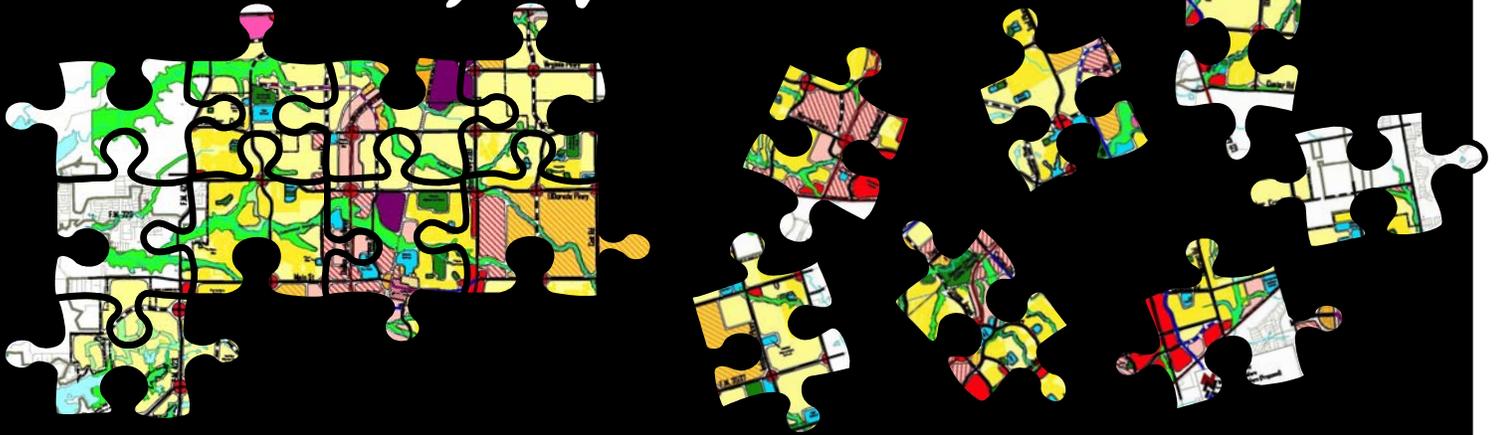




# City of Frisco, Texas



## 2006 COMPREHENSIVE PLAN

*PUTTING ALL THE PIECES TOGETHER*

*Prepared by Consultant Team:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.

*Adopted April 18<sup>th</sup>, 2006*





*Try not to become a city of success but rather  
to become a city of value.*

- adapted from a quote by Albert Einstein





# The Comprehensive Plan Advisory Committee (CPAC)

The City of Frisco gratefully acknowledges the time and effort of the following individuals who have been members of the Comprehensive Plan Advisory Committee (CPAC). Their contribution to the planning process has successfully resulted in the completion of this 2006 Comprehensive Plan. The members present at the CPAC meeting on January 18<sup>th</sup>, 2006, unanimously voted to recommend this document to the Planning & Zoning Commission and City Council for adoption.

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Tracie Reveal Shipman, *Vice-Chair*

- |                    |                   |
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*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 1:*  
*The Snapshot of the City*

**ADOPTED APRIL 18, 2006**

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

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**2006 COMPREHENSIVE PLAN**

“... The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development.”

- Jay M. Stein. *Classic Readings in Urban Planning*

## *Introduction*

### *Importance of Comprehensive Planning*

The City of Frisco has a strong tradition of planning. Plans were completed in 1982, 1990, and 2000 (the *Millennium Plan*), and City leaders and staff have effectively followed many of the guidelines and recommendations in these plans through the years. This knowledge of the importance of planning and the effectiveness of planning implementation in Frisco has allowed the City to become one of the most noted and notable places in the Dallas-Fort Worth Metroplex, across Texas, and across the nation. Indeed, the City has recognized the need not solely for comprehensive planning, but for planning in other important areas as well, as evidenced by the City’s Park Master Plan and Downtown Revitalization Plan, both of which are in process. By continuing this planning tradition with this latest version of the comprehensive plan, the City can continue its success as a highly livable community—it can maintain its reputation as a great place to live, work, play, and grow. Also, these elements can be further enhanced by establishing new and innovative planning-related policies.

Growth within Frisco is inevitable, but the City can manage its growth and can fulfill its envisioned destiny with proper planning and guidance. Preparing for growth can help Frisco’s leaders maximize the future benefits of that growth for citizens. The product of this comprehensive planning effort that the City has undertaken will be a *2006 Comprehensive Plan* document that the City can use in the years to come to effectively manage and maximize its ever-changing environment.

### *The 2006 Comprehensive Plan Process*

In the fall of 2004, the City retained the Consultant Team of Dunkin, Sefko & Associates, Townscape Planning, and Kimley-Horn and Associates to lead the comprehensive plan process and to create the City’s new *2006 Comprehensive Plan* document. The process is predicated on the involvement of Frisco officials and staff, as well as on the cornerstone of any comprehensive planning process, public participation. A representative body of the public was appointed in December of 2004 to serve as an advisory committee for the planning process. Frisco has a citizenry that desires to be involved in the



planning of the City, perhaps because such planning has been so successful in the past. Twenty-three interested and highly motivated citizens were selected to serve on this representative committee, referred to as the Comprehensive Plan Advisory Committee (CPAC). The CPAC will be integral to the planning process—it will serve as the primary public interface with the Consultant Team, and will provide input in terms of visioning, proposed Plan Update recommendations, and first drafts of the various Plan elements, prior to their submittal for consideration to the general public, the Planning & Zoning Commission, and the City Council.

## IMPORTANCE OF PUBLIC PARTICIPATION TO THE PROCESS

Public participation is integral to the comprehensive planning process in Frisco. In large part, the citizens of the City have made the City what it is today. The citizens have elected leaders with foresight, voted for the financing for special developments, chosen to live in the City, chosen to raise their children in the City. The ultimate success of the *2006 Comprehensive Plan* will depend upon the Plan being a document that reflects the needs and desires of the citizens of Frisco—needs and desires met by specific policies and implementation mechanisms outlined within the Plan. There are numerous ways in which public participation is being sought during this comprehensive planning process, specifically through:

- Neighborhood workshops,
- Focus group meetings,
- Land use scenario charrettes,
- Town Hall meetings, and
- Public hearings.

These will provide frequent opportunities for citizens of Frisco to provide input on the *2006 Comprehensive Plan* throughout the process.

“The strength of our democracy lies in the sharing of knowledge and in the sharing of our decisions as to how to use it...In the long run, if we do not advance together, we are likely to find that we have not advanced at all.”

Source: Frederick H. Bair, Jr. *Planning Cities. Planning, the people, and the strength of nations*, pg. 40

## THE PROCESS IN SUMMARY

The process has begun with this *Snapshot of the City*—this first chapter provides background information about Frisco that allows for a clear understanding of the City and its existing characteristics (e.g., demographic, economic, and physical). In the end, a complete *2006 Comprehensive Plan* document will be produced. CPAC members, City officials, City staff, and the general public will review and comment on this document prior to its consideration for adoption by City Council.

The targeted time-frame for the culmination of this comprehensive planning process is the Spring of 2006. The *2006 Comprehensive Plan*, once adopted, becomes the official planning document of the City. However, this document does not represent the end of the process—planning is not a single event, it is continuous. The *2006 Comprehensive Plan* is intended to be a dynamic, adaptable guide to help citizens and officials shape Frisco’s future on a continual, proactive basis. The City has recognized this in the past, and it is anticipated that planning in Frisco will continue as it has in the past, long after this *2006 Comprehensive Plan* is adopted.



# Demographic & Socio-Economic Analysis

The rapid population growth experienced in Frisco over the last decade has made the City a popular topic across the region and the nation. Countless newspaper and magazine articles have been written on the subject, and it has been the topic of regional and national discussion forums. Beyond the overall population surge, however, are the more specific questions regarding the characteristics of Frisco’s population—characteristics like ethnicity, family income, average age, and education level, to name a few. What is the story, not only of Frisco’s basic population growth itself, but of the people who choose to call Frisco “home”?

This section of the *Snapshot* discusses not only the City’s overall population growth, but also contains analyses of such local population characteristics. These analyses provide valuable information, and thus contribute to the foundation of the comprehensive planning process in Frisco. Much of the information about the population is obtained from the U.S. Census Bureau and from the North Central Texas Council of Governments (NCTCOG); these entities are the primary information sources for this portion of the *Snapshot*.



Historic Home in Frisco

## In the Beginning

Frisco’s rich history has been documented in numerous publications, including the City’s *Millennium Plan* that was adopted in 2000. Included here is an abbreviated version that focuses on the City’s founding and subsequent population growth. Like many Texas towns, Frisco was originally settled in proximity to the railroad at the turn of the twentieth century when rail lines were vital to local economies and population growth. Following the completion of a line that was part of the St. Louis & San Francisco Railroad in 1902, the City was incorporated in 1908 and was named for the abbreviated term used to identify the rail line—*Frisco*.<sup>1-1</sup>

As a service hub for the farming community, with a post office, retail shops, and shipping capabilities, the City was primed for growth from the beginning. The first Census count of the new community occurred in 1910 and reported 332 citizens. Frisco reportedly doubled in population by 1920, when the population was estimated to be 733 people.<sup>1-2</sup>

<sup>1-1</sup> The Handbook of Texas Online: “Frisco, Texas” David Minor. Last updated December 4, 2002; ADDRESS: [www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html](http://www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html)  
<sup>1-2</sup> The Handbook of Texas Online: “Frisco, Texas” David Minor. Last updated December 4, 2002; ADDRESS: [www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html](http://www.tsha.utexas.edu/handbook/online/articles/view/FF/hgf8.html) and *The Frisco 2000 Millennium Plan: A Comprehensive Guide to Growth and Development*. Adopted March 7, 2000, Case No. Z2000-12



## Subsequent Local Growth

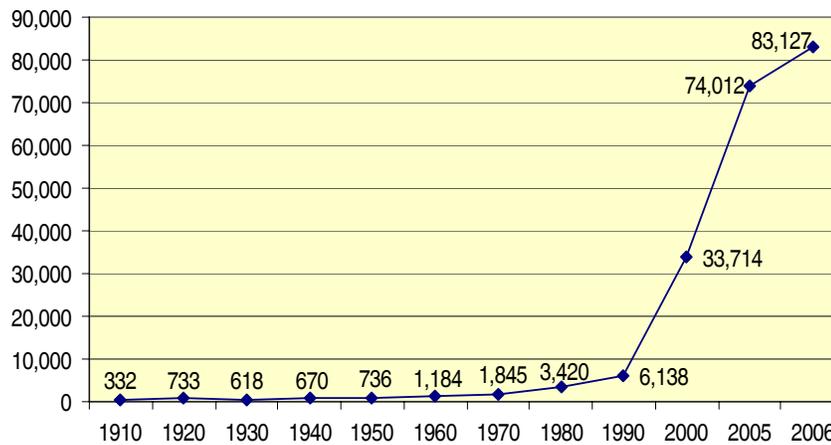
As Table 1-1 shows, Frisco's population was steady for many decades prior to the marked growth experienced by the City beginning in the 1960s and the explosive growth experienced during the 1990s. Following the 1960 Census count, Frisco's population increased by over 60 percent between every subsequent Census count except 1970. The greatest increase in population occurred in the last decade, between 1990 and 2000. The City's growth rate of just below 450 percent during this period is almost unprecedented, and is one of the highest across the State of Texas, and indeed, the nation.<sup>1-3</sup> Additionally, there is no sign that growth is slowing—Frisco has already grown by almost 120 percent between 2000 and 2005. Table 1-1 is supplemented graphically by Figure 1-1. This figure effectively

Table 1-1  
POPULATION GROWTH – 1910 TO 2004  
City of Frisco, Texas

Year	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate
1910	332	—	—	2.91%
1920	733	401	120.8%	
1930	618	(-)115	(-)15.7%	
1940	670	52	8.4%	
1950	736	66	9.9%	
1960	1,184	448	60.9%	
1970	1,845	661	55.8%	13.09%
1980	3,420	1,575	85.4%	
1990	6,138	2,718	79.5%	
2000	33,714	27,576	449.3%	
2005*	74,012	40,298	119.5%	

Sources:  
U.S. Census  
\* Estimate as of 1/1/2005 from the City of Frisco Planning & Development Services Department.

Figure 1-1  
POPULATION GROWTH – 1910 TO 2006  
City of Frisco, Texas



<sup>1-3</sup> Phoenix and San Antonio Lead Largest Cities in Growth; Small Cities Grow Fastest, Census Bureau Reports. United States Department of Commerce News. Economics and Statistics Administration, Bureau of the Census. June 30, 1999; ADDRESS: <http://www.census.gov/Press-Release/www/1999/cb99-128.html>.



shows the City's steady population rise through 1970, then the rapid rise in following decades. The current population of Frisco of 74,012 people has been estimated by the City's Planning & Development Services Department, and is current as of January, 2005. This population number will be used throughout this *2006 Comprehensive Plan* during discussions of the City's current population.

## Subsequent Regional Growth

### COLLIN COUNTY & DENTON COUNTY

Frisco's growth has not occurred independently of regional population increases. Collin County, the county within which approximately two-thirds of the City's geographic area is located, has also experienced rapid growth over the past few decades. Data contained in *Table 1-2* shows this. It also contains information for Denton County, which is the county that contains the remaining one-third of Frisco's geographic area. Denton County has grown in population, but this growth has not been as rapid as Collin County in recent years.

Table 1-2  
POPULATION GROWTH – 1910 TO 2004  
Collin County & Denton County, Texas

YEAR	COLLIN COUNTY				DENTON COUNTY			
	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate	Population	Population Change	Percent Change	Average Annual Compounded Growth Rate
1910	49,021	—	—	0.52%	31,258	—	—	1.48%
1920	49,609	588	1.2%		35,355	4,097	13.1%	
1930	46,180	(-)3,429	(-)6.9%		32,822	(-)2,533	(-)7.2%	
1940	47,190	1,010	2.2%		33,658	836	2.5%	
1950	41,692	(-)5,498	(-)11.7%		41,365	7,707	22.9%	
1960	41,247	(-)445	(-)1.1%		47,432	6,067	14.7%	
1970	66,920	25,673	62.2%	6.21%	75,633	28,201	59.5%	5.60%
1980	144,576	77,656	116.0%		143,126	67,493	89.2%	
1990	264,036	119,460	82.6%		273,525	130,399	91.1%	
2000	491,675	227,639	86.2%		432,976	159,451	58.3%	
2004*	615,200	123,525	25.1%		528,950	95,974	22.2%	

Sources:

U.S. Census

\* North Central Texas Council of Governments Estimated Population as of 1/1/04



Collin County experienced its most rapid percentage of growth in the decade between 1970 and 1980, during a period that was a little earlier than Frisco's most rapid growth period.

*Table 1-3  
COLLIN & DENTON COUNTY POPULATIONS WITHIN FRISCO  
1910 TO 2004*

Year	Population of Frisco	Percentage of County Population Within Frisco	
		Collin County	Denton County
1910	332	0.68%	1.06%
1920	733	1.48%	2.07%
1930	618	1.34%	1.88%
1940	670	1.42%	1.99%
1950	736	1.77%	1.78%
1960	1,184	2.87%	2.50%
1970	1,845	2.76%	2.44%
1980	3,420	2.37%	2.39%
1990	6,138	2.32%	2.24%
2000	33,714	6.86%	7.79%
2004*	66,400	10.79%	12.55%

Sources: U.S. Census  
\* NCTCOG Estimated Population as of 1/1/04

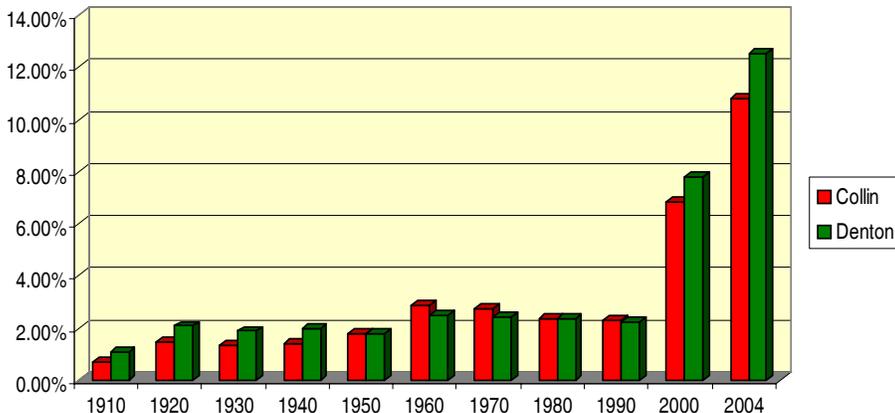
The County's highest numerical growth occurred during the 1990s, consistent with Frisco, with an additional 227,639 people by the 2000 Census count. Over the entire period between 1980 and 2004, Collin County has grown from 144,576 people to an estimated 615,200 people, and at an average annual compounded growth rate of 6.2 percent (over 325 percent, generally). Denton County grew at a faster rate between 1910 and 1970 than did Collin County, but Denton County was a decade behind Collin in its greatest period of percentage growth, which occurred in the 1980s. Like Frisco and Collin County, Denton County experienced its most rapid numerical growth in the 1990s. Between 1980 and 2004, Denton County experienced an annual compounded population growth rate of 5.6 percent (almost 270 percent, generally), but grew at a slower rate than Collin County did.

Another interesting set of information is contained within *Table 1-3*. This table shows the percentages of population that the City of Frisco has contributed to Collin and Denton counties, respectively, in past and present decades. *Figure 1-2* graphically depicts Frisco's population contribution to each of

these counties in 2004; the NCTCOG population estimate for Frisco for 2004 is used in this comparison to provide consistency with the latest population estimates for Collin and Denton counties, which are the NCTCOG 2004 estimates.

*Table 1-3* and *Figure 1-2* show that, the population of Frisco was marginally significant to Collin and Denton Counties until the 1990s, when the City's population

*Figure 1-2  
COLLIN & DENTON COUNTY PERCENTAGES WITHIN FRISCO – 1910 TO 2004  
City of Frisco, Collin County & Denton County, Texas*





contribution began to grow much more substantially. Figure 1-2 shows that Frisco's population contribution to both Collin County and Denton County dramatically rose between 1990 and 2000; this trend is estimated to have continued between 2000 and 2004.

### SURROUNDING CITIES

The cities that surround Frisco (Plate 1-1) have also experienced high growth rates. It should be noted that the NCTCOG population estimate for Frisco for 2004 is again used in this comparison to provide consistency with the latest population estimates for the cities that surround Frisco counties, which are the NCTCOG 2004 estimates.

*Table 1-4  
POPULATION GROWTH – 1980 TO 2004  
City of Frisco, Texas & Surrounding Cities*

YEAR	CITY						
	Frisco	Allen	Little Elm	McKinney	Plano	Prosper	The Colony
1980	3,420	8,314	926	16,256	72,331	675	11,586
1990	6,138	19,315	1,255	21,283	127,885	1,018	22,113
2000	33,714	43,554	3,646	54,369	222,030	2,097	26,531
2004*	66,400	62,450	14,000	82,800	243,500	3,100	35,050
Percent Change	1,841.5%	651.1%	1,411.9%	409.4%	236.6%	359.3%	202.5%
Average Annual Compounded Growth	13.15%	8.76%	11.98%	7.02%	5.19%	6.56%	4.72%

*Sources:*  
U.S. Census  
\* North Central Texas Council of Governments Estimated Population as of 1/1/04

FriscO has led the North Dallas region in population growth percentages since 1980, as Table 1-4 shows. However, most of these cities have also experienced marked growth. Specifically, Little Elm grew by over 1,411 percent between 1980 and 2004, which represents an average compounded rate of almost 12 percent during that time period. Allen also grew rapidly during this timeframe, from a population of 8,314 people in 1980 to an estimated population of 62,450 people in 2004, which represents a percentage growth of almost nine percent (over 650 percent average annual compounded). Figure 1-3 (on page 1.9) graphically depicts the comparative population growth information of the cities in Table 1-4.





City of Frisco, Texas

# Frisco and Surrounding Cities

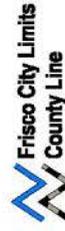
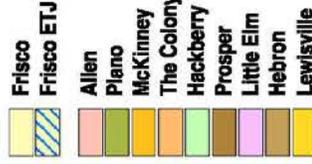


Plate 1-1

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants  
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
FRISCO GIS  
Department of Information Technology

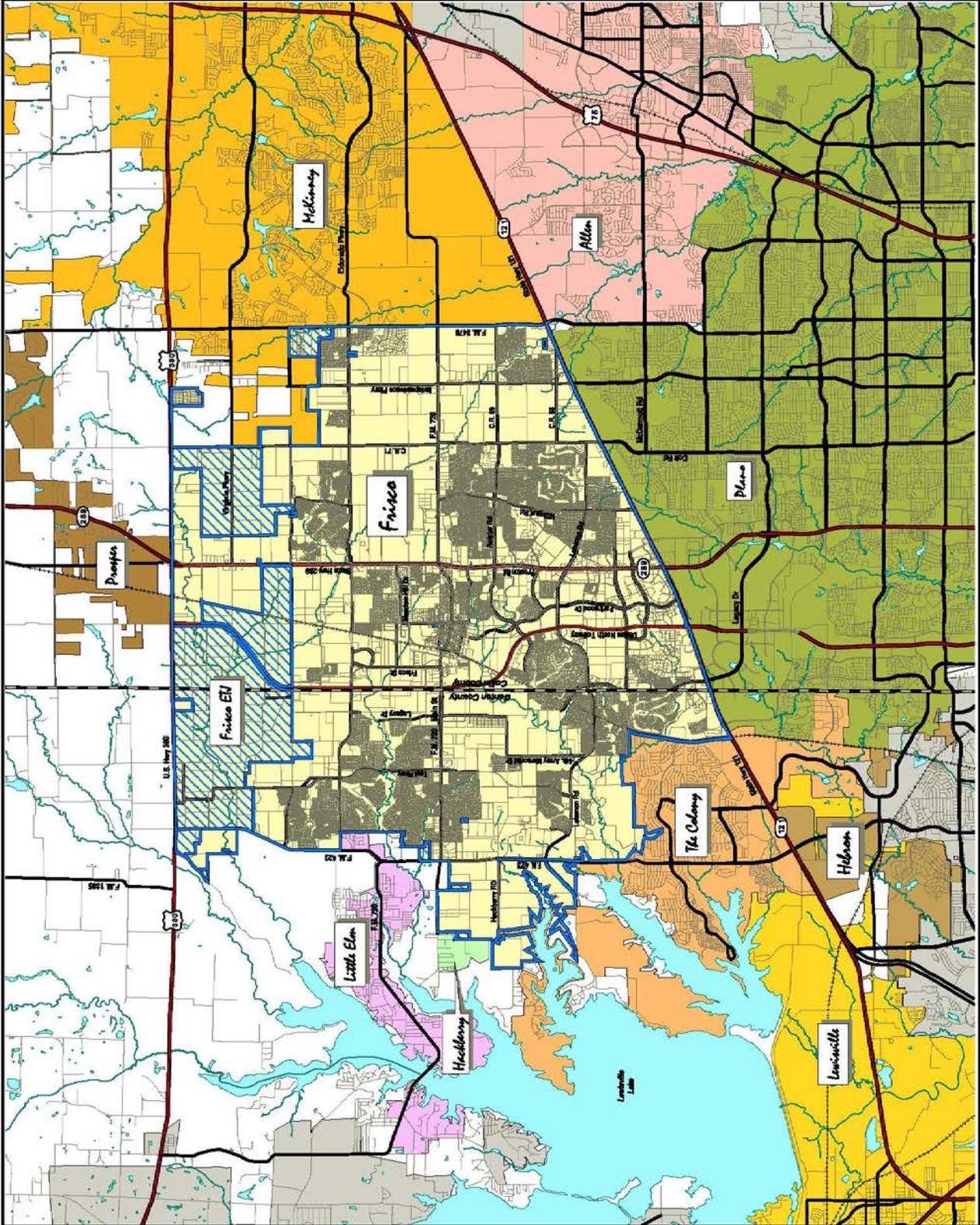
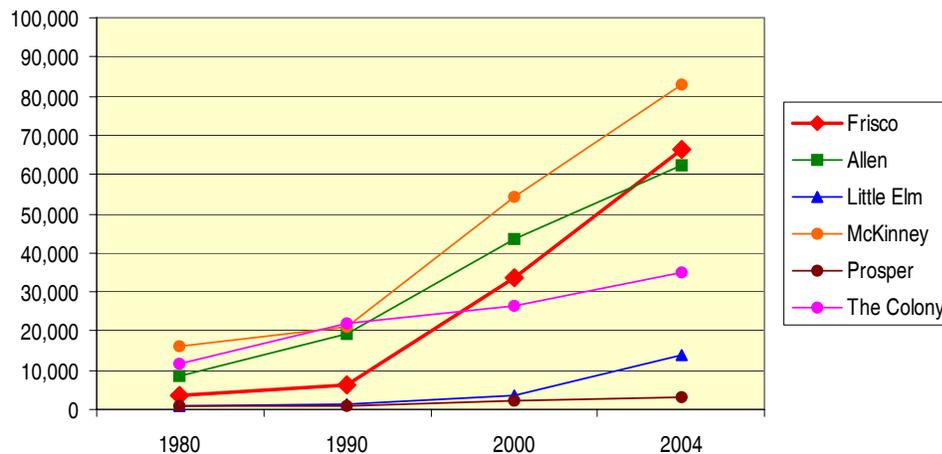




Figure 1-3  
POPULATION GROWTH – 1980 TO 2004  
City of Frisco, Texas & Surrounding Cities



Note: City of Plano is not included in this graphic due to its comparatively high population; information about population growth in Plano can be found in Table 1-4.

## Local & Regional Population Diversity

### RACE & ETHNIC DIVERSITY

The significance of the previous discussion on local and regional population growth to this comprehensive planning process is relatively evident. The geographic area in which Frisco is located is experiencing explosive growth that will impact the City’s land use planning, transportation planning, livability, as other facets of the community. Perhaps less evident is the purpose of examining race and ethnic diversity in the local and regional area. It is important for the City to understand its ethnic composition so it can ensure that public input and public decision-making is representative, meaning that all ethnic groups are adequately included and represented in these processes. As one study on the subject of racial diversity and urban planning states: “Local urban strategies incorporating the cultural dimension can contribute positively to promoting real equality of opportunity in the city and urban areas, to targeting specific initiatives in specific areas, and to promoting social cohesion and social inclusion of migrants and ethnic minorities.”<sup>1-4</sup>

<sup>1-4</sup> Introduction: Recommendations on integrated perspectives on and approaches to cultural diversity and urban development. The Ministry of Refugee, Immigration and Integration Affairs website. April 2003; ADDRESS: [http://www.inm.dk/publikationer/engelske\\_publicationer/cultural\\_diversity/kap01.htm](http://www.inm.dk/publikationer/engelske_publicationer/cultural_diversity/kap01.htm).



