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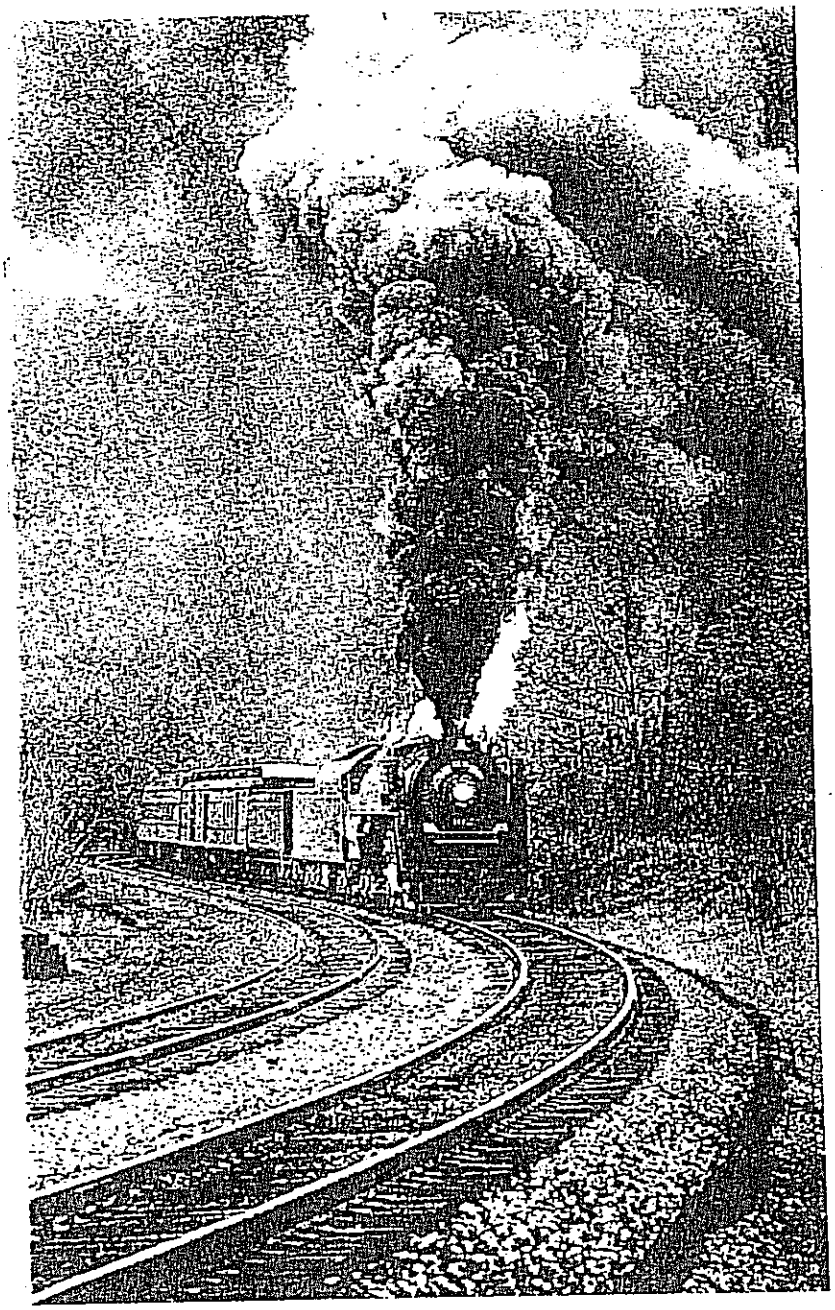

HISTORIC DOWNTOWN MASTER PLAN

FRISCO, TEXAS

M3

FRISCO

DOWNTOWN MASTER PLAN

Acknowledgments

Adopted_____, 1997 Resolution No. 98-04-12R

City Council

Mayor Kathy Seei
Mayor Pro-Tem Buddy Minett
Deputy Mayor Pro-Tem Jim Robel
Councilman Gary Downey
Councilman Linda Feld
Councilman Brett Carson
Councilman Ray Smith

Planning & Zoning Commission

Barbara Carpenter, Chairman
David Buck, Vice Chairman
Rodney Vilhauer, Secretary
J. Baxter Brinkmann
John Ferguson
Fred Lusk
Bill Spears

Administration

George Purefoy, City Manager
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Stacia Salter, Planner

Master Plan Consultants

MESA Design Group
ArchiTexas
Barton Aschman

Participating Organizations

Frisco Chamber of Commerce
Downtown Merchants Association

CITY OF FRISCO, TEXAS RESOLUTION NO. 98-04-12R

A RESOLUTION BY THE CITY OF FRISCO, COLLIN COUNTY, TEXAS ADOPTING THE HISTORIC DOWNTOWN MASTER PLAN; PROVIDING FOR SAVINGS, REPEALING AND SEVERABILITY CLAUSES; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Frisco, Texas ("City Council") has investigated and determined that a adoption of the Historic Downtown Master Plan of the City of Frisco, Texas ("Frisco") should be adopted to preserve the remaining historic fabric of downtown Frisco; and

WHEREAS, Frisco has complied with all notices and public hearings as required by law; and

WHEREAS, the City Council finds that it will be advantageous, beneficial and in the best interest of the citizens of Frisco to adopt the Historic Downtown Master Plan as set forth below.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRISCO, TEXAS:

SECTION 1: FINDINGS INCORPORATED:

The findings set forth above are incorporated into the body of this Resolution as if fully set forth herein.

SECTION 2: ADOPTION:

The City Council hereby adopts a Historic Downtown Master Plan as described and set forth in Exhibit "A" attached hereto and incorporated herein by reference.

SECTION 3: SAVINGS/REPEALING CLAUSE:

Frisco's Comprehensive Plan Resolution No. 91-04-08R shall remain in full force and effect, save and except as amended by this or any other Resolution or Ordinance. All

provisions of any ordinance or resolution in conflict with this Resolution are hereby repealed; but such repeal shall not abate any pending prosecution for violation of the repealed ordinance, nor shall the repeal prevent a prosecution from being commenced for any violation if occurring prior to the repeal of the ordinance.

SECTION 4: SEVERABILITY:

Should any section, subsection, sentence, clause or phrase of this Resolution be declared unconstitutional or invalid by a court of competent jurisdiction, it is expressly provided that any and all remaining portions of this Resolution shall remain in full force and effect. Frisco hereby declares that it would have passed this Resolution, and each section, subsection, clause or phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses, and phrases be declared unconstitutional or invalid.

SECTION 5: EFFECTIVE DATE:

This Resolution shall be effective immediately upon its passage.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FRISCO, TEXAS, on this 21st day of April 1998.

SEAL OF THE CITY OF FRISCO, TEXAS

KATHLEEN A. SEEI, Mayor

ATTESTED AND CORRECTLY RECORDED:

NAN PARKER,
City Secretary

APPROVED AS TO FORM:

ABERNATHY, ROEDER, ROBERTSON
BOYD & JOPLIN, P.C.
RICHARD M. ABERNATHY
City Attorney

HISTORIC DOWNTOWN MASTER PLAN

Table of Contents

	Page
Introduction	1
Proposal Summary	2
Study Area	3
History	5
Development	5
Events	7
Current Conditions	9
Demographics	9
Commercial Base	10
Preservation/Restoration	10
Infill	17
Landuse	17
Zoning	20
Transportation	23
Parking	24
Infrastructure	24
Streetscape Improvements	25
Public Facilities	25
Vision	27
Goals and Objectives	29
Historic Preservation	29
Zoning/Landuse	29
Infill	29
Parking/Transportation	29
Streetscape/Infrastructure	29
Public Facilities	29
Programs	29
Recommendations	31
Historic Preservation	31
Zoning/Landuse	35
Infill	42
Parking & Transportation	50
Streetscape Improvements	61

Page

Public Facilities 65
Programs 67

Funding and Action Plan 69
Specific Action Plan 79

Streetscape Master Plan 83

Appendix I

Aerial Photograph III
Historic Resource Survey V
Historic Depot Plan XXII
Sanborne Insurance Map XXIII
Master Plan Cost Estimate XXIV
Design Guidelines XXVII
Proposed Commercial Form Guidelines XLVIII
Proposed Residential Form Design Guidelines XLIX
Proposed Residential/Comercial Infill Site Guidelines L
Parking & Transportation Report LI
Existing On-Street Parking LVII
Existing Off-Street Parking LVIII
Existing Traffic Signals LIX

This Historic Downtown Masterplan prepared by:

MESA
DESIGN GROUP

With assistance from:
ArchiTexas
Barton-Aschman

INTRODUCTION

HISTORIC DOWNTOWN MASTER PLAN

FRISCO, TEXAS

INTRODUCTION

In 1996 the City of Frisco initiated a study of its original downtown area, otherwise known as the Old Donation. This study was seen as an attempt to preserve both the cultural and structural heritage of Frisco and to facilitate the development of a strong historic downtown core. The area was envisioned to serve as a viable alternative to the on-coming patterns of suburban commercial growth and to provide an important link to a strong sense of community identity for all Frisco citizens, ultimately helping to set Frisco apart from other North Dallas Suburbs.

Figure 1: Main Street about 1915.

The purpose of the Historic Downtown Master Plan is to provide a vehicle for change for future development patterns in the downtown. It will be used as a guideline, with further ordinances to be discussed in public forum. The general organization of this plan involves:

1) An introduction to the history and development of "Downtown Frisco";
2) A summary of the current conditions of the downtown, both in commercial and residential areas;
3) A vision statement for future programs, both public and private, for the Old Donation;
4) Goals and objectives to accomplish this vision;
5) Recommendations; and
6) A funding and action plan that assesses priorities and costs associated with the recommendations.

Within this general framework, the Downtown Plan examines each of the following topics throughout the study:

Historic preservation
Infill and growth around the downtown area
Zoning
Land and building use
Parking and transportation
Public works such as streetscape
Public buildings and park improvements
Programs which support the downtown effort

In the analysis and resolution of each of these areas, the master plan forms a blueprint for the future of "Downtown Frisco".

PROPOSAL SUMMARY

The Downtown Plan formulates a number of proposals that are the basis for the overall recommendation for preservation and improvement in the downtown area. A summary of these general proposals is outlined below:

1. Designate historically important structures relative to the "period of significance" (1900-1922) throughout the downtown area and initiate a Historic Commission review process for future improvements or changes to these structures. Initiate the use of Design Guidelines and designate a historic district. Provide incentives for preservation and restoration of these structures.
2. Provide a mechanism for encouraging architecturally sensitive infill in the historic area, both commercial and residential, through Historic Commission review and the use of Design Guidelines.
3. Expand the Original Town (OT) Zoning District to encompass more commercial areas within the Old Donation. Create more restrictive zoning standards within the OT district that require development that is sensitive to the historical integrity of the downtown area. Investigate the application of the concepts outlined within this plan to the area located along Main Street west of the railroad tracts to the Tollway. Implement an overlay district for the OT and Single-family-6 (SF-6) zoning districts in the downtown area that incorporates design guidelines for new structures and redevelopment.

4. Implement parking and circulation improvements in the downtown that support the "village" concept. Limit traffic flow on Main Street in the downtown commercial core to two lanes in order to decrease speeds and increase congestion. Consider the development of hike and bike trails in the Old Donation to connect it with the rest of the City. Explore future mass transit options to connect "Downtown Frisco" with the rest of the Metroplex via the railroad tracks.
5. Adopt a master plan for public improvements and restoration of historic structures to include renovation of the original Frisco water tower and replication of the San Francisco passenger train depot, once located at the end of Main Street. Consider the permanent location of City Hall in the Old Donation or its relocation to the area immediately west of the railroad tracks at the end of Main Street. Consider building a community hall and library in the downtown.
6. Implement a Main St. street and landscape improvement project from County Road to the railroad tracks. Future landscape improvements should be considered for Main Street east of County Road to Preston and west of the railroad tracks to the Tollway. Initiate improvements to downtown parks to help revitalize the neighborhoods around the downtown core.
7. Submit application for consideration as a Texas Main Street City as designated by the Texas Historical Commission; including the addition of a "Downtown Coordinator" position for economic development and historical preservation in the downtown area.

STUDY AREA

The Downtown Plan study area extends from just west of the Burlington Northern Railroad (BNR) tracks east to County Road, and from Maple Street on the north to the southern boundary of Ash Street. (See Figure 2) This study area is approximately seven blocks east-west and six blocks north-south. The study focused on the property fronting Main Street from John W. Elliot Street to County Road. Commercial and residential areas peripheral to Main Street were included and areas along Main Street outside the study area from the Dallas North Tollway to Preston Road were looked at in order to acquire an understanding of their effect on the downtown area.

blocks north-south. The study focused on the property fronting Main Street from John W. Elliot Street to County Road. Commercial and residential areas peripheral to Main Street were included and areas along Main Street outside the study area from the Dallas North Tollway to Preston Road were looked at in order to acquire an understanding of their effect on the downtown area.

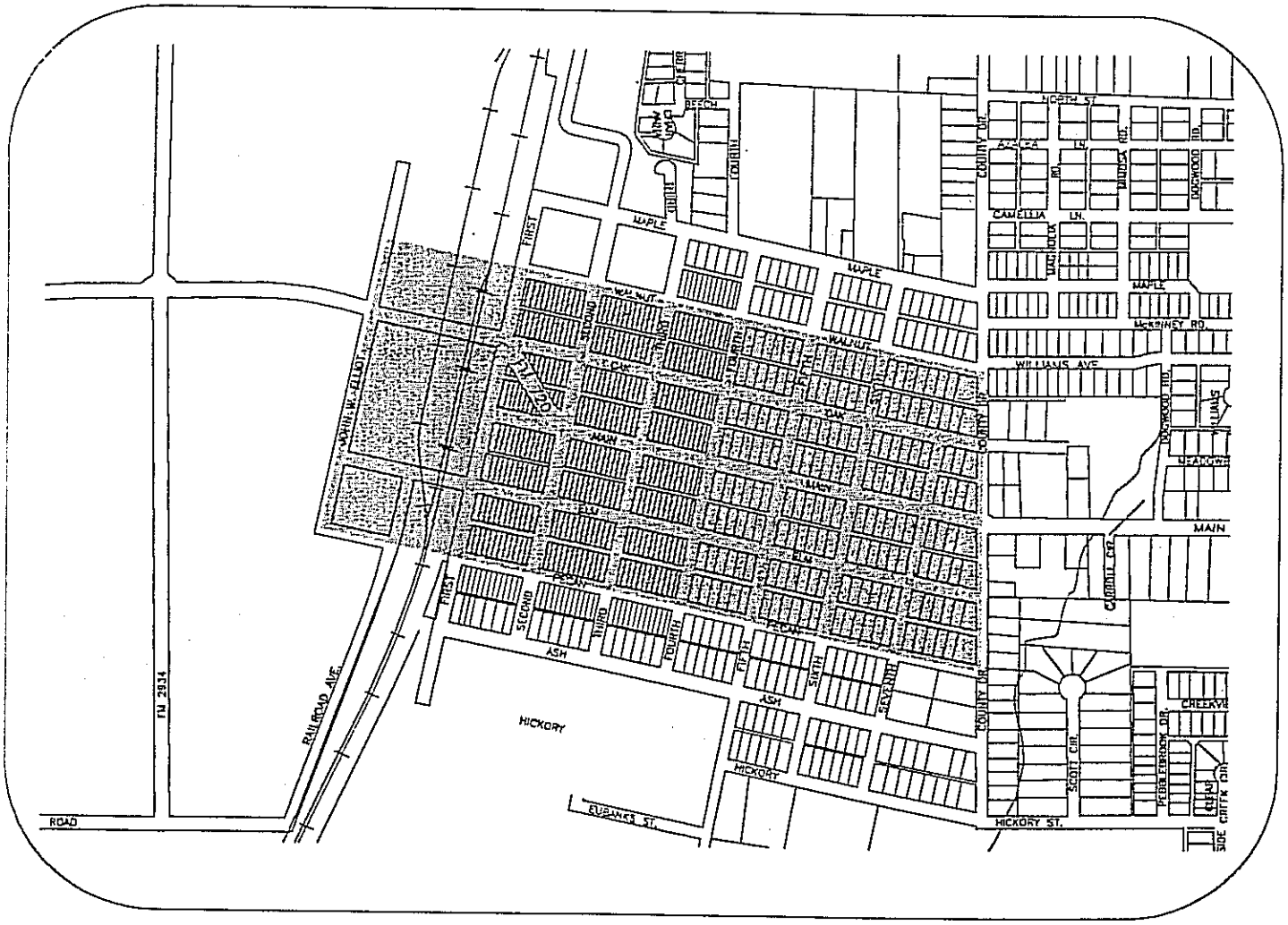


Figure 2: Study Area Map.

HISTORY

RAILROAD INFLUENCE

In March of 1849, the Pacific Railroad Company of Missouri (PRCM) was granted a charter by the Missouri Legislature to allow expansion of the railroad system into other states. The PRCM began laying tracks throughout Texas, constructing the St. Louis and San Francisco Railroads in North Central Texas. When surveying potential track routes through Western Collin County, the decision was made to place the route on the west side of what was known then and now as the Preston Ridge.

The Ridge itself is a geological formation that contains the highest point in Collin County and runs north-south through the heart of Frisco's current City boundaries. The western boundary of the ridge includes a sharp change in elevation that levels out onto flat, agricultural land. Because of the drop in elevation, storm water runoff could easily be captured at the foot of the ridge and channeled into a lake. At that time, the Preston Ridge provided enough water runoff to fill "Lake Frisco," a now nonexistent lake that would have been located southwest of the existing downtown. Since steam engines require water, the train stops and depots were located near lakes to utilize this power source.

Development Years Of Prosperity

Shortly after the completion of the railroad tracks in 1901, Frisco became a regular stop for trains because of Lake Frisco and its central location between Dallas and Tulsa, Oklahoma. Frisco's first general store was opened by Frank Witt of Little Elm in the summer of 1901. A little later A.G. McAdams and the Conway Leeper Company opened lumberyards. Eventually Frisco was settled in 1902 under the name of Emerson, Texas. However, due to the similarity in name of Emerson and the town of Emberson, Texas in Lamar County, the town name was changed to Frisco City and later to Frisco in honor of the railroad. Originally incorporated in 1908, tracts in the Old Donation were

subdivided into lots 25 foot wide and auctioned to the highest bidder at rates of $20 to $50 per lot. These lots and the majority of the buildings on them were sited with their lengths parallel to the railroad tracks, creating a gridiron pattern. This historic gridiron town layout, being a railroad oriented plan, typically was focused on the passenger depot location for the alignment of Main Street which became the central business corridor. During this time Frisco's Main Street housed a post office, The Journal newspaper, a gin and flourmill, a livery stable, churches, a grain company, and a schoolhouse. Frisco was soon inhabited by merchants and their families who moved from nearby areas to take advantage of the new rail trade brought by the direct link between Dallas/Fort Worth and Tulsa, Oklahoma, with some trade going as far north as Kansas City. As Frisco developed and then stabilized in this form, the historic townscape was essentially fixed, reflecting the first half of the twentieth century.

Frisco lies on the fringes of the "Grand Prairie", one of the most fertile farming areas in the Central United States. The fertile soil and underlying hardpan, which retained water, proved ideal for an agriculture community. Frisco as part of the Grand Prairie soon became a major center of grain and cotton production. In addition, great quantities of livestock, poultry and farm products were shipped annually through the town. From early settlement until well into the 1900s, cotton was the principal cash crop in Frisco and throughout north Texas. Old historic photographs show hundreds of bales of cotton, ready for shipment, lined up by the depot awaiting delivery.

The activity in the downtown area concentrated between the railroad tracks and North County Road where Main Street dead-ended. This area was a transportation center for the downtown because of the railroad. The depot, built at the turn of the century when the railroad came through town, was the focal point for all transportation and shipping. The blocks between 2nd and 5th Streets became the core retail business area with buildings fronted on Main Street on both sides. As the agricultural prosperity flourished in Frisco, local traders began to beat a

common path between Dallas and Frisco. These trips were a full day by buggy and soon hotels were constructed to meet this business and travel demand. In 1921, spurred by continued commercial activity, Frisco began constructing more permanent roads. The Dallas Pike, completed in 1922, was a road with nine one-way bridges and six right angle turns that served Frisco as a link to Dallas. With this development Frisco became a hub of activity on the map.

DOWNTURN OF EVENTS

Overall in Frisco, the years from 1900, when Frisco was first settled to 1922, proved to be by far the most significant period of prosperity for both merchants and citizens. It was a great time of abundance and thriving community development. Unfortunately, this time of prosperity came to an abrupt end in 1922 when a devastating fire destroyed all non-masonry buildings within the downtown area. A fire that stared in the back of a building on the south side of Main Street between 4th and 5th Streets destroyed almost all of the downtown businesses, leaving only the brick shells of buildings to stand as a reminder of the past. Although development was quick to rebuild the downtown core, the town never reached the prosperous stage it had held up until that point.

A few years after the 1922 fire, when the town had just reestablished itself, the 1929 Depression hit Frisco. No crops or livestock were sold and a town, which once thrived off agricultural trade, was now faced with keeping all its agricultural commodities for its own self sustainability. When the Depression eventually wore off with President Roosevelt's new programs, Frisco began rocking its streets, installing a sewer system and constructing a new high school. By 1935, Frisco was somewhat stabilized again and on the road to complete recovery. However as luck would have it, Frisco experienced one more fire in the 1940s that destroyed the original lumberyard, a home and the Methodist church, slowing the climb back to prosperity. The town never really began to prosper again until roads were improved in 1956. This was the year when the State constructed Highway 24, a paved road to McKinney,

giving Frisco and the surrounding area a boost in agricultural trade, which had for so long been the sustaining force for the town.

1922 To Present

Frisco has remained a rural farming community until very recently when the construction industry began to boom in the area. Whereas Frisco was originally settled because of the proximity to the railroad, now citizens are drawn to Frisco because of its proximity to major thoroughfares such as the Dallas North Tollway, Preston Road and State Highway 121. Trains still transport materials and trade through the town, however passenger trains have not traveled through the town since the late 1960s.

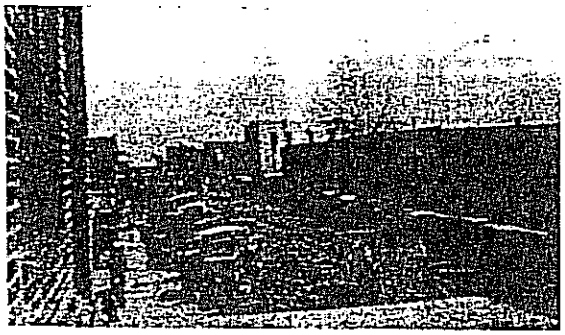


Figure 3: Typical Saturday Street Scene in 1920's.

CURRENT CONDITIONS

CURRENT CONDITIONS & ANALYSIS

In order to prepare proposals for guiding future development of the study area, it was important to consider current issues, trends and conditions in Downtown Frisco. This section is a summary of relevant background information for the study area as follows:

- Demographics
- Historic Preservation/Districts/Survey
- Infill/Growth
- Landuse/Building Use
- Zoning/Setbacks
- Parking & Transportation
- Streetscape/Infrastructure
- Public Buildings/Parks
- Programs

DEMOGRAPHIC BASE

In January 1997, Frisco had an estimated population of approximately 22,000 residents. This is a 300% increase form the 1990 Census population count of 6,141 citizens. The population within the study area is approximately 1,500, concentrated into three distinct areas: 1) The Northern Residential District, 2) The Southern Residential District, and 3) The Flats Area.

Despite the lack of precise information, certain conclusions about demographics can be drawn from available estimates based on 1990 Census data and City estimates. The study area's median household income is less than half of the citywide figure. Housing values for the study area, both owner- and renter-occupied, are significantly lower than for most areas of Frisco. This is generally a function of the older age and poorer condition of the residential structures in the Downtown area. Frisco's Housing Authority operates a small complex of public housing units in the study area in what has historically been described as the Flats area.

