



CITY OF FRISCO

2016

**PARKS & RECREATION
OPEN SPACE MASTER PLAN**

*Parks & Recreation:
Fundamental for a
Vital, Vibrant and
Connected Community*



**MASTER PLAN REPORT
JULY 2016**



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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



FRISCOFUN
**FUNDAMENTAL FOR A VITAL, VIBRANT,
AND CONNECTED COMMUNITY**

July 2016

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Many individuals volunteered a significant amount of their time and energy in the preparation of this 2016 Frisco Parks and Recreation Open Space Master Plan. This plan would not have been possible without the leadership and guidance provided by Frisco's citizens, elected and appointed officials, and city staff.

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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



1 - INTRODUCTION

JULY 2016

1.1 Frisco Fun

FUNdamental for a Vital, Vibrant and Connected Community

Residents of Frisco are accustomed to clicking on the FriscoFun link or reviewing the FriscoFun brochure. However, they are less likely to consciously be aware of the critical and fundamental ways in which the Frisco Parks and Recreation Department supports Frisco to be and remain a community that is vital, vibrant, and connected.

Economic Vitality

Frisco is a unique and special place. While some communities struggle with economic instability and the complexities brought about by that condition, communities such as Frisco don't face those challenges. One of the reasons for the continued or renewed economic viability of communities is the attention paid to elements within a community that once were considered "soft" factors such as parks, nature, places to gather, and cultural offerings among others. In fact, locally-inspired public spaces and other quality-of-life factors have a real effect on economies.¹

As Frisco moves towards further growth and development, it will be necessary to continue to perform well on those soft factors that contribute to higher economic rates of growth such as open space, public spaces, and sense of community, as well as attachment to community that those factors generate. The Gallup/Knight Foundation's "Soul of the Community" 2008-2010 study found that social offerings, openness and beauty are the primary drivers for community attachment. Community attachment was found to demonstrate a strong positive correlation between resident attachment and local GDP growth.

The significant point is that communities scoring well on these "soft" factors also foster a higher economic rate of growth upon the local "GDP" than jurisdictions which offer less "quality of life" assets.²



Vibrant Communities

The key to economic vitality is closely tied to the vibrancy of individual communities. Talent, especially the talent working in the information and technological sectors, are able to live and work almost from any location. The locations that they are most drawn to are places where

1. <http://www.forbes.com/sites/ashoka/2012/08/16/the-economic-secret-of-vacant-city-spaces/>
2. <http://citiwire.net/columns/the-fall-and-rise-of-great-public-spaces/>

vibrant public spaces such as neighborhood parks, community markets, and downtown squares are available. This approach is often referred to as “placemaking”.

According to the Project for Public Spaces that pioneered this approach, placemaking is defined as “the art and science of developing public spaces that attract people, build a community by bringing people together, and create local identity.” Residents attending a variety of public input meetings cited the possible loss of identity and sense of community as key concerns related to the projected growth in Frisco.

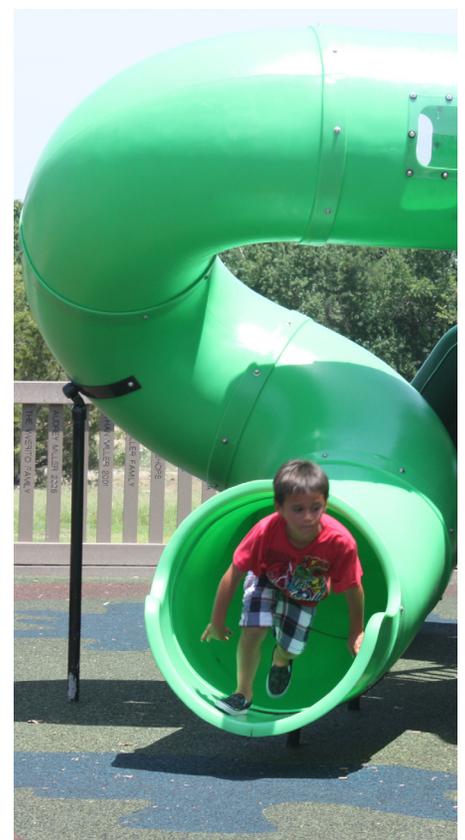
There are a number of examples where providing a community with place and access has led to the turnaround of neighborhoods, such as Bryant Park in New York City, Discovery Green in Houston, and Eastern Market in Detroit.

Recognizing the positive impact that a vital, vibrant, and connected community has upon the well-being of its employees, where they live and customers’ choices for where they visit, Southwest Airlines embarked upon a program called “Heart of the Community” in April 2014. The purpose of this outreach generosity on the part of Southwest is specifically to foster the elements within placemaking that make these communities better places to live, work, and play.

Connected Community

Frisco residents attending public and focus group meetings expressed concerns that as Frisco grew, that the important sense of community among residents might be in jeopardy. The Gallup/ Knight Foundation’s “Soul of the Community”, cited previously found that public places along with the key attributes of social offerings, openness and beauty serve as primary drivers of community attachment and connectedness.

The MIT Department of Urban Studies and Planning’s recent effort: “Places in the Making”, reinforces that community involvement is as important for strengthening and empowering local communities as the physical outcome of the space itself. A significant outcome of the “Soul of the Community”, surveys was that “when a community’s residents are highly attached to their community, they will spend more time there, spend more money, and are more productive and tend to be entrepreneurial”.¹



1. <http://citiwire.net/columns/the-fall-and-rise-of-great-public-spaces/>

Frisco's Opportunity

There are many competing market and economic forces in today's world. Consequently, the importance of parks and public spaces to the vitality, vibrancy, and connectedness of a community will challenge the mindset of past practices.

The over-arching basis for this report and its subsequent recommendations is the emerging importance of placemaking as a catalyst for building and maintaining economically viable communities, coupled with the sustainable, healthy, and connected communities that placemaking supports.

The City of Frisco has before it the opportunity to be and continue to be the vital, vibrant, connected community with its sterling reputation as an outstanding place to live, work, and play. Parks and recreation can and does play an integral role in Frisco's preferred future.





1.2 Background & Purpose

Background

For the past 15 years, Frisco has boomed in population and has become a very desirable place to live within the Dallas-Fort Worth Metroplex. Starting from a small town just over 6,000 prior to 1990, by 2009, it was the fastest-growing city in the United States. In 2011, Frisco was named “Best Places to Live”, along with being named “Best Place to Raise an Athlete” by Men’s Journal. Frisco prides itself on the designation of being named “Tree City USA” by the National Arbor Day Foundation and receiving the National Arbor Day Foundation Growth Award for three straight years. Frisco is very unique in its own way. Despite having a population of over 140,000, Frisco’s residents claim it has a “small town feel” with friendly people and something for everyone. The citizens of Frisco appreciate the City leaders’ forward thinking which is part of the reason for this update of Frisco’s Parks and Recreation Open Space Master Plan.

Purpose & Goals

The purpose of this master plan is found in the mission statement of the Frisco Parks and Recreation Department (PAR):



Frisco Parks & Recreation Department Mission Statement

- *To improve the quality of life and enhance the City’s livability by providing superior services and offerings through premier parks, trails, facilities and programs.*
- *Enrich, empower, enhance and value the lives of the City’s citizens, aged 50 and older, through a variety of quality recreational programs, activities, trips and educational opportunities.*
- *Be a community leader in helping our residents become happier and healthier by providing beneficial fitness, recreational and life-long learning opportunities.*
- *Offer and provide support for youth and adult athletic opportunities, leagues and tournaments for the City of Frisco’s residents and visitors.*

The goal of this Master Plan is to identify preferences and needs, and provide guidance for the continued development of Frisco’s parks, recreation, and open space system, while addressing the existing facilities as well as the need for future facilities, as an integral part of a growing city. The specific objectives of this Master Plan are to:

1. Identify the needs of existing parks, and recreation facilities;
2. Identify the need for additional parks, park land, trails, and recreation facilities;
3. Evaluate the spatial location of Frisco’s parks and recreation facilities and recommend measures to ensure a balanced distribution of facilities within the City that are easily accessible to pedestrians;
4. Prioritize key park, recreation, and open space improvements;
5. Guide City staff and City leaders in determining appropriate funding levels;
6. Develop goals and objectives for improving quality of life within the City; and
7. Provide a plan which is consistent with the funding and grant requirements for the Texas Parks and Wildlife Department.



This plan will also help the City of Frisco compete for grants from various regional, state, and federal sources, including the North Central Texas Council of Governments and TPWD.



1.3 Methodology

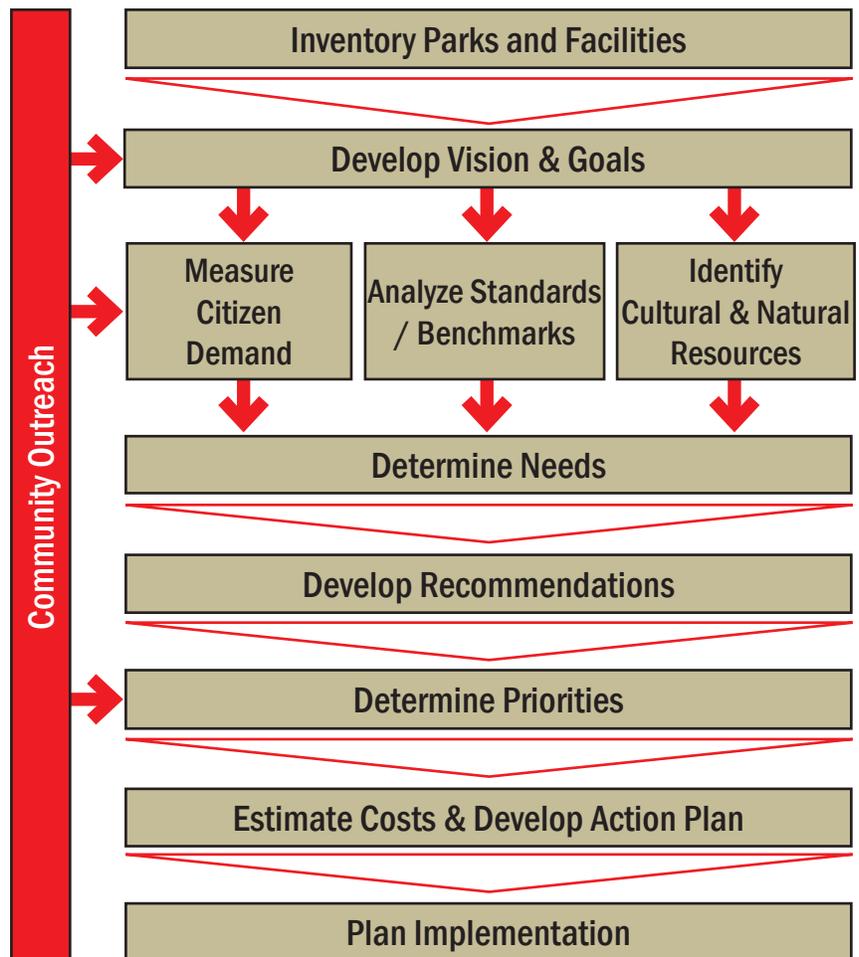
Planning Process

This Master Planning process is illustrated in **Figure 1.1**. The development of the Master Plan was guided by a Steering Committee, represented by the Frisco Parks and Recreation Board, local sports organizations, Community Development Committee, Chamber of Commerce, Public Art Board, Sr. Center Advisory Council, Rotary Club, City Council, and interested citizens. The ultimate goal of the Steering Committee was to champion the Master Plan not only with their input and guidance, but also by emphasizing its importance to City Council and the public at large.

The Planning Team was lead by Half Associates, Inc. with the assistance of Brinkley Sargent Architects, CEHP, Lifestyle Leisure Consulting, and National Service Research. The analysis performed as part of this Master Plan and the resulting recommendations and priorities are based on the needs of the citizens as identified through a wide-reaching public involvement process. The Master Plan results in an Action Plan, which includes specific items to be implemented in the near-term (5 year) and long-term (10 year) future.

Figure 1.1 - Planning Process

This diagram illustrates the planning process followed during the development of this Master Plan.



Report Outline

This Master Plan is organized into nine chapters. Each of these chapters details a major component of the master planning process.

Chapter 1: Introduction

In addition to defining the purpose of this Master Plan, this chapter also reflects how Frisco PARD supports the various ways in which Frisco is and will remain a community that is vital, vibrant, and connected.

Chapter 2: Context

Chapter 2 briefly describes the natural and cultural resources of Frisco, with an analysis of the community's demographics followed by a review of several of the City's previous studies.

Chapter 3: Visioning

Visioning in terms of community outreach and public involvement is a core component of master planning. This chapter describes the process, findings and results of this visioning effort.

Chapter 4: Lifestyle and Marketing

This chapter explores the factors that contribute to Frisco being a unique and special community; lifestyle benchmarking with other similar communities; the patterns and preferences of Frisco residents; and how Frisco PARD can continue to provide open spaces, programs and events that make Frisco the highly desirable community that it is.

Chapter 5: Parks & Open Space

This chapter focuses on the provision of parks and open space, with an analysis of needs, recommendations, cost estimates, and prioritized future actions.

Chapter 6: Athletics

Chapter 6 analyzes athletics in terms of benchmarking, level of service and current and future needs. This is followed by recommendations for improvements.



Chapter 7: Recreation Facilities

Frisco’s aquatic and indoor recreation facilities are analyzed in terms of benchmarking and demand needs based on the growing population, followed by recommendations for improvements.

Chapter 8: Operation & Maintenance

This chapter includes O&M benchmarking, a maintenance activity analysis, and an O&M facility needs assessment followed with recommendations.

Chapter 9: Implementation Plan

This chapter includes a summary of the key actions and priorities resulting from this Master Plan and the costs associated with its implementation.

Appendices

Detailed data for information described and/or discussed within the report, is provided and referenced as appendices to a particular chapter. Not all chapters have appendices associated with them.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



2 - CONTEXT

JULY 2016

2.1 Background

Location

The City of Frisco is located 28 miles north of downtown Dallas, just off the Dallas North Tollway in Collin and Denton County. Frisco’s neighboring cities include Plano, McKinney, Prosper, Little Elm, and The Colony, some of which have grown immensely over the last 20 years. The current size of Frisco, including the Extraterritorial Jurisdiction (ETJ), is approximately 69 square miles.

History

Three factors, namely transportation, water, and soil/land are key to the history and growth of Frisco¹.

Transportation: The Shawnee Trail, which would ultimately become Preston Trail, then Preston Road, was used by wagon trains as early as 1838 to move between Austin and the Red River. The railroad came in 1849. Part of the St. Louis, San Francisco Railroad men at depot stations along the line soon shortened the name of the line to “Frisco”.

Water: Steam locomotives brought the need of watering holes about every twenty to thirty miles. Since water was not as available on the higher ground along Preston Ridge, the Frisco Railroad dug a lake called Frisco Lake on Stewart Creek, four miles west.

Soil/Land: A subsidiary of the Frisco Railroad subdivided their property into lots and sold to potential settlers in 1902, the official founding date of the city. In 1904, the name “Frisco City” shortened to “Frisco” was selected in honor of the railroad that founded the city. Frisco was incorporated on March 27, 1908.



1. [Source: http://www.ci.frisco.tx.us/aboutus/Pages/friscohistory.aspx](http://www.ci.frisco.tx.us/aboutus/Pages/friscohistory.aspx)



2.2 Natural & Cultural Resources

The City of Frisco was founded in the early 1900s, but is considered relatively new, not in terms of age, but in terms of its modernity and its state of rapid growth. Once a small rural city, it has grown into one of the most pleasant and popular cities in the Dallas/Ft. Worth Metroplex.

The natural and cultural resources in Frisco are varied and provide ample opportunities for recreational use. These resources serve to influence and define the character of the community.

Natural Landscapes

As with many cities, Frisco is transforming from a once rural community to a highly-urbanized area. In order for the community to recognize and sustain its cultural roots, it is important to protect the cultural landscapes that are representative of the City's rural and farming history.

The National Park Service describes cultural landscapes as:

Settings we have created in the natural world. They revive fundamental ties between people and the land—ties based on our need to grow food, give form to our settlements, meet requirements for recreation, and find suitable places to bury our dead. Cultural Landscapes are intertwined patterns of things both natural and constructed: plants and fences, watercourses and buildings... They are special places: expressions of human manipulation and adaptation of the land.

Historically, the area of Frisco is home to the Blackland Prairie Ecoregion. This band of heavy clay soil was once dominated by vast prairies of tall native grasses and was managed by frequent fires and migrating herds of bison. This area provided habitat for many small mammals, predatory birds, and waterfowl. However, due to the productive soil and gentle rolling topography, much of the land was converted for agricultural use and is what many residents see in some undeveloped areas of the city.

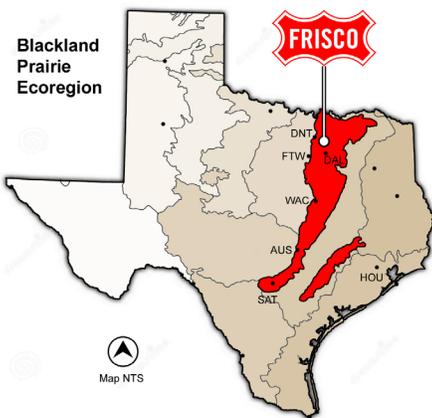


Figure 2.2 – Blackland Prairie Ecoregion Map

The map shows the area of the Blackland Prairie Ecoregion (in red). The Blackland Prairie follows Interstate 35 as it stretches from San Antonio in the south to the Red River in the north. Source: USGS Ecoregions of Texas

Topography

Frisco is characterized by gentle rolling topography. This expansive area that has changed from grassland prairie to prime agricultural land is now desirable for commercial and residential development. Frisco's topography provides opportunities in some places for larger panoramic views such as at Frisco Commons and west Frisco where higher elevations occur.

Creeks, Streams, and Lakes

Water associated ecosystems contain the most biodiversity and provide many ecological benefits within developed areas. Panther Creek, Stewart Creek, and Cottonwood Branch are the main creek corridors that run west through Frisco on their way to Lake Lewisville. West Rowlett Creek flows south east towards Lake Ray Hubbard. There are also several smaller tributaries within Frisco. These seamless natural areas of creek corridors contribute to the image and quality of recreation within the City.

Frisco’s creeks and floodplains provide environmental services such as flood protection, wildlife habitat, and improved water quality through natural filtration. In addition, these corridors provide excellent recreation opportunities for trails, linear parks, and connections throughout the City.

Lake Lewisville can be accessed from within Frisco’s city limits on the west side of the city. This is the only area Frisco has direct access to this popular recreational destination. There are many ponds throughout the city that provide various stormwater management benefits as well as multipurpose recreational opportunities. They provide habitat for wildlife as well as opportunity for passive recreation.

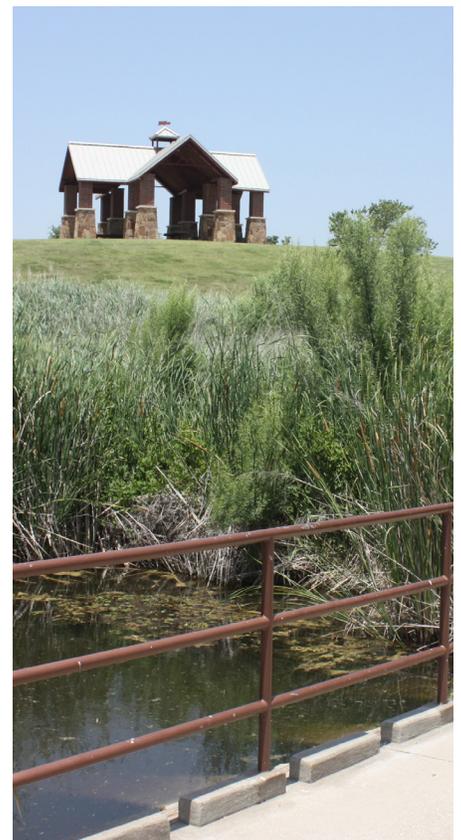
It is necessary to ensure that Frisco’s creeks, streams and lakes stay intact to provide the full recreational, ecological and economic benefits for the community.

Protecting Natural and Cultural Landscapes

Preservation of Frisco’s natural character and cultural history does not mean turning away from new development. Rather, it means focusing on preserving key components of the landscape for future generations to continue to experience Frisco’s natural qualities and cultural history.

It is important to make a determined effort to identify and preserve the most valuable components of the natural and cultural landscapes within and around the city. This may mean acquiring land where possible and partnerships between the City, landowners, and homeowners to preserve Frisco’s natural and cultural landscapes. Future development can also help to preserve such landscapes through applying the principles of Conservation Planning and Design¹ to the development’s layout.

1. See: Arendt, Randall, and Holly Harper. Conservation Design for Subdivisions: a Practical Guide to Creating Open Space Networks. Washington, D.C.: Island, 1996. Print.





One of the key measures to ensure the preservation of creek corridors, is to protect the 100-year floodplain calculated at build-out conditions, and to establish creek buffers of 75-feet measured from the edge of the floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access.

Cultural resources help define a City. In Frisco, culture is expressed through many different forms of diverse and unique characteristics that provide the City with its own identity.



Historic District

The Historic District of Frisco is in the geographic center of the city. This area along Main Street has a number of historical buildings and homes and is popular due it’s walkability to shops and restaurants. Some of the oldest parks are within this area of the city including First Street Park and Gallegos Park.



Frisco Square

Located just west of the Historic District along Main Street, Frisco Square is a master planned development. This 147 acre, multi-generational development, provides mixed-use opportunities for office, retail, restaurants, mutli-family residential, and municipal facilities. The Square was conceptually inspired by a European village providing walkability and proximity to many cultural and entertainment events.

Frisco Square hosts a number of community events throughout the year. It is a destination for many locals in and around the area to enjoy music festivals, parades, and a farmers market. Frisco Square is home of the annual Merry Main Street Festival.

Frisco Heritage Museum

The Frisco Heritage Museum is located within Frisco Square. Their mission statement is “exploring the past, imagining the future” and their mission is “to collect, preserve, study, interpret, exhibit, and stimulate appreciation for and knowledge of the history and culture of Frisco and the North Texas region to all people of the region and visitors attracted to the area.” The Museum tells the rich history of Frisco and exhibits artifacts and articles contributing to Frisco’s culture.

Frisco Discovery Center

The Frisco Discovery Center opened in October of 2010. It was developed and funded by the Frisco Community Development Corporation and the City of Frisco. The Center was formerly a warehouse before it was renovated into an arts, science, and cultural center for the City. The Frisco Discovery Center is managed by Frisco Association for the Arts and includes a Black Box Theater, Art Gallery, and the location of Sci-Tech.



Museum of the American Railroad

Construction for the Museum of the American Railroad is currently underway and is expected to open in June 2015. The original museum was founded in 1963 in Dallas, but will soon call Frisco it's new permanent home. This brings more opportunities for recreation, economical growth, and popularity to Frisco. When completed, the museum will be iconic for Frisco's history and cultural ties to the railroad.



Public Art

Many parks within the City of Frisco have some form of public art. These pieces help commemorate Frisco's rich culture, and help develop the awareness of, and interest in, the visual arts. Some of the art pieces are more subtle than others, but all add character and cater to a diverse variety of interests, which allows users of all age groups and ethnicity to enjoy.



Public art has both intrinsic and instrumental value. Instrumental value addresses the ability of art to educate, stimulate commerce, increase real estate value, build better citizens, increase tourism and provide other benefits. There are a number of examples of such instrumental value. When Volkswagen chose to build in Chattanooga, the arts environment was a deciding factor. According to the city's Imagine Chattanooga 20/20 Cultural Plan, "It was the intangibles in Chattanooga that became the tangibles and gave the community the edge." A Project for Public Spaces report found that "Chicago Cows on Parade", which is a world-renowned temporary public art installation, brought an estimated additional 2 million visitors to the city. During the three-month exhibit, these tourists spent approximately \$500 million on hotels, food, and sightseeing. One store in Chicago reported a \$40,000 profit over its weekly projections due to thousands of additional customers generated by the exhibit. Other retail shops, restaurants, and hotels reported a 20% increase in sales.

Community art can also create attachment to one's community. The Knight Foundation's Soul of the Community initiative surveyed some 43,000 people in 43 cities and found that "social offerings, openness and welcome-ness," and, importantly, the "aesthetics of a place – its art, parks, and green spaces," ranked higher than education, safety, and the local economy as a "driver of attachment."





2.3 Demographic Analysis

Frisco is one of the fastest growing cities in the United States. Understanding the current and future size and characteristics of the population to be served is a key part of the park and recreation master planning process. Demographic characteristics and projected populations contained in this section are derived from the 2010 U.S. Census as well as the City of Frisco. The population projections displayed are approximate, but they do indicate the general size of the service area population.

Population Growth

Table 2.1 shows the population growth of Frisco since 1980. The population figures of Collin and Denton Counties are included for comparison. The table shows an extreme growth between 1990 and 2010 where the population of Frisco grew by over 110,000, growing from a small farm town to a big city in a short period of time. In contrast, the growth rate of Collin and Denton Counties is markedly less than Frisco’s growth rate between 1990 and 2010, although both counties have seen steady growth since 1980.

Table 2.1 – Population Growth in Frisco

Year	<i>Frisco</i>		<i>Collin County</i>		<i>Denton County</i>	
	Population	Growth	Population	Growth	Population	Growth
1980	3,420	--	144,576	--	143,126	--
1990	6,138	79.5%	264,036	82.6%	273,525	91.1%
2000	33,714	449.3%	491,675	86.2%	432,976	58.3%
2010	116,989	247.0%	782,341	59.1%	662,614	53.0%
2014	141,550*	21.0%	834,642 ⁺	6.7%	707,304 ⁺	6.7%

Source: United States Census Bureau; 2010 Census

*Population as of August 1, 2014 Source: City of Frisco

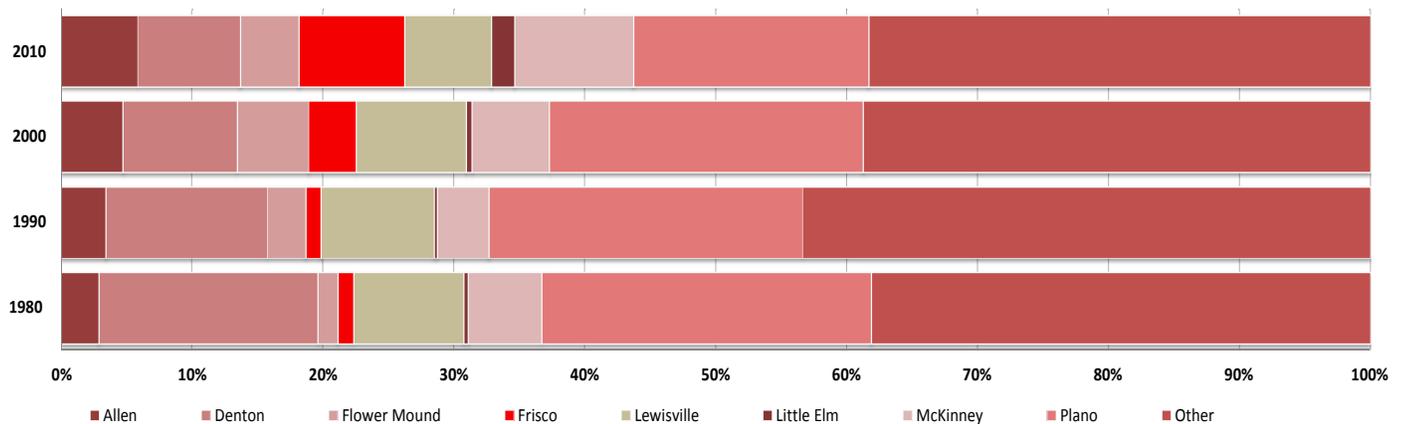
⁺2012 Population estimate Source: United States Census Bureau

Population Distribution

Figure 2.4 shows the distribution of population by percentage between Frisco and other neighboring cities within Collin and Denton Counties between 1980 and 2010. During this time period, the population distribution has shifted to cities such as Frisco, Allen, McKinney, Flower Mound and Little Elm, while other neighboring cities such as Denton, Lewisville, and Plano have decreased in percentage. As of the most recent census, these eight cities alone make up over 60 percent of the entire population of Collin and Denton Counties.

Figure 2.4 – Population Distribution of Collin-Denton Counties

This figure illustrates the distribution of the population between major cities (more than 20,000) within Collin and Denton Counties during the 1980 to 2010 time frame.

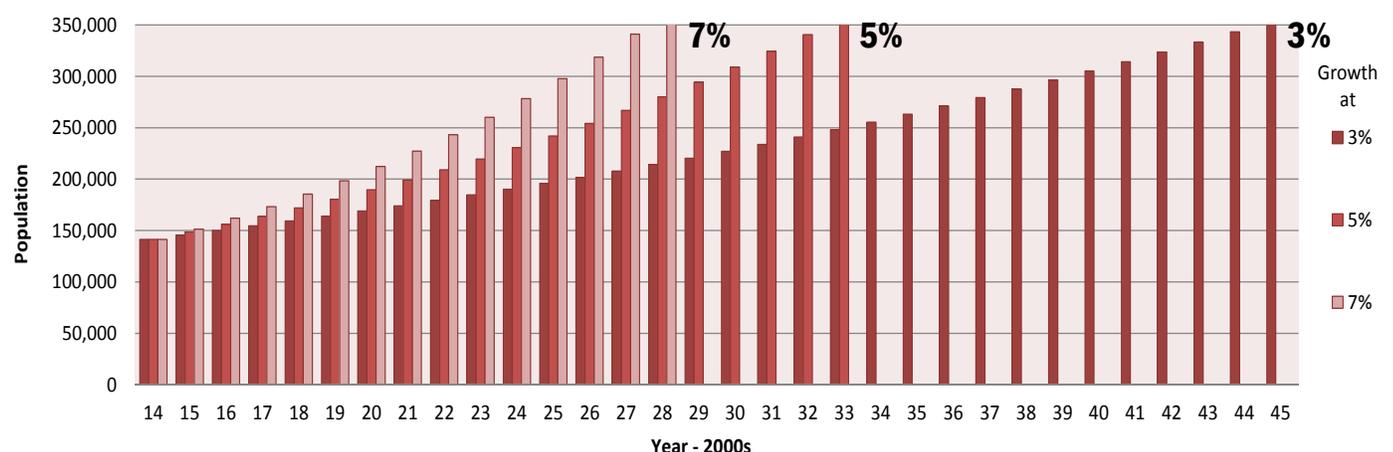


Projected Population Growth

The 2010 population is from the 2010 Census and the estimated population for 2014 is sourced from the City of Frisco. The population of Frisco will increase over the next 25 years. Although there has been an exponential growth in the past 20 years, the rate of growth is expected to decline as the City approaches its build-out projection of 350,000. The projected population shows significant growth is expected to continue for the next decade; that is, through the lifespan of this Master Plan. At its current rate, Frisco is growing at about 5.25% per year.

Figure 2.5 – Projected Population Growth

This figure below illustrates the population projection of Frisco to build-out at three, five, and seven percent annual growth rate. Based on a 7% growth, the population of Frisco could more than double by the year 2025.



Source: United State Census Bureau; 2010 Census; City of Frisco - Based on current population as of August 1, 2014

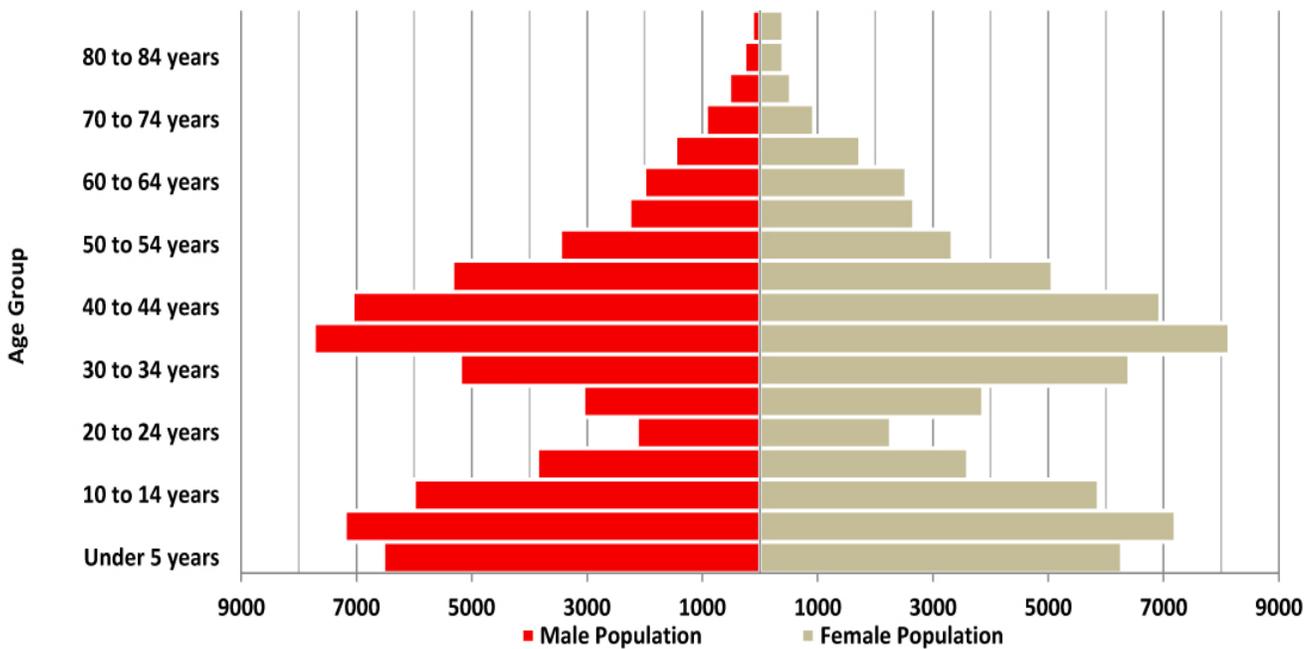
Age Characteristics

Frisco will likely remain younger than the rest of Texas, but will shift towards older children and young adults.

Frisco’s population distribution by age is very similar when compared to the state of Texas. One-third of the total population is made up of children 19 and younger. The largest portion is comprised of adults between the ages of 25 and 44. These two groups make up the typical family population, which is important to consider when determining the types of recreation and programs to offer. Young families with children and adolescents are significant users of recreation facilities and point to the need for active recreation facilities and programs within the City.

Figure 2.6 – Population Pyramid (Population by Age and Sex)

This figure below shows the population distribution of Frisco between male and female, broken down by 5-year age groups. The shape is typical of communities where young adults typically move away and return when they are ready to start a family.



Source: United State Census Bureau; 2010 Census; City of Frisco - Based on current population as of August 1, 2014

Table 2.2 – Age Characteristics

Age Group	Frisco		Plano		Texas	
	Population	Percent	Population	Percent	Population	Percent
19 and Younger	40,873	34.9%	72,997	28.1%	7,621,714	30.3%
20–24	3,853	3.3%	13,648	5.3%	1,817,079	7.2%
25–44	45,545	36.4%	76,060	34.6%	7,071,855	28.1%
45–59	19,464	16.6%	60,529	23.4%	4,858,260	19.3%
60 and Older	10,254	8.8%	36,607	14.2%	3,776,653	15.0%

Source: United State Census Bureau; 2010 Census

Table 2.2 – Age Characteristics

This table shows the comparison between the City of Frisco and the State of Texas. The percentage of 20-24 and 60+ age groups is significantly less, than in Texas.

Racial Characteristics

The racial and cultural characteristics of a city are very important to understand in terms of their recreational needs. Different races and cultures require different needs for outdoor recreation. The racial characteristics of Frisco are shown in the Table 2.3. The United States Census Bureau considers Hispanic/Latino an ethnicity rather than a race. A person of Hispanic/Latino ethnicity may be of any race. Therefore, in the table, the percentages add up to more than 100%.

Table 2.3 – Racial Characteristics of Frisco

Race	Percent of Population
White	77.4%
Asian	10.3%
Black/African American	8.3%
Other	4.0%
Hispanic/Latino (of any Race)	12.1%

Source: United State Census Bureau; 2010 Census

2.4 Overview of Previous Plans

This section serves as an overview of the City's previous plans that are most relevant to the development of this Master Plan.

2006 Parks, Recreation, and Open Space Master Plan

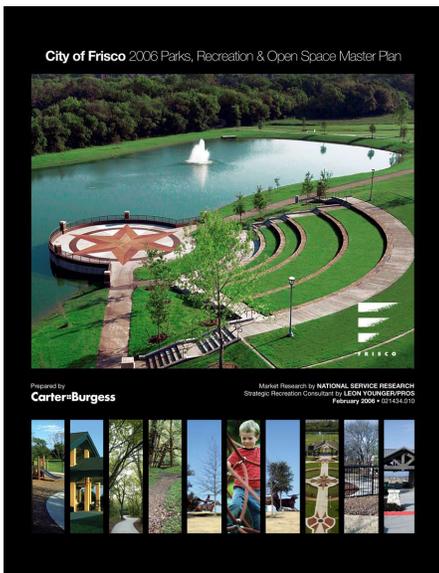
The City of Frisco 2006 Parks, Recreation, and Open Space Master Plan focused on the projected growth throughout Frisco and develop a park system that was both diverse and balanced that could be implemented with various resources of funding. The Master Plan was to also support and fulfill the seven Strategic Focus Areas as established by the Frisco City Council in the summer of 2003.