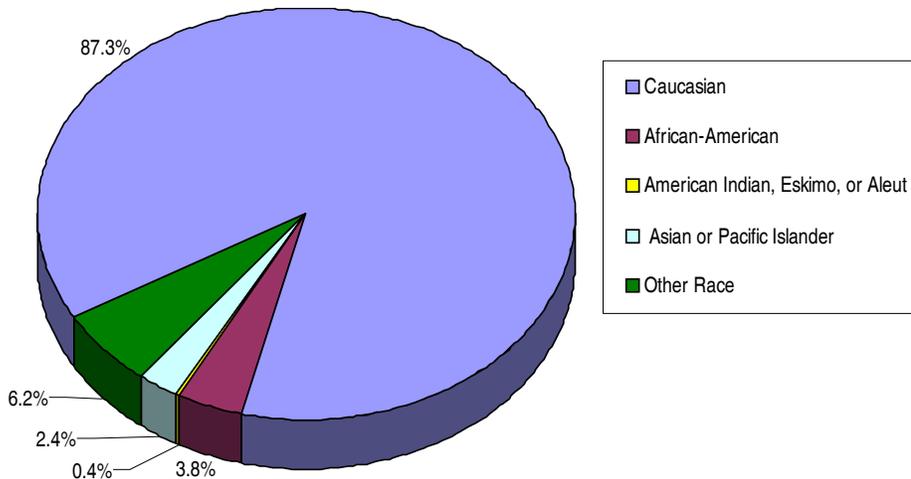
The City of Frisco has historically been relatively homogenous in terms of race and ethnicity. As *Table 1-5* shows, while the City has continued to experience an increase in the percentage of citizens that are *Caucasian*, diversity in several other ethnic groups has also increased. There have been significant numerical increases in all other ethnic categories, although some percentages in these categories have actually decreased due to the overall population growth within Frisco. Among these other categories (except *Other Race*), the largest numerical increase between 1990 and 2000 was within the *Hispanic* group, which grew by 2,386 people during that decade. During the same time period, there was also a large increase in the *African-American* group at 1,142 people.

*Table 1-5  
RACE & ETHNIC DISTRIBUTION – 1990 & 2000  
City of Frisco, Texas*

RACE/ETHNIC GROUP	1990		2000	
	Number	Percent	Number	Percent
Caucasian	5,121	83.4%	29,417	87.3%
African-American	126	2.1%	1,268	3.8%
American Indian, Eskimo, or Aleut	37	0.6%	128	0.4%
Asian or Pacific Islander	29	0.5%	801	2.4%
Other Race	825	13.4%	2,100	6.2%
Hispanic	1,330	21.7%	3,716	11.0%

*Source: U.S. Census  
Note: Numbers will not equal total population and percentages will equal greater than 100 percent when added together due to the inclusion of the Hispanic group in all ethnic/race groups.*

*Figure 1-4  
RACE & ETHNIC DISTRIBUTION – 2000  
City of Frisco, Texas*



*Note: Hispanic Origin has not been shown due to its inclusion in each race/ethnicity.*



Table 1-6  
RACE & ETHNIC DISTRIBUTION PERCENTAGES – 2000  
City of Frisco, Texas & Surrounding Cities

RACE/ETHNIC GROUP	Frisco	Allen	Little Elm	McKinney	Plano	Prosper	The Colony
Caucasian	87.3%	87.1%	79.2%	78.4%	78.3%	<b>92.2%</b>	84.5%
Hispanic	11.0%	7.0%	<b>23.0%</b>	18.2%	10.1%	19.2%	13.3%
African-American	3.8%	4.4%	3.0%	<b>7.2%</b>	5.0%	0.3%	5.2%
Asian or Pacific Islander	2.4%	3.8%	0.8%	1.6%	<b>10.2%</b>	0.4%	1.7%
American Indian, Eskimo, or Aleut	0.4%	0.5%	0.6%	0.5%	0.4%	0.6%	<b>0.7%</b>
Other Race	6.2%	4.2%	<b>16.4%</b>	12.3%	6.1%	6.5%	7.9%
Total Population	33,714	43,554	3,646	54,369	222,030	2,097	26,531

Source: U.S. Census

Note: Percentages will equal greater than 100 percent when added together due to the inclusion of the *Hispanic* group in all ethnic/race groups.

As Table 1-6 above shows, the cities surrounding Frisco are generally more diverse. The highest percentage of each race/ethnic group is shown in bold text within the table. Frisco has the second highest percentage of people in the *Caucasian* group at over 87 percent; Prosper has the highest percentage at over 92 percent. The greatest percentage differences between the cities occur within the *Asian or Pacific Islander* group and the *Hispanic* group. Over 10 percent of Plano’s population is within the *Asian or Pacific Islander* group, while Prosper has less than 0.5 percent. Frisco’s percentage of this group is also relatively low at 2.4 percent. As for the *Hispanic* group, 23 percent of Little Elm’s population is within this group, while Allen has seven percent, a difference of 16 percentage points. Frisco has a moderate percentage of its population within the *Hispanic* group at 11 percent.



Young Citizens of Frisco

### AGE-RELATED DIVERSITY

The age composition for Frisco is shown in Table 1-7 (page 1.12).

The age composition of the population within a city can provide insight into the types of facilities and services that may need to be provided in the future. An example of this is the Senior Center that the City recently completed at Frisco Square for its senior citizen population. This analysis can ensure that the City is cognizant of the age distribution of its citizenry so that it can continue to meet the needs of significant local age groups.





Table 1-7  
AGE DISTRIBUTION – 1990 & 2000  
City of Frisco, Texas

AGE GROUP	1990		2000		Percentage* Difference
	Number	Percent	Number	Percent	
Young (0-14 Years)	1,610	26.50%	9,372	27.80%	1.30%
High School (15-19 Years)	378	6.22%	1,459	4.33%	(-)1.89%
College, New Family (20-24 Years)	537	8.84%	1,315	3.90%	(-)4.94%
Prime Labor Force (25-44 Years)	2,331	38.36%	15,461	45.86%	7.50%
Older Labor Force (45-64 Years)	874	14.38%	4,891	14.51%	0.12%
Elderly (65 & Over)	346	5.69%	1,216	3.61%	(-)2.09%
Total Population	6,076	100.00%	33,714	100.00%	27,638 People
Median Age	28.3 Years		30.9 Years		2.8 Years

Source: U.S. Census

Since 1990, Frisco has experienced significant growth primarily in two age groups—the *Young* category, which is representative of children up to 14 years of age, and the *Prime Labor Force* category, which is representative of adults from 25 to 44 years of age. This growth is graphically shown in *Figure 1-5*. These increases are consistent with what could be considered indicators of growth in these age groups; such indicators include the significant rise in school enrollment in Frisco throughout the 1990s, and the strong local housing market. It should be noted that *Table 1-7* seems to indicate a decline in the *College, New Family* age group; however, this is not the case numerically. What has, in fact, occurred within this age group during the 1990s is it has not increased numerically at the same rate as other groups. The number of people within this group actually

increased by 778 between 1990 and 2000, but its percentage share of the City's total population was less than other age categories. It should be noted that there were numerical increases in every age group in the 1990s, although some of the percentages that each group contributed to the overall population in Frisco may have decreased.

Figure 1-5  
AGE DISTRIBUTION – 1990 & 2000  
City of Frisco, Texas

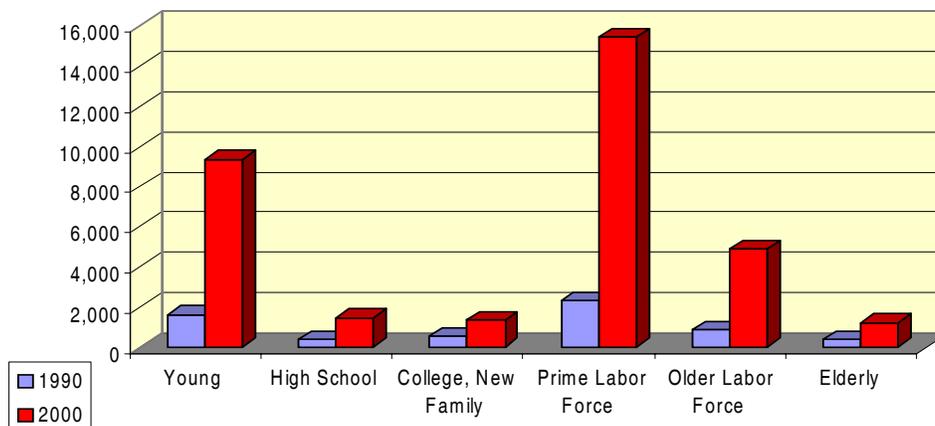
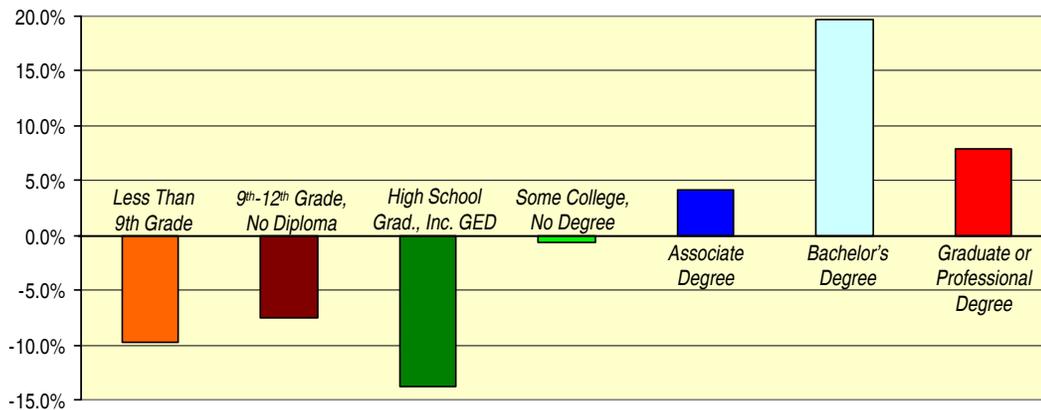




Figure 1-6  
PERCENT CHANGE IN EDUCATION ATTAINMENT BETWEEN 1990 & 2000  
City of Frisco, Texas



### EDUCATION-RELATED DIVERSITY

Trends relative to the educational level of a population generally indicate the skill and abilities of the residents of the community. The fact that the City of Frisco has numerous companies that call the City “home,” and that economic development opportunities are plentiful locally, gives the perception that Frisco’s citizenry are highly educated. Figure 1-6 above and Table 1-8 below show that this perception is in fact reality.

Table 1-8  
EDUCATIONAL ATTAINMENT – 1990 & 2000  
City of Frisco, Texas

EDUCATION LEVEL	1990		2000		Percentage Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
Less Than 9th Grade	443	12.5%	600	2.8%	(-)9.7%
9th to 12th Grade, No Diploma	360	10.1%	579	2.7%	(-)7.5%
High School Graduate (Includes Equivalency)	962	27.1%	2,886	13.4%	(-)13.7%
Some College, No Degree	878	24.7%	5,203	24.1%	(-)0.7%
Associate Degree	117	3.3%	1,593	7.4%	4.1%
Bachelor's Degree	632	17.8%	8,092	37.4%	19.6%
Graduate or Professional Degree	159	4.5%	2,663	12.3%	7.8%
Total Population (25 Years & Older)	3,551	100.0%	21,616	100.0%	n/a

Source: U.S. Census



Frisco's citizenry has become increasingly educated since 1990. As of the 2000 Census, lower levels of educational attainment all decreased in terms of their respective percentages among the City's population, while higher levels of education all increased. *Figure 1-6* on the previous page makes this shift graphically apparent. The most dramatic increase was the percentage of people in the City who had bachelor's degrees—this was up 19.6 percent from 1990 according to the 2000 Census.

Also interesting to review is how Frisco's level of educational attainment compares with that of surrounding cities. The highest percentage of each educational level is shown in bold text within the table. Frisco's population has the highest percentage of people who have obtained a *Bachelor's Degree*, and Frisco is second only to the city of Plano in its percentage of citizens who have obtained a *Graduate or Professional Degree*. In lower levels of educational attainment,

*Table 1-9  
EDUCATIONAL ATTAINMENT PERCENTAGES – 2000  
City of Frisco, Texas & Surrounding Cities*

<i>EDUCATION LEVEL</i>	<i>Frisco</i>	<i>Allen</i>	<i>Little Elm</i>	<i>McKinney</i>	<i>Plano</i>	<i>Prosper</i>	<i>The Colony</i>
Less Than 9th Grade	2.8%	1.6%	<b>9.4%</b>	8.0%	2.5%	7.2%	2.2%
9th to 12th Grade, No Diploma	2.7%	2.8%	<b>14.1%</b>	8.9%	6.3%	6.0%	7.1%
High School Graduate ( <i>Includes Equivalency</i> )	13.4%	14.6%	<b>25.6%</b>	15.8%	12.3%	<b>25.6%</b>	24.5%
Some College, No Degree	24.1%	25.6%	27.8%	22.0%	22.3%	23.4%	<b>32.7%</b>
Associate Degree	7.4%	8.0%	6.3%	6.2%	6.1%	6.8%	<b>9.4%</b>
Bachelor's Degree	<b>37.4%</b>	36.1%	14.2%	28.8%	35.6%	21.4%	19.0%
Graduate or Professional Degree	12.3%	11.4%	2.7%	10.3%	<b>17.6%</b>	9.6%	5.0%
Total Population Used for Percentages Within the Table ( <i>Persons 25 Years &amp; Older</i> )	21,616 people	26,169 people	2,099 people	32,570 people	144,046 people	1,272 people	15,828 people

Source: U.S. Census



Collin County Community College

Frisco's percentages are less than those of most of the surrounding cities. The data on educational attainment in Frisco indicates an increasingly well-educated local population. These facts also indicate that the City should be able to continue to attract businesses in need of skilled labor for the foreseeable future, and that the City is highly competitive with surrounding cities in terms of the educational levels of its citizenry.



### HOUSEHOLD INCOME LEVEL DIVERSITY

Income levels are interesting to note for several reasons. First, if there is a great fluctuation in household income levels from one Census year to another, it may indicate that employment opportunities are increasing or decreasing. Second, a population of diversified income levels is more indicative of a full-life-cycle community—one that has opportunities for all age groups and employment levels. Third, income is an indicator for the retail market—higher income levels generally mean more disposable income and more retail possibilities, which in turn mean a higher tax base for a community.

Table 1-10 contains income information for Frisco for 1989 and 1999, which correspond to the Census years 1990 and 2000, respectively. It should be noted that the years 1989 and 1999 are used here due to the fact that when the U.S. Census collects information on household income, the question pertains to income earned in the previous year, which for the Census years would be 1989 and 1999.

All lower income categories experienced percentage decreases, while all higher income categories (\$50,000 and above) experienced percentage increases. The largest percentage and numerical increase occurred within the \$75,000 to \$99,999 category. The median income level also significantly rose between 1989 and 1999, specifically by almost \$42,000, or approximately \$29,000 after a correction for inflation<sup>1-5</sup> is made.

*Table 1-10  
HOUSEHOLD INCOME – 1989 & 1999  
City of Frisco, Texas*

INCOME LEVEL	1989		1999		Percentage* Difference Between 1989 & 1999
	Number	Percent	Number	Percent	
Less than \$10,000	195	9.5%	275	2.3%	(-)7.2%
\$10,000 to \$14,999	100	4.9%	207	1.7%	(-)3.2%
\$15,000 to \$24,999	309	15.1%	448	3.7%	(-)11.3%
\$25,000 to \$34,999	307	15.0%	815	6.8%	(-)8.2%
\$35,000 to \$49,999	481	23.5%	1,147	9.6%	(-)13.9%
\$50,000 to \$74,999	416	20.3%	2,536	21.1%	0.8%
\$75,000 to \$99,999	110	5.4%	2,868	23.9%	18.5%
\$100,000 to \$149,999	56	2.7%	2,313	19.3%	16.6%
\$150,000 to \$199,999	75	3.7%	701	5.8%	2.1% (average)
\$200,000 or More			684	5.7%	
Total	2,049	100.0%	11,994	100.0%	n/a
Median Household Income	\$37,166.00		\$79,149.00		\$41,983.00 (or \$29,000 with inflation)

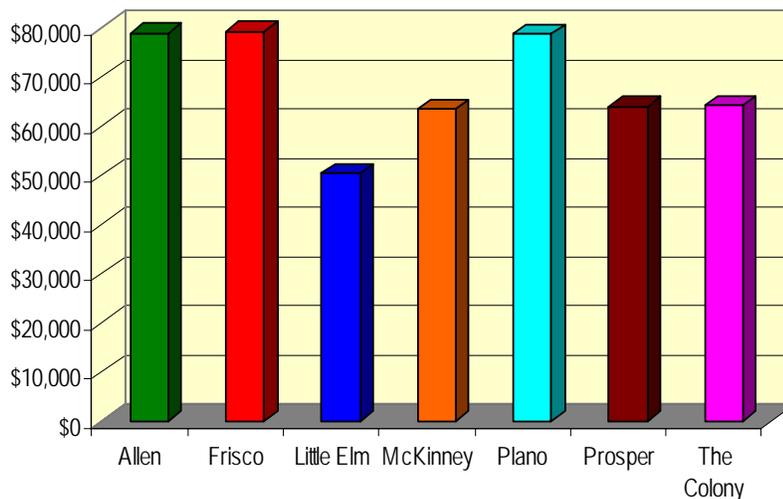
*Source:* U.S. Census  
*Note:* The 1990 Census did not include the category \$200,000 or More; the highest category was \$150,000 or More.

<sup>1-5</sup> According to the Bureau of Labor Statistics, \$1.00 in 1989 was worth \$1.34 in 1999, therefore \$42,000 would be \$29,000.



Also interesting to examine is how income levels in Frisco compare with those of surrounding cities. *Figure 1-7* shows this information graphically by comparing median income levels in each city according to the 2000 Census. Frisco has the highest median income of all of the cities. Frisco, Allen, and Plano have median incomes that are within \$1,000 of each other, specifically all are between \$78,700 to \$79,100, with Frisco having the highest of the three. McKinney, Prosper, and The Colony also had median incomes that were also within \$1,000 of each other at around \$63,500. Little Elm had the lowest median of the cities listed.

Figure 1-7  
MEDIAN INCOME IN 1999  
City of Frisco, Texas & Surrounding Cities



## HOUSEHOLD TYPE

It is interesting to examine what the term *household* means in Frisco. One study that has analyzed the 2000 Census has determined that “suburbs now contain more non-family households—largely young singles and elderly people living alone—than married couples with children.”<sup>1-6</sup> Does this hold true for Frisco? *Table 1-11* (page 1.17) contains household composition information for the City for 1990 and 2000.

The above-referenced study does not, in fact, hold true for Frisco according to the 2000 Census figures. While non-family households and people living alone did contribute significant percentages of the overall population of the City at 20 percent and 15.6 percent, respectively, each were still much less than the family household percentage of 80 percent. Also significant is the percentage of households with individuals under 18 years of age, which accounted for over 48 percent of all households in Frisco.

The changes in percentages between 1990 and 2000 are also interesting to note. The percentage of married-couple families increased by over two percent (a numerical growth of over 7,000 families). The total percentage of family households decreased slightly, as did households with people under age 18. The most significant shift, however, occurred

<sup>1-6</sup> Frey, William H. and Alan Berube. *City Families and Suburban Singles: An Emerging Household Story from Census 2000*. (Census 2000 Series) Center on Urban & Metropolitan Policy, The Brookings Institution. Washington, D.C. February 2002.



in relation to people 65 years of age and over. Consistent with the discussion of changes related to this group previously within the *Snapshot* (see *Table 1-7, Figure 1-5* and the related discussion), households with persons 65 and older decreased by almost six percent. Also, households with people over 65 who lived alone decreased by 3.6 percent. These are significant decreases given the amount of population growth that occurred in Frisco during the 1990s.

Table 1-11  
HOUSEHOLD TYPE – 1990 & 2000  
City of Frisco, Texas

HOUSEHOLD TYPE	1990		2000		Percentage Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
FAMILY HOUSEHOLDS (FAMILIES)	1,662	80.3%	9,652	80.0%	(-)0.3%
<i>With Own Children Under 18 Years<sup>(1)</sup></i>	937	45.3%	5,636	46.7%	1.4%
Married-Couple Family	1,431	69.1%	8,601	71.3%	2.2%
<i>With Own Children Under 18 Years<sup>(1)</sup></i>	794	38.4%	4,957	41.1%	2.7%
Female Householder, No Husband Present <sup>(1)</sup>	168	8.1%	760	6.3%	(-)1.8%
<i>With Own Children Under 18 Years<sup>(1)</sup></i>	120	5.8%	515	4.3%	(-)1.5%
NON-FAMILY HOUSEHOLDS	408	19.7%	2,413	20.0%	0.3%
TOTAL HOUSEHOLDS	2,070	100.0%	12,065	100.0%	n/a
Householder Living Alone	313	15.1%	1,887	15.6%	0.5%
<i>Householder 65 Years and Over</i>	110	5.3%	209	1.7%	(-)3.6%
Households With Individuals Under 18 Years <sup>(2)</sup>	1,011	48.8%	5,829	48.3%	(-)0.5%
Households With Individuals 65 Years and Over <sup>(3)</sup>	264	12.8%	838	6.9%	(-)5.9%
Average Household Size	2.95		2.78		n/a
Average Family Size	—		3.13		n/a

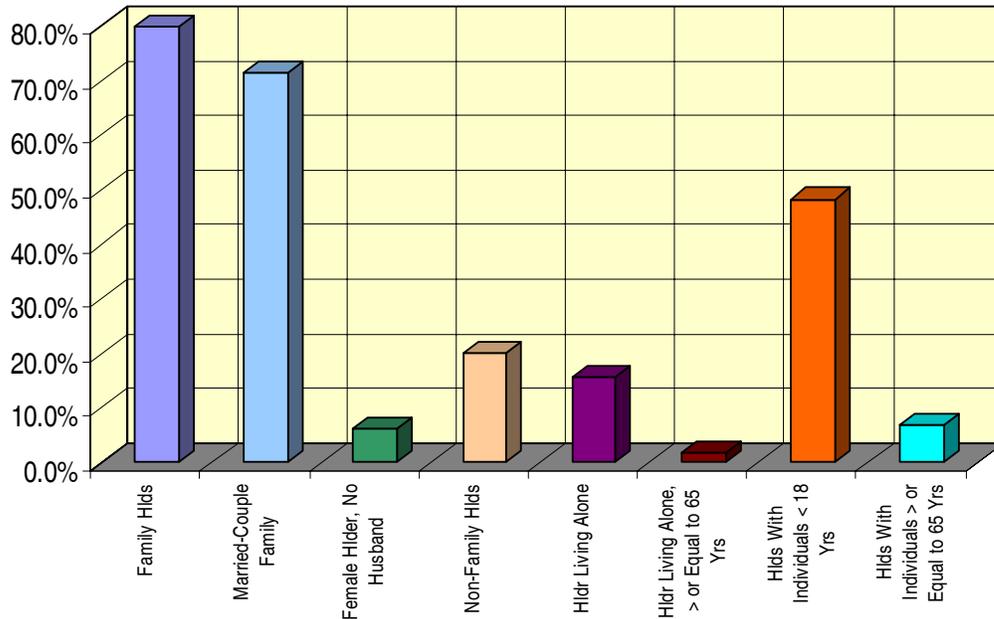
Source: U.S. Census, STF-1, DP-1 – General Population & Housing Characteristics, unless otherwise specified.  
<sup>(1)</sup> U.S. Census, STF-3, P019 - Household Type and Presence and Age of Children  
<sup>(2)</sup> U.S. Census, STF-1, P018 - Age of Household Members By Household Type  
<sup>(3)</sup> U.S. Census, STF-1, P025 - Age of Household Members By Household Size and Household

Figure 1-8 (page 1.18) shows the household composition for Frisco according to the 2000 Census. Non-family households and householders living alone are likely to increase in terms of their percentages by 2010 (in the next Census), according to the aforementioned study. Also, the elderly age group in Frisco has been decreasing in its percentage of the overall population, although numerically it has in fact increased; the percentage decrease in the elderly group is affected by marked growth in the number of young people and young families. However, it is significant to consider that the elderly group's percentage of the total population will likely continue to decrease unless development patterns are altered to cater



to this demographic. More discussion on the relationship between household types and development are contained within the *Livability & Sustainability* section of the *Snapshot*.

Figure 1-8  
HOUSEHOLD TYPE - 2000  
City of Frisco, Texas



## Local & Regional Housing Market

Quality of housing and the appreciation of housing values are important planning considerations. The condition of existing housing and the quality of residential neighborhoods affects the desirability of Frisco as a place to live and the potential for future development of the City. As such, the community has a strong interest in its ability to provide high quality housing. Frisco is currently what can be termed a highly *livable* community—as promoted by the City itself, Frisco is a highly favored place to *live*, work, play, and grow. The quality of housing is a critical consideration in ensuring that the City maintains and, in future years and with future growth, enhances

### Definition of LIVABLE:

1. Fit to live in
2. Worth living.

### Definition of LIVE:

1. To conduct ones' existence in a particular manner
2. To pursue a positive, satisfying experience

Source: The American Heritage Dictionary of the English Language



its livability. The following sections, therefore, outline various characteristics of Frisco's housing supply.

### HOUSING VALUE

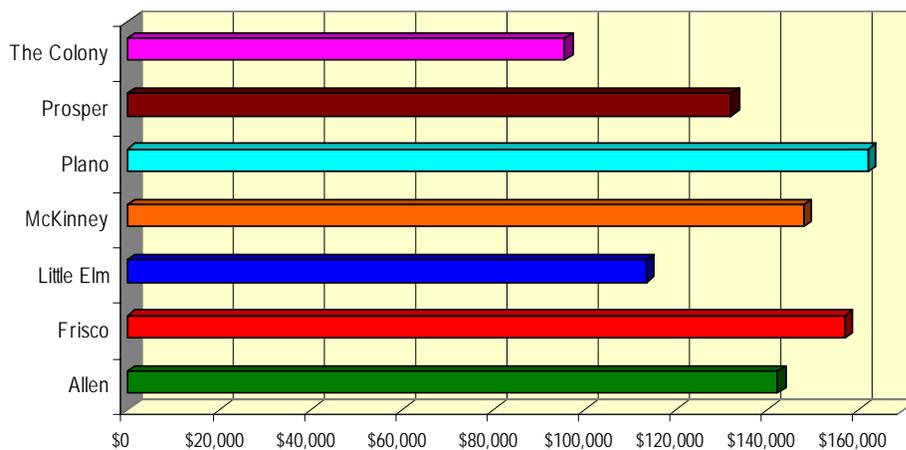
Current housing values are important to examine because they are indicative of what the City can expect its future housing stock to contribute to the economy and aesthetic quality of Frisco. *Table 1-12* contains information on the value of local owner-occupied units for 1990 and 2000. There was a 52 percent decrease in the \$50,000 to \$99,999 category, with almost no numerical growth. The largest increases in housing value were in the \$100,000 to \$199,999 range. There were also marked increases in houses in the value range of \$200,000 to \$499,999.

Table 1-12  
HOUSING VALUE OF OWNER-OCCUPIED UNITS – 1990 & 2000  
City of Frisco, Texas

HOUSING VALUE	1990		2000		Percentage* Difference Between 1990 & 2000
	Number	Percent	Number	Percent	
Less than \$50,000	152	13.9%	108	1.2%	(-)12.7%
\$50,000 to \$99,999	652	59.4%	687	7.3%	(-)52.1%
\$100,000 to \$149,999	123	11.2%	3,333	35.5%	24.3%
\$150,000 to \$199,999	89	8.1%	3,085	32.9%	24.8%
\$200,000 to \$299,999	29	2.6%	990	10.6%	7.9%
\$300,000 to \$499,999	0	0.0%	647	6.9%	6.9%
\$500,000 to \$999,999	52	4.7%	402	4.3%	(-)1.9% (average)
\$1,000,000 or more			125	1.3%	
Total	1,097	100.0%	9,377	100.0%	n/a
Median Housing Value	\$80,000.00		\$157,200.00		\$76,300.00

Source: U.S. Census  
Note: The 1990 Census did not include the category \$1,000,000 or More; the highest category was \$500,000 or More.