Most of Frisco's new residential development has occurred toward the East side of town and along Preston Road. The existing residential communities around the downtown core include older historic areas and newer public housing.

COMMERCIAL BASE

Currently operating along Main Street in "Downtown Frisco", there are approximately 45 merchants and 11 offices, including City Hall. Industry surrounding the Downtown area includes agriculture, construction, and limited manufacturing. A local lumberyard near the railroad tracts has continued to experience increased activity with the regional boom in construction, and serves as a reminder of Frisco's historic past and ties to the railroad. Some 14 trains per day still pas through the downtown area keeping that economic transportation link alive.

With most of the new residential development happening outside of the downtown and east of Preston Road, new commercial construction has pulled away from the central downtown core, as shown by the number of new commercial structures built along Preston Road over the last year versus the number of vacant structures in the downtown. Another commercial development that could draw business from downtown is a proposed regional shopping center at the northwest corner of the Preston Road and State Highway 121 intersection. This new development center could also reduce the need for residents to utilize the downtown merchants unless the public, semipublic and unique retail facilities continue to anchor the area.

PRESERVATION / RESTORATION

Frisco's heritage is represented by the historic structures remaining today that serve as landmarks in the downtown. Several historic structures have survived through history and now create the historic fabric of Downtown Frisco.

Preservation Groups & Activities

Currently there is no organized historic preservation activity in Frisco. There are no non-profit citizen groups or City appointed boards or commissions charged with the task of preserving, restoring, educating and recording the history of Frisco and its heritage. The City took a proactive approach in 1996 when it established a Historic Landmark District, however since this ordinance's adoption no applications for this designation have been made.

An old Historic Sanborne Insurance Map compiled years after the 1922 fire, (see appendix & Figure 5) shows which buildings remained within the downtown after this destructive event. These historic elements such as the water tower, jail depot and grain silos currently serve as historic landmarks. In 1965, the once familiar sight of the blue-gray depot with its loading platform located at the West End of Main Street at the railroad tracks was torn down. Other structures in this area that did not survive include the old railroad water tower, the cotton loading dock, an old stock pen, a hotel, and a large cotton gin. Buildings still present around the railroad tracks include the old Frisco Grain Company Elevators and the buildings just west of the tracks that were used to house town grain and feed companies and a hardware store.

The blocks between 2nd and 5th Street were the core retail business areas with buildings fronting onto Main Street. Most of the buildings in this area were destroyed in the fires of 1920s and 1940s. Significant historic buildings that still remain in this area include structures that used to house a lumber company, an automotive dealership and a tractor sales and service building. (See Figure 4)

SIGNIFICANT HISTORICAL COMMERCIAL STRUCTURES:

(Past & Present)

Structures North of Main Street

1) Railroad Water Tower
2) Cotton Loading Dock
3) Methodist Church
4) Community Hall
5) Tractor Sales*
6) Frisco Grain Company
7) Grain & Feed Companies*
8) School*
9) Lumber Company*
10) Ford Dealership*

Structures South of Main Street

11) Hotel
12) Railroad Depot
13) Cotton Gin
14) Fire Department*
15) Dance Hall*
16) Textile Print Factory*
17) First Bank Building
18) Livery Stable
19) Two-story Lodge Hall
20) Second Bank Building*
21) Jail*
22) First Baptist Church*
23) Frisco Water Works*
24) Miscellaneous Retail*

**denotes still remaining*

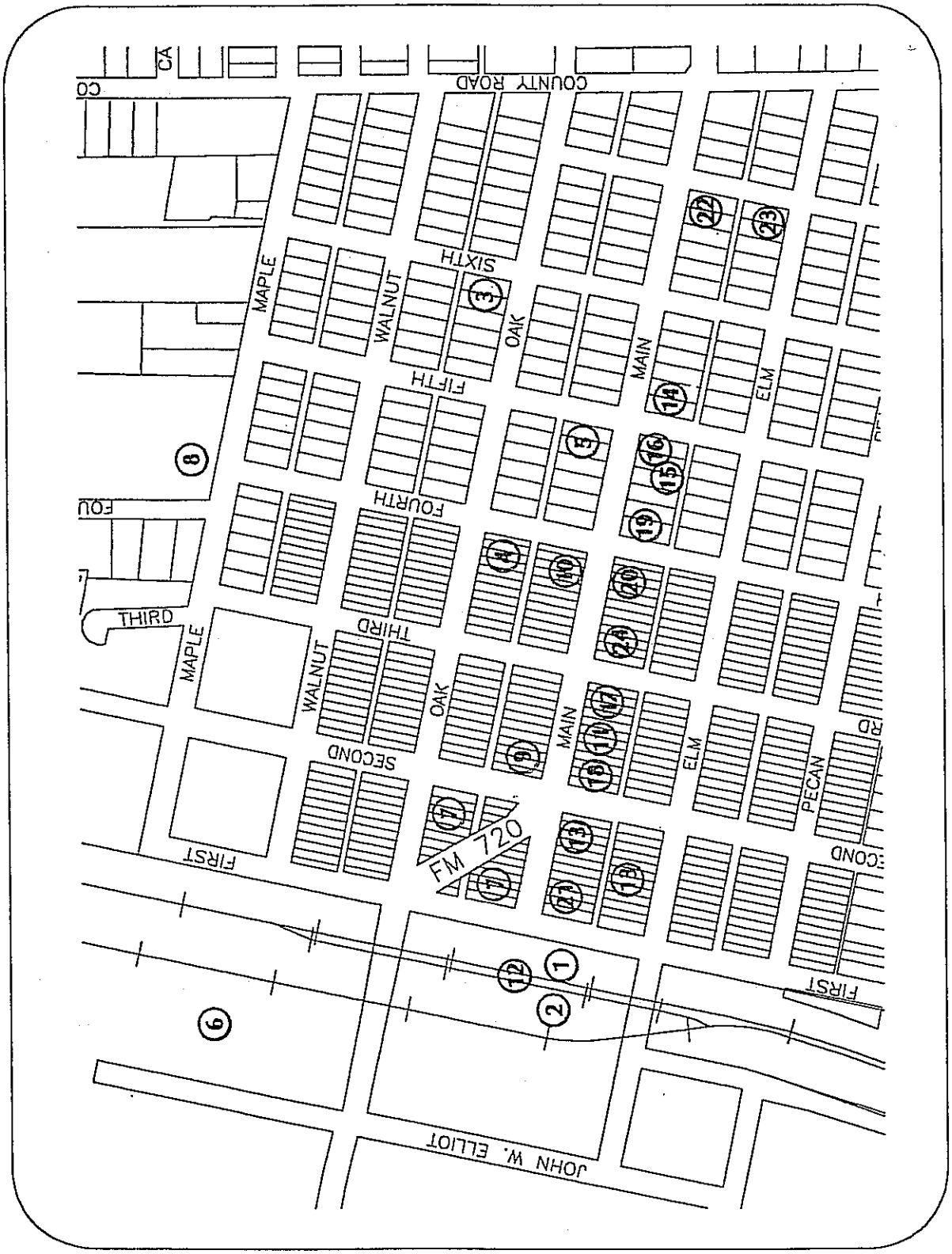


Figure 4: Significant Historic Structures Location Map

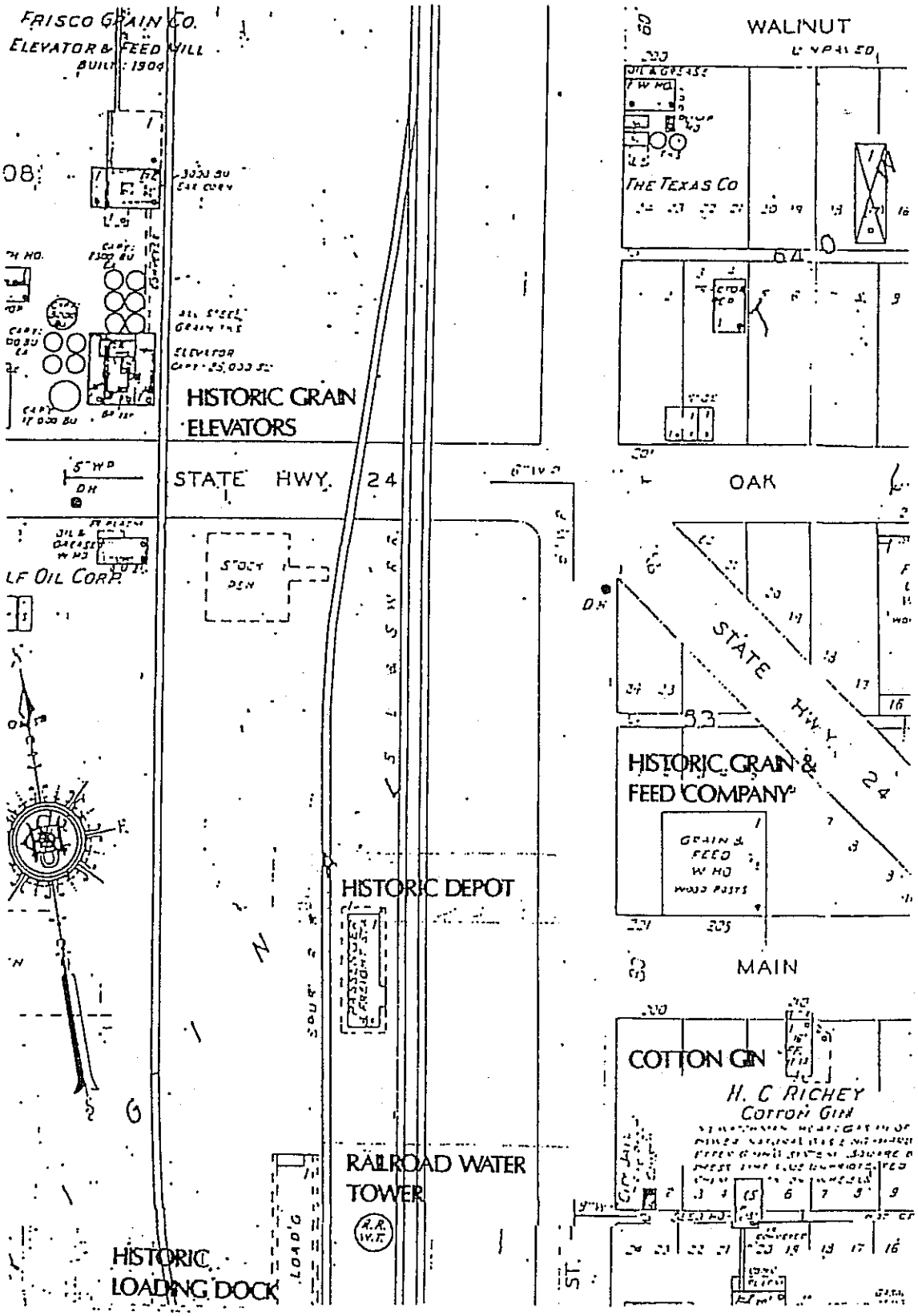


Figure 5: Sanborne Insurance Map Enlargement

1949

On the south side of Main Street, the entire block between 2nd and 3rd has changed. The jail that once sat on this block has been moved to the old cotton gin block. A parking lot and convenience store now sit where the first bank and livery stables once stood before they were destroyed in the 1922 fire. All of the buildings on the block between 3rd and 4th Streets remain intact. Facades have changed over the times, but the structure sizes and shapes have not. The last central commercial district block to the south of Main Street, between 4th and 5th Streets has almost all of the buildings remaining, such as the old post office, the movie theater, some retail and the textile print factory. In fact, the 1922 fire started in the middle of this block and destroyed two building located in the center, but those vacancies have since been filled. A two-story lodge hall that was located at the southeast corner of Main and Fourth Streets is now a gazebo and parking lot, serving the current city offices.

Just past 5th Street on the south side of Main is the old fire department building, which is still standing. The remainder of the blocks between 5th Street and County Line Road are more residential in character and use. The significant structures within this area include the First Baptist Church building (now the Abbey Restaurant), the Frisco Water Works site and several residences. The historic survey in the appendix shows each of these structures. A majority of the residential structures have been converted to commercial uses with some of the structures dating back to the late 19th century including Gothic, Victorian and Craftsman styles.

Downtown Residential Areas

The residential areas immediately surrounding the downtown area can be historically divided into three distinct districts.

- The first of these, the area north of Main Street, is characterized by a number of large historically significant homes, indicating this area was once prosperous and affluent. Geographically, it sits atop the Preston Ridge between 3rd Street and County Road on the east, and between Maple Street and Oak Street on the south. The structural

styles in this area reflect the architecture associated with construction between the 1880s and 1950s. Seventy percent (70%) of the buildings within this area remain as contributing historical structures.

- The second residential area is to the south of Main Street between 4th Street and County Road on the east and Elm Street and Ash Street to the south. This area was historically the medium income residential area and is still characterized by smaller homes. Most of the structures in this area were built after 1922 and are not historically significant.
- The third area is located on the blocks south of Main Street between 1st and 4th Streets, and the blocks facing Elm Street on the north and Pecan Street on the south. This area was characterized by predominantly small and dense shotgun style housing, supposedly originally built for railroad workers. This was historically, the lowest income housing in Frisco. Today, few of the original houses in this area remain having been replaced by predominately rental housing.

Generally speaking, the buildings developed since the 1950s have not reflected the historic character or integrity of downtown that existed from 1900-1922. There is a great opportunity in Frisco for the restoration of existing structures both along Main Street and in the northern residential district, but a comprehensive approach to this preservation effort is needed. This requires a well-organized, ongoing program augmented by City Staff. Individual efforts have been made in the past, but to be successful, it requires coordinated public and private resources in a cooperative effort.

INFILL/GROWTH OPPORTUNITIES

Commercial

One of the major needs in the downtown commercial core is the construction of infill buildings. These spatial voids along Main Street create interruptions in the visual character of the street, weakening its effect on potential customers and residents. However, because of the existence of these vacant lots, there are great opportunities for new commercial growth within the downtown along Main Street. Infill is especially needed between 1st and 3rd Streets on the south side of Main and between 1st and 4th on the north side. This infill development would create more available retail and office space as well as anchor each block with visual and investment stability.

Residential

Another major necessity for the downtown area is the need for residential infill development. This becomes extremely important in the activity level of the downtown area, particularly in the evening hours. Since there are several vacant lots, there are great opportunities for new residential growth as well as several potential renovation projects within the downtown area.

LANDUSE

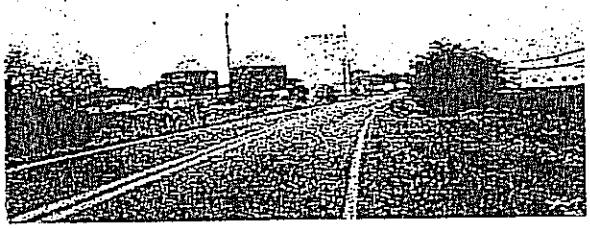


Figure 6: 1996 view of Frisco from West.

The historic Downtown of Frisco contains a large distribution of various land use types. Industrial and agricultural fields embrace the City on the west side of the railroad tracks, while retail uses front Main Street and infiltrates some of the surrounding residential areas. Service oriented business such as restaurants and offices occupy once residential structures between 5th and County Road. Along the east side of downtown past County Road, businesses have also begun to occupy houses, transforming this residential area into an extension of the commercial district.

As stated earlier, vacant lots are scattered throughout the study area creating redevelopment opportunities. These vacancies weaken the overall uses of the area causing a scattered distribution of activity. With these vacancies come the opportunities for new infill development and the need for sensitive development standards in order to preserve historic character and revitalize the downtown simultaneously.

The following illustration displays the current land use of the downtown study area.

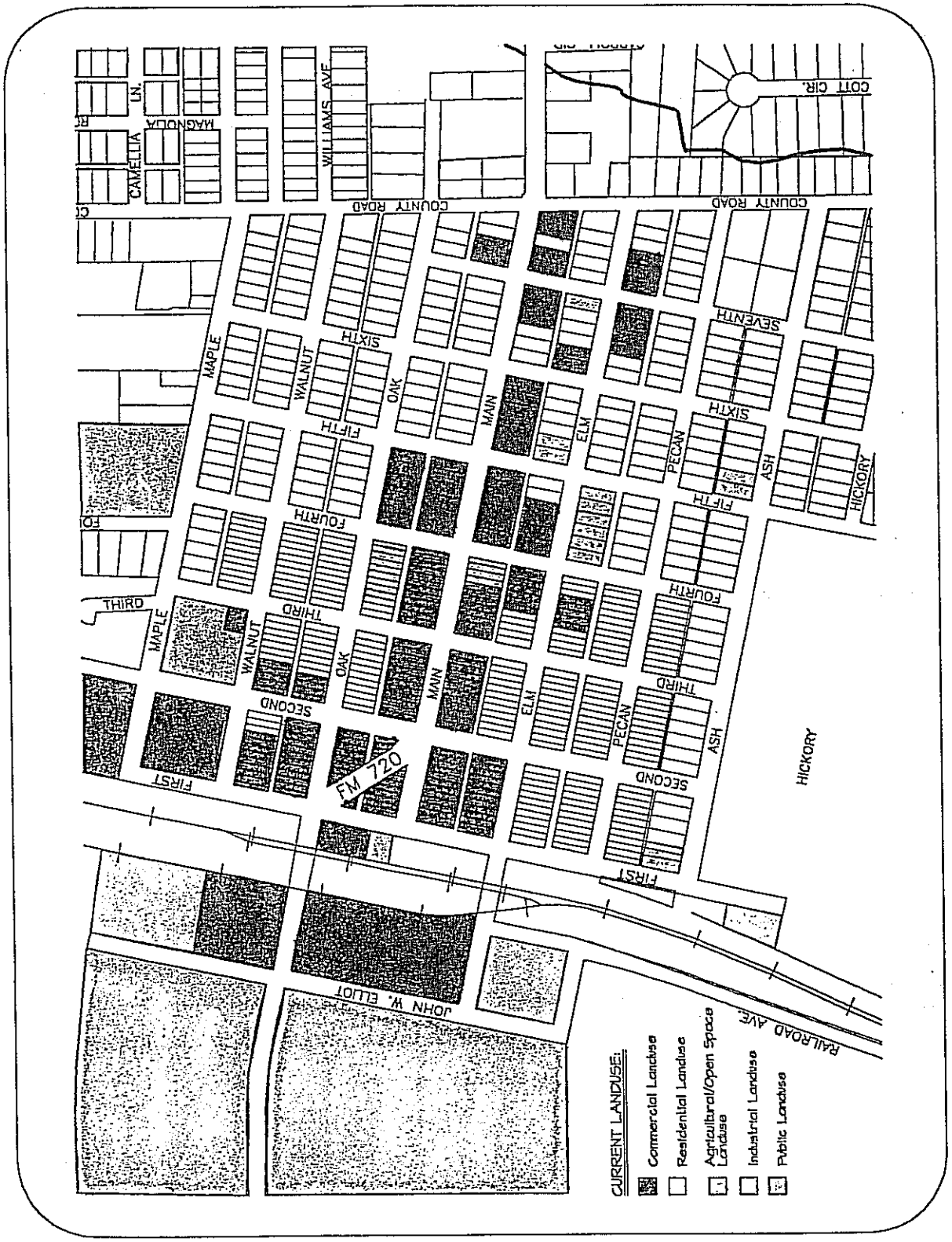


Figure 7: Current Landuse Map.

ZONING

Currently there are five different zoning designations within the Downtown study area. This mix includes:

- Original Town (OT) – A commercial district designed for the original town site, commonly refereed to as the Old Donation. Standards for vehicle parking, building setbacks, and building height are similar to those existing on developed properties in this area.
- Single-family-6 (SF-6) – A residential district also designed specifically for the "Old Donation" to accommodate development of the twenty-five foot lot widths, as well as the preferable standard for a minimum fifty-foot lot width or two platted lots constituting a building site.
- Single-family-5 (SF-5) – A residential district providing for a minimum lot area of seven thousand (7,000) square feet.
- Commercial-2 (C-2) – A heavy commercial district for small scale service and commercial related establishments that may require open, but screened, storage areas for materials. The uses envisioned for this District typically utilize smaller sites and have convenient access to thoroughfares and collector streets.
- Industrial (I) – A light Industrial district intended primarily for uses in the conduct of light manufacturing, assembling and fabrication, and warehousing, wholesaling and service operations that do not depend upon frequent customer or client visits.
- Agricultural (A) – This district is intended to provide a location for principally undeveloped or vacant land used for agricultural purposes. The uses permitted shall encourage and protect agricultural uses until urbanization is warranted and the appropriate change in district classification is made.

Although the existing zoning mixture contains a district designed specifically for the downtown commercial core, this area has been unable to strengthen and develop due in part to a lack of specific development standards. One aspect is the lack of established and enforced setbacks for the area. In the standards section of the Frisco

Comprehensive Zoning Ordinance, the OT district is slated as providing standards that are "similar to those existing on developed properties in this section of the city." There is no specified minimum front yard for this district, thus allowing a front building line of zero, but the ordinance does not mandate a zero front yard. This allows development to occur historically up to the front property line, but does not require all new or expanding structures to conform. As a result, a mixture of front setbacks has and could continue to occur along Main Street, creating a zigzag effect that diminishes the pedestrian experience and weakening the commercial core. Another problem could be attributed to the Industrial and C-2 zoning that front Main Street on the west end of the study area. This area has somewhat hindered the image and growth of the downtown due to the heavy uses currently operating there. These areas of zoning are very historic in character, but have not remained historic in use and should be addressed.