The purpose of the Master Plan was to:

- Provide the framework for orderly and consistent planning and development.
- Provide detailed research facts concerning the community and the role of Parks and Recreation.
- Establish priorities and statements of direction based on researched and documented facts and a community based needs analysis.
- Provide direction in the area of acquisition and development of park land to meet future needs, including identifying environmentally sensitive sites and proposing development standards sensitive to environmental issues.
- Conform to the preparation suggestions and/or guidelines for Local Park, Recreation and Open Space Master Plans as identified by the Texas Parks and Wildlife Department for the Texas Recreation and Parks Account Local Park Grant Program.

Some of the key goals and objectives for the Master Plan included:

1. Provide a Parks and Recreation program to meet the diverse needs of the citizens of Frisco.
2. Determine practical means of maintaining and upgrading existing areas and facilities to a prescribed standard and purpose.
3. Acquire park land and develop outdoor recreational facilities, including orderly development of existing park areas.
4. Enlist community interest by encouraging individuals and citizens groups, funds, property, manpower and input for the development and operation of parks and recreational facilities.
5. Provide new and traditional parks and recreation experiences for current and future community residents.



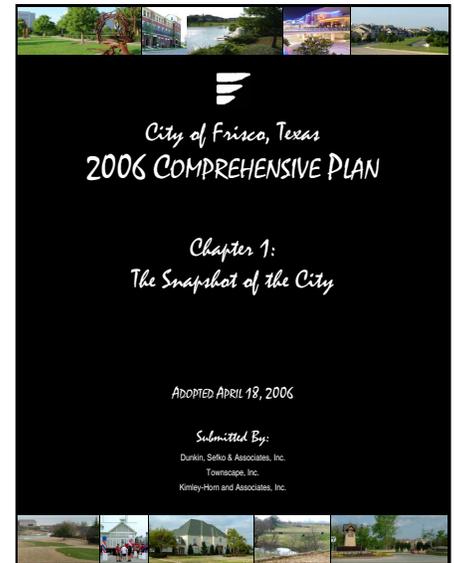
The 2006 Parks, Recreation, and Open Space Master Plan featured a Steering Committee which supported the team throughout the key steps of the planning process, including communication with public officials, boards, councils, and citizens of Frisco.

2006 Comprehensive Plan

The City of Frisco 2006 Comprehensive Plan guides the City’s leaders and decision makers as they address issues facing the community. The Comprehensive Plan helped identify areas of success as well as potential problems with growth and development as the City of Frisco expanded. The Comprehensive Plan included demographics, development patterns and trends, traffic and transportation, future land use, City initiatives, livability, sustainable analysis, and several specific goals and objectives related to parks, recreation, and open space planning.

As part of a public process, the 2006 Comprehensive Plan included a Strengths-Weakness-Opportunity-Threat (SWOT) Analysis, that was developed to identify characteristics and issues affecting the community. This included a variety of characteristics related to population, economic, development and housing, and systems and infrastructure.

Some of the key strengths for the City of Frisco as identified by this SWOT analysis were, the progressiveness of Frisco’s government operations, the heritage and history of Frisco celebrated through local art, uniqueness of Frisco through sports venues, public art, retail opportunities, and local parks, various elements of identifying and protecting the natural environment through ordinances such as Creek Ordinance and Green Building Program, population growth and the perception as a family-focused community, high quality education, job opportunities, well-regarded diverse recreational opportunities, and unique parks, which are an essential factor when determining where to live. Among the opportunities were the amount of vacant land in which to encourage sustainable development, opportunities to create gateways and distinguishing elements along major thoroughfares, the awareness and increase of public art, many environmentally significant areas, diversified housing/areas to widen its perception as not solely family-focused, but a place for all ages, success of public-private partnerships, the City can differentiate itself through unique parks, and developable/vacant land creates opportunities for the City to incorporate the concept of walkability to and from parks and in between neighborhoods. The Plan also includes different strategies for land use, livability, transportation, growth, and implementation for Frisco as the city continues it’s success.



2008 Hike and Bike Trail Master Plan

In 2008, the City of Frisco adopted the updated version of the 2002 Hike and Bike Trail Master Plan. This document was prepared to facilitate the movement of pedestrians and cyclists in a safe and efficient manner. The main goal of the Hike and Bike Trail Master Plan was to make Frisco a bicycle and pedestrian friendly community by providing safe linkages between schools, businesses, parks, and open space. This plan was derived using information from the 2006 Comprehensive Plan.

The plan provides additional design and guidelines for bicycle and pedestrian trails and connections from on-street trails to parks and open space areas. It provides important information concerning vehicular and pedestrian safety and traffic coordination.

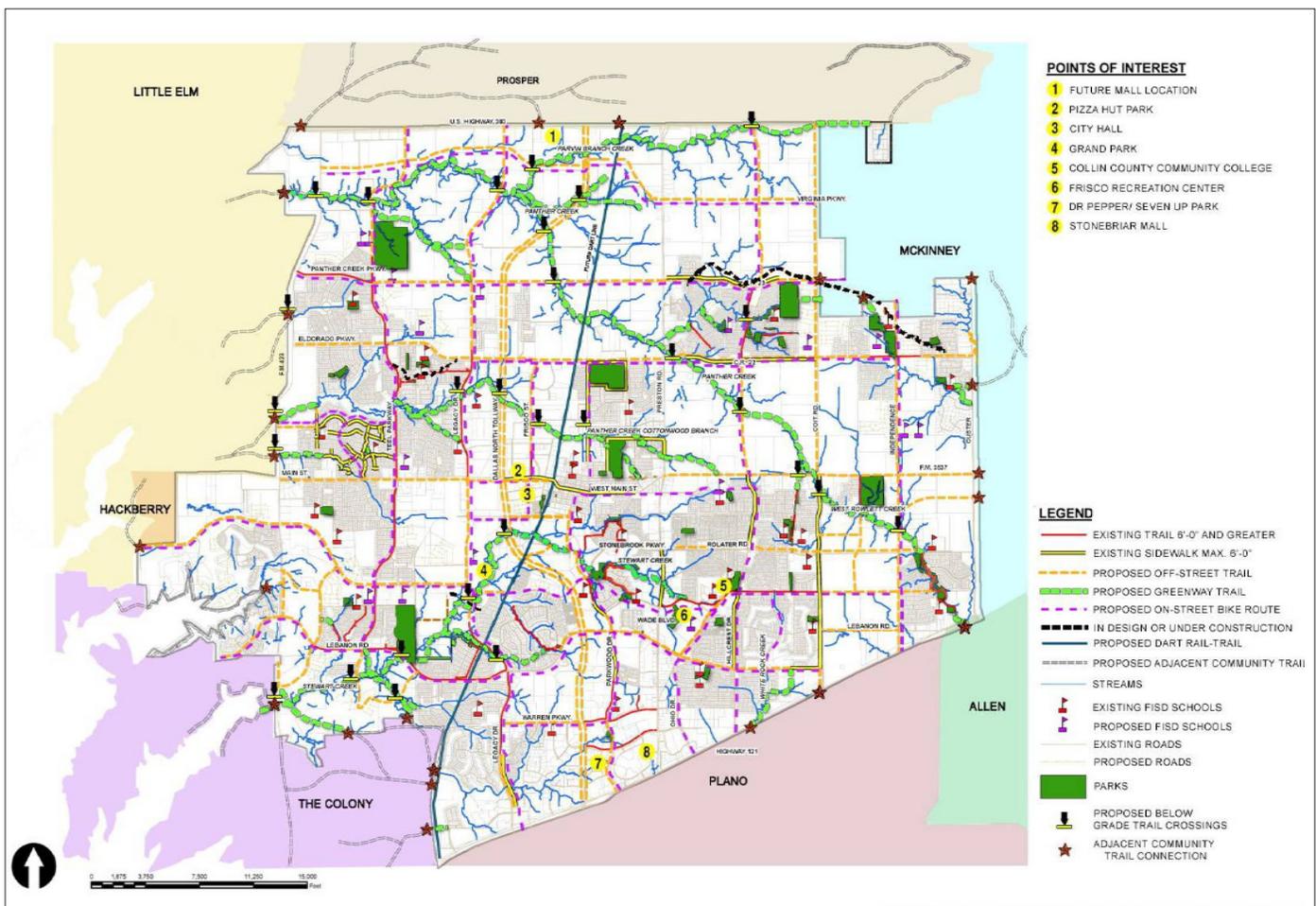


Figure 2.6 - Hike and Bike Trail Plan from the 2008 Hike and Bike Master Plan

This map shows the 2008 existing and proposed routes for the hike and bike trails throughout the City of Frisco.

FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



3 - VISIONING

JULY 2016

3.1 Introduction

“A city is not gauged by its length and width, but by the broadness of its vision and height of its dreams.”

-Herb Caen

How does Frisco continue to be the highly desirable community where residents recognize and highly value the assets and attributes of Frisco, and where businesses and corporations choose to locate and people elect to live and visit? These are the answers addressed through visioning.

When people take the time to attend a meeting or complete a survey, it reflects the investment those individuals have made with the topic under consideration. In this case, the topic was creating a preferred vision for the City of Frisco and its parks and recreation department as the City prepares to undergo rapid population growth. Such growth can bring with it change and the challenges and opportunities inherent within such change. **When it comes to the perceptions and preferences around such changes within a community there are no greater authorities than the people who live, work, learn, and play in that community.**

The visioning process for the Frisco Parks Master Plan reached out to individuals and groups who live, work, learn, and play in Frisco as they have great insight into the qualities, both tangible and intangible, that are important to the continued success and well-being of their community.

There were two major approaches used for developing this vision: community outreach and a randomized citizen survey.





3.2 Community Outreach



Visioning

Beginning Monday, September 30 through Thursday, October 3, 2013, a series of meetings were held for the purpose of developing the Frisco Parks and Recreation Open Space Master Plan. A similar set of questions were asked in these meeting and this summary reflects the common themes identified by participants collectively. The information secured from the groups was obtained by using a nominal group technique.

Who participated in the visioning meetings? There were a variety of groups and individuals included in the community outreach process that kicked off the visioning process including: The Parks Master Plan steering committee; two public meetings, one conducted in the morning and one in the evening; and four focus groups which included representatives from the business sector, community leaders, sports, and nontraditional activity interests. In addition, there were targeted interviews with individuals and organizations that have a connection to parks and recreation. These groups included the Convention and Visitors Bureau, Mayor's Youth Council, Public and Community Services and an Inter-department discussion with members from various city departments such as planning, public works, library, and others.

MindMixer, an online opportunity for people to share comments and suggestions, was used as part of this process.

While the specific record and comments of each of these methods will be included within the Appendices associated with the Visioning Chapter, the following is a concise rendition of the main themes and major findings of these collective efforts. **Appendices 3.1 to 3.12** provide a record of questions and comments made during the community outreach meetings.

Common Themes for the Vision

The various groups were asked to provide insight into three areas:

- Assets and attributes associated with living in Frisco
- Challenges anticipated for the future of Frisco due to rapid growth
- Specific suggestions for parks and recreation

The following is a consolidation of the responses from these groups to three critical components of the vision.

Assets and Attributes

Important Assets of Frisco Frisco is a city with many assets including location and accessibility; School District with its Class 4A status; forward thinking local government; and positive economic conditions and outlook.

Desirable Amenities of Frisco Frisco is a community where residents appreciate and value the amenities within the community. The tangible amenities the residents identified were shopping, public arts, youth sports, affordable housing, and good infrastructure that has a ‘new feel’ to it.

The more intangible attributes of Frisco that were consistently cited by attendees was the way in which Frisco was a family-friendly community with a small town feel. Residents were especially concerned that growth would alter the small town feel and involvement that Frisco now enjoys.



Challenges Facing Frisco in the Future

Responses about challenges facing Frisco in the future included:

- the strain and cost for building and maintaining infrastructure and providing expanded services, and
- the potential loss of the assets and attributes residents felt were unique and important to Frisco.

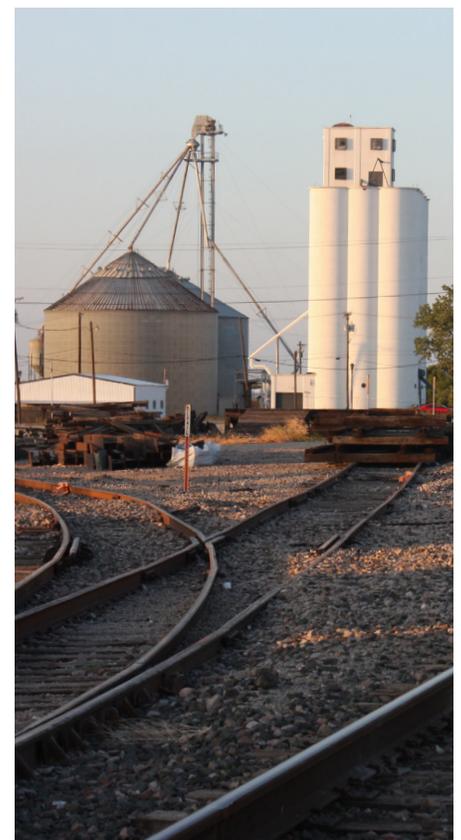
The areas of responses could be segmented into impact upon resources and changes to positive attributes.

Infrastructure The infrastructure concerns expressed by the attendees centered upon:

- the expense and effort involved in building new infrastructure while repairing and replacing existing infrastructure,
- the challenge of maintaining an infrastructure that has a ‘clean and shiny look’ that appeal to residents and newcomers, and
- the potential shortage of water.

Assets and Services Frisco residents clearly value and enjoy the services provided by the City. This led them to identify challenges such as:

- How to “double” the amenities and services provided by the city?
- How to address the higher demand for amenities and services particularly with available resources?



- How the population growth would affect that small town, family feel?
- How the population growth would affect the clean, new look of the infrastructure?
- The impact of changing demographics.
- The potential loss of wildlife and natural habitats
- Maintaining high quality city leaders and a
- Affordability of housing costs and taxes.

“Improving a connected hike and bike trail system and acquiring additional open space and natural areas were strongly stated preferences.”

Specific Suggestions for Parks and Recreation

Depending upon the size of the group or its focus, there was not always time for the following questions to be asked of every group. However, this query was addressed to most of the groups. This area of questioning related to specific suggestions for parks and recreation and ideas for new or expanded facilities and services.

Attendees strongly stated their preferences for acquiring additional open space and natural areas, and for improving a connected hike and bike trail system. They also mentioned the challenge of balancing parks in terms of:

- new and old;
- active and passive;
- changing expectations and preferences; and
- providing quality fields for youth sports.

When asked about new or expanded facilities the connected trails and additional practice field for soccer were the most common. There were a few other facilities mentioned including (in no particular order) public golf course, skateboard park, tennis center, disk golf, another fitness facility, and a natatorium.

It is worth noting at this juncture that the MindMixer conversations resulted in two major themes. The two areas with most significant responses were “trails” as the topic with over 25 paths generated, and “community center in the Northwest” which was the topic with the largest number of positive points.



Common Vision Components from Community Outreach

The high level of agreement and consistency of responses from the residents make the identification of common components of a vision easily identified and particularly strong. It is clear that residents of Frisco recognize and appreciate the assets and amenities within the community and are aware of the challenges that future growth may create.

Citizens value the forward thinking of local government that has contributed to Frisco being a high quality, friendly, and affordable place to live and raise families making Frisco a highly desirable place to live, work, learn, and play.

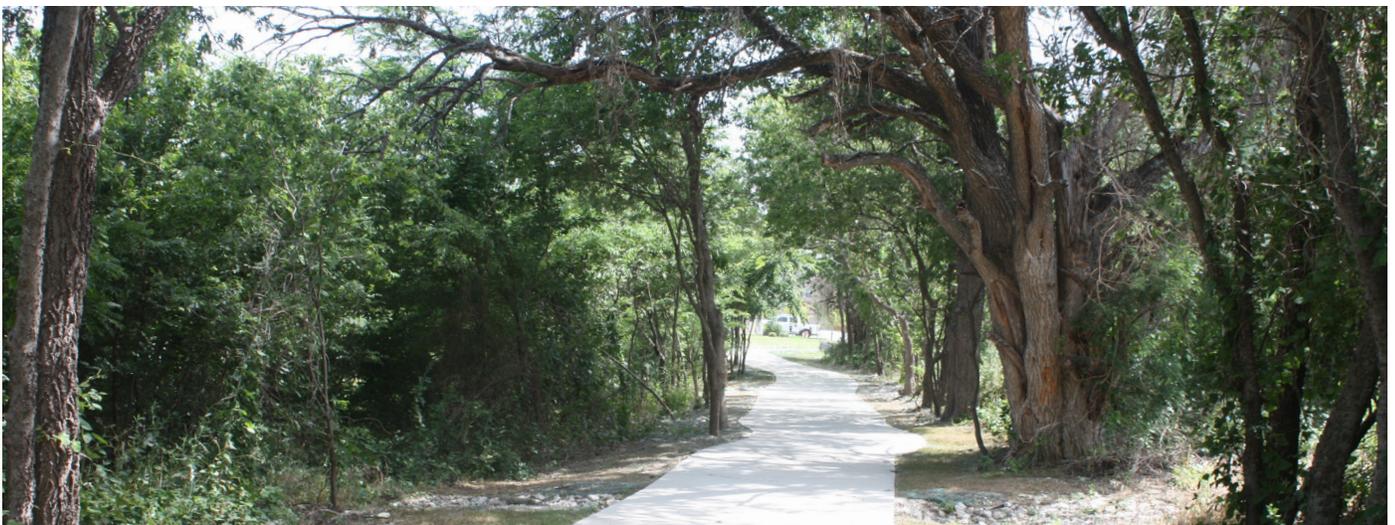
Citizens recognize the challenge of meeting higher demand for services that may result in doubling infrastructure and services while maintaining the new and clean appeal of existing infrastructure AND loss of that small town, family-friendly feel along with the loss of open space and farmland and the sense of overcrowding it may bring.

Citizens suggest that Frisco PARD continue the good work that it does within the challenging environment of growth by:

- acquire open and natural spaces before they are gone;
- expand and connect the bike and hike trail system;
- continue to address the need for additional fields for youth sports;
- meet the challenge of balancing parks: new and old; active and passive; changing expectations and preferences; and
- continue to provide programs and activities that help preserve that friendly, small-town feeling so highly regarded by residents.

“We value the forward-thinking of our leaders.”

“Acquire land before it is gone.”



3.3 Community Survey

While community outreach can form the basis for visioning, the use of a community survey helps to refine the aspects of that vision. National Services Research (NSR) conducted a survey of residents for this purpose. The survey ensured that a reliable representation of community households and their opinions are included in the visioning effort.

In this instance, randomly selected residents could complete the survey through mail or online with a password protected survey. The survey was conducted in January 2014, as eight thousand surveys were distributed to households in Frisco with respondents totaling 569. The survey provides a margin of error of plus or minus 4.4% at a 95% confidence level.

The purpose of the survey was to identify priorities of citizens for facilities and amenities as well as support for funding options for future development of PARD services and facilities.

The survey itself and the data secured from responding households including an overview of the major findings can be found in **Appendix 3.13**. The survey instrument, which includes various means to obtain information, including specific questions, is provided in **Appendix 3.13a: Survey Instrument**. A summary of the findings is presented in **Appendix 3.13b: Summary of Survey Findings**.

Among the findings related to identifying citizen priorities for facilities and amenities the following results were compiled.

Frequency of Park/Facility/Events Use

One of the lessons learned from the randomized survey is that the residents of Frisco use the park and recreation facilities to a great extent. Trails, open space, and playgrounds are the most frequently used facilities. In fact, 45% of respondents indicate they use the hike/bike/walk/jog trails monthly or more and 79% of respondents used the trails at least once during the past year.

Half of the respondents reported that they attend special events several times a year and as expected, younger respondents with children are the most frequent users of playgrounds. Among the older adults, almost one-fourth (23%) use the Senior Center once a month or more.



Facilities or Amenities Residents Willing to Add

One of the survey questions asked respondents to identify what additional facilities or amenities should be added in Frisco and their sense of priority for these additions. The facilities or amenities that respondents felt were the highest priorities to add in Frisco included:

- Hike/Bike/Walk/Jogging Trails
- Amphitheater/Performing Arts Space
- Botanic Garden/ Arboretum
- Large Nature Preserve
- Lakes for water recreation (canoeing, paddle boats, fishing, etc.)
- Leisure use trails (birdwatching, nature walks, etc.)



Over 90% support passive use like trails, bird blinds, and protecting natural areas.

Most Needed Athletic Facilities

In a similar manner, a survey question asked that respondents indicate the athletic facilities most needed in Frisco and the priority associated with each. The highest priorities to add for Frisco included:

Over 30% of respondents cited the following:

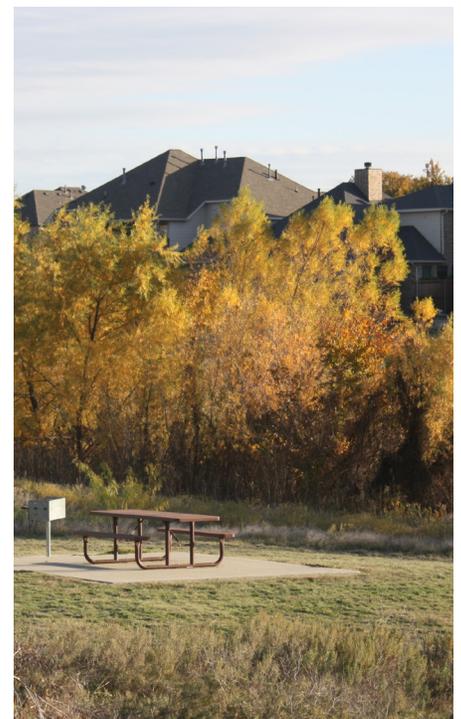
- Tennis courts
- Open play spaces for practice or other uses
- Practice fields (football, soccer, cricket, lacrosse)

The eight remaining facilities were deemed as high priorities by 20% to 25% of respondents and included horse rental stables, trap and skeet range, sand volleyball courts, archery range, extreme sports/skate park, youth baseball, youth soccer fields and practice baseball/softball fields.

Preference for MORE Small or FEWER Large Parks

The issue as to whether the Frisco PARD should build additional small parks often referred to as neighborhood parks rather than fewer but larger-sized parks often referred to as community parks resulted in a tie among respondents.

The main difference between the two groups (small park preference vs. larger parks) is that the younger age groups and the households with children preferred to have fewer parks but larger in size with amenities for older children.



Use of Undeveloped/Newly Acquired Park Land

There were two questions related to this topic and the responses in both questions reflected very strong support for passive use including trails, bird blinds, benches, etc. and the protection of the natural environment and habitat. Over 90% of residents cited the passive use and 86% of residents expressed support for protection of the natural environment. These two uses are closely related to one another.

The third use suggested for new or undeveloped land was space for active use that included athletic fields. This usage was supported by 60% of residents responding.

Funding Support Options

An additional area of query was respondents' preference for how these park and recreation improvements should be made. Nearly 60% (57.8%) of respondents preferred corporate advertising/naming rights.

Some of the other options were increased park dedication fees by developers (34.4%); voter approved bond programs (30.2%); and the application of user fee revenue to improve parks and recreation (21.8%).





3.4 Vision for Frisco Parks Master Plan

Bringing together and analyzing the results of the information secured from residents in a variety of different ways results in a vision that contains a number of critical components.

Rather than create a lengthy, wordy statement that tries to collapse all of the perceptions and preferences of Frisco residents into one sentence, the following elements are the significant components of their vision:

The City of Frisco and its preferred vision for parks, recreation and open space includes the following:

1. Preservation of natural and open spaces;
2. Connected biking/hiking/walking/jogging trails;
3. Open space and facilities maintained at the high standards that support Frisco as a quality place to live and work; and
4. A preference for open space and facilities to be supported through corporate contributions.

These four elements: natural and open spaces; connected trails; high standard of maintenance and appearance of existing amenities; and availability or applicability for corporate contributions serve as important reference points when determining the goals and actions associated with this plan.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



**4 - LIFESTYLE &
MARKETING**

JULY 2016

4.1 Introduction

“Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.”

-Philip Kotler

When marketing guru Philip Kotler refers to ‘profit’ in his definition of marketing, the ‘profit’ as it relates to a community is how we satisfy the needs of residents in such a way that the community gains through its ability to be a vital and vibrant community, or in the case of Frisco, continue to be a vital and vibrant community.

Since marketing has almost as many interpretations as there are ice cream flavors, this chapter contains a number of differing but definitely related content areas. Some of the content includes internal data such as the demographic and lifestyle profiles of Frisco resident. The external section of information addresses trends both broad and specific to parks and recreation and then more specific insight and lessons from benchmarked communities within Texas and across the country.

The content is described in much greater detail in the Appendices. This section will endeavor to answer a series of questions such as:

- What are the factors that best contribute to this unique and special community?
- How can we best determine the patterns and preferences of Frisco’s residents?
- How can parks, recreation, and open space continue to provide those parks, open spaces, programs, and events that continue to make the City of Frisco the highly desirable community that it is?





4.2 Lifestyle

Demographics and Lifestyles

What are the qualities and characteristics that make the residents unique unto themselves?

Frisco is unique to Texas. Not only is its growth rate higher, but the residents of Frisco are better educated and wealthier with fewer people under the age of 65, than for the rest of Texas.

The lifestyle profiles of Frisco provided by ESRI reveals a particularly homogenous community. Of the 57 Tapestry (lifestyle) segments provided by ESRI, there are only 3 of those segments describing nearly 80% (79.4%) of Frisco's residents. This is highly unusual. The three segments and their ESRI descriptors include:

Boomburg is the name given to this Tapestry segment and reflects people who live in suburban areas that are growing rapidly with mostly busy, affluent, young families. Boomburgs have a high proportion of young families with children; adults are between the ages of 35 and 44 years of age; and there is little ethnic diversity within this segment. They rank #4 out of the 65 Tapestry segments in the United States. The ranking indicates level of affluence and it is obvious this group is among the most affluent in the country. (59.9% of Frisco residents)

Up and Coming Families. This group is a mix of Baby Boomers and Gen Xers that make up the second highest growth among the tapestry segments. This segment is the youngest of the Tapestry Segment's affluent family markets. Most of these residents are white but levels of diversity are increasing. (17.3% of Frisco residents)

Enterprising Professionals. Young, well-educated working professionals describes this group; 43% are singles who live alone or with roommates and 43% are married couple families. This group overall represents only 2% of the total U.S. population with diversity more similar to the rest of the country. Most residents are white and slightly over 10% are Asian. (12.2% of Frisco residents)

See **Appendix 4.1: Demographics and Lifestyle**, which provides greater detail related to this subject area.



General Comments

Frisco is truly special and unique unto itself and the homogenous nature of its Tapestry segments that include among the wealthiest and best educated in the United States support that supposition. Two of the segments, Up and Coming Families and Enterprising Professionals are among the fastest growing lifestyle groups in the country so it stands to reason that pattern will follow in Frisco.

The advent of multi-use development is likely to have an effect on this homogeneity as there are usually lifestyle differences between people who live in single family homes and those who do not. This is particularly true of the ‘enterprising professionals’ who are likely to represent much of that population increase.

Naturally, the advent of population results in more people coming into a community that will likely change the current demographic and lifestyle profiles of Frisco which in turn will influence park and open space patterns and leisure and recreation pursuits.

Changes in both the demographic and lifestyle characteristics will result in a number of much more specific target markets and strategies for the services offered in Frisco. See **Appendix 4.2: Target Marketing Strategies** which provides greater depth in this area.

The Boomburgs & Up and Coming Families are among the fastest growing lifestyle groups in the country and among the wealthiest and best educated in the United States



4.3 Benchmarking

Lifestyle Benchmark Comparisons

What is lifestyle benchmarking and why is it being used? Lifestyle benchmarking focuses upon the circumstances and characteristics of people in other communities with a similar demographic and lifestyle makeup of Frisco for the purpose of examining how people in those communities pursue the use of parks and leisure time.

Lifestyle benchmarking takes on an increasing importance in planning as communities in the United States are becoming more homogenous, but the homogeneity nature of one community can be vastly different from other communities. Imagine three families and how different they can be from one another if one is multi-generational, one is single head of household, and another a more traditional family household. These three families are likely to be very different from one another and those differences carry over to park preferences and leisure pursuits.

Frisco being so homogeneous should be benchmarked with communities sharing similar demographic and lifestyle characteristics while either having experienced or continue to experience significant population growth. In a like manner, it can be anticipated that communities who share those like characteristics with Frisco make good comparisons as it relates to preferences for sports, recreation, and leisure.

The communities selected as comparison communities for the Frisco benchmarking include: Aurora, CO; Carey, NC; Chandler, AZ; Gilbert, AZ; Plano, TX; and Round Rock, TX. All of these aforementioned communities have, or are experiencing, high rates of growth and are good demographic and lifestyle matches for Frisco. These communities are located outside of metro areas as is Frisco and with the exception of Aurora, a city with quite different demographics than Frisco. Aurora was included in this analysis due to the way in which the City and the Park and Recreation Department experienced significant and rapid growth between 1960 and 1980 with the population moving from 50,000 residents in 1960 to 158,585 in 1980 with an additional 51% growth between 1980 and 1990 to 222,100. The 2010 population of Aurora is 339,000 which is similar to the projected build out for Frisco. Aurora is included to ascertain strategies for keeping pace with the rapid growth experienced.

Table 4.1 provides a comparison as to how these other benchmarked communities compare with Frisco on the basis of Tapestry segments.

A review of the tables indicates there is no one or clear demographic or lifestyle matches. While Carey, NC is closer to Frisco in its proportion of ‘Boomburg’ residents and Gilbert, AZ is a near match when combining



Table 4.1 – Comparison of Tapestry Table

	Frisco	Aurora	Carey	Chandler	Gilbert	Plano	Round Rock
Boomburbs	59%	4.4%	39.2%	23.3%	29.8%	21.7%	23.7%
Up and Coming	17.3%	10.9%	1.7%	24.4%	46.1%	0.3%	23.7%
Enterprising Professionals	12.2%	4.5%	13.2%	8.7%	4.3%	15.1%	16.3%

the proportion of both family groups the “Boomburg’ and ‘Up and Coming’ family groups. The cities of Round Rock, Plano, and Carey have slightly larger but similar proportions in the ‘enterprising professionals’ grouping.

There are those that believe that the ways in which people expend their dollars is indicative to similarities in income and lifestyle patterns and preferences. ESRI also provides data that lists the entertainment and spending patterns of communities.

Overall expenditures on an annual basis for Frisco and the benchmarked communities are provided. The higher the number over 100 which is considered the average in the United States indicates the higher proportion expended. The following is the ESRI ranking for Frisco and the benchmarked communities:

There are eight specific categories of expenditures that make up the overall entertainment and expenditure figure provided by ESRI. These eight categories include expenditures on exercise equipment, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sporting equipment, and rental and repairs. For each of these specific areas of expenditures the number provided for Carey, Frisco, and Plano are nearly identical.

Additional data related to lifestyle benchmarking can be found in **Appendix 4.3: Lifestyle Benchmarking of Frisco.**

Entertainment/Recreation Fees and Admission

Rank	City, ST	Annual Cost
1	Plano, TX	\$179
2	Frisco, TX	\$175
3	Carey, NC	\$173
4	Gilbert, AZ	\$141
5	Round Rock, TX	\$137
6	Chandler, AZ	\$125
7	Aurora, CO	\$99

General Comments

When reviewing more specific aspects of this plan, most especially the Benchmarking Chapter, it would be helpful to take this information into consideration. Family recreation decisions would be most closely related to Chandler, AZ; Gilbert, AZ; or Round Rock, TX. Need and interest comparisons for ‘enterprising professionals’ would be Carey, NC; Plano, TX; and Round Rock, TX.

The expenditure patterns of the benchmark communities point the way towards direct comparisons for Frisco with Carey, NC and Plano, TX.

4.4 Trends

Trends influencing People, their Patterns and Preferences

Trends identification and the critical analysis of the impact of those trends upon the world need to include many different categories of trends. The trends references in this section are:

- **General trends** such as shifting demographics, growing life expectancy, and most especially impact of different generational groups.
- **Transformational trends** which reflect outside forces that bring to bear changes in the following areas:
 - Gender and cultural changes;
 - Economic challenges;
 - Globalization and localization;
 - The environment; and
 - The significant impact of technology.
- **Individual patterns and preferences trends** many of which present themselves as opposite ends of a spectrum based upon the demographics or economic status of individuals. Such trends include:
 - Old and white and young and diverse;
 - Generations that tolerate technology and generations that breathe technology;
 - The haves and the have nots which can include disparities in health, money, support system, etc.; and
 - The challenges of people living too long or dying too soon.

Frisco will remain younger than the rest of Texas and the United States but will experience a shift towards older children and young adults.



Often people assume that trends in park usage, athletics, fitness, and recreation are trends unto themselves, but in actuality they are not. Trends in parks and recreation reflect the trends, changes, and shifts in the general, transformational and individual patterns and preferences.

While the aforementioned categories of trend factors don't completely cover the extent of people's changing patterns and preferences, they do dictate the future of organizational priorities.

What then are the trends that the Frisco Park and Recreation Department may need to address in the near future years to come? It is likely that as Frisco moves towards build out in the near future that modifications may be warranted. Frisco will remain younger than the rest of Texas and the United States but will experience a shift towards older children and young adults than is currently the case. The advent

of greater density in housing may result in the community becoming more diverse especially related to ethnicity, level of education and income, and differing household and generational make-up.

The specific trends related changes in sports, recreation, and leisure activities could be both numerous and significant. Some of the key shifts and changes may include, but are not limited to the following:

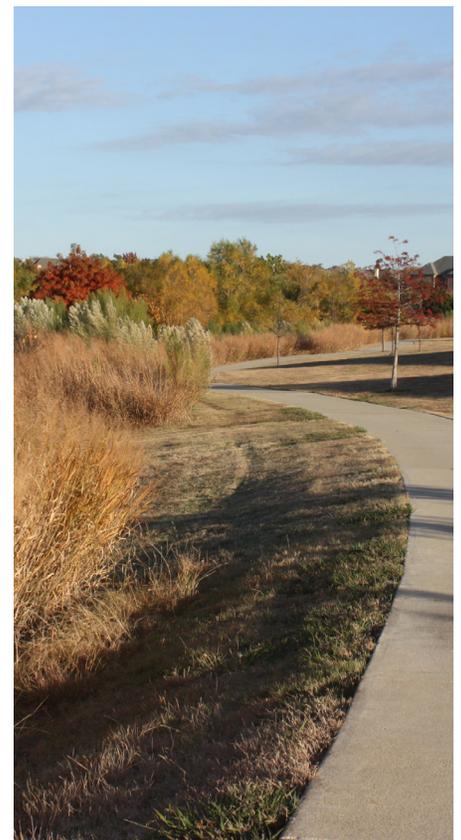
- Growing emphasis upon individual activities, walking, biking, multi-modal transportation;
- Increasing desire to be out-of-doors;
- Changing participation patterns in youth team sports;
- Growing interest in lifetime physical activity skills such as tennis, walking, biking;
- Continuing popularity of ‘non-traditional’ activities and events;
- Wellness and health replacing the traditional concepts of exercise and fitness;
- Changes in the arts overall due to cultural and ethnic changes in the population;
- Dense urban developments with limited recreation space; and
- Public Private Partnerships and its relationship to park development.

General Comments

While it is impossible to draw general conclusions about all aspects of life and changes, there are a few that bear further thought and consideration. A critical transformation with ramifications for all the ways in which we live, work, learn, and play is technology and the impact of these changes as simulated experiences can immerse people in different worlds; the growing impatience on the part of people and their expectations; a densely growing population with limited green space; and the other side of reactions to increasing technology as people seek to avoid these influences and find a sense of self within one’s world.

Connectedness and Walkability

The economic vitality and sustainability of a City’s Quality of Life is directly influence by the development of a “Connected Trail and Transportation System”. The benefits can be directly related to attracting new talented workforce; relocation of corporate headquarters with direct access to enhanced alternative transportation systems; and retaining current





citizens and business. The City of Frisco should consider changes to its current subdivision ordinance to encourage and allow pedestrian and bicycle connections to its commercial and retail corridors to promote Walkability. As the city continues to develop its Hike and Bike Trails Master Plan, this should be addressed with the new update.

Dense Urban and Mixed-use Development

The nuance of traditional Park Master Planning is evolving to respond to the densification of Urban/Mixed-use developments. The traditional standard 2 ac./1,000 for neighborhood parks does not work within these areas due to the lack of available space. The adaptive trends for dense urban development transect “walkability” and “connectedness” with smaller, well programmed “Urban Parks” that have a higher quality of design with unique materials and outdoor rooms. These outdoor rooms have been identified as “Socialization Zones” that provide access to urban parks and allow people to actively gather, observe, communicate, study, shop, eat and recreate on a much smaller scale. “Urban Parks” should be well connected to encourage walkability and programmed with activities and events thereby “Branding” the community of which they live, work or play. Klyde Warren Park in Dallas, TX and Discovery Green in Houston, TX are examples of successful Urban Parks and within a dense urban environment. The need for traditional parks and amenities elsewhere within the city are still needed to provide a healthy recreational system for residency in these urban/mixed-use developments. This includes softball fields, disc golf and walking trails to meet the needs of Generation X.