Figure 1-9  
MEDIAN HOUSEHOLD VALUE - 2000  
City of Frisco, Texas & Surrounding Cities



The median value of housing in each of the surrounding cities is shown in *Figure 1-9*. Plano has the highest median value at just over \$160,000, with Frisco just below that at approximately \$157,000. The lowest medians are found in Little Elm and The Colony, at approximately \$114,000 and \$96,000, respectively.



## HOUSING TYPE

A variety of housing types is important to communities because such variety is one of the key ways to provide living options that appeal to people in all stages of life. Analysis of this factor currently within Frisco will give a basis from which to make recommendations regarding variety of housing types later within this *2006 Comprehensive Plan*.

*Table 1-13  
HOUSING TYPE (UNITS IN STRUCTURE) – 1990 & 2000  
City of Frisco, Texas*

General Type	Specific Description	1990		2000		Percentage Difference Between 1990 & 2000
		Number	Percent	Number	Percent	
Single-Family	1-Unit Detached	1,519	67.1%	10,381	75.8%	8.7%
	1-Unit Attached	188	8.3%	324	2.4%	(-)5.9%
Townhome or Duplex	2 Units <sup>(1)</sup>	197	8.7%	204	1.5%	(-)5.9%
Triplex or Quadriplex	3 or 4 Units <sup>(1)</sup>			177	1.3%	
Multiple-Family	5 to 9 Units	58	2.6%	441	3.2%	0.7%
	10 to 19 Units <sup>(2)</sup>	49	2.2%	1,169	8.5%	13.8%
	20 or More Units <sup>(2)</sup>			732	5.3%	
Manufactured Home	Mobile Home <sup>(3)</sup>	252	11.1%	264	1.9%	(-)9.2%
Total		1,097	100.0%	9,377	100.0%	n/a

*Source:* U.S. Census  
<sup>(1)</sup> In the 1990 U.S. Census, there was one category called *2 to 4 Units*.  
<sup>(2)</sup> In the 1990 U.S. Census, there was one category called *10 or More Units*.  
<sup>(3)</sup> Also includes boats, RVs, and vans, according to the U.S. Census; there were none counted in 2000.

*Table 1-13* contains this information on Frisco's mix of housing types as reported by the U.S. Census in 1990 and 2000. Perhaps the most significant piece of information from the table is the number of detached single-family units that were constructed in the 1990s, especially compared to other housing types. There were almost 9,000 units constructed, making this type of housing account for almost 76 percent of the total units in Frisco. A large number of multiple-family units were also constructed, although compared to single-family detached, the number was relatively low. There were only a nominal number of additional manufactured home units counted in the 2000 Census, resulting in an overall percentage decrease of over nine percent in this type of housing.

Surrounding cities and their respective housing type percentages are shown in *Table 1-14* (page 1.21). The highest percentage within each type is shown in bold text. Comparatively, Frisco has a positive variety of housing types. The city of McKinney is the closest to Frisco in terms of percentages. However, Frisco has a slightly reduced percentage of multiple-family units and manufactured home units than does McKinney.



Table 1-14  
HOUSING TYPE (UNITS IN STRUCTURE) – 2000  
City of Frisco, Texas & Surrounding Cities

General Type	Specific Description	Allen	Frisco	Little Elm	McKinney	Plano	Prosper	The Colony
Single-Family	1-Unit Detached	87.1%	75.8%	60.9%	73.2%	69.0%	86.9%	92.0%
	1-Unit Attached	0.8%	2.4%	0.9%	1.4%	1.9%	1.4%	3.8%
Townhome or Duplex	2 Units	0.2%	1.5%	0.2%	2.0%	0.4%	0.0%	0.3%
Triplex or Quadriplex	3 or 4 Units	0.5%	1.3%	0.3%	3.3%	3.3%	2.6%	0.1%
Multiple-Family	5 to 9 Units	1.5%	3.2%	1.1%	4.2%	7.5%	1.5%	0.3%
	10 to 19 Units	1.8%	8.5%	0.2%	5.1%	6.2%	0.0%	2.3%
	20 or More Units	7.5%	5.3%	0.9%	8.5%	10.8%	0.0%	0.8%
Manufactured Home	Mobile Home*	0.5%	1.9%	35.5%	2.4%	0.7%	7.6%	0.4%
Total Number of Units		15,249	13,692	1,297	19,423	86,107	735	8,836

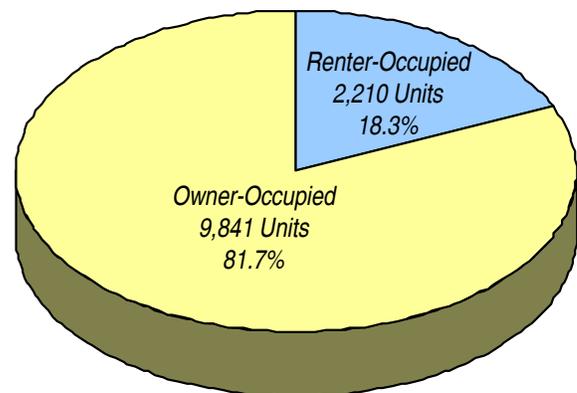
Source: U.S. Census  
\*Also includes boats, RVs, and vans.

## RENTER-OCCUPIED & OWNER-OCCUPIED HOUSING

Knowledge of the number of renter- and owner-occupied housing units within Frisco allows for the analyses of two primary elements. First, is what the City can expect in the future in terms of the maintenance of housing; owner-occupied housing units tend to be better maintained than are renter-occupied units. Second, is the general affordability of housing within Frisco; if there are not enough renter-occupied units, there may be a deficiency in affordable housing in the City.

Figure 1-10 at the right shows the renter- and owner-occupied information for Frisco according to the 2000

Figure 1-10  
RENTER- & OWNER-OCCUPIED UNITS - 2000  
City of Frisco, Texas



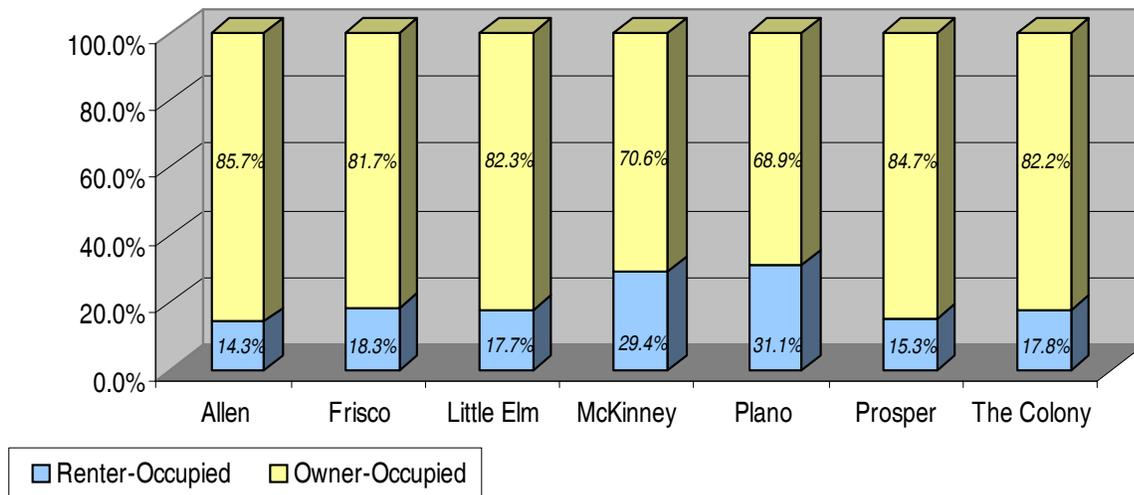
Census. The information shows that the City has a healthy mix of units, with just over 80 percent owner-occupied and just over 18 percent renter-occupied. The figure also likely indicates that people who desire to find a rental unit within the City are able to do so.



Multiple-Family Development in Frisco

Figure 1-11 contains the percentage comparisons of renter- and owner-occupied units for Frisco and the surrounding cities. Only percentages have been included because they are more indicative of the actual mix of renter- and owner-occupied units within each city than are numerical figures. Plano contains the highest number of occupied units by far, and therefore, the most renter- and owner-occupied units. However, in reviewing Figure 1-11, it is apparent that McKinney and Plano both contain the largest percentage of renter-occupied units. Allen has the lowest percentage of such units at just over 14 percent. Frisco comparatively is in the middle-range of the group in terms of percentage of renter-occupied units; it is less than two of the cities, but more than four of them.

Figure 1-11  
RENTER- & OWNER-OCCUPIED UNITS - 2000  
City of Frisco, Texas & Surrounding Cities





### PROPERTY VALUATION

The value of local residential property is an important factor for all cities to consider, including Frisco. Single-family housing valuation within Frisco impacts City services, City staffing levels, and the like. Residential property tax contributes greatly to the overall tax revenue Frisco is able to attain. This is one of the primary reasons that housing values, discussed previously within the *Snapshot*, are an important municipal consideration. *Table 1-15* shows the difference between Frisco and its surrounding cities based on cities that have closely correlated average valuations.

*Figure 1-12* shows the respective average valuation for Frisco and surrounding cities for the year 2004.

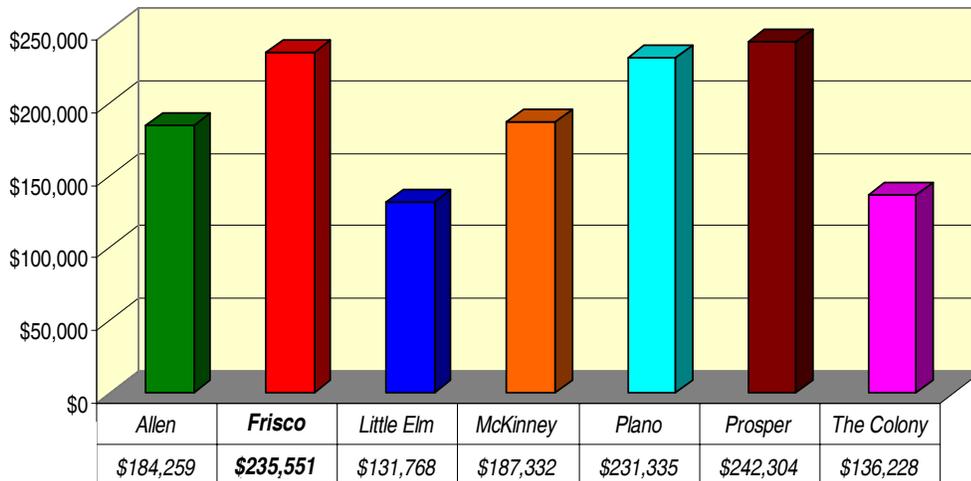
Frisco's average residential property valuation is approximately \$235,550, which is second only to Prosper with an average valuation of approximately \$242,300. These two cities are extremely close to one another in terms of valuations, as well as to the city of Plano, which has an average home valuation of \$231,335. These three cities are within \$11,000 of each other, which is interesting considering the number of homes in each city that were used to obtain these averages.

*Table 1-15*  
*DIFFERENCE BETWEEN CITIES IN*  
*AVERAGE SINGLE-FAMILY VALUATION – 2004*  
*City of Frisco, Texas & Surrounding Cities*

CITIES	AVERAGE OF CITIES' AVERAGE VALUATIONS	Value Difference
Prosper, Plano, & Frisco	\$236,397	—
McKinney & Allen	\$185,796	\$50,601
The Colony & Little Elm	\$133,998	\$51,798

*Sources:* Collin County Appraisal District - Allen, Frisco, McKinney, Plano and Prosper  
Denton County Appraisal District – Little Elm and The Colony

*Figure 1-12*  
*AVERAGE SINGLE-FAMILY HOME VALUATIONS - 2004*  
*City of Frisco, Texas & Surrounding Cities*



*Sources:* Collin County Appraisal District - Allen, Frisco, McKinney, Plano and Prosper  
Denton County Appraisal District – Little Elm and The Colony



Allen and McKinney were also comparable in their respective average home valuations. McKinney was approximately \$3,000 above Allen’s average, and both were around an average valuation of \$186,000. Little Elm and The Colony had the lowest valuations of all of these cities, at \$131,768 and \$136,228, respectively. Interesting to note is the fact that these three “clusters” of home valuations are each separated by approximately \$50,000. *Table 1-15* shows this numerically. *Figure 1-12* (page 1.23) also shows these “clusters.”

## Tax Revenue

Cities generally have two main sources of revenue—property taxes (also referred to as ad valorem taxes) and sales taxes. This is one of the primary reasons that it is important for communities to maintain a balance of residential and nonresidential development. Residential development provides property tax revenue, but often not in an amount equal to what municipalities expend to provide quality services to residential areas, such as water and wastewater services, as well as for citizens themselves, such as library, police, and fire services. Nonresidential development, specifically retail, also provides property tax, but much more significant is the sales tax revenue nonresidential development provides.

*Table 1-16* provides information on revenue sources for Frisco and its surrounding communities for the 2004 fiscal year. The percentages of revenue gained from property taxes and sales tax vary greatly from one city to another. Frisco’s property and sales tax percentages are relatively balanced, with slightly more revenue gained from property taxes. The City’s percentages are closer than any other community in the table. Notably, the only surrounding city with more sales tax revenue than property tax revenue is Prosper.

REVENUE SOURCES	Allen		Frisco		McKinney	
	Amount	Percent	Amount	Percent	Amount	Percent
Property Taxes	\$16,201,630	46.9%	<b>\$14,415,052</b>	<b>32.2%</b>	\$23,955,000	47.8%
Sales Taxes	\$7,225,000	20.9%	<b>\$13,137,975</b>	<b>29.4%</b>	\$8,194,138	16.3%
Other <sup>(1)</sup>	\$11,154,872	32.3%	<b>\$17,198,781</b>	<b>38.4%</b>	\$17,984,537	35.9%
<b>Total Revenue</b>	<b>\$34,580,902</b>	<b>100.0%</b>	<b>\$44,749,808</b>	<b>100.0%</b>	<b>\$50,133,675</b>	<b>100.0%</b>
REVENUE SOURCES	Plano		Prosper		The Colony	
	Amount	Percent	Amount	Percent	Amount	Percent
Property Taxes	\$58,751,685	37.1%	\$559,640	29.7%	\$8,226,891	63.5%
Sales Taxes	\$49,602,196	31.3%	\$612,636	32.5%	\$2,095,000	16.2%
Other <sup>(1)</sup>	\$49,884,277	31.5%	\$714,123	37.9%	\$2,626,389	20.3%
<b>Total Revenue</b>	<b>\$158,238,15</b>	<b>100.0%</b>	<b>\$1,886,399</b>	<b>100.0%</b>	<b>\$12,948,280</b>	<b>100.0%</b>

*Sources:* Each respective city’s website. For Frisco, via fax from the Planning and Development Services Department.  
*Note:* Information for the 2004 fiscal year was not available for the Town of Little Elm.  
<sup>(1)</sup> Other revenue sources may include franchise taxes, permitting fees, fines, etc.



# Natural Resources

The City of Frisco has been dedicated to increasing the livability and sustainability of its community through planning. Planning for and preserving natural resources has been important to Frisco, as evidenced in previous comprehensive plans and other various reports, such as the City's *Riparian and Wetland Assessment* that was completed in 2003. Through these reports and continuing efforts by Frisco, progress has been made to ensure that the natural resources of the City are managed properly and for the benefit of future generations. Examples of this include the *Major Creek Ordinance* and the *Green Building Programs* detailed within the *Current City Initiatives* section of the *Snapshot*. The images included within this section identify significant natural resources that have been documented by the City in previous reports. They are acknowledged here due to their value to the planning process and general development pattern of the City.

## Resources Considered

### TOPOGRAPHY & SLOPES

For the most part, the topography of Frisco is level to gently rolling. The most noticeable topographical feature is Preston Ridge, which generally follows Preston Road and is the divide of the East and Elm Forks of the Trinity River. Preston Ridge represents the area of highest elevation in the City at approximately 800 feet above sea level. Conversely, the lowest sites are located on the City's western edge along Lake Lewisville at approximately 500 feet above sea level. *Plate 1-2* (page 1.26) shows the varying topography of Frisco, along with areas of significant slopes, which are considered to be those with slopes of eight percent or greater.

### SOILS

The soils of North Texas generally have significant clay content with high shrink-swell potential. The obstacles to building posed by such soils can be overcome with proper engineering. Therefore, most soils in the City are suitable for development purposes. However, a small portion of the City's soils that are less suitable for development (i.e., have higher construction costs) are for the most part associated with steep slopes, lie along creek beds, or have other similar constraints. This is especially true for areas west of the railroad, which are comprised of an underlying Eagle Ford Shale geology that affects localized soils. The presence of Eagle Ford Shale, which contains a high amount of clay, can pose increased challenges for development because of its instability due to expansive clay soils. *Plate 1-3* (page 1.27, following *Plate 1-2*) shows the various soil types within Frisco and its extraterritorial jurisdiction (ETJ), and shows those that are least developable with a black-and-yellow hatch pattern.





City of Frisco, Texas

# Topography and Slopes in Frisco

## Slopes in Frisco

### Legend

#### Topography Elevation

- 460 - 550
- 551 - 600
- 601 - 650
- 651 - 710
- 711 - 800

Areas less suitable for Development

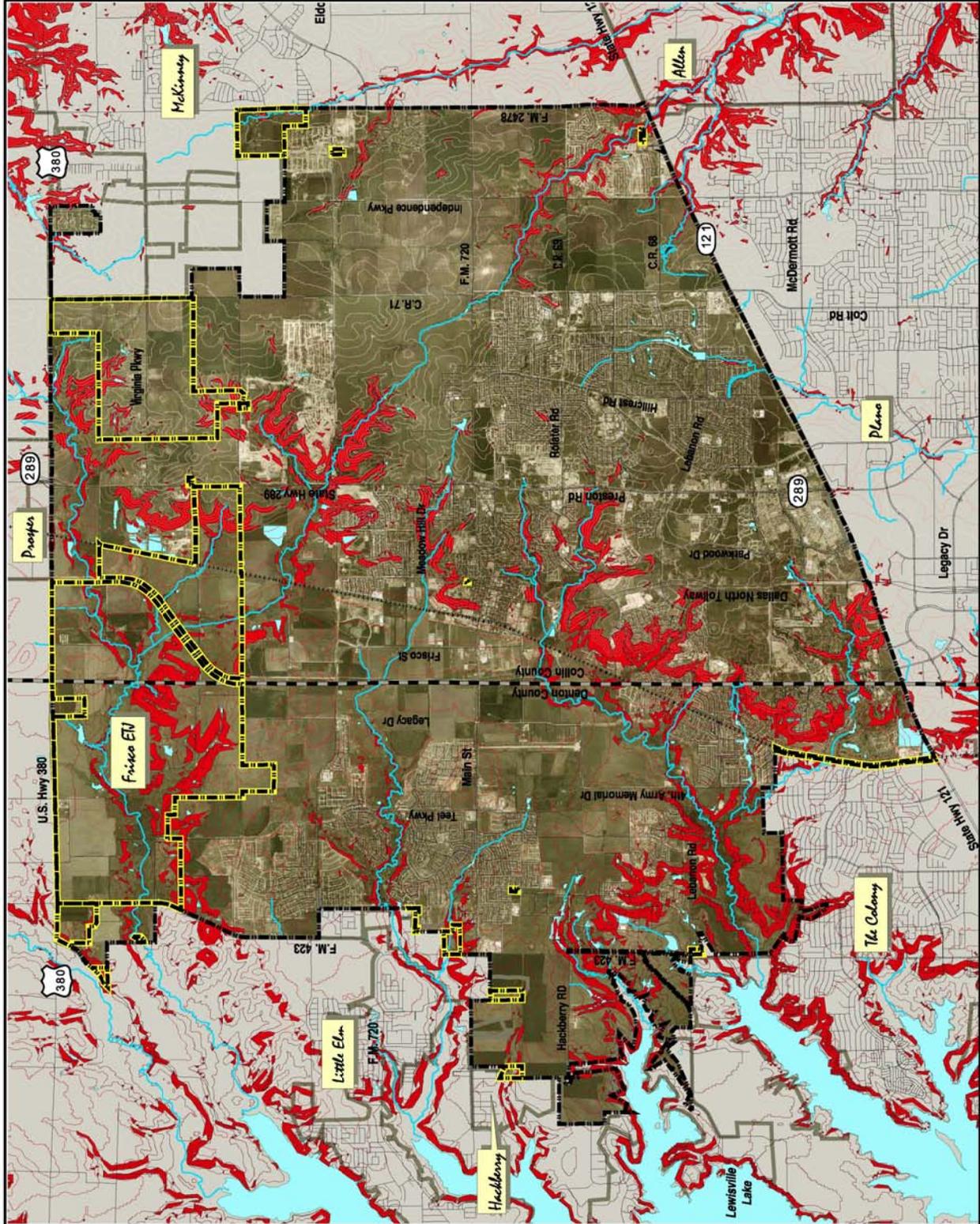
- Frisco City Limits
- Frisco ETJ
- County Line

### Plate 1-2

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants  
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology



2000 0 2000 4000 6000 Feet





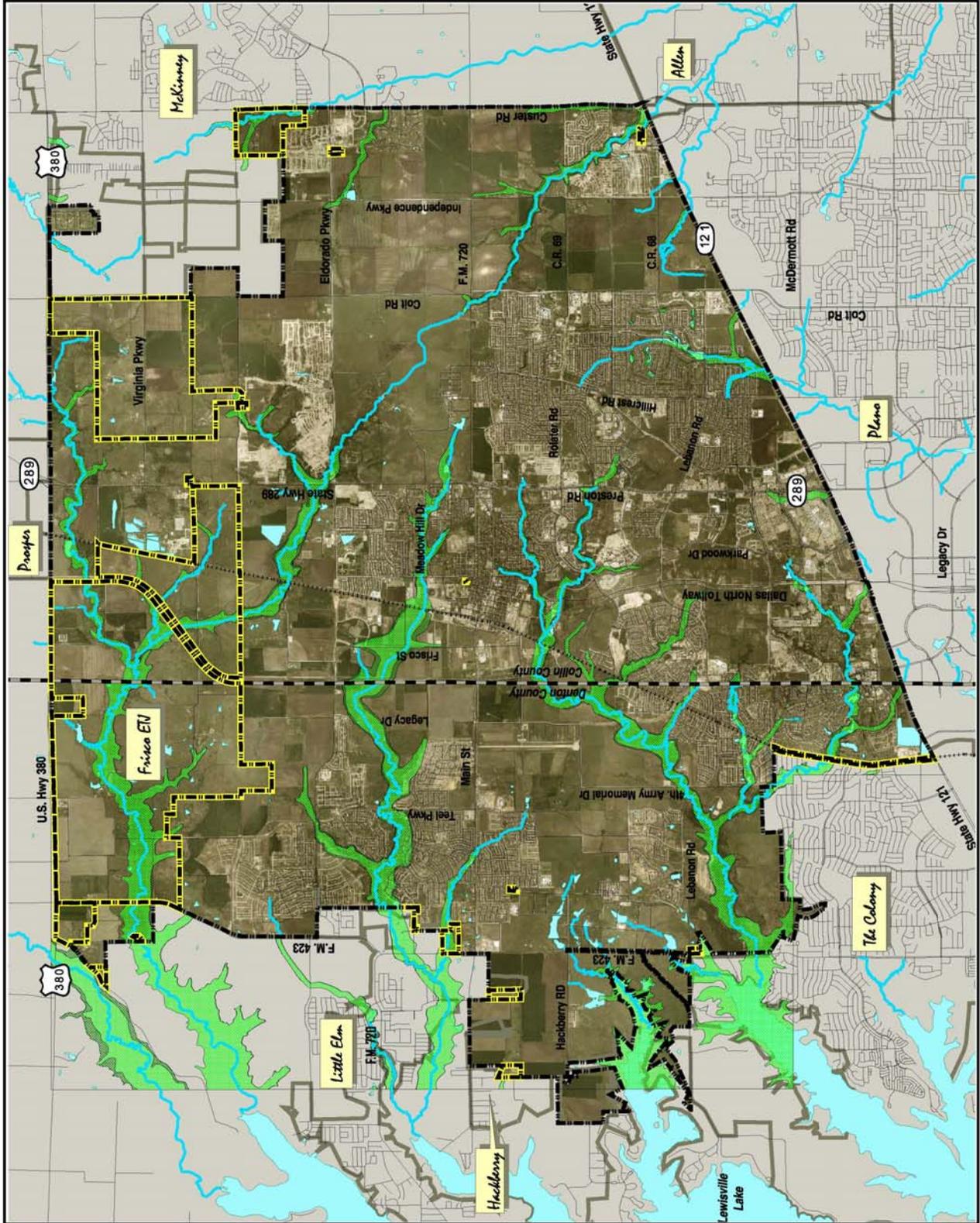


City of Frisco, Texas  
**Floodplains  
 and Wetlands  
 in Frisco**

- Floodplain Legend**
-  100 Year Floodplain
  -  500 Year Floodplain
  -  Frisco City Limits
  -  Frisco ETJ
  -  County Line

**Plate 1-4**

Dunkin Sefko & Associates, Inc.  
 Urban Planning Consultants  
 Townscape, Inc.  
 Kimley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology





## FLOODPLAINS AND WETLANDS

The terms “floodplain” and “wetland” are often used interchangeably. However, although they may be found in overlapping land areas, they are different based on their basic definition and their land use implications. A floodplain can be defined as any land area that is susceptible to being inundated by flood waters.<sup>1-7</sup> A wetland can be defined as an area that contains “1) water or saturated soils, 2) plants that have adapted to life in wet environments, and 3) special soils that develop under depleted oxygen conditions.”<sup>1-8</sup> Wetlands represent important ecosystems that help purify polluted waters, minimize flooding, and replenish groundwater resources.<sup>1-9</sup> Floodplains and wetlands are both important to preserve not only because of their significant contributions to the general public’s health, safety, and welfare, but also because of the important role they play in the balance of the natural environment. Within Frisco and its ETJ, “the soils, topography, and climate generally limit the distribution of wetlands to floodplain areas along stream courses.”<sup>1-10</sup> *Plate 1-4* on the previous page shows the locations of these natural resources areas within Frisco.

## SENSITIVE HABITATS<sup>1-11</sup> & TREE COVERAGE AREAS

In Frisco’s *2000 Millennium Plan*, an engineering and environmental services contractor, Geo-Marine, Inc. (GMI), identified local sensitive habitats. From this information, it was also noted within the Plan that sensitive habitats also generally have mature trees, provide desirable vistas, and are commonly found in association with floodplains and wetlands.

In terms of tree coverage, Frisco has shown its dedication to keeping the City natural with its *Tree Preservation Requirements* regulations (see *Current City Initiatives* section). The City was also recently named a “Tree City USA” as a result of this commitment. It is reasonable, therefore, to acknowledge the heavily treed areas that remain within Frisco, and identify them as less suitable for development than those that do not have significant tree coverage.<sup>1-12</sup> *Plate 1-5* (page 1.30) shows both identified sensitive habitats and areas with substantial tree coverage.

<sup>1-7</sup> FEMA Website, Flood Insurance Definitions link, ADDRESS: <http://www.fema.gov/nfip/19def2.shtm>

<sup>1-8</sup> Texas Parks & Wildlife Department. *Wetlands Assistance: Guide for Landowners. Texas Wetlands, A Vanishing Resource*, Page 7.

<sup>1-9</sup> Ibid.

<sup>1-10</sup> Geo-Marine, Inc. (GMI). City of Frisco, Texas - Final Riparian and Wetland Assessment. Volume IV: Criteria for Evaluating Wetland Functions. September 2003, page IV-2.

<sup>1-11</sup> City of Frisco *2000 Millennium Plan*, p. 38.