The following map shows the current zoning for the Downtown and its immediate surrounding areas:

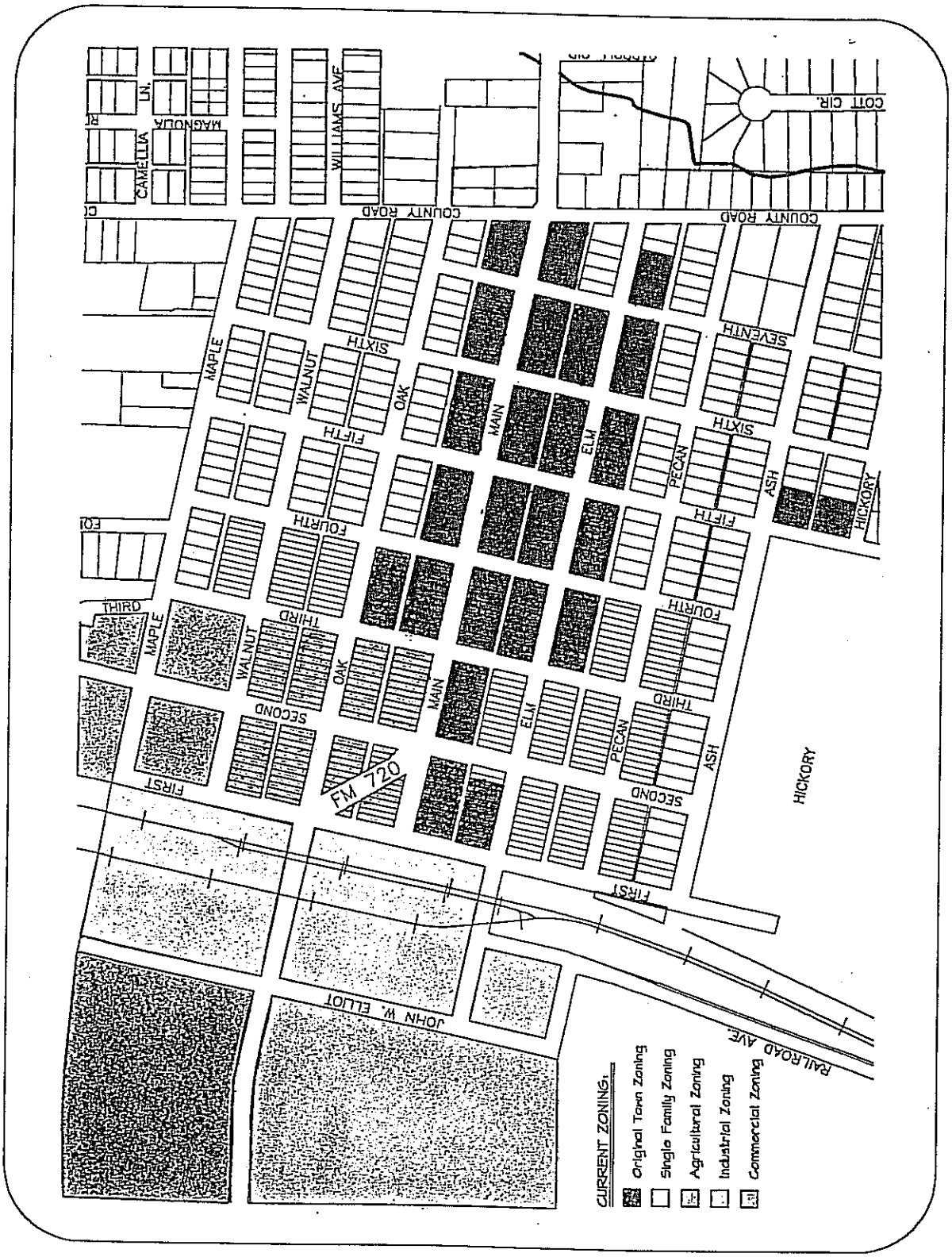


Figure 8: Current Zoning Map

TRANSPORTATION

Transportation in the Downtown area concentrates on FM 720 or Main Street, which is currently a two-lane roadway maintained by the Texas Department of Transportation (xDOT). Traffic is funneled from the extension of the Dallas North Tollway on the west, Preston Road on the east, and 5th Street from the south to Main Street. The existing right-of-way for this thoroughfare is currently only 80 feet. As a part of this study, 24-hour traffic counts were taken east and west of the downtown area and on 5th Street to determine the needed capacity for FM 720 or other nearby thoroughfares. On average at the time of this study, FM 720 carries 5,400 vehicles per day to the west of downtown and 11,900 vehicles per day to the east. Traffic counts for 5th Street were a little lower at 3,000 vehicles per day.

At the present time, the existing roadway system in the downtown area is adequate to accommodate the traffic demand. Although the North Central Texas Council of Governments (NCTCOG) had not completed there 2020 Mobility Plan for the Dallas-Fort Worth region at the time of this study, NCTCOG projections for the year 2010 do not indicate a significant increase in traffic in the downtown area over the current levels. This was determined primarily due to the assumption that planned improvements to major parallel roadways, such as SH 121 and Eldorado Parkway, will be in place by that time.

The control of traffic in the downtown area is primarily through the use of stop signs with one signal light at the intersection of Main and County Road. The traffic on Main Street is given preference over all intersecting streets.

Other transportation related items include the extension of the North Dallas Tollway. Currently this limited access expressway ends just south of SH 121. The planned expansion of this thoroughfare through Frisco from SH 121 to SH 380 will create a strong doorway to the west of downtown. Another issue, is the lack of transit service in Frisco. Although there are proposed park linkages throughout the City, future

transportation systems could include Dallas Area Rapid Transit (DART) or perhaps historic passenger trains. (See Transportation and Parking Report in the appendix for details and traffic counts.)

PARKING

Parking is one of the biggest concerns for merchants, employees and citizens alike in the downtown area. Existing on-street parking in the downtown (131 spaces) is primarily located along Main Street (94 of these spaces). The problem associated with many of these spaces is that they require cars to back directly into streets, a very dangerous scenario. Although there are 34 off-street parking lots in downtown that provide 317 parking spaces, the main problem is that the parking is not evenly distributed among the downtown blocks. This causes an overflow in some areas and vacancies in others. An additional drawback is that these parking lots directly abut Main Street in many areas. This creates spatial voids along Main and reduces the amount of primary retail space that could be attained in the downtown. Ideally, parking should be distributed throughout the downtown area and located at the backs of buildings facing Main Street.

INFRASTRUCTURE

The current infrastructure conditions of the Downtown area are as follows:

- Frisco's water supply comes from Lake Lavon. The current water system in the downtown area was updated five years ago, and is in good working condition at the present time.

- Storm Sewer: Currently, storm water is handled through a combination of curbed streets, bar ditches, and underground storm sewer pipes. With future road improvements that include defining intersections and curbing streets, the storm water on Main Street could potentially back up in parking areas and onto sidewalks. Water is currently collecting in retention areas around the railroad tracks after major storms.

- Utility Lines: Most overhead TU Electric and phone utility lines are located off Main Street in alleys behind the buildings or buried underground.

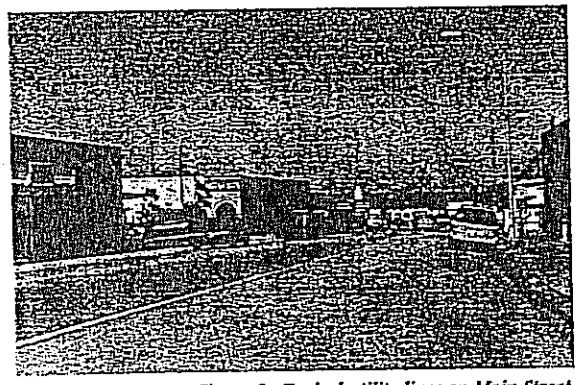


Figure 9: Typical utility lines on Main Street.

- Streets and Curbs: All of Main Street has curbed street edges. However, very few other streets in "Downtown Frisco" have curbs or striping, therefore prohibiting efficient on-street parking.

- Sidewalks: Sidewalks currently run on both side along Main Street, but do not necessarily border all blocks in the Downtown area.

STREETSCAPE

Streetscape is a term used to include special pedestrian paving, landscape, lighting, signage/graphics, and furniture such as benches and trash receptacles. The current streetscape conditions within the downtown area are not particularly attractive and are insufficient for the desired pedestrian experience in a "village" shopping district.

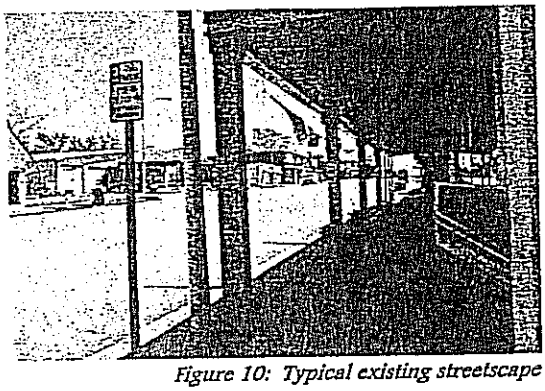


Figure 10: Typical existing streetscape

PUBLIC BUILDINGS/ PARK IMPROVEMENTS

Public and semi-public facilities play an important role in any downtown area. These facilities help anchor the core business district and create a need for citizens of all residential areas to travel into downtown. A number of public and semi-public facilities are located in the immediate Downtown area or have a direct link to Main Street:

- City of Frisco Government Offices
- Frisco Chamber of Commerce
- Frisco Public Works
- Police Department Building/Community Center
- Benton-Staley Middle School
- Frisco Independent School District Administration Offices

The condition of many of these buildings is good; however many of these institutions will be expanding or relocating in the future, so it is important to consider keeping them in the area.

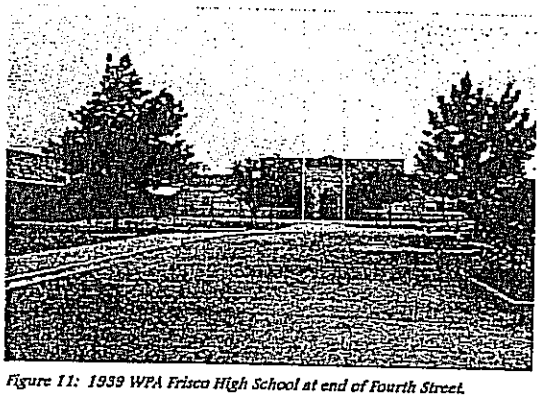


Figure 11: 1939 WPA Frisco High School at end of Fourth Street.

The only parks or public open spaces in the downtown area are the 1st Street Park and the gazebo area. There is a need for better neighborhood parks in the northern and southern residential districts. There is also a need for more significant festival space in the downtown area than is currently available.

VISION

VISION

The citizens, merchants and elected officials of Frisco have indicated a vision for Downtown Frisco in the 21st Century, other than that existing today. This vision begins with a healthy economic picture of thriving businesses, a government center and residential neighborhoods that create a "village" which is pedestrian friendly and aesthetically pleasing. Downtown Frisco is a memorable place with a history that distinguishes itself in the metropolitan area as a more desirable place to live and work.

With the existing conditions in "Downtown Frisco", how is this vision best realized? Utilizing the strengths and opportunities which history has provided, Frisco should begin by returning to its roots and amassing a strong future image from those beginnings. Using the National Park Service " Standards for Historic Preservation", a *period of significance* should be established as a baseline for the downtown area. In Frisco, this period of significance was from 1900-1922. Buildings built within or before this time frame are designated as historically important; significant structures falling into or before this period would be considered landmarks; buildings added after 1922 but prior to 1945 might be judged on their own merit as to whether they add to the "village" fabric. This new vision could draw upon past elements such as the railroad where Frisco's history derives. The railroad history could become a design theme, logo, trademark or marketing tool for the Downtown area. With the *period of significance* as a baseline, future infill development should occur within that period of architectural design for both commercial and residential structures.

VISION STATEMENT

Downtown Frisco should develop and preserve ties to the history of Frisco occurring the period of 1900-1922 with a strong emphasis on the importance of the railroad to the downtown area.

GOALS
&
OBJECTIVES

GOALS

The Downtown Plan is intended to establish a series of goals and objectives to define the general direction needed for the future of the downtown area. These items serve as the basis for the more specific proposals and recommendations in this plan. Some ideas recommend simply continuing what Frisco is already doing, but better. Some require a community will that demands a commitment to pursue a difficult but rewarding end with the results being determined by numerous decisions that will be made over the coming years.

- Goal Number One: Preserve the remaining historic fabric of "Downtown Frisco". *Historic Preservation*

- Goal Number Two: Supplement zoning in order to improve land use patterns and encourage private development that supports the historical interests of downtown. *Zoning/Landuse*

- Goal Number Three: Provide a mechanism for structural infill downtown that is historically sensitive. *Infill*

- Goal Number Four: Increase the efficiency and quality of vehicular circulation and parking. *Parking/Transportation*

- Goal Number Five: Implement streetscape and infrastructure improvements that enhance the visual and pedestrian quality of the downtown area. *Streetscape/Infrastructure*

- Goal Number Six: Encourage future public buildings to remain as anchors in the downtown area. *Public Facilities*

- Goal Number Seven: Create incentive programs that encourage and promote continued redevelopment interest in the downtown in a historically sensitive style. *Programs*

The concepts of these goals were gathered from the citizens and merchants of Frisco at various public meetings. The following chart was derived from a brainstorming session with these citizens:

Historic Downtown Master Plan
First Town Meeting Notes
MESA Design Group

GOALS	FACTS	NEEDS	CONCEPTS
• Increase pedestrian use	• Restore Water Tower	• Parking	• Main Street "Village"
• $ Investment into Downtown		• Lighting	• Preservation
• Commercial & Residential Co-exist		• Sidewalks	• Restoration
• Preserve historic core & allow for future enhancement		• Beautification	• Destination Place
• Funding of Hwy. by State		• Roads	• Entry Portal
• Control Traffic Flow		• Stop signs	• Trolley
		• Community Center (needs attn.)	• Concentrated Parking (garage)
		• Review Signage	• Main Street Program
			• Depot
			• Farm Museum
			• Light Office
			• Streetscape
			• Logo
			• Community Theatre
			• Small Town Feeling
			• Farmer's Market

Figure 12: First Town Meeting Notes.

RECOMMENDATIONS

RECOMMENDATIONS

The following recommendations have been prepared to aid and direct in the accomplishment of the goals of this plan. Some of the recommendations focus on a single goal or objective while other impact two or more related proposals. In some instances, the recommendations provide further details to guide the decision making process. In other cases, they identify specific actions or programs for implementation.

HISTORIC PRESERVATION

Goal : *Preserve the remaining historic fabric of downtown Frisco.*

Historic Preservation Specific Recommendations

1. *Designate Buildings within the Historic District which have unique cultural or historic merit.*
2. *Create a Frisco Historic District; Nominate this area to the National Register of Historic Places; Implement Historical District Design Guidelines;*
3. *Create a Historic Commission appointed by the City Council to review development applications; Provide review of development applications by an outside preservation architect by way of application fees or other programs.*
4. *Study the initiation of low interest loan programs for facade, roof and structural renovation of historic structures.*
5. *Provide tax abatement in the historic district for renovation or construction for a period of ten years.*
6. *Create a "conservation district" to the south of the historic district between 4th Street and County Road.*
7. *Renovate the Frisco Water Works and water tower in the historically appropriate manner.*
8. *Replicate the Railroad Depot on the downtown side of the tracks along First Street.*

It is recommended that the remaining historic character be stabilized and preventative measures incorporated to prevent further deterioration through inappropriate development or neglect. Both commercial and residential areas should be addressed, and their

integral linkages strengthened. Mechanisms to accomplish these goals are described in the following paragraphs.

Historic preservation should be viewed as a broad-based community issue and not simply as a Downtown issue. Such examples of historic preservation/renovation projects relating to Frisco could include the following:

- Reconstruction of train depot
- Addition of R.R. museum
- Addition of agricultural/farm museum
- Reconstruction of building styles that mimic historic styles or specific buildings
- Preservation of historic jail site
- Restoration of water tower site
- Addition of historic murals (soft drink logos, gasoline signs, etc.)
- Addition of farmers market
- Addition of historic theater

Other methods of historic renovation could include simple paint color changes, new signage and use of historic building materials.

To identify the most significant historic properties in Frisco, it is recommended seeking to nominate an area to the National Register of Historic Places. This area is indicated on the following map and includes part of Main Street and the residential areas to the north, between 3rd and County Road. This area contains the best and most intact historic fabric in Frisco. Design guidelines would be adopted to protect these structures.

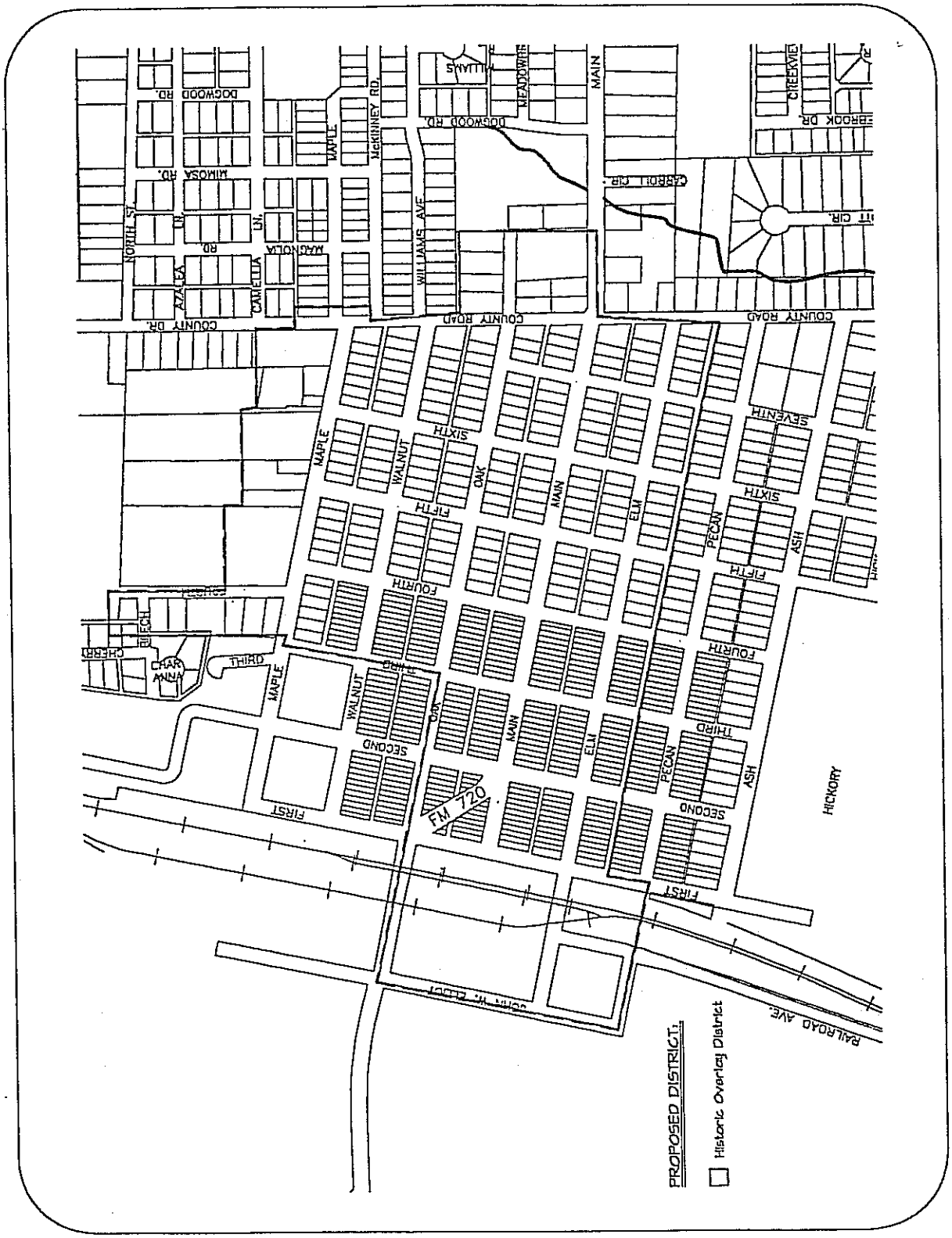


Figure 13: Proposed National Historic District Map

The other element that will have a major impact on the Downtown area is the reconstruction of the Depot and its surrounding area. The Depot, having been removed, should be replicated and located on axis with Main Street. An estimated project budget is located in the appendix for discussion purposes. This structure with its wooden platform can be utilized as a gathering place for special events. The triangular block in front of the depot has been kept for more open space use. This area in turn begins to act as a Downtown city park for merchants, residents, and visitors to enjoy. Along with the depot is the possibility of creating a railroad museum. Several of these have been done across the country and are very successful. They usually consist of several sets of tracks with historic rail cars on them for people to explore. An example of this is at the FRISCO Railroad Museum in Springfield, Missouri.

Another potential amenity for the Depot area is the addition of a farm or agricultural museum. With the grain silos across the highway from the depot, this area is already a visible link to agricultural history in Frisco.

ZONING/LANDUSE

Zoning Specific Recommendations

Goal: Supplement zoning in order to improve land use patterns within and encourage private development supporting the historical model of downtown.

1. Expand the Original Town District boundaries to include areas to the west and north of the existing area. (See figure 15)

2. Separate the OT District into two new districts defined by their character. OTC (Original Town Commercial) for areas of commercial character with commercial uses and OTR (Original Town Residential) for areas of residential character with commercial uses.

3. Revise the OTC District standards as follows:

Permitted Uses:

a. Add:

Residential uses on 2nd floor
Mixed use residential/retail with retail on the first floor.

b. Delete:

Restaurant with drive through
Auto recondition/ body Fender Repair
Auto Repair Major
Trailer Rental
Truck Rental or Leasing
Truck Repair & Overhaul
Drive In Restaurant
New boat Sales
Open or outside storage of products or materials (not screened)
Theaters, more than 2 screens
Tire Dealer (New)

c. SUP:

Plumbing shop and related activities
Convenience store without gas pumps
Convenience store with gas pumps
Auto Glass Sales and Repair
Auto Repair, Minor
Vehicle or Car Wash
Amusement Arcade
Boarding House
Miniature golf, Driving Range, & Putting course
Outside storage (w/ opaque screening)
Theaters, maximum of 2 screens
Auto leasing and renting
Office Showroom/ Warehouse

District Standards

Require buildings to build up to the front property line
Allow canopies or porches to project 10 foot into the ROW along Main west of 5th Street.
Delete sideyard requirement abutting residential property (there will be no residential adjacency)
Delete minimum sideyard abutting a street
No parking allowed in the front yard.

Figure 14: Proposed OT Zoning Changes

4. Revise the OTR District standards as follows:
   Permitted Uses:
   d. Add:
   Residential uses on 2nd floor
   Mixed use residential/retail with retail on the first floor.
   All residential uses allowed under SF-6
   Community Center, private
   e. Delete:
   Restaurant with drive through
   Auto recondition/ body Fender Repair
   Auto Repair Major
   Trailer Rental
   Truck Rental or Leasing
   Truck Repair & Overhaul
   Drive In Restaurant
   New boat Sales
   Open or outside storage of products or materials (not screened)
   Theaters, more than 2 screens
   Tire Dealer (New)
   f. SUP:
   Plumbing shop and related activities
   Convenience store without gas pumps
   Convenience store with gas pumps
   Auto Glass Sales and Repair
   Auto Repair, Minor
   Vehicle or Car Wash
   Amusement Arcade
   Boarding House
   Miniature golf, Driving Range, & Putting course
   Outside storage (w/ opaque screening)
   Theaters, maximum of 2 screens
   Auto leasing and renting
   Office Showroom/ Warehouse

   District Standards
   12 foot sideyard setback abutting a street
   Maximum lot coverage 50%
   No parking in the front yard setback zone.

5. Revise the existing Single-family-6 District standards as follows:
   Permitted Uses:
   a. SUP:
   Tourist Home (Bed & Breakfast)

6. Revise the Comprehensive Zoning Ordinance Section 36: Special and Additional Supplementary Regulations (36.9) to allow 100% wood frame houses in SF-6/Historic Overlay District with Historic Commission approval.

7. Create a Historic Overlay District to establish historic design guidelines. Apply overlay district to the OT districts and portions of the SF-6 district.

8. Create a Historic Commission to review development applications in the Historic District for conformity to the Design Guidelines.

9. Creation of a conservation and redevelopment district for areas surrounding the historic overlay district that are not eligible for inclusion.

10. Consider relocating the Industrial (I) District zoning, located to the west of downtown, and replacing it with a special zoning district called UC-Urban Center. This area would allow mixed uses including commercial, office, retail, and potentially some residential. Area regulations could require no front yard setbacks, parking requirements to the side or behind buildings. Two story buildings could be encouraged, perhaps higher than three story allowed.

The Original Town District should be expanded to include areas to the north and west of its existing boundaries, as illustrated on the following map. (See Figure 15) This would in effect protect the historic intersection of FM 720 and the railroad where the depot was once located. The OT district also needs to be divided into two separate districts that distinguish between the architectural styles in the downtown. The first district (OT-C) should contain standards for commercial structures with commercial uses whereas the second district (OT-R) should contain standards for residential structures with commercial uses.

To further enhance and protect the historic core of Frisco, a historic overlay district should be created with specific guidelines for redevelopment and new construction. Design guidelines should specifically address critical historic structure issues such as building materials, architectural style of buildings, doors, windows, exterior color scheme, and signage. This overlay district is recommended for the OT districts, the National Register District and portions of the SF-6 district. The guidelines within the overlay district should be administered through a Historic Commission through a review process. With design guidelines in place, the OT and surrounding neighborhood areas can be protected in the same method as the National Register District, but administered locally.

The residential area to the south of the proposed OT districts, between 1st Street and County Road, is an area that is recommended to be stabilized. Although attrition over the years has left the

neighborhood severely eroded, this low-income neighborhood can be improved and upgraded to provide close-in housing for low-income families. This area can be separated into two sections. The first is recommended for a Conservation District or other official designation that is intended to preserve residential character and structure to stabilize its sense of community and ownership. This encourages historic preservation/replication but does not require that it be developed in this pattern. The second is a Redevelopment District which encourages economic redevelopment and new construction. Hopefully this would be in a historic vernacular, but this is not required either.

