 4.1 - Market Analysis and Land Use for SH-78 strategic land use transitions</p> <p>FLU 1.3 - Ensure Policy Consistency: Update zoning regulations and development guidelines</p> <p>MB 3.1 - Speed Study: Coordinate with TxDOT along SH-78 (added – supports early TxDOT/MPO coordination)</p> <p>FLU 4.6 - Access Management: Implement strategies to improve traffic flow along key corridors (added – supports interdepartmental approach)</p>
<p>4.3 Modernize zoning to enable mixed-use development and remove barriers to quality redevelopment (revised – now includes form-based code review for Old Town and PGBT, missing-middle housing as permitted use, on-street parking credits, and density strategies on adjacent parcels)</p>	<p>FLU 1.3 - Ensure Policy Consistency: Update zoning regulations and development guidelines</p> <p>FLU 4.31 - Mixed-Use Redevelopment: Ground-floor retail with upper-level residential or office</p> <p>HN 2.1 - Adaptive Reuse: Guidelines for economic diversity and neighborhood revitalization</p> <p>HN 3.3 - Neighborhood Pattern Book for infill development</p> <p>FLU 3.1 - Residential Infill Pilot Program (added – supports complementary residential growth on adjacent parcels)</p> <p>FLU 4.32 - Parking Availability: Upgrade parking and signage, shared parking strategies (added – supports on-street parking credits)</p>

STRATEGY	SHAPING SACHSE ACTION ITEMS
<p>4.4 Attract restaurants and retailers that activate corridors and create destinations (revised – now includes first-to-market incentive program, outdoor dining evaluation, and corridor activation events)</p>	<p>ED 2.1 - Identify high-quality retail operators for 5th Street; develop “wish list”</p> <p>ED 2.3 - Retail Revitalization Program: Identify gaps, retail targets, marketing info</p> <p>ED 2.4 - Retail Recruitment Program with incentive strategies</p> <p>FLU 4.46 - Retail Center: Redevelop aging retail into experience-driven destinations</p> <p>PM 4.2 - Old-Town Events: Host pop-up events for potential business owners</p> <p>FLU 4.34 - Old Town: Establish as recognized cultural and commercial destination (added – supports corridor activation programming)</p>
<p>4.5 Establish a Strategic Property Acquisition Program (revised – now includes Property Acquisition Review Committee, disposition/management policies, temporary use strategies, and TIRZ #3 utilization)</p>	<p>FLU 2.2 - Land Bank: Establish land bank for key properties (underutilized, foreclosed, tax-delinquent)</p> <p>FLU 2.6 - Parcel Acquisition: Identify and prioritize key parcels within 5th Street District for City/EDC acquisition</p> <p>ED 2.2 - 5th Street District: Identify and prioritize parcels for City/EDC acquisition</p> <p>ED 3.1 - TIRZ Review: Review and update TIRZ #3 plan; identify parcels for City/EDC acquisition</p>

GOAL 5: A STORY WORTH TELLING

We will position Sachse as North Texas's complete community—building the brand that attracts investment and talent.

STRATEGY	SHAPING SACHSE ACTION ITEMS
<p>5.1 Develop a marketing platform positioning Sachse as "The Complete Community" (revised – now includes website refresh cycle, SEO for site selection databases, email marketing, and event sponsorships)</p>	<p>PM 2.1 - Branding Toolkit: Design city-wide branding toolkit with specialty branding for Districts (noted: "Coordinate with EDC strategic plan")</p>
<p>5.2 Create sector-specific marketing materials and tools (revised – now includes video content and annual economic development report)</p>	<p>ED 2.3 - Retail Revitalization Program: Relevant marketing and demographic information</p> <p>ED 5.1 - Database with parcel info, property status, issues, opportunities</p>
<p>5.3 Launch corridor-based place branding initiatives for 5th Street, PGBT, and Highway 78</p>	<p>PM 1.1 - Wayfinding Master Plan: Standards for City signage and special area signage</p> <p>PM 1.2 - Entry Gateway Signage at SH-78 and PGBT</p> <p>PM 4.1 - Wayfinding Signage for Old Town Sachse</p> <p>FLU 4.11 - Wayfinding Plan: Create SH-78-wide wayfinding plan</p> <p>FLU 4.35 - Wayfinding Signage: Identify Old Town as distinct district</p> <p>FLU 4.16 - Gateway Signage: Install secondary signage at key entry points</p> <p>FLU 4.4 - Wayfinding System for corridor</p>

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