<sup>1-12</sup> City of Frisco Website, Mayor’s Message in Focal Point Newsletter, February 2005 - [http://www.ci.frisco.tx.us/pio/focal\\_point/newsletter\\_feb05\\_pg1.htm](http://www.ci.frisco.tx.us/pio/focal_point/newsletter_feb05_pg1.htm)





City of Frisco, Texas  
*Sensitive Habitats  
 and Tree Coverage  
 in Frisco*

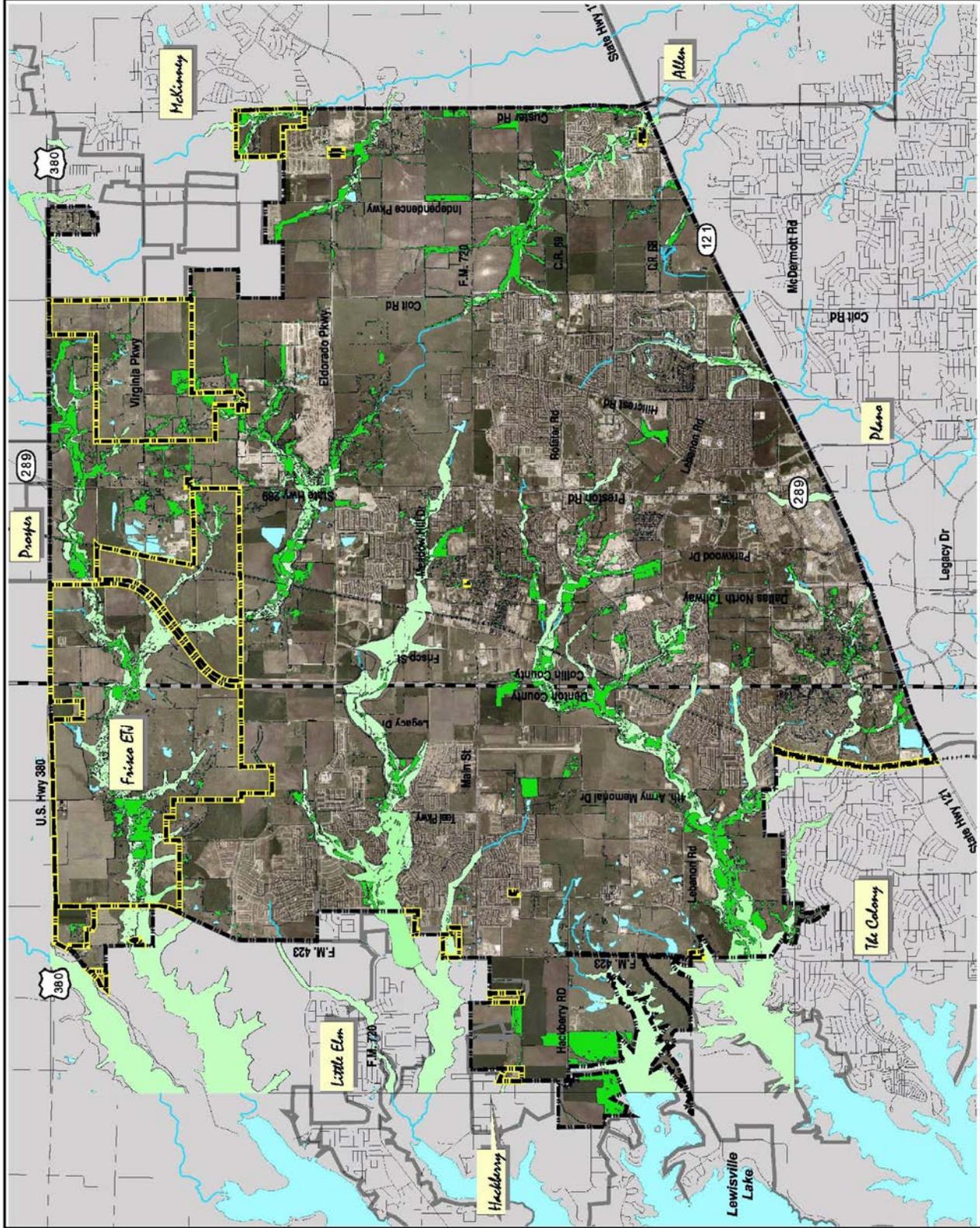
- Trees
- Sensitive Habitat
- Frisco City Limits
- Frisco ETJ
- County Line

**Plate 1-5**

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 Urban Planning Consultants  
 Townscape, Inc.  
 Kimley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology



2000 0 2000 4000 6000 Feet





## Prime Developable Areas

Although technology and engineering today allow for development under almost any conditions, there are areas that are better suited to simply being left in a natural state, such as those with heavy tree coverage, wetlands, sensitive habitats, etc. *Plate 1-6* (page 1.32), therefore, shows the areas of Frisco that are considered the prime developable areas. Generally, these areas correlate to those with no known constraints related to natural resources.





City of Frisco, Texas

# Prime Developable Areas

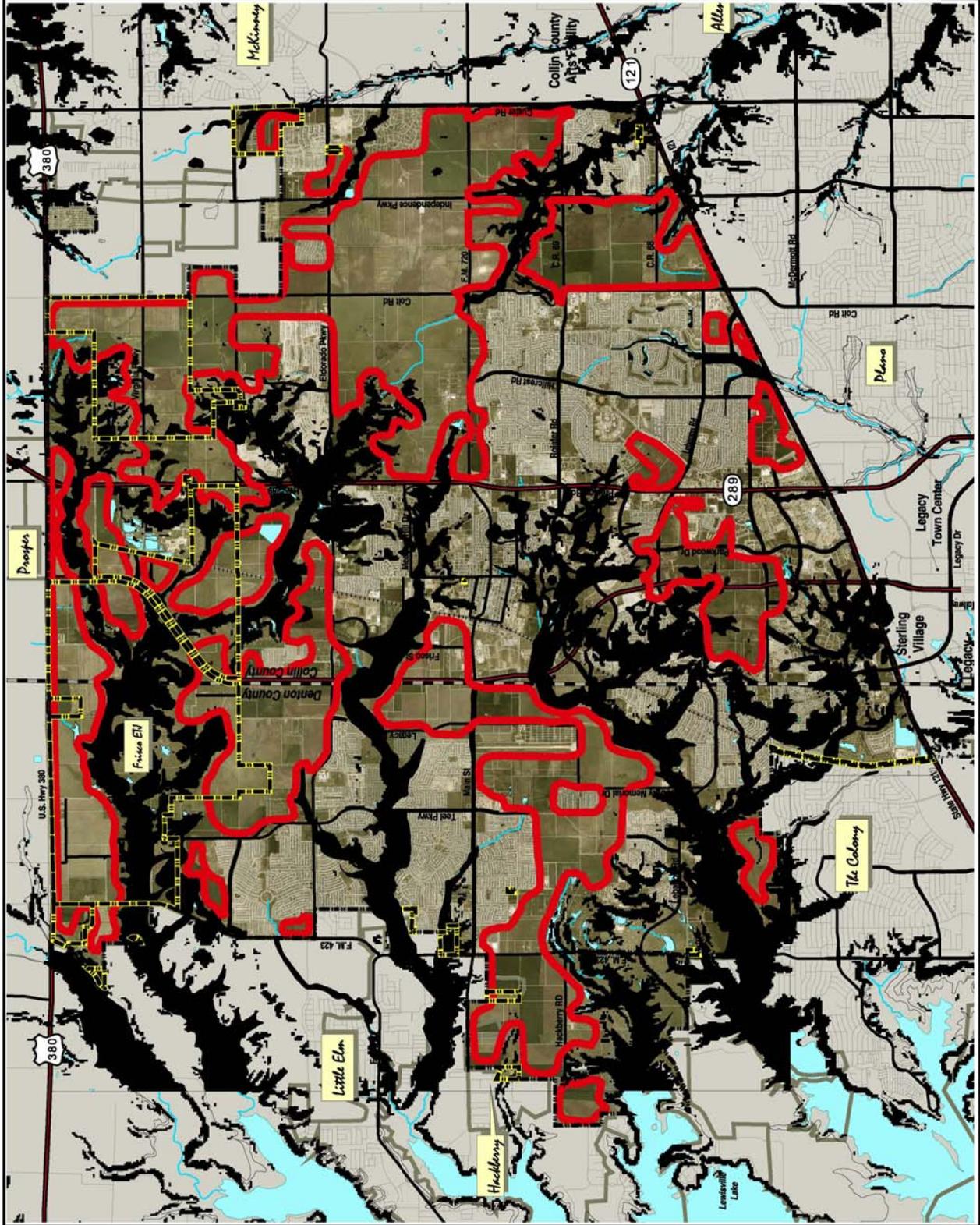
- Prime Development Areas
- Areas Less Suitable for Development
- Frisco City Limits
- Frisco ETJ
- County Line

## Plate 1-6

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Urban Planning Consultants

Townscape, Inc.  
Kimley-Horn and Associates, Inc.

Frisco GIS  
Department of Information Technology



# Development Patterns & Trends

Frisco's rapid population growth experienced during the 1990s and continuing today has been discussed previously within the *Snapshot of the City*. Now the discussion turns to the way in which Frisco has grown in terms of development. How has the development of residential and non-residential uses, occurring at various points in time, impacted the City, and what might the future hold as Frisco approaches its build-out configuration? This section of the *Snapshot* discusses these elements of the City's built environment.



Quality Residential Development in Frisco

## Historical Development Patterns

### CITY GROWTH OVER TIME

Plate 1-7 (page 1.34) shows the way in which Frisco has developed over time for both residential and non-residential development. The plate shows that the vast majority of the City's development has occurred since 1980. The development that did take place prior to 1980 was generally concentrated around the City's historic downtown area. The

*Table 1-17  
TIMING OF DEVELOPMENT – 1925-2004  
City of Frisco, Texas*

YEAR OF DEVELOPMENT	PERCENTAGE OF DEVELOPMENT DURING EACH TIME PERIOD	
1925-1950	0.2%	} 3.8%
1951-1960	0.2%	
1961-1970	0.4%	
1971-1980	3.0%	
1981-1990	8.2%	
1991-2000	38.7%	} 88.0%
2001-2004	49.3%	

Sources: Frisco GIS Department of Information Services – Mapping Information  
Dunkin, Sefko & Associates, Inc. – Analysis  
NOTE: This table reflects development within the City of Frisco only, and not within the City's ETJ.

exception to this occurs with a few residential developments in the outer areas of town. In the 1980s development accelerated, as shown by the respective colors for residential and non-residential on Plate 1-7.

Another way to analyze the breakdown of when development occurred is by reviewing the information in Table 1-17. Based on the total amount of land area that is currently developed, nearly 90 percent was developed in the last 15 years. Development that occurred between 1925 and 1979 accounted for less than four percent. This development information is consistent with the population growth analyses contained within the *Demographic & Socio-Economic Analysis* section of this *Snapshot*.



City of Frisco, Texas

# Development Patterns Over Time

## Time of Development

### Residential Areas

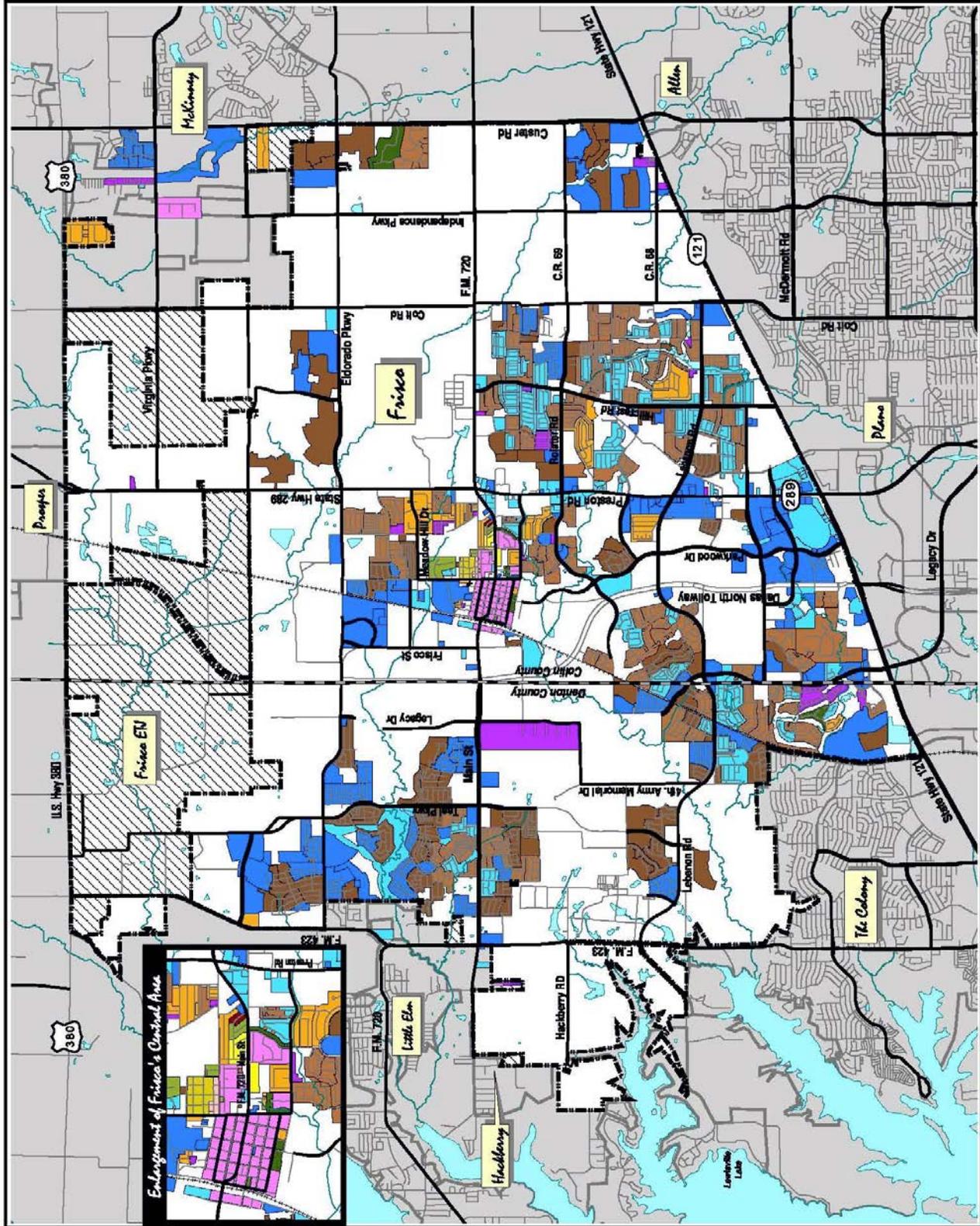
- 1925 - 1950
- 1951 - 1960
- 1961 - 1970
- 1971 - 1980
- 1981 - 1990
- 1991 - 2000
- 2001 - 2004

### Non-Residential Areas

- 1925 - 1950
- 1951 - 1960
- 1961 - 1970
- 1971 - 1980
- 1981 - 1990
- 1991 - 2000
- 2001 - 2004

## Plate 1-7

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants  
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology





## Development Patterns in the 1990s

In anticipation of the population growth that occurred in the 1990s, the City completed a Comprehensive Plan in 1990. Then, in response to this growth, another plan was completed in 2000. The 2000 plan is referred to as the City's *Millennium Plan*. These long-range, proactive planning documents effectively guided City policy during those years of high growth. The type of development that occurred during the 1990s was what may be referred to as typical suburban development, although City leaders and staff closely monitored the quality of development to ensure that the built environment in Frisco was the best it could be. Frisco carefully fostered a reputation for this high quality, and people and businesses flocked to the City.

The difference between the amount of developed land between 1990 and 2000 can be seen in *Image 1-1* and *Image 1-2* on pages 1.36 and 1.37, respectively. These images show the developed areas in Frisco in 1990 and 2000 based on the respective comprehensive plans completed for Frisco in each of those years. They show existing land use information that was compiled at the beginning of the planning processes, along with an overlaid red color that shows concentrated areas of development in each. As expected from the demographic and development analyses previously within this *Snapshot*, several defined areas were developed between 1990 and 2000, and the historic downtown area had expanded. There is a great visual difference in the amount of developed area between the two patterns that existed in 1990 and 2000.

*Table 1-18* at the right contains further evidence of the rapid development in the late 1990s. From the table, it is apparent that residential development has been especially rapid in comparison to non-residential, with over 1,000 permits issued in every year except for 1995 for single-family and for 1995 and 1996 for multiple-family. More multiple-family permits were issued in 1998 than in any other year. The largest number of single-family and non-residential permits in any of these years, however, was issued in 1999.

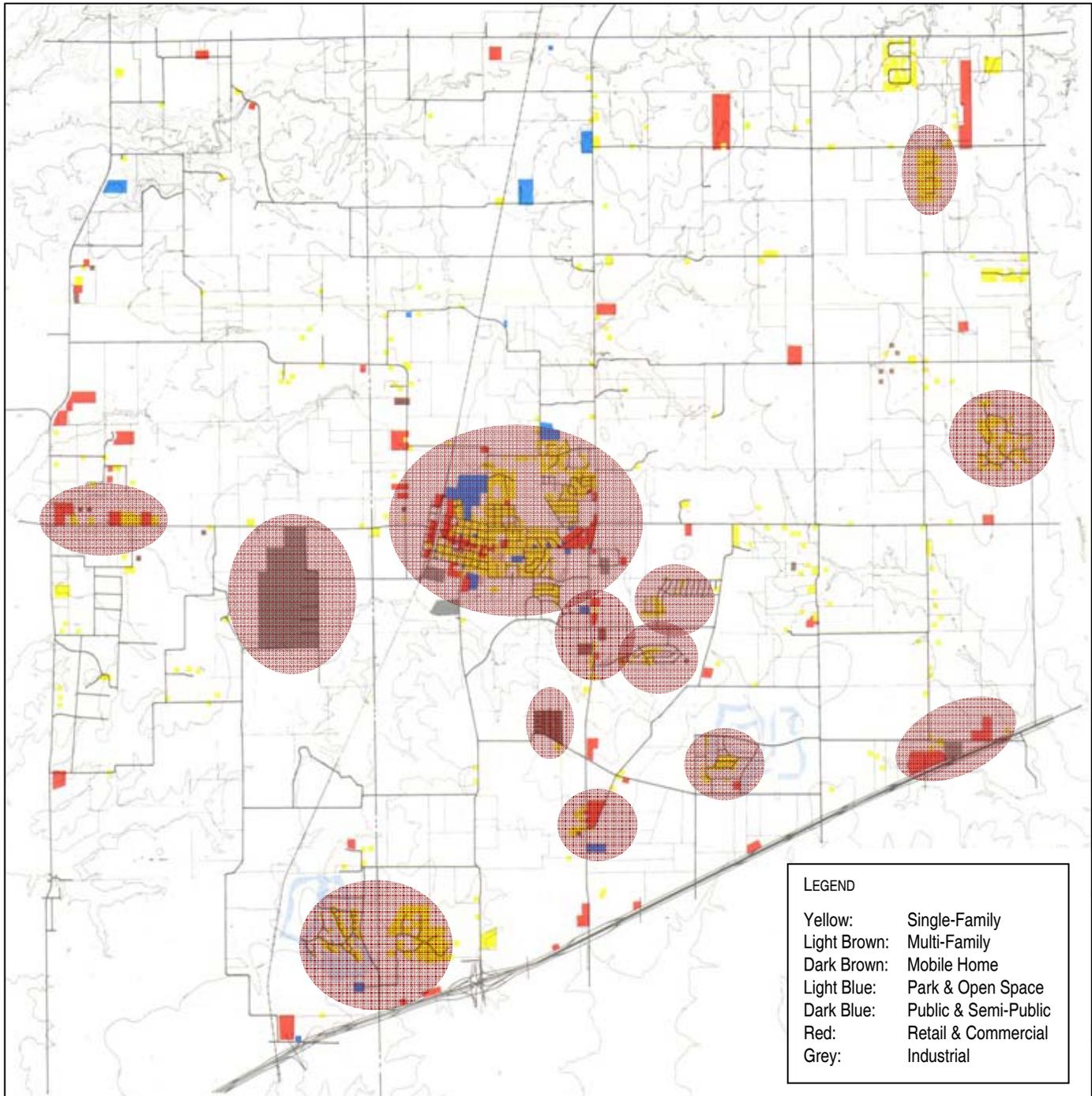
Table 1-18  
BUILDING PERMITS ISSUED – 1995-1999  
City of Frisco, Texas

Year	Single-Family	Multiple-Family	Non-Residential	TOTAL	PERCENTAGE OF TOTAL
1995	910	6	8	924	9.3%
1996	1,112	—	17	1,129	11.3%
1997	1,189	1,141	23	2,353	23.6%
1998	1,282	1,493	18	2,793	28.0%
1999	1,710	1,020	43	2,773	27.8%
Total	6,203	3,660	109	9,972	100.0%
Average Per Year	1,241	732	22	1,994	n/a

Source: City of Frisco Planning and Development Services Department



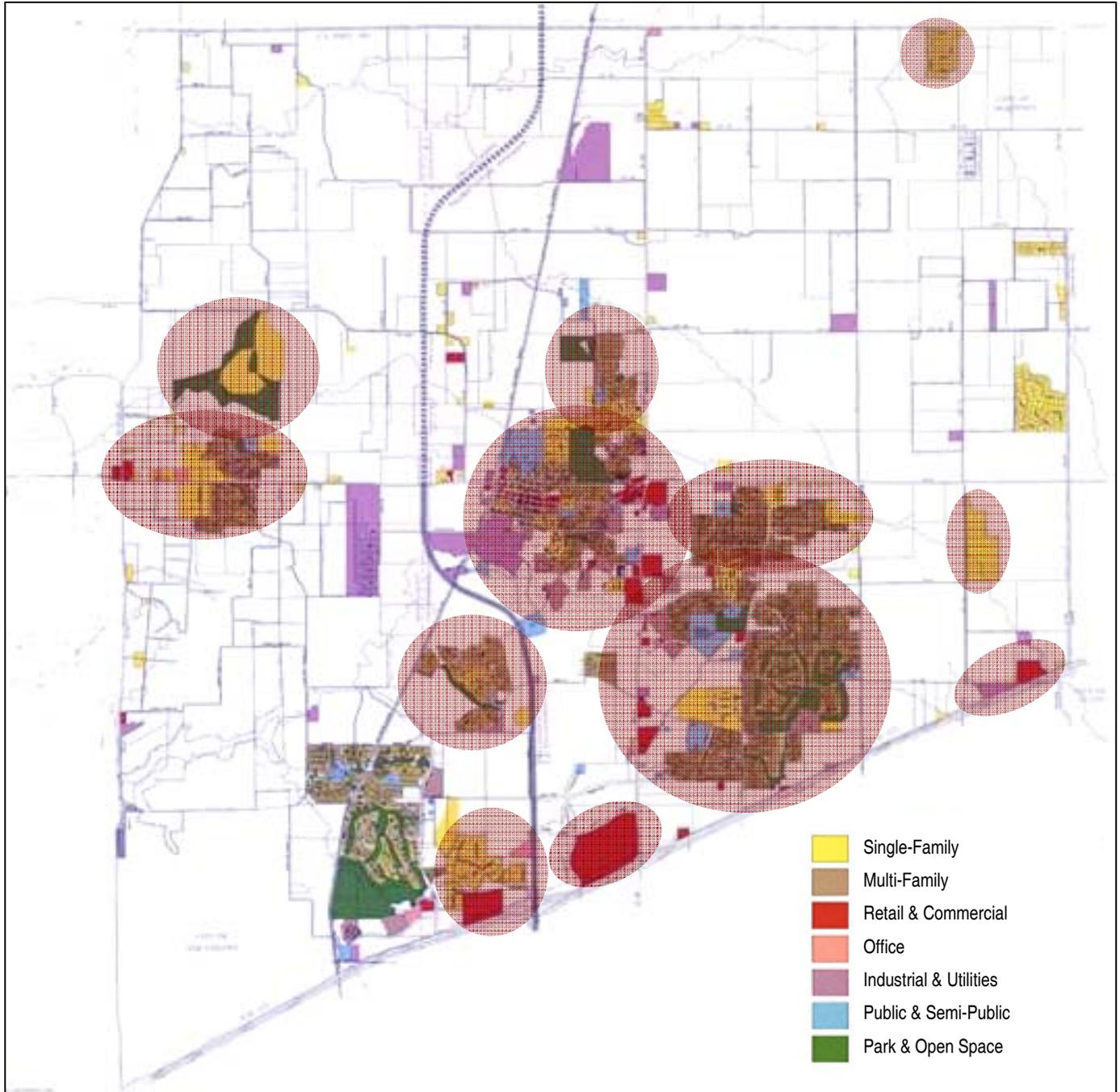
Image 1-1  
PATTERNS OF DEVELOPMENT DOCUMENTED IN THE CITY'S 1990 COMPREHENSIVE PLAN



Source: City of Frisco Comprehensive Plan, 1990, Existing Land Use Map, Plate 2. Patterns Added for Snapshot



Image 1-2  
PATTERNS OF DEVELOPMENT DOCUMENTED IN THE CITY'S 2000 MILLENNIUM PLAN



Source: City of Frisco Millennium Plan, 2000, Existing Development, Figure 3-5. Patterns Added for Snapshot



## Recent Development – 2000 to 2004

The growth that occurred in the 1990s has actually increased in the new Millennium as evidenced by *Table 1-19*. One notable fact is that non-residential permits greatly increased between 2000 and 2004 compared to the late 1990s, with a total of 344 issued during these years. Also, the number of single-family permits issued between 2000 and 2004 was lowest in 2001, but the number still exceeded 2,000 permits. Another interesting number is the average single-family permits issued in the five years listed—over 2,600

*Table 1-19  
BUILDING PERMITS ISSUED – 2000-2004  
City of Frisco, Texas*

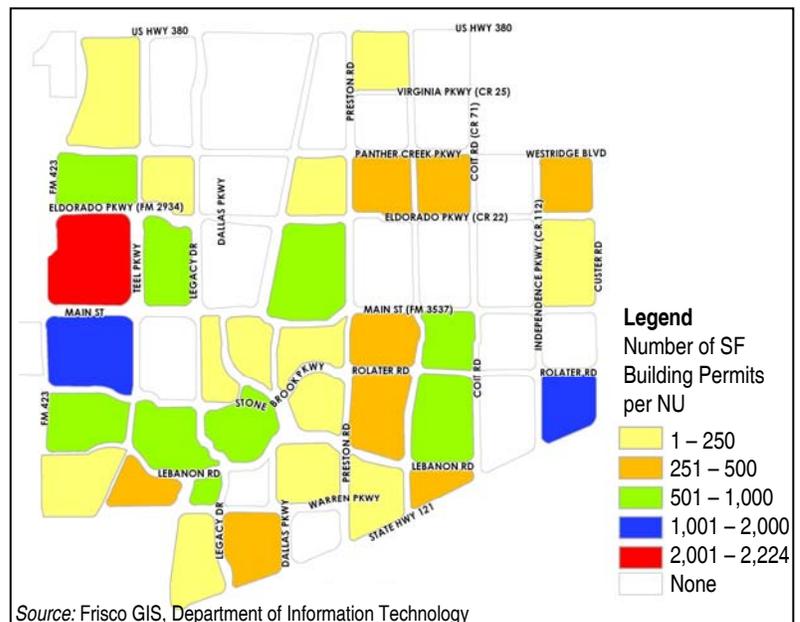
Year	Single-Family	Multiple-Family	Non-Residential	TOTAL	PERCENTAGE OF TOTAL
2000	2,429	87	87	2,603	18.0%
2001	2,023	376	54	2,453	17.0%
2002	2,741	220	68	3,029	21.0%
2003	2,709	106	57	2,872	19.9%
2004	3,389	13	78	3,480	24.1%
Total	13,291	802	344	14,437	100.0%
Average Per Year	2,658	160	69	2,887	n/a

*Source: City of Frisco Planning and Development Services Department*

permits. Not many communities in Texas have experienced this amount of growth, **especially on a consistent basis.**

*Image 1-3* on the right contains locational information regarding the number of single-family building permits issued between 2000 and 2004. The data is shown by neighborhood units that the City established in conformance with the *2000 Millennium Plan*. Only three areas experienced development at the rate of the two highest categories (refer to the legend), but in several other areas, the City issued between 501 and 1,000 permits. Considering the average household size of 2.78 (*Table 1-11* on page 1.18), this represents a population growth in each of these areas of between approximately 1,400 and 2,780 people.