The future zoning on the land between the Downtown and the Tollway is the last area to address. This area will soon become a major entrance portal to the downtown area. It is important to plan the uses that will occur in this area in conjunction with their effects on the desired end for the downtown. The development of this area can "make or break" the downtown and its relationship to the Metroplex in terms of access, expansion and character. It is recommended that the land use is this area become one of non-residential uses other than straight Industrial zoning. Instead, an extension of the character of the downtown area could enhance this district while potentially preserving some of the open agricultural land. The following map illustrates the proposed zoning recommendations:

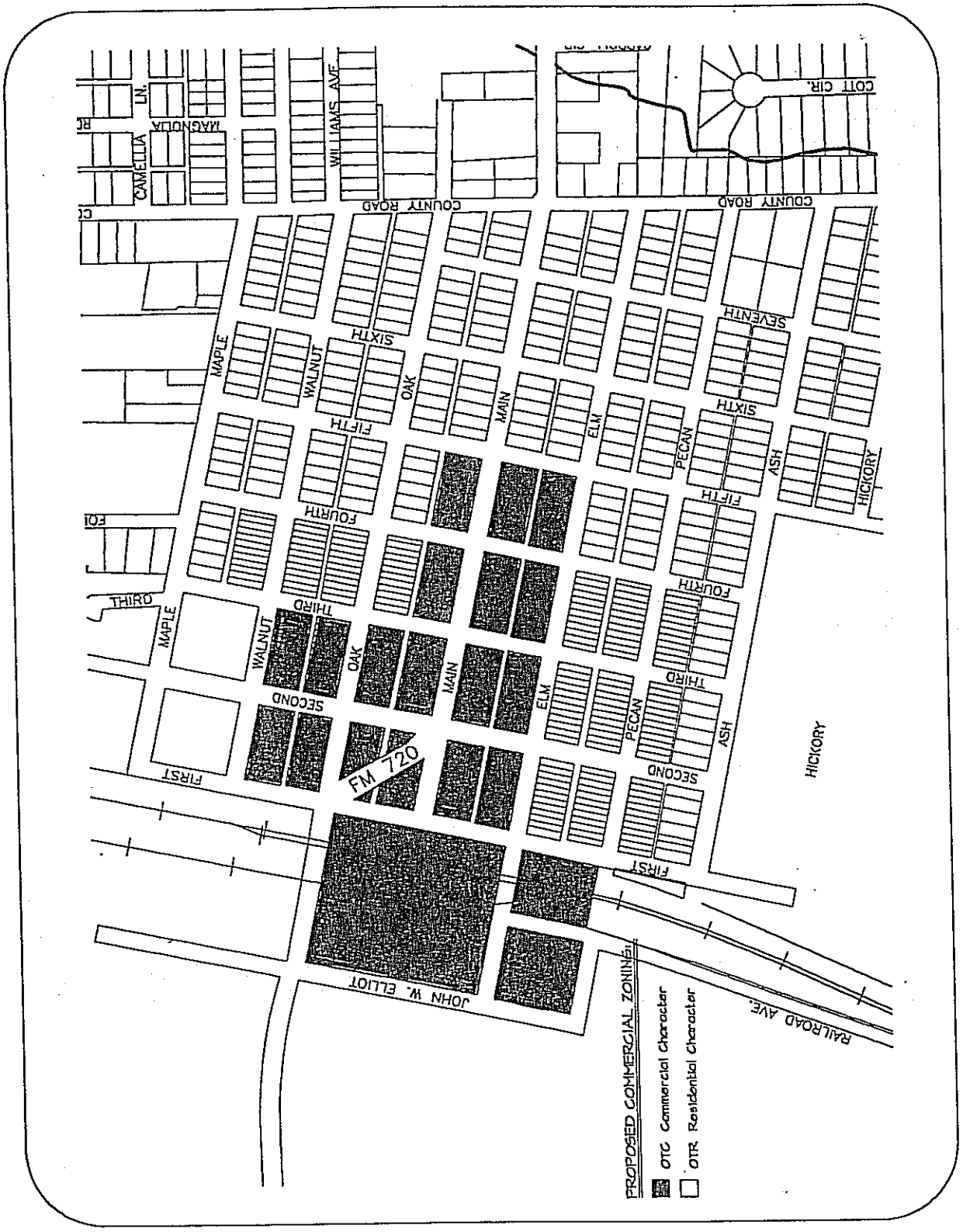


Figure 15: Proposed Commercial Zoning Map

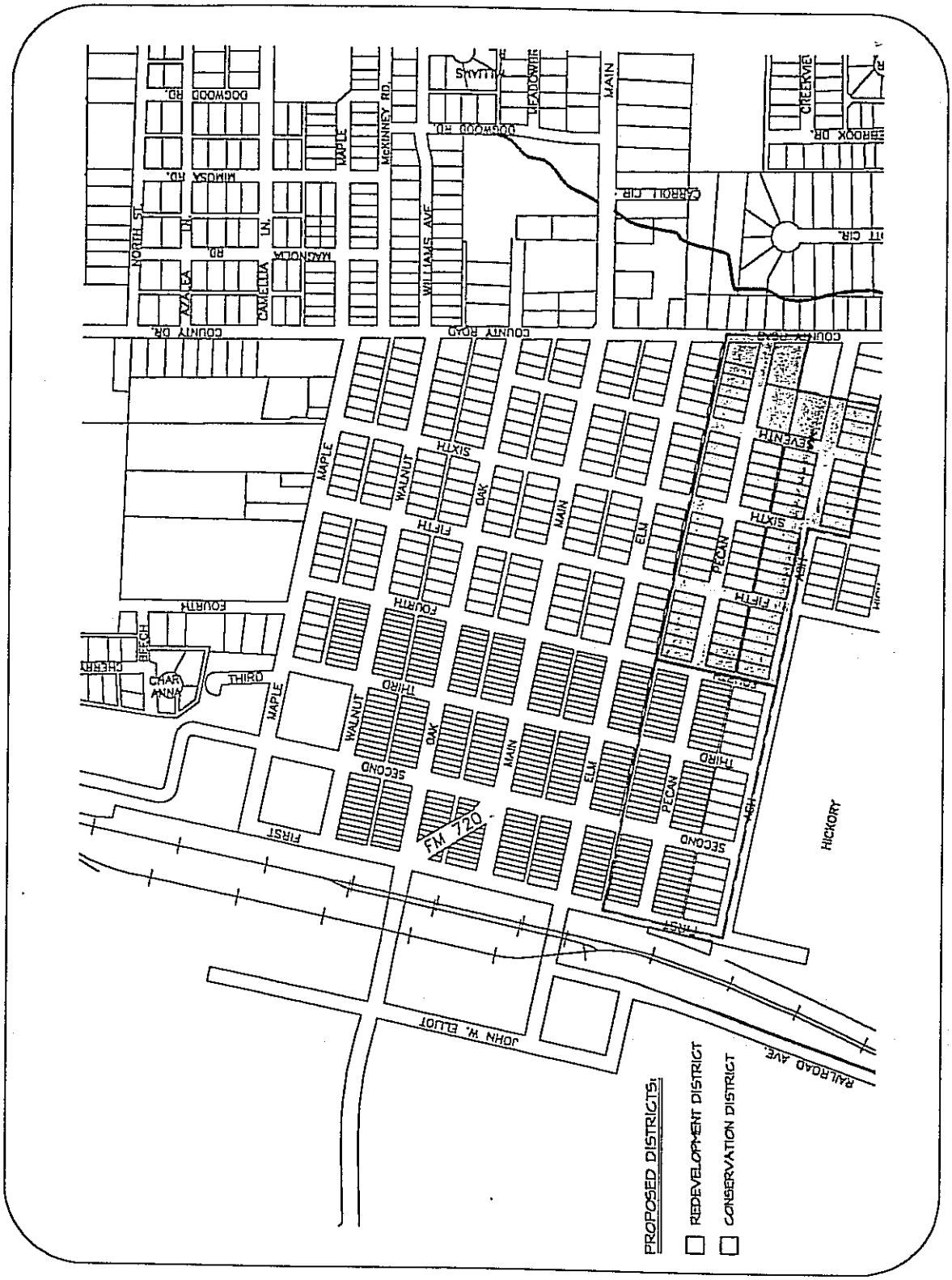


Figure 16: Proposed Conservation/Redevelopment District

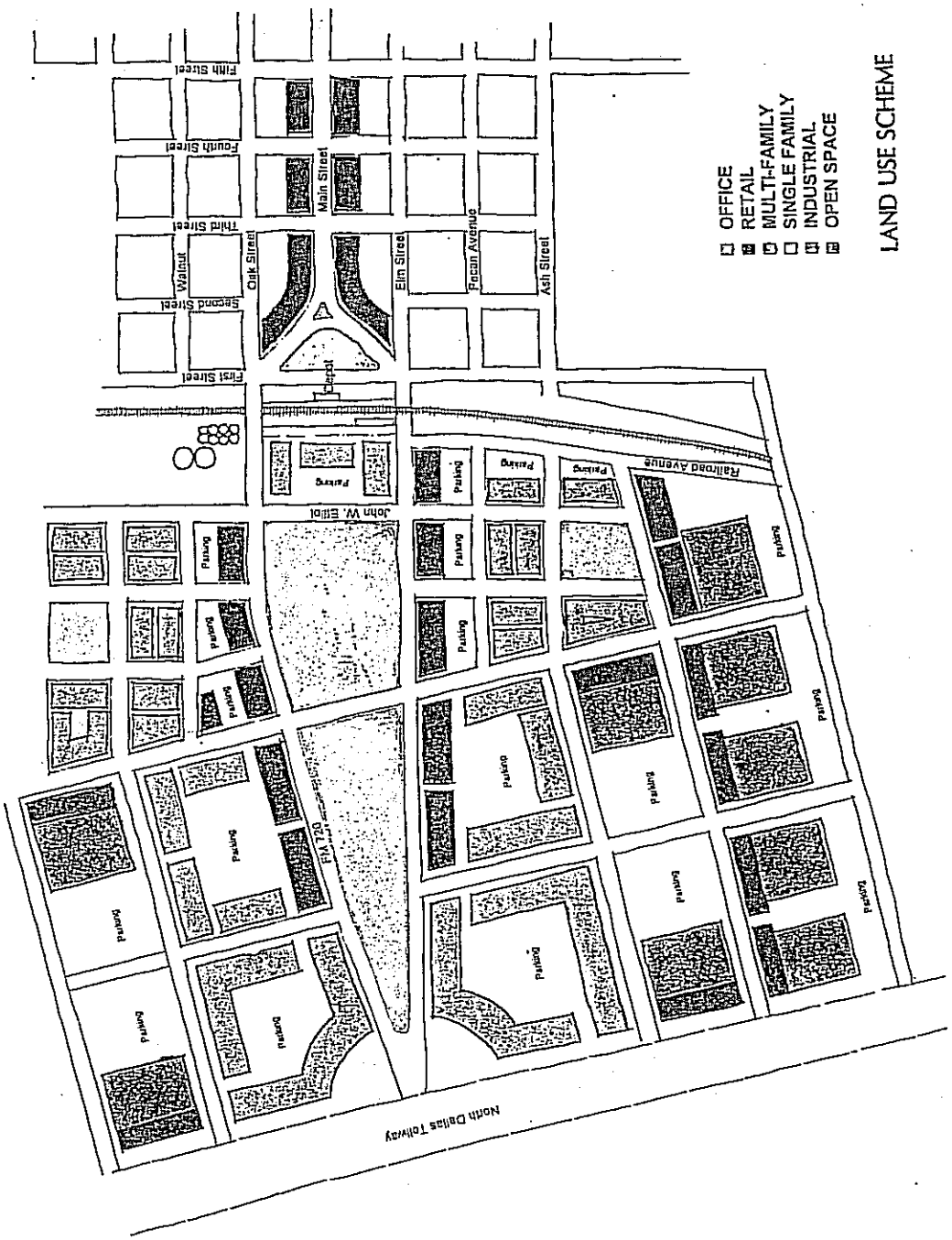


Figure 17: Potential Landuse Scheme

INFILL

Goal: Provide a mechanism for structural infill downtown that is historically sensitive.

1. *Establish Infill Guidelines for future development in the downtown area.*
2. *Create incentive programs, which encourage commercial infill along Main Street such as tax abatement, low interest loans or enterprise zones.*
3. *Consider public/private joint venture in constructing infill projects with guidelines.*
4. *Consider building public buildings such as libraries, meeting halls, and Postal facilities on Main Street.*
5. *Consider a redevelopment district and a conservation district south of the Historic District in the downtown area.*

The element that will impact the downtown plan the most will be the addition of infill buildings along Main Street. Of the blocks that face Main Street, nine are suitable for recommended infill. Eight of these blocks occur between the railroad and 5th Street. This allows an opportunity and availability for future commercial space in the Downtown area.

Non-conforming uses or structures that currently exist should be allowed to continue until their economic usefulness is expended or the land use is converted. It is recommended that these structures and sites be, in general, allowed to co-exist without attempts to camouflage or theatrically screen inappropriate facades. It is in Frisco's interest to seek appropriate redevelopment strategies at these sites when appropriate and to create infill projects that reinforce the historic town character, rather than break it down. Frisco should pursue projects that are not merely "slipcovers" or 'faux historic".

Frisco should also actively seek residential infill to shore up neighborhood densities to their maximum allowed. The sense of commitment that new infill projects bring to historic areas is an essential ingredient to the achievement of Frisco's new-formed sense of identity within the Downtown area. Some examples of infill

approaches are attached and suggest building types that are appropriate for commercial and residential districts for both low-income and middle-income housing.

Design guidelines can encourage infill buildings be more prominent and interesting than before. Infill could even combine retail or office uses on the first floor with residential use on the second floor. Its important to encourage a well-rounded mix of uses within the downtown such that every segment of the population will find a reason to come downtown, once they find a reason to stay downtown and in return find a reason to return downtown. The downtown area needs to be a place where a person can fulfill all elements - shop, eat, drink, entertainment, live, or do business.

The following pages illustrate infill development for both commercial and residential areas.

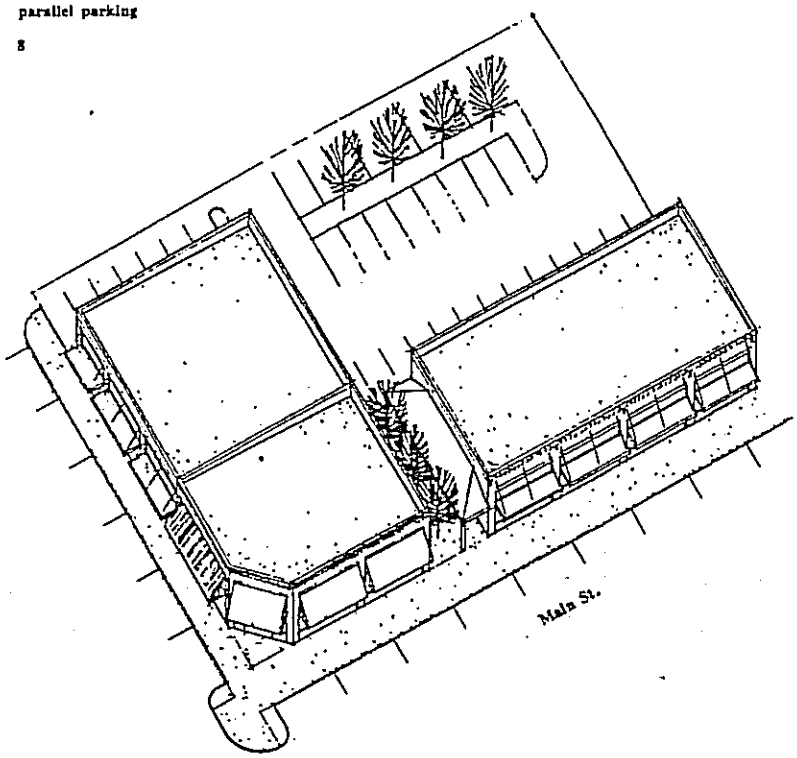
Scheme A

gross area	parking on-site	parallel parking
8,650 sf	53	8

Scale 0 25 50 100 200

Scheme B

gross area	parking on-site	parallel parking
12,875 sf	35	8



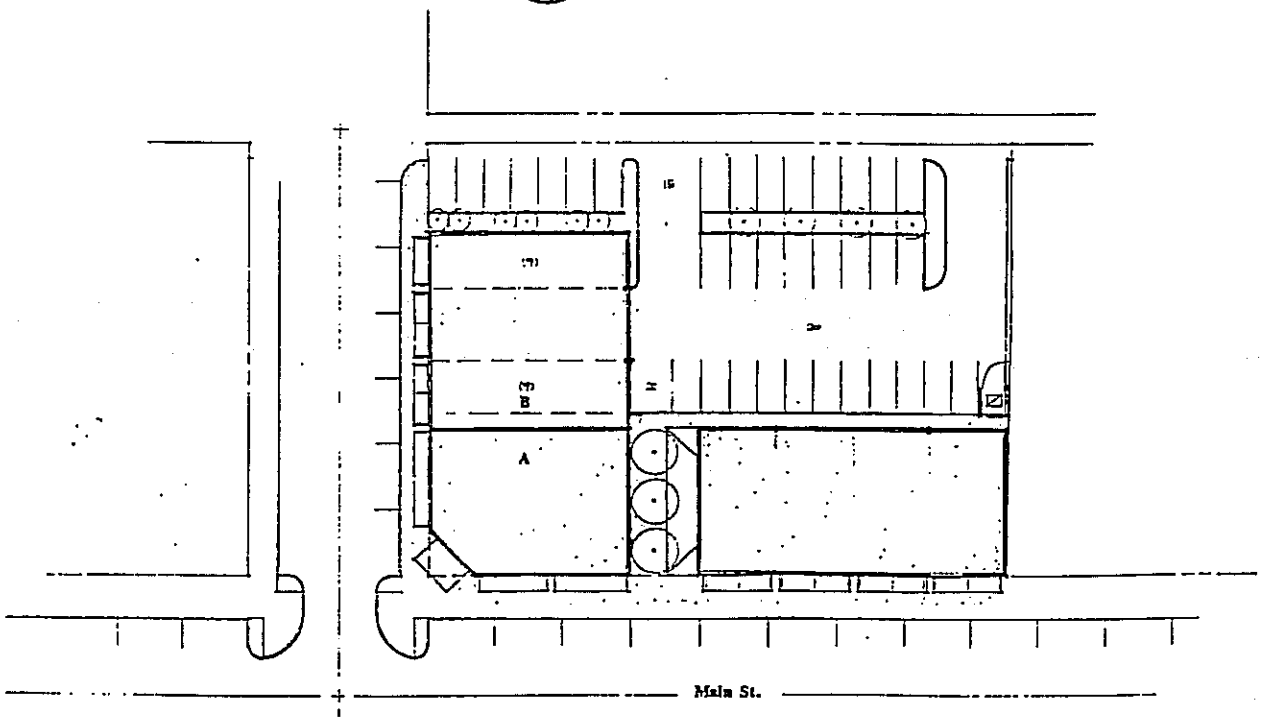
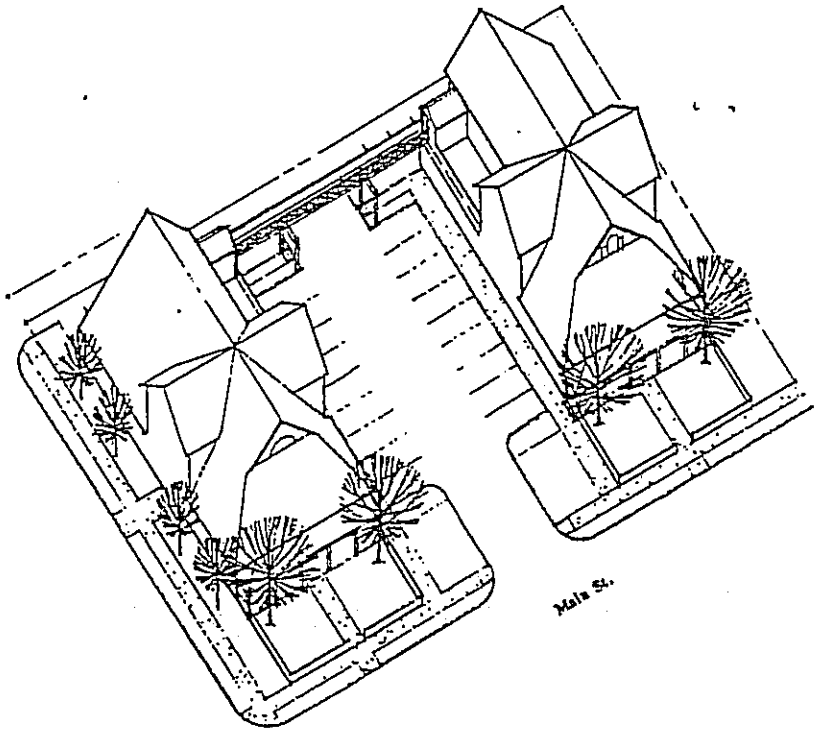


Figure 18: Proposed Commercial Form Commercial Infill

Scheme C

gross area	parking on-site	parallel parking
73580 sf	35	5

Scale 0 25 50 100 200



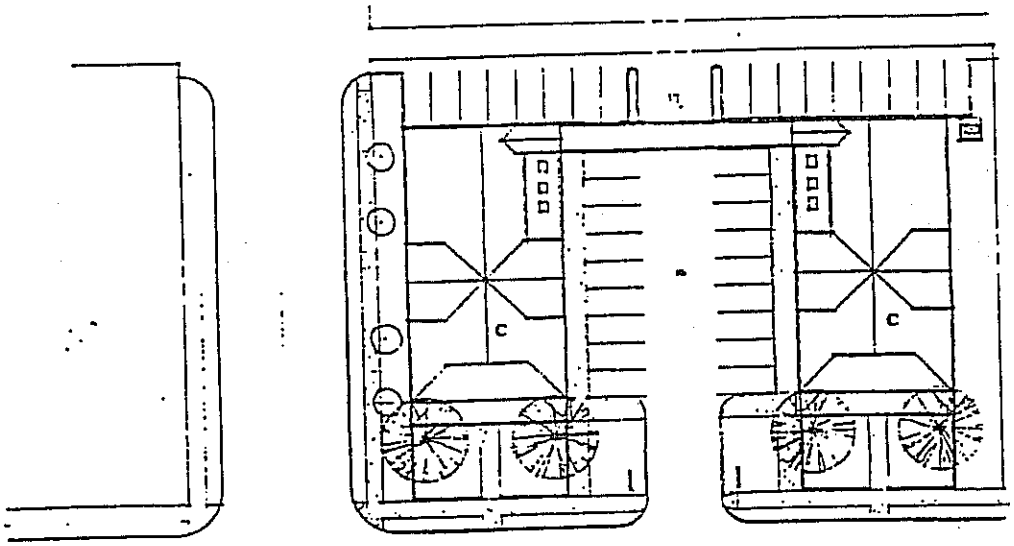
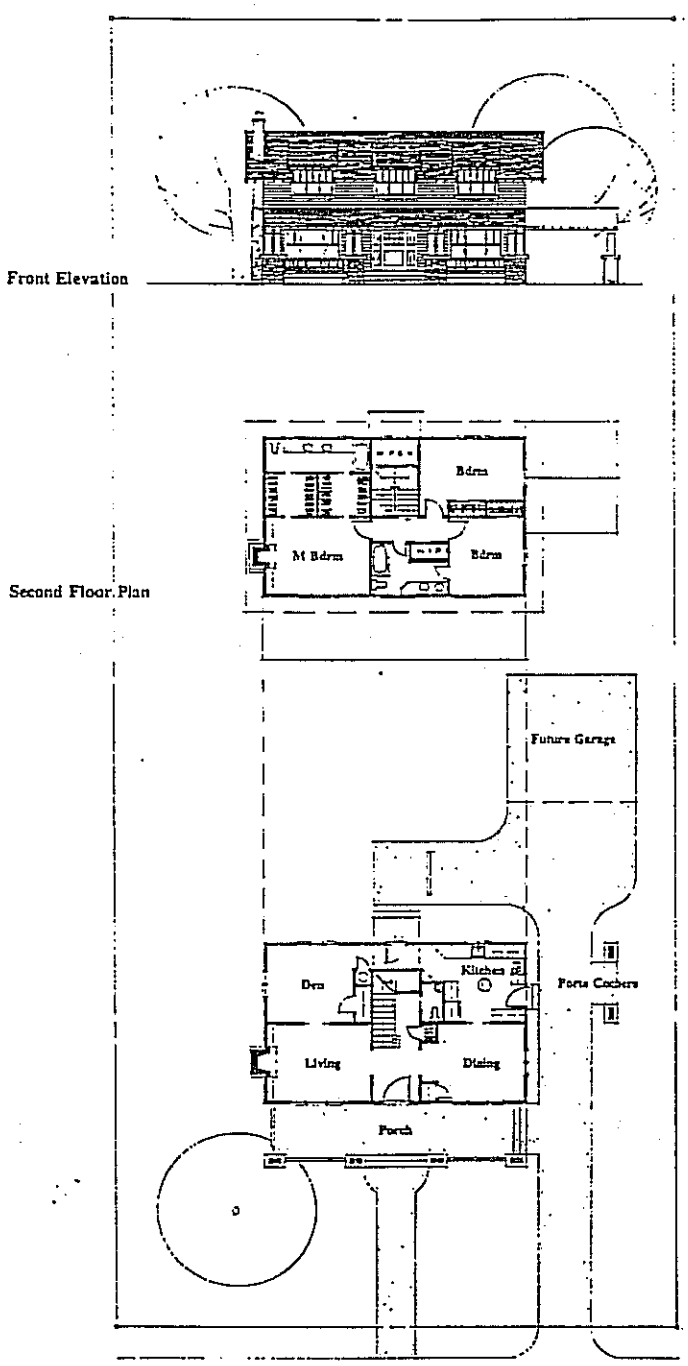