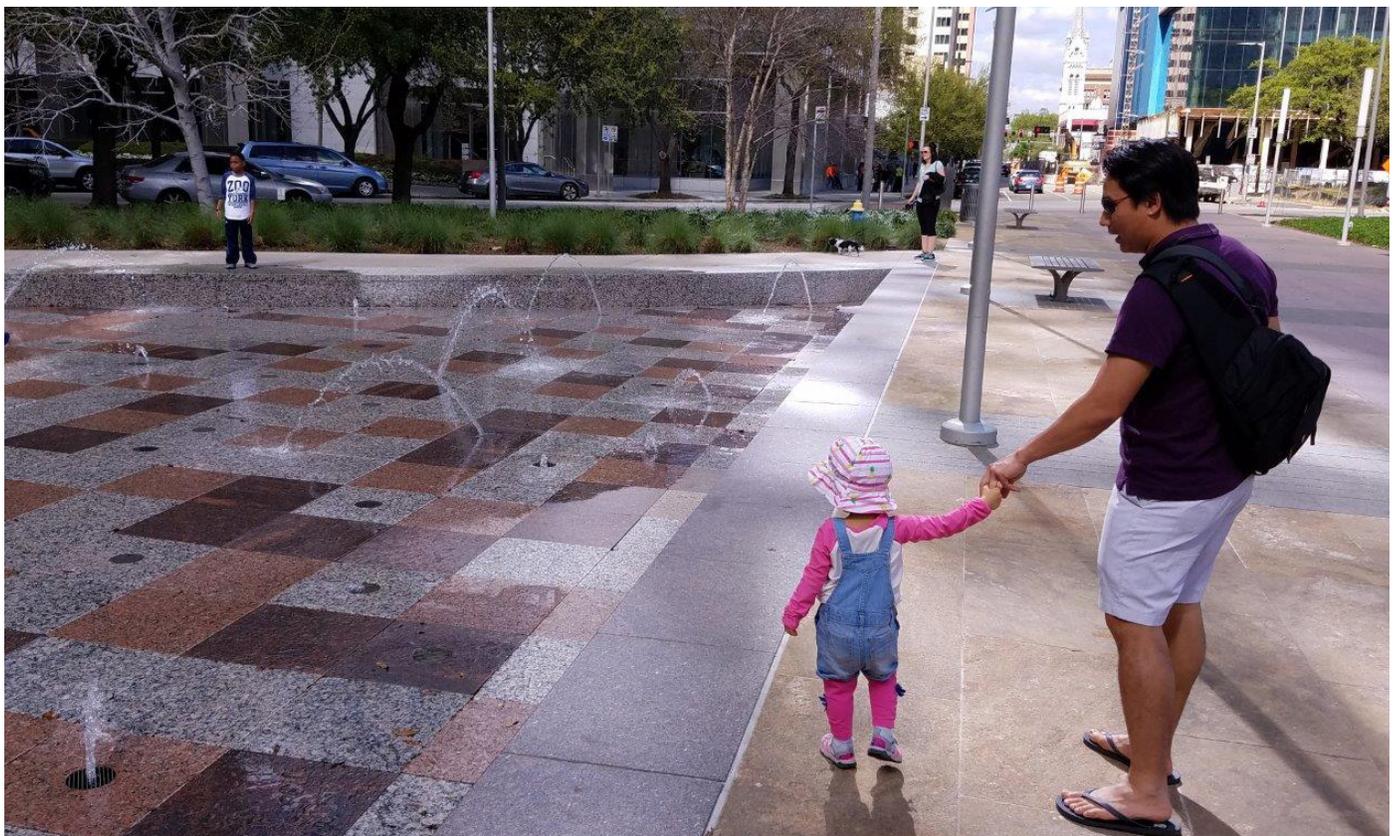
Parks within Commercial/Retail Developments

Frisco has set the mark in North Texas and is known for its Sports Tourism, however they are quickly evolving as a destination community for “Entertainment” and other forms of non-traditional recreation. With the influx of large commercial /retail developments, corporate headquarter relocations and the new Cowboys Training Facility, the potential for partnerships with the business community as it relates to Parks and Recreation is a viable opportunity. Where possible, the city should promote and encourage commercial business ventures to form Public / Private Partnerships to balance the fiscal burden of a city. These may include naming rights, ground/sub leases, maintenance agreements, sport club agreements and potential “Recreational Overlay District” that is similar to a TIF/TIRZ that allow financing of parks and recreational amenities within “Urban Park/Socialization Zones”. Commercial ventures such as retail shopping or restaurants should be encouraged to operate in park spaces to capitalize on

location and proximity within a park or adjacent trails. For example, these may include outdoor cafes, bike rental facilities, or retail kiosks. The city must understand the long or short term commitment, benefits and costs associated with such partnerships as these partnerships are formed.

Differences among members of the community will become more pronounced due not only to economic and ethnic differences but due to having to deal with multiple generations with varying expectations and preferences.

Appendix 4.4: Trends (full report) should be referred to for greater specificity in the trends. **Appendix 4.2: Target Market Strategies** will reflect this content as well.



4.5 Lessons Learned

Lessons Learned from Growth in Other Communities

Are there strategies used by other communities that proved to be successful? Were there actions taken that proved less than effective? What suggestions would these agencies have for other departments such as Frisco Parks and Recreation that could be helpful?

There were four communities that experienced similar surges in population growth that were selected to be interviewed in order to ascertain insight and suggestions from their experiences. The selected communities included: Arlington, TX; Aurora, CO; Chandler, AZ; and Plano, TX. These agencies provided the basis for common themes as well as specific suggestions. The Frisco PARD was especially interested in how the agencies dealt with open space and park development; changes in the community during growth; youth sports growth; and the funding maintenance of new facilities.



Open Space Acquisition and Park Development

A critical area of interest for Frisco PARD is open space acquisition and park development. All of the agencies interviewed agreed that acquiring open space was the highest priority prior to and during periods of substantial growth.

Many of the communities interviewed expressed the importance of identifying and setting aside natural areas within the community even if they are not developed immediately.

The majority of the departments interviewed have a neighborhood park standard of 10 acres for every square mile and most of them include the open space set aside in developments as part of those ten acres. There was a tendency to build the neighborhood parks as the area developed and then followed by the larger community parks. One agency specifically acquired natural, open space consistently over a 30+ year period before they managed to make the open space available to the public.



The standards related to multi-unit or dense development are an issue that all agencies are considering but have not reached consensus or developed any standards. All cited the issue of dogs indicating that there are often substantial dog populations living in these types of development and little space consideration has been made for the most basic needs of dogs, which is, of course, a health issue.

As it related to trails, the agencies felt that a community that is about to experience rapid growth at this time is at somewhat of an advantage because they already recognize the growing demand for trails and can plan accordingly. This was not necessarily the case during other communities' growth spurts. Strategies vary from city to city, but essentially there are ordinances in effect that require the developers to donate creek corridors as part of their overall land contribution or an ordinance for floodplains that results in the acquisition of creek channels with the developers being reimbursed for the land.

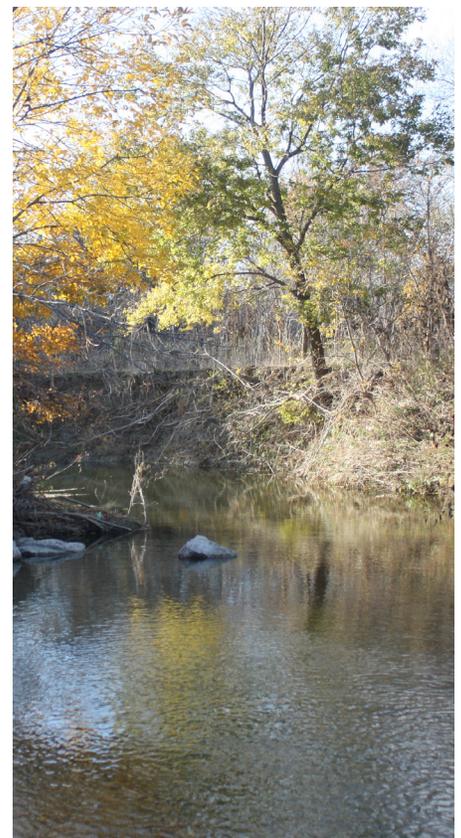
Changes in the Community during Growth

Growth most naturally brings changes and those changes vary by community. Some changes in these communities relate to the new people who relocated. One community became less affluent and more diverse over time which made it challenging to connect with some of these new ethnic groups and their recreation preferences. The changes in affluence and diversity were attributed to the increases in growth in the section of the community previously not built out. The new houses being built were generally larger and of course, more modern, which made them more expensive and attractive to incoming residents than older houses in the originally built section of the community. The variation in the values of homes in that community led to the changes in demographic makeup. The affluence issue was important since the "willingness" to pay and the "ability to pay" has a direct impact on cost recovery objectives. Similar demographic shifts were noted in two other communities as well.

One community indicated that the makeup of the community changed in terms of racial/ethnic makeup but what didn't change was the people and businesses who remain attracted to good schools and a well-planned and managed city. The quality of life issues of people and companies who moved here in the 1960s are the same today. People with children will always be attracted to good school systems as will corporations looking to relocate. As households with children make up a smaller proportion of American households than in the 60s, the emphasis upon schools has been augmented by other highly desirable assets and qualities of a community such as access to open space, places to gather, and sense of community.

Another area of interest was what, if any, changes resulted in the expansion of parks and recreation in these growing communities. One of the communities interviewed indicated that the City Manager and City Council have recognized the role quality of life issues such as parks and recreation make for corporations and now insist that representatives

Strategies in other cities include ordinances that require developers to donate creek corridors as part of their overall land contribution.



from parks and recreation attend and make a presentation for companies considering moving to their community and with some positive results. Another agency indicated that the thought of bringing outside money from tourists had not come under consideration until just recently with the downturn in the economy.

Challenges of Rapid Growth

Sports Field Demand. One of the most common challenges to rapid growth among the communities interviewed was the demand for sports fields, soccer most especially. The departments all reported that they had long ago decided they would be unable to accommodate the practice needs of the teams. In many instances, the agencies take a “pay to play” approach and assess the individual sports associations for maintaining the game fields. Some communities have ordinances specifying which types of groups have priority for game fields.

Balance New Amenities with Operational Costs. While there is no one answer for this very real and potentially costly challenge, there were a variety of responses from the communities interviewed. There is an agency that includes money for future repairs in bond issues or capital improvement projects. In one community a previous city manager instituted a capital reserve fund to deal with aging infrastructure, which is very helpful when balancing expenditures between the new with the old. Several agencies maintain quantitative figures associated with a potential maintenance gap, which includes the life cycle of specific areas and equipment. In another community all projects when proposed must include the development costs for the project as well as the Operating & Maintenance for the first five years of the project. There are also revenue recovery rates established for each project prior to approval.

Good Lessons and Learning Experiences

School Partnerships. Three of the four communities interviewed for this section have independent school districts as is the case in Frisco with the Frisco ISD. Two of the communities, Plano, TX and Chandler, AZ, cited that the early, working partnership with their city and the local school districts was instrumental in moving forward. The agencies worked with the school districts to make sure school playgrounds and neighborhood parks were built next to one another, saving the purchase of approximately five additional acres and replication of equipment. In these instances, the middle schools were initially used as community centers and more specialized facilities, i.e. pools, tennis courts were built by the park and recreation department on school land primarily at

All projects when proposed should include the development costs for the project as well as the Operating & Maintenance for the first five years of the project.



high school locations and were then shared by both groups.

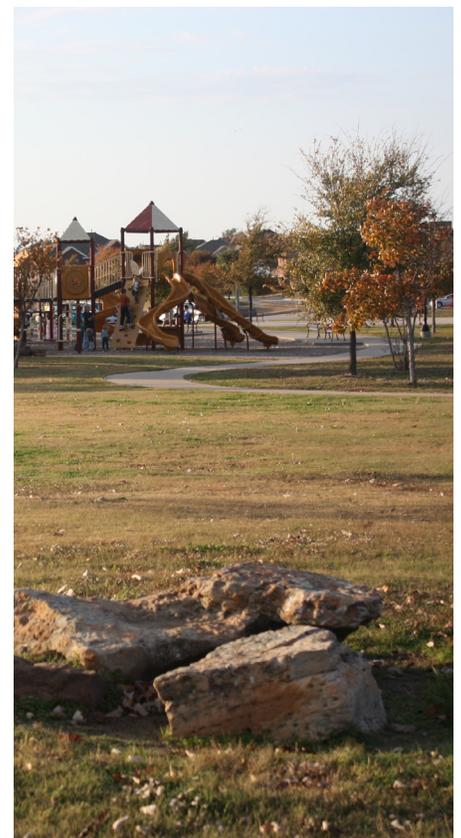
It is important to note that while the parks and facilities remain, the relationship has changed more recently as schools are being pressed to generate revenue and expense recovery for use of such facilities and the park and recreation agencies themselves are now building more infrastructure of their own.

Land and Open Space. The agencies interviewed identified the early acquisition of land and open space as either a success story or a missed opportunity that they would not make again.

Pitfalls to Avoid if Possible

There was no lack of comments related to this category. Some of the comments included:

- Anticipate changing needs in the design of parks and facilities so that your spaces can be converted for various activities that might not be popular right at the time spaces are designed.
- The department “started out giving services away and living off the revenue that growth provided. As we have reached maturity and growth has significantly slowed, we were hit with the recession. The city needs to have a discussion about their approach to how to pay for services...is that a benefit of living here, or do users need to pay all/a portion of the costs to reduce the burden on the General Fund? This is an age old question, but engaging the city council in this type of dialogue is important. We started out giving things away and have shifted to recovering 75% of operational costs on the recreation side through fees and charges. The shift was difficult. It probably reflects a maturing of our profession and industry, but in hindsight it would have been nice to have started with a firm financial philosophy as it relates to these facilities.”
- Identify sufficient funding to balance the land acquisition, renovation, and park and facility development simultaneously.
- While debt may be issued for new construction, the operational side of funding needs to be addressed.
- The improvement of Parks and Recreation facilities on land that was banked for future development is now subject to many special interests and NIMBY (not in my back yard). The same goes for renovation or updating/adding new facilities and amenities. There is resistance to change and a surprising amount of sentimental attachment to old facilities. As a rapidly growing city, there was always a concern that residents did not





have “roots” in the community. That is not the case anymore. We are experiencing concerns from the public with changing the status quo but we haven’t even finished building everything on the land we own. Make improvements as fast as you can while the population is growing. It becomes more difficult to build things in a timely manner after the population is established.

Unanticipated Changes

Naturally, there are always changes that are not anticipated. The communities interviewed gave us a few examples of these. Many of the agencies cite that increased demands for athletics and park usage by culturally diverse groups new to their communities, was and is, a challenge as well as accommodating the differing ways in which various ethnic groups use parks. Another community suggested that if they had realized the extent of athletic field usage they would have located athletic playing fields away from neighborhood centers and busy city streets with inadequate parking.

Still another community cautioned communities to pay close attention to the types of housing being built in their community and how those housing types can influence an economic balance in the future.

“While the city leaders had a great vision in planning for the city and stuck to the plan through the significant growth years, recent decision-makers have approved residential development in areas that were not initially planned for residential use and it causes the park department to scramble to provide services in neighborhoods that were not initially envisioned.

The revised comprehensive plan in our community strives to expand from the initial bedroom community that was developed and to reach out to attract ways that the city becomes a place where people want to live, work, and play. The city has made a firm commitment to attracting businesses with high paying jobs and we never anticipated how strongly they would incorporate a quality parks and recreation department into part of that promotional package for corporations.

One community’s growth was significantly made up of young families and over the years, the number of seniors has increased and with that the need and demand for services. Our community is a ‘pay to play’ community and the dilemma now is how to run services for that age group that usually anticipate greater subsidization than other age or interest groups.”



4.6 Marketing

Conclusions and Recommendations based upon Marketing

What lies ahead for Frisco Parks and Recreation? What opportunities might the department choose to address?

Based upon this overview of the internal and external marketing factors featured in this chapter, there are several general recommendations and a few specific recommendations as well. More extensive information clarifying these recommendations as well as additional specific recommendations related to the goals of the overall plan can be found in **Appendices 4.1 to 4.4**.



Strategic Design.

Strategic design can encompass a range of activities and recommendations and in this case such an approach refers to sustainability both economically and environmentally. Facilities and parks should be designed with flexible and changing uses in mind for the emerging non-traditional and lifetime activities.

Outdoor Spaces.

One of the more immediate outcomes of this plan for Frisco PARD is the importance expressed by residents for natural open space. This open space may become peaceful environments to enjoy nature; locations for additional parks and facilities, as well as environmental assets, but it should be the highest of priorities. Natural, open spaces are serving as a source of stress reduction for many people.



Wellness Focus.

People of all ages from children to older adults are taking a focus upon overall well-being. While the specific elements of this well-being may differ by age group, the importance will take center stage. Suggestions that would help further this wellness focus could include re-naming the Athletic Center as an Active Living Center to better reflect the use of the facility and capitalize on this wellness focus. There are likely some park locations where fitness stations could be established to take advantage of both the out of doors and wellness trends. Connecting paths and trails would facilitate more physical activity for all ages and all efforts to improve and maintain the health of older adults helps to keep adults independent, living in their own homes, and not draining societal resources.

Places to Gather.

Numerous studies have reinforced the importance of public places to gather. Grand Park when completed will be an outstanding space for people to gather and the social connections of such places are especially important to the growing group of enterprising professionals. The Senior Center has already undergone additional expansion and any additional space in that location would better serve the needs of the community if the addition was named something other than ‘senior center’. That large generation, the Baby Boomers, are loath to be associated with the ‘senior’ terminology and the name doesn’t have an enticing ring when people are considering rentals.

As the children in the community become more numerous and older simultaneously, places to gather become especially important. Not all youth are engaged in middle school and high school activities and in conjunction with the police department and Frisco ISD perhaps some space could be found for them along with more non-traditional types of activities. Non-traditional sports and activities could include a wide variety including Dodgeball League, Kickball Leagues, Parkour, Bike Polo, and Trackcycling.

Many high school and colleges are now offering these types of activities. However, it can’t be assumed that all of these would be of interest to youth in Frisco. PARD could reach out to children or offer “try-it-out” times for the less well-known ones and see how kids respond. Since PARD does not have needed facilities or space, they could contract with local providers.

An additional emphasis is upon those sports and activities that are lifetime skills that once acquired would help children stay active throughout their life span. Some of those activities would include: Aerobics, Archery, Backpacking, Badminton, Bicycling, Bike Polo, Bowling, Canoeing, Croquet, Fencing, Frisbee Sports, Geocaching, Golf, Handball, Horse Shoes, Kayaking, Skating, Martial Arts, Pickleball, Racquetball Ball, Rock Climbing, Rowing, Swimming, Tennis, Dancing, Volleyball, Weight Training, and Yoga.

The community of Frisco should look closely at some of the facilities present and operating within the benchmark communities and determine which of those might work well for Frisco. The community supports additions to Frisco PARD through more public-private partnerships or through various types of corporate support. Currently, there is little available space to increase or improve recreation opportunities and this will become more of a problem as the population grows. A question to continually ask is how availability of indoor spaces alters the perceptions of potential residents or corporations.

Baby Boomers, are loath to be associated with the ‘senior’ terminology



Small Town Feel

The one intangible that residents feared was the loss of the ‘small town feel’ of Frisco. This important characteristic can be replicated by continuation of special and social events and even the addition of neighborhood park events to retain and secure this important attribute.

Expectations for Services.

Expectations for all types of services continue to soar and that same growth applies to parks, open space, and recreation. These expectations become more difficult as people become more individualized in their interests and preferences.

There are a number of strategies that could be employed to effectively address these expectations. One overall approach is to shift the department from programs to programs and facilitation. This suggests a more supportive role than direct services. The Frisco PARD should retain popular programs and include opportunities for residents to become exposed to differing interests; some that could be later addressed in the private sector.

Another strategy involves a more regional approach to large or highly specialized facilities. Does every community in metro Dallas need a cricket field? This would be one such example. Still another strategy is to rent or share expensive non-traditional pieces of equipment such as climbing walls or whatever will replace these walls in popularity with other agencies or private enterprise.

Pricing of services is part of the expectation perspective as well. Frisco is a ‘pay to play’ community and perhaps it is time to review or expand different fees for different population groups and the nature and extent of the individualized and personalized nature of the activity.

One overall approach is to shift Frisco PARD from programs to programs AND facilitation; this suggests a more supportive role than direct services.



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



5 - PARKS & OPEN SPACE

JULY 2016

5.1 Introduction

An analysis of Frisco’s parks and open space forms one of the main components of the Parks Master Plan. Without parks and open space and the physical areas that they provide, none of the programs, activities and events can take place that are essential to a vital, vibrant and connected city.

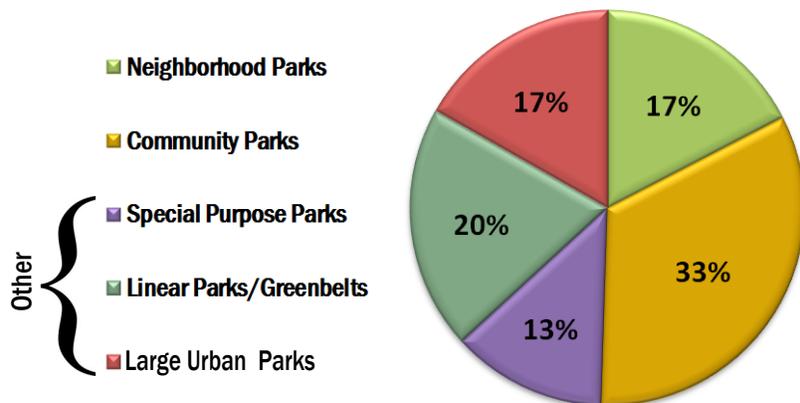
The categorization and classification of parks are not important from the public’s perspective; however from an operation and management point of view, it is helpful to have such categories defined since it serves as a guide in how to plan for each type of park in the system. Understanding the current and target level of service of parks is key in acquiring adequate park land and making provision for facilities and events needed and desired in the community.

5.2 Classification System

In analyzing Frisco’s current parks and open space system, it is important to identify the functional classification of each of the City’s parks. While each park is unique in its own right, each can also be assigned to one of three categories. The neighborhood and community park categories are the most prevalent in Frisco’s park system and are considered “essential infrastructure.” They should be plentiful, adequately-sized, and well-distributed across the City to serve the entire population. The other parks category comprises several sub-types of parks that are provided as opportunities or special needs arise.

Figure 5.1 – Frisco’s Existing Park Land Distribution

This figure represents the distribution of park land owned by the City of Frisco. Neighborhood parks and community parks combined make up half of Frisco’s dedicated parkland. The remaining half is dedicated to special purpose, linear, and Large Urban Parks.



Neighborhood Parks

Neighborhood parks are typically between 5 and 10 acres in size (larger parks being most desirable for efficient maintenance and operation) and are designed and located to serve the surrounding neighborhoods. Located within 1/4–1/2 mile of the neighborhoods they serve, these parks are accessible by walking or bicycling. Neighborhood parks constitute the core of the parks system and generally serve 3,000 to 4,000 residents. As a rule of thumb, all neighborhood parks should have a playground, pavilion, a loop trail, and open areas for free play. Additional amenities often provided at neighborhood parks include benches, picnic tables, basketball courts, multi-purpose fields (for formal practice and/or informal play), and backstops. There are more than 30 neighborhood parks in Frisco, which is more than any other single type of park.



Community Parks

Community parks are larger than neighborhood parks – typically 75 to 150+ acres in size – and have more amenities. It is ideal to evenly distribute these parks across the City so that they are easily accessed by all residents. The ideal distribution is such that all residents are within a 1 to 2 mile radius of a community park. Typically, community parks will have all of the amenities of a neighborhood park (playgrounds, pavilions, open areas for free play, trails, basketball courts, multi-purpose practice fields, etc.). In addition, these parks have amenities such as lighted competitive athletic fields, larger areas of open space for free play, natural areas, and restrooms. Quite often, community parks will include special facilities such as recreation centers and skateboard parks.

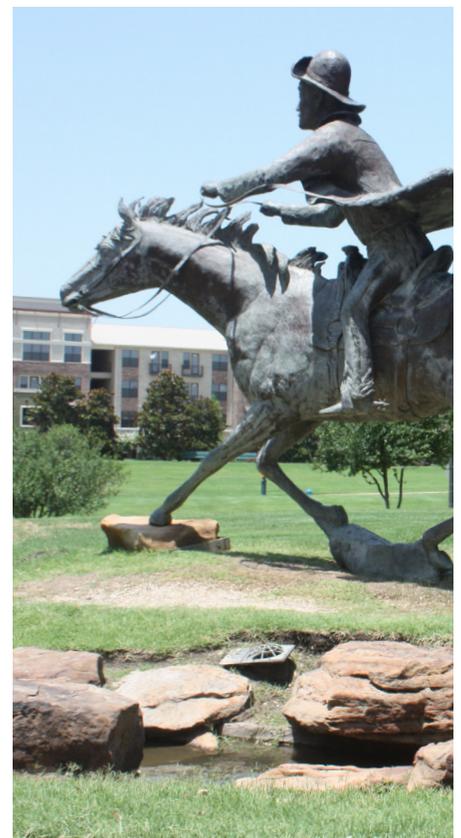


Other Parks

There are also many other types of parks within Frisco. These are parks that are designed to meet special needs, capitalize upon opportunities, and/or complete the parks system.

Special Purpose Parks

This subcategory includes 1-3 acre pocket parks, 1-2 acre trailheads, and 0.25-1 acre plazas. It also includes “special interest” parks that are not otherwise part of another neighborhood or community park. Examples of special interest parks include dog parks, skate parks, or any other type of park designed to accommodate a limited number of specific recreation activities. While parks less than 5 acres are typically





discouraged because they are often difficult to maintain efficiently, small park areas are often necessary to serve special purposes. Smaller parks that are well distributed, are also desirable in highly urbanized and dense mixed-use areas.

Greenbelts, Linear Parks, & Wildlife Corridors

Greenbelts are corridors typically following creeks, railroads, or utility lines and in unique situations as part of the roadway system. Greenbelts usually contain trails and are ideal for providing alternative, non-motorized transportation to parks, schools, neighborhoods, libraries, retail, and other major destinations. Other than providing connections, these parks provide recreational value by themselves. In fact, using trail facilities is one of the most popular recreation activities in most, if not all, communities (including Frisco, per the citizen survey results). In addition, greenbelts along creeks have the added benefit of providing habitat and migration/movement corridors for wildlife. They also provide opportunities for improving watershed management in an aesthetically-pleasing and sustainable manner.

Open Space Preserves/Nature Areas

These parks serve to protect and provide access to natural areas such as along creeks, floodplains, wooded areas, and prairies. As unprogrammed space, an added benefit is that these areas are “self-maintaining.” While there may be the occasional need to check for hazards, maintenance is generally not a significant factor. In Frisco this type of park is typically associated with greenbelts and linear parks. However, the community’s expressed need for the protection and acquisition of natural areas, makes this a very high priority in the City.

Large Urban Parks

Large Urban Parks serve the entire city. Such parks typically are of a larger size, have attributes of special interest, signature features or facilities not supported in neighborhood or community parks, and host events that are for the entire city and may draw visitors regularly from other cities in the metroplex and/or other parts of the state.

Recreational Facilities

The land occupied by indoor recreational facilities is also a type of special purpose park. Such facilities typically include indoor athletic centers, indoor aquatic centers, and senior centers. The size of these parks depends on the intended use.

The community’s expressed need for the protection and acquisition of natural areas, makes this a very high priority in the City.

Other Significant Public & Private Facilities

There are many other facilities within Frisco which are owned and operated privately but are made available to the general public. These facilities provide recreation opportunities in addition to what the City provides. Although these facilities are made available to the public, some require an expense for its users.

These public or semi-public entities include Toyota Stadium (formerly known as Pizza Hut Park), which is the home of the Major League Soccer team, FC Dallas, and provides multifunctional usage for concert events, Frisco ISD high school football games, and practice facilities; the Superdome in Frisco, a specially designed outdoor wood bicycle racing oval; Dr. Pepper arena, Dallas Stars Hockey practice facility; and more recently Dallas Cowboys Headquarters and practice facilities which will be shared with Frisco ISD and expected to open in 2016.

The presence of these facilities provide the opportunity for joint ventures with the City of Frisco and are very important because of their many recreational and economic benefits. Joint opportunities of this magnitude should continue to be high priorities as they arise.

HOA Parks

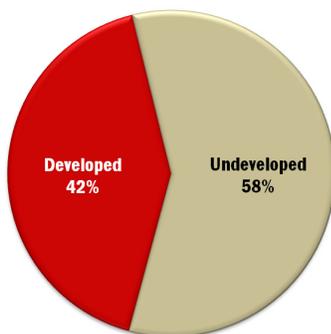
Throughout Frisco and common in new single family developments, are Home Owners Association (HOA) Parks. These parks are owned and operated by the HOAs of their respected developments and provide park space and/or facilities for people from those developments. Access is typically disallowed for the general public.

These privately owned parks can be funded by HOA fees collected from the home owners in that neighborhood, or can be funded by other entities. The most common facilities that are maintained by the HOA are pools, playgrounds, open space, and clubhouses.

Figure 5.2 – Frisco’s Existing Parkland Developed/Undeveloped

The majority of the city’s parkland is currently undeveloped. This is an opportunity and a strength that shows how forward thinking the City of Frisco has been to acquire park land for it’s growth.

Table 5.1 – Frisco’s Existing Parkland Developed/Undeveloped



Park Type	Developed		Undeveloped		Total Acres
	Acres	Percent	Acres	Percent	
Neighborhood	264.98	85%	46.06	15%	311.04
Community	347.23	59%	243.92	41%	591.15
Special Purpose	69.46	31%	157.50	69%	226.96
Linear	68.48	19%	288.85	81%	357.33
Large Urban	0	0%	300.00	100%	300.00
Totals	750.15	42%	1036.33	58%	1786.48

5.3 Neighborhood Parks

Frisco's Existing

Neighborhood Parks:

Beaver's Bend Park
Bi-Centennial Park
Bobwhite Park
u-Boulder Draw Park
Cannaday Recreation Area
Coyote Crossing Park
Crescent Park
Duncan Park
Fairways Green Park
Falcons Field Park
First Street Park
Foncine Settlement Park
Gallegos Park
u-Hackberry Knoll
Hummingbird Park
u-Independence/Rolater Park
J.C. Grant Neighborhood Park
J.R. Newman Park
Limestone Quarry Park
McCallum Park (Vivan Stark)
Miramonte Park
Mourning Dove Park
Oakbrook Park
Old Orchard Park
u-Pearson Neighborhood Park
Preston Manor Park
Preston North Park
Preston Ridge Park
Shepards Glen Park
u-Southwest Area Park
Starwood Park
Stephen's Green Park
Stewart Creek HOA Park
Tuscany Meadows Park
Youth Center Park

u-Neighborhood parks that are currently undeveloped but already have land acquired for the park

Neighborhood parks constitute the most prominent type of park in Frisco. As the category name implies, these parks are typically located in neighborhoods within easy access of surrounding residents.

Development Guidelines

Neighborhood parks provide critical public space for residence of Frisco to use. The development and general design of neighborhood parks is important to ensure that they serve the needs of the surrounding neighborhoods. But beyond simply meeting certain levels of service, it is important to ensure that neighborhood parks are unique in character, respond to the surrounding environment, provide a variety of experiences for the park's users, and unify the neighborhood informally. The following development guidelines (that focus on size, location, facilities, design, and parking) were developed to ensure that the City is able to efficiently provide the best possible neighborhood parks for its citizens.

Size

The size of a neighborhood park may vary considerably due to the physical location of the park and condition of the site. For Frisco, the ideal size is eight acres. The width of any neighborhood park should not be less than 175 feet and for a short distance only due to physical site constraints. The vast majority of neighborhood parks should be at least 300 feet in width.

Location

A typical neighborhood park would generally serve 3,000 to 4,000 residents per park, and if possible, should be centrally located in the neighborhoods they serve. Neighborhood parks should consider the following location attributes:

- Neighborhood parks should be accessible to pedestrians from all parts of the area served. Ideally, neighborhood park facilities should be located within a one-quarter mile radius (five minute walk) or one-half mile radius (ten minute walk) of the residents who will use those facilities.
- These parks should be located adjacent to local or minor collector streets that do not allow high-speed traffic. A neighborhood park should be accessible without having to cross major arterial streets and should be far enough from major streets that traffic noise is not obvious in the park.

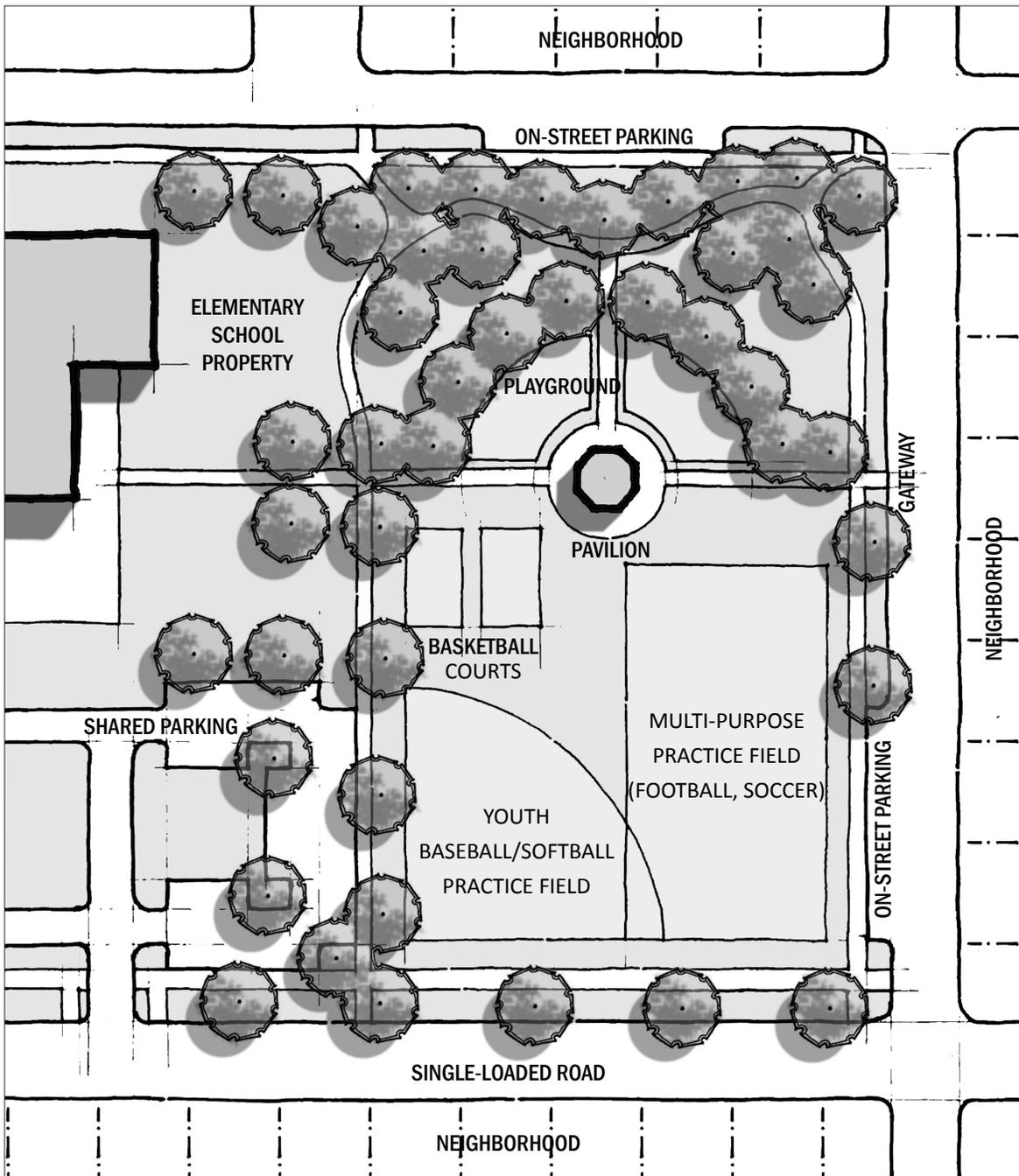


Figure 5.2 – Typical Neighborhood Park Layout (not to a scale)

This figure illustrates a typical neighborhood park and some of the elements that the park might contain. Note that this is simply a typical arrangement, and each neighborhood park should be designed in the context of the neighborhood that surrounds it.



- It is desirable to locate neighborhood parks adjacent to creeks and greenways, which allows for trail connections to other parks and City amenities.
- It is ideal for neighborhood parks to be located adjacent to elementary schools in order to share acquisition and development costs with the school district. Adjacencies of park and school grounds allow for joint use and sharing of facilities, such as parking, which is typically not necessary for a stand-alone neighborhood park. It also lends itself to the community's involvement with the school grounds and vice versa, leading to a synergistic result that adds to the quality of life for everyone.