*Image 1-3  
SINGLE-FAMILY PERMIT DISTRIBUTION BY CITY-ESTABLISHED  
NEIGHBORHOOD UNIT, 2000-2004*



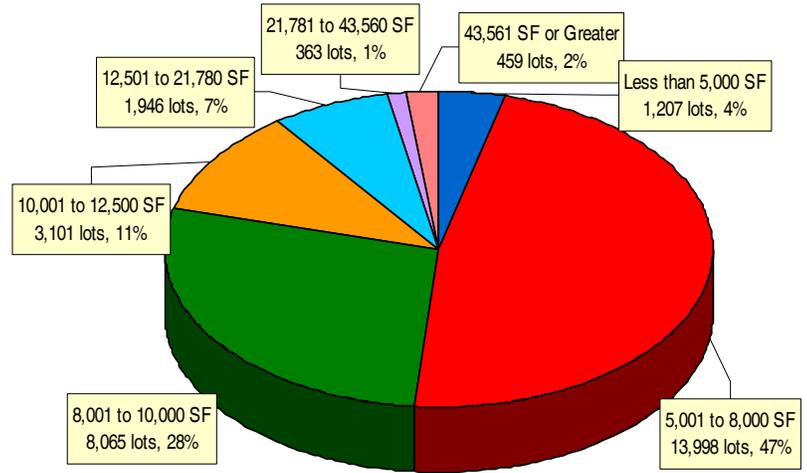


# Residential Development – Variety Analysis

Rapid residential development goes hand-in-hand with the population growth that Frisco has experienced in the last few years. Housing type diversity and single-family lot size diversity are important features of a full-life-cycle community. A community must provide housing types sufficient to meet the needs of all residents in all stages of life. As Frisco ages and is no longer on the cutting edge of growth in the Dallas-Fort Worth Metroplex, housing diversity is going to be of paramount importance to ensuring that Frisco remains a community in which people can live, work, play, and grow.

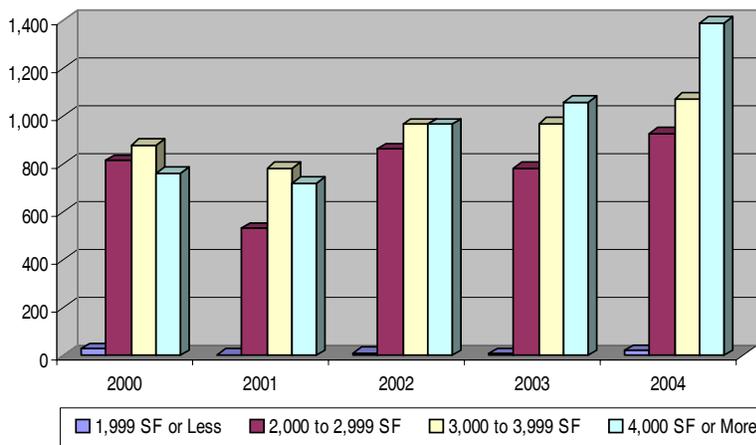
Currently, the City has a variety of lot sizes in relation to single-family development, as evidenced by *Plate 1-8* (next page) and *Figure 1-13*. There are an abundance of developed lots in the range of 5,001 square feet to 10,000 square feet. Notably, lots within this size range account for 47 percent of the developed residential acreage within Frisco. There are also many lots between

Figure 1-13  
DEVELOPED SINGLE-FAMILY LOT SIZES - 2005  
City of Frisco, Texas



Source: Frisco GIS Department of Information Services (*Mapping Information*)  
Note: SF is an abbreviation for square feet.

Figure 1-14  
DEVELOPED SINGLE-FAMILY HOUSE SIZE IN SQUARE FOOTAGE – 2000-2004  
City of Frisco, Texas



Source: City of Frisco Planning and Development Services Department  
Note: SF is an abbreviation for square feet.

8,001 and 10,000 square feet. The City does not have many lots that are either very large or very small. Only three percent of the lots are 21,781 square feet (one-half acre) or larger in size, and only four percent are less than 5,000 square feet.

Another interesting aspect of single-family development to examine is the size of houses being constructed. As with lot size, it is important to provide a diversity of home sizes so that the various needs of those in the market for a home can be adequately met within Frisco. *Figure 1-14* shows a general trend of increasingly large homes being constructed within the City.





City of Frisco, Texas  
*Residential  
 Development  
 Diversity*

Lot Sizes (Square Feet)

- 0 - 5,000
- 5,001 - 8,000
- 8,001 - 10,000
- 10,001 - 12,500
- 12,501 - 21,780
- 21,781 - 43,560
- 43,561 +
- Multiple Family
- Townhome
- Duplex

Plate 1-8

Dunkin Seltko & Associates, Inc.  
 Urban Planning Consultants  
 Townscape, Inc.  
 Kimley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology

2000 0 2000 4000 6000 Feet

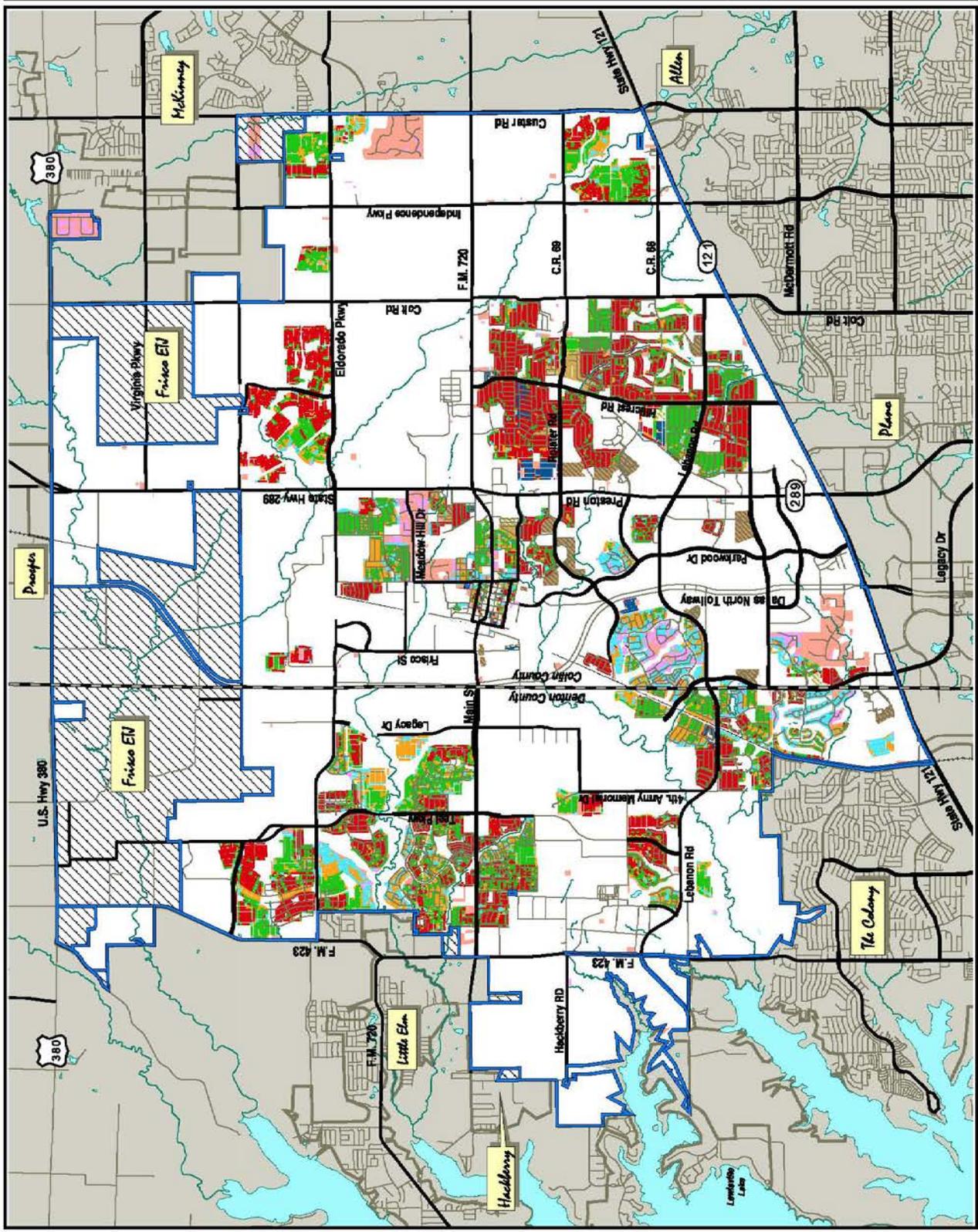
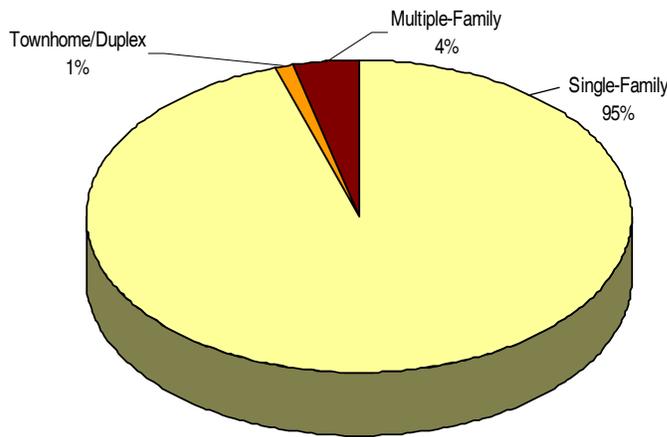




Figure 1-15  
RESIDENTIAL DEVELOPMENT BY TYPE - 2004  
City of Frisco, Texas



Also informative in the examination of residential development is the level of diversity in housing type—that is, the amount of single-family development compared with other types of residential development, such as townhomes/duplexes and multiple-family, within Frisco. As shown in *Figure 1-15* on the left, the City has a low level of housing diversity in terms of housing type. *Plate 1-8* also shows that the percentage of land area that has been developed with townhomes/duplexes is nominal, as is the percentage of multiple-family. This lack of diversity will be further discussed in the land use and housing chapters of this *2006 Comprehensive Plan*.

Source: Frisco GIS Department of Information Services (*Mapping Information*)

## Emerging Trends – Focus on Mixed Use

In recent years, a trend has been emerging across the United States, a trend that has become well-known in the Dallas-Forth Worth Metroplex. This trend is commonly referred to as “mixed use.” This terms refers to an area in which people can live, work, shop, etc. all in one location; such areas are pedestrian-oriented instead of automobile-oriented, and often includes an opportunity to access mass transit. Several locations across the Metroplex have become stellar examples of mixed use developments—Mockingbird Station, Addison Circle, and West Village to name a few. Frisco has more recently recognized the attraction of mixed use areas, as the following examples illustrate.

### FRISCO SQUARE

Frisco Square is an area that encompasses 145 acres of land that has the City’s old downtown located to the east, the Dallas North Tollway to the west, Main Street and the Soccer & Entertainment Center to the north, and Platinum Parkway and Stewart Business Park to the south. Frisco Square is intended to provide a concentrated mixture of uses and activity in proximity to the old Downtown. The area already has townhomes and multiple-family uses, and retail, office, and public uses are in the process of



Frisco Square



being developed.<sup>1-13</sup> Public uses include a new City Hall and Library, and a Senior Center that recently opened. More about the financing of the project can be found within the *City Initiatives* portion of this *Snapshot*.



Frisco Square, September 2004

## FRISCO SPORTS AND ENTERTAINMENT COMPLEX

This area is already home to the successful Dr Pepper/Seven Up Ballpark, the City's minor league baseball stadium, and the Dr Pepper StarCenter, the Dallas Stars' hockey training facility. This facility is also home to the Texas Tornado junior league hockey team, and home to the Kurt Thomas Gymnastic Center. These sports venues are supplemented with a major retail/public use—a large hotel and City-funded Frisco Convention Center. Retail, office, and multiple-family residential uses are also part of the layout of this complex. More about the financing of the project can be found within the *City Initiatives* portion of this *Snapshot*.



Dr Pepper/Seven-Up Ballpark



Dr Pepper StarCenter

<sup>1-13</sup> City of Frisco Website, Frisco Facts link, ADDRESS - [www.friscotexas.gov](http://www.friscotexas.gov)



## What the Future May Hold

What does all of this information say about the direction in which Frisco is headed? Can development continue to occur in the same way that it has been over the past 15 years, or are there changes on the City's horizon? These questions are addressed in terms of basic observations about current development within the *Housing & Neighborhoods* and *Development Patterns* portions within the *Livability & Sustainability* section of this *Snapshot*. Recommendations on how Frisco can maintain and enhance its livability and sustainability will be included in following chapters of this *2006 Comprehensive Plan*.





*City of Frisco, Texas*

**2006 COMPREHENSIVE PLAN**

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# Significant Boundaries Related to Frisco

## The City & Extraterritorial Jurisdiction

Not only are communities in the Dallas-Fort Worth Metroplex expanding at a rapid rate in terms of population, many are also expanding at a rapid rate in terms of geographic growth. However, due to the close proximity with which cities in the Metroplex are incorporated, geographic growth is often constrained by the boundaries of adjacent cities. This is the case for Frisco—the City will not be able to increase its geographic area beyond its current extraterritorial jurisdiction (ETJ).

The term *ETJ* refers to an unincorporated area that is contiguous to the corporate limits of a city within which the city may annex land, enforce its subdivision regulations, and secure rights-of-way. State law allocates the size of ETJs based on the population size of cities. For example, a city with the population of 50,000 is permitted an ETJ area that is 3.5 miles from its boundaries.

### Chapter 42 of the Texas Local Government Code:

The extraterritorial jurisdiction of a municipality is the unincorporated area that is contiguous to the corporate boundaries of the municipality and that is located:

- (1) Within one-half mile of those boundaries, in the case of a municipality with fewer than 5,000 inhabitants;
- (2) Within one mile of those boundaries, in the case of a municipality with 5,000 to 24,999 inhabitants;
- (3) Within two miles of those boundaries, in the case of a municipality with 25,000 to 49,999 inhabitants;
- (4) Within three and one-half miles of those boundaries, in the case of a municipality with 50,000 to 99,999 inhabitants;
- (5) Within five miles of those boundaries, in the case of a municipality with 100,000 or more inhabitants.

As *Plate 1-9* (page 1.46) shows, however, Frisco is bounded on each side of the City limits by adjacent municipalities. These adjacent communities are Prosper, McKinney, Allen, Plano, The Colony, and Little Elm—the same as those used for comparative purposes within the *Demographic & Socio-Economic Analysis* portion of this *Snapshot of the City*. Therefore, Frisco's actual ETJ area is much less than the two miles generally allocated, which is shown on *Plate 1-9*.

This ETJ has been officially set, and is not likely to grow in the future, unless a surrounding city opts to release a portion of its ETJ to Frisco. It should be noted, however, that no area can become incorporated (to become a city) within this ETJ area. Therefore, the area will not decrease in the future unless and until such area becomes part of the City of Frisco.





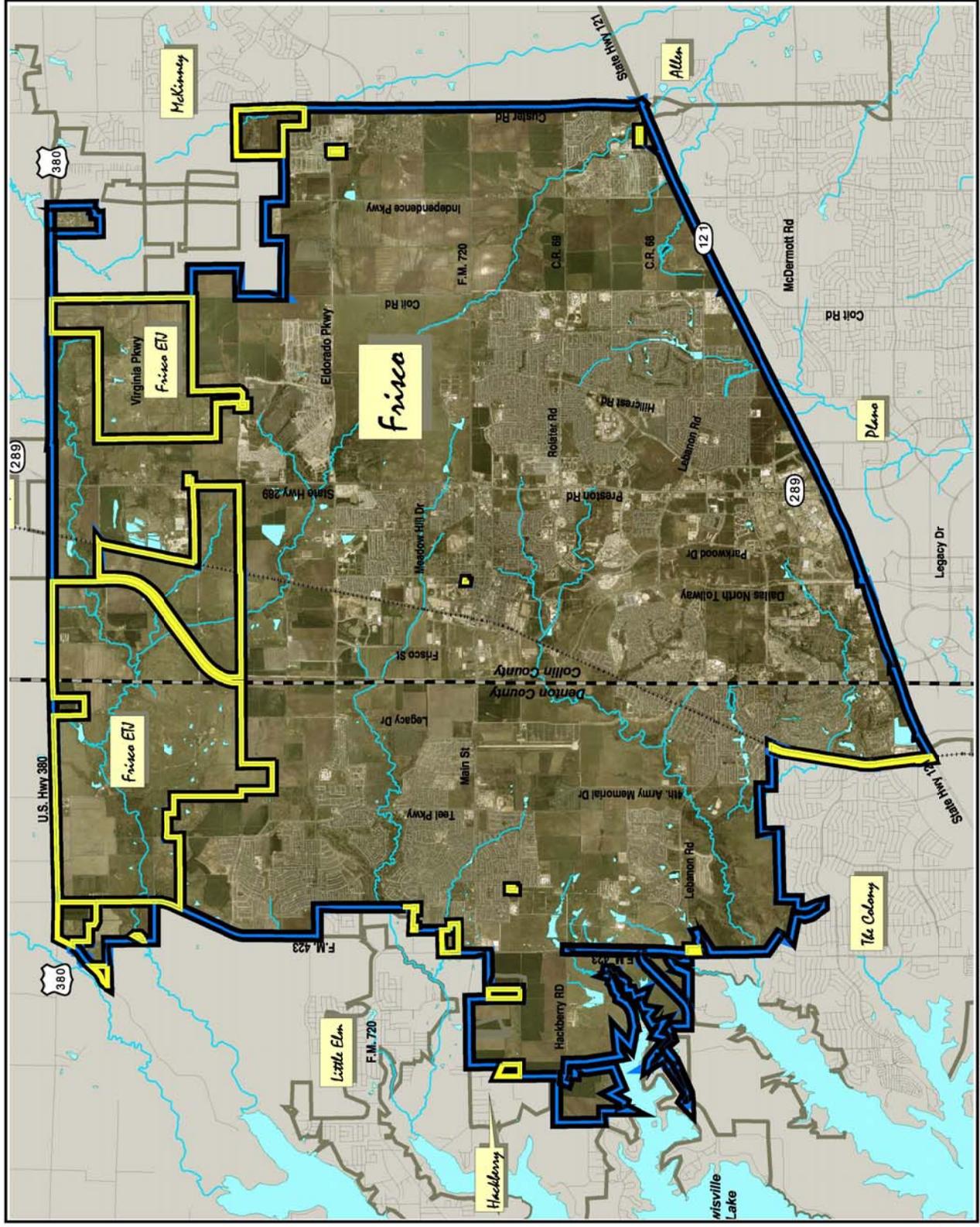
City of Frisco, Texas  
 City of Frisco  
 and  
 ETJ

- Legend
- Frisco City Limits
  - Frisco ETJ
  - County Line

Plate 1-9

Dunkin Seifko & Associates, Inc.  
 Urban Planning Consultants  
 Townscape, Inc.  
 Kimley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology

2000 0 2000 4000 6000 Feet





## The Frisco Independent School District

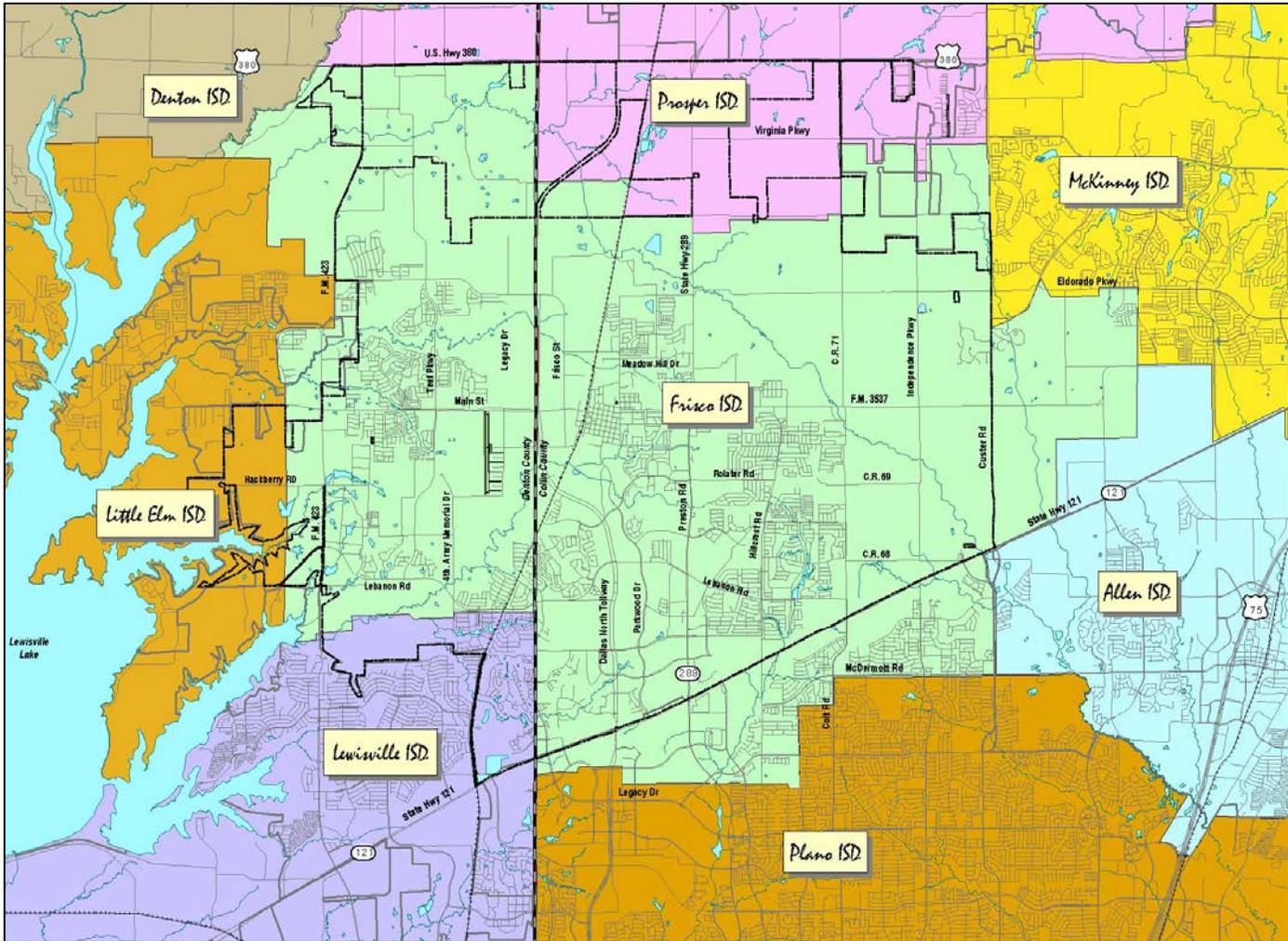
The quality of the local school district is often a major deciding factor when a young couple or a family with children is determining where to live. People without children also purchase homes in areas with quality school districts to ensure their home holds its value and has re-sale value. One article in the Dallas Morning News recently examined the state of the public schools in the city of Dallas, and made this observation: “Few indicators better predict a city's vitality than the performance of its public schools. Student achievement today creates a skilled workforce tomorrow. It attracts business, nurtures wealth, and ensures a city's prosperity.” In a related poll of Dallas residents, the top three concerns were crime, **public education**, and economic development.<sup>1-14</sup>

Due to the importance of the local school districts to the continuing growth of the City, as well as to the livability of Frisco, the school district boundaries impacting the City are shown in *Image 1-4* (page 1.48). Surrounding districts are also shown. There are four districts that directly affect Frisco—the Frisco Independent School District (FISD) that covers most of Frisco, the Lewisville Independent School District (LISD) to the southwest, the Little Elm Independent School District to the west, and the Prosper Independent School District (PISD) to the northeast.

<sup>1-14</sup> Dallas at the Tipping Point: A Roadmap for Renewal. Schools, by Angela Shah. Dallas Morning News, 2004. Obtained from the Dallas Morning News Website, ADDRESS: <http://www.dallasnews.com/s/dws/spe/2004/dallas/schools.html>.



Image 1-4  
SCHOOL DISTRICT BOUNDARIES - FRISCO ISD AND SURROUNDING SCHOOL DISTRICTS



Source: Texas Education Agency Website, District Locator Link

# Traffic & Transportation

## Mobility

The City currently has master plans for thoroughfares and for hike/bike trails throughout the community. In addition, as part of a Regional Transportation Plan being prepared under the leadership of the North Central Texas Council of Governments (NCTCOG), Frisco is hoping to obtain at least three commuter rail stations. The first three proposed stations would be located along the Burlington Northern (BNSF) line at State Highway 121, in the Old Downtown area, and somewhere around the Panther Creek area in northern Frisco. These rail stations, in combination with effective local street and neighborhood layouts, form the basis of an effective mobility plan for the City. As the traffic modeling in this section shows, if gridlock is going to be minimized in the City, all modes of transportation, mixed use development types, and interconnected street systems will need to be explored. The *Mobility Map (Plate 1-10)* graphically depicts various aspects of Frisco's current mobility systems.

As of the 2000 Census (see *Table 1-7*), approximately 31 percent of Frisco's population is either too young or too old to drive. This means that where services, schools, and stores are not readily accessible by foot or by bicycle, two-thirds of the population will have to drive the other one-third of the population to these facilities. This has important ramifications for the City's development patterns, including the need to create more mixed use walkable centers, and generous sidewalks and trails to connect homes, businesses, schools and services. Frisco is making significant progress in creating walkable neighborhoods and in creating mixed use centers like Frisco Square.

## Traffic

The following information was generated from the City's regional travel demand model. This model provides the ability to devise plans that will enhance the regional transportation planning process while preserving Frisco's "small town feel." The transportation indicators shown in this section are an output of this model. They represent a "snapshot" of what the demand on the transportation network is in the base year (2000) and what it is likely to be in the future (2025).



Sections of Preston Road in Frisco

This model will provide a valuable tool to refine the types of thoroughfares, their general purposes (i.e., what types of traffic patterns they are designed to handle), and the design speeds and types of lanes necessary to achieve those purposes. Moreover, recognizing that thoroughfares have both land use/urban form and transportation impacts, the model will be coordinated with other modes of travel and development form options.