Figure 19: Proposed Residential Form Commercial Infill



- "CRAFTSMAN" style
- 2,000 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- two-story center hall plan
- paired column front porch
- stone column bases / chimney
- 30" deep eaves / rafter tails
- wood exterior lap siding
- wood windows, 2/1 dbl hung
- 6/12 slope main roof
- timberline composition roof
- 10' wall plate ht at first floor
- porte cochere side parking
- future garage / storage

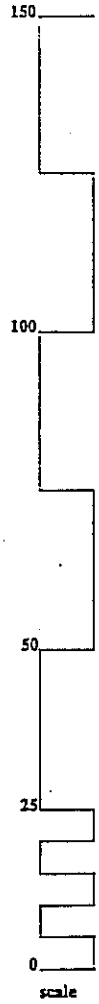
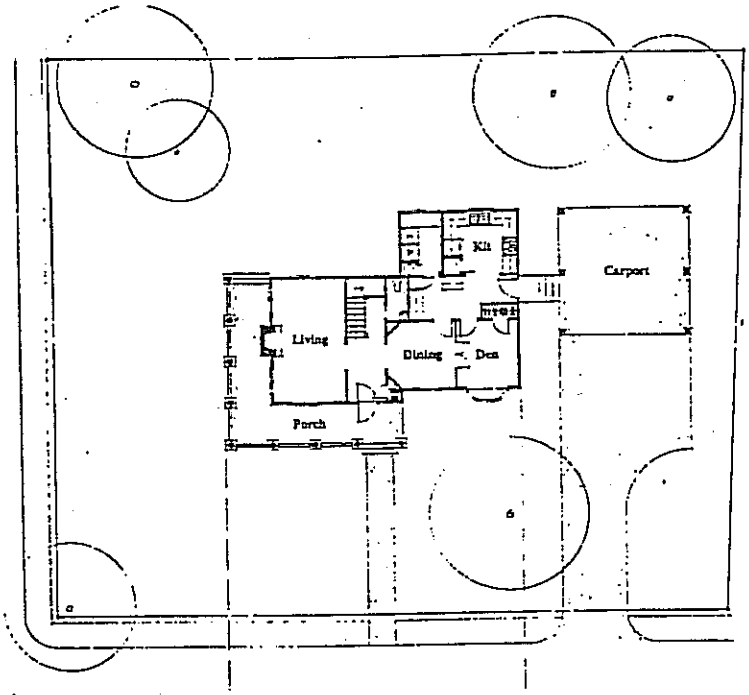
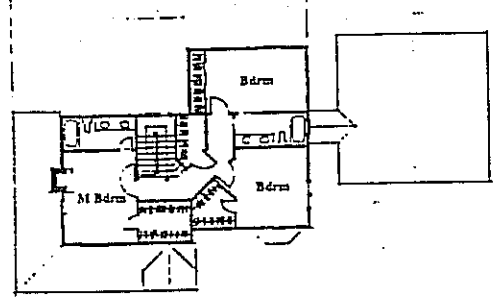


Figure 20: Proposed Residential Infill-Medium Size

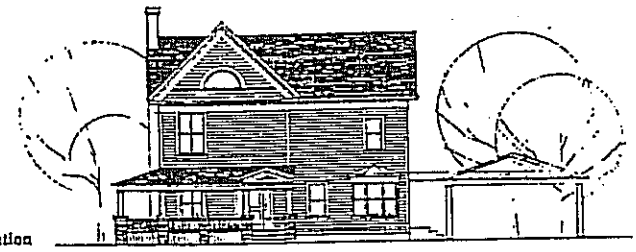


Site Plan



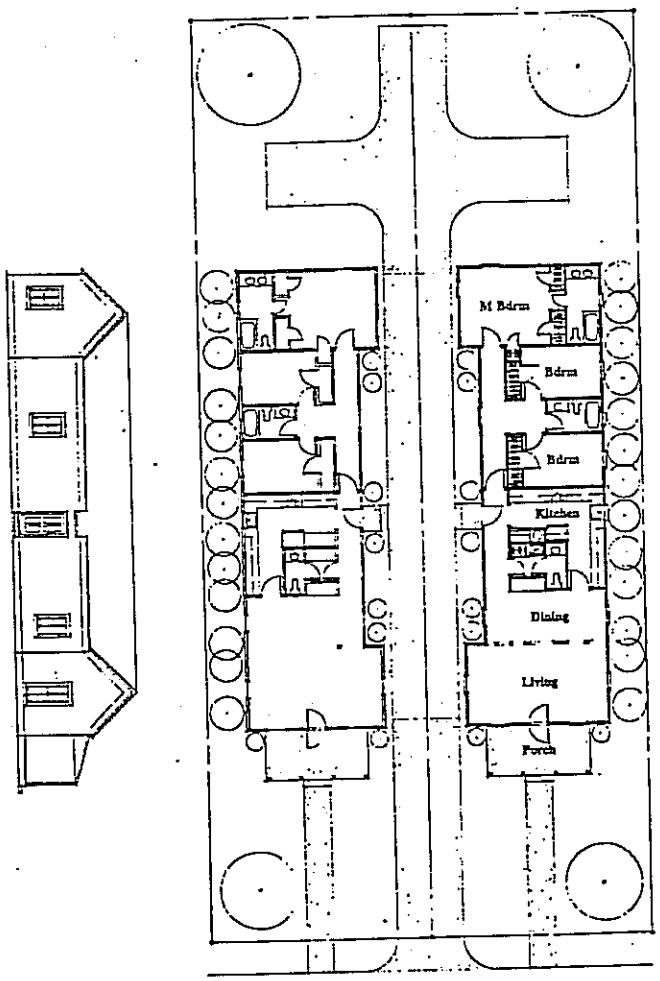
Second Floor Plan

- "QUEEN ANNE" style
- 1,800 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- two-story asymmetrical plan
- corner, wrap-around porch
- brick column bases / chimney
- 2' deep enclosed eaves, fascia bands
- wood exterior lap siding/ shingle gables
- wood windows, 1/1 dbl hung
- 12/12 slope roofs
- gable dormers
- timberline composition roof
- 12'/10' wall plate hts
- side carport, set back

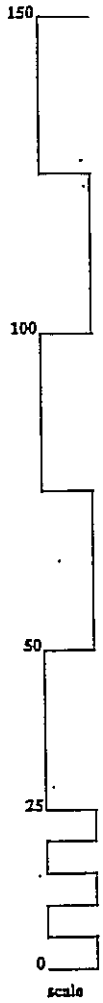


Front Elevation

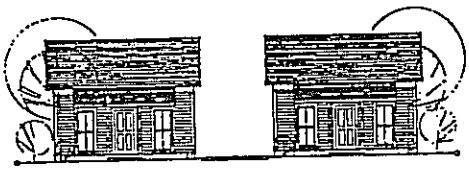
Figure 21: Proposed Residential Infill-Medium Size



- "CUMBERLAND EXTENDED" style
- 1,450 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- 1/2 bath or laundry rm
- one-story plan
- shared driveway / paired lot
- rear parking
- front porch
- wood exterior lap siding
- wood windows, 2/2 dbl hung
- 12/12 slope roof at front
- timberline composition roof
- 10' wall plate ht

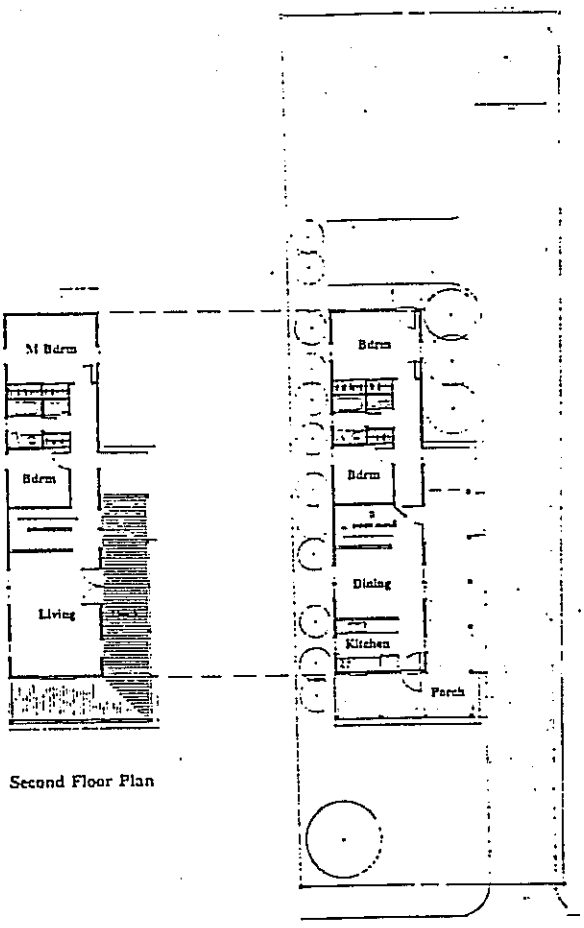


Site Plan



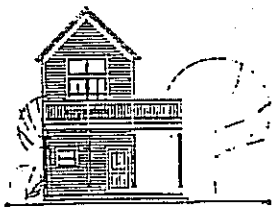
Front Elevation

Figure 22: Proposed Residential Infill-Small Size



Second Floor Plan

Site Plan



Front Elevation

- "FOLK TRADITIONAL" style
- 1,555 s.f.. HVAC area
- 3 bedroom / 2 bath
- rear study - office - bedroom
- two-story plan
- rear parking
- front porch - side porch
- wood exterior lap siding
- wood windows, 2/2 dbl hung
- 12/12 slope roof at front
- timberline composition roof
- 10' wall plate ht

Figure 23: Proposed Residential Infill-Small Size

PARKING & TRANSPORTATION

Goal: Increase the efficiency and quality of vehicular circulation and parking.

Parking Specific Recommendations

1. *Change parking dimensions in zoning code to smaller sizes pursuant to today's smaller size cars.*
2. *Require that parking in the OTC District be located behind the building on Main Street.*
3. *Allow off-site parking to be constructed for Main Street structures in the rear 60' of lots fronting Oak and Elm Streets in the OTC and OTR Districts.*
4. *Improve on-street parking conditions on Main Street via striping, time limits and the Streetscape Master Plan.*
5. *Improve and/or construct on-street parking on all north-south streets in the Historic District one block north and south of Main.*
6. *Formalize parking construction/lease-back plan for all OTC properties and offer publicly.*

In order to accommodate existing and anticipated development, several parking improvements are recommended. As shown on Figure 34, on-street parking spaces can be increased form 131 to 475. According to this plan, Main Street will have 165 spaces; the streets south of main will have 178 spaces; and the ones to the north will have 132 spaces. (See figure 34.)

Off-street parking can also be significantly increased. By making better utilization of vacant land adjacent to the alleys behind Main Street, an additional 313 off-street surface parking spaces can be added to the downtown core area. This would increase the number of off-street parking spaces to 630 from the existing inventory of 317. Of the new spaces, 76 would be located north of Main Street and 237 to the south. Figure 37 in the Appendix displays the proposed locations for additional off-street parking lots.

The current zoning ordinance specifies that the minimum size of an off-street automobile parking space should be 9' by 20'. It is important to note, however, that the proportion of smaller, "compact

cars" has been increasing over the years. Current data indicate that small cars now constitute over one-half of all cars manufactured. A small "compact car" requires a parking bay of 17' by 8'6", nearly 20% less space than a large car. Through a slight reduction in the parking module to 19' by 9', better utilization of available off-street parking space in the downtown area would occur. The minimum size for truck spaces of 40' by 50' should be maintained.

It is also recommended that additional on-street parking be provided on Main Street. Research has shown that retail markets derive significant economic benefit from curb parking. Providing motorists with an opportunity to make quick stops contributes to a thriving downtown. It also serves the interim parking demand while off-street parking lots are being constructed. On-street parking, on the other hand, can reduce roadway capacity and safety. A substantial reduction in travel speed and an increase in accidents are sometimes attributed to on-street parking maneuvers.

In order to minimize the potential negative impacts of on-street parking, it is recommended that parallel parking design be used for curb parking on both sides of Main Street. Although angular parking provides more parking per unit of curb length, it encroaches upon a larger area of the pavement, thus reducing the width for through movement. A typical parallel parking spaces requires 8' to 9' of pavement width; whereas a 30 degree parking space requires 16'4" of pavement width; a 45 degree parking space requires 18'7" of pavement width; and a 60 degree parking space requires 19'8" of pavement width. In addition, the greater the angle, the larger the maneuvering width that is required. Research has also shown that angular curb parking is more hazardous than parallel curb parking, due to the poor visibility for vehicles backing out of parking spaces; sudden stopping of oncoming drivers as cars back up; and slow drivers seeking vacant parking spaces. It is also recommended that time limitation be placed on all on-street parking to force greater

turnover. Long term parkers should be required to use one of the off-street lots or be ticketed.

Transportation Specific Recommendations

1. *Leave Main Street between County Road and the railroad as a two lane, two-way street section with parallel parking on both sides in order to maintain traffic volume and accommodate pedestrians.*

2. *Improve Main Street from Preston to County Road to a five lane road section with two lanes each way and a center turn lane.*

3. *Improve Main Street from downtown to the Tollroad to a five lane road section with two lanes each way, a center turn lane and parallel parking.*

4. *Improve 5th Street in the first block south of Main to a two lane street with a center protected left turn lane north. Reduce parallel parking appropriately in those two blocks.*

5. *Add a traffic signal at Main and 5th to slow traffic and accommodate 5th street as a thoroughfare to the south.*

When considering transportation issues, Main Street can be divided into three distinct sections based on the type and intensity of the adjacent development. These are as follows:

a) *From Preston Road to County Road;*
b) *From County Road to the Railroad tracks; and*
c) *From the Railroad tracks to the Tollway extension.*

Preston Road to County Road

The mile long section of Main Street between Preston Road and County Road is surrounded by loosely defined larger lots with an assortment of land uses. It is outside the core downtown area and is designated on the Comprehensive Plan as commercial, neighborhood services and residential.

In this section, it is recommended that 60 feet of the existing 80 feet of firth-of-way be utilized to accommodate five lanes, each 12 feet wide. Four of these lanes would provide for through movement, whereas the fifth, or center lane, would facilitate turning movements. The remaining 10 feet on either side of the curb should be used to

accommodate pedestrian walkways. Figure 24 displays the recommended design for this section of the downtown area.

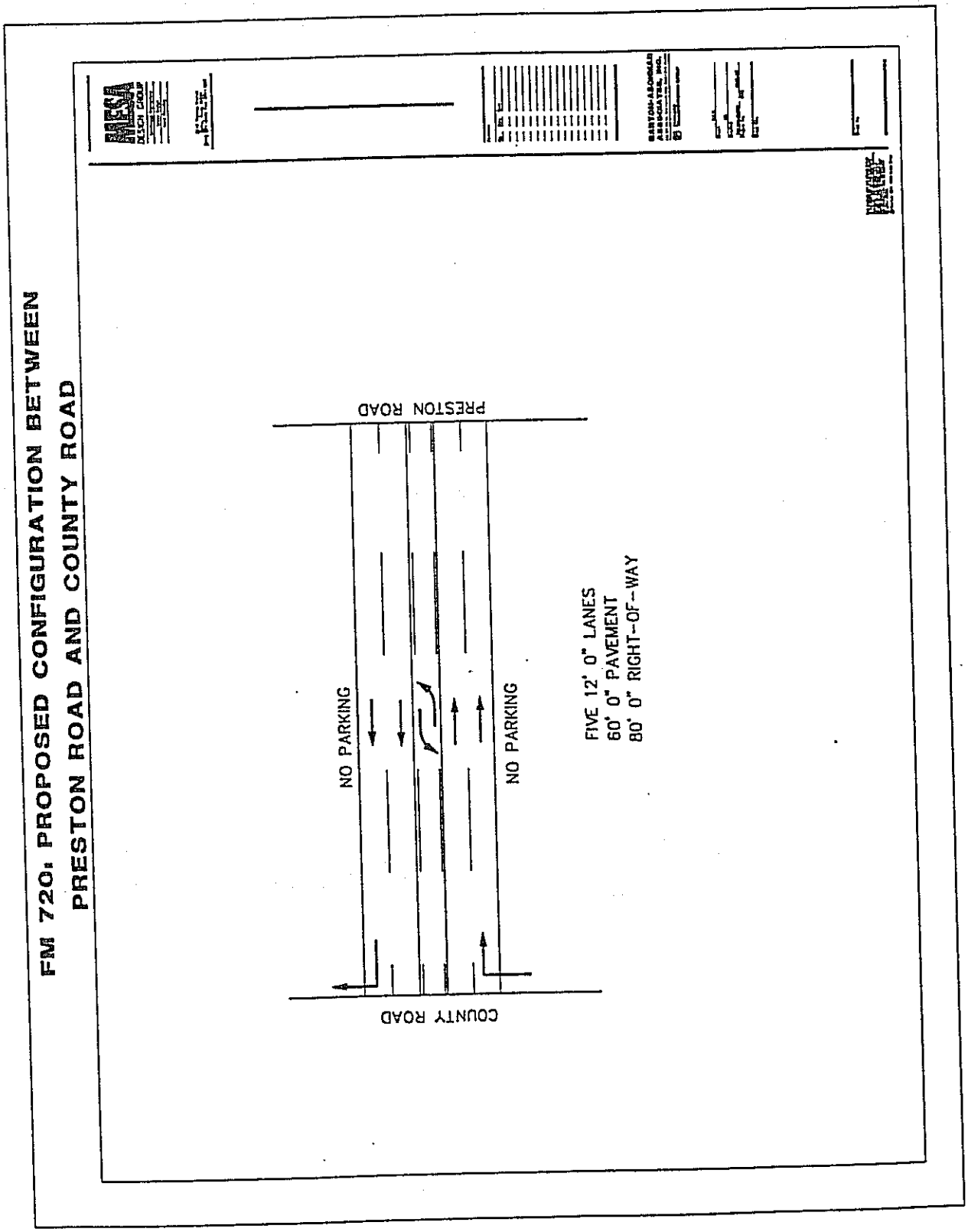


Figure 24: Proposed Vehicular Circulation (Preston Road to County Road)

County Road to Railroad

The half-mile section between County Road and the rail road constitutes the downtown commercial core. The western portion of this section, between the railroad and 5th Street, is more intensely developed in terms of people-oriented retail uses. Therefore, it is recommended that the roadway in this area be designed for an urban core, to include wider sidewalks with on-street parallel parking. Only two 12-foot lanes would be utilized for through traffic in this section. An on-street parallel parking bay width of 13'6" on either side of the road would provide for safe and convenient maneuvering. A 10-foot wide sidewalk should be constructed on each side of the road for pedestrian activity. These features will help define this area as a major activity center.

The eastern portion of this section has residential character. For this section, three lanes are recommended, two for through movement and one for turning movements. Parallel parking with 12 foot bay width and five foot sidewalks are recommended for this area. This section of Main Street must be designed to ensure a smooth transition to and from the area east of County Road. Figure 25 displays the recommended configuration for the downtown core area.

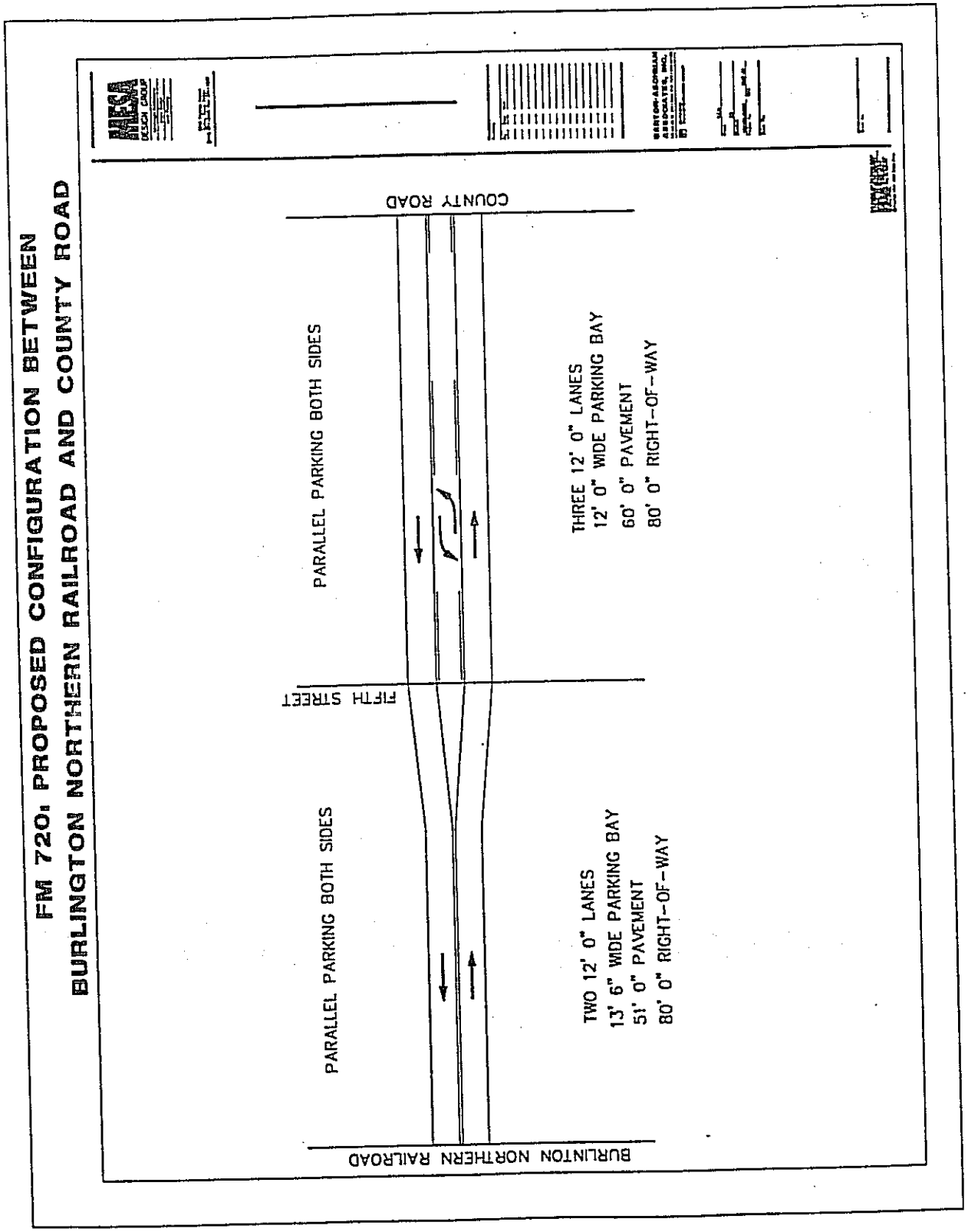


Figure 25: Proposed Vehicular Circulation (County Road to Railroad)

Railroad to Tollway

There are three recommended options for the roadway section between the railroad and the Dallas North Tollway. Figures 25, 26, and 27 display the three alternatives for this roadway section. It should be noted that all three options would require a second at-grade crossing of the railroad. Depending on the volume of future rail operations, consideration may need to be given to the construction of a grade separation.