Facilities

Neighborhood parks would ideally include the following facilities:

- Playground equipment with adequate safety surfacing
- Playground equipment that allows for easy use by children with disabilities or limited mobility impairment
- Unprogrammed and unstructured free play areas
- Adequately sized pavilions with multi-tiered roofs or air vents to allow for hot air to escape
- Loop trails or a connection to the city-wide trails system

Additional facilities often provided in a neighborhood park include (but are not limited to):

- Unlighted basketball courts and half courts
- Picnic areas with benches, picnic tables, and cooking grills
- Security lighting
- Drinking fountains
- Although not found in Frisco, unlighted tennis courts, skate parks, and splash pads (not found or standard practice in Frisco)



Design

The overall design and layout of a neighborhood park is an important determinant of its final quality and timelessness. These parks should generally be designed with the programmed space (playgrounds, pavilions, basketball courts, etc.) clustered into an “activity zone” within the park. These areas need ample seating and shade to be hospitable year around. The open/unprogrammed space should be visible from this activity area but should be clearly delineated through plantings and hardscape features such as paved trails. Finally, a loop trail is a preferred component of a neighborhood park. When a segment of the city-wide trails system passes through a neighborhood park (which is



recommended), it is important to connect it to the park’s loop trail.

Sustainable measures should always be incorporated as part of the design of neighborhood parks. Specific measures include the use of native and/or well-adapted plants that have low water requirements, little maintenance needs, and are well adapted to the local soil and climatic conditions. Native grasses are prime examples of plants that survive well on rain water, do not need soil improvements to speak of, and do not need regular mowing. Another sustainable measure is Low Impact Development (LID) which is a stormwater tool whereby runoff water is captured into bioretention areas to serve as functional tool to clean the runoff while being an amenity for people to enjoy, and habitat for songbirds.

Adjacency and Interaction

How the park integrates with the surrounding land uses (residences, schools, wooded areas, etc.) is crucial to the quality of experience within the park, with houses across the street facing the park. It is recommended that at least 80% of the park’s boundary be bordered by single-loaded roads or creeks, with no park boundary bordered by the backs of houses. When houses must back up to a park, the fencing between the houses and the park should be transparent (such as wrought iron fencing or similar) rather than opaque wooden fortress fencing. Transparent fencing allows a softer transition between park and residence and provides for informal surveillance of the park.

When a park is constructed adjacent to a school, the two sites should interact. That is, there should be pedestrian connections between the school and the park and it could even be recommended that when schools are constructed, expanded, or renovated, windows overlooking the park should be provided.

Parking

In general, the use of shared-use trails, sidewalks, and bike routes should be encouraged to decrease automobile traffic in and around neighborhood parks. Therefore, off-street parking is not typically needed as part of neighborhood park development. When parking is deemed necessary, the number of parking spaces will vary based on the size of the park, the facilities it contains, and the number of users. Generally, depending on the carrying capacity of adjacent streets, parallel on-street parking may provide sufficient parking space. Opportunities to share parking may be beneficial to different yet compatible functions, such as churches, schools, libraries, and other City facilities.



Inventory

Frisco currently has 30 existing neighborhood parks, and an additional five undeveloped parks which Frisco has already acquired the land. The neighborhood parks in Frisco range in age, size, and level of amenities. Currently the largest park is Stewart Creek HOA Park at 26.21 acres, and the smallest is Gallegos Park at 0.25 acres. Including undeveloped parks that already have land acquired, neighborhood parks total approximately 311.04 acres, with the average park size being 8.85 acres. (See **Appendix 5.1: Table A5-1**)

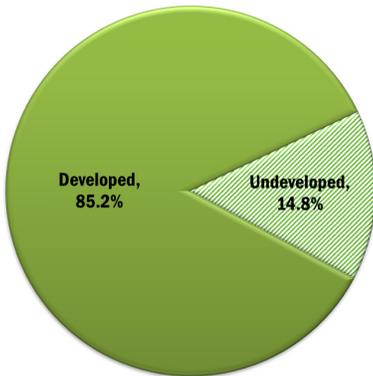


Figure 5.3 – Existing Neighborhood Park Land

The pie chart shows the total acreage of neighborhood parks. The 5 parks that are still undeveloped make up approximately 50 acres or 14.8%.



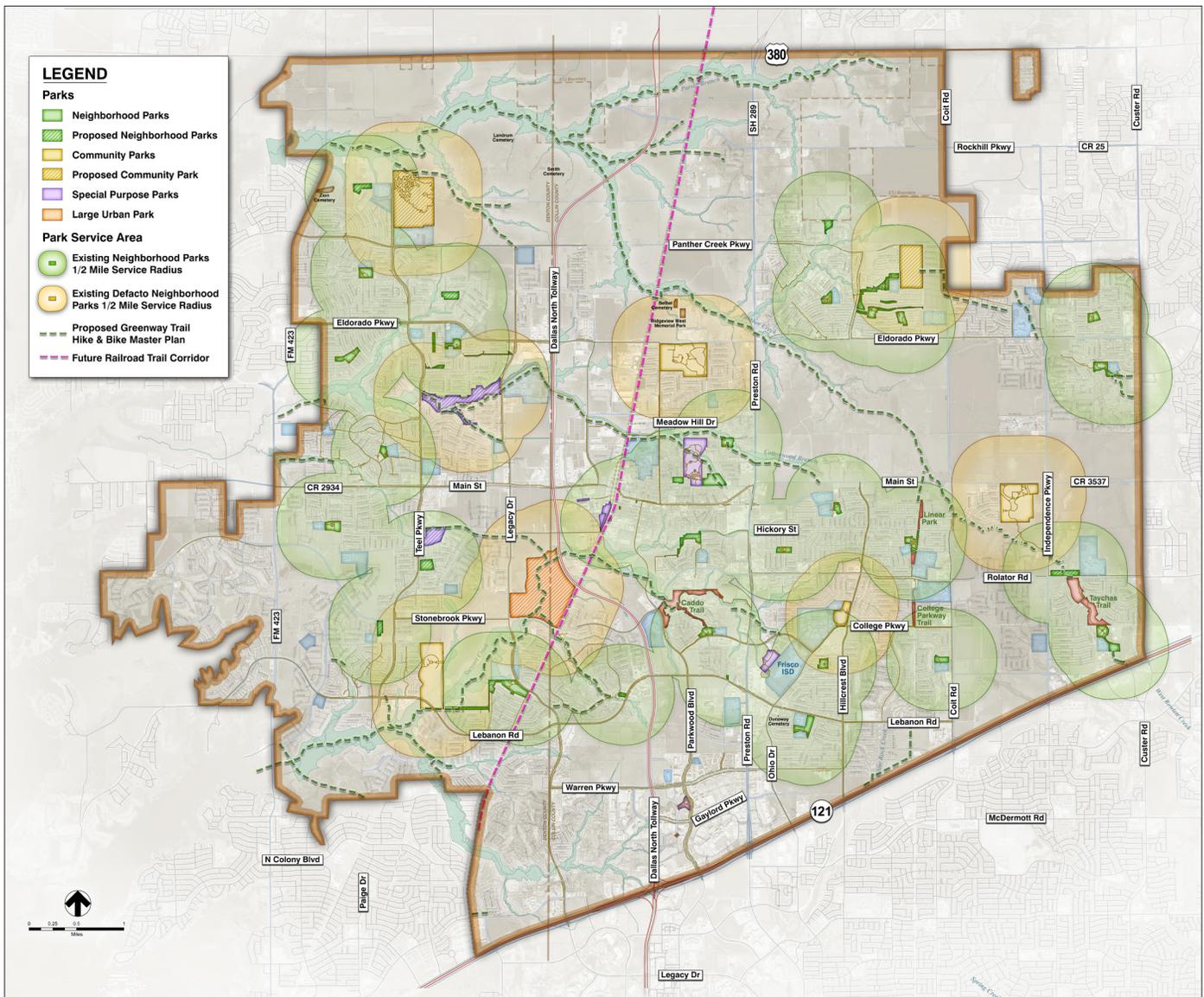


Figure 5.4 – Existing Neighborhood Parks

This figure illustrates the location and spatial distribution of neighborhood parks in Frisco. Included in this map are community parks, which are considered “de facto” neighborhood parks because in addition to ball fields, recreation centers, etc., they also include all of the amenities of a typical neighborhood park.

Neighborhood parks best serve households within walking distance and therefore are shown with a quarter-mile and half-mile service radius (which roughly equates to a 5 and 10 minute walk respectively). The service area radii should be seen as guidelines, as physical barriers such as railroads, major roads, and creeks often prevent a park from serving the entire area within its ideal service area.

Needs Assessment

In addition to citizen input, needs for neighborhood parks are determined by analyzing level of service (LOS) for park acreage and service area.

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for neighborhood parks might be expressed as “X acres per 1,000 population.” The Target LOS (TLOS) for neighborhood parks in Frisco is established at 1.5 acres per 1,000 population.

- **The Target LOS (TLOS) for neighborhood parks in Frisco is established at 1.5 acres per 1,000 population.**

Service Area TLOS

Park Service Area LOS represents the spatial distribution of neighborhood parks. For example, a target park service area LOS might be expressed as “one neighborhood park within one half-mile of every residence in Frisco.” The regional benchmark for neighborhood park service area TLOS is:

- **Neighborhood Park Service Area** – quarter-mile to half-mile radius, or approximately a five to ten minute walk

This service area is general. While a half-mile radius is a good guideline for the area that is well-served by a neighborhood park, not all parks will fully serve these areas. Physical barriers (such as railroads and major thoroughfares) limit connections between parks and access from some of their intended service areas. Consideration should be given when developing new parks to the physical barriers that separate it from some or all of the neighborhoods that it is intended to serve.

Needs Assessment Results

The current and target level of service for neighborhood parks, including the acreage required to meet the target at build-out, is presented in **Table 5.2**. The service area deficit is presented in **Figure 5.5**.

Table 5.2 - Current and Target Level of Service for Neighborhood Parks

Existing Acreage	311.04
Current LOS*	2.20 Acres/1,000 Population
Target LOS**	1.50 Acres/1,000 Population
Target Acreage at Build-Out	525
Acreage to Acquire to meet Target	213.96

Existing acreage is 59.2% of the target for build-out conditions.

*Population Estimate of 141,550 as of August 1, 2014.

**Build-out Population estimated at 350,000.

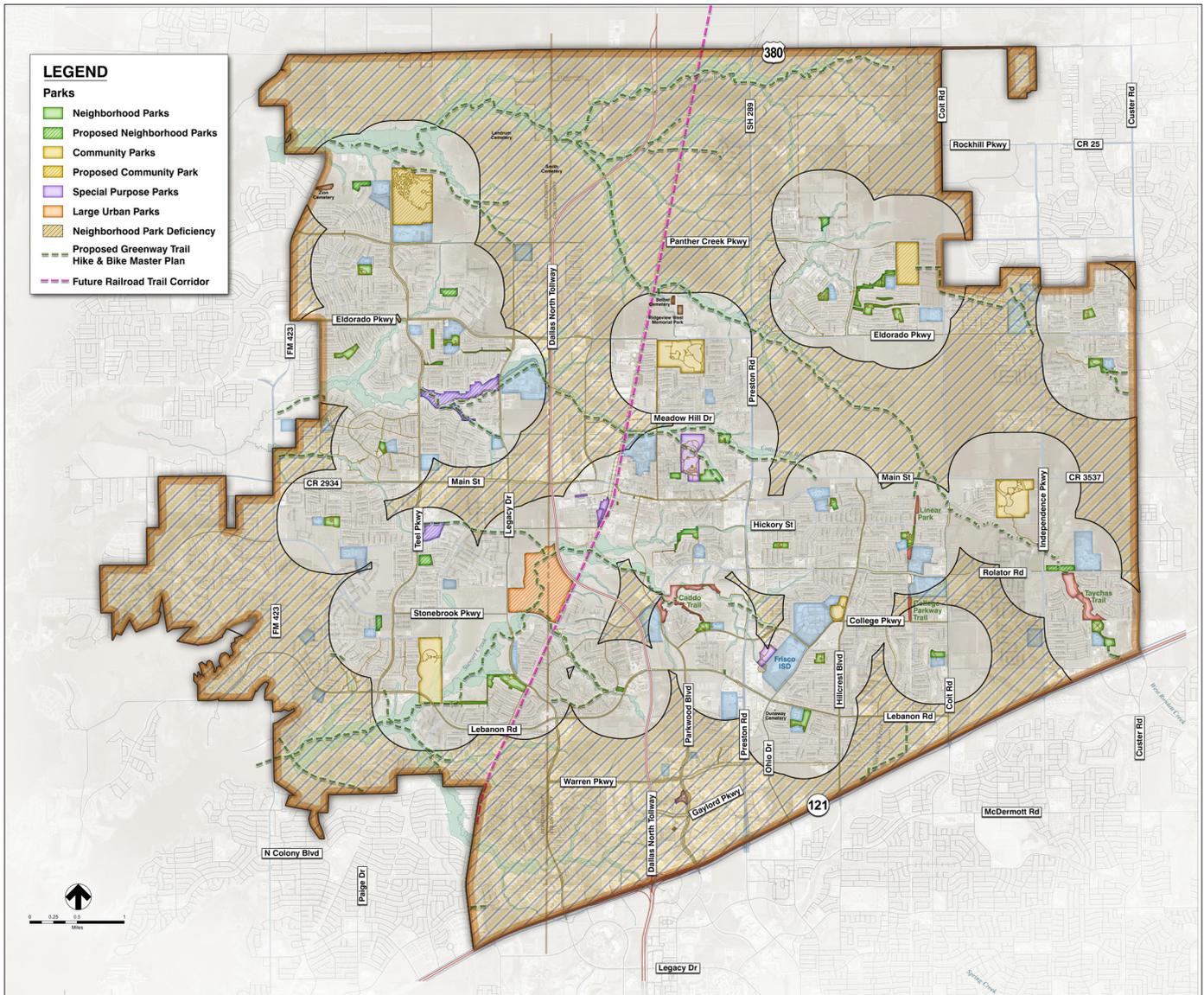


Figure 5.5 – Neighborhood Park Service Area Deficit

The hatched areas in this figure indicate the residential areas that are not within a half-mile of an existing neighborhood park. As shown, there are vast areas within the northern and northeastern portions of the community that are currently under-served. These areas are crucial to the future service area of the park system as much of this area is currently undeveloped.

Recommendations

Land Acquisition

The majority of the necessary land acquisition for neighborhood parks will occur through parkland dedication during the development process.

Frisco’s current and future LOS indicates a need for 214 additional acres of land for neighborhood parks, as well as a significant service area deficit. In order to address these needs, 29 additional neighborhood parks are recommended to accommodate Frisco’s anticipated population of 350,000 at build-out. While some of the land to be acquired might need to be purchased outright by the City, it is the intent that the majority of the necessary land acquisition for neighborhood parks will occur through parkland dedication during the development process (either through outright dedication or acquired fees in lieu of land) so that accommodating the needs of additional residential growth is shared between the City and the development community.

Figure 5.6 shows locations of existing, potential, and “de facto” neighborhood parks. The locations for new parks were chosen based on perceived land availability, proximity to natural features and potential trail corridors, and their ability to provide service area coverage for existing and future residential areas. A “de facto” neighborhood park indicates the location of a community park, which also serves as a neighborhood park because of the amenities that it provides.



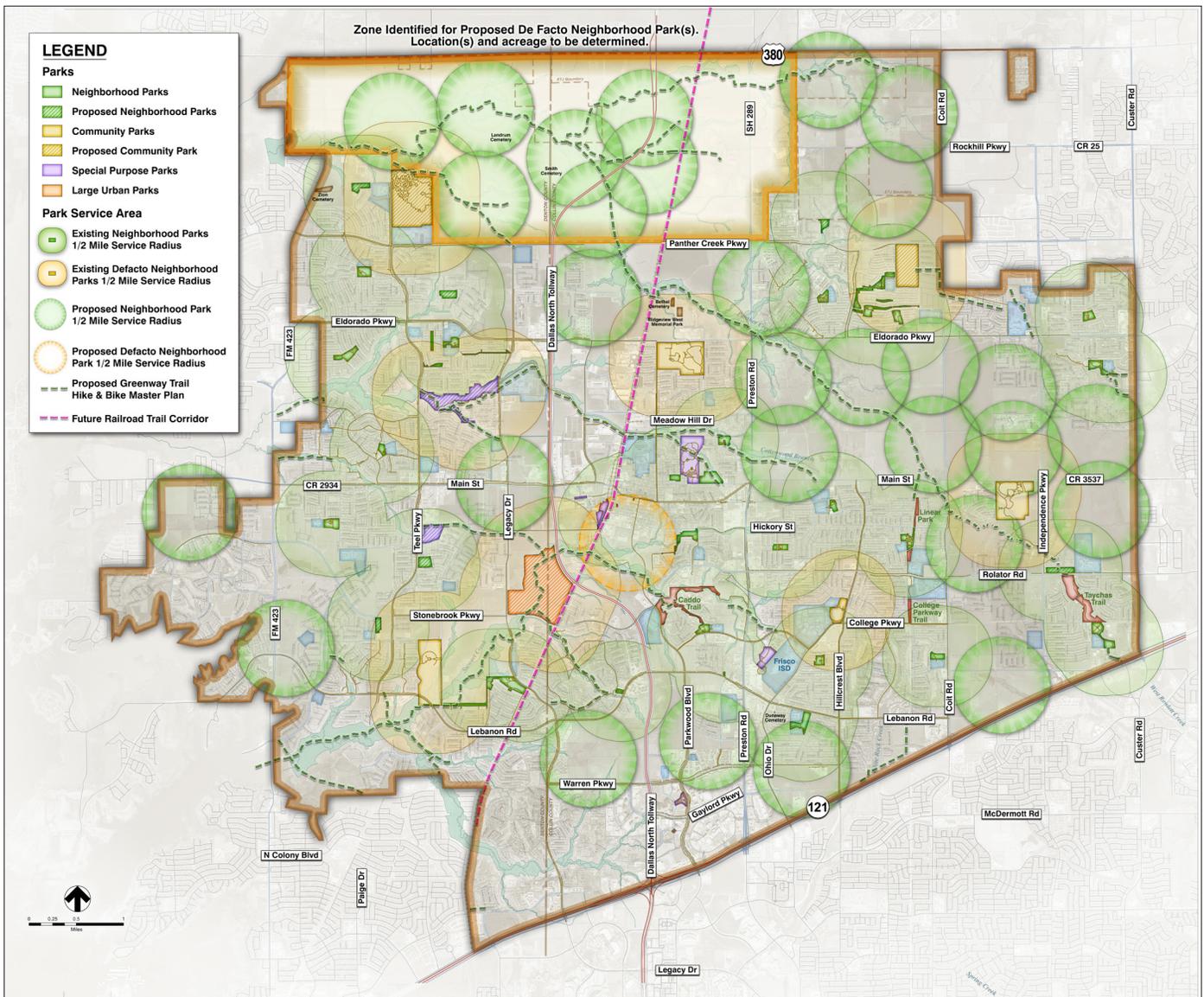


Figure 5.6 – Existing, Proposed Neighborhood & De Facto Neighborhood Parks

This figure illustrates the location of existing and proposed neighborhood and “de facto” neighborhood parks in Frisco. “De facto” parks are community parks that also serve as neighborhood parks because in addition to ball fields, recreation centers, etc., they also include all of the amenities of a typical neighborhood park.

Park Development

New Neighborhood Parks - For the development of new neighborhood parks, it is recommended to allocate funding on a consistent basis for that purpose. A suggested guideline is to develop 2 to 3 new parks every year. However, for the next couple of years place priority on the development of the following four neighborhood parks: Boulder Draw NP, Independence / Rolater NP, Pearson NP, and Southwest Area NP

Existing Neighborhood Parks - During the public input meetings, major concern was expressed about the ongoing upkeep of infrastructure and amenities. In order to prevent the situation where the city is overwhelmed by the amount of effort required, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Neighborhood Parks Action Plan

Table 5.3 lists the action items for the neighborhood park recommendations.

Table 5.3 – Neighborhood Parks Action Items	
Action ID	Action
1	Land for New Neighborhood Parks
1.1	Acquire 214 acres of land for 29 future neighborhood parks (average of 7.5 acres each).
2	Develop New Neighborhood Parks
2.1	Place priority on the development of the existing undeveloped land that is previously acquired for the following four neighborhood parks: <ul style="list-style-type: none"> • Boulder Draw NP • Independence/Rolater NP • Pearson NP • Southwest Area NP
2.2	Develop on average of 2 to 3 new neighborhood parks every year.
3	Existing Neighborhood Park Improvement
3.1	Replacement and repair of existing facilities on a regular basis



5.4 Community Parks

Along with neighborhood parks, community parks serve as the backbone of Frisco’s park system. Community parks are larger than neighborhood parks and include a wider array of amenities, which may include lighted sport fields, amphitheaters, and much more. Because they also include the amenities typically found in neighborhood parks—playgrounds, pavilions, loop trails, free play areas—community parks also double as “*de facto*” neighborhood parks, thereby serving two roles simultaneously.

Frisco’s Existing Community Parks:

B.F. Phillips Community Park

Harold Bacchus Park

u-Northeast Community Park

*u-Northwest Community
Park*

*Shawnee Trail Sports
Complex*

Warren Sports Complex

*u-Community parks that are currently
undeveloped but already have land
acquired for the park*

Development Guidelines

Community parks typically include facilities that serve the entire city (such as lighted playing fields for organized sports) and therefore have a larger service area, attract more users, and require higher-intensity facilities such as considerable off-street parking. Because they are often in fairly close proximity to neighborhoods, community parks can serve many of the same functions as neighborhood parks because of similar basic amenities. As such, it is crucial to consider the needs of the immediately surrounding residents as well as the community as a whole when developing a community park.

Size

The size of a community park should be large enough to provide a variety of amenities while still leaving open space for unstructured recreation, practice space, and natural areas. The park should also have room for expansion as new facilities are required. Although a standard size is between 75 and 150 acres, some community parks may be over 200 acres depending on needs and site opportunities.

Location

Community parks are intended to serve large portions of the city and should be centrally located and easily accessible by major thoroughfares and trails. When connected by major trails and greenbelts, community parks are more easily accessed, while serving as a hub for the trails system. Because of the requirement for lighted facilities, it is often preferred to have higher-intensity or “active” community parks located adjacent to commercial, retail, and/ or light industrial areas. However, when it does occur adjacent to or near residential areas, it is necessary to provide adequate buffers to minimize noise and bright lights at night when possible. In all cases, special precaution is needed to ensure compliance with Frisco’s Dark Sky Ordinance including minimum light spill into adjacent properties.

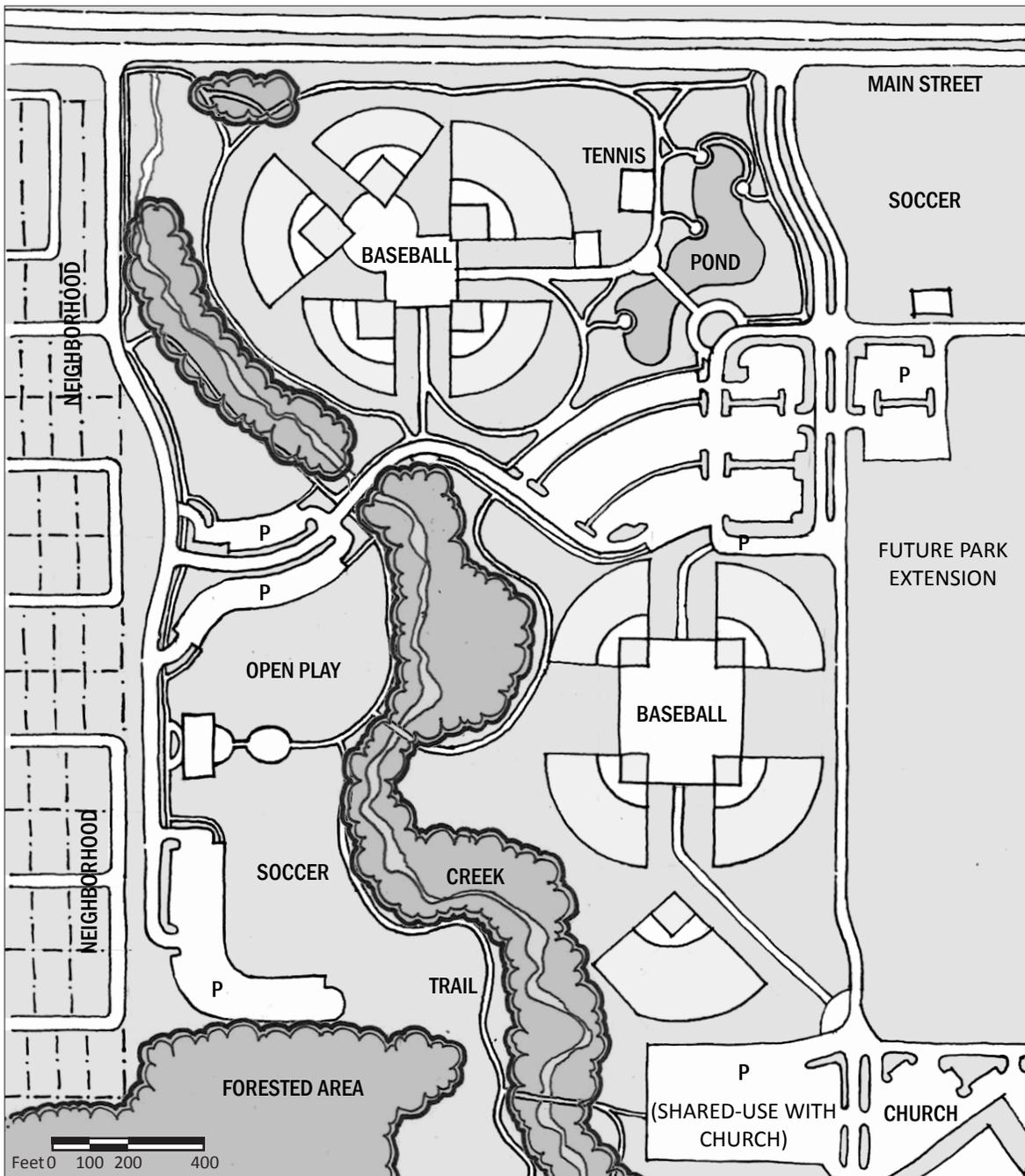


Figure 5.7 - Typical Community Park Layout

Harold Bacchus Community Park is a good example of a community park that contains most if not all of the elements typically found in such a park.



Facilities

Community parks would ideally include the following facilities:

- Playground equipment with adequate safety surfacing
- Playground equipment that allows for easy use by children with disabilities or limited mobility impairment
- Unprogrammed and unstructured free play areas
- Adequately sized pavilions with multi-tiered roofs
- Picnic areas
- Lighted competitive baseball, softball, soccer, and football fields (the actual type and number of competitive fields should be based on demonstrated need as per the facility target LOS put forth in this Master Plan)
- Loop trails with connection to the City-wide trails system
- Sufficient off-street parking based on facilities provided and size of park

Additional facilities often included in a community park include (but are not limited to):

- Restrooms
- Natural open space where available or present including access to these areas via trails
- Lighted and/or unlighted multi-purpose practice fields for soccer and football
- Backstops for baseball and softball practice
- Security lighting
- Other facilities as needed which can take advantage of the unique characteristics of the site, such as fishing piers near ponds, swimming pools, open air amphitheaters, etc.

Design

The general design of a community park will vary depending on the intended character of, and facilities included in each individual park; as such, the number of game fields, amount of parking, and spatial orientation of amenities will vary. In Frisco, the goal is to accommodate both active high-intensity and passive low-intensity recreation in community parks with an ideal ratio of 70% active to 30% passive.

As is the case with neighborhood parks, the overall design and layout of a community park is important to the park's final quality and timelessness. Activity zones of programmed space are important within community parks. Playgrounds, pavilions, and basketball courts make up one type of activity zone while ballfields, concession stands, and equipment storage buildings make up another type. In community parks and other large parks, it is often desirable to delineate between activity zones and unprogrammed areas by the use of natural features, such as stands of trees and creek corridors. This helps break up the park visually and delineate programmed space. Paved trails should connect these various areas with each other, as well as provide a walking/jogging loop for recreational use.

The interaction between a community park and the surrounding areas is crucial to the quality of experience within the park. As with neighborhood parks, a community park should ideally be bordered by single-loaded roads and creeks or other natural areas. In Frisco, homes are not allowed to back to a park. However, in the event that it does occur, the fencing between the houses and the park should be transparent (such as wrought iron fencing or similar). If the adjacent development is industrial, aesthetically unpleasing, or potentially a nuisance, the border should be well-screened, e.g. walls and/or dense plantings of trees and shrubs. Community parks often interface well with schools. In such instances, work with the school district to provide visual and physical connections between the school and the park.

It is important to understand that community parks themselves can sometimes be a nuisance to nearby residential neighborhoods. Bright lighting at night, excessive noise from cheering spectators, or the overflow of parking onto neighborhood streets can all become issues. If a park is to be developed in close proximity to a neighborhood, take measures to address these issues and identify any other potential issues. Specifically related to the issue of light impacts, a good option to be considered is "cut-off" lighting, which allows light patterns to be controlled, thus minimizing light spill-over into surrounding areas.





As a final consideration, sustainability should always be incorporated into the design of community parks. As described under the design of neighborhood parks, sustainable measures include the use of plants with low water requirements and little maintenance needs, and the implementation of LID as a stormwater tool to clean runoff water, while being an amenity for people and habitat for songbirds.

Parking

This varies based on the facilities provided and the size of the park. The National Recreation and Park Association (NRPA) recommends a minimum of five spaces per programmed acre, plus additional parking for specific facilities within the park, such as pools or ballfields. The actual amount of parking provided in each park should be determined by the facilities provided in that park. Even so, consideration should always be given to the concept of “shared parking.” The benefit of shared parking is the reduction in the number of parking spaces that need to be built. There are two ways shared parking can be implemented in a park:

- Typically, the number of spaces required to be constructed in a park is determined by the peak parking requirements of each of the uses. This can result in the provision of excessive amounts of parking. Instead, determine the number of parking spaces by considering the different peak parking schedules of various uses, thereby potentially reducing the number of parking spaces needed by “sharing” parking between uses (i.e., football fields and baseball fields can share parking since football and baseball games are typically not played concurrently).
- The traditional concept of shared parking is to create an agreement with adjacent land uses like schools, churches, and other City facilities so that parking can serve both the park and the adjacent land use.

It is important to consider the impact of parking on the environment. LID, which includes the use of permeable paving combined with shade trees and bio-swales to bio-filtrate runoff water, helps to offset the impact of surfaced run-off and pollution from parking areas.



Inventory

There are currently six community parks in Frisco. Although many of these parks provide predominately active and competitive activities (baseball, softball, football, soccer, lacrosse, and cricket), these parks also provide more passive amenities such as playgrounds, natural areas, and open play areas.

Shawnee Trail Sports Complex is a competitive baseball and softball facility and is the smallest community park at 20 acres. The largest current community park is B.F. Phillips Community Park at 117 acres. Even though Frisco has 591 total acres of dedicated community parkland, over 40% is either undeveloped or underdeveloped. (See **Appendix 5.1: Table A5-2**)

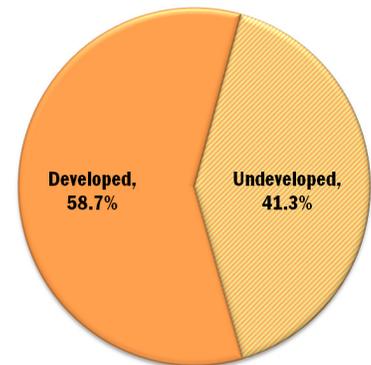


Figure 5.8 - Existing Community Park Land

The pie chart shows the acreage of land dedicated to community parks with a percentage breakdown between developed and undeveloped acreage. While there are almost 350 acres developed, there are still almost 250 acres which have not been developed.



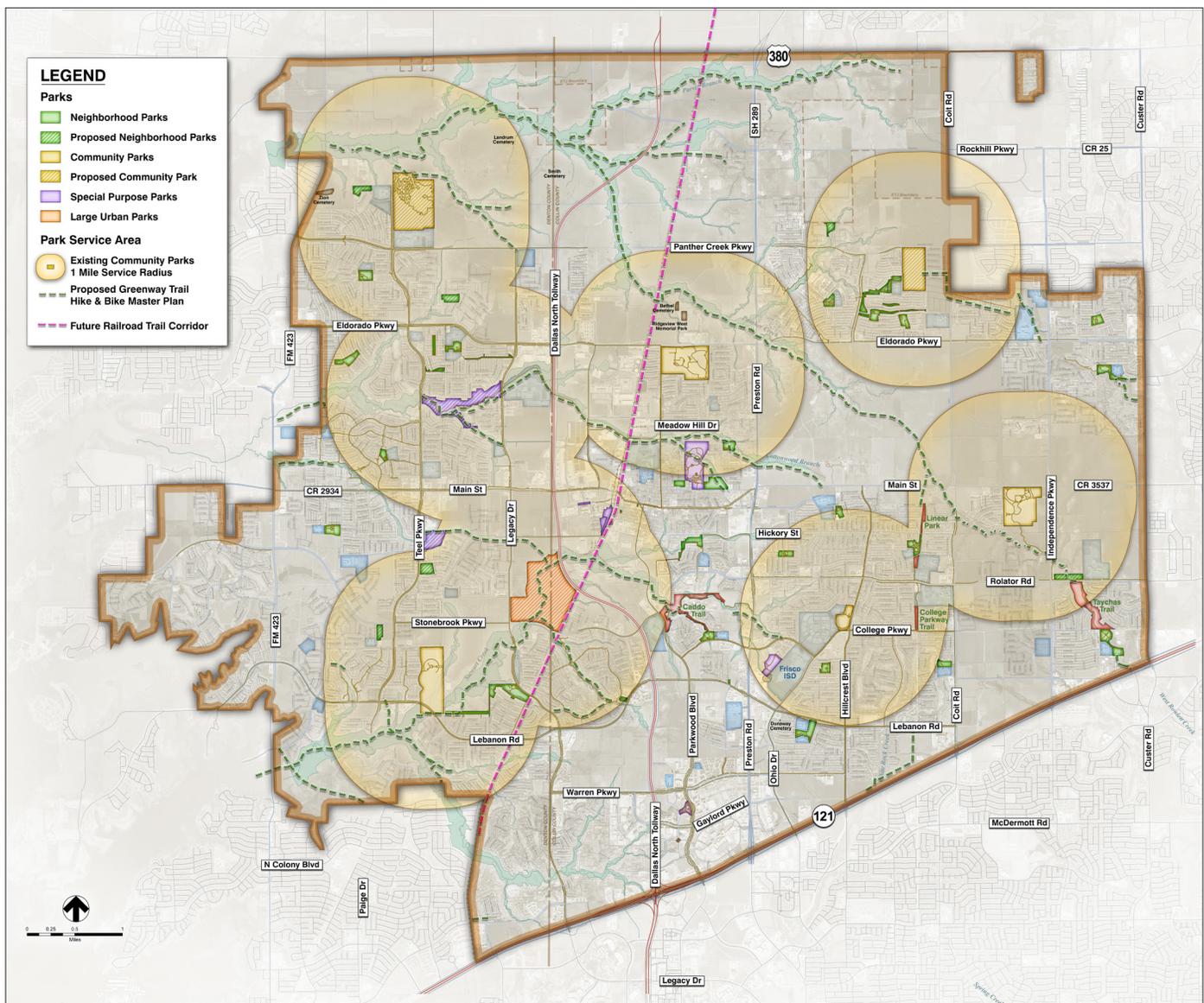


Figure 5.9 – Existing Community Parks

This figure illustrates the location and spatial distribution of community parks in Frisco.

Community parks best serve households within a short driving distance. As such, community parks are each shown with a one-mile service radius (which roughly equates to a five-minute drive). These radii are calculated from the edge of the park. The service area radii should be seen as guidelines, as physical barriers such as railroads, major roads, and creeks often prevent a park from serving the entire area within its ideal service area.

Needs Assessment

In addition to citizen input, needs for community parks are determined by analyzing level of service (LOS) for park acreage and service area:

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for community parks might be expressed as “X acres per 1,000 population.”

- **The target LOS (TLOS) for community parks in Frisco is established at 3 acres/1,000 population.**

Service Area TLOS

Park Service Area LOS represents the spatial distribution of community parks. For example, a target park service area LOS might be expressed as “one community park within one mile of every residence in Frisco.” The regional benchmark for community park service area TLOS is:

- **Community Park Service Area** – 1 mile radius, or approximately a five minute drive

This service area is general. While a 1 mile radius is a good guideline for the area that is well-served by a community park, not all parks will fully serve these areas. Physical barriers (such as railroads and major thoroughfares) limit access between parks and some of their intended service areas. Consideration should be given when developing new parks to the physical barriers that separate it from some or all of the neighborhoods that it is intended to serve.

Future Athletic Fields Needs

One of the key purposes of community parks is to accommodate athletic field facilities. An analysis of Frisco’s needs for acreage to accommodate athletic fields at build-out conditions, reveals a total of between 440 and 580 acres. See chapter 6 for the detailed analysis.



Needs Assessment Results

Per **Figure 5.9**, the amount of undeveloped community park acreage currently far outnumbers the amount of developed land. There are two good reasons for this:

1. Land has to be acquired before it becomes too expensive or gets taken up by residential and other developments.
2. The development of community parks go hand-in-hand with the growth of the population.

Since land is thus currently “over-supplied” it only makes sense that the current level of service of community parks be based on the developed portion of land only. The current and target level of service for community parks, including the acreage required to meet the target at build-out, is presented in **Table 5.4**.

The service area deficit of community parks is presented in **Figure 5.10**.