City of Frisco, Texas

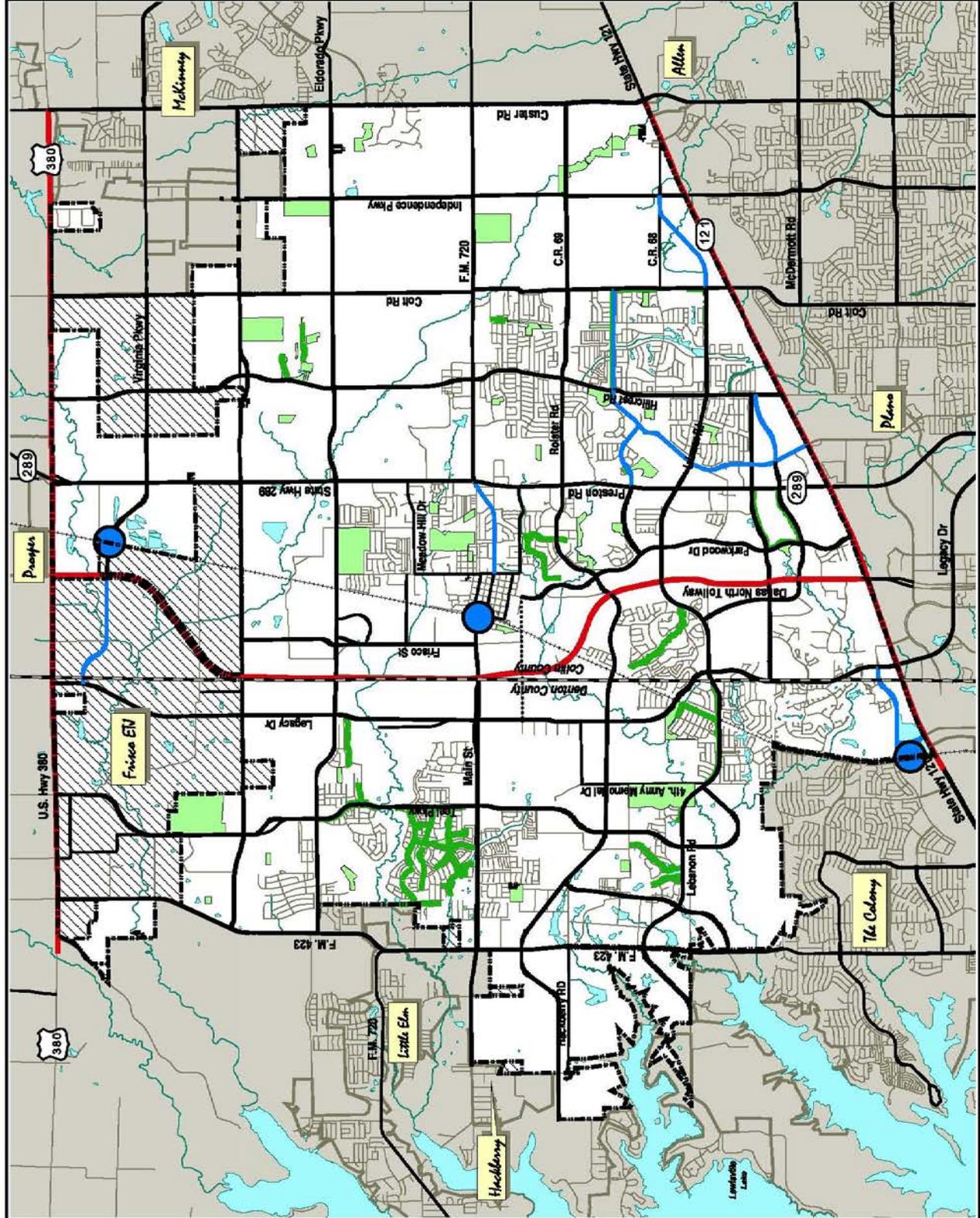
# Mobility Map

- Thoroughfare Legend**
- Highway / Tollway
  - Major Thoroughfare
  - Major Thoroughfare (Outside City Limits)
  - Minor Thoroughfare
  - Collector Street
  - Trails / Hike-and-Bike
  - Existing Trail
  - Parks and Open Space
  - Regional Rail Stations

## Plate 1-10

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants

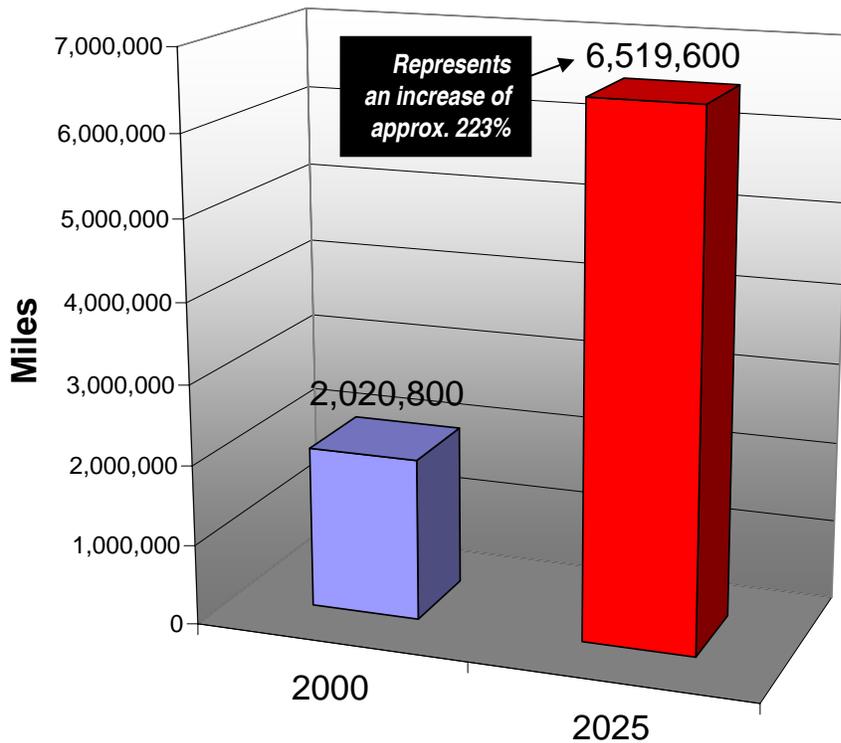
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology





# Vehicle Miles Traveled

Figure 1-16  
VEHICLE MILES TRAVELED – 2000 & 2025



### WHAT DOES IT MEAN?

Vehicle miles traveled (VMT) generally represents the distance traveled by all autos. This can reflect the spatial relationship between residential uses and employment centers or other destinations. A lower average VMT often reflects a better spatial match between residential and employment uses, while a higher average VMT can indicate a spatial mismatch between place of residence and place of employment.

### HOW IS IT MEASURED?

The traffic volumes on each road network link are calculated using travel demand modeling software. The demographic, travel behavior, and transport infrastructure data for each scenario are used as model input.



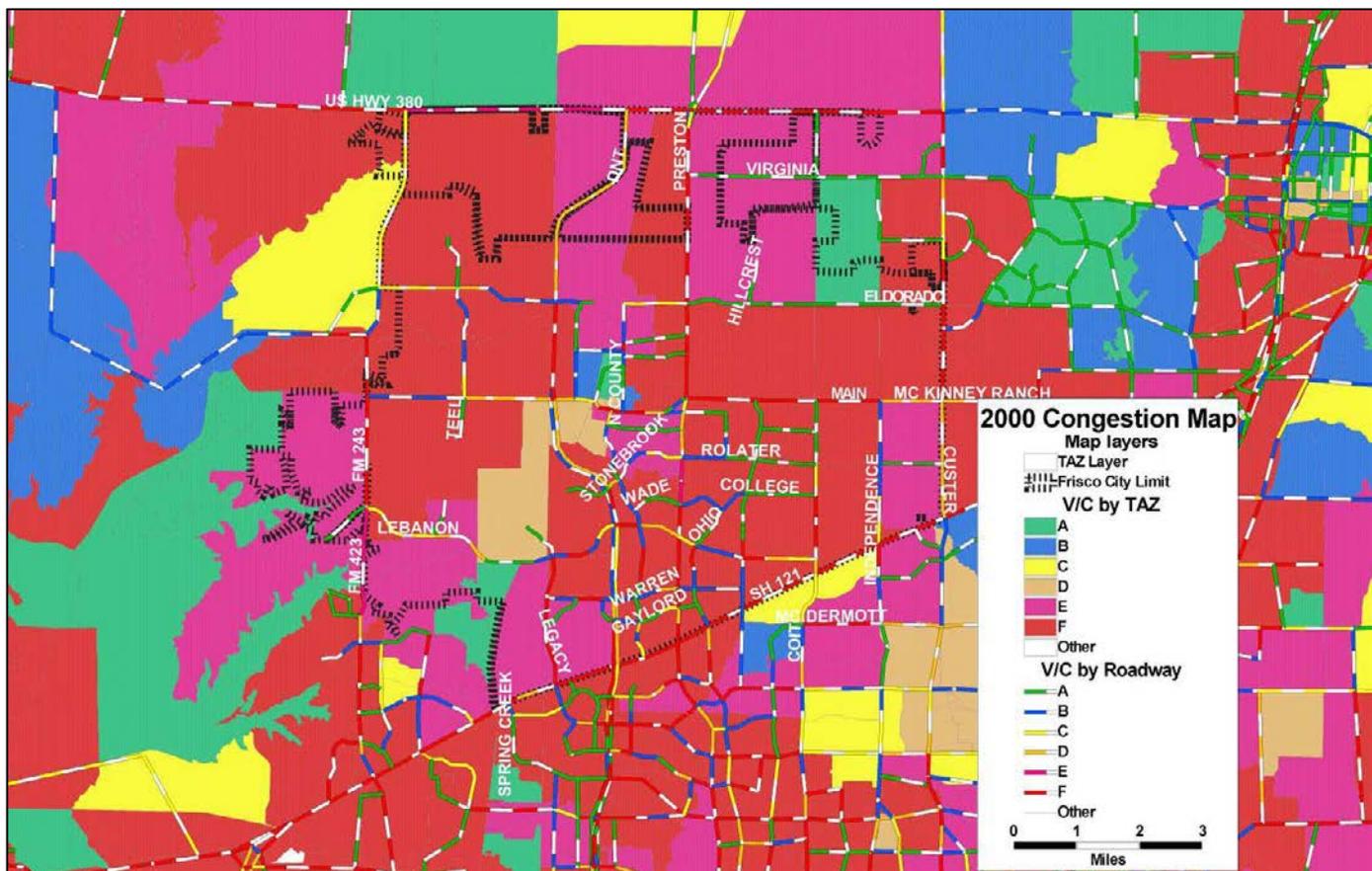
# Traffic Congestion

## WHAT DOES IT MEAN?

Traffic congestion refers to the incremental costs resulting from interference among road users. These impacts are most significant under peak conditions (i.e., morning and evening rush hours) when traffic volumes approach a road's capacity. Congestion results in the following:

- ❖ Isolation of people from recreation, employment, and family time.
- ❖ Less productive work force.
- ❖ Delays to service workers and emergency responders.
- ❖ Increased fuel consumption and air pollution.
- ❖ Increased vehicle conflicts (e.g., accidents).

Image 1-5  
2000 LEVEL OF SERVICE BY TRAFFIC ASSESSMENT ZONE (TAZ)

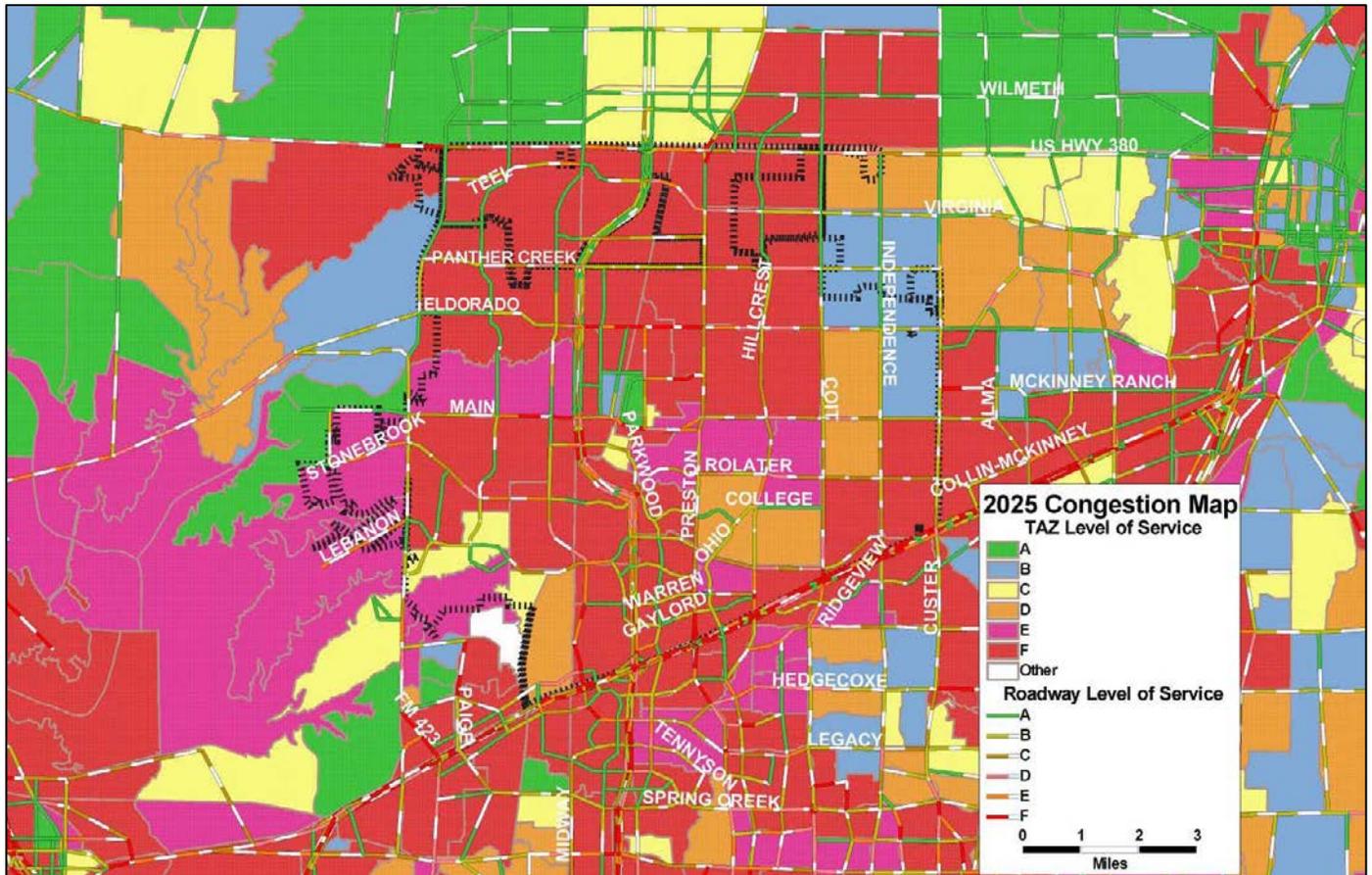




HOW IS IT MEASURED?

Traffic congestion can be measured in various ways, such as volume-to-capacity ratio (V/C Ratio), level of service (LOS), vehicle hours of delay compared with free flowing traffic, and percent of the roadway system that is congested. The images on the left compare the respective levels of congestion for the years 2000 and 2025.

Image 1-6  
2025 LEVEL OF SERVICE BY TRAFFIC ASSESSMENT ZONE (TAZ)

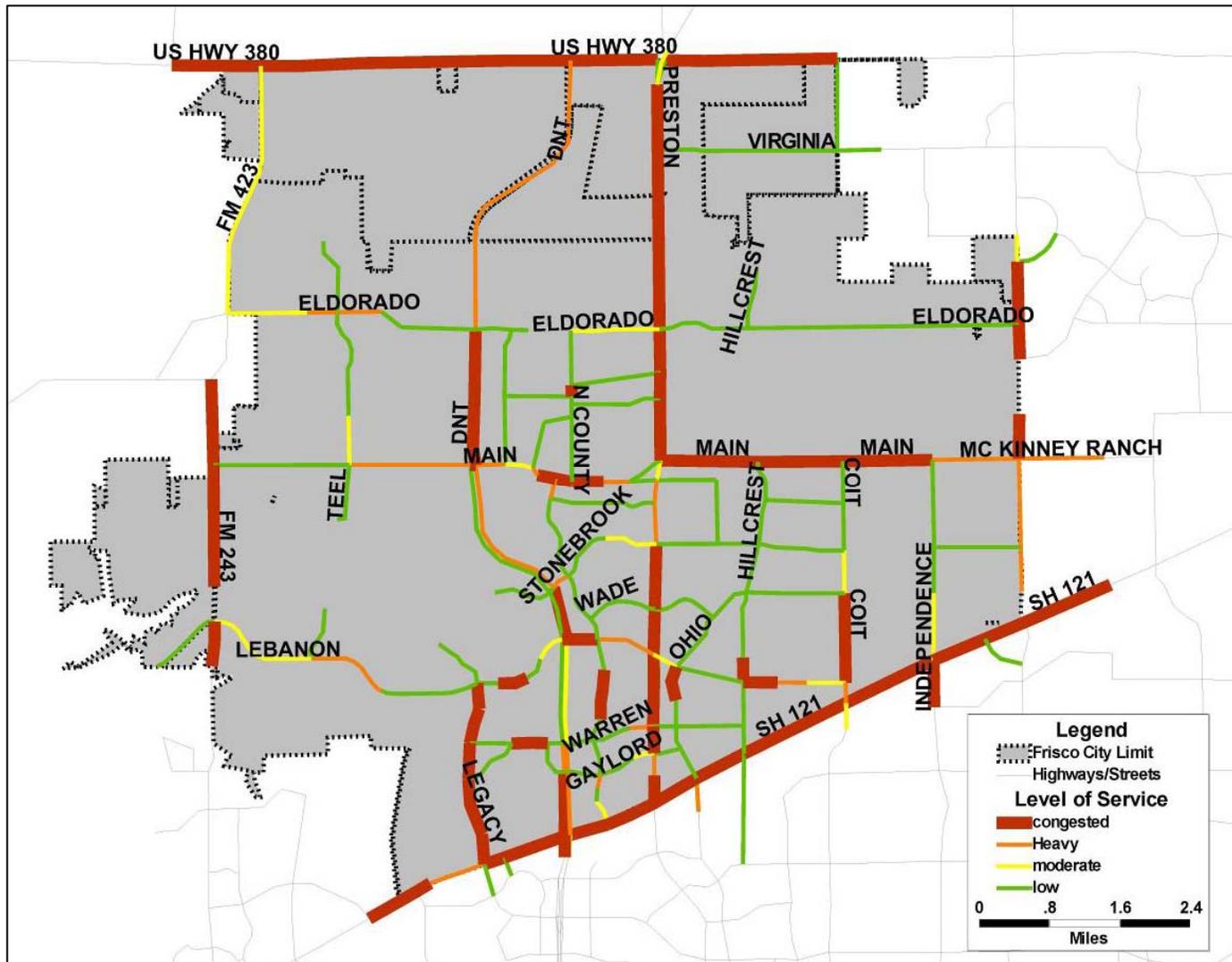


# Volume-to-Capacity (V/C) Ratio

## WHAT DOES IT MEAN?

The V/C ratio defines whether or not a roadway can fulfill the vehicular demand placed upon it. V/C ratio is used to broadly define problem areas on major arterials and highways and to make operational decisions concerning intersections and ramps.

Image 1-7  
2000 LEVEL OF SERVICE BY ROADWAY



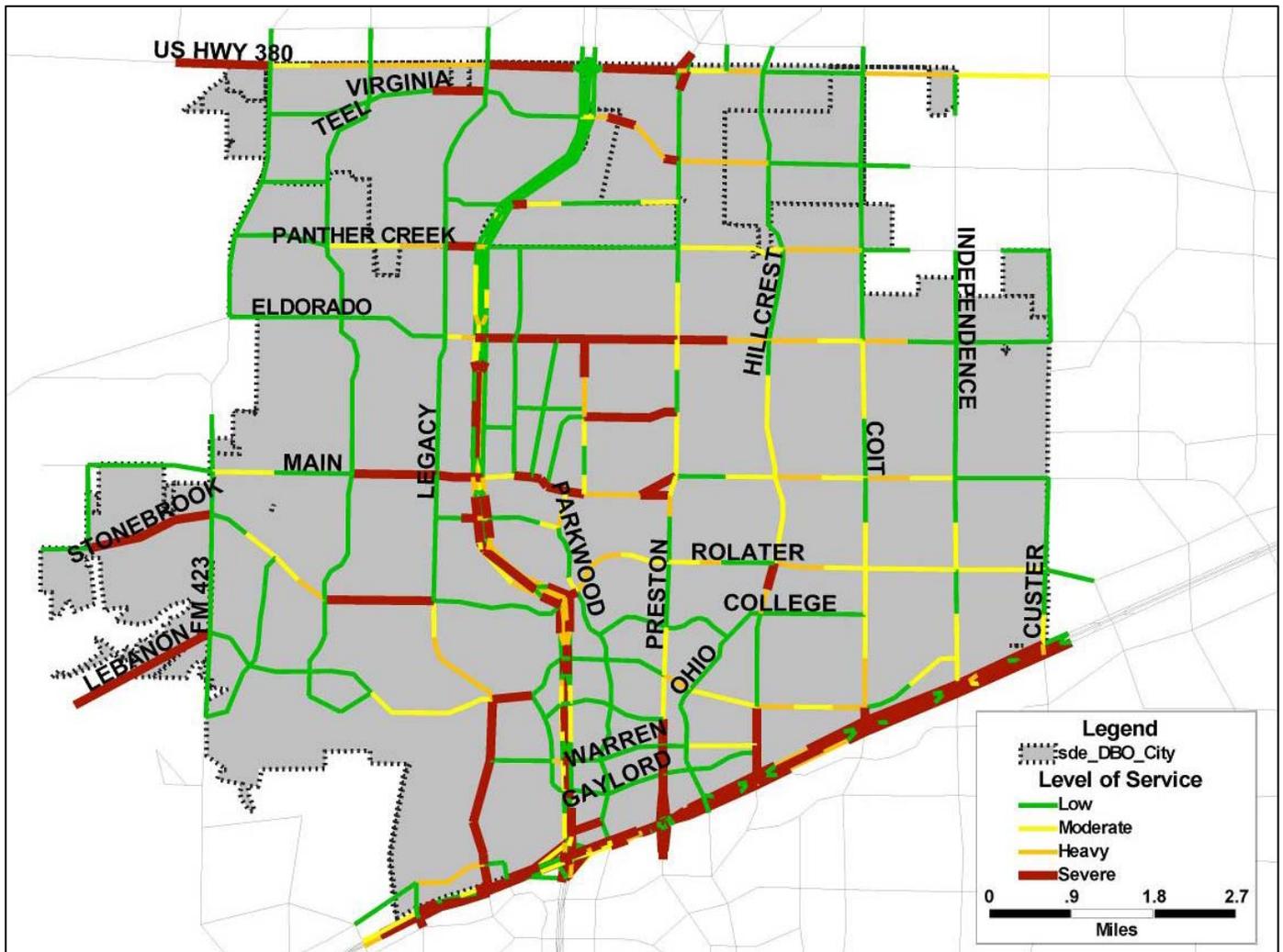


HOW IS IT MEASURED?

The V/C ratio is a measure of the volume of vehicles divided by the capacity of the roadway.

- ❖ V/C greater than 1.0 = Severe Congestion.
- ❖ V/C of 0.86 to 1.0 = Heavy Congestion.
- ❖ V/C of 0.65 to 0.85 = Moderate Congestion.
- ❖ V/C of less than 0.65 = Low or No Congestion.

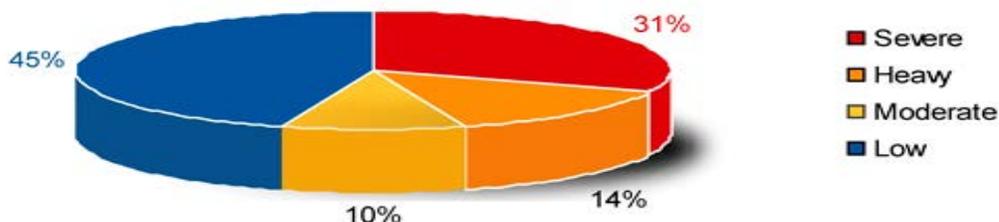
Image 1-8  
2025 LEVEL OF SERVICE BY ROADWAY



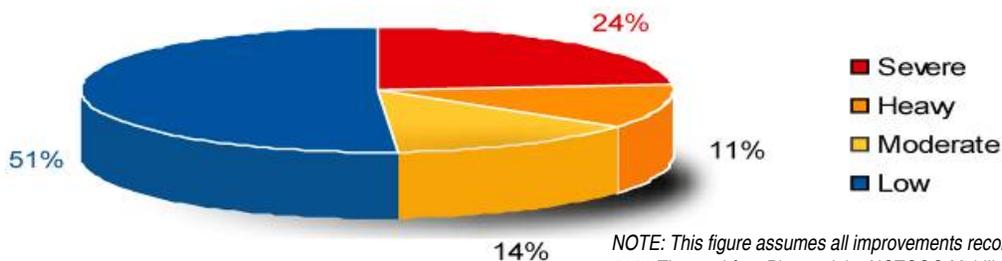
## Level of Service (LOS)

Figure 1-17  
PERCENT OF VEHICLE MILES TRAVELED UNDER CONGESTED CONDITIONS – 2000 & 2025

### Percent of Vehicle Miles Traveled Under Congested Roadway Conditions in 2000



### Percent of Vehicle Miles Traveled Under Congested Roadway Conditions in 2025



NOTE: This figure assumes all improvements recommended by the City's 2000 Thoroughfare Plan and the NCTCOG Mobility Plan are implemented.

#### WHAT DOES IT MEAN?

Level of service (LOS) is a qualitative measure used to denote roadway operating conditions. It generally describes levels of traffic congestion at signalized and unsignalized intersections in urban areas.

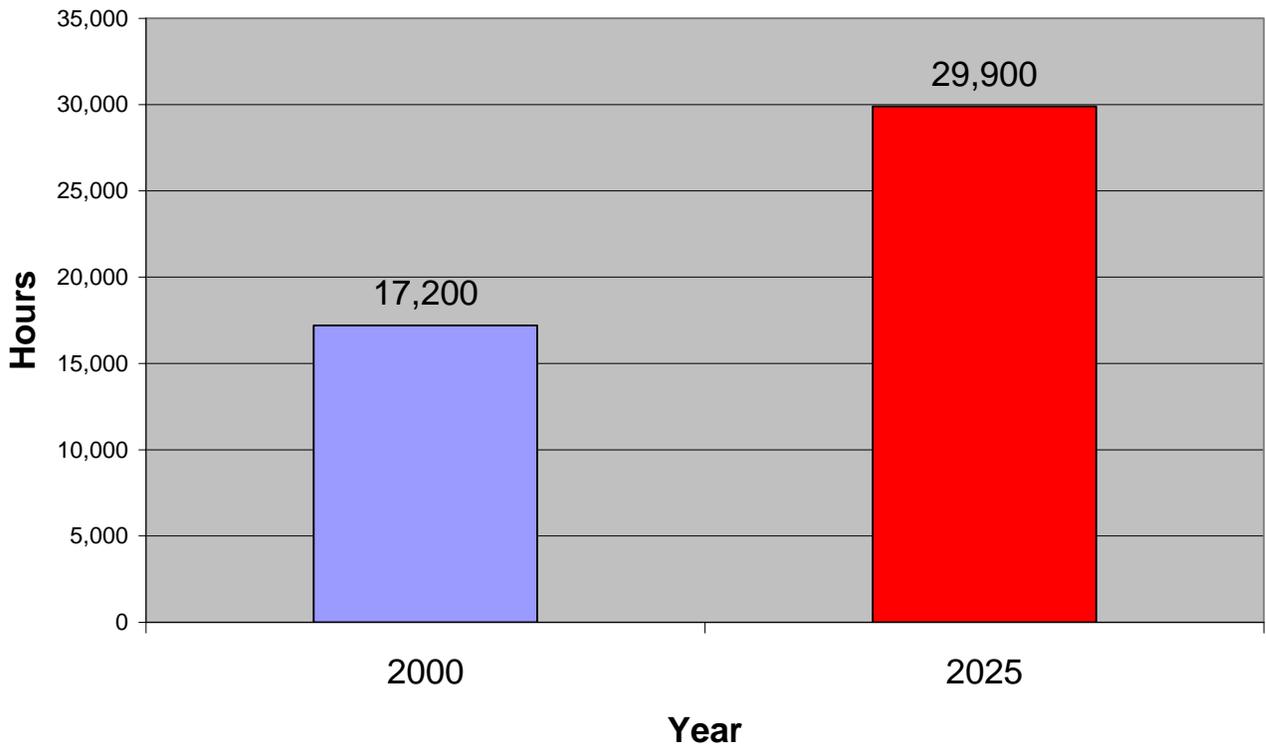
#### HOW IS IT MEASURED?