The first option would consist of converting FM 720 to a one-way westbound facility from the railroad to just east of the Tollway. An eastbound one-way facility would be constructed south of the existing alignment to form a couplet. This couplet would have two 12 foot lanes in each direction with parallel parking on both sides. This is the most exciting option from an urban design point of view and would tend to maximize land values because of increased street frontage but has land acquisition and additional cost associated with it.

For the second option, FM 720 would remain as a two-way road, but would be widened to four travel lanes, plus a continuous center turn lane or channelized median after the railroad tracks. Elm Street would be extended to the Tollway in order to provide a secondary access to and/or from the downtown. Sixty- feet of right-of-way would be required for the extension of Elm Street in order to accommodate two 12 foot travel lanes. Parallel parking could be provided on both sides of the road for both Elm and Main Street. Option three is similar in design to option one, however it would move the point of convergence of the couplet to a point west instead of east of the railroad tracks. This would enable the roadway to be constructed in an area which is currently vacant and thereby preserve additional land in the downtown core for other purposes.

Another issue is the need for a signalized intersection at 5th Street and Main Street. This intersection is highly utilized by both pedestrians

and cars, becoming hazardous for pedestrians attempting to cross to rely merely on stop signs.

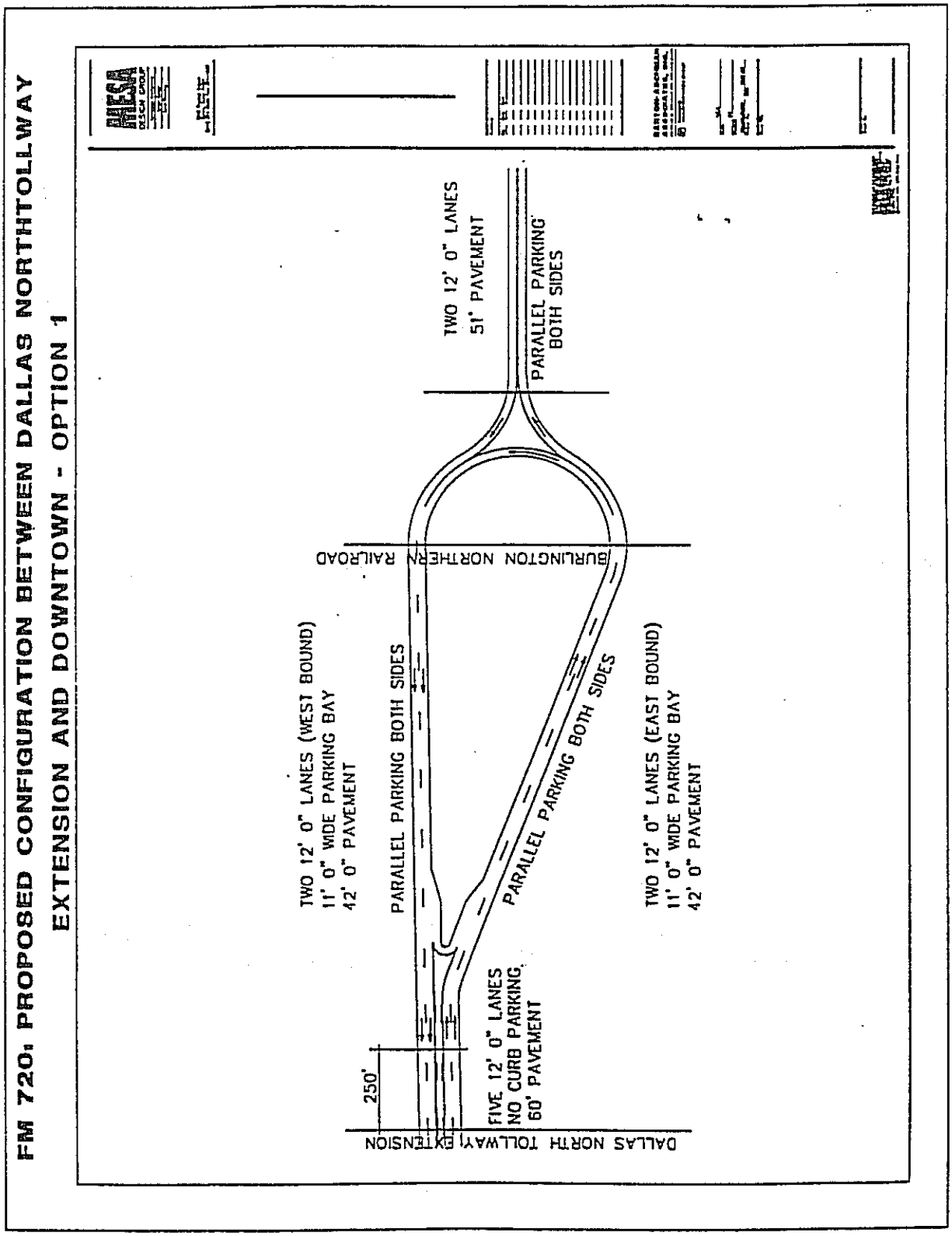


Figure 26: Proposed Vehicular Circulation

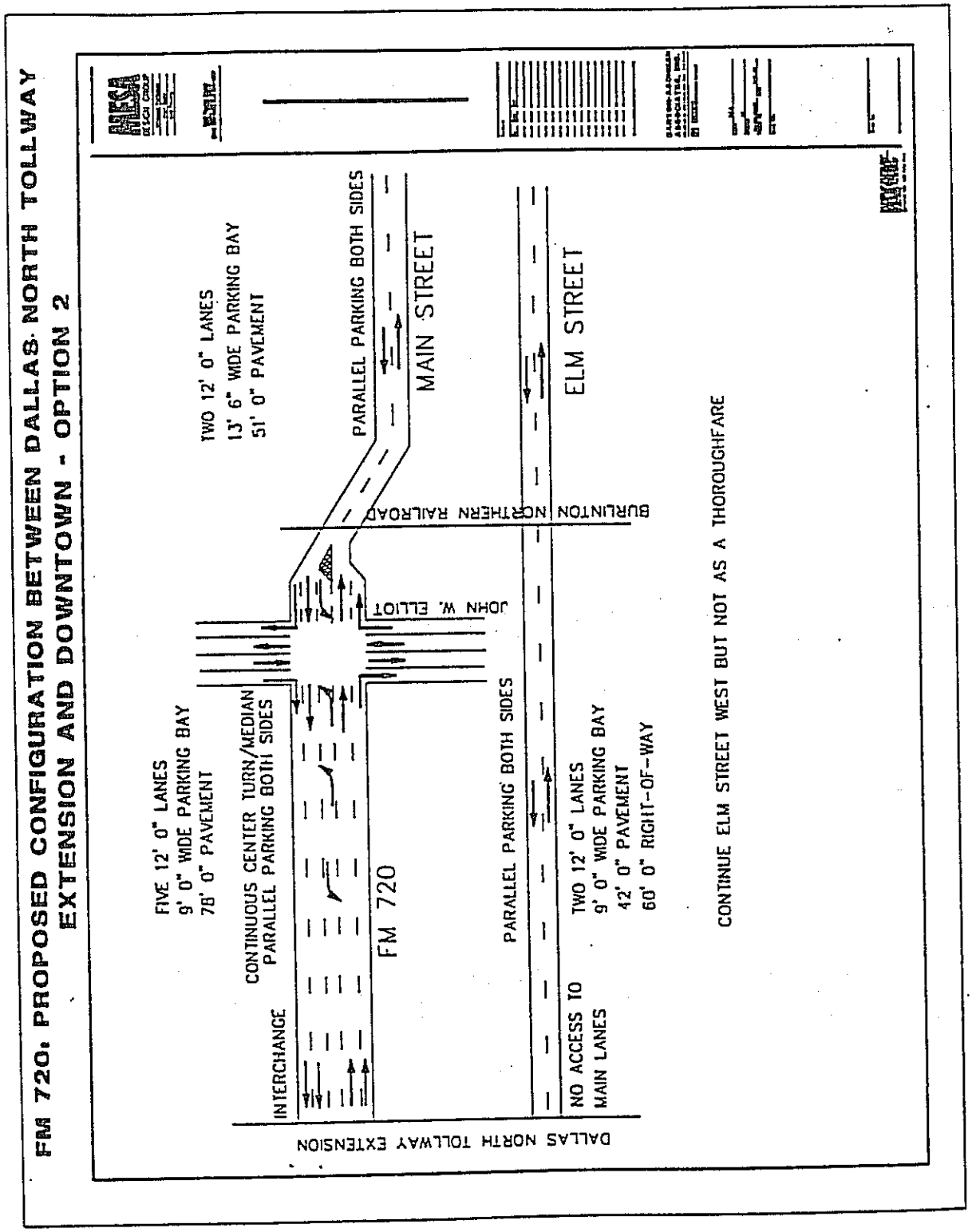


Figure 27: Proposed Vehicular Circulation

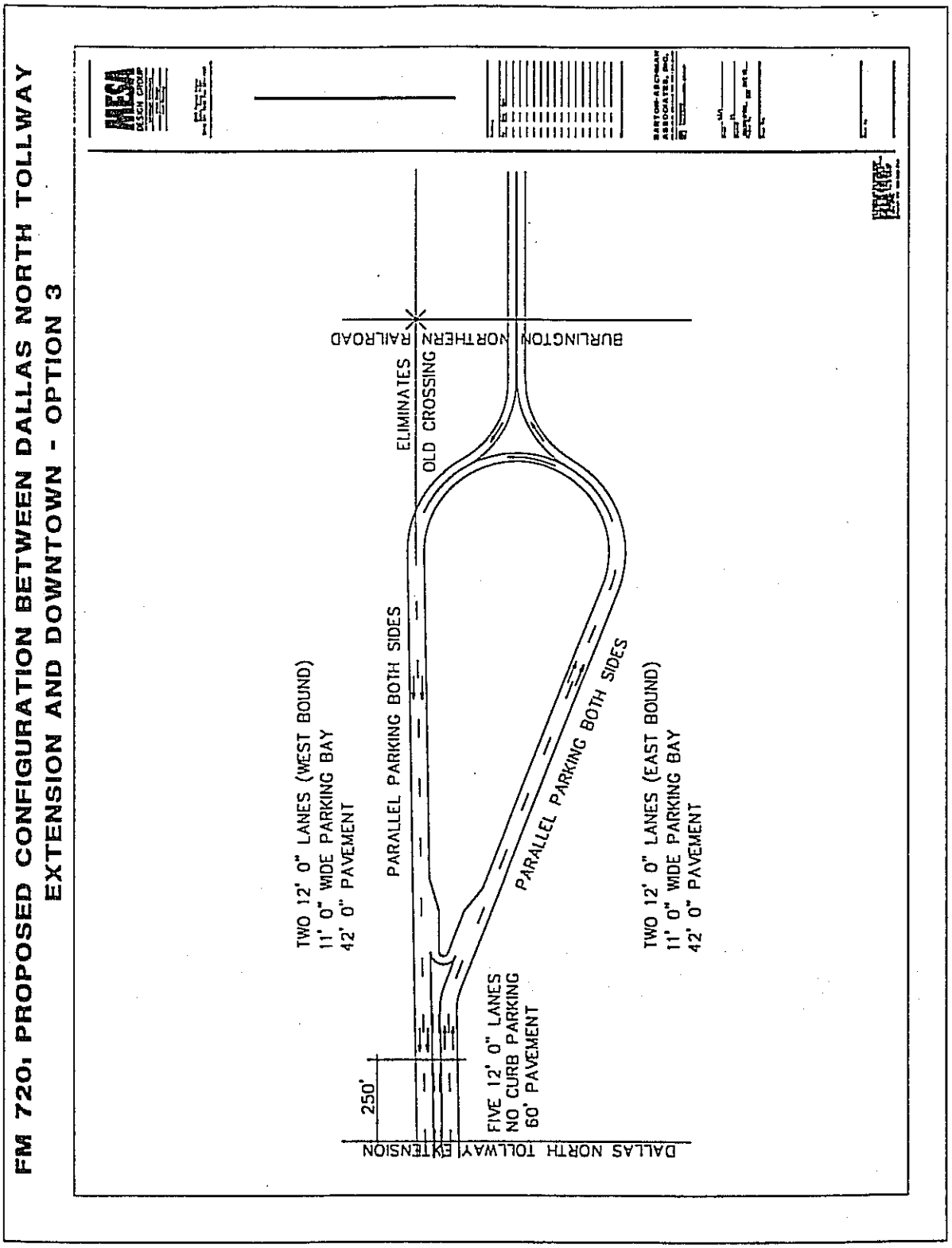


Figure 28: Proposed Vehicular Circulation

STREETSCAPE IMPROVEMENTS

Goal: Implement streetscape and infrastructure improvements to enhance the visual and pedestrian quality of the downtown area.

Streetscape Specific Recommendations

1. *Implement an immediate street signage change in the Historic District incorporating the new downtown Frisco logo.*
2. *Implement the addition of new period street lighting fixtures along Main St. as quickly as feasible.*
3. *Implement a new signage ordinance as part of the design guidelines for the historic district.*
4. *Purchase period street furniture such as benches and trash receptacles as quickly as feasible.*
5. *Construct new Main Street section from Fifth St. to the railroad tracks with expanded sidewalks, block end noses and trees as capital development programs allow.*
6. *Install new storm sewer in Main Street with new street section construction.*
7. *Seek to implement the new downtown logo on the grain silos west of the railroad tracks.*
8. *Construct entrance portal signage/icons at the limits of the Historic District on Main Street in order to welcome visitors to downtown.*

Streetscape improvements are an easy and relatively inexpensive way to change or soften the appearance of an area without rebuilding the surrounding architecture. It is important that the streetscape developments respond to the existing building uses, and signage. The addition of streetscape improvements would improve the image of the downtown Frisco Historic District. Typical streetscape elements include the following: Lights, tree grates, benches, special paving area, kiosks, crosswalks, sidewalks.

The most notable streetscape improvements recommended for the downtown include the construction of sidewalks and addition of vegetation to the study area. Widened concrete sidewalks with brick insets should be built along Main Street between 5th Street and the Railroad tracks. These landscaped walkways will improve and

encourage pedestrian use in the commercial areas as well as buffer pedestrians from vehicular traffic. (Figures 30 & 31 illustrate the two proposed streetscape concepts.) Trees with seasonal color such as red oaks are recommended at major intersections to differentiate them from a distance. Native street trees such as cedar elms are recommended for the rest of the blocks, planted in line with party walls of buildings on 50' centers. This will allow business signage visibility and enhance but not hide the historic architecture that is important to the revitalization of downtown. Lighting and street furnishings are also recommended at regular intervals as noted in the Streetscape Master Plan. (See figure 34.)

Signs & Graphics

Streetscaping can also include sign and graphic elements. The number one recommendation for signage and graphics is the adoption of the old historic FRISCO Railroad logo. This can be used as a promotional tool and symbol for the Downtown. The next recommendation is to create entrance portals to the Downtown with entrance icons. These entry features should be of a historic material type and style. These features could also be repeated at the 5th Street and Main Street intersection to signify the difference in historic features of these two downtown areas.

It is strongly encouraged that the design guidelines adopted within the historic overlay district include parameters for commercial sign design and location. Several of the items listed below have been described in more detail in the guidelines section (appendix) of this report.

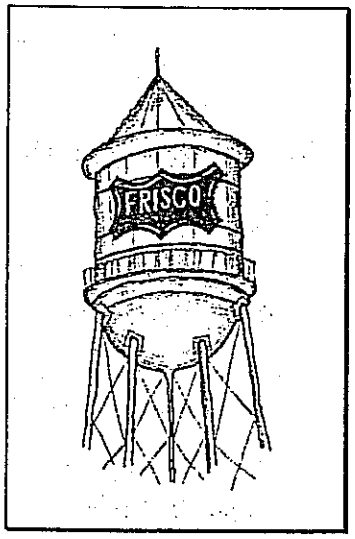


Figure 29: Water Tower Sketch

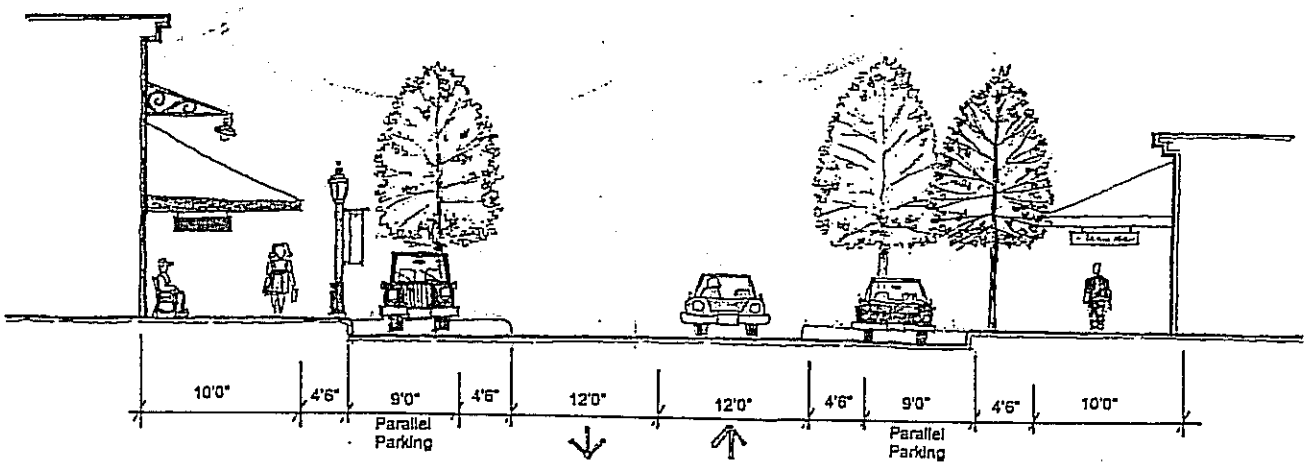
Railroad to 5th Street

1. Signs should be Perpendicular to buildings hanging as illustrated in Figure 32 with a maximum size of 4' x 1' and a maximum 7' clearance and 0' overhang.
2. No back-light plastic signs.
3. Limit number of type styles so signs remain historic.
4. Historic use of paint color and materials.

5th Street to County Road

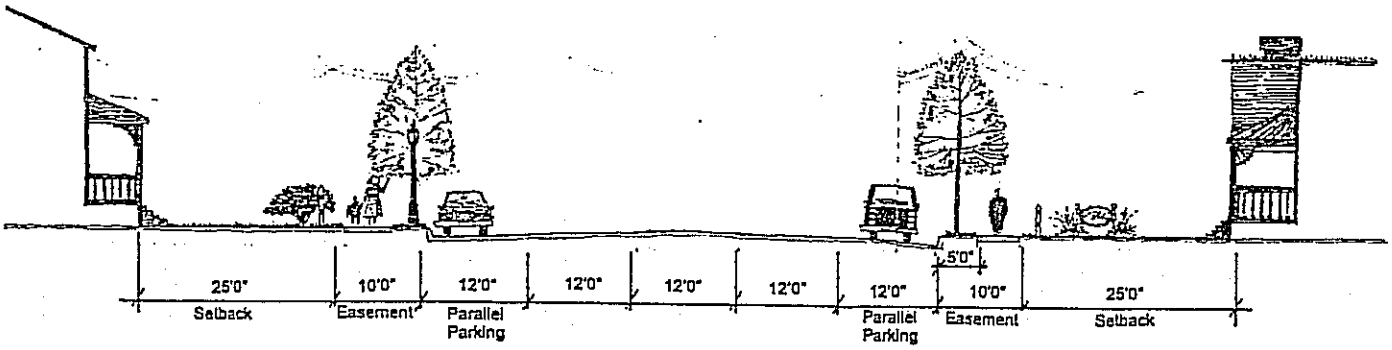
1. Signs be maximum of 4' high and 4' wide in front yards perpendicular to buildings setback 25' from road.
2. No back-light plastic signs.
3. Limited number of type styles so signs remain historic.
4. Historic use of paint colors and materials.

The following sections graphically illustrate the two proposed streetscape concepts:



Central Business District
Typical Commercial Character Main Street Section

Figure 30: Typical Commercial Main Street Section (Railroad to 5th Street)



Central Business District
Typical Residential Character Main Street Section

Figure 31: Typical Residential Main Street Section (5th Street to County Road)

Infrastructure

Infrastructure is an important element necessary for convenience and functionality of a downtown area. Usually when infrastructure is lacking, new development tends to find another area in which to develop and invest. Infrastructure improvements have been shown to encourage reinvestment into historic areas in many other towns and large neighborhood cities.

Overall, the infrastructure in downtown Frisco is in very good condition. The first recommendation is for the installation of a storm sewer system to divert drainage away from curbs and sidewalks in order to avoid water collection problems. This would require 3500 linear feet of new storm sewer pipe between County Road and the Railroad tracks. The second recommendation is to remove all overhead utility lines from Main Street and place them underground or behind buildings in the alleys. All future development should include subsurface infrastructure as well. This would improve the overall visual appearance and safety of Main Street.

PUBLIC FACILITIES

<u>Goal:</u> Encourage future public buildings to remain as anchors in the downtown area.

Public Facilities Specific Recommendations

1. *Consider building new City Hall facilities immediately west of the railroad tracks at the end of Main Street as a landmark structure for the City*
2. *Consider building a rail museum near the railroad tracks as a tourism anchor for downtown.*
3. *Consider building public parks in the residential districts north and south of Main Street as a neighborhood quality of life improvement for that area.*
4. *Consider linking the downtown area with surrounding neighborhoods via the construction of hike and bike trails along the rail corridor and then into creek greenbelts to the north and south of downtown to the west.*

Figure 32: Historic photograph of depot.

It is recommended that Frisco restore the most visible and historic symbols of the agriculturally-based railroad town. The passenger depot at the foot of Main Street, the water tower and the silos at the railroad tracks and FM 720, are symbols that are civic in nature and monumental in scale. These along with public facilities can act as landmarks or visual anchors that visitors can see from several approaches, signifying the central historic heart of Frisco.