Table 5.4 – Current and Target Level of Service for Community Parks	
Existing Acreage	591.15
Developed Acreage	267.24
Current LOS* (Developed)	1.89 Acres/1,000 Population
Target LOS**	3 Acres/1,000 Population
Target Acreage at Build-Out	1,050
Acreage to Acquire to meet Target	458.85

Existing acreage is 56.3% of the target for build-out conditions.

*Population Estimate of 141,550 as of August 1, 2014.

**Build-out Population estimated at 350,000.

Recommendations

Land Acquisition

Frisco’s current and future LOS indicates a need for approximately 460 additional acres of land for community parks. In order to address these needs, additional community park land is recommended in the northern and eastern portion of the City. In addition to generally addressing the acreage deficit, additional community park land can help address the need for athletic and non-athletic facilities (namely baseball and soccer fields, practice space, tennis courts, lacrosse, and cricket).

Figure 5.11 depicts the location of existing community parks, as well as the general location of 3 proposed community parks.

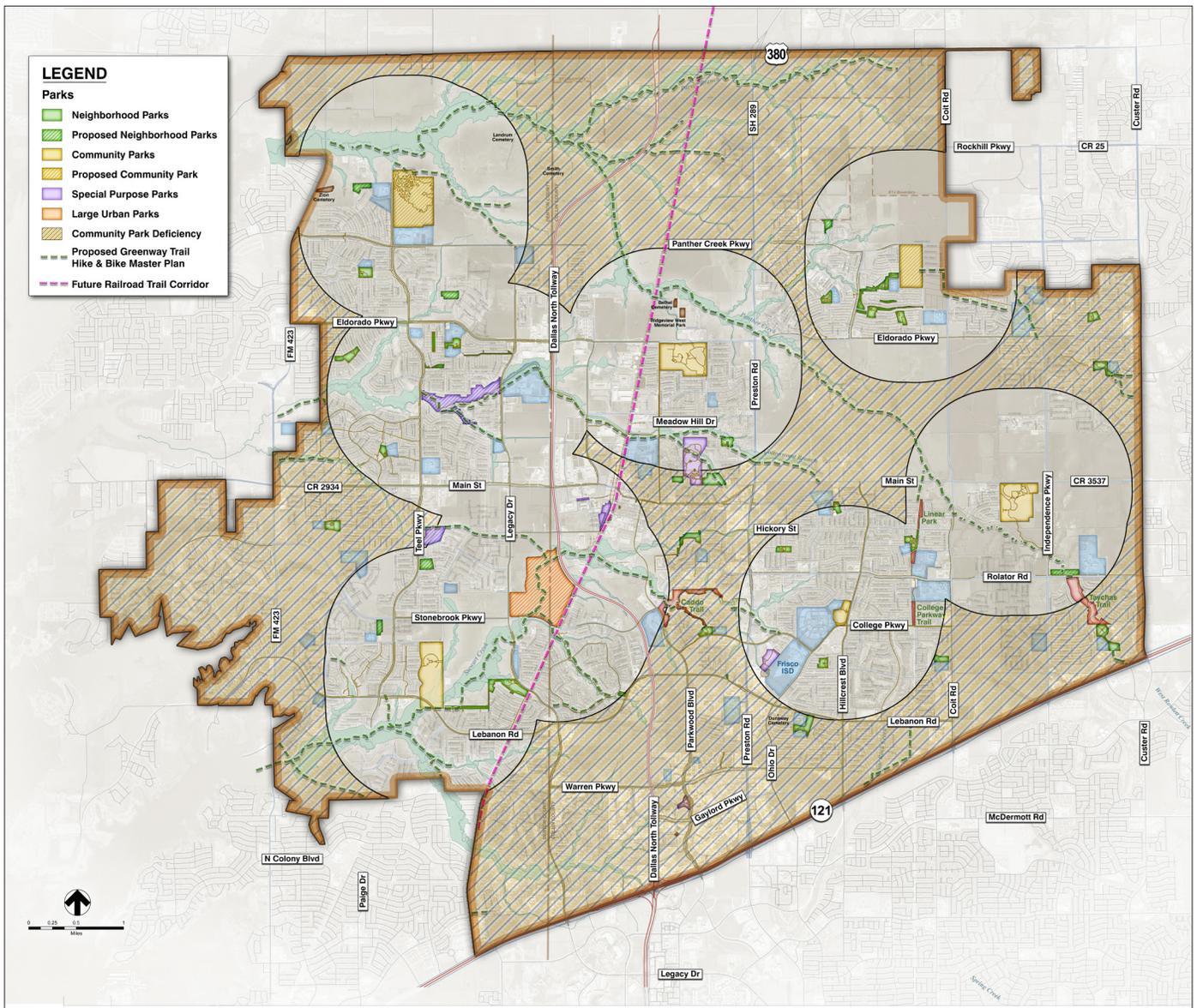


Figure 5.10 – Community Park Service Area Deficit

The hatched areas in this figure are not within one mile of a community park.

FRISCO PARKS AND RECREATION OPEN SPACE MASTER PLAN

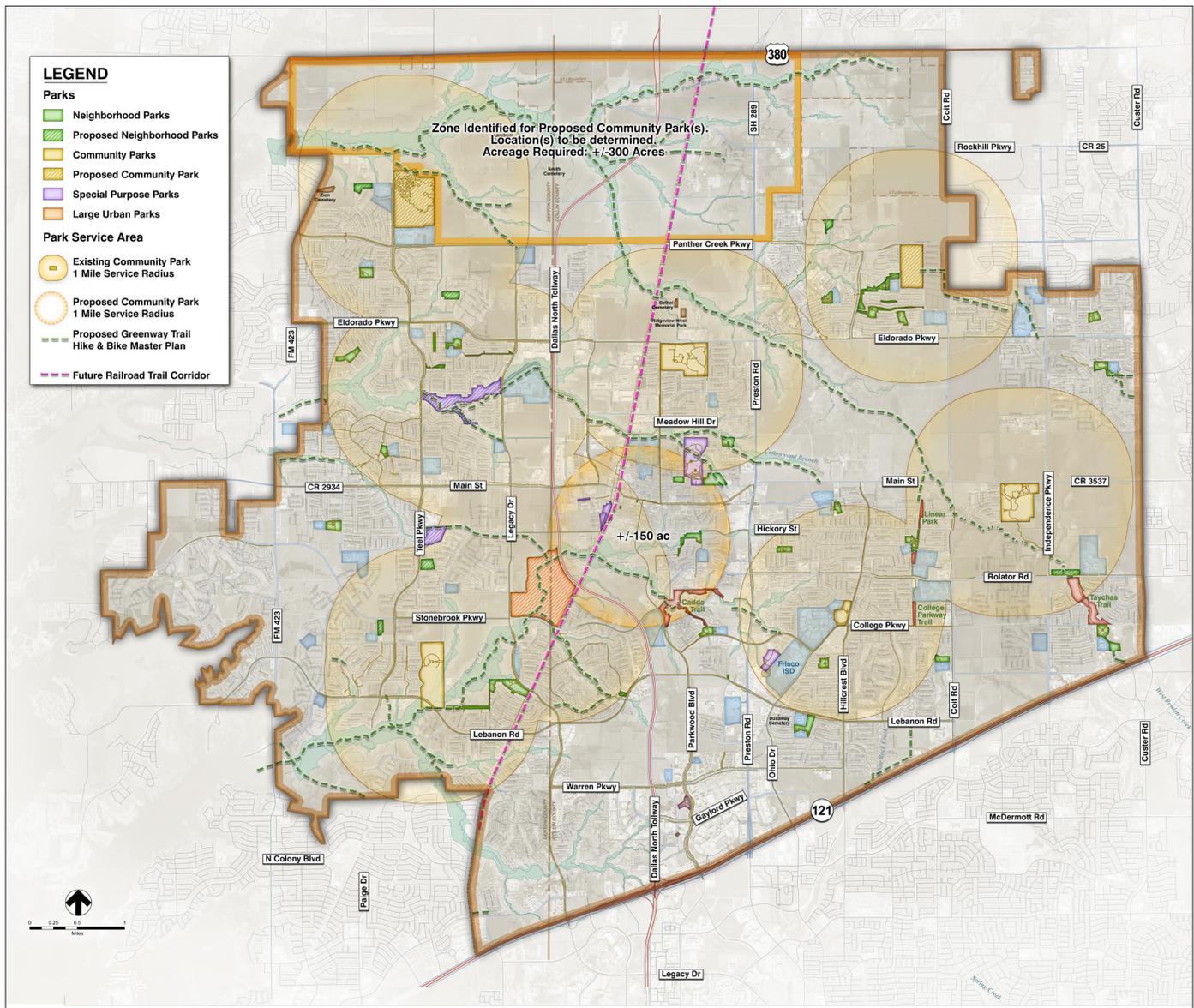


Figure 5.11– Existing & Proposed Community Parks

This figure illustrates the location of existing and proposed community parks in Frisco.

Park Development

New Community Parks - The land for two community parks are currently undeveloped. It is suggested that the city develop Northeast and Northwest Community Parks during the next 5 years.

Existing Community Parks - It is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Community Parks Action Plan

Table 5.5 lists the action items for the community park recommendations.

Table 5.5 – Community Parks Action Items	
Action ID	Action
1	Land for New Community Parks
1.1	Acquire 450 acres of land for 3 future community parks (average of 150 acres each).
1.2	Acquire land (about 60 acres) for the extension of Northwest Community Park towards Panther Creek, in order to benefit from the creek adjacency and associated network of trails along the creek corridor.
2	Develop Community Parks
2.1	Place priority on the development of the currently undeveloped Northeast and Northwest Community Parks.
3	Existing Community Parks Improvement

Of the 450 acres needed for new community parks, an average of 306 acres are earmarked for athletic fields and associated amenities including restrooms, concession stands, parking, buffer areas, etc. The additional acreage is needed for non-athletic activities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.

5.5 Other Parks

Frisco's Parks

Special Purpose Parks:

Ballpark Plaza

Central Park

Frisco Commons

Simpson Plaza

Teel Detention Pond

Linear Parks:

Caddo Trail

College Park Trail

Cottonwood Creek Linear Park

Taychas Trail

Stewart Creek

West Rowlett Creek Linear Park

Large Urban Parks:

Grand Park

Recreational Facilities:

Frisco Athletic Center

Senior Center

Frisco Heritage Center

The “Other Parks” category includes any other type of park within the City or Frisco that is not a “close-to-home” park—namely, special purpose parks, greenbelts, linear parks, and large urban parks.

Classification

Detailed development guidelines have not been created for parks in the “other parks” category, as the design of each park is unique to its context and purpose.

Special Purpose Parks

Special purpose parks are provided in order to meet a specific need or take advantage of a unique opportunity. The design of these parks—including size, layout, and parking—is determined by the need for which the park is provided. The land allocated for the use of indoor recreation facilities may also be considered under the special purpose park category. Central Park has elements that celebrate the history of Frisco and is a good example of a special purpose parks.

In Frisco, the purpose of many special purpose parks is to provide the opportunity for passive and low intensity recreation including hiking, picnicking, free play, with large areas of natural and un-programmed space in the park.

Greenbelts & Linear Parks

Linear Parks and Greenbelts are typically associated with linear features including creeks, utility easements, railroads and even roads in some cases. Such parks usually do not provide many amenities other than trails and their support facilities (such as benches, picnic tables, and interpretive signage). When associated with creek corridors, park and trail development should be sensitive to prevent impacts on floodplains and stream banks. Parking is typically unnecessary unless a trailhead exists within the Linear Parks or Greenbelt. West Rowlett Creek Linear Park is a good example of such a park in Frisco.

Large Urban Park

The generally accepted definition for Large Urban Park is: “Large Urban parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. Focus is on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces”.¹

¹ This is the definition used by the NRPA for Large Urban Park

A large park with sports fields is typically referred to as a community park and a large park without sport fields is referred to as Large Urban Parks. The specific park facilities, amenities and programming depend on the intended use of the park. Currently, the Grand Park site is Frisco's only proposed large urban park.

Inventory

Frisco has six special purpose parks that provide alternative recreational functions such as memorials, historical significance, natural environmental areas, and or places for special events. In addition, 3 areas are dedicated to the seniors, specialized indoor athletics, and the heritage of Frisco. Six parks are considered to be linear parks. The Grand Park site is the proposed location for a large urban park to respond to the need for centrally located city-wide park. Grand Park will connect to the city-wide hike and bike trail system with a master plan that includes a wide range of recreational opportunities and a variety of programmed areas including a large open space festival area, performance stage for concerts and events kids play areas, wetlands and natural areas, and a lake for water recreation. (See **Appendix 5.1: Table A5-3**)

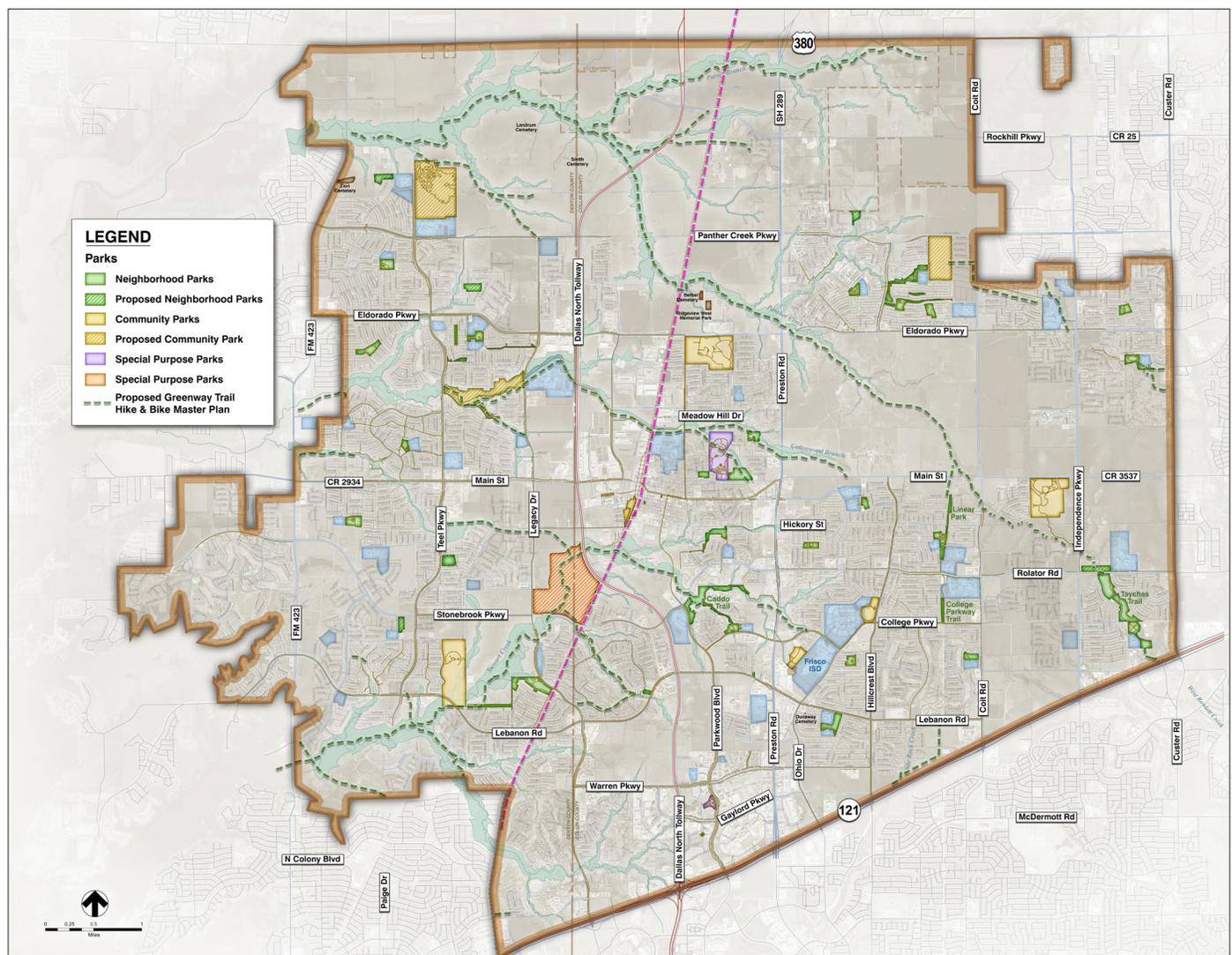


Figure 5.12- Other Existing Parks

This figure illustrates the location and spatial distribution of special purpose parks and Large Urban Parks in Frisco.

Needs Assessment

In addition to citizen input, needs for other parks are determined by analyzing level of service (LOS) for park acreage. Park service area does not apply to the “Other Parks” category.

Acreage LOS

Acreage LOS is typically expressed as a per-capita figure. For example, the acreage LOS for special parks might be expressed as “X acres per 1,000 population.” A target LOS was developed for the entire “Other Parks” category. Individual TLOS were not developed for each of the types of parks that comprise this category because the need for such park land is variable. This TLOS is reflective of Frisco’s desire to improve the current LOS in order to preserve open space and to accommodate the need for linear parks.

- *The target LOS (TLOS) for special purpose parks in Frisco is established at 7 acres/1,000 population.*

Table 5.6 – Current and Target Level of Service for Other Parks

Existing Acreage	909.00
Current LOS*	6.55 Acres/1,000 Population
Target LOS**	7 Acres/1,000 Population
Target Acreage at Build-Out	2450.00
Acreage to Acquire to meet Target	1,541.00

Existing acreage is 37.1% of the target for build-out conditions.

*Population Estimate of 141,550 as of August 1, 2014.

**Build-out Population estimated at 350,000.

Needs Assessment Results

The current and target level of service for “other parks”, including the acreage required to meet the target at build-out, is presented in **Table 5.6**. As park service area is not a significant consideration for Other Park types, there is not a need to perform a service area deficit analysis such as was performed for neighborhood and community parks.

Recommendations

Land Acquisition

The provision of new special purpose parks, greenbelts, linear parks, and open space preserves/nature areas is largely dependent on specific needs and opportunities. It is impossible to accurately forecast all of the needs for parks of these types for this reason. The recommendations for new parks of these types are therefore broad, except where specific, immediate needs have been identified.

Special Purpose Parks

Special purpose parks are provided in order to meet specific needs or to take advantage of specific opportunities. The size, location, and character of land acquired for parks of this type will depend on the park's intended purpose. Many special-purpose recreational facilities can be provided on existing park land. However, some may require the acquisition of additional land in order to accommodate the facility's size or site requirements. Specialty facilities may include water spray parks, skate parks, and dog parks. These specialty facilities could be developed as stand-alone special purpose parks.

Natural Areas, Linear Parks & Greenbelts

One of the top priorities for the Frisco community is the protection of natural areas and wildlife habitat. Other than unique and well preserved prairieland, natural areas are generally found along the various creeks within the city. Such land does not need development other than simple access for people to enjoy the beauty of nature. Access is typically by means of paved or unpaved trails, which is another top priority expressed by the community.





It is recommended that the City acquire or otherwise ensure the protection of key pieces of natural open space along creek corridors for use as greenbelts, trails and wildlife corridors. In general, the City should target land that is along a planned trail corridor or that has unique ecological value.

Protection of Creek Corridors

An essential element of securing the protection of creek corridors is to protect the 100-year floodplain calculated at build-out conditions, and to establish creek buffers of 75-feet measured from the edge of the floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access. The available floodplain edge in Frisco constitutes about 30 miles (along 15 miles of creeks) and at 75-foot wide constitutes between 275 acres. Acquiring this land has not been included in the calculations of land acquisition for the next 5-years.

Development of Parks and Amenities

New Parks and Amenities - It is recommended to place priority on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks. Categorized as a large urban park, the process is already underway and funding has been allocated for the development of Grand Park. With trails being one of the top priorities for the community, it is recommended that the city develop 3 miles of trails every year.



Existing Parks and Amenities - It is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Other Parks Action Items

Table 5.7 lists the action items for the other parks recommendations.

Table 5.7 – Other Parks Action Items	
Action ID	Action
1	Land for new Open Space and Parks
1.1	Acquire land to make provision for trail heads and trail gateways as will be determined by the future Trails Master Plan.
1.2	Ensure the protection of the public access to all floodplains within the city. More than 1,500 acres of floodplain land is available for protection along Panther Creek, Cottonwood Branch, and Stewart Creek alone.
1.3	Establish a creek buffer of 75-feet measured from the edge of the 100-year floodplain to allow for the migration of the creek alignment over time, slope stabilization, and to provide for adequate maintenance access.
1.4	Ensure the protection of the cultural and historic context associated with the historic component of Bethel Cemetery, specifically between the cemetery and Panther Creek.
1.5	Prepare a Natural Resource Survey to determine the existence of prairieland worthy of protection and areas with nature tree cover; acquire such land to ensure protection for future generations.
2	Develop Open Space and Parks
2.1	Place priority on the development of the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.
2.2	Develop an average of 3 miles of trails every year.
3	Existing Park Improvement
3.1	Repair and replace existing facilities regularly.



5.6 Mixed-Use Development

Mixed-Use Urban Developments

With the population growth of Frisco it is expected that many areas will develop much denser than single family residential developments. Not only is this a factor of the need to accommodate more people, but also that many people choose to live in dense urban places with all the amenities that they offer. Countrywide the trend is to create mixed-use places that contain residential, office, and retail. However such places have potentially many issues and the challenge is to provide adequate parks and recreation facilities and amenities in these areas.

The potential issues of living conditions in mixed-use areas are described as follows:

- The square footage of homes are typically smaller than most free standing houses
- Individual homes, apartments or lofts, usually do not have either front or back yards
- Living and playing areas are more cramped than in single family homes
- Little access to physical activity or play areas
- Many residents are dog owners, which has the potential to be a health issue
- People do not necessarily live within $\frac{1}{4}$ mile of a neighborhood park as is the goal with most residents in the city
- No standards for parks in mixed-use areas have as yet evolved

Specific recommended actions to address these issues from a parks and recreation perspective are:

- Provide walkable and easy access to play space for physical activity
- Provide easy access to passive areas for shade and seating, that is walkable
- Provide easy access to trails that is within walking distance
- Provide dog parks
- To off-set denser development, provide many small areas throughout the community at the same or higher standards as neighborhood parks
- Use open space to define “sense of place” for the community
- Incorporate open space as a “quality of life” essential



In addition to improved living conditions and quality of life for mixed-use residents, the outcome of these actions will also benefit the bottom line of developers. For that reason it is suggested that public/private/partnerships be considered as a strategy to implement these actions.

In order to ensure that these mixed-use developments provides adequately for parks and open space, it is suggested that a standard be set of 2 acres per 1,000 residents, within the confounds of any particular mixed-use development, or expressed in terms of units either as 2 acres per 400 living units, or 1 acre per 200 living units.

Table 5.8 – Level of Service for Mixed-Use Development Open Space

Target LOS*	2 Acres/1,000 Population 2 Acres/400 Living Units 1 Acre/200 Living Units
Target Acreage at Build-Out	Factor of Mixed-use Development Population

*Within the confounds of a mixed-use development



5.7 Access to Parks and Open Space

Ensuring people’s physical and visual access to parks and open space is an essential component of how parks, open space and natural areas are perceived and experienced within the city. This is typically achieved with single loaded roads adjacent to parks and open space. From a visual point of view, single loaded roads support the visibility of parks including informal surveillance of park user activity; and physically single loaded roads provide easy and direct access for both park users and emergency vehicles. The implication of single loaded roads is that no development (residential or otherwise) back up to parks and open space, including creeks and natural areas.

The visibility of creek corridors not only creates an imprint of their existence on people’s minds, but is also a factor in their protection. Seeing natural areas leads to their appreciation which in turn make people care about such areas, and caring leads to people supporting their protection.





5.8 Summary of Parks and Open Space LOS and Needs Assessment

Table 5.10 describes a summary of the need for additional park acreage in Frisco. The table reflects an overall increase of parkland LOS from 10.71 acres per 1,000 (current LOS) to 11.50 acres per 1,000 (target LOS).

Type	Existing Acreage	Current LOS/ 1,000	Target LOS/ 1,000	Total Target Acres	Acres Needed
Neighborhood Parks	311	2.24	1.5	525	214
Community Parks	267 (Dev)	1.89	3.00	1,050	783
Special Purpose, Linear, & Large Urban Parks	909	6.55	7.00	2,450	1,541
Total	1,487	10.68	11.50	4,025	2,538

Table 5.11 describes how the additional land can be acquired based on what is geographically achievable.

Geographic Based Level of Service - Achievable				
Type	Number of Parks	Average Acres/ Park	Total Acreage Achievable	Acres Needed
Neighborhood Parks	29	8	232	214
Community Parks	3	150	450	459
Northwest Community Park extension	-	-	62	
Total Acreage Achievable	-	-	744	673
Additional Linear Parks - Achievable by means of Floodplains				
	Acreage	Rounded		
Panther Creek	1,077	1,080		
Cottonwood Branch	133	135		
Stewart Creek	196	200		
Total Floodplain Land Achievable	1,406	1,415	1,541	1,541
Total Achievable		2,159	2,538	2,538

FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



6 - ATHLETICS

JULY 2016

6.1 Introduction

The City of Frisco, Texas and its Parks and Recreation Department (PARD), over the past 15 years, have done an excellent job of keeping a balance between rapid population development and the available park assets. At this juncture the city has approximately 12.75 acres of park land per 1,000 residents. While it is true that only 4.9 acres per 1,000 residents is developed it is often the open space that is most difficult to acquire.

It would appear from all indicators that the slowing of the rapid development is likely to end and the new challenge will be to obtain lands that will be, at minimum, suitable in quantity and quality to develop additional athletic facilities and related amenities. Some of these facilities may be incorporated into the community and neighborhood parks but even there, adequate visitor support facilities such as parking, restrooms, concessions and related features will need to be included. This effort will come at a premium due to developer competition.

The value of parks as an economic, environmental, and equitable benefit cannot be understated. Whether it is recruitment of business, citizens, or their retention the parks are as important as the schools and the jobs. Parks, recreation and cultural assets are truly the “soul of the community!”

Parks, recreation, and cultural assets are truly the “soul of the community!”



6.2 National Trends in Sports Activities

Much of this data is provided by the Sport and Fitness Industry Association (SFIA). They conduct approximately 20,000 phone interviews to determine age 6+, participation and frequency for 120 sports and activities. Generally half of the interviews are with individuals and the other half are households. Oversampling is done to account for ethnic and racial differences. The data used was collected in 2013 and reported in the spring of 2014. Findings of significance for Frisco include the following:

Motivation for Sports

The youth is primarily motivated by fun.

Data from ages 8 up through adulthood, showed youth motivated primarily by fun; but fun was completely absent as a motivator for adults.

To keep youth and teens committed to sports, fun must be a key component:

- Youth (92%) are motivated to start sports because they are fun, and Teens (88%) are motivated to start sports because they are fun.

Motivations to continue place equal importance on fun:

- Youth (90%) and Teens (84%) citing fun as the number one motivator to continue in sports.

As adults, sports shift from something that provides fun and becomes more goal-focused, specifically around health and fitness goals. The top 5 motivators for adults are all health and fitness related:

1. To improve my overall health (89%)
2. To maintain my overall health (88%)
3. To improve my fitness (88%)
4. To maintain my fitness (86%)
5. Because I thought I'd feel better (85%)

Motivators that indicated any sort of "fun" were much lower on the list of overall motivators:

- For the excitement of an event (27%)
- To spend time with other people (36%)
- To see/experience new things (37%)

For adults, sports are mostly goal focused, specifically for health and fitness benefits.

Trends by Age Groups

Parents influence youth

- As parents become more active (i.e., number of sports activities in which parents participate), the motivation for Youth and Teens to start participating “because it’s important to his/her family” increases as well.
- Families with active parents have youth and teens in more sports. In fact, as the number of parent activities increases, so does the percent of families with youth and teens participating in two or more activities.

Youth and Teens

- “Gen Z” or those born between 2000 and 2008 dominate the team sports category. These 6 to 14 year olds are also significant participants in outdoor and individual sports.
- As youth transition to teens, social issues become more important with “friends don’t play” increasing as a motivator to quit a sport.
- As teens move into adulthood, life’s pressures become more of a motivator to quit sports.

Adults

- Active adults (age 18 - 24) are pressured by cost and other priorities: 67% quit due to other priorities, and 43% quit because it became too expensive.
- General population adults (age 18 - 24) are also pressured as key motivators to quit sports: 68% by other priorities and 62% by cost.
- Active adults ages (25 – 44) quit sports as well during the career/ family / kid years; 80% quitting due to other priorities.
- Participation in group sports remains similar overall to previous years.
- Individual sports and team sports show some declines overall with racquet sports, outdoor sports, water sports and fitness sports continuing at similar levels to previous years.

Generation Z - born between 2000 and 2008 - are significant participants in outdoor and individual sports.





Inactivity Levels

The overall levels of inactivity have decreased marginally in the last 12 months from 28.0% of Americans age six and older to 27.6%. Inactivity had been increasing each year since 2008.

- There are an estimated 80.2 million people who are inactive which is still higher than the number in 2011. If these people became moderately active it would save over 16 Billion dollars annually in medical costs.

Inactivity by age shows some interesting trends:

- The 13 to 17 age group has continued to become more inactive.
- Ages 25 to 34 is also trending that way.
- All of the age groups older than 45 have shown an increase in activity, so the active message is getting across to the older age groups.



Activity Participation

Top 15 Activities in 2013 (participants in 1,000)

More than 115 million Americans (37% of the US population) walk for fitness.

Based on SFIA’s survey interviews the following activities are the top 15 in participation rates. These numbers are in the thousands so there are 117,351,000 Americans walking for fitness. That is 37.2 % of the US population. If the 80,300,000 inactive residents are omitted from the calculation 49.7% of active residents are “Walking for Fitness.” This listing is dominated by adult fitness activities in part because of the participation levels by those 45 and older.

The first two activities on this list were also selected by Frisco residents in the master plan survey. Almost 80% of respondents indicated that they run, walk, jog, or hike on Frisco’s existing trails. As Frisco grows and ages out over the next ten year there will be more demand for facilities that support these activities.

Note: AAG = Average Annual Growth.

Table 6.1 - USA Top 15 Activities Participation

Definition ¹	Level of Participation	2013 Participation ²	5-year AAG
1 - Walking for Fitness			
Total	1+ times	117,351	1.3%
CORE ³	50+ times	79,813	0.8%
2 - Running -Jogging			
Total	1+ times	54,188	5.7%
CORE	50+ times	29,843	4.7%
3 - Treadmill			
Total	1+ times	48,166	-0.6%
CORE	50+ times	26,419	-1.5%
4 - Free Weights (Hand weights) under 15 lbs.			
Total	1+ times	43,164	-
CORE	50+ times	25,689	-
5 - Bicycling (Road/Paved Surface)			
Total	1+ times	40,888	1.2%
CORE	26+ times	21,417	0.8%
6 - Fishing (Freshwater/Other)			
Total	1+ times	37,796	-2.1%
CORE	8+ times	17,729	-4.7%

¹Order based on 1+ times participation per 1,000 population

²First year of data

³Ratio of frequency over time participating



Table 6.1 - USA Top 15 Activities Participation

Definition ¹	Level of Participation	2013 Participation ²	5-year AAG
7 - Weight Resistance Machine			
Total	1+ times	36,267	-1.3%
CORE	50+ times	21,410	-2.3%
8 - Stretching			
Total	1+ times	36,202	0.0%
CORE	50+ times	26,484	-1.1%
9 - Hiking (Day)			
Total	1+ times	34,378	2.0%
10 - Free Weights (Dumbbells) over 15 lbs.			
Total	1+ times	32,209	-
CORE	50+ times	20,564	-
11 - Camping Within 1/4 Mile of Vehicle/Home			
Total	1+ times	29,269	-2.0%
12 - Elliptical Motion Trainer			
Total	1+ times	27,119	2.3%
CORE	50+ times	13,673	1.1%
13- Swimming For Fitness			
Total	1+ times	26,354	10.7%
CORE	50+ times	9,442	12.6%
14 - Free Weights (Barbells)			
Total	1+ times	25,641	-0.1%
CORE	50+ times	16,028	-1.5%
15 - Home Gym Exercise			
Total	1+ times	25,514	0.3%
CORE	50+ times	15,090	-1.0%

¹Order based on 1+ times participation per 1,000 population

²First year of data

³Ratio of frequency over time participating

Team Sports Participation

The following Table shows the national participation rates for the key team sports in the US. They are presented alphabetically. Note the variance in the definition of core participation. For Baseball, participating 13 or more times rates as a core player. For Tackle Football the core participation rate is 26 times or more. The fifth column lists the percentage of the US population. Based on the Frisco Participation data, Frisco has participation rates that are similar to the national average. The Frisco numbers do not include school activities, which the national numbers do. Thus many of the sports may have higher rates of participation than the national average. On the other hand the Frisco numbers may include non-Frisco residents and the number of duplicates from two seasons is not deducted from the Frisco participation calculations.

Table 6.2 - USA Team Sports Participation

Sport	Level of Participation	Participation in 1,000	5-year AAG	% US pop.	Frisco Part. %
Baseball					
Total	1+ times	13,284	-3.0%	4.20%	2.3%
Core	13+ times	9,083	-3.5%	2.87%	
Basketball					
Total	1+ times	23,669	-1.9%	7.49%	
Core	13+ times	16,671	-1.3%	5.27%	
Cheerleading					
Total	1+ times	3,235	0.3%	1.02%	0.8%
Core	26+ times	1,566	-3.9%	0.50%	
Field Hockey					
Total	1+ times	1,474	5.9%	0.47%	
Core	8+ times	747	6.0%	0.24%	
Football (Flag)					
Total	1+ times	5,610	-5.1	1.77%	
Core	13+ times	2,797	-3.3%	0.88%	
Football (Touch)					
Total	1+ times	7,140	-7.3%	2.26%	
Core	13+ times	3,188	-5.5%	1.01%	
Football (Tackle)					
Total	1+ times	6,165	-4.6%	1.95%	1.1%
Core	26+ times	3,564	-3.3%	1.13%	
Lacrosse					
Total	1+ times	1,813	10.8%	0.57%	0.3%
Core	13+ times	899	7.6%	0.28%	

*First year of data



Table 6.2 - USA Team Sports Participation

Sport	Level of Participation	Participation in 1,000	5-year AAG	% US pop.	Frisco Part. %
Soccer (Indoor)					
Total	1+ times	4,803	1.5%	1.52%	
Core	13+ times	2,836	2.8%	0.90%	
Soccer (Outdoor)					
Total	1+ times	12,726	-1.8%	4.03%	6.8%
Core	26+ times	6,194	-0.7%	1.96%	
Tennis					
Total	1+ times	17,678	0.0%	5.59%	
Softball (Fast-Pitch)					
Total	1+ times	2,498	1.6%	0.79%	1.0%
Core	26+ times	1,381	2.0%	0.44%	
Softball (Slow-Pitch)					
Total	1+ times	6,868	-6.6%	2.17%	2.8%
Core	13+ times	4,183	-6.8%	1.32%	
Track and Field					
Total	1+ times	4,071	-2.4%	1.29%	
Core	26+ times	2,263	-1.9%	0.72%	
Ultimate Frisbee					
Total	1+ times	5,077	2.7%	1.61%	
Core	13+ times	1,363	0.5%	0.43%	
Volleyball (Beach/Sand)					
Total	1+ times	4,769	3.6%	1.51%	
Core	13+ times	1,509	5.0%	0.48%	
Volleyball (Court)					
Total	1+ times	6,433	-3.2%	2.03%	
Core	13+ times	3,718	-3.2%	1.18%	

*First year of data

6.3 Frisco Specific Data

Frequency of Use for Frisco Athletic Fields

Question 5b of the City of Frisco Park and Recreation Needs Assessment Study (Citizen Survey) addresses the frequency of use for Frisco Athletic Fields. See **Appendix 3.2**

Table 6.3 - Frequency of Use for Frisco Athletic Fields

Sport and Age Group	Twice a week for two seasons	Twice a week for one season	Once a week for one season	At least six times per year	At least once per year	Never
Baseball age 6 and under	5.2%	2.6%	3.4%	2.6%	2.2%	84.1
Baseball age 7 to 9	6.0	5.2	2.6	0.4	0.9	84.9
Baseball age 10 to 12	4.7	1.7	2.2	0.0	1.7	89.7
Baseball age 13 and over	3.4	1.7	0.9	0.4	1.3	92.2
Youth softball all ages	2.2	2.6	0.9	0.4	0.9	93.1
Adult softball	0.9	2.6	0.9	0.4	1.3	87.9
Soccer age 6 and under	11.2	6.9	6.9	1.3	1.7	72.0
Soccer age 7 to 10	14.7	5.6	2.2	1.7	0.4	75.4
Soccer age 11 and over	10.8	3.4	3.4	0.4	0.9	81.0
Football all ages	6.9	5.6	7.3	0.0	2.2	78.0
Cheer all ages	2.2	2.6	3.0	0.9	1.3	90.1
Lacrosse all ages	2.2	0.9	1.3	0.4	0.4	94.8
Cricket all ages	1.3	0.4	2.6	0.9	1.3	93.5

Notes: 1. Youth soccer has the highest participation rate among these athletic events (red)
2. 238 Households of 569 Respondents answered these questions

Although the responses to these questions were low it presents a reasonably accurate picture of the use of the fields for all participants. The last column, “Never”, shows the inverse of the percentage that used a facility at least once or more during the year. No distinction is made between participants and spectators.