Level of Service (LOS) is represented on a scale ranging from "A" at the highest level to "F" at the lowest level. LOS A and B represent minimal delays, and LOS C represents generally acceptable delays. LOS D represents an increasing amount of delay and increasing number of vehicles stopped at intersections and ramps. A roadway with LOS E is approaching capacity and is processing the maximum number of vehicle possible. LOS F means that the roadway is operating with excessive delays and is at capacity. LOS F roadways experience the worst traffic congestion.



# Vehicle Hours of Delay (VHD)

Figure 1-18  
TOTAL AUTOMOBILE DELAY PER DAY – 2000 & 2025



### WHAT DOES IT MEAN?

This transportation indicator estimates the hours spent in congestion by all vehicles within the City on any given day.

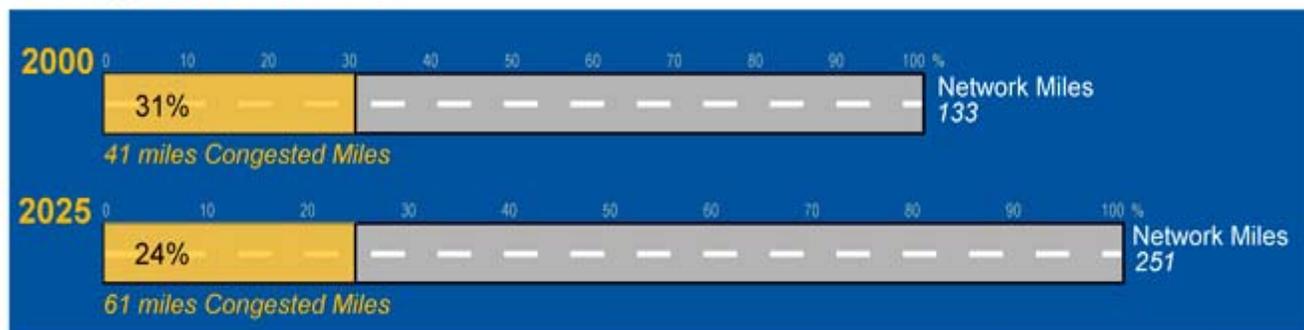
### HOW IS IT MEASURED?

Vehicle hours of delay are computed by determining the total vehicle delay (TVD) from the TransCAD model.



## Miles of Congested Roadway

Figure 1-19  
CONGESTED ROADWAY MILES – 2000 & 2025



NOTE: Based on the 2000 Millennium Plan.

### WHAT DOES IT MEAN?

These road segments are the most severely congested and contribute the most to overall system delay.

### HOW IS IT MEASURED?

The volume-to-capacity (V/C) ratio calculation is used to highlight roadway segments that are operating at a level of service (LOS) of "E" or "F." The congested miles are then divided by the total network miles to define the percentage of miles that are congested.



## Vehicle Hours of Travel (VHT)

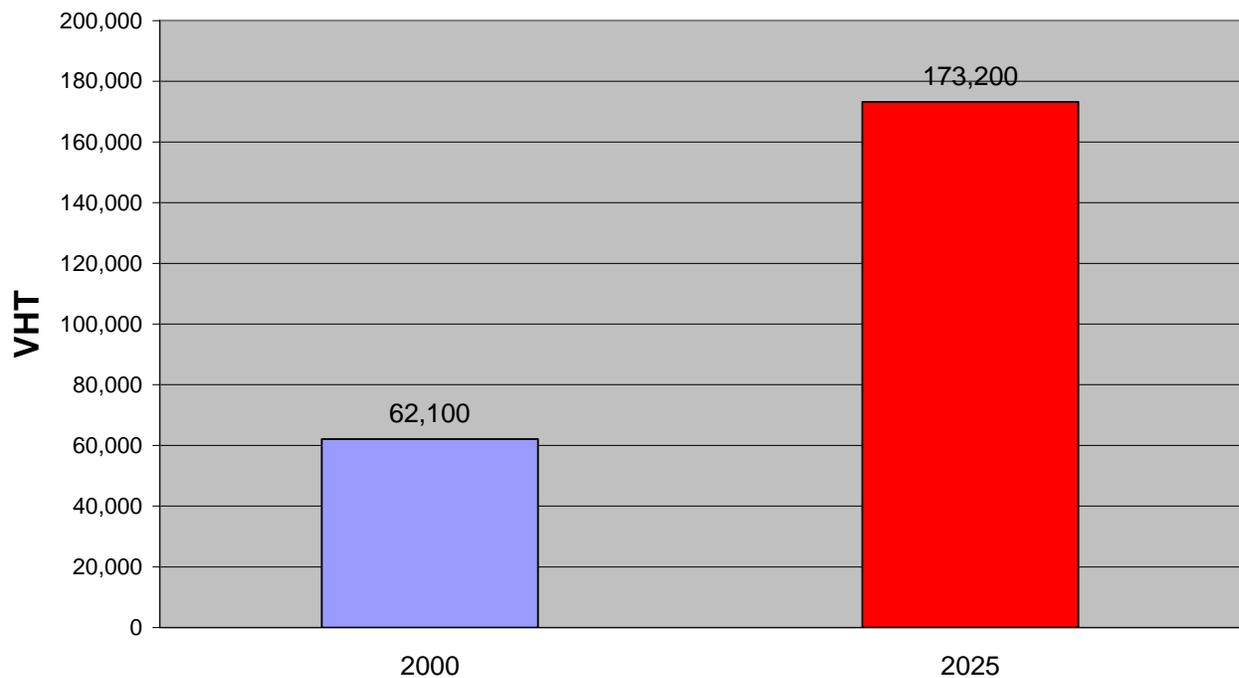
### WHAT DOES IT MEAN?

This transportation indicator estimates the hours spent on the road by vehicles.

### HOW IS IT MEASURED?

Determining the total vehicle hours of travel (VHT) is a function of the City's TransCAD model. Refer to *Figure 1-17* below.

Figure 1-20  
TOTAL AUTOMOBILE HOURS TRAVELED – 2000 & 2025



## Assessing the Transportation Investment

The City's travel demand model estimates that 600 lane-miles of roads will need to be constructed to meet the travel demand in 2025. The study team estimates that the investment in the travel lanes will approach \$500,000,000 over the

Figure 1-21  
CONGESTED ROADWAY-LANE MILES – 2000 & 2025



next 20 years. Figure 1-21 shows a planning estimate and is based upon an average lane-mile cost of \$800,000 for freeways and arterials, and \$100,000 for collector streets. The addition

of these lane-miles will reduce the percentage of congested miles by seven percent. However, as indicated above, VMT triples and VHT and vehicle delay double by the year 2025.

Figure 1-22  
2025 THOROUGHFARES

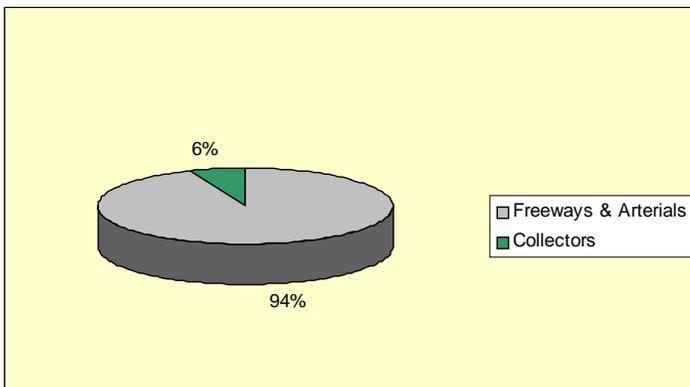


Figure 1-22 represents the breakdown of thoroughfare types that will be needed to fulfill travel demand in 2025. This estimate is based upon the travel demand model's traffic generation and distribution of vehicle trips. The model calls for an overwhelming number of freeways and arterials because they best accomplish what the model wants: to move trips out of the Frisco to destinations outside the City. These trips are estimated using an average trip length, which to

a great degree is a factor of commuter travel. Table 1-20 (page 1.61) shows that commute times and therefore trip lengths are long in Frisco.



Moreover, average trip length does not represent to an accurate degree internal trips (shopping, errands). Nevertheless, it is these internal trips that cause excessive traffic delay, especially when these trips are added to commuter trips. Internal trips and commuter trips conflict because they use the same thoroughfare types to perform dissimilar activities. If given more of a choice in thoroughfare types and land uses some internal trips will shift from freeways and arterials to collector streets. More choice and connectivity in thoroughfare types can also work to shift internal trips off of the travel lanes all together. The next section explains the anatomy of a thoroughfare and how to use all the transportation realms to achieve increased mobility.

### Thoroughfare Realms

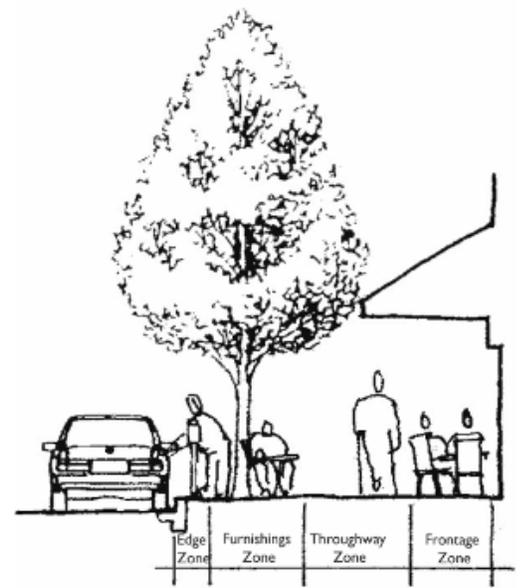
To properly plan for all the elements of a thoroughfare plan, it is essential to account for the four "realms," i.e. a defined area comprised of a mix of built elements and human and economic activity. The four realms that together comprise the thoroughfare and its context are:

- ❖ CONTEXT REALM - Properties and activities adjacent to the public right-of-way with surroundings that contribute to character and mobility. Buildings, landscaping, land use mix, site access, public and semi-public open spaces are the primary shapers of context. Some transportation facilities, notably transit stations and parking lots and structures, are included in the context realm.
- ❖ PEDESTRIAN REALM - Public right of way typically including planting areas and sidewalks, from the curb to the front property line of adjoining parcels. The pedestrian realm is further divided into a series of zones that highlight different uses. These include: edge zone, furnishing zone, throughway zone, and, on blocks with a predominance of ground-floor

*Table 1-20  
TRAVEL TIME TO WORK – 2000  
City of Frisco, Texas*

Time	Number	Percent	
Less Than 5 Minutes	297	1.6%	16.0%
5 to 9 Minutes	1,100	6.1%	
10 to 14 Minutes	1,493	8.3%	
15 to 19 Minutes	1,885	10.4%	26.6%
20 to 24 Minutes	1,986	11.0%	
25 to 29 Minutes	934	5.2%	
30 to 34 Minutes	2,842	15.7%	27.6%
35 to 39 Minutes	1,037	5.7%	
40 to 44 Minutes	1,110	6.1%	
45 to 59 Minutes	3,058	16.9%	25.5%
60 to 89 Minutes	1,313	7.3%	
90 or more Minutes	231	1.3%	
<i>Total Who Did Not Work at Home</i>	<i>17,286</i>	<i>95.7%</i>	
<i>Worked at Home</i>	<i>782</i>	<i>4.5%</i>	
<i>Total Workers</i>	<i>18,068</i>	<i>100.2%</i>	

*Source: U.S. Census  
Note: Information is representative of workers 16 years of age and over.*



The Pedestrian Realm



retail, frontage zone. The relative importance of the zones is in part the function of land use. Transportation facilities including bus shelters and waiting areas, and bicycle parking may be part of the pedestrian realm. Often the on-street parking lane overlaps with the pedestrian realm because of the pedestrian activity generated by parked vehicles.

- ❖ TRAVELWAY REALM - Public right-of-way from curb-to-curb including parking lanes, which are part of an overlap zone with the pedestrian realm and travel lanes for private vehicles, goods movement, transit vehicles, and bicycles. Medians are also part of the travelway realm. Transit stops and loading/unloading zones are included in the travelway realm.
- ❖ INTERSECTION REALM - Public right-of-way and a portion of abutting private property that together form a frame including the intersection at its center. The intersection realm is characterized by a high level of activity and shared use, multi-modal conflicts, complex movements, and special design treatments.
- ❖ CONTEXT/PEDESTRIAN OVERLAP - Ground floor building frontage and any overhanging elements (arcades, awnings, etc.) create one part of the overlap between the private development in the context realm and the public space of the pedestrian realm. Also included are paths and walkways on private property adjoining the thoroughfare.
- ❖ PEDESTRIAN/TRAVELWAY OVERLAP - The travelway areas where pedestrians are common are the parking lane and the crosswalks (marked or unmarked). The parking lane frequently doubles as space for transit loading and unloading and in some locations may also occasionally be used for community events such as farmer's markets, parade viewing, etc. In such cases, use of the travelway realm is often restricted in order to maximize the comfort of people using the overlap zone.

## Summary of Findings

The following is a summary of findings that resulted from applying the traffic model to the Future Land Use Plan (from the 2000 Millennium Plan):

- ❖ Vehicle miles traveled (VMT) is anticipated to triple in the next 25 years, despite major investments in roadway improvements.
- ❖ Vehicle hours of travel (VHT) is anticipated to more than double in the next 25 years, which means trip lengths will be getting longer.
- ❖ Overall vehicle delay is anticipated increase by more than 50 percent over the next 25 years.
- ❖ Simply adding more lane miles will not fully mitigate congestion.



Entrance into a Retail Development in Frisco

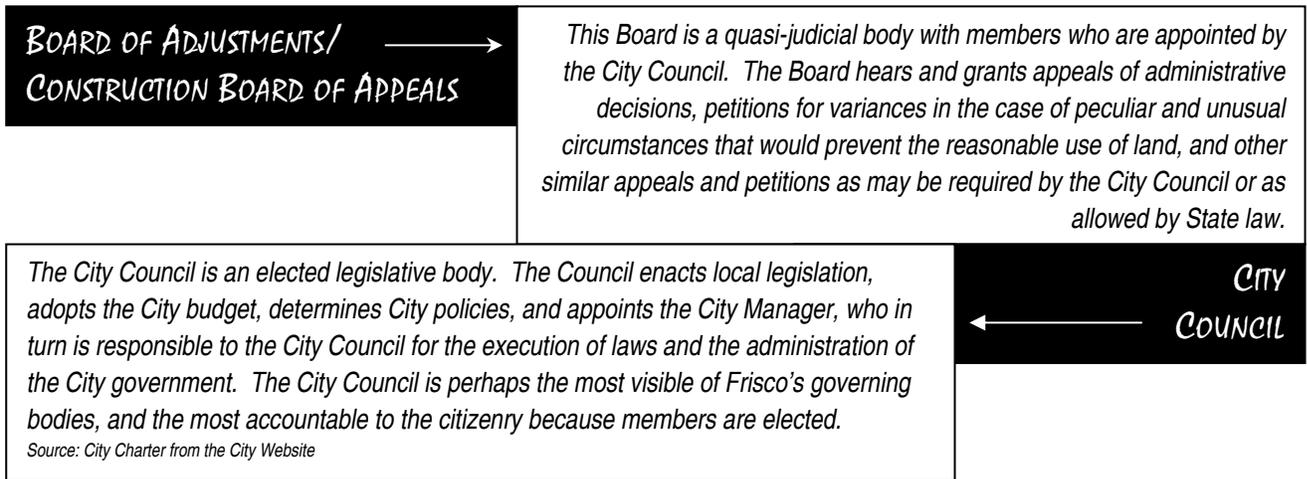


# Current City Initiatives

Frisco has become one of the most sought after locations for families and businesses, but this could not have happened without strong City leadership and initiative. The purpose of this section of the *Snapshot* is to examine what the City is doing to attract development, to ensure future sustainability, and to ensure a high quality of life for its citizenry. Active groups who have contributed to Frisco’s success are acknowledged within this section. Ordinances mandating the high quality of local development which inherently contributes to the City’s livability are also reviewed. Finally, a few examples of the public-private partnerships that have recently propelled Frisco from a “suburban city” to more of a “destination city” are discussed; these examples show the catalytic nature of successful public-private partnerships in terms of the positive recognition and momentum such partnerships can bring to a community.

## Local Boards & Commissions

Boards and commissions are an integral part of how a city functions and of whether a city is able to achieve goals, such as solid non-residential tax base, quality development, and quality services. Boards and commissions also generally influence other more intangible things, such as creating a good reputation and rapport with citizens, the development community, and people in the region. Frisco’s various boards and commissions have been able to help the City become what it is today—a thriving and successful community known for its high level of livability. Following is a brief description of each of the City’s boards and commissions.<sup>1-15</sup>



<sup>1-15</sup> Unless otherwise referenced, information for this section was obtained from the City of Frisco Website, Boards and Commissions link. ADDRESS: [http://www.ci.frisco.tx.us/secretary/boards\\_commissions.htm](http://www.ci.frisco.tx.us/secretary/boards_commissions.htm).



**CONVENTION & VISITORS BUREAU (CVB)** →

The CVB is charged with enhancing the economic vitality of the area by advising the City Council and City staff on the sales and marketing of Frisco to the convention, meeting, and leisure travel markets using funding generated from the local Hotel Occupancy Tax Refund. The CVB consists of representatives of numerous local interested groups, as follows: two from lodging, one from general retail, one from Downtown/Frisco Square, one from restaurant/hospitality, one from a professional sports team, one Chamber of Commerce representative, and the remaining two are at-large.

This board was created in 1994 after voters approved a ½-cent sales tax that established the FCDC. The revenue generated by the Corporation may be used for many types of public improvements, including land; buildings; athletic, entertainment, tourist, convention and public park facilities; municipal buildings; transportation facilities; new and expanded business enterprises; water facilities; wastewater facilities; and maintenance and operating costs associated with all of the above projects.

← **FRISCO COMMUNITY DEVELOPMENT CORPORATION (FCDC)**

**ECONOMIC DEVELOPMENT CORPORATION (EDC)** →

The EDC Board researches, develops, and submits to the City Council for its approval proposed methods and expected costs for economic development opportunities for the City. The EDC is charged with ensuring that, to the fullest extent possible, economic development opportunities provide for the elimination of unemployment and under-employment, and promote employment through the expansion and development of a sound industrial, manufacturing, and retail base within Frisco.

The Housing Authority Board oversees the inventory of "Federally-funded Low Rent Public Housing" located in Frisco. The Board is responsible for maintenance, operations, and legal compliance of the existing housing, as well as the development of new housing opportunities for very low income families living in Frisco.

← **HOUSING AUTHORITY BOARD**

**HOUSING TRUST FUND BOARD** →

The Housing Trust Fund Board acts as an advisory board to Frisco City staff and to the City Council on matters concerning the House Trust Fund Programs. The Board started a new Homebuyer Education Class in May of 2004, which is a free class open to the public and that meets the education requirements of the City's down-payment assistance program.

Source (for last sentence): Mayor's Message in Focal Point Newsletter, Feb 2005, from City Website

The Library Foundation Board acts as an advisory board to the City Council. The Board reviews and recommends policies and procedures regarding the Library; reviews and approves special requests for the use of the facilities; recommends related fees for such use; and solicits gifts for and donations to the Library.

← **LIBRARY FOUNDATION BOARD**



2006 COMPREHENSIVE PLAN

**NORTH TEXAS MUNICIPAL WATER DISTRICT (NTMWD) BOARD** →

The NTMWD Board ensures the availability of a high quality source of water to more than 960,000 citizens living within the District's service area; acquires water rights and plans and constructs new reservoirs; and locates, designs and constructs sewer treatment facilities, transfer stations and landfill operations. As a member city of the NTMWD, Frisco appoints two residents to serve on the Board to represent the City.

Source: City of Frisco Website - [http://www.ci.frisco.tx.us/pio/pressreleases/ntexas\\_municipal\\_water.htm](http://www.ci.frisco.tx.us/pio/pressreleases/ntexas_municipal_water.htm)

This board acts as an advisory board for the City Council. The Board encourages the development of parks and recreation areas and adopts standards regarding facilities, programs and financial support; studies, reviews and recommends the master plan guide for parks and recreation; develops a related long-range capital improvements program; and recommends the acquisition of additional parks, equipment and supplies.

**PARKS & RECREATION BOARD** ←

**THE PLANNING & ZONING COMMISSION** →

The Commission acts as an advisory board for the City Council. Specifically, the Commission reviews current and proposed ordinances and amendments pertaining to planning and zoning and makes recommendations to the Council for action; adds to the master plan for the physical development of the City; reviews plats and zoning requests and makes recommendations to the Council for final adoption; and makes reports and recommendations relating to the master plan and to the general development of the City.

The Public Arts Board promotes and encourages public and private programs to further the development and awareness of, and interest in, the visual arts: 1) to create an enhanced visual environment for Frisco residents, 2) to commemorate Frisco's rich cultural and ethnic diversity, 3) to integrate the design work of artists into the development of Frisco's capital infrastructure improvements, and 4) to promote tourism and economic vitality in Frisco through the artistic design of public spaces.

**PUBLIC ARTS BOARD** ←

**URBAN FORESTRY BOARD** →

This Board acts as an advisory board for the City Council for matters pertaining to the promotion, improvement, and protection of the "urban forest." The Board also may solicit for gifts, revenues, and bequests for endowments of money or property as donations or grants from people, firms, or corporations, subject to the guidance, approval, and acceptance by City Council.

**RELATIONSHIP OF BOARDS & COMMISSIONS TO THE 2006 COMPREHENSIVE PLAN**

Several of the boards and commissions cited above will play an integral role in the drafting and adoption of the 2006 Comprehensive Plan; some will play a more visible role than others. Many of the people serving on the Comprehensive Plan Advisory Committee (CPAC) are providing not only their personal expertise, but also their representation from one of



Frisco's boards or commissions. Toward the end of the comprehensive planning process, the CPAC will be asked to recommend the *2006 Comprehensive Plan* document to the Planning & Zoning Commission. The Planning & Zoning Commission will then review the document, and will be asked to recommend it to the City Council. Ideally, the culmination of the process will be City Council's adoption of the *2006 Comprehensive Plan* as the official long-range planning policy guide for the City. This information about the CPAC, the role of the Planning & Zoning Commission, and the role of the City Council is intended to help define the various ways in which Frisco's boards and commissions are involved with, and are able to influence, the recommendations and policies contained in the *2006 Comprehensive Plan*.

## Strategic Focus Areas

The City Council has established strategic focus areas for Frisco for 2005. These focus areas provide insight into significant elements that may need to be addressed within this *2006 Comprehensive Plan*. Each of the seven areas is summarized in this section. It should also be noted that the *Livability* section also discusses how these areas can be further supported.



Fire Station in Frisco

## **CITY FINANCIAL HEALTH**

In this regard, the Council has determined its focus to be on several elements: tax base, quality City services, employment, and funding capital projects. Specifically, the Council recognizes that to ensure that tax rates remain reasonable and relative to City services, there must be a balanced local tax base of non-residential and residential development. Diversified employment is also recognized as being important, not only in providing jobs, but also to bringing related revenue into Frisco from outside the limits of the City. The Council also appreciates the need to be aware of its debt service, and to manage it so that growth can be accommodated and capital improvements can be funded for the long-term.

## **PUBLIC HEALTH & SAFETY**

In terms of public health and safety, the Council has determined the focus to be on safety in the community as a whole, safety-related services, and infrastructure services that accommodate growth. The Council states that Frisco should be a safe community, and that people should feel safe in their homes, at their workplaces, as they recreate, and as they travel within the City. Police and fire services are intended by Council to continue to be provided at a high service level. The Council also recognizes the need for the City to ensure that its water and wastewater services are expanded ahead of the anticipated and continuing local population growth.



### COMMUNITY INFRASTRUCTURE



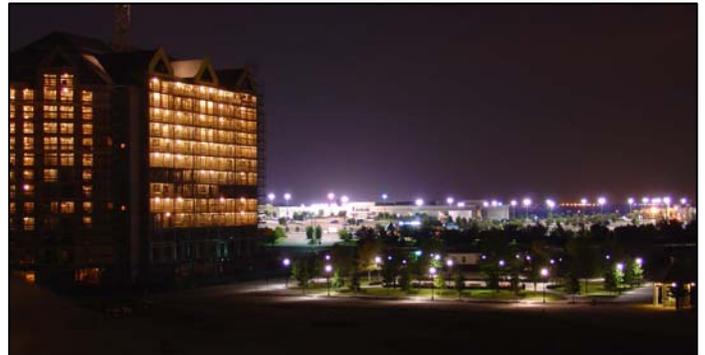
Frisco Public Works Building

The term *infrastructure* in relation to this Council focus area means many things—roadways, water, wastewater, technology, trails, and mass transit. Again, in this area, the Frisco City Council recognizes the need to ensure that local roadways and utilities are able to accommodate population increases. The value of keeping up with technology is also acknowledged in the statement of ensuring “competitive technology choices” for citizens. The need for alternative modes of transportation is recognized in the Council’s focus on providing a network of trails and mass transit. Multi-jurisdictional cooperation and working with the private sector are other important elements mentioned by Council in this focus area.

### UNIQUE SUSTAINABLE COMMUNITY

In terms of sustainability, the City Council addresses many of the intangible elements that make Frisco unique. The Council uses the terms *destination city*, *small-town feel*, *Live, Work, Play, Grow*, and *high quality of life* to describe its focus in this regard. Other key elements include:

- ❖ Unique residential communities with housing and lot size diversity, open spaces, and amenities.
- ❖ Preservation and protection of the environment.
- ❖ Frisco Square and the historic downtown.
- ❖ Quality entertainment venues, arts, shopping, education, and parks system.
- ❖ Quality development.



Frisco’s New Hotel with Retail in the Background

### EXCELLENCE IN GOVERNMENT

The City Council recognizes within this focus area that Frisco’s local City government, in terms of leadership and facilities, should be citizen-focused, responsive to needs, and accessible. A competitive tax rate is also acknowledged as important. The Council also states in this focus area that it “will continually strive to have [Frisco] recognized as one of the best places to live.”



## LEISURE & CULTURE

Frisco is well-known for its recreational venues such as the Dr Pepper Ballpark and the Superdome. The City Council recognizes within this focus area that the City should continue to create such venues. In addition to these venues the Council acknowledges that more typical recreational features such as community parks and trails are also needed.