The most important element for the City is to commit to being a presence in the downtown area. This commitment is key to maintaining the vitality of the historic downtown. Residents and merchants are concerned about public facilities moving out of Downtown. Local citizens have a strong desire to keep the public/government facilities within downtown, and have suggested that even more facilities be added here. These facilities will sustain the need for residents to utilize the area on a regular basis. With the addition of these amenities in a historical form, the character and image of Frisco would be reinforced for definition and the facilities would anchor the Downtown area. Such future public facilities could include:

- Municipal Center or City Townhall/Courthouse
- Library
- Youth/Community Center
- Community Theater/Symphony Hall
- Indoor Recreation Facility
- Town Commons/Central Park

PROGRAMS

Goal: Create incentive programs that encourage and promote continued redevelopment interest in the downtown area in a historically sensitive style.

Program Specific Recommendations

1. *Apply for Texas Historical Commission Main Street Designation as soon as possible.*
2. *Consider implementing a management and promotion program for the downtown area including the addition of a "downtown coordinator" position.*
3. *Consider a subsidized architectural assistance program for Historic District properties.*
4. *Consider implementing a public improvement district as a joint venture with downtown property owners.*
5. *Consider utilizing Community Development Corporation funds for downtown public improvements.*
6. *Consider applying for TxDOT landscape beautification funds as a source of street trees along the entire length of FM 720 from Preston Road to the Tollroad.*
7. *Consider traditional capital budget expenditures for street and public improvements via bond elections.*
8. *Consider applying for ISTEA Funds for streetscape improvements, the Depot replication project and hike and bike trails.*
9. *Consider implementing a targeted loan program for improvements in the Historic District.*

FUNDING
&
ACTION PLAN

FUNDING AND ACTION PLAN

FINANCING APPROACHES AND DEVELOPMENT INCENTIVES

The principal financial tools that can be used to encourage development and support the associated costs are summarized in Figure 33. The use of these mechanisms is described below in greater detail.

TARGETED LOAN PROGRAM

The most important tool to support the actions and to achieve the results that are needed in the downtown is the targeted loan program. This is a relatively modest effort in terms of costs, but one that can have a dramatic long-term impact on both residential and commercial properties in the project area.

The City should join forces with local financial institutions to create a lending program in which the interest rate on loans for certain eligible purposes, would be reduced by a special subsidy program. The subsidy might be created through the use of federal funds, city revenues, corporate and philanthropic contributions or a combination of these and other sources. One serious drawback to the use of federal funds is that they trigger Davis-Bacon wage requirements and result in labor costs that are significantly higher than non-union levels. The use of federal funds could also trigger Section 106 requirements. Other funding sources may result in a more competitive program.

This program could be operated in an open loan review process, with City participation. The financial institutions would make the loans and administer their repayment. City staff would maintain an active role to ensure that the program continues to meet the objectives of public policy.

An interest rate reduction of two or three points below the normal lending rate is generally a sufficient incentive to attract investors.

The rate, once set, could easily be adjusted to secure an appropriate level of interest, within the capabilities of the program.

There are numerous issues to be resolved in detailed planning for this program. These should be addressed by the City and participating financial institutions as the program itself is created. The primary matters to be decided include:

- organizational responsibilities—assignments for marketing the program, evaluating loan applications and providing general staff services;
- eligible purposes (major maintenance, facade upgrades, home ownership, business start-up, etc.);
- funding sources and amounts;
- use of subsidy (rate reduction, principal reduction, etc.);
- geographic area to be targeted; and
- method of distributing/allocating loans among participating institutions.

A subsidized loan program available to the study area would be ideal to encourage investment in two areas. First, the program should be used to facilitate home improvements by owner-occupants. This would result, over the long-term, in the steady upgrading of the area as a neighborhood and a consequent beneficial tax impact on the City. Second, the program could be directed towards encouraging the start-up of new, small businesses in the commercial areas, thereby supporting downtown redevelopment objectives.

TAX ABATEMENT

Cities can enact a tax abatement program as a historical renovation incentive. Typically there is a ten-year cap on the extent of the abatement, such as the one that the City of Dallas used for the State-Thomas Historic District.

This tool could have a significant impact on the desirability of making major home repairs. As an illustration, an improvement that

added $20,000 to the value of a home would result in an additional tax bill of approximately $95.10 per year. The abatement allowed by law would yield an immediate benefit of approximately $500 to the value of the unity (the $95 per year converted to a present value).

A tax abatement program would be an excellent vehicle to encourage the improvement of homes by their owner-occupants. The program could be specifically targeted to those who resided in owned homes. It could also be extended, on a more limited basis, to encourage improvements to rental housing and the rehabilitation of commercial structures. Overall a tax abatement program would be an important tool in the process of upgrading the quality of the neighborhood.

PUBLIC IMPROVEMENT DISTRICTING

Special assessments can be established through the public improvement districting (PID) process in order to fund certain organizational efforts and capital investments that are beyond the level of "ordinary" public actions or improvements. Eligible types of activities include "soft" costs such as organization and programming expenses as well as "hard" costs associated with construction of streets, sidewalks, curbs and sewers. Assessments, can also be used to pay for landscaping, distinctive street lighting, pedestrian malls, parks and off-street parking facilities.

A PID can be created by local government ordinance following a petition that addresses the following:

- nature of proposed improvements;
- estimated costs;
- boundaries of the assessment district;
- proposed method of assessments;
- apportionment of costs between district and municipality;
- management approach;
- concurrence of petitioners.

The petition is sufficient if it is signed by (1) owners of more than *50% of the appraised value* of taxable real property in the area and (2) owners representing (a) at least *half of all owners* in the area or (b) owners of property that represent more than *50% of the area* of all taxable property in the area.

The procedure for implementation of a PID is straightforward. The District can be created by ordinance following presentation of an acceptable petition. The local government must prepare a feasibility report on all aspects of the proposed District, followed by a public hearing. Authorization by local ordinance may follow. The amount of the assessment cannot exceed the increased market value of the property as a result of the improvement. Therefore the assessment are usually limited to 10-15% of the total cost of the work.

The PID mechanism would be a direct way for property owners to support service and organization enhancements in the downtown area. For example, additional programming of activities related to historic and cultural resources, expanded marketing of commercial businesses in the downtown, higher levels of maintenance of downtown infrastructure, more intensive security and other improvements could be programmed and supported through this means.

'E OF PUBLIC OPERTY TO LEVERAGE IVATE DEVELOPMENT

Properties owned by local governments can be jointly developed with private investment support and development expertise by means of a development solicitation process. Under this approach the owner, the City or other governmental unit, prepares a market and financial analysis that establishes a basis for attracting development interest and negotiating terms of a sale or lease. Information about the opportunity is turned into a prospectus, or solicitation document, that is made available to qualified and potentially interested parties.

The current market may require a fairly aggressive approach on the part of the City to secure interest. However, the Dallas Metroplex is a place with a relatively large contingency of capable and experienced developers. The range of expertise in the Metroplex would seem to make this an attractive development opportunity.

TARGETED CORPORATE CONTRIBUTIONS

Collin County is the home of a number of national and multi-national corporations that actively seek out strong community causes and that have effective staffs and programs to accomplish this community outreach. Sometimes this is done through philanthropies or other non-profit subsidiaries. In other cases, it is a line of responsibility within a headquarters organization. The opportunity to provide monetary and in-kind contributions would give local corporations favorable exposure in their own community. Contributions in cash or direct aid would be most valuable, but hands-on participation in home improvement and fix-up/clean up programs could be instrumental in accomplishing downtown redevelopment objectives. This latter category of in-kind participation could extend to the provision of both products, such as paint, streetlights, etc., and professional expertise—architectural expertise, accounting, legal services, marketing advisory services and other valuable forms of participation.

INTERMODAL SURFACE TRANSPORTATION EFFICIENCY ACT OF 1991 (ISTEA)

This Act was originally signed in December 1991 to support highway construction, highway safety and mass transportation over the next six years and is expected to be reinstated. The original funding level of $155 billion covered such an extensive panorama of transportation subjects that the Act could be expected to have some applicability to the potential replication of the depot or Main Street improvements. The full implications of ISTEA need to be understood in the context of regional transportation planning.

Funds may potentially be allocated for historic-related project activities, such as the relocation of historic structures and the

enhancement of open space in the area of the depot. There are other applications such as development of recreational trails, north and south along the railroad from Downtown. The range of options should be discussed with the North Central Texas Council of Governments (NCT-COG) who is responsible for prioritizing and allocating these funds.

THE TAX REFORM ACT OF 1986 (TRA)

The TRA provides certain tax credits that have some bearing, although limited, on the redevelopment of the downtown. The Act allows a 20% tax credit on "qualified rehabilitation expenditures" of a certified historic structure. To be certified, it must be listed on the National Register of Historic Places, or be certified as meeting the requirements for such listing.

Of even more use, the Act authorized a 10% credit for structures built before 1936. The structures eligible for these credits must be either commercial or rental residential properties, not owner-occupied homes. This benefit is a limited one but would be somewhat helpful in encouraging certain kinds of renovation.

Pre-1936 structures in the study area could be renovated with the benefit of tax credits under this law.

CAPITAL BUDGET PROCESS

Like most cities, the City of Frisco has a multi-year capital budgeting process that provides for prioritizing and programming expenditures for infrastructure, repairs and other types of customary expenses. Expenditures from a city's capital budget are taken from revenue sources such as property taxes and bond proceeds. In the budgeting process, city wide needs are analyzed and then prioritized through the allocation of funds.

STATE HIGHWAY LANDSCAPE COST SHARING PROGRAM

The State Department of Transportation ("TxDOT") supports landscape beautification projects on the State Highway system, where there is cost sharing with local governments or private interests. The Program provides support for beautification efforts on

designated permanent state highways, with certain restrictions on placement, treatment and other factors. The Program normally provides greater support for projects classified as highway landscaping versus pedestrian landscaping. In the latter type of project the City would have sole responsibility for preparing the project design plan and for carrying out all maintenance activities, and the State could only furnish material at a value of to 50% of the cost of the project, excluding the cost of the design plan and maintenance. The Program allows the inclusion of "specialty items" such as lights, benches and trash receptacles within the project although the City would have to take full responsibility for their costs, installation and maintenance.

This funding source could have application on Main Street (FM 720), the designated State Highway that defines the core of the downtown and provides gateways at both east and west entries to the project area. While the restrictions on funding of pedestrian-oriented landscaping will somewhat limit the use of this resource, there should still be sufficient latitude for a cost sharing approach on this key street.

TAX INCREMENT FINANCING (TIF)

This financing vehicle has been used successfully in a number of cities in Texas, notably Galveston, Grapevine, Corpus Christi and Dallas. The TIF process allows local government to raise money to finance public improvements. The operation of the TIF is premised on the projection that a new project in a redevelopment area will increase the tax base in that area. This "tax increment" is the difference in the amount of taxes that would be raised as a result of the completed project and that generated prior to development or redevelopment. The increment can be used to pay off bonds that support necessary project area improvements. The procedure for establishing a TIF is fairly simple. The local government first prepares a "preliminary reinvestment zone financing plan" that describes the purpose and feasibility of the effort. This is followed by a public hearing. The local government then passes an ordinance to

create the zone, providing a board of directors, zone boundaries, termination date and other detailed aspects of the effort. One constraint is that the mechanism cannot be used if more than ten percent of the privately owned property in the zone is in residential use. The TIF is typically applied in development situations where large commercial investments are likely to result from public improvements.

This situation is already in place around the regional shopping center site and includes the right-of-way on Main Street/FM 720 only in the downtown area. The boundary of this TIF district in the downtown should be tailored to the commercial area and the area west of the railroad tracks to the Tollroad.

In conclusion, there is a range of tools available to implement the downtown plan. These as well as other specific methods need to be considered in relation to estimated project costs in order to determine the most workable approaches toward funding implementation costs.

Recommended Public and Private Tools to Leverage Redevelopment in Downtown Frisco

PROGRAM	PURPOSE	APPLICATION	ACTION
Targeted Loan Program	Focus investor attention on selected geographic/market sectors	Home purchase; Housing improvements; Retail recruitment	City and financial institutions work to structure effective program
Tax Abatement	Encourage investment in repairs/renovations	Home and Commercial property improvement (owner occupied)	City staff structure proposed Tax Abatement for the study area
Public Improvement District	Secure property owners' support for enhanced public investments/services	Enhanced landscaping, amenities, maintenance, security, etc.	Main St. Program works with property owners to structure program
Public Property Leveraging	Expand use of property in public ownership	Lease buildings to tenants	City solicits development interest in property use
Corporate Contributions	Obtain public sector commitments to neighborhood stabilization	Home and Business Improvements	Main St. Program works with Chamber of Commerce and Economic Development Foundation
ISTEA of 1991	Fund surface transportation improvements	Construction of recreational trails and enhancement of historic resources	City evaluates funding opportunities
Historic Tax Credits	Encourage restoration of historic properties	Tax credit for substantial rehabilitation of pre-1936 structures	Property owners work through State Historic Preservation Office
Capital Budgeting	Provide for normal capital construction and repair	Landscaping of local streets and other urban design improvements	City programs phased improvements
State Highway Landscape Cost Sharing	Encourage joint beautification of State highways	Landscaping of the FM 720	City and State (TEXDOT) identifying funding approach

Figure 33: Funding Programs and Actions

The greatest resource for implementing the plan are the citizens of Frisco. Volunteer programs, fund raisers and strong vocal support are all important aspects of local responsibility for implementing this masterplan for the future of Frisco.

The following action plan prioritizes the specific duties needed to achieve completion of this mater plan according to funding and difficulty. It focuses on making the most impact for the dollar.

SPECIFIC ACTION PLAN

	Priority
Historic Preservation	
Goal: Preserve the remaining historic fabric of downtown Frisco.	
1. *Designate Buildings within the Historic District which have unique cultural or historic merit.* Cost: Implementation Time, survey complete	1
2. *Create a Frisco Historic District; Nominate this area to the National Register of Historic Places; Implement Historical District Design Guidelines;* Cost: Preparation Time	1
3. *Create a Historic Commission appointed by the City Council to review development applications. Provide review of development applications by an outside preservation architect by way of application fees or other programs.* Cost: Nothing	1
4. *Study the initiation of low interest loan programs for façade, roof and structural renovation of historic structures.* Cost: Preparation Time	1
5. *Provide tax abatement in the historic district for renovation or construction for a period of ten years.* Cost: Preparation Time	1
6. *Create a "conservation district" to the south of the historic district between 4th Street and County Road.* Cost: Implementation Time	1
7. *Renovate the Frisco Water Works and water tower in the historically appropriate manner.* Cost: Short term loss of revenue	1
8. *Replicate the Railroad Depot on the downtown side of the tracks along First Street.* Cost: See cost estimate in appendix.	1
Zoning/Landuse	
Goal: Supplement zoning in order to improve land use patterns within and encourage private development supporting the historical model of downtown.	
1. *Expand the Original Town District boundaries to include areas to the west and north of the existing area.* Cost: Council and staff time	1
2. *Separate the OT District into two new districts defined by their character. OTC (Original Town Commercial) for areas of commercial character with commercial uses and OTR (Original Town Residential) for areas of residential character with commercial uses.* Cost: Council and staff time	1
3. *Revise the OTC District standards as described in the Zoning Recommendations section(p. 35) of this Master Plan.* Cost: Council and staff time	1
4. *Revise the OTR District standards as described in the Zoning Recommendations section (p.36) of this Master Plan.* Cost: Council time	1
5. *Revise the existing Single-family-6 District standards as described in the Zoning Recommendations section (p.36) of this Master Plan.* Cost: Council and staff time	1
6. *Revise the Comprehensive Zoning Ordinance Section 36: Special and Additional Supplementary Regulations (36.9) to allow 100% wood frame houses in SF-6/Historic Overlay District with Historic Commission approval.* Cost: Council and staff time	1

	Priority
7. *Create a Historic Overlay District to establish historic design guidelines. Apply overlay district to the OT districts and portions of the SF-6 district.* Cost: Council and staff time	3
8. *Create a Historic Commission to review development applications in the Historic District for conformity to the Design Guidelines.* Cost: Council and staff time	3
9. *Creation of a conservation and redevelopment district for areas surrounding the historic overlay district that are not eligible for inclusion.* Cost: Council and staff time	3
10. *Consider relocating the Industrial (I) District zoning, located to the west of downtown, and replacing it with a special zoning district called UC-Urban Center. This area would allow mixed uses including commercial, office, retail, and potentially some residential. Area regulations could require no front yard setbacks, parking requirements to the side or behind buildings. Two story buildings could be encouraged, perhaps higher than three story allowed.* Cost: Council and staff time	2

Infill Recommendations

Goal: Provide a mechanism for structural infill downtown that is historically sensitive.

1. *Create incentive programs which encourage commercial infill along Main Street such as tax abatement, low interest loans, or enterprise zones.* Cost: Varies	2
2. *Consider public/private joint venture in constructing infill projects.* Cost: Varies	2
3. *Consider public/private joint venture in constructing infill projects with guidelines.* Cost: Varies	2
4. *Consider building public buildings such as libraries, meeting halls, and Postal facilities on Main Street.* Cost: Varies	2
5. *Consider a redevelopment district and a conservation district south of the Historic District in the downtown area.* Cost: Varies	3

Parking and Transportation

Goal: Increase the efficiency and quality of vehicular circulation and parking.

PARKING

1. *Change parking dimensions in zoning code to smaller sizes pursuant to today's size cars.* Cost: Staff time	2
2. *Require that parking in the OTC District be located behind the building on Main Street.* Cost: Zoning Change	1
3. *Allow off-site parking for Main Street structures to be constructed in the rear 60' of lots fronting Oak and Elm Streets in the OTC and OTR Districts.* Cost: Zoning Change	1
4. *Improve on-street parking conditions on Main Street via striping, time limits, and the Streetscape Master Plan Improvements.* Cost: Variable	1
5. *Improve and/or construct on-street parking on all north-south streets in the Historic District one block north and south of Main.* Cost: See Cost Estimate	2

Priority

6. *Formalize Downtown parking construction/ lease back plan for all OT, OTC, and OTR properties and offer publicly.* — 2
   Cost: Varies

TRANSPORTATION

1. *Leave Main Street between County Road and the railroad as a two lane, two-way street section with parallel parking on both sides in order to maintain traffic volume and accommodate pedestrians.* — 1
   Cost: None
2. *Improve Main Street from Preston to County Road to a five-lane road section with two lanes each way and a center turn lane.* — 3
   Cost: Unknown
3. *Improve Main Street from downtown to the Tollroad to a five-lane road section with two lanes each way, a center turn lane and parallel parking.* — 3
   Cost: Varies with options
4. *Improve Fifth Street in the first two blocks south of Main to a two lane, two way street with a third center turn lane going north. Reduce parallel parking appropriately in those two blocks.* — 3
   Cost: Unknown
5. *Add a traffic signal at Main and 5th to slow traffic and accommodate Fifth St. as a thoroughfare to the south.* — 2
   Cost: $70,000

Streetscape / Infrastructure

Goal: Implement streetscape and infrastructure improvements to enhance the visual and pedestrian quality of the downtown area.

1. *Implement an immediate street signage change in the Historic Downtown Area incorporating the new downtown Frisco logo.* — 1
   Cost: $15,000
2. *Implement the addition of new period street lighting fixtures along Main St. as quickly as feasible.* — 1
   Cost: Downtown: $150-200,000
   See cost estimate for details
3. *Implement a new signage ordinance as part of the design guidelines for the historic district.* — 1
   Cost: Council and staff time
4. *Purchase period street furniture such as benches and trash receptacles as quickly as feasible.* — 1
   Cost: $45,000
5. *Construct new Main Street section from Fifth St. to the railroad tracks with expanded sidewalks, block end noses and trees as capital development programs allow.* — 2
   Cost: See cost estimate
6. *Install new storm sewer in Main Street with new street section construction.* — 2
   Cost: $100,000+
7. *Seek to implement the new downtown logo on the grain silos west of the railroad tracks.* — 1
   Cost: $10,000
8. *Construct entrance portal signage/icons at the limits of the Historic District on Main Street in order to welcome visitors to downtown.* — 1
   Cost: $30,000

Public Facilities	Priority
Public Facilities	
Goal: Encourage future public buildings to remain as anchors in the downtown area.	
1. *Consider building new City Hall facilities immediately west side of the railroad tracks at the end of Main Street as a landmark structure for the City* Cost: Unknown	2
2. *Consider building a rail museum near the railroad tracks as a tourism anchor for downtown.* Cost: Unknown	3
3. *Consider building public parks in the residential districts north and south of Main Street as a neighborhood quality of life improvement for that area.* Cost: $250,000 + land	3
4. *Consider linking the downtown area with surrounding neighborhoods via the construction of hike and bike trails along the rail corridor and then into creek greenbelts to the north and south of downtown to the west.* Cost: ISTEA Matching	3
Programs/Implementation	
Goal: Create incentive programs that encourage and promote continued redevelopment interest in the downtown area in a historically sensitive style.	
1. *Apply for Texas Historical Commission Main Street Designation as soon as possible.* Cost: Commitment	1
2. *Consider implementing a management and promotion program for the downtown area including the addition of a "downtown coordinator" position.* Cost: One salaried position	1
3. *Consider a subsidized architectural assistance program for Historic District properties.* Cost: $500-1,000/property	1
4. *Consider implementing a public improvement district as a joint venture with downtown property owners.* Cost: Management	2
5. *Consider utilizing Community Development Corporation funds for downtown public improvements.* Cost: Loss of revenue to other property	1
6. *Consider applying for TXDOT landscape beautification funds as a source of street trees along the entire length of 720 from Preston Rd. to the Tollroad.* Cost: 50% of improvements	1
7. *Consider traditional capital budget expenditures for street and public improvements via bond elections.* Cost: Staff time	2
8. *Consider applying for ISTEA Funds for streetscape improvements, the Depot replication project and hike and bike trails.* Cost: Staff time, matching share 20%	1
9. *Consider implementing a targeted loan program for improvements in the Historic District.* Cost: Interest Subsidy	1

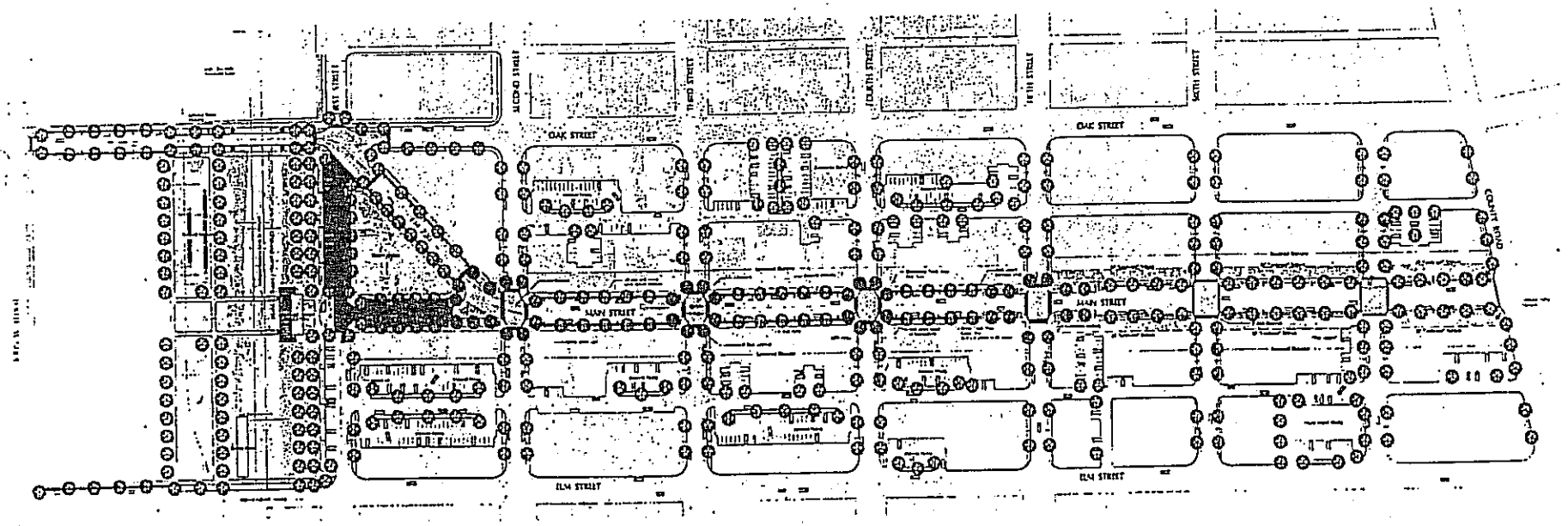
STREETSCAPE MASTER PLAN

DOWNTOWN FRISCO
STREETSCAPE MASTER PLAN

The Downtown Frisco Streetscape Master plan is the graphic depiction of specific improvements along Main Street. The purpose of this plan is to visually communicate the goals and objectives for the Downtown Masterplan. (See Figure 34.)