Frisco’s Growth and Projections

In the past two decades Frisco has grown rapidly with service needs for all categories. Whether or not the pace of development recovers from the recession and proceeds to build-out as rapidly as before is a function of varied projections.

Key Projection data

The data provided have been extrapolated primarily from the 2013 Frisco I.S.D. Demographic Update Report.

Current School Population

See **Appendix 6.2: Frisco Student Population Growth.**

- Frisco I.S.D. had 8.08% of its student population in Kindergarten last fall.
- In the fall, 2006, Frisco I.S.D. had 11.04% of its population in Kindergarten.
- This trend is causing enrollment at several elementary schools to flatten, or even decline, and overall growth to slow significantly.
- Additionally, the proportion of students in the secondary grades is likely to be higher than in the past.



Housing and Parks

- In the first half of this year (2013), in the City of Frisco, MLS home sales were up 25% compared to the first half of 2012.
- The District will continue to add higher density housing because the four cities comprising F.I.S.D. have a philosophy of new urbanism. For the next ten years, 56% of all new housing units will be multifamily.
- Looking to the future, it is expected that 21,096 Single Family (SF) will be added over 10 years within all four cities, along with 26,576 higher density, mainly Multi Family (MF) units. By build-out, another 13,416 SF will be added and also 9,995 more MF units.
- Almost 35 square miles within F.I.S.D. is built-out, and another 9 square miles is actively building out.
- Almost 5 square miles is under park/recreational uses.
- 24 square miles is undeveloped, but with potential to develop (3.8 square miles is in the flood plain).
- Three owners' properties, comprising 14% of the Frisco I.S.D., have not been developed. This creates potential for significant impact depending on the character of the development, when and if it occurs.



Student/Housing Ratios

- The weighted average throughout the District was 0.76 students per single-family home.
- In multifamily apartment complexes, the weighted average throughout the District was 0.27 students per apartment unit.

Student Projections

- Using a ratio of 0.76 for 34,512 SF and 0.27 for 36,571 MF, which are today's ratios, then the student projections yields 25,884 students added to new single-family units and 9,874 students added to apartments and other higher density units with a total of 35,758 future students.
- At this time, there are 45,995 students expected by the PEIMS snapshot data at the end of October, 2012. Thus, 81,753 students are expected at build-out.
- In the fall of 2003, 60% of the student population was in grades EE-5, with 20% in high school.
- For the fall of 2013, 51% of the student population is elementary school aged and 25% is high school aged.



Economics

- F.I.S.D. had only 12.03% of enrolled students who were eligible for the free/reduced price lunch program in 2012-13, the lowest among all Texas school districts.
- This measure has become an important factor that new parents use when deciding where to purchase a new home – placing Frisco I.S.D. as a district perceived to have strong quality of life characteristics.
- Often, as districts mature, the number of apartments begins to increase. Examples include Richardson (57.88%) and Plano with 27.35% disadvantaged students.
- But, as these multi-family facilities age, then the low ratio of students per unit in these apartments will likely become much higher ratios.

Employment

- Employment trends are stable and recovering after the recession.

Most Likely Growth Scenario – The Most-Likely Growth projections series shows:

- A projected annual increase of an average 3,158 students per year over the next five years;
- An additional increase of an average 1,915 students projected annually in the last five years of the projection period;

- By Fall 2018, Frisco I.S.D. could have a projected enrollment of 61,714 students;
- By Fall 2023, Frisco I.S.D. could have a total of 71,289 students; and
- Annual growth rates could range from 7.26% to 2.41%.

The Likely Growth Scenario assumes:

- Unemployment rates remain at 5% to 5.8% in the Frisco I.S.D.;
- A greater proportion of young students move to the District;
- Availability of very low interest-rate mortgages are made available;
- Net increases of students in all existing apartments will occur during the ten-year projection period;
- The growth of new housing (due to a continued slow economic recovery) will result in an increase in the ratios of students per home;
- The slight increase in immigrants entering the Dallas region will remain stable;
- Interest rates do not increase by more than 2% over current levels for the next three years; and
- National and world events will not accelerate to create external influences.

Athletic Field Assessment

Youth Sports Considerations

Analytic Assumptions for Athletic Participation

- Residents are defined as those residing within the Frisco I.S.D. boundaries.
- Practice field needs were not analyzed through participation as were the game fields.
- The current field use patterns have not been changed. They reflect athletic field configuration for the fall of 2012/3 registration and use.
- The primary time frame is the next ten years.
- This report focuses on the “Likely” student projection.





Youth and high school sports are declining nationally; the SFIA Participation Rate Survey found no team sports in the top ten list of activities.

Assessment Factors

Rain delays - The only adjustment that was necessary was for the rain delays of Postponements. Due to the drought in 2009-2011, the rainfall for pre drought periods was included. This resulted in a factor of 0.87. When multiplied by the hours of field access, the result was a reduction off 3 to 4 hours depending on the type of field. The summary page for Frisco precipitation is located in **Appendix 6.1**.

Growth of student population - Frisco's policies provide for participation among youth in the Frisco School District, which is larger than the school-age population of Frisco. It is thus important to note that the Frisco School District expects schools to grow to 70,000 + students by 2023, but also expects to reach 81,000 students at build out. The 11,000 or so students will not significantly increase the demand for youth facilities in Frisco beyond the 2023 projections. An analysis of the growth of student population and potential participation over five and ten year periods are provided in **Appendix 6.2: Frisco Student Population Growth**.

Athletics participation - The level of existing and projected participation in athletics is defined in **Appendix 6.3: Athletics Participation**. Reflecting youth activities for the most part, the table defines the current (2013) participation, 5-Year projected participation, and 10-year projected participation.

Recreation trends - Of greater concern is the trend data. Nationally, youth and high school sports are declining. This is attributed to the pay-for-play approach of many state and local departments. As money becomes tighter, the cost of maintenance is seen as an avoidable expense. Efforts are made to charge the participants for part of the cost and it is affecting the utilization rates. For the first time in its history the Participation Rate Survey conducted by the Sport and Fitness Industry Association found no team sports in the top ten list of activities. Basketball was rated the highest at 14.

Other factors - What impact will the concussion data have on sports field utilization? Nationally women's soccer rank's third in impactful concussions behind boy's tackle football and ice hockey. Will there be a shift to other team sports? Are swimming, tennis, golf, track and field the team sports of the future, requiring different concepts of youth sports? Are activities such as running and biking, hiking, climbing, etc. the future activities demanding space and facilities?

Adult Sports

For generations the pattern in recreational activities has been that what youth do for recreation they will do when they are adults. Although there are some variations on this theme such as softball as a substitute for baseball and flag football as a substitute for tackle football the pattern tends to hold. For example the number of Core golfers is declining in part due to the fact that few baby boomers played golf when young. As the population in Frisco ages there will be an increasing interest among adults for sports that recall the “Glory Days.” This will be true for both men and women. Adult Softball is currently popular but Frisco should expect an increasing interest in Soccer, Flag football, volleyball, basketball, tennis, and even new sports like kickball and cricket. These activities will primarily begin with the 25 to 44 age group but are likely to extend to older adults with some modification of the rules.

What youth do for recreation, they will do when they are adults.

The following table shows the type of Adult Sports that are offered by Frisco’s peers.

Table 6.4 - Adult Sports Offered by Peer Agencies

Aurora, CO	Cary, NC	Chandler, AZ	Gilbert, AZ	Plano, TX	Round Rock, TX
Softball	Softball	Softball	Softball	Softball	Softball
Tennis	Tennis	Tennis	Tennis	Tennis	Basketball
Volleyball	Basketball	Basketball	Basketball	Flag Football	Flag Football
Kickball	Volleyball	Flag Football	Flag Football	Baseball	Kickball
Raquetball	Kickball	Volleyball	Soccer		
Badminton	Pickle Ball	Equestrian	Hockey		
			Ice Skating		
			Track and Field		

6.4 Athletic Field Analysis

Athletic Field Supply

Frisco currently has 21 diamonds:

- 14 Youth baseball;
- 3 Girls Fast Pitch softball; and
- 4 Adult softball (also used for T-Ball);
- 5 Baseball diamonds are currently under construction; 4 will serve the 9 through 12 age groups, and one is for 13 and up.

There are also 55 rectangular game fields used for games only.

- 45 Soccer fields in the various age group sizes;
- 5 Lacrosse fields for the spring;
- 4 Football fields for the fall; and
- 1 Cricket Pitch
- Since practices are not allowed on rectangular game fields there are also 194 practice fields (turf spaces, mostly 75' by 150' with no lights).

The current demand (2014) for game fields is the baseline for the assessment. For a detailed listing of Frisco's supply of athletic fields, see **Appendix 6.4**.

Athletic Fields Needs

The following tables describe the future athletic fields needs in Frisco.





Table 6.5 - Future Athletic Field Needs

Facilities based on size and user groups	Existing number of fields (including those under construction)	Current Need for Additional fields (2014)	Additional Demand by 2023 (pop. of 280,000)	Additional Demand at Build-out (pop. of 350,000)
Baseball/Softball				
Diamond fields - Youth 7-8	3	2 field deficit	2	2
Diamond fields - Youth 9-12	11	0	0	3
Diamond fields - Regulation, 13 and up	2	1 field deficit	1	1
Adult Softball	4	1 field deficit	4	5
Girls' Softball	3	1 field deficit	3	3
Miracle Field	1	0	0	0
Softball/Baseball Subtotal	24	5	10	14
Rectangular Fields				
Soccer				
U6 Fields	13	0	0	0
U8 Fields	18	0	2	4
Regulation Fields	2	1	3	5
Subtotal Game Fields	33	1	5	9
Football ³	4	0	2	2
Cricket	1	0	3	2
Subtotal Rectangular Fields	38	1	10	13
Practice Fields	194 Fields	0	23 - 75'x150'	20

Total Agerage (diamonds and rectangular fields including associated amenities and improvemnts)

¹ The estimated average includes restrooms, concession stands, parking, buffer areas, etc.
² Adult softball fields are not lighted. Thus the four nights of play are subject to seasonal changes. Lighting the fields would reduce the number needed.
³ There are 6 football/lacrosse fields, two of which are used for soccer when in season
⁴ Cricket popularity is trending up. Its sustainability is fueled by increase in ethnic population familiar with Cricket. Plano projects 12 Pitches at build-out.
⁵ This assumes one team per field per weeknight
 Note: All calculations are predicated on continued development of and sustainable maintenance of natural turf fields.



Total Fields Needed including Existing	Additional fields needed at build-out (demand minus existing)	Rough estimate of average acreage needed per field ¹	Need for fields and Amenities translated in acreage	Higher acres per field	Higher need for additional acreage at build-out
9	6	5 acres/diamond	30 acres	7 acres	42 acres
14	3	5 acres/diamond	15 acres	7 acres	21 acres
5	3	5 acres/diamond	15 acres	7 acres	21 acres
14 ²	10	5 acres/diamond	50 acres	7 acres	70 acres
10	7	5 acres/diamond	35 acres	7 acres	49 acres
1	0	5 acres/diamond	0	7 acres	0
53	29		145 acres		203 acres
13	0	0.5 acres	0	0	0
24	6	5 acres	30 acres	7 acres	42 acres
11	9	5 acres	45 acres	7 acres	63 acres
48	15		75 acres		105 acres
8	4	5 acres	20 acres	7 acres	28 acres
6 ⁴	5	7 acres	35 acres	9 acres	45 acres
62	24		130 acres		178 acres
237 Fields ⁵	43	2.5 acres	108 acres	3 acres	129 acres
		Subtotal	238 acres		307 acres
			383 acres		510 acres

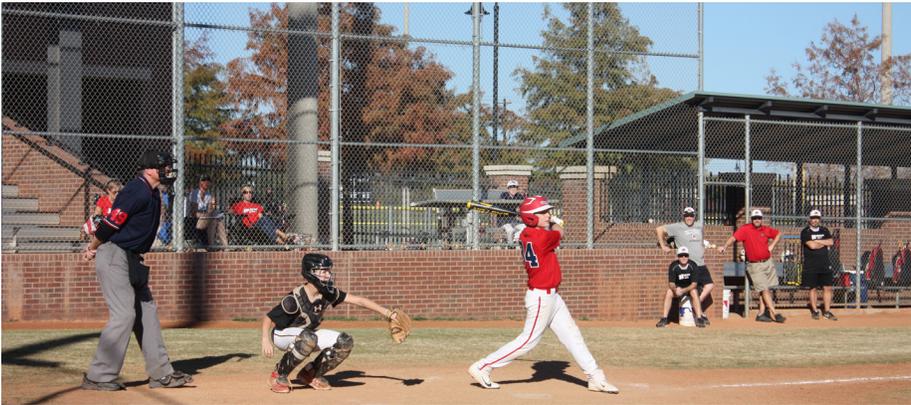
Summary

The following table represents a summary of the need for additional fields and associated acreage.

Table 6.6 - Future Athletic Needs Field Summary

Facilities based on size and user groups	Existing number of fields	Additional fields needed at build-out (demand minus existing)	Need for fields and Amenities translated in acreage	Higher need for additional acreage at build-out
Baseball/Softball	24	29	145 acres	203 acres
Soccer	33	15	75 acres	105 acres
Football	4	4	20 acres	28 acres
Cricket	1	5	35 acres	45 acres
Practice Fields	194	43	108 acres	129 acres
Total			383 acres	510 acres
			Average Number of Acres Needed at Build-out	447 acres
			Total Existing (buildable land) Acres	138 acres
			Total New Acres Needed for Athletic Fields ¹	306 acres

¹The number of acres account for all future athletic fields and associated amenities including restrooms, concession stands, parking, buffer areas, etc.; it does not include areas that can be used for non-athletic activities like pick-up games, walking, bird watching, or the protection of natural areas that may be acquired as part of a larger park area.



6.5 Recommendations

1. Joint Use Agreement

Joint Use Agreement between Parks and Schools for use of school grounds and buildings after-hours

Athletic field use for youth is predicated on the Frisco School District. The I.S.D. is larger than the City of Frisco. The Frisco PARD policy is to consider all youth in the I.S.D. to be residents for purposes of participating in sports. This is considered a best practice because it allows youth to transfer the relationships they develop in school to their recreational activities.

Because of this relationship between the schools and the PARD the Consultants strongly recommend that the City develop a Joint Use Agreement that will:

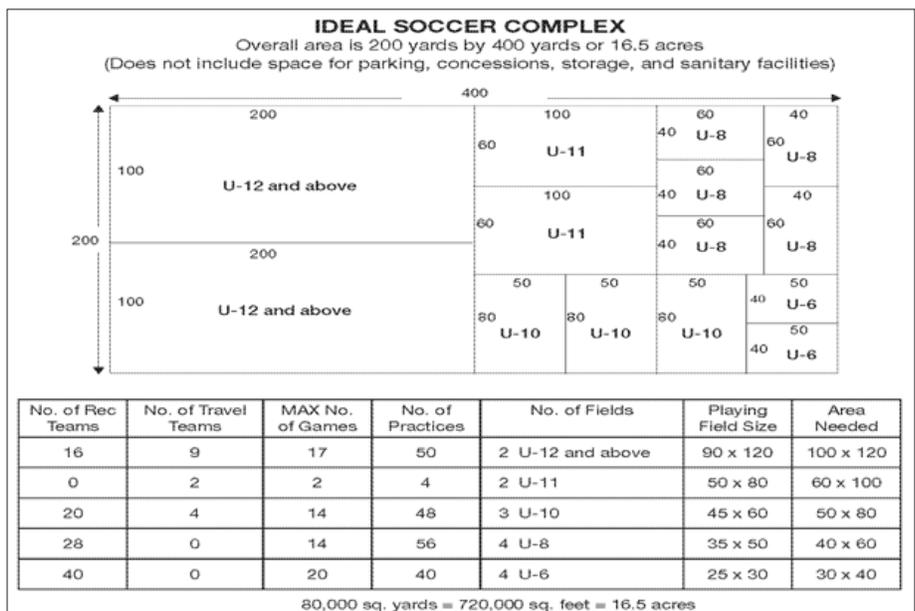
- Allow the PARD programs to use school grounds in evenings for practices and games;
- Use of Gyms for basketball and volleyball; and
- Perhaps use other spaces for classes and programs.

Note: The cost of added insurance, if needed, or increased maintenance in exchange for use, is more than offset by avoiding the acquisition and development costs of new parks and the opportunity cost of lost tax revenues from private development.

2. Athletic Facilities

Figure 6.1 - The Ideal Soccer Complex

This chart is an example of ideal dimensions of a soccer complex.



2.1 Build the Largest and Most Flexible Facilities

When developing Diamonds or Rectangular Fields build the largest fields possible and then divide the fields as needed. For example, Figure 6.1 shows an area of 200 by 400 yards with multiple fields configured within the boundaries, and adequate space for safe play and spectating on each field.

2.2 Amenities

Include all appropriate amenities when developing Athletic facilities. Of importance are off-street parking, restrooms, bleachers, concessions, fencing, walkways, warning tracks, scoring areas, dugouts and equipment/material storage. Speakers and Amplifiers should be included for games that will be announced.

2.3 Diamonds

Baseball and softball diamonds can accommodate both games and practices because the impact on any given part of the field is minimal except around the bases. However, the provision of batting cages can allow one team to use the field while another is taking batting practice.

2.4 Rectangular Sports Fields

Fields can easily be overused. Even the best fields can only accommodate 30 hours of play per week maximum. This should not be exceeded because it results in more rapid field deterioration. These fields cost 10 to 15 thousand dollars annually to maintain properly.

2.5 Practice Fields

Build and designate practice fields for sports using rectangular fields. These practice fields can be developed for much less money, use more hardy and tolerant species of grass; don't need to be lighted or irrigated; and cost at least 75% less annually to maintain. If strategically located they can be used as Open Play Areas available to renters of picnic shelters.

2.6 Synthetic Turf Fields

Synthetic turf fields are not always the answer to the demand for field space. This may be particularly true in hot climates such

as Frisco's. Generally an irrigation system is necessary to keep the field temperature down. However, the fields are available 24/7 and can be configured for any sport. If maintenance at 30 hours of use per week is inadequate Synthetic turf should be considered as a lower cost alternative.

2.7 Convention and Visitor Bureau Use

In recent years the City of Frisco Convention and Visitors Bureau (CVB) has used Frisco athletic fields for hosting tournaments. The consultants recommend either of two options:

1. Going forward these tournaments should only take place during league scheduled openings so local teams schedules are not interrupted. Further all such events should limit local (teams that will not use hotel rooms) participation to less than 25% of the tournament participants. This will optimize the revenues from the event and keep the local teams whole for their season; and
2. If Frisco is intent upon competing for market share in the tournament business The consultants recommend the development of a specifically designed tournament complex built with Synthetic surfaces to accommodate both diamond and rectangular field uses. Such fields could be rented to local teams to improve the ROI on the investment.

3. Diamond Fields

3.1 U6 Tee Ball/Coach Pitch

This group uses the 4 Adult softball fields on Wednesday evenings and all day on Saturdays.

Recommendation 3.1 - The projected increase in Adult Softball fields should provide adequate fields for any foreseeable increase in Participation through build out.

3.2 7 & 8 year-olds

There are currently 3 fields for this age group. On the basis of demand there is a current need for 2 more fields; demand for an additional 2 fields by 2023; and another 2 fields by build-out; thus 6 additional fields, for a total of 9 fields provided at build-

out. This will require a minimum of 30 to 42 acres for the fields and the amenities.

Recommendation 3.2 - At a cost of \$100,000 per acre, land cost can be expected to be \$3 million to \$4.2 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$250,000 each.

3.3 9 to 12 year-olds

This age group has 9 fields currently and 4 more are under construction. The 12 fields should be sufficient through 2023 but an additional 3 fields will be needed by build-out for a total of 15 fields.

Recommendation 3.3 - The three additional fields will require 15 to 21 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$1.5 million to \$2.1 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.4 Regulation diamonds 13 year-old and up

This age group has 2 fields currently and 1 more is under construction. There will be a need for 1 additional field by 2023, and another 1 field by build-out; thus a total of 2 additional fields.

Recommendation 3.4 - The two additional fields will require 10 to 14 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$1 million to \$1.4 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.5 Youth Softball (Fast Pitch)

The girl's fast-pitch softball league uses three fields. On the basis of demand they are currently in need of 1 additional field; will need 3 more by 2023 and 3 additional by build-out. Although participation is declining the percentage of participation is likely to remain the same, meaning growth to build out when a total of 10 fields will be needed. However, should participation drop in future years, it is relatively easy to renovate these fields for baseball.

Recommendation 3.5 - The 7 additional fields will require 35 to 49 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$3.5 million and \$4.9 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

3.6 Adult Softball

The four adult softball fields are not lighted. The consultants recommend lighting these fields. This should eliminate the current deficit and reduce the future need to 5 additional fields at build-out, a total of 9 fields. However, assuming that neither the current fields nor the future fields will be lighted an additional 10 fields will be needed by build-out.

Recommendation 3.6 - The 10 additional fields will require 50 to 70 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$5 million to \$7 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$300,000 each.

4. Rectangular Fields

4.1 U6 Soccer

This group has the largest number of participants and 13 fields for their use. Their demand has the greatest capacity for hours of field use.

Recommendation 4.1 - There is no indication the numbers for this age group will ever utilize the current capacity or the estimated capacity for build-out.

4.2 U8 to U12 Soccer

Despite having 21 fields the demand for fields will be in short supply by 2023. By 2023 at least two more game fields will be needed with an additional 4 fields by build out, a total of 6 new fields

Recommendation 4.2 - The 6 additional fields will require 30 to 42 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected

to be \$3 million and \$4.2 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.3 Regulation Soccer Fields

As mentioned earlier it is more cost effective to build regulation or larger fields and divide them into smaller fields as warranted. Frisco PARD has done a fair amount of that development already and going forward all of the fields should be planned for that development and use. There are currently 2 regulation fields that are not divided into smaller fields. The demand for rectangular fields is increasing with a deficit of 1 field currently, and 3 more fields needed by 2023. By build-out another 5 fields are needed to accommodate adult usage. Data from all the benchmark peers shows an increase in adult participation as their children reach the middle-school years and older. It is anticipated that this group, many of whom grew up playing soccer will show interest in a recreational adult league.

Recommendation 4.3 - The 9 additional fields will require 45 to 63 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$4.5 million to \$6.3 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.4 Practice Fields

The practice fields are an important part of skill development and learning to play well. A focus on practice fields will reduce the number of fields needed and the amount of land to be acquired. There are currently 194, which with the current practice times; rule of one practice per week; and two teams to a field is currently an excess of need. By 2023, 23 more practice fields will be needed and an additional 20 will be needed by build-out. Amenities are less but off-street parking can be essential in small neighborhood parks.

Recommendation 4.4 - The 43 additional practice spaces will require 107.5 to 129 acres of useable space. At a cost of \$100,000 per acre, land cost can be expected to be \$10.75 million to \$12.9 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$60,000 each.

4.5 Football Fields

There are currently four football fields. The participation has been dropping and the end may not be in sight due to issues surrounding concussions. Nationally, many of the players have gone to flag football or lacrosse. The same may happen in Frisco. The consultants are recommending development of 4 additional football fields although they may be used for something other than tackle football.

Recommendation 4.5 - The 4 additional fields will require 20 to 28 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$2 million to \$2.8 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.6 Lacrosse Fields

Lacrosse currently has 5 fields two of which are dedicated primarily to Varsity and Jr. Varsity, HS lacrosse club use. The high schools are likely to eventually add Lacrosse as a recognized sport. That should free up the two existing fields that they use. Still, 2 more fields will be needed by 2023 and 3 additional to build-out for a total of 10 fields.

Recommendation 4.6 - The 5 additional fields will require 25 to 35 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected to be \$2.5 million and \$3.5 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

4.7 Cricket Pitches

There is a growing interest in the game of cricket in Frisco and the north Dallas area. The only good data available on cricket is from Plano, Texas. They are anticipating the need for 12 Cricket Pitches by build-out at 290,000. Since the geographic area tends to draw nationality and ethnic groups that play Cricket it seems that Frisco should anticipate the need for at least 6 Pitches at build-out. One field is currently available for cricket in Frisco. Note that Cricket field dimensions are not standardized.

Recommendation 4.7 - The 5 additional fields will require 35 to 45 acres of land with flat topography to reduce development cost. At a cost of \$100,000 per acre, land cost can be expected

to be \$3.5 million and \$4.5 million. The development cost of one individual field excluding lighting and associated amenities is approximately \$200,000 each.

5. Additional Opportunities

The City of Frisco like its peers and cities across the nation will find an increasing interest in adult athletic activities. There are a number of activities trending toward the adult segment of the population. This is particularly true of those adults 44 years and older. The following activities are not limited to adults, but should be give consideration as Frisco faces the next Ten years of growth and change.

5.1 Tennis Club

Three of the peers have invested in tennis facilities and have contractors operating them as an enterprise fund. Cary, North Carolina has a tennis club that is an enterprise fund and breaks even or better in its operation. Lessons, tournaments, and court rentals for all ages has created a climate of success. Many youth in this program have gotten scholarships to college and some are in the professional circuit. Building a tennis complex that is operated by a contractor can provide residents a social and fitness setting with costs covered by the users.

Recommendation 5.1 - Conduct a feasibility study to determine the potential for a Tennis Club in Frisco - \$30,000.

5.2 Track and Field

An activity for all ages and skill levels track and field requires little investment. Access to school tracks would be the best option but it is worth considering the development of a track with accommodations for field events that can be made available to all. A strong Track and Field program with some associated facilities could be a means to be the best in Texas and provide a fitness outlet for other athletes in Frisco and the region.

Recommendation 5.2 - Assess the interest in a youth and masters Track and Field Club that could be run by the members themselves. If the interest exists and access to existing tracks is not available investigate adding a track to an existing Football Field.

5.3 Neighborhood and Community parks

Recommendation 5.3 - consider the following:

- Outdoor fitness courses
- Trails for jogging and running
- Spray grounds with filters and recycled water
- The creation of ponds for irrigation, fishing and environmental study piers.

5.4 Outdoor Aquatics

Outdoor swimming for fitness and recreation (not competition)

Recommendation 5.4 - Outdoor swimming pools for both fitness swimming and as a recreational pool



FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



7 - RECREATION FACILITIES

JULY 2016

7.1 Introduction

Quality-of-Life facilities is important for recruitment of businesses & families

The City of Frisco, Texas has provided the highest quality of life facilities during its explosive growth over the last 10-15 years. This includes facilities for recreation and wellness, aquatics, and senior adult areas of recreation.

As noted in Chapter 6 Introduction, the value of quality-of-life facilities in cities is an important consideration for recruitment of businesses and families. In this regard, Frisco is to be commended for its foresight and willingness to stay “ahead of the curve” for its citizens.

This chapter provides an overview of the inventory of city facilities for recreation/wellness as well as senior adults and how these compare to what other cities are providing at both the national and local level.

7.2 Facility Assessment

Indoor Recreation & Senior Centers function as year round facilities for health, wellness and social interactions for all ages in the community

The City of Frisco has a current indoor recreation center called the Frisco Athletic Center that has been well utilized since its opening in 2007. The City Council established a financial goal when it opened to be cost neutral in operations. Simply stated, the FAC should generate sufficient revenues through memberships and various user fees to offset operational expenses of the FAC. This goal has been successfully met since its opening. The recommendations of this report were prepared mindful of continuance of this financial goal for indoor recreation facilities.

The Senior Center has also been well utilized over the course of its existence. The original center opened to great success in 2004 and was expanded upon in 2007. The current goal of the Senior Center is to create a quality-of-life opportunity for the senior adults in the City with no consideration of covering operational center cost with fees.

Indoor Recreation/Wellness and Senior Centers serve an important function as a year round facility for health, wellness and social interactions for all ages in the community. The value of indoor facilities is highly valued in the Southwest Region of the US and particularly in the North Texas Region. Since Frisco prides itself on being at the forefront of quality-of-life amenities with its peers, the Planning Team benchmarked against both national and local cities for Levels of Service for comparative Recreation Centers and Senior Centers. These all should work together in a balanced manner for a successful and robust City.

Both the Frisco Athletic Center and the Senior Center are in very good physical condition because of their newness. Continued preventive maintenance will be needed in order to expand the useful life of both without major renovations.



7.3 Standard Comparisons

The National Recreation and Park Association (NRPA), in their publication *Recreation, Park and Open Space Standards and Guidelines*, edited by R. A. Lancaster sets general recommendations for recreation and park improvements. These national standards are an outdated guide in determining minimum requirements and NRPA is in the process of creating a new database of information that more accurately reflects current standards for parks.

During this transition time of not having access to an accurate database the Planning Team has benchmarked cities similar in size, growth or geographic location as illustrated below. This will then allow the City of Frisco to establish its own standards in consideration of expressed needs of the residents and the city's economic, administrative, operational, and maintenance capabilities.

Target Levels of Service for Indoor Facility



Indoor facility standards and Target Level of Service (TLOS) define the size of facilities recommended to serve each particular type of recreation need. They are expressed as the square footage of indoor facility per capita. The TLOS illustrated in the following charts is based on comparisons with cities across the nation similar in their rapid growth and size, region cities within the large DFW Metroplex, and cities that are directly adjacent to Frisco. For the purposes of the Parks and Recreation Open Space Master Plan, only indoor facilities operated by the cities were considered in the development of these TLOS values.

Target Levels of Service for Recreation Centers



As noted, the Planning Team has sought to benchmark a selection of national, regional, and adjacent cities that are comparable in growth, size, demographics and location to Frisco. The specific selection of cities is based on information readily available to the Planning Team. Benchmarks were established by developing ratios of square footage per capita for each of these cities and were based upon existing facilities and facilities planned for the near future. In instances where indoor aquatic areas were part of a recreation center, that square footage was included in the study.

National Recreation/Wellness

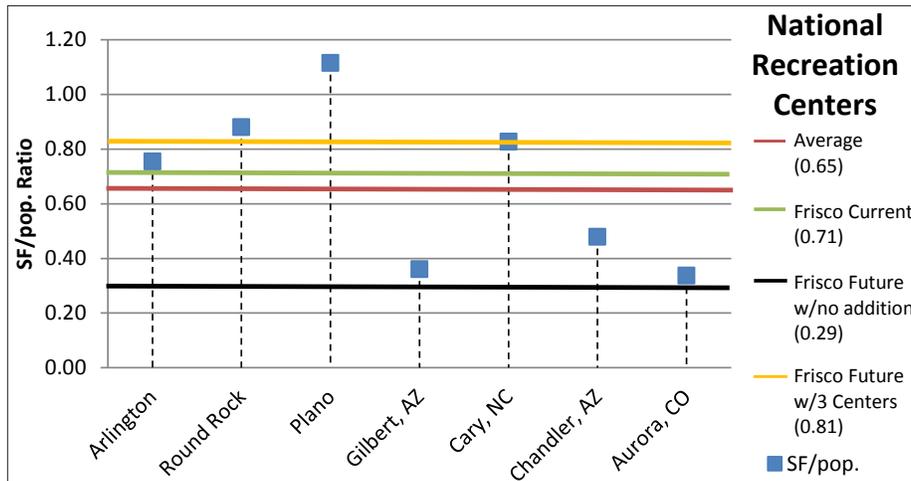


Figure 7.1 – Recreational Centers on a National Level

Figure 7.1 illustrates a recreation/wellness analysis of cities on a national level. These benchmark cities had a low range of 0.34 square feet per capita for Aurora, CO to an upper range of 1.12 square feet per capita with an average of 0.72 square feet per capita. The City of Frisco Athletic Center currently has a ratio of 0.71 square feet per capita.

Regional Recreation/Wellness

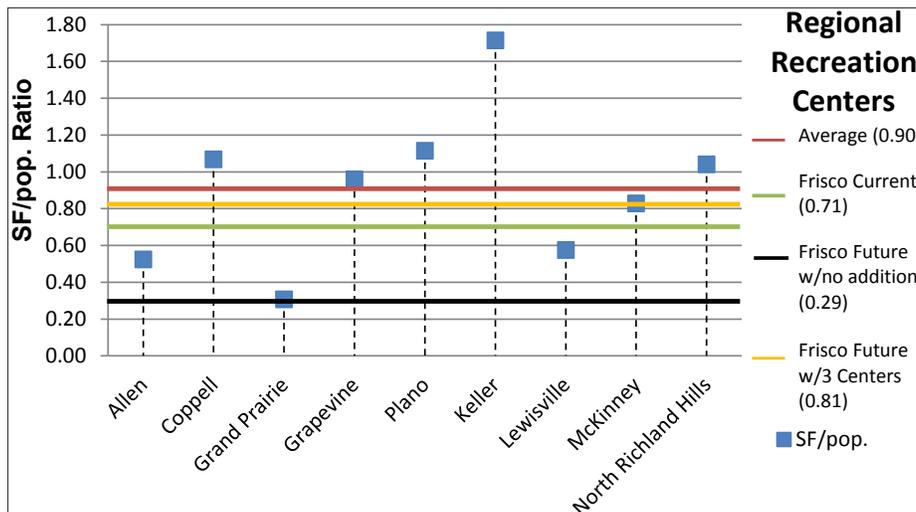


Figure 7.2 – Recreational Centers on a Regional Level

Figure 7.2 illustrates a recreation/wellness analysis of cities on a regional level. These benchmark cities had a low range of 0.52 square feet per capita for Allen to an upper range of 1.71 square feet per capita for Keller with an average of 0.90 square feet per capita. The City of Frisco currently has a ratio of 0.71 square feet per capita.

Adjacent Recreation/Wellness

Figure 7.3 - Recreational Centers in Adjacent Cities

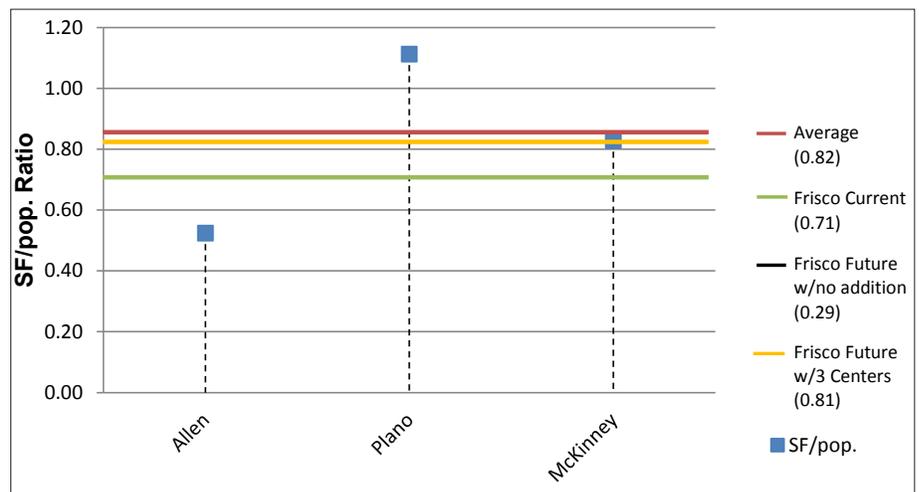


Figure 7.3 illustrates a recreation/wellness analysis of cities adjacent to Frisco. These benchmark cities had a low range of 0.52 square feet per capita for Allen to an upper range of 1.11 square feet per capita for Plano with an average of 0.82 square feet per capita. The City of Frisco currently has a ratio of 0.71 square feet per capita.



Attendance Performance Relative to Population Growth Analysis of Frisco Athletic Center (FAC)

Another method of analysis was utilized to help answer the question “was there a need for another center in Frisco?” This analysis compared average attendance at FAC over a period of years to population growth over that same period of time. In viewing the graphic chart, there starts to be a divergence of the population and average monthly attendance trend lines in the 2011 and 2012 time period. This divergence of the trend line continues to widen into the year 2014.

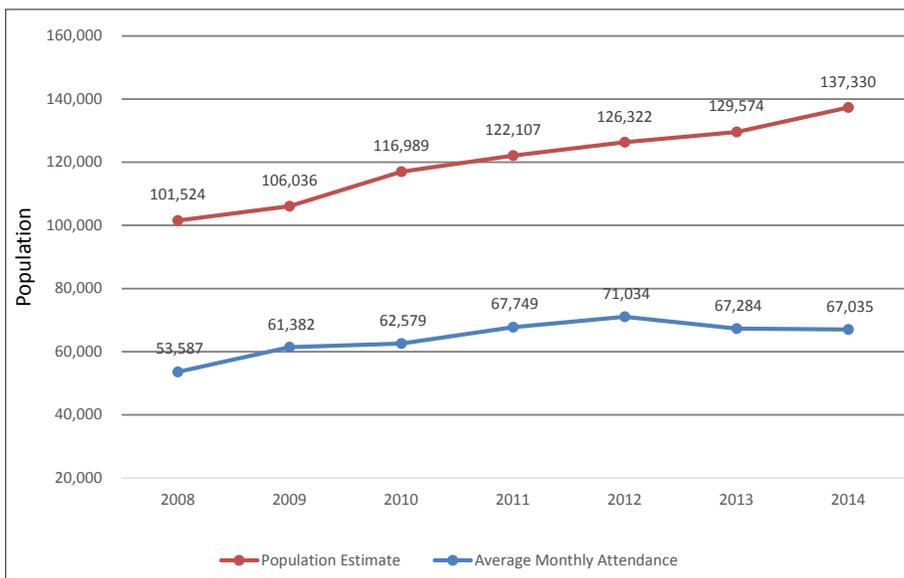


Figure 7.4 – FAC Attendance Comparison to Population Growth

This analysis suggests that the maximum capacity of the current center has been established at approximately 71,000 visits per month. It also supports the probability that a new center located in the future growth area of Frisco would attract and be supported by the new growth population not currently attending FAC.

Recreation Center TLOS Summary

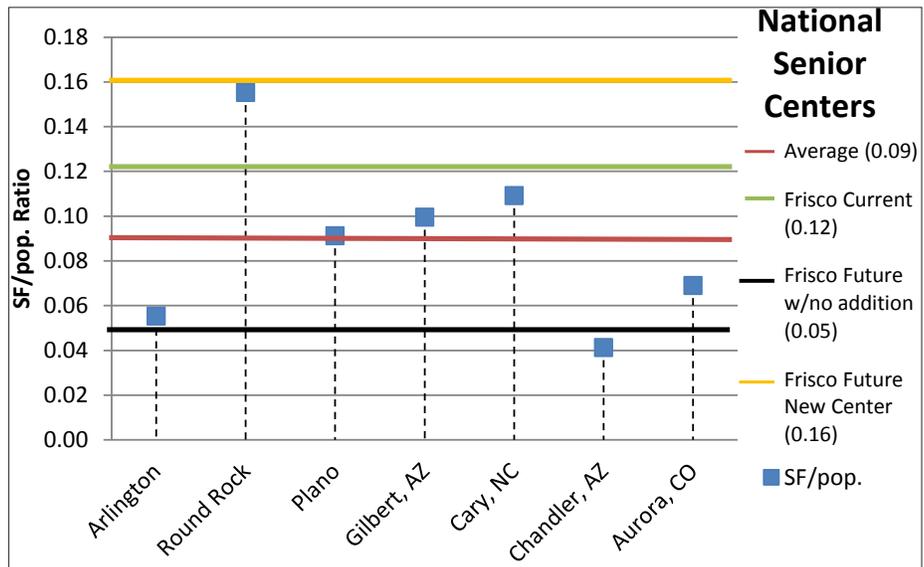
In reviewing the results on a national level, it appears cities from other regions of the U.S. do not provide the LOS for recreation/wellness centers as provided by the North Texas Region. Because of this, the Planning Team has averaged the results of regional and adjacent cities. This average, when considering a 350,000 build out population for Frisco, translates to a need of an additional 201,000 SF of facilities when combining both Recreation/Wellness and Senior Centers. This also follows the trend of Plano, which has gone through growth similar to what Frisco is currently experiencing.

Target Levels of Service for Senior Centers

There are no accepted standards in the Park and Recreation industry for recommended sizes of Senior Centers. Senior Center programs typically transition from using facilities originally designed for other uses (such as churches and large houses) until they have matured to the point of requiring centers designed specifically for their needs.

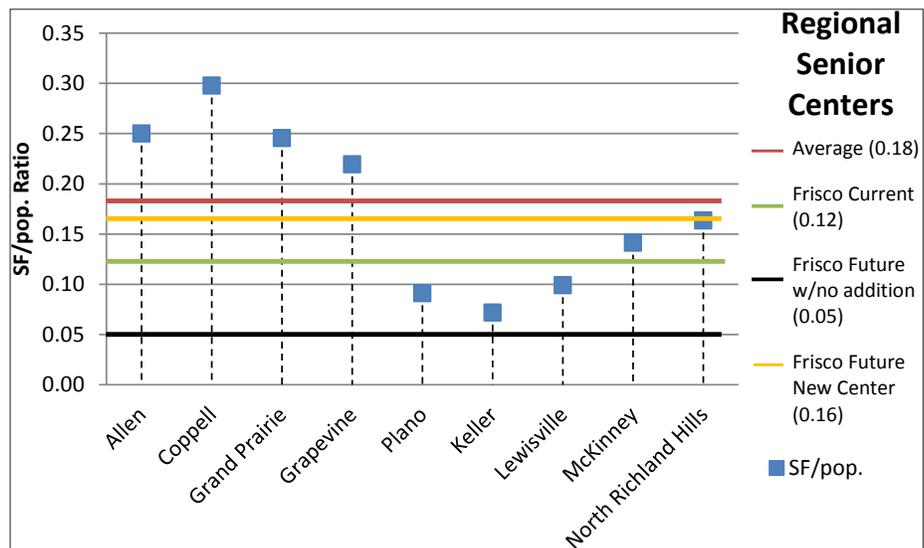
National Senior Centers

Figure 7.5 – Senior Centers on a National Level



Regional Senior Centers

Figure 7.6 – Senior Centers on a Regional Level



Adjacent Senior Centers

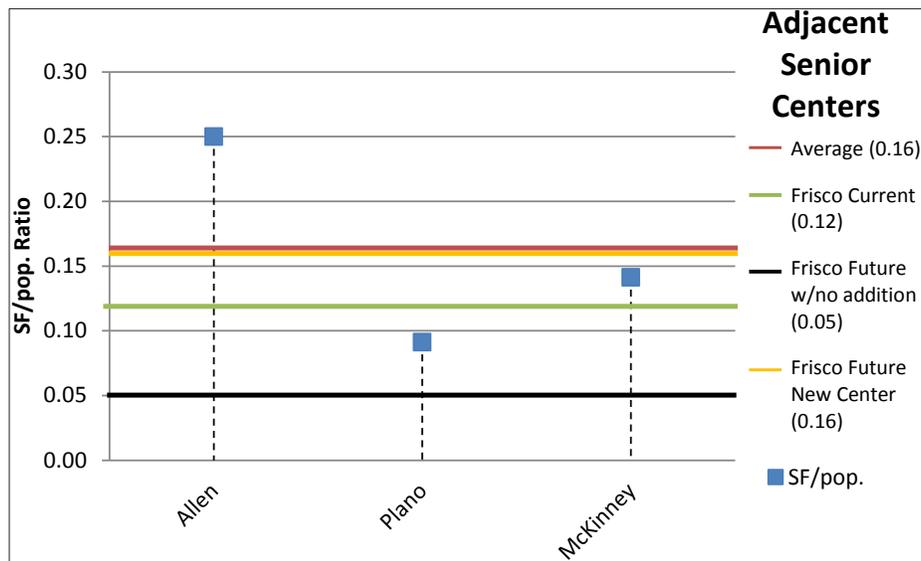


Figure 7.7 – Senior Centers in Neighboring Cities

Political versus empirical need based decisions largely drove Senior Centers in the past. Consequently, the Planning Team utilized the same benchmark methodology as was used with recreation/wellness centers.

Senior Center TLOS

In reviewing results from this benchmarking exercise, it becomes apparent that on a national scale that the North Texas Region provides a higher TLOS than other regions of the country. Because of this the Planning Team has used the average of the Regional and Adjacent TLOS to set a target for Frisco's Senior Center. The resultant target would be 0.17 SF per capita. In comparison, Frisco currently provides 0.12 SF per capita. Using this TLOS as a goal for build-out population of 350,000 for Frisco, it would suggest a Senior Center of 59,000 SF would meet the needs at build-out.

As an increasing percentage of Frisco's population will fall into the senior category in the future, it can be expected that the demand for a diversity of programs will expand. Generally, this diversity of programs will be responding to two groups, the more physically capable seniors and the less physically capable seniors. The city should be mindful of this trend over the next 10 to 20 years to remain at the forefront of quality-of-life facilities for its older population.

Summary of Benchmark Findings

Table 7.1 provides a summary of benchmark findings

Table 7.1 - Summary of Benchmark Findings			
National Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	227,500	100,000	127,500
Seniors	31,500	17,050	14,450
Regional Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	315,000	100,000	215,000
Seniors	63,000	17,050	45,950
Adjacent Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	287,000	100,000	187,000
Seniors	56,000	17,050	38,950
Average of Benchmarking			
Facilities	2033 Needs	Current Facilities	Balance Required
Recreation	301,000	100,000	201,000
Seniors	59,500	17,050	42,450
Note: All values expressed in square feet (SF)			



7.4 Recreation/ Wellness & Senior Center Facility Trends

Trends identified in the industry of recreation/wellness and senior center facilities, include the following:

Local and Smaller vs. Regional and Larger

This trend is a movement away from multiple smaller recreation centers to larger regional centers that are within 15-20 minutes travel time of its users.

The trend is reflective of the following facts about larger centers:

- provides for an increased diversity of programming;
- more convenient for families to recreate together;
- allows for better staff efficiency; and
- allows for a reduction in operational costs.

Combined Services

- Combining dry side recreation with indoor aquatics for wellness and leisure activities. This trend again reduces initial cost of construction development, reduces staff and maintenance cost, and provides more activity choices for its visitors.
- Combining separate senior activity areas within a large Community Center. This trend, with a distinct separate senior entrance from the center entrance, provides the desired autonomy of seniors while providing convenient access to the various opportunities in a recreation center. This includes access to items such as indoor walking track, warm water exercising and properly sized exercise areas.

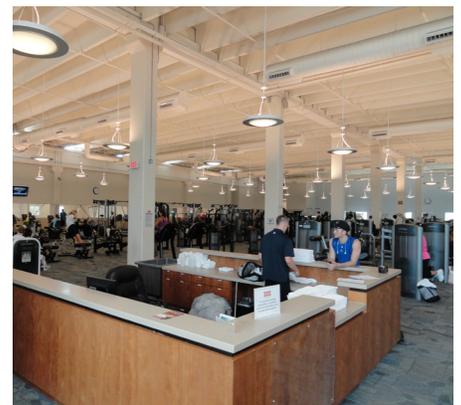
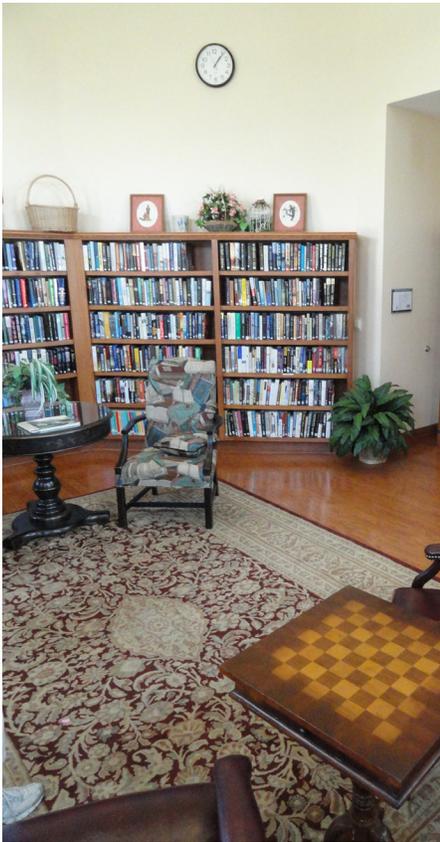
Fee Structure

There is a trend of cities that seek a higher fee structure to help offset operational costs. The Planning Team has seen this range from a 50-60% recapture rate all the way to a 100% recapture rate in the North Texas Region.

Quality of Life

University students today have elaborate recreation aquatic facilities at their disposal. This is the first generation coming out of the university that has expectations for cities to provide comparable facilities. Quality-of-Life is an important component of their job search and residence decision. These quality of life issues will influence what new centers will provide.





7.5 Recommendations Cost & Strategies

Recreation / Wellness Center

Changing Demands

Staff has identified some repurposing needs in the FAC that should be accomplished to address changing demands of center members.

Additional Recreation Facilities

The following provides reasoning for constructing additional recreation facilities:

- The Level of Service (LOS) of adjacent cities would suggest that Frisco should be planning to construct an additional recreation facility of 80-90,000 SF in the near future to maintain this Target Level of Service (TLOS).
- The leveling of growth in attendance at the FAC as it relates to population growth, would support the premise that the current recreation center is nearing capacity and a need does exist for an additional center in another region of the City that has seen extensive growth.
- A projected population for Frisco of 190,000 to 200,000 residents in the next four to five years would also indicate a sufficient population to financially support two centers if proper activity programming and facility location strategies are utilized in planning the future center.
- With the duration of a project being approximately 3 years from design to occupancy this would suggest that Frisco should consider starting the design of a second recreation center by 2017.

Prioritization for Recreation / Wellness Center Improvements

Table 7.2 - Recreation/Wellness Center Improvement Options

	Facilities	Project Cost ¹	Schedule	Comment
Short Term (0-3 years)	80,000 SF Second new Center WITH NO Aquatic	\$26,500,000 (Cost Escalated to 2019)	Finish in 2020	New Recreation/ Wellness Center should perform well financially using similar rate structure as FAC
Long Term (15-17 years)	95,000 SF Third new Center WITH Aquatic	\$32,000,000 (2014 costs, should be escalated to future date)	At +/- 300,000 Population	New Center may have new requirements by 2030 to perform well financially, based on market

¹Project costs stated as 2014 costs reference December 2014 dollars, which should be escalated forward to the midpoint of construction at an industry standard escalation rate.

Senior Center

Benchmarking

Frisco's Senior Center was benchmarked against National Peer Cities, the Regional Area, and Adjacent Municipalities to better understand what other cities were doing nationally and locally for the growing senior population.

Current Use

Frisco's current 17,050 SF Senior Center is well utilized. Some activity areas within the center are overcrowded and need expansion to maintain the level of service that is currently being provided. There are also some pockets in the center that could be repurposed to provide a more usable space by center members.

Recommended Improvements

Two possible options for improvements are deemed viable and proposed as follows:

1. A possible intermediate option to the crowding would be to expand the center with a focus on a multipurpose space for the exercising and large social activities. The Planning Team recommends an expansion of approximately 13,000 SF to be considered. This would allow the center to match square footage to population ratios that metroplex area cities are providing while planning for a larger center for sometime in the future (10-15 years). To facilitate an expansion at the current site would require some reworking of site improvements as current site offers limited areas for expansion.
2. A second option would be to build a new 30,000 SF center that could be eventually expanded to 59,000 SF. The current center would be repurposed for other City departments or uses.

Prioritization for Senior Center Improvements

Table 7.3 - Senior Center Improvement Options

	Facilities	Project Cost¹	Schedule	Comment
Short Term (0-3 years)				
Option One	13,000 SF Expansion of Current Senior Center to approximately 30,000 SF	\$5,100,000 (Cost Escalated to 2016)	Finish in 2017	
Option Two	30,000 SF New Facility	\$9,000,000 (Cost Escalated to 2016)	Finish in 2018	Style and finish similar to FAC
Long Term (15-17 years)				
Option One	59,000 SF New Senior Adult Center	\$18,600,000 (2014 costs should be escalated to future dates)	Finish in 2027	
Option Two	29,000 SF Expansion of current center	\$9,375,000 (2014 costs should be escalated to future dates)	Finish in 2017	

¹Project costs stated as 2014 costs reference December 2014 dollars, which should be escalated forward to the midpoint of construction at an industry standard escalation rate.

Implementation Timeline

The following figure describes the timeline for implementing the recommended improvements. Note: Frisco’s population projections are based on a 5% growth per year.

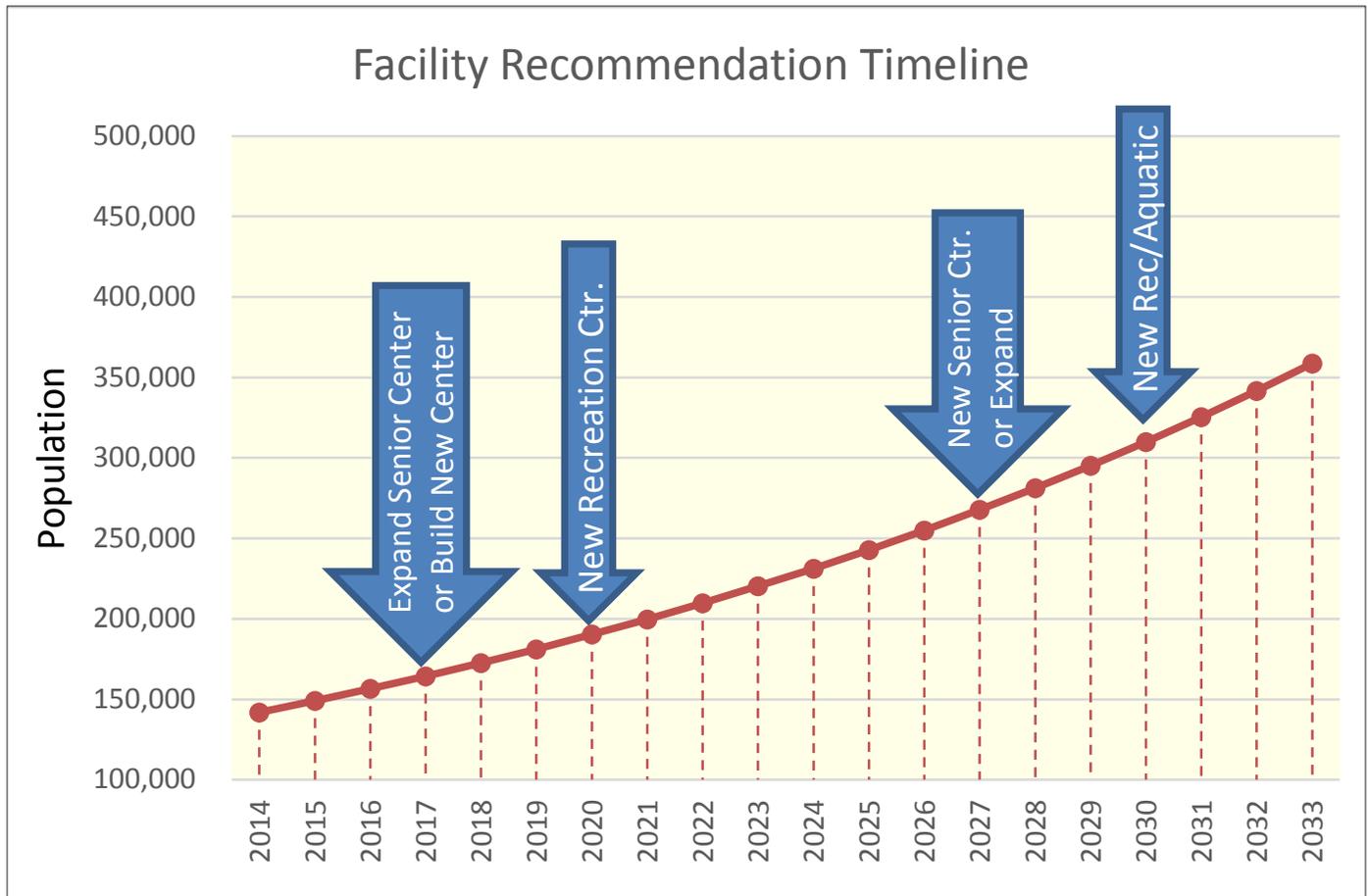


Figure 7.8 – Facility Improvement Timeline

This figure describes the timeline for implementing the recommended improvements.

Conclusion

Frisco has provided an excellent quality of life for its citizens with its current Frisco Athletic Club and Senior Center. The proven success of these centers combined with the continued growth of the City has created a need for additional facilities for both health and wellness and the senior population. The recommendations in this report will allow Frisco to maintain the LOS currently provided to Frisco’s citizens as well as providing a LOS consistent with cities in the North Texas Region.

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FRISCO PARKS & RECREATION

OPEN SPACE MASTER PLAN



**8 - OPERATIONS &
MAINTENANCE**

JULY 2016

8.1 Introduction

The primary maintenance goal is to provide sustainable maintenance for all assets assigned to maximize their expected life cycle. This is a function of balancing adequate resources to address the workload responsibility.

8.2 Maintenance Analysis

The maintenance analysis is intended to examine the resource available in the form of staff, dollars, equipment and materials to maintain the park and recreation assets. The standard of evaluation is a sustainable level of maintenance that makes it possible to keep assets in their usable condition over the course of their expected life-cycle.

Maintenance Functions and Workload

Maintenance Tasks

The maintenance tasks for which the Frisco PARD is responsible, are described in **Appendix 8.1: Frisco PARD Maintenance Tasks**.



Park Assets

The park assets for which Frisco PARD is responsible, is summarized in **Appendix 8.2: Park Assets Operated and Maintained**. The appendix also includes equipment needs.

Workload

The workload for operations and maintenance is shared by the workforce structure as defined and described in **Appendix 8.3: Maintenance Functions and Workload**.

In summary, Frisco PARD has 60 full-time and 2 seasonal positions to operate and maintain the city's parks.

Maintenance Standards

The typical maintenance standards that apply to various categories of parks and recreation items are described in the form of MS Excel spreadsheets. Since it covers too much information to be included in the report, **Appendix 8.4: Maintenance Standards** provides a list of the various maintenance categories.

Maintenance Resources

With the workload established, the maintenance unit needs to balance that workload with the resources it has available to conduct the sustainable maintenance activities. There are three key components:

1. adequate and properly trained staff;
2. adequate work and storage space; and
3. appropriate equipment for the jobs assigned.

These three allow the Department to optimize their productivity and provide cost effective services for the City.

Projected Resource Growth

The following table shows the current total acreage, the portion that is undeveloped and the recommended LOS acreage at Build out. The increase assumes development of current undeveloped park acres added to recommended acres for acquisition and development. It is clear that the growth for build out will more than double. It will be necessary to keep pace with staffing Equipment and space. This will be mitigated somewhat by the fact that a significant amount of the new acreage will be in open space with relatively low maintenance needs.

Table 8.1 Projected Resources Growth

Resource	Current Acres	Current Parks	Undeveloped Acres	Undeveloped Parks	Acres at Build-out	Percent Increase
Neighborhood Parks	311.04	35	46.06	5	525	98.1%
Community Parks	591.15	6	243.92	2	1050	196.9%
Other Parks	909.32	16	746.3	5	2450	1,403.1%

Future Staffing Needs

With the projected increase in resources, the staff numbers will climb as well. This projection is predicated on a continuation of current operations. A more detailed analysis may show acres where seasonal employees can be used instead of permanent staff. Further, as the work on medians increases the department should review the feasibility of contracting medians and other non-park resources. This should be done before each equipment purchase cycle.

Other staffing economies may be found by examining the equipment used and the travel times for maintenance activities.

Table 8.2 Projected Staff Numbers

Employee Category	Current Staff	Build-out Staff
Park Manager	1	1
Park Superintendent	2	4
Crew Leaders	11	30
Equipment Operators	11	30
Maintenance Workers	23	45
Mechanics	2	4
Irrigation	6	12
Certified Applicator	1	3
Playground Safety	1	2
Public Facility	2	4
Total	60	135

Maintenance Summary

The table below summarizes the maintenance requirements showing both current and target levels of funding and staffing.

Table 8.3 Maintenance Requirements Summary

Maintenance Requirements	Budget	FTE's	Staff Hours ¹	Maintained Acres	Acres per FTE	Cost per Acre
Current Maintenance Data	\$5,487,549	60	124,800	1,198.74	19.98	\$4,577.76
Target Maintenance Data	\$15,236,067	166.58	346,488	3,328.28	19.98	\$4,577.76

¹The staff hours needed was calculated on the basis of a known quantity of assets and accepted staff time per unit standards for each maintenance activity. The calculated hours exceed the staff hours available. For projecting the needs at build out the planning team used the existing staffing as the guide.

The City of Frisco with a population near 140,000 is roughly 40 % of the way to the build out target of 350,000 residents. The current park and open space numbers are 36 % of the target goal recommended in this document. The park and open space acres are a considerable economic value to the City both for the growth of population and retention of the residents that move to the city before build-out. Consequently, it is important to match the growth of the parks and open space with the development of the residential and commercial real estate.



8.3 Administration & Maintenance Facility

Maintenance Facility Distribution

Figure 8.1 illustrates the maintenance crew’s driving time from the PARD headquarters and back as it relates to the physical layout of the City of Frisco.

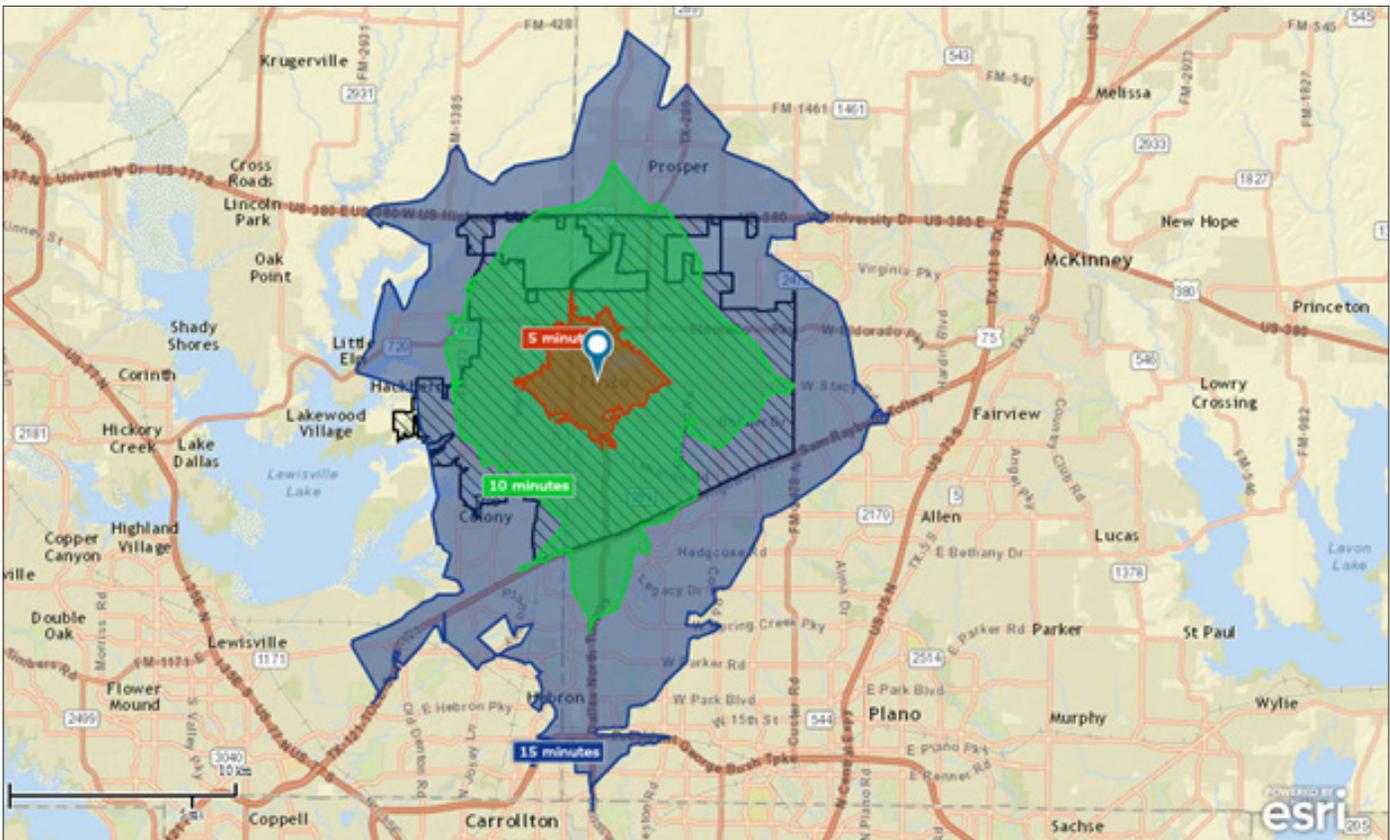


Figure 8.1 - PARD Headquarters Drive Time

The map shows an outline of Frisco in black. Gray represents a 15-minute drive time to the current PARD headquarters. Green is a 10-minute drive time and the area within the red boundary is a 5-minute drive time.

Once a crew has reached their starting point on their route the travel time is not going to change much between parks. It is the time to and from the route that becomes inefficient as distance and traffic density start to impact travel time. In the coming years as more parks are being built and roads are more heavily used the drive times should not exceed

30 minutes per person per day. It is obvious that no problem currently exists. The current maintenance facility will probably be functional as a location for the next ten years. However, there are two issues to consider:

1. The maintenance yard is currently at capacity
2. At build out a minimum of three and possibly four maintenance facilities will be needed to serve the City.

Administration and Maintenance Facilities Needs

The PARD Administration and Maintenance facilities are centrally located in the City. Since it allows for one facility location to efficiently cover the entire City, it should ideally remain centrally located now and in the future.

For an analysis of the Park Administration and Maintenance Facilities, implication of staff projections on space needs, equipment needs, storage/support needs, and parking needs, refer to **Appendix 8.5: Park Administration and Maintenance**.

A summary of needs include:

- Total O&M site and building area comes to 206,569 SF (+/- 4.7 acres)
 - The breakdown between O&M site (including shed) and building is 203,368 SF and 3,201 SF respectively
- Total Admin site and building area comes to 98,484 SF (+/- 2.3 acres)
 - The breakdown between Admin site and building is 85,000 SF and 13,484 SF respectively
- The total general (setback and landscape) area comes to 76,263 SF (+/- 1.75 acres)
- In summary the total areas for building and site area:
 - O&M and Admin building area = 16,685 SF
 - O&M, Admin and General site area = 364,631 SF
- The total area needed for the Park Administration and Maintenance Facilities comes to 8.75 acres (381,316 SF)
- The current Park Administration and Maintenance Facilities and support yard is about 3.2 acres in size, which means that another 5.55 acres are needed to be acquired to achieve the 8.75 acres required for the future in about 10 years' time.



8.4 Operations Peer Review

As part of the Frisco Park and Recreation Master Plan six cities were chosen for comparison to Frisco Department to examine how its operations compares to other recognized high performers in the field. The results which clearly show Frisco at or near the top in all elements examined, are presented in **Appendix 86: Operations Peer Review**.

In a rapid growth environment it is frequently difficult to husband the resources to meet the demands of the growing population. Each of these peers at one time has been among the fastest growing municipalities in the country. They have each adopted different ways of meeting their challenges as has Frisco but all have been successful at keeping pace with the growth. Frisco, like the others has been successful at keeping up with the growth. A summary of the key findings include:

1. Frisco is the only department that achieves 100 % revenue to cost operation for a recreation center facility.
2. Frisco's total revenue to total operating cost ratio is the highest among the peers. Frisco recovers a total of 45.5 % of its operating cost resulting in a net per capita cost to taxpayers of \$43.90 per year. This is not only the best among the peers but it is well below the median of \$69.87, the median for all parks departments in the nation.
3. Frisco at 14.5 developed acres per staff person has the best acreage-to-fulltime staff ratio for its maintenance. This number may be a bit deceptive since most of the other peers contract a significant amount of their grounds maintenance, a consideration for the future.
4. At 85.5 sq. ft. of programmable indoor space Frisco ranks second only to Plano with its four recreation centers. However, Plano is the only city that approaches the accepted design standard of 1 sq. ft. of indoor space per capita. In the near term with expected growth Frisco will need to consider an additional facility or an expansion to keep pace with demand for such facilities.
5. Frisco also leads all peers with the number of registrations for athletic teams. The high demand for sports participation will also require additional development of athletic fields
6. Joint Use agreements for both program spaces in schools, during after-school hours, and on grounds for after-school use of fields and courts, prove to be a more cost-effective approach than expending capital funds for the Frisco PARD to meet all of the demand.



7. Peers have been aggressive in applying impact fees and processes to ensure that land remaining to be developed are contributing the lands and facilities needed keep pace with the influx of residents and their recreational demands.
8. Some peers particularly Gilbert and Round Rock include Home-Owner Association lands in calculating their total parks acreage. National trends have shown this strategy to be risky as facilities age and are removed creating park and recreation lands and amenity deficits. The citizens generally petition the government for relief in order to maintain the viability and values of the development.
9. Chandler, AZ in recognition of their climate has a number of stormwater basins in their parks. Rainwater captured by these basins is injected by pumps back into the aquifer to retain ground water levels.



8.5 Operations Recommendations

Operations related recommendations based on a review of peer cities (see **Appendix 86**) are summarized as follows:

1. Joint use agreement with schools

Negotiate with the school district 1) the use of school buildings of Elementary or Middle schools to make available spaces for recreation classes after school hours; and 2) the use of school grounds and facilities at elementary and middle schools for active recreation and athletic programs.

2. Fees and charges policies and guidelines

Create a document that addresses the philosophy that guides the establishment of fees (classes, memberships, etc.) and charges (permits, rentals, etc.) and the policies and guidelines that will address the process for collecting those fees.

3. Impact Fees and Processes

Frisco should consider a similar approach to impact fees and in-lieu payments as is followed by Round Rock, Texas to maintain the quality of housing in Frisco and minimize property tax increase into the future.

4. Regional Cooperation

Development a Regional Partnership where the participating cities provide reciprocity for use of facilities or services.

5. Program enterprise fund

Consider enterprise funds that cover specific facilities, and programs and classes for enrichment.

6. Expand Sports opportunities

Investigate the following:

- The viability of increased trails for developed areas for running and biking
- A formal tennis club with one or more tennis pros to teach and offer both local and regional tournaments
- A golf practice facility with driving range, sand traps, putting green and pitching are. This would also be operated by a PGA pro.
- A track and field program with related facilities (often from the schools has something for everyone. Running, walking, jumping, throwing the activities can be designed for all

ages, both genders and reflect both recreational and skilled competition. Many American communities expand this by offering Olympic type events including everything from Archery to Wrestling.



8.6 Maintenance Recommendations

1. Create an inventory of assets for sustainable maintenance

Sustainable Maintenance is defined as a level of maintenance necessary to ensure the life-cycle cost of the asset is consistent with the estimated life expectancy of the asset. The City, having invested funds in the acquisition and development of the parks has a fiduciary responsibility to optimize the investment. Assets include parks, open spaces, recreation facilities, infrastructure and amenities as well as all public assets that are maintained. The PARD needs to create an inventory of their assets that must be provided with sustainable maintenance. The GIS element of NRPA's PRORAGIS is free to members and provides an asset inventory system for use.

2. Develop a reporting system for each maintenance function

In concert with the Asset Inventory, the Maintenance Unit of the PARD should develop a reporting system for each maintenance function performed using the assets identified and the work unit standards to determine the need for staff (either full-time or non-full-time) or contractors; the material and supply needs; equipment needs and funding required to conduct sustainable maintenance. **Appendix 8.3** contains the detailed work sheets that can be used to develop the reporting system. All of the numbers are subject to refinement, or replacement. A series of work standards are provided as an example in **Appendix 8.4** but they are not developed specifically for Frisco or even eastern Texas and thus are subject to revision.

3. Prepare a drive time study

Among the data that is unknown is the average travel time per employee. Generally speaking it is best to keep travel time below 40 minutes average per day. At this time a drive time study of the city shows the entire city within a 15 minute drive time of the maintenance yard (see **Maintenance Facility Distribution** above). The implication is that there is no need to create a second maintenance yard until the travel times are approximately double what currently exists. Prepare a more accurate drive time study.

4. Consider maintenance contracts

The determination of how to staff the developed parks, open space and facilities should depend on the market conditions and the functions being performed. The planning team accepts that the PARD should have a major role in the maintenance of the City's grounds and related amenities. It is not, however,

always best practice to have the park staff actually doing the work. For instance, the medians and Rights-Of-Ways (ROWS) may be more cost effectively maintained under contract. Such a contract should be managed by the PARD to ensure quality work. This would free staff to work in other park areas where additional staff is needed.

Note: Contracting for Grounds Services Best Practice includes the following Key Practices.

- Know what it costs you to provide the service at the desired level of quality to effectively evaluate bids.
- Determine the length of contract necessary to optimize the value of the contract.
- Include measurable performance expectations that the contractor is expected to meet. Be detailed!

5. Study the value of commercial and residential properties adjacent to parks

Monetary benefits may accrue for the City from parks creating a premium tax value for properties adjacent to park lands. The New York City Hi-Line Park extending over a mile on vacated rail tracks clearly showed the value both commercial and residential locations place on the proximity to passive park spaces and in some case to active park sites. In 2006 the Charlotte-Mecklenburg metro government found that the premium tax rate for living adjacent to a nature preserve was \$1,181,878 annually for 5,172 houses. Round Rock in 2010 estimated that their 1,797 acres of land generated \$602,504 annually in proximate tax values. Frisco could also study the proximate value of its commercial and residential properties adjacent to parks and dedicated some, or all, of the premium to the maintenance of the park properties.

6. Acquire property to expand the PARD Administration and Maintenance Facilities

Park Maintenance and Park Administration should continue to be centrally located in the City. This will allow one facility location to efficiently cover the entire City. It is therefore recommended that the city should attempt to remain in this central service location by acquiring adjacent property to grow the yard to between 10 and 11 acres.

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FRISCO PARKS & RECREATION OPEN SPACE MASTER PLAN



9 - IMPLEMENTATION PLAN

JULY 2016

9.1

Introduction

This Parks Master Plan is intended to provide a broad vision and course of implementation for the future of Frisco’s parks, recreation, and open space. Action plans and cost estimates are provided for recommended future actions for Parks & Open Space, Athletics, Recreation Facilities, and Operation & Maintenance. These actions are based on analyses of existing conditions, needs assessments, and community outreach as discussed in previous chapters.

Purpose

This chapter summarizes the recommendations and implementation items contained within the Parks Master Plan. It also provides a summary of funding sources. An emphasis has been placed on utilizing outside sources for funding park acquisition and development as much as possible. Outside sources include grants, partnerships with public agencies, and partnerships with private entities. Partnerships with private entities include working with residential developers as needed to provide neighborhood and community parks for their developments consistent with current levels of service.

Finally, information regarding compliance with the TPWD requirements for park master plans is included.

Coordinated Implementation

Maintaining the City of Frisco’s effective interdepartmental coordination is an important consideration for the successful and efficient implementation of projects identified in this Plan. Coordinating these actions with projects from other departments (such as planning, water or wastewater projects, right-of-way acquisition, drainage improvement, and flood management projects) will reduce overall capital costs to the City and speed up the implementation of this Parks Master Plan.

There is a strong, symbiotic relationship between high-quality parks, accessible trails, protected open space, and healthy economic development. High-quality, well-maintained recreation facilities that are distributed across the City and are highly visible indicate high quality of life and economic prosperity. This plays a large role in attracting new businesses. On the other hand, funding for parks and recreation is dependent on sales and property tax revenues, which increase with sustainable economic development. In order to further capitalize on this natural symbiosis, it is recommended that the coordination between PARD and the Frisco Community Development Corporation continue and that funding levels for parks and recreation be maintained or increased in the future.



Business Plan / Capital Improvement Plan

The City of Frisco’s business plan or capital improvement plan (CIP) as it specifically refers to parks, recreation, open space, and trail projects, is the appropriate tool to maintain the relevance of the Parks Master Plan and to implement the recommendations contained in this Master Plan. Consequently, this business plan or CIP needs to be adjusted accordingly. Based on available funding, it should identify and prioritize specific projects including the acquisition of park and open space land, to be funded each year based on City Council, Park Board, and Frisco CDC input. Finally, it should be flexible to respond to changing needs and to account for implemented actions.

Plan Updates

It is recommended that City Staff conduct periodic reviews of this Parks Master Plan. Regarding the plan’s recreation-oriented components, the Texas Parks and Wildlife Department requires master plans to be updated every five years (see paragraph 9.4 TPWD Master Plan Compliance, for additional information). Plan updates can be published in short report format and attached to this Parks Master Plan for easy use.



9.2 Action Plans & Cost Estimates

Each of the four components of this Parks Master Plan: Parks & Open Space, Athletics, Recreation Facilities, and Operations & Maintenance, include lists of actions for implementation. To aid in the implementation and coordination of projects, as well as with near-term and long-term budgeting, this section includes summaries of the Action Plans from each of the four components and provides cost estimates. For purposes of estimating costs, it is assumed that the projected build-out population of 350,000 will be reached by 2030 (or 15 years from now).

Parks & Open Space

Neighborhood Parks

The Action Plan for neighborhood parks primarily includes the development of two to three new neighborhood parks per year and recommends the acquisition of 214 acres of land (about 29 parks) to make provision for build-out conditions. For the next five years, it is recommended to budget for the acquisition of land for 12 new neighborhood parks, and the development of 12 new neighborhood parks, which include four existing undeveloped parks. It is recommended that the city allocate funding for the maintenance and replacement of neighborhood parks facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Table 9.1 Neighborhood Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Neighborhood Parks¹ Acquire land for 12 new neighborhood parks (average of 7.5 acres).	90	\$9,000,000	CIP, Park Land Dedication	-
Development of New Neighborhood Parks Develop 12 neighborhood parks at an average cost of \$1,250,000 per park as development occurs, with priority placed on Boulder Draw NP, Independence/Rolater NP, Pearson NP, and Southwest Area NP.	-	\$15,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Existing Neighborhood Park Improvement Replace and repair existing facilities on a regular basis.	-			
TOTAL	90	\$24,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

Community Parks

The primary action for community parks is land acquisition and development of existing community parks. For the next five years it is recommended to acquire 450 acres for three additional community parks, and to develop three phases of the two existing undeveloped community parks.

Other than addressing the acreage deficit, the 450 acres additional community park land will contribute to meeting the needs for athletic facilities (e.g. baseball and soccer fields, practice space, tennis courts, lacrosse, and cricket for which an additional 306 acres of newly acquired land are needed); and non-athletic facilities like pick-up games, walking, bird watching; or the protection of natural areas that may be acquired as part of a larger park area.

For existing community parks, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for New Community Parks¹ Acquire land for three future community parks.	450 ²	\$45,000,000	CIP, Park Land Dedication	-
New Community Park Development Develop three phases on undeveloped community park land at a cost of \$8,000,000 per phase.	-	\$24,000,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Community Park Improvement³ Replacement and repair of existing facilities at a cost of an average of \$1 million per year.	-	\$2,000,000 ⁴	CIP	TPWD Outdoor Grant, Private Donations
TOTAL	450	\$71,000,000		

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Of the 450 acres needed for new community parks, 306 acres are earmarked for athletic fields and associated amenities; the additional acreage is needed for non-athletic activities or the protection of natural areas that may be acquired as part of a larger park area.

³For existing community parks, it is recommended that the city allocate funding for the maintenance and replacement of facilities on a regular basis. An effective planning approach is to consider the life cycles, and preventive and cyclical repairs of the various resources in each park.

⁴Due to the newness of the community parks, it is anticipated that it may be another 3 to 5 years before the full \$1 mill per year is needed; from that point forward, it should be carried at \$1 million per year.

Other Parks

The main action item for Other Parks is the acquisition and protection of natural habitat and open space. This is in line with the community that places a very high priority on natural areas. Out of the more than 1,500 acres of natural areas that are available, it is recommended that the city acquire, or place in protection, at least 750 acres for every 5-year period for the next 10 years. Although, the city may need to do so more aggressively as land gets developed.

For the development of Other Parks, it is recommended to place priority on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks. It should be noted that funding for the development of Grand Park, also an Other Park, has already been allocated separate from this Parks Master Plan.

It is recommended that the city construct 3 miles of trails every year. Since trails will require support facilities, it is recommended that the city acquires 20 acres over the next 5 years for trail heads and gateways.

Table 9.3 Other Parks Action Items & Cost Estimates (next 5 years)

Action	Acres	Estimate of Probable Cost	Main Source of Funding	Additional Funding Sources
Land for Special Purpose Use¹ Acquire land for special purpose parks including trail heads, trail gateways, and other as yet unforeseen special purpose use.	20	\$2,000,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Open Space Acquisition and Protection Acquire creek corridors within the 100-year flood line at build-out conditions; assumed \$25,000 per acre.	750	\$18,750,000	CIP, Grant Funding	Park Land Dedication, Private Donations, Land Trusts
Development of Other Parks² Develop five phases of Other Parks over the next 5 year period at an average cost of \$750,000 per phase with priority place on the currently undeveloped Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	-	\$3,750,000	CIP, Park Improvement Fee	TPWD Outdoor Grant, Private Donations
Trails Develop an average of 3 miles ² of trails every year at a cost of \$1.2 million per mile.	-	\$18,000,000	CIP	TPWD Outdoor Grant, Private Donations
Natural Resource Survey Purpose: to determine the existence of prairieland and natural tree cover worthy of protection.	-	\$25,000	CIP, Grant Funding	-
	TOTAL	770	\$42,525,000	

¹Assumed cost of land = \$100,000/acre. The cost of the land can vary considerably depending on whether it is urban or rural, the size of the parcel, and frontage access along a major roadway. \$100,000 is chosen for purpose of budgeting with the intent to secure land at fair market value and to account for instances of high-value land.

²Both the number of trail miles per year and cost per mile may change per refinements expected from the Trails Master Plan currently under preparation.

Athletics

Athletic Facility Construction Costs

The construction cost vary considerable due to variance in development costs, selection of materials, types of amenities, and the construction economy at the time the projects are bid. In the Southwest the cost of a lighted and irrigated rectangular grass field for typical recreational use is about \$325,000. Any amenities or refinements will increase the cost. A synthetic field is going to cost at minimum \$750,000. Synthetic fields are of course cheaper to maintain but there are some issues to consider in hot and dry climates such as Frisco's.

Baseball diamonds tend to cost a bit more with more complex drainage and the tendency to add amenities such as scorer's stands, bleachers, fencing and special infield soils. A basic recreational diamond with lights and irrigation and good drainage will run about \$375,000 if installed by a contractor. The costs can escalate rapidly with desirable additions. There is an economy of scale using synthetic turf and adjustable fencing but the department must manage use expectations to avoid conflicting uses.

Priority	Action	Estimate of Probable Cost
1a	Add one additional adult softball field OR	\$175,000 (no lighting)
1b	Lighting of existing fields	\$175,000 (lighting per field)
2	Perform a Tennis Club Feasibility Study	\$30,000
3	Add one additional girls softball field	\$150,000
4	Add two regulation soccer fields	\$260,000
TOTAL		\$790,000

Priority	Action	Estimate of Probable Cost
1	Add four new baseball fields for 7 and 8 years old children	\$560,000 (no lighting)
2	Add one additional girls softball field lighted	\$300,000 (lighting included)
3	Add one regulation baseball field	\$200,000 (no lighting)
4	Develop a dedicated football field with 400 meter track and related field events amenities and spectator bleachers	\$900,000
5	Develop a tennis club outdoor center	\$25,000,000
Total		\$26,960,000

Recreation Facilities

Table 9.6 Implementation of Facilities (next 5 years)

Action	Timeframe	Estimate of Probable Cost
New Senior Center		
Feasibility/Site Study/Cost Projections	2015-2016	\$25,000
Planning and Design	2016	\$850,000
Construction	2016-2017	\$9,000,000
New Fitness Center		
Feasibility/Site Study/Cost Projections	2016-2017	\$60,000
Planning and Design	2017-2018	\$2,300,000
Construction	2019-2020	\$26,500,000
Administration and Maintenance Facility		
Feasibility/Site Study/Cost Projections	2015	\$25,000
Acquire 5.5 acres ¹	2016	\$550,000
Planning and Design	2016	\$950,000
Construction	2017-2018	\$12,950,000
TOTAL		\$53,210,000

¹It is recommended that the existing (3.2 acres) parks administration and maintenance facilities and support yard be enlarged by 5.5 acres to a total of 8.7 acres by 2016 for improvement by 2018. Acquisition cost = \$100,000/acres for a total of \$550K.



Operation & Maintenance

Estimate of Probable Cost for Parks & Recreation Facilities Maintenance

Maintenance cost for parks and recreation facilities may vary greatly depending on staff salaries and benefits, seasonal conditions, development intensity, quality of materials, level of improvement, etc.

Table 9.7 Operation and Maintenance Cost (next 5 year period)

	2016	2017	2018	2019	2020	5-year Subtotal
Parks						
Neighborhood Parks	\$1,450,000	\$1,595,000	\$1,754,500	\$1,929,950	\$2,122,945	\$9,768,160
Community Parks	\$2,700,000	\$2,970,000	\$3,267,000	\$3,593,700	\$3,953,070	\$13,431,220
Other Parks	\$1,300,000	\$1,430,000	\$1,573,000	\$1,730,300	\$1,903,330	\$7,936,630
Subtotal Parks	\$5,450,000	\$5,995,000	\$6,594,500	\$7,253,950	\$7,979,345	\$33,272,795
Athletic Fields						
Diamond Field	\$275,000	\$302,500	\$332,750	\$366,025	\$402,628	\$1,678,903
Rectangular Field	\$125,000	\$137,500	\$151,250	\$166,375	\$183,013	\$763,138
Practice Field	\$450,000	\$495,000	\$544,500	\$598,950	\$658,845	\$2,747,295
Subtotal Fields	\$850,000	\$935,000	\$1,028,500	\$1,131,350	\$1,244,485	\$5,189,335
TOTAL	\$6,300,000	\$6,930,000	\$7,623,000	\$8,385,300	\$9,223,830	\$38,462,130

The following describes a more detailed estimate of maintenance cost for parks and athletic fields:

Maintenance Cost per Acre

This assumes that the totality of acres whether un-developed or highly developed are averaged out over a year. The costs are based on sustainable maintenance practices. The current cost per acre for Frisco as calculated in Chapter 8, Table 8.3, is \$4,577.76 per acre per year.

Neighborhood Parks

The current annual cost of maintaining neighborhood parks (311 acres) is \$1,423,886. At build-out (year 2040) the maintenance cost of neighborhood parks (525 acres) will rise to \$2,403,450. If the Inflation stays at approximately 2.5% or below, the cost in 2040 would be \$3,942,000.





Community Parks

The current annual cost of maintaining community parks (591 acres) is \$2,705,000. By the year 2040 there will be a maintenance cost at today's dollars of \$4,805,850. With 2.5% inflation the cost in 2040 would be \$7,884,506.

Other Parks

By the year 2040 the un-developed or minimally developed open space and ancillary maintained sites with 2,400 acres will cost about \$3,410,000 annually to maintain.



Athletic Fields Maintenance Costs

The average maintenance cost for the southern states is about \$12,000 annually per rectangular field and \$18,000 annually for diamonds. The most significant cost is the staff. Most agencies combine seasonal employees, proper equipment, a consistent sustainable schedule of turf management and judicious use of contracting for labor-intensive tasks as a means to control their costs without loss of quality.

Indoor Facilities Maintenance Costs

As a guide for budgeting purposes, an annual projected maintenance budget for indoor facilities is 2 to 4% of the development cost, rounded to an average of 3% per year.

Parks Administration and Maintenance Facilities and Support Yard

In order to accommodate adequately for administration staff, maintenance personnel, equipment, storage space, etc. in the future, it is recommended that the existing parks administration and maintenance facilities and support yard be enlarged. Currently at a size of 3.2 acres, the goal is to acquire 5.5 acres adjacent to the existing facility to result in a total of 8.7 acres by 2016.



Summary of Actions and Cost

Table 9.8 Summary of all Parks Actions and Cost Estimates (next 5 years)		
Action	Acres	Estimate of Probable Cost
Land Acquisition		
Neighborhood Parks	90	\$9,000,000
Community Parks	450	\$45,000,000
Other Parks	770	\$20,750,000
Administration & Maintenance Facility	5.5	\$550,000
Land Acquisition - Subtotal	1,315.5	\$75,300,000
Development/Improvement		
Neighborhood Parks		\$15,000,000
Community Parks		\$26,000,000
Other Parks		\$3,750,000
Trails		\$18,000,000
Athletics		\$760,000
Senior Center		\$9,000,000
Fitness Center		\$26,500,000
Administration & Maintenance Facility		\$12,950,000
Development/Improvement - Subtotal		\$111,960,000
Studies/Surveys/Planning/Design		
Natural Resource Survey		\$25,000
Tennis Club Feasibility		\$30,000
Senior Center		\$875,000
New Fitness Center		\$2,360,000
Administration & Maintenance Facility		\$975,000
Studies/Surveys/Planning/Design - Subtotal		\$4,265,000
Operations & Maintenance		
Parks		\$31,800,000
Athletic Fields		\$5,200,000
Operations & Maintenance - Subtotal		\$38,500,000
AGGREGATE TOTAL	1,315.5	\$230,025,000

9.3 Potential Funding Sources & Strategies



Implementing the Parks Master Plan with Vision and Commitment

A large amount of funding is required to accomplish the goals of the Frisco Parks Master Plan, but with vision, commitment, and a concerted effort to secure funding from available sources, many of the recommendations can be accomplished.

The very purpose of this Parks & Recreation Open Space Master Plan is to provide the City with the vision to motivate the citizens of Frisco to support, participate, and collaborate with park development, recreation and open space programs.

Implementation Strategies

Optimization of Existing Resources

While the optimization of existing resources has always been a desirable practice in the public sector, it has become an even higher priority in today's economy. These resources can be physical, human, and even intangible, but they can and should become a priority for the community.

Park and recreation professionals have long been the initiators of such approaches with the general public being the recipients of their efforts. Frisco PARD is fortunate to have a staff that is well-motivated and skilled in such optimization approaches.

Optimization Strategies

The following list outlines strategies that can be embraced by an agency that lays the ground work for optimization. Frisco PARD with the information secured through this planning effort is well aligned to incorporate these strategies.

- Reflect The Important Needs and Issues of a Community. Regardless of how a department or area of responsibility defines “community”, it is critical that the needs identified are ones that specifically and strongly reflect those needs and issues that are important to that community.
- From Individual Services to Community Wide Benefits and Outcomes. In surveys conducted across the nation, individuals are consistently able to cite the role and importance that parks and recreation plays in their own lives. While this is most positive for public parks and recreation, it doesn't mean that a

department should place individual services and programs ahead of the more beneficial and widespread community outcomes. The special events undertaken by Frisco PARD are an excellent example of transforming individual attributes to community-wide impact.

- Outcomes over Activity. The development of a comprehensive program plan along with individual program planning should address the outcomes to be accrued rather than only focusing upon variety of activities.
- From Full Service to Facilitator. Residents within a community have a multitude of recreational interests and public park and recreation staff have program ideas of their own. When these suggestions and ideas are coupled with the customer-service orientation of most public park and recreation departments, it can result in a proliferation of direct program services. While these expressions of interests and ability by staff are assets for a department, it is critical for a public department to maintain a balance between offering programs and services to residents and making people aware and helping to secure access to existing activities, programs, and facilities provided by others in the community.



Optimization through Organizations

In addition, there are also existing practices that can be utilized including the following:

- Adopt-A-Park: Individuals or small groups of people such as existing clubs and organizations agree to provide resources for a particular park or trail; resources could be financial or volunteering time and effort.
- Friends' Groups: Non-profit organizations that work on behalf of park sites to assist with daily programs, special events, fund raising, and public education. These groups serve as important links to local communities and park user groups as well.
- Park Foundations: Private, non-profit organization that raises and secure funds for either park and recreation agencies as a whole or a specific park location.
- Youth Service Providers: A variety of youth organizations, Boys and Girls Scouts, 4-H, and even schools have a requirement for community service and more formalized arrangements with such organizations can result in a number of worthwhile community projects.





- Service groups in communities such as Rotary, Kiwanis, and others often seek specific projects or days of service for their members.
- Partnerships with Interest or Volunteer Groups that are typically non-profit organizations keenly interested in particular subjects e.g. aesthetics, theater, art, and human interaction with nature including wildlife and native plants. Such Volunteer Groups are often willing to contribute time and energy free of charge for the betterment of public spaces within a city.
- Sponsorship through Businesses is a means to secure funding through businesses operating in Frisco. Entities can contribute through a Foundation (once established) or directly support Frisco PARD construction or programming efforts.

Designating an individual(s) within a department to identify potential projects, create relationships with various organizations, and provide support for their efforts is a prime way to optimize these existing resources. As Frisco grows, plans should be made to secure the services of a full-time staff member directed towards both individual and organizational volunteer efforts.

Shared Resources and Agreements

Shared resources, human, facility, and expertise established by agreements between two or more entities can serve to optimize existing resources in ways that are very beneficial to a community, its residents, and its finances. Some of these opportunities include:

- Joint Programs: There are a number of options where programs are jointly planned and executed by two or more entities, i.e. wellness activities with local hospitals, special events with Chamber of Commerce.
- Social Issue Action: When a community is faced with a critical or important social issue such as increasing the high school graduation rate or supporting independent living among the elderly, there is an opportunity for several entities to join forces and undertake initiatives to address the issue. Such an approach enhances the ability of seeking and receiving grant funding as well.
- Joint Facility Usage: The most common and efficient agreements for optimizing existing resources is to share facilities. The agencies with the most facilities are often school districts; parks and recreation departments across the country have formal agreements involving use of school facilities and fields.

Potential Funding Sources

City Generated Funding Sources

General Fund Expenditures are primarily used for improvements or repairs to existing parks and facilities. Typical general fund expenditures are for smaller repair and replacement efforts.

Municipal Bonds

Debt financing through the issuance of municipal bonds is the most common way in which to fund park and open space projects. This type of funding is a strategy wherein a city issues a bond, receives an immediate cash payment to finance projects, and must repay the bond with interest over a set period of time ranging from a few years to several decades. General obligation bonds—the most common form of municipal bond— is the primary bond type for park and open space projects.

Tax Increment Financing/Public Improvement Districts

These related tools allow a development district to divert a portion of its property taxes to fund infrastructure improvements within its area. This can include plazas, pocket parks, linear parks, and other types of facilities.

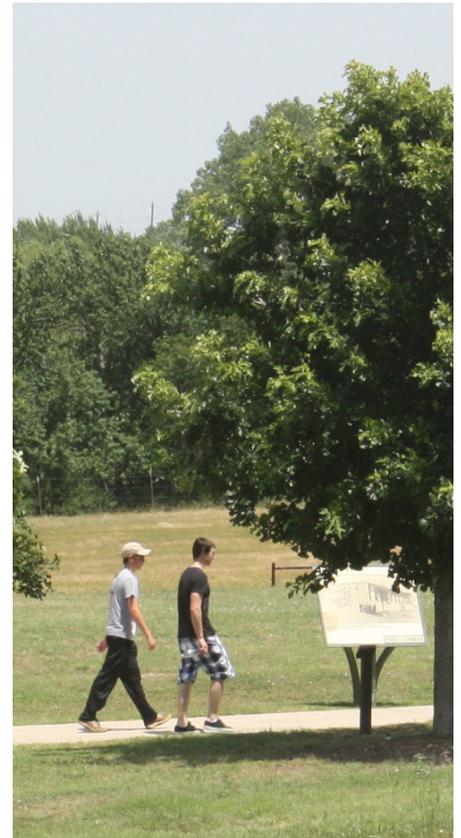
Electric Utility Partnerships

This type of partnership can be established for the purpose of providing and enhancing linear parks and trails along utility easements. This partnership typically does not involve monetary contributions. However, through use agreements and/or easements, it makes land for trail corridors accessible at little or no cost to the community.

Half Cent Sales Tax Funds

The Parks, Recreation and Open Space funding that derives from Frisco's 4B ½ cents sale tax currently is 35% of gross sales tax revenues.

Park Donations Funds can be used for applicable projects, equipment, and general facility improvements.



Park Improvement Fee Funds

For many cities, this funding received from developers is a very helpful revenue source for park development. The requirement for such a fee needs to be written into the City’s Parkland Dedication Ordinance.

Cash in Lieu of Conveyance of Land

As part of many cities’ Parkland Dedication Ordinance subject to specific prescribed conditions, a cash amount may be accepted in lieu of the conveyance of land. The goal is for the city to have the option to purchase land of an equal amount that was to be conveyed, elsewhere in the city.



Utility Bill Contributions

In many cities, residents are allowed to electively add a small amount to their utility collection bills to fund park improvements. As an example, the City of Colleyville has a Voluntary Park Fund, which allows citizens to donate \$2.00 per month through their water utility bills. This results in approximately \$150,000 per year, which is used to fund park improvements throughout their community.



Tree Restoration Funds

The source of such a fund is a city that levies fines against developers for removing quality trees for development. The revenue generated is used to plant trees and to irrigate City properties enhancing the City.

Governmental Grant Sources

State Government

A variety of grant sources exist, but three general sources account for most of the major potential sources of grants for parks in Texas. These include programs administered by the Texas Parks and Wildlife Department, the Texas Department of Transportation, and the Department of the Interior through the Urban Parks and Recreation Recovery (UPARR) program. The following is an overview of major grant programs.

TPWD – Texas Recreation and Parks Account (TRPA) funds the following grants:

1. Outdoor Recreation Grants (TPWD)

This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to acquire and develop parkland or to renovate existing public recreation areas. There will be two funding cycles per year with a maximum award of \$500,000. Eligible sponsors include cities, counties, MUDs, river authorities, and other special districts. Projects must be completed within three years of approval. Application deadlines are typically January 31st and July 31st each year (the master plans submission deadline is 60 days prior to application deadline). Award notifications occur 6 months after deadlines.

2. Indoor Recreation (Facility) Grants (TPWD)

This program provides 50% matching grant funds to municipalities, counties, MUDs and other local units of government with a population less than 500,000 to construct recreation centers, community centers, nature centers and other facilities (buildings). The grant maximum will increase to \$750,000 per application. The application deadline is typically July 31st each year (with master plan submission deadline 60 days prior to application deadline). Award notifications occur the following January.



Community Outdoor Outreach Program (CO-OP) Grants (TPWD)

The CO-OP grant helps to introduce under-served populations to the services, programs, and sites of Texas Parks & Wildlife Department. This is not a land acquisition or construction grant; this is only for programs. Grants are awarded to non-profit organizations, schools, municipalities, counties, cities, and other tax-exempt groups. Minimum grant requests are \$5,000 and maximum grant requests are \$50,000. The application deadline is typically February 1st and October 1st with awards on April 15th and December 15th.

The purpose of the Community Outdoor Outreach Program (CO-OP) is to expose participants to environmental and conservation programs as well as outdoor recreation activities.

Recreational Trail Grants (TPWD)

TPWD administers the National Recreational Trails Fund in Texas under the approval of the Federal Highway Administration (FHWA). This federally funded program receives its funding from a portion of federal





gas taxes paid on fuel used in non-highway recreational vehicles. The grants can be up to 80% of project cost for trails (the contact number for motorized trail grant funding availability is 512-389-8224). Funds can be spent on both motorized and non-motorized recreational trail projects such as the construction of new recreational trails, to improve existing trails, to develop trailheads or trailside facilities, and to acquire trail corridors. Application deadline is typically May 1st each year.

Land & Water Conservation Fund (LWCF) Grants (TPWD)

TPWD administers the Texas apportionments of LWCF through the Texas Recreation Park Account. If an entity is applying for an Indoor Grant, Outdoor Grant, or Small Community Grant, TPWD may consider the application for LWCF funding. No separate application is required.

Regional Park Grants administered by TPWD

This grant program was created to assist local governments with the acquisition and development of multi-jurisdictional public recreation areas in the metropolitan areas of the state. It allows cities, counties, water districts, and other units of local government to acquire and develop parkland. The program provides 50% matching fund, reimbursement grants to eligible local governments for both active recreation and conservation opportunities. Master plans submission deadline is 60 days prior to application deadline. Grants are awarded yearly by TPW Commission when funds are available. There is no ceiling on match amounts, but grant awards are dependent on the number of applicants and the availability of funds. Past recipients for the Regional Park Grant have ranged from \$750,000 to \$1,200,000. In the past deadlines were held on January 31 of each year.

Texas Preservation Trust Fund Grants

Eligibility: historic structures, archeological sites, archeological curatorial facilities, and heritage education projects.

The Texas Historical Commission (THC) awards grants for preservation projects from the Texas Preservation Trust Fund (TPTF). Created by the Texas Legislature in 1989, the TPTF is an interest-earning pool of public and private monies. The earned interest and designated gifts are distributed yearly as matching grants to qualified applicants for the acquisition, survey, restoration, preservation or for the planning and educational activities leading to the preservation of historic properties, archeological sites and associated collections of the State of Texas.

Competitive grants are awarded on a one-to-one match basis and are paid as reimbursement of eligible expenses incurred during the project. Applications are typically available early each year.

The TPTF grant cycle is typically once a year. Information for the next grant cycle will be posted on this web site (www.tpwd.state.tx.us/business/grants/trpa/) when funds become available.

Local Government

Collin County

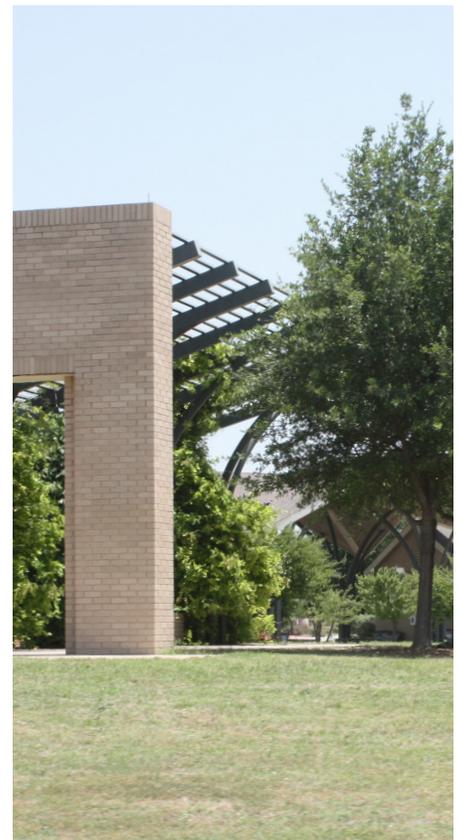
The Collin County Parks & Open Space Project Funding Assistance Program allows cities within Collin County to apply for Parks and Open Space bond funds. Such funds are allocated on a competitive basis to assist cities in implementation of Parks and Open Space Projects which are consistent with the Collin County Parks and Open Space Strategic Plan.

Sustainable Development Funding Program

The North Central Texas Council of Governments (NCTCOG) Sustainable Development Funding Program was created by its policy body, the Regional Transportation Council, to encourage public/private partnerships that positively address existing transportation system capacity, rail access, air quality concerns, and/or mixed land uses. By allocating transportation funds to land use projects promoting alternative transportation modes or reduced automobile use, NCTCOG and its regional partners are working to address mounting air quality, congestion, and quality of life issues.

The program is designed to foster growth and development in and around historic downtowns and Main Streets, infill areas, and passenger rail lines and stations. To support this effort, the Regional Transportation Council designates funds for sustainable infrastructure and planning projects throughout the region. The deadline to submit grant application is typically in October. Types of projects include:

- **Infrastructure:** An infrastructure project is a construction project that provides public infrastructure in the public right-of-way and can be used to support private vertical development. Examples include pedestrian amenities, landscaping, intersection improvements, lighting, street construction, traffic signalization, etc.
- **Planning:** Planning projects include market, housing, and



economic analyses, transit station planning, Transit Oriented Development (TOD) Planning, General Planning (subdivision regulations, creation of new code/zoning regulations, master planning, updates to pedestrian and/or bicycle plans, etc.), and others.

Regional Transportation Council Partnership Program

Through the Local Air Quality Program, NCTCOG's Regional Transportation Council will fund transportation projects that address the new air quality standard, including traffic signal timing, trip reduction, air quality outreach and marketing programs, vanpool programs, bicycle/pedestrian regional connections, high-emitting-vehicle programs, diesel freight programs, off-road construction vehicle emissions reduction programs, park-and-ride facilities, and other air quality strategies.



Transportation Enhancement Program funds available

Through the Statewide Transportation Enhancement Program, the Texas Department of Transportation makes funds available for construction of non-traditional transportation projects such as bicycle routes, pedestrian safety, and landscaping of transportation facilities. NCTCOG typically reviews the projects within the Metropolitan Planning Area for eligibility, ranked the projects, and provided the state-required Letter of Transportation Improvement Program Placement.

The Program provides monetary support for transportation activities designed to strengthen the cultural, aesthetic, and environmental aspects of the transportation system. Funding is on a cost reimbursement basis, and projects selected are eligible for reimbursement of up to 80% of allowable cost. This funding program is not available on a yearly basis, but intermittently only, often in 5 year periods apart.



Federal Government

National Park Service (NPS) Programs include the Land and Water Conservation Fund (LWCF) and Urban Park and Recreation Recovery Act (UPARR), which provide funds for parks and recreation. Congress appropriates both funds. Typically, the funding sources have supported traditional parks rather than linear systems.

Environmental Protection Agency can provide funding for projects with money collected in pollution settlements.

Other Governmental Sources of Funding

Purchase and Transfer of Development Rights

Purchase of development rights (PDR) and transfer of development rights (TDR) are programs for landscape preservation whereby a municipality, county, or other entity can pay landowners (typically farmers and ranchers) to limit development on their land. Through PDR, land-owners are paid an amount relative to the development potential of their land, required to maintain their land generally as-is (greatly limiting any future development), and maintain ownership of the land and residence. The land is thereby conserved, either in a natural or cultivated state. Taking the PDR model a step further, TDR programs conserve rural landscapes through “trading” potential development intensity between sending areas and receiving areas. Areas to be protected (significant cultural, rural, or natural landscapes) are designated as sending areas while areas where more intense development is desirable are designated as receiving areas. In this model, landowners in sending areas are allowed to sell their right to develop their land to developers in receiving areas. Both of these programs can offer a financially competitive alternative to selling land for development.



Other Private and Quasi Private Funding Sources

Partnering with Developers and Private Land Owners is possible by implementing parkland dedication rules, whether voluntary or mandatory. Such an ordinance provides a vehicle for development of parks, open space, and trails as land is developed in a city. Frisco has such an ordinance in place and needs to be updated on a regular basis. The purpose of an up-to-date land dedication ordinance is to ensure land is set aside for parks and sufficient funding is provided so that tangible park improvements can be made, rather than token improvements.

Other Foundation and Company Grants assist in direct funding for projects, while others exist to help citizen efforts get established with small seed funds or technical and publicity assistance. Before applying for any grant, it is crucial to review The Foundation Directory and The Foundation Grants Index published by the Foundation Center to learn if a particular project fits the requirements of the foundation.

Grants for Greenways is a national listing that provides descriptions of a broad spectrum of both general and specific groups who provide technical and financial support for greenway interests.





Private Sponsorship Programs/Naming Rights

Obtaining private sponsorship for parks and recreation facilities—often by selling naming rights—can be an effective tool for acquiring additional financing. The long-term success of this financing tool depends greatly on a concerted effort by the City to ensure the ongoing prominence of the sponsored facilities through appropriate marketing efforts and a commitment to an excellent maintenance program.

National Endowment for the Humanities

As part of its We the People initiative, the NEH has a grant program designed to help institutions and organizations secure long-term improvements in and support for humanities activities that explore significant themes and events in American history, thereby advancing knowledge of the founding principles of the United States in their full historical and institutional context.

Grants may be used to support long-term costs such as construction and renovation, purchase of equipment, acquisitions, and conservation of collections. Grants may also be used to establish or enhance endowments that generate expendable earnings for program activities.

Because of the matching requirements, these NEH grants also strengthen the humanities by encouraging nonfederal sources of support. Applications are welcome from colleges and universities, museums, public libraries, research institutions, historical societies and historic sites, public television and radio stations, scholarly associations, state humanities councils, and other nonprofit entities. Programs that involve the collaboration of multiple institutions are eligible, as well, but one institution must serve as the lead agent and formal applicant of record.

Land Trusts

Land trusts provide a valuable service to municipalities across the country in helping to acquire natural areas, open space, and other land for public use. Typically, land trusts not only assist in funding land acquisition but also assist in managing the transaction and financing. Often, each land trust will have a specific set of requirements for the types of land they are willing to help acquire and/or how that land will be used. The Texas Land Trust Council can be contacted for more information.





9.4 TPWD Master Plan Compliance

One of the primary purposes of this Master Plan is to serve as a parks, recreation, and open space master plan as defined by the Texas Parks and Wildlife Department (TPWD).

TPWD Requirements

As of January 2008, TPWD stipulates that park master plans must cover at least a ten-year period. Plans must be updated every five years to remain eligible for grant funding (a completely new plan is required every ten years). At a minimum, updates should include a summary of accomplishments, new public input, most recent inventory data, updated needs assessment, priorities, new implementation plan, demographics, population projections, goals and objectives, standards, and maps. Priorities should be updated as implementation items are accomplished. A new resolution is not required when updating priorities; however if the City changes or revises its priorities, it must submit a new resolution adopting the new priorities.

High Priority Needs

Consistent with TPWD requirements, **Table 9.9** lists the top priorities for parks, recreation, open space, and trails in Frisco. These priorities have been determined based on community outreach, needs assessments, and City staff and City official input in order to provide an effective set of actions to enhance quality of life in the community for purposes of grant applications. The priorities are broken into two lists: one for outdoor facilities and one for indoor facilities.

Table 9.9 High Priority Parks & Recreation Needs

Outdoor Facilities	Recreation Facilities
1. Acquire and preserve open space and nature areas and make them publicly accessible from both a physical and visual point of view.	1. Senior Center New senior facility to open 2018
2. Develop currently undeveloped neighborhood parks with playgrounds, pavilions, loop trails, and open play areas.	2. Health and wellness center New recreation facility to open 2020
3. Acquire land for new community parks.	
4. Acquire land for new neighborhood parks in areas of future development.	
5. Develop Cottonwood Creek, Teel Pond, Stewart Creek, and West Rowlett Creek Linear Parks.	
6. Develop an average of 5 miles of trails every year.	
7. Consider and create public/private/ partnerships as a strategy to provide adequately for parks and recreation in mixed-use developments.	



9.5 Plan Updates

This Master Plan is a guide to be used by the City to develop and expand the existing parks, recreation, trails, and open space system for future needs over the next five to ten years. Since recreation trends and needs change over time, it is necessary to consider this Master Plan as a living document that should be updated regularly. Potential factors that might bring about the need to revise this Master Plan include:

- The population may increase more or less rapidly than projected;
- The recreation needs, wants, and priorities of the community may change; and
- The implementation of certain action items may stimulate and inspire other needs.

Three key areas for focus of these periodic reviews are as follows:

- **Facility Inventory** - An inventory of new facilities should be recorded as well as any significant improvements of facilities provided by the Frisco ISD whenever such facilities may become available for public use.
- **Facility Use** - Facility use is a key factor in determining the need for renovation or additional facilities. Updates on league participation of sports facilities should be prepared each season with data from each association. Changes in participation of those outside the City limits as well as the citizens of Frisco should be recorded.
- **Public Involvement** - As mentioned previously, this Master Plan reflects the current population and attitudes as expressed by the citizens. However, those attitudes and interests may change over time as the City changes. Periodic surveys are recommended to provide a current account of the attitudes of the citizens and additional direction from the public on issues that may arise.

Maintaining a regularly-updated Master Plan will ensure that the needs of Frisco's citizens continue to be met and that the vision and goals set forth in Chapter 1 can be achieved.



FRISCO

HERITAGE MUSEUM

FRISCO



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