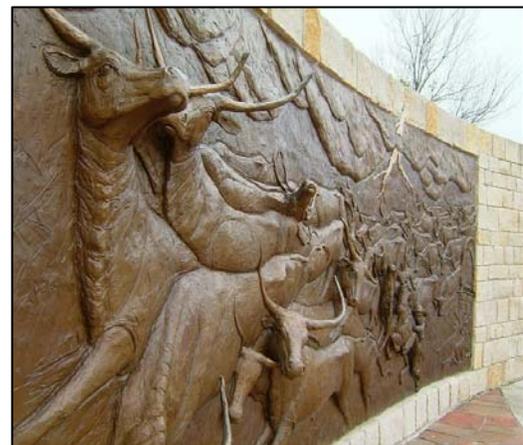
Sculpture in Hall Office Park in Frisco

Cultural venues and public art are also important components of the Frisco community. Not only has the City Council reaffirmed these components through their continued commitment, but there have also been many important steps taken by the City to further art appreciation community-wide:

- ❖ Frisco has joined with Allen and Plano to create a 118-acre cultural park and performing arts facility (labeled on the Amenities Map, *Plate 1-13*, that is discussed later within the *Snapshot*). The three cities have pledged \$57 million for the project, with another \$10 million to be raised from the private sector. The first facility scheduled to be complete is a 2,100-seat theatre with education studios.<sup>1-16</sup>
- ❖ The City has created the Public Art Program, which is a program dedicated to promoting the integration of the arts in Frisco. The program receives a percentage of Frisco's Capital Project Funds budget to finance its activities.<sup>1-17</sup>
- ❖ As part of the Public Art Program, a Public Art Master Plan has been created "that identifies guidelines for the Public Art Program, specific public art opportunities, and supporting community programs." A steering committee similar to the CPAC created for this *2006 Comprehensive Plan* helped create the Public Art Master Plan.<sup>1-18</sup>

Art and culture have long been associated with the development of America's cities and towns and the rich diversity and evolution of neighborhoods and communities. Art and culture are, in fact, often used to help revitalize and improve the economies of inner cities, suburbs, and rural areas...Although art and culture can be a source of controversy, they are more frequently a force for enhancing community identity and making communities more vibrant and prosperous.

Strom, Elizabeth. *Strengthening Communities Through Culture*. The Center for Arts & Culture Website.



Public Art in Central Park in Frisco

<sup>1-16</sup> Arts of Collin County Selects Executive Director. Frisco Association for the Arts website, News & Press Releases link. December 6, 2004. ADDRESS: <http://www.friscoarts.com/pr/pr6dec04.html>.

<sup>1-17</sup> City of Frisco Website, Grow link, Public Art link, Public Art Program link. ADDRESS: [http://www.ci.frisco.tx.us/arts/publicarts\\_details.htm](http://www.ci.frisco.tx.us/arts/publicarts_details.htm).

<sup>1-18</sup> Ibid.



- ❖ Frisco has actively pursued the establishment of public art throughout Frisco, specifically in Central Park, in the Texas Sculpture Garden in Hall Office Park (a private collection that is open to the public), and in the Centre at Preston Ridge (shopping center).
- ❖ The City has taken the initiative to promote Frisco Square and Downtown as hosts to arts festivals.
- ❖ The City Council has determined one of its focus areas as making Frisco a destination for public art displays.

Frisco has been recognized for these efforts. In 2005, the Greater Dallas Planning Council (GDPC) awarded the City the “Built-Award” in recognition of the various artworks that have been placed throughout the City. It was also recognized that in many cases these artworks have been established through the City’s joint participation with private entities.

### CIVIC INVOLVEMENT

This focus area is dedicated to the Council’s recognition of the value of getting citizens involved in public processes. Volunteerism is mentioned, as are the development and promotion of civic groups. Council also expresses its desire to ensure that Frisco is known for its leadership in “regional initiatives and projects to enhance life and leisure.” Participation of young people in civic issues is also recognized as being important.

## Existing Ordinances & Programs Analysis

Review of a community’s regulations can generally provide insight into the quality of development that is desired. The following descriptions of various City regulations and ordinances provide a background review of Frisco’s development standards, including those for zoning and subdivision, as well as the *Major Creek Ordinance* and the *Green Building* programs.

### COMPREHENSIVE ZONING ORDINANCE

The Comprehensive Zoning Ordinance is a critical part of Frisco’s planning efforts, especially in terms of managing growth. Zoning regulations in Texas apply only to land within the limits of a municipality, and cannot be applied to land within a municipality’s extraterritorial jurisdiction (ETJ). Frisco’s zoning regulations, similar to other such regulations across the state, govern multiple aspects of development within the City, including land use, adjacency standards, and aesthetic-related standards. The ordinance establishes zoning districts with specific regulations and standards, with 14 residential districts, 11 non-residential districts, and five special purpose districts.

The residential districts provide a wide variety of housing options ranging from large-lot home sites with a minimum lot size of two acres; to townhomes (attached single-family residences) with a maximum density of 12 units per net acre; to multiple-family units with a maximum density of 19 units per acre; to manufactured homes. It is always important for a City



to maintain a diverse, livable, and sustainable housing supply—residents at any stage in their life-cycle need to have quality housing options, whether it be a townhouse for a retired couple, a single-family home for a family, or an apartment for a new professional. This factor is discussed throughout this *2006 Comprehensive Plan*.

The City’s 11 non-residential zoning districts serve to accommodate an array of economic and social needs. From office, retail, neighborhood service, information, and technology districts, to industrial districts, Frisco provides a highly diversified economic environment. Additionally, some non-residential districts, such as Office-1 (O-1) or Neighborhood Services (NS), serve as buffers for residential areas from more intense non-residential uses, such as Office-2 (O-2) or Industrial zoning districts. Together, the City’s non-residential district mixture allows for a range of companies and individuals to establish and/or expand their businesses within Frisco, rather than having to seek these opportunities elsewhere.



Stonebriar Centre in Frisco

The City’s special-purpose zoning districts are intended to help enhance not only development standards, but also the basic quality of life in Frisco. These districts allow for specific areas of the City to receive additional attention during the development process. For example, one special district is the *Planned Development (PD)*

district. PDs allow developers and owners to create developments using innovative land utilization techniques that are not typically addressed in standard zoning districts.

Another example of a special district is the *Historic Landmark District* that provides for the preservation of significant historical, archaeological, and/or cultural interest sites or buildings reflecting the City’s heritage. This district has not been widely used to date. Special districts that have been widely used, however, are the *Preston Road Overlay* district and the *Tollway Overlay* district. These overlay districts apply additional standards (above those of the base zoning district) to development to improve the appearance and sense of place along these high-traffic corridors. The *Preston Road Overlay* district specifically has led to the establishment of special landscaping, street lighting, monumentation, and art sculpture. In fact, the art along Preston Road provided much of the impetus that led the City to be increasingly active in pursuing public art (discussed in detail previously in the *Leisure & Culture* section of the *Snapshot*).

### LANDSCAPING REQUIREMENTS

The Comprehensive Zoning Ordinance also contains landscaping requirements that are applicable to development throughout the City, primarily applicable to multiple-family and non-residential uses. Landscaping is cited in the Ordinance as adding to property values and to the general welfare of the City. Following is a brief summary of the section’s highlights:

- ❖ GENERAL REQUIREMENTS – This section establishes basic requirements and landscaping intent. It suggests that required trees be placed on the west and south sides of buildings to increase energy efficiency.



- ❖ PERIMETER REQUIREMENTS – This section establishes landscaping requirements related to the portions of a development adjacent to a street or property lines.
- ❖ MULTIPLE-FAMILY COMMUNITIES – This section specifically applies to multiple-family development. Requirements include interior parking lot landscaping, such as landscaped islands and medians. A landscape screen is also required around all dumpsters, compactors, and recycling facilities. To encourage trees to be preserved as the



Gaylord Parkway in Frisco – A Tree-Lined, Landscaped Thoroughfare

site is developed, there are tree preservation provisions for multiple-family developments. The City may approve trees to be preserved and apply a landscaping credit for such trees according to this section.

### TREE PRESERVATION REQUIREMENTS

Frisco’s Zoning Ordinance also contains regulations that govern the removal and replanting of trees. One of the stated purposes of these requirements is to improve the local quality of life. Some of the highlights of the regulations are:

- ❖ The need for a Tree Permit for the removal of any trees within the City, regardless of size or type.
- ❖ The definition of a Protected Tree, which is basically a tree that is eight inches or more in caliper size. The removal of such a tree requires a great deal of oversight, and therefore is inherently discouraged.
- ❖ The requirement for a Tree Survey and Tree Preservation Plan—documents that are required to be submitted with plats detailing natural vegetation and projected tree losses.

### MAJOR CREEK ORDINANCE

The City has sought to protect and preserve its major creeks with this set of regulations within the Zoning Ordinance; other similar regulations are found within the Subdivision Ordinance so that they can be applied to development in the ETJ. The major creeks within the City, as defined within the *Major Creek Ordinance*, are as follows:

- ❖ Cottonwood Creek,
- ❖ Panther Creek,



A Creek in Frisco



- ❖ Parvin Branch,
- ❖ Rowlett Creek, and
- ❖ Stewart Creek.

This portion of the Zoning Ordinance applies to all non-residential and multiple-family lots developed adjacent to the 100-year floodplain of one of these major creeks. Multiple-family zoned property that develops as single-family is not subject to this section of the Ordinance, but instead must comply with similar regulations in the Subdivision Ordinance (detailed in the next section).

The Major Creek Ordinance regulates features such as the construction type of retaining walls, minimum amount and size of trees and shrubs, provision of maintenance access, incorporation into the hike and bike trail system, and screening of loading areas from view of the major creeks by a solid living screen. Furthermore, this Ordinance establishes a menu of amenities for owners and developers to include within developments adjacent to the major creeks. The number of amenities required is based upon the land use type. For example, multiple-family and office developments are required to select four amenities, retail and commercial developments, three; and industrial developments, two. The menu choices include the following 10 amenities:

- 1) Thirty-foot landscaped buffer adjacent to specified creeks;
- 2) Minimum 25 percent of a wall's surface area that faces the creek is to be composed of windows;
- 3) Hike/bike trail;
- 4) 100-foot visibility corridor between/adjacent to buildings;
- 5) Trail-head park;
- 6) Common patio, balcony, courtyard, or terrace;
- 7) Building orientation to prevent the back of the building from facing the major creek;
- 8) Uniform building materials;
- 9) Creek restoration; and
- 10) Other amenities not listed, but as may be approved by the Planning and Zoning Commission.

## ***SUBDIVISION ORDINANCE***

The Subdivision Ordinance governs all subdivisions of land within the City limits of Frisco and within Frisco's ETJ. It establishes the requirements for how to subdivide land, and explains how lands should be dedicated for infrastructure (public) purposes, such as parks, streets, alleys, sidewalks, and easements. Street design, a critical function of planning livable neighborhoods, is a significant part of the ordinance. Lot design is another function of the Subdivision Ordinance. For example, no residential lots (except multiple-family) can face a major street or thoroughfare. Also, driveway locations are regulated, as are pedestrian walkways, alleys, and other similar mobility-related elements.



Other key components of the Subdivision Ordinance are the general requirements and design standards for major creeks (Section 7.08). This section relates to the previously described *Major Creek Ordinance*, but these regulations in the Subdivision Ordinance applicable to development in the City's ETJ, whereas the Zoning Ordinance regulations are not. These requirements prohibit development of any portion of a property that lies within the base floodplain of any specified major creek. These creeks are required to remain in an open and natural condition. Developments adjacent to such creek areas are also subject to additional requirements, such as street and lot/house design.

### SIGN REGULATIONS

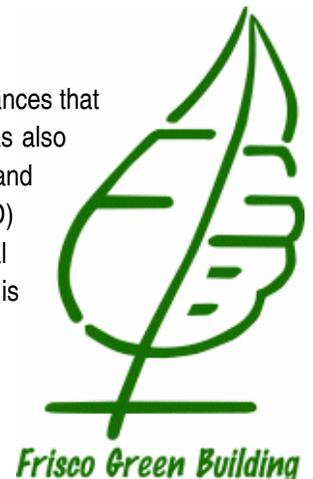
The Frisco *Sign Ordinance* is an important document regulating the location and type of signs throughout the City. There are general sign specification and design requirements for all types of signs. Universal regulations for signs include requirements related to placement and measurement methodology. There are also varying regulations according to the type of sign; for example, monument signs must be of a design, material, and finish consistent with the related building. Certain types of signs are not permitted in Frisco, including signs on vacant buildings; inflatable devices; commercial billboard signs; portable signs; roof signs; wind-driven signs; and, perhaps most notably, pole signs.



Entrance Sign into Stonebriar Centre in Frisco

### GREEN BUILDING PROGRAMS

Frisco has shown its commitment to the environment and sustainability by adopting two ordinances that address green building standards for both residential and non-residential building. Frisco has also become committed, through its Public Facilities Initiative, to construct "green" public and municipal buildings by using the Leadership in Energy and Environmental Design (LEED) Green Building Rating System®. The LEED system is a voluntary, consensus-based national standard for developing high-performance, sustainable buildings. In addition, the City is working to take incremental steps forward in improving and expanding its "green" programs.



**RESIDENTIAL GREEN BUILDING**

In May 2001, Frisco became the first city in the United States to adopt a mandatory Residential Green Building Program. The program establishes minimum standards for energy efficiency, water conservation, indoor air quality, and waste recycling for all single-family homes platted after May 23, 2001. In 2005, almost 75 percent of homes built in Frisco were built under the Program. The Environmental Protection Agency’s (EPA) Energy Star standard, which was developed to protect the environment through superior energy efficiency, is at the core of the Program. The EPA indicates, through their Energy Star webpage, that energy-efficient homes can save families one-third of their energy bill and also reduce one-third of greenhouse gas emissions caused by household energy use.<sup>1-19</sup>



New Residences Being Constructed in Frisco

The Program’s other elements focus on water conservation, indoor air quality, and waste recycling. Water conservation is promoted through drought-tolerant landscaping and improvements to irrigation systems, such as freeze and moisture sensors. Indoor air quality, another key principle, is addressed through the use of fresh air systems, fireplace standards, and carbon monoxide detectors. Waste recycling is the last element in the Program. This portion focuses on recycling of construction waste and providing homebuyers with household recycling and composting options.

Frisco’s Residential Green Building Program is continuously evolving as new technologies are introduced and knowledge is gained to help us build “greener.” The City is continuously coordinating advances in the program and working cooperatively with builders, third-party raters, and HVAC (heating, ventilation, and air conditioning) contractors to identify improvements to make the Program more extensive and still affordable to all home buyers in the City. Each step forward in the Program will help lead Frisco toward a more sustainable future.

**COMMERCIAL GREEN BUILDING**

The City of Frisco is committed to sustainable development of our commercial markets. Program development is based on recommendations made by leading environmental research institutions including the US EPA, US Green Building Council, Green Guard™, Texas Council on Environmental Quality, and others. Considerable research has lead to three initial focus areas for implementation; 1) energy conservation, 2) water conservation, and 3) improvements in indoor air quality. The City will continue to proactively coordinate with owners, planners, architects, engineers, contractors, and tenants to advance the goals of the program.<sup>1-20</sup>

<sup>1-19</sup> Energy Star Program Website. ADDRESS: [www.energystar.gov](http://www.energystar.gov)  
<sup>1-20</sup> Ibid.



## OVERVIEW/OBSERVATIONS

Frisco is committed to quality development. This is apparent within the ordinances related to signage and to overlays for the Dallas North Tollway and Preston Road. However, as the *Zoning Map, Plate 1-11* (page 1.76) shows, Planned Developments (PDs) have been extensively used, which may indicate the need for new or updated zoning districts or development techniques. Also, there is no opportunity to develop a mixture of uses within a straight zoning district. Creation of a Planned Development is currently the only way to achieve mixed uses within a development in Frisco. Ordinances such as the *Tree Preservation Requirements*, the *Major Creek Ordinance* (and related regulations in the Subdivision Ordinance) and the *Green Building Programs* illustrate the City's desire to regulate development for the purpose of sustainability. This *2006 Comprehensive Plan* will consider various additional ways that the City can continue in these efforts toward ensuring that Frisco has a high level of livability and sustainability in the future.

## Incentives for Quality Development

The quality development that has occurred in Frisco was possible as a result of proactive planning, as well as the dedication and actions of the City. Frisco City leaders have used a variety of mechanisms to provide economically based incentives. Such incentives help developers and the private sector see the City's willingness to invest in projects that will positively contribute to Frisco. Economic incentives have included:

- ❖ TAX INCREMENT FINANCE ZONE (TIFZ) – The City has used this in conjunction with Collin County, the Frisco Independent School District, and private developers to help finance infrastructure improvements. Specifically, financing for Stonebriar Centre and the Soccer & Entertainment Center was secured using this mechanism.<sup>1-21</sup> The way a TIFZ operates is that the costs of public infrastructure improvements to the area (or zone) are repaid by future tax revenues from each of the taxing entities.<sup>1-22</sup>
- ❖ MUNICIPAL MANAGEMENT DISTRICT (MMD) – A municipal management district provides incentives for non-residential property owners to contribute to the enhancement of a defined business area. These districts, which are also sometimes called downtown management districts, are created within an existing non-residential area to finance facilities, infrastructure, and services. The improvements may be paid for by a combination of self-imposed property taxes, special assessments, and impact fees, or by other charges against property owners within the district. These districts are created to supplement the municipal services already provided.<sup>1-23</sup> Specifically, financing for Frisco Square has been supplied in part through an MMD.

<sup>1-21</sup> Collin County Website, *Commissioners' Court approves "multiple win" agreement to help spark economic development in Collin County*, April 1, 2003. ADDRESS: [http://www.co.collin.tx.us/public\\_information/news\\_releases/2003/tifa040103.html](http://www.co.collin.tx.us/public_information/news_releases/2003/tifa040103.html).

<sup>1-22</sup> Frisco EDC Website, Incentives-Taxes link, Tax Increment Financing description. ADDRESS: <http://www.friscoedc.com/incentives.asp>.

<sup>1-23</sup> Office of the Governor Economic Development and Tourism. *Tourism Tip Sheet: Public Improvement/Municipal Management Districts*. ADDRESS: [www.travel.state.tx.us/documents/pid\\_01127402706358546322.pdf](http://www.travel.state.tx.us/documents/pid_01127402706358546322.pdf).





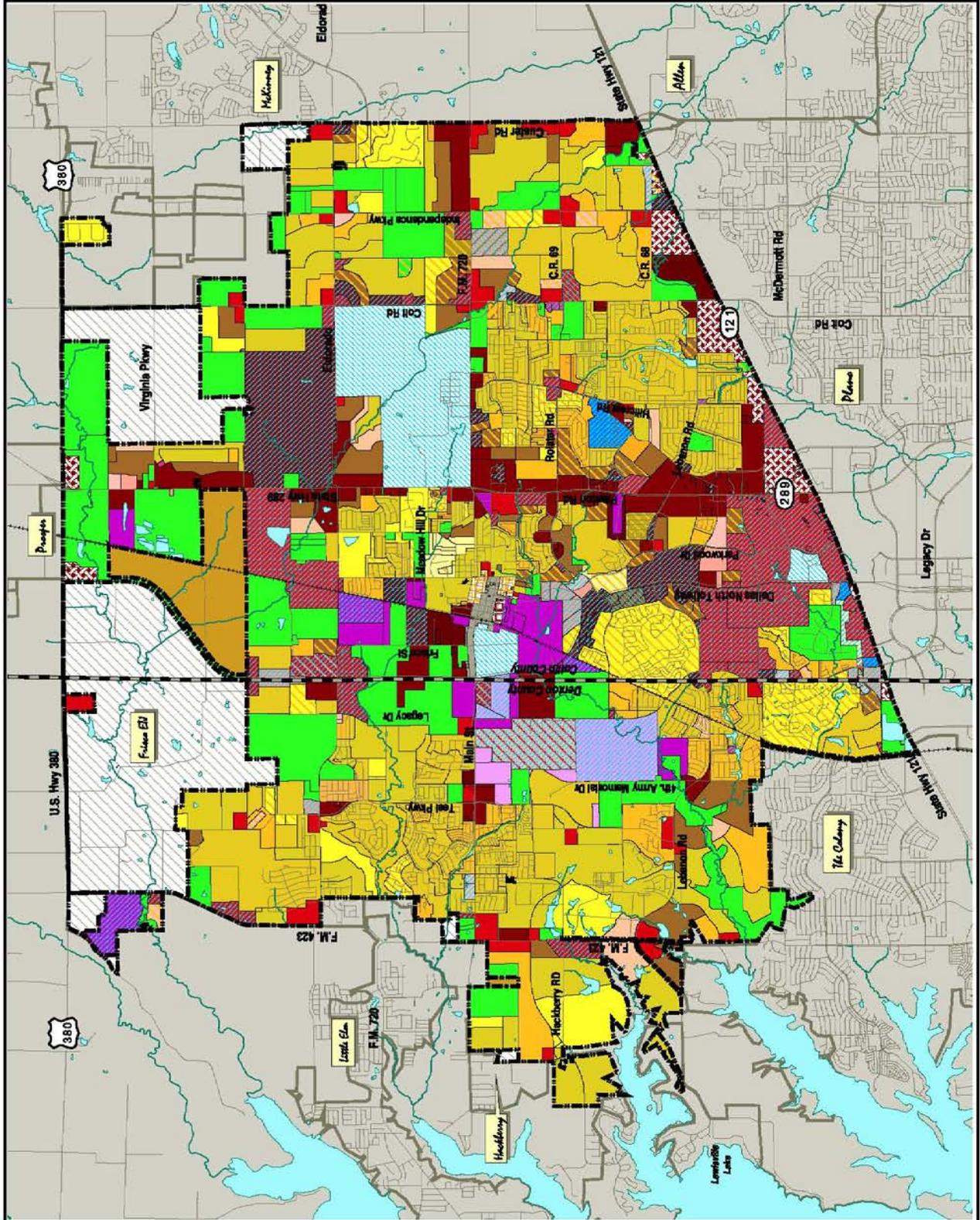
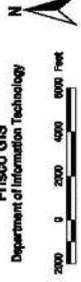
City of Frisco, Texas

# Zoning Map

- Zoning Districts**
- A - Agricultural District
  - RE - Residential Estate District
  - SF-1 - Single Family Residential District
  - SF-2 - Single Family Residential District
  - SF-3 - Single Family Residential District
  - SF-4 - Single Family Residential District
  - SF-5 - Single Family Residential District
  - OTR - Original Town Residential District
  - PH - Pedito Home Residential District
  - 2F - Two Family Residential (Duplex)
  - TH - Townhomes District
  - MF-1 - Multiple Family District - 1
  - MF-2 - Multiple Family District - 2
  - MH - Mobile Home District
  - C-1 - Office District - 1
  - C-2 - Office District - 2
  - NS - Neighborhood Service District
  - R - Retail
  - OTC - Original Town Commercial District
  - C-1 - Commercial District - 1
  - C-2 - Commercial District - 2
  - H - Highway District
  - CO - Corporate Office District
  - IT - Information & Technology District
  - I - Industrial District
  - College
  - Mixed Use
  - PD - Residential
  - PD - Non-Residential

## Plate 1-11

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants  
Townscapes, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology





- ❖ PUBLIC IMPROVEMENT DISTRICT (PID) – A PID allows a municipality to levy and collect special assessments on property that is within the city or within the city's extraterritorial jurisdiction (ETJ).<sup>1-24</sup> Frisco has used PIDs in the past, but has no plans to utilize this mechanism for funding in the future.
- ❖ DEVELOPMENT AGREEMENTS – Development agreements are contracts with specified terms negotiated between a city and a developer or land owner. Frisco has entered into development agreements with incentives related to issues such as a reduction of impact fees or a rebate of sales tax revenue.

### EXAMPLES OF THE EFFECTIVENESS

Perhaps the best way to describe Frisco’s willingness and ability to positively influence the economic development of the City is by providing several examples. These show how the City has gained its reputation for working out the details of public/private partnerships to achieve success.

- ❖ FRISCO SQUARE – This mixed use development was previously referenced in the *Snapshot*. In order to ensure that the development would come to fruition, a Municipal Management District was established. Also, a successful public/private partnership involving several entities was formed, including the private development company Five-Star Development, the City of Frisco, and the Frisco Community Development Corporation (FCDC). The City is contributing \$28 million for the project, financed by a bond package passed by voters in September 2002. The FCDC is also contributing another \$2.5 million for construction. Additional costs will be covered by the City’s general fund.<sup>1-25</sup> Frisco is also showing its commitment to Frisco Square by constructing a new City Hall and Library in this mixed use area.
- ❖ FRISCO SPORTS-ENTERTAINMENT COMPLEX – This complex is also a mixed use development with recreation, retail, office, public, and residential uses all coming together to make a unique concentrated area within Frisco. One independent publication described the Sports-Entertainment Complex as “an example of



Frisco Square - September 2004

<sup>1-24</sup> Ibid.

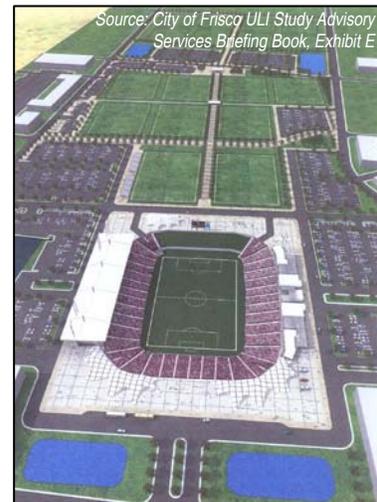
<sup>1-25</sup> City of Frisco Website, Mayor’s Message in Focal Point Newsletter, August 2004 - [http://www.ci.frisco.tx.us/pio/focal\\_point/newsletter\\_feb05\\_pg1.htm](http://www.ci.frisco.tx.us/pio/focal_point/newsletter_feb05_pg1.htm)



private-public partnerships gone right.”<sup>1-26</sup> The following describes each venue and the respective public/private contributions<sup>1-27</sup> :

- The Dr Pepper/Seven-Up Double-A ballpark is home field for the Frisco RoughRiders. The facility cost approximately \$28 million and seats 8,600 people (including fixed and grass seating). The City’s portion was approximately \$22.7 million, with the difference paid for by the Southwest Sports Group.<sup>1-28</sup>
- The Dr Pepper StarCenter is a \$22 million, 208,000-square-foot arena with various hockey venues and a gymnastics center. There is space for the facility to be used by the Frisco Independent School District, as well as space for national events.
- The 75-acre Sports-Entertainment Complex will anchor a \$300 million development including more than one million square feet of residential, retail and office space, a hotel, and a convention center.

Entities involved in the public/private partnerships for the Frisco Sports-Entertainment Complex include the City, Southwest Sports Group, Mandalay Sports Entertainment, Frisco Independent School District, Collin County, Frisco Economic Development Corporation, and Frisco Community Development Corporation.



Source: City of Frisco ULI Study Advisory Services Briefing Book, Exhibit E  
Frisco Soccer Stadium Concept Illustration

- ❖ **FRISCO SOCCER & ENTERTAINMENT CENTER** – This \$65 million, City-owned Center will include a 20,000-seat home for the Football Club (FC) Dallas team (Major League Soccer, MLS) and 17 fields for youth and high school soccer. The FC Dallas team and the Frisco Independent School District (FISD) will jointly use the stadium for MLS competition and varsity high school football games. The public/private partnership allocates costs such that Collin County and Frisco will each contribute \$20 million, the FISD will contribute \$15 million, and the Hunt Sports Group (HSG), a private company, will contribute \$10 million. HSG will then pay the City \$100,000 a year in rent on the stadium for 20 years.<sup>1-29</sup> The Center opened in the late summer of 2005.<sup>1-30</sup>

<sup>1-26</sup> Texas A&M Real Estate Center Website, Dallas Market Overview 2002, Public Facilities. 2/28/2003 ADDRESS: <http://recenter.tamu.edu/mreports02/dallas7.asp>

<sup>1-27</sup> Ibid, unless otherwise noted.

<sup>1-28</sup> City of Frisco Website, Frisco Facts link, ADDRESS - [http://www.ci.frisco.tx.us/frisco\\_facts.htm](http://www.ci.frisco.tx.us/frisco_facts.htm)

<sup>1-29</sup> Frisco Soccer