In order to emphasize pedestrian activity within the downtown core between 5th Street and the railroad, only two travel lanes are recommended with no center turn lane or median. The objective is to make this area pedestrian oriented with the convenience of on-street parking and wide pedestrian walkways. This is accomplished with the construction of a 10' wide sidewalk with a 4'6" landscaped buffer adjacent to a 13'6" wide parallel parking bay on both sides of Main Street. The buffer area could be used for street furniture such as street lamps, benches, trees and shrubbery, trash cans, mailboxes, etc. As shown on Figure 35, pedestrian crosswalks would be added at all intersections. Curbing at intersections would extend out in order to decrease pedestrian walking distances and create more landscaping opportunities.

At this time there are no improvements recommended for the local residential streets in the neighborhood near the downtown area, however curbs should be constructed in conjunction with any future repaving. Figures 29 and 30 display typical commercial and residential street sections for the Frisco downtown core area.

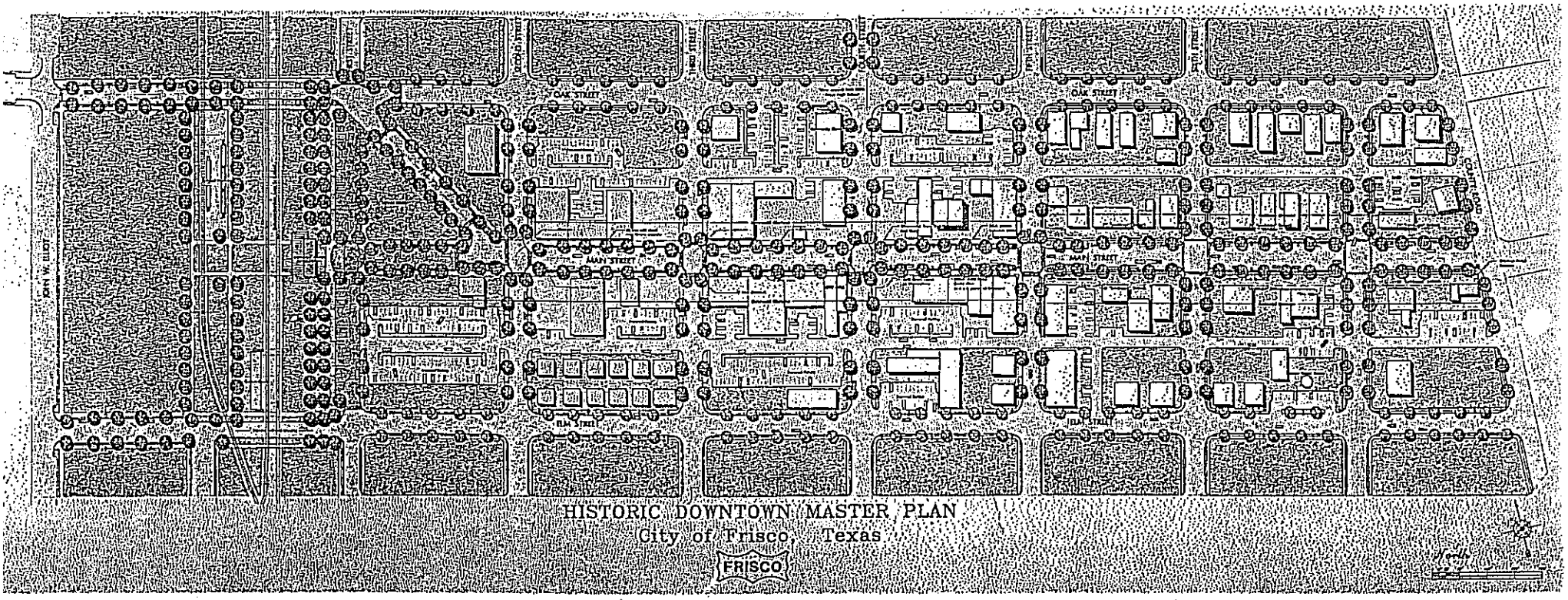


HISTORIC DOWNTOWN MASTER PLAN
CITY of FRISCO, TEXAS

FRISCO

MESA

Figure 34: Historic Downtown Frisco Streetscape Master plan



HISTORIC DOWNTOWN MASTER PLAN
City of Frisco, Texas

FRISCO

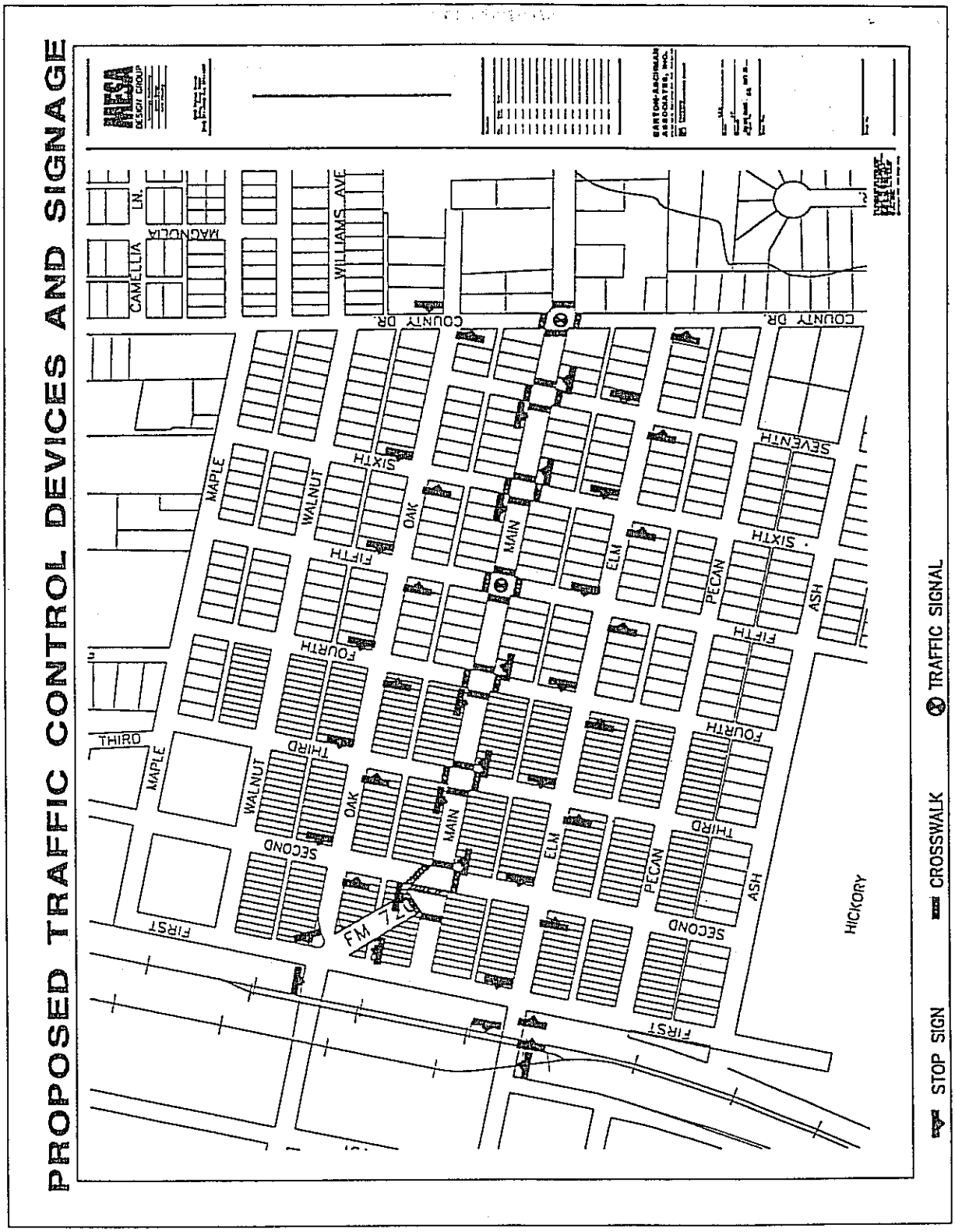


Figure 35: Proposed Traffic Control Devices and Crosswalks

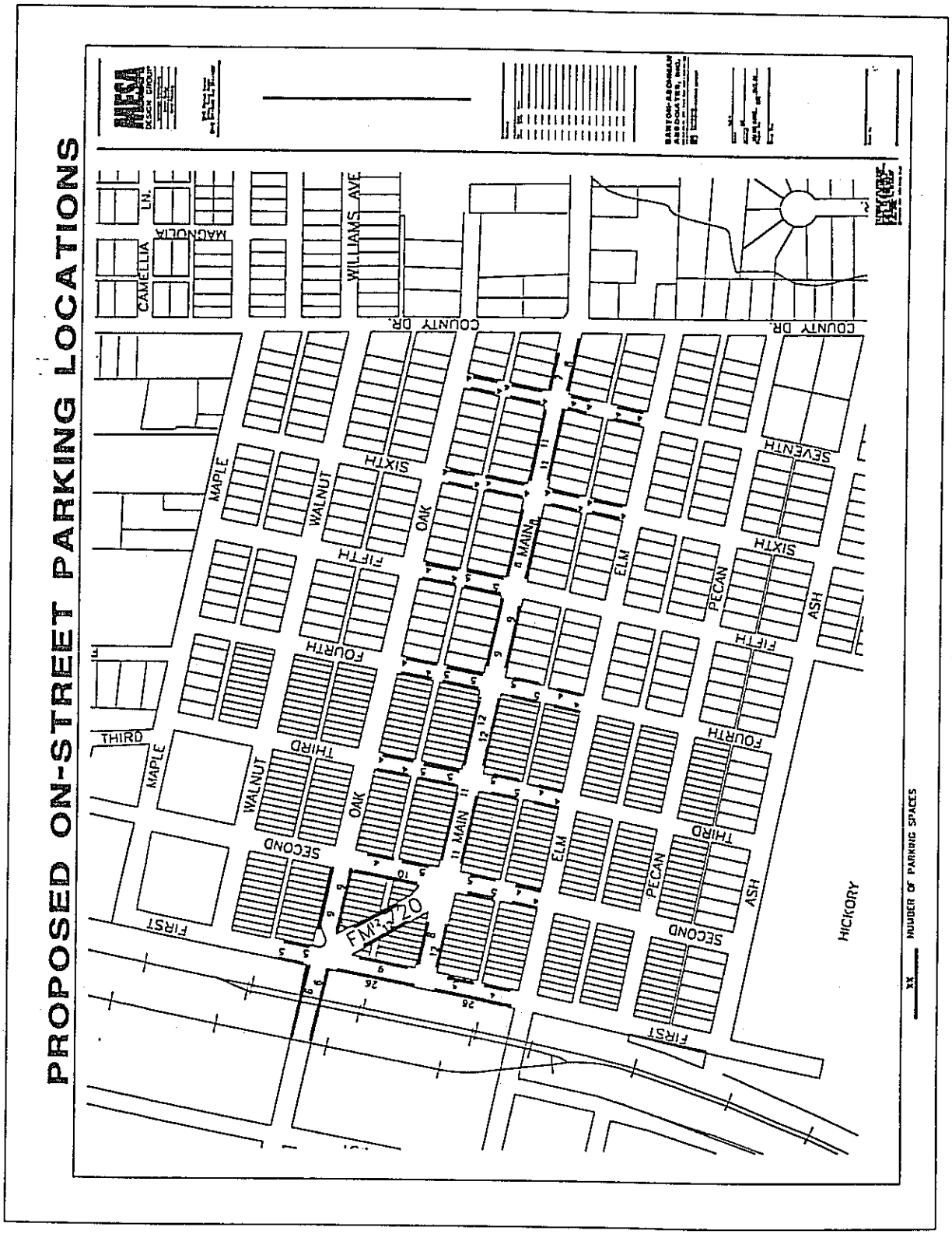


Figure 36: Proposed On-street Parking

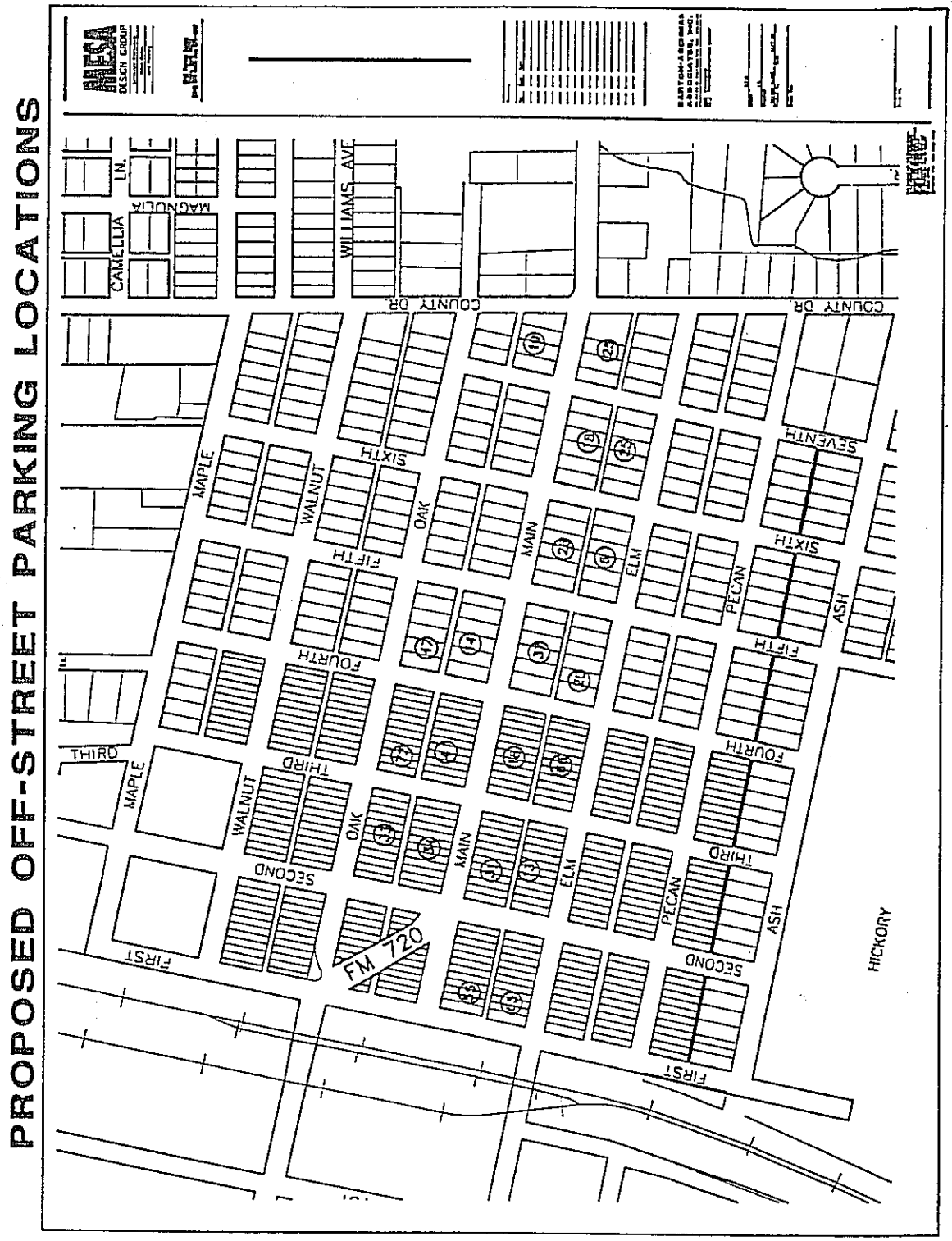


Figure 37: Proposed Off-street Parking

SIDEWALK IMPROVEMENTS

Sidewalk improvements proposed in the Downtown Streetscape include widening sidewalks between the railroad tracks and 5th Street by 4'6". This additional 4'6" width becomes a landscape buffer zone with trees at 50'0" minimum on center. (These trees should be aligned with parting walls in order not to block store front signage.) Brick paver insets are placed between these trees. This allows the concrete walk areas to be 9' wide, with a total width of 13'6". All other sidewalk improvements in this area are located on the side streets and are typically 8'-10' concrete walks as shown in the masterplan. For the blocks between 5th Street and County Road, existing 5' walks should continue around the blocks connecting the side streets to Main Street. These walks are set back from the street 5' to continue this landscape buffer along Main Street. However, there are no brick insets in this area.

LANDSCAPE IMPROVEMENTS

Landscaping is significantly increased since there are currently no street trees along the commercial areas of Main Street. From the railroad to 5th Street, 159 street trees can be added to improve the streetscape. Ornamental trees should be placed at all intersections in order to designate these street crossings to pedestrian users as well as add appearance. Also, brick crosswalks should be located at all major intersections for pedestrian traffic. From 5th Street to County Road, 79 trees can be added along Main Street and other side streets. Trees added include those in new parking areas and sidestreets on the blocks facing Main Street only.

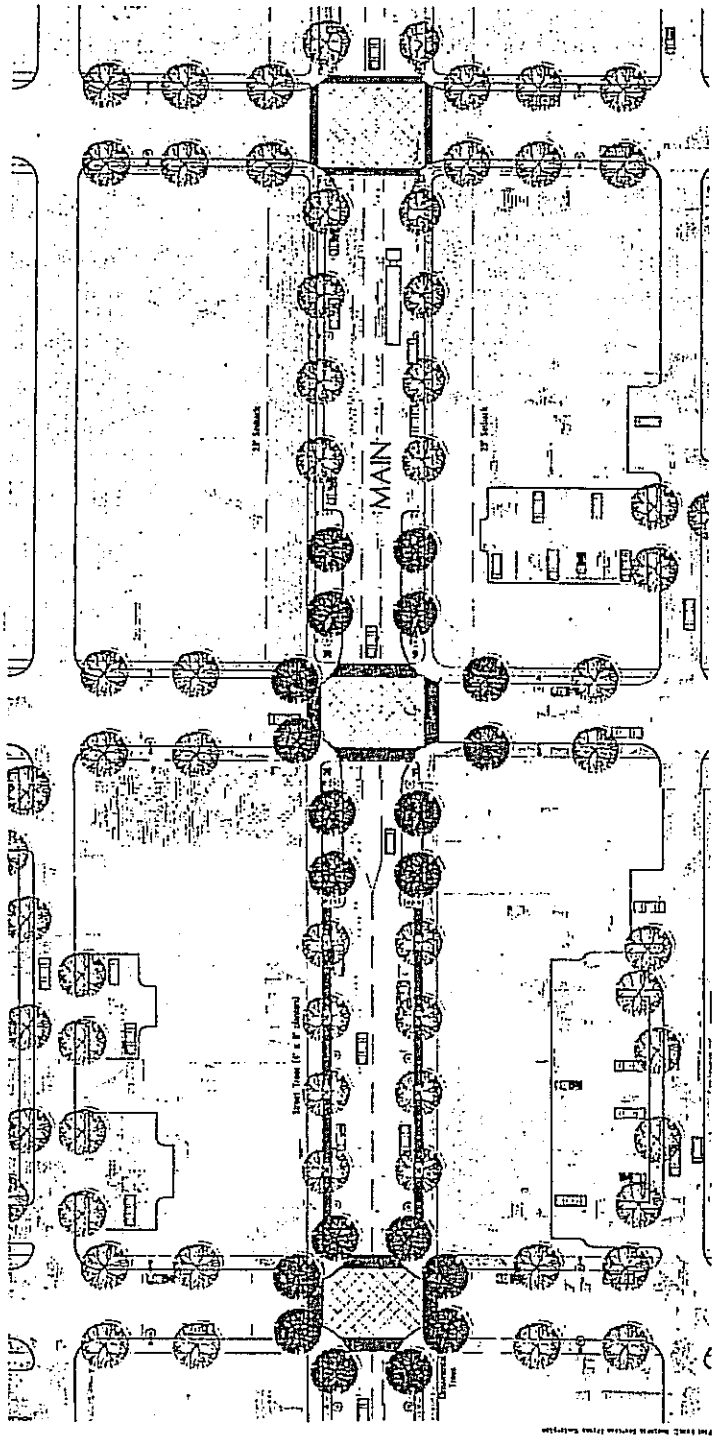


Figure 38: Proposed Streetscape

STREET FURNISHINGS IMPROVEMENTS

Street furnishings such as benches, trash receptacles, signage, and lighting should be added for pedestrian use. These items are located at various positions in the masterplan and are included in the cost estimate.

ENTRANCE IMPROVEMENTS

The final detail of the masterplan to be pointed out is the placement of entrance icons. The entrances to the Downtown area are very important features, yet they are not currently well defined. It is important to designate and outline this Downtown Historic area so that residents and visitors alike can recognize when they have entered this district, giving this area definition or boundary. There are ten of these entrance icons total. Four are located at the West entrance to town at the railroad tracks (two on either side). Two are located on either side of Main Street at County Road, the East entrance to the Downtown. The remaining four would be miniaturized versions to be placed on all four corners of the intersection at 5th Street and Main Street. This would designate the difference between the commercial and residential architectural styles on Main Street. Below is a potential example of what an icon could look like, however, there are numerous designs that could take shape. This is an entirely different design process that should be later explored when these icons are implemented.

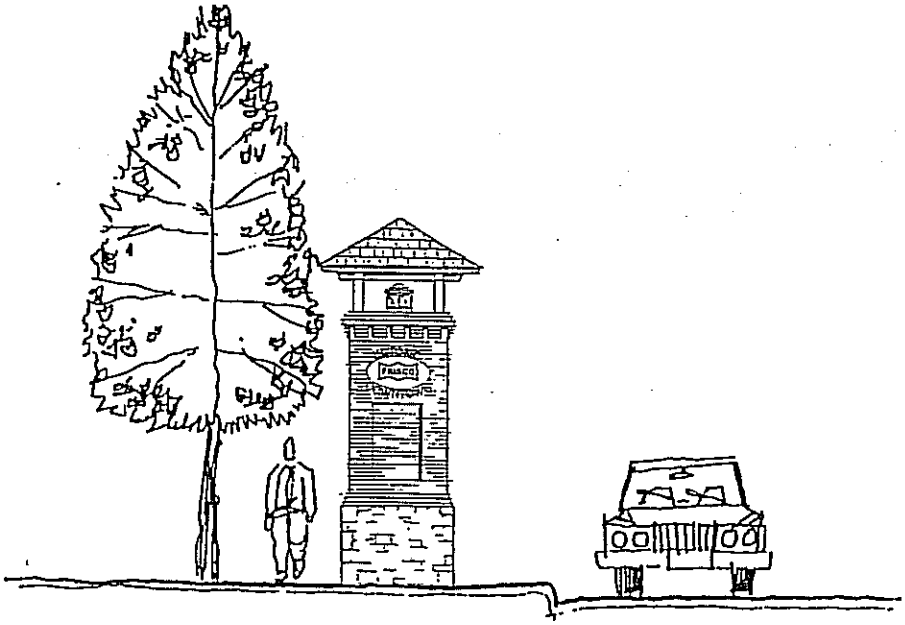


Figure 39: Potential Entrance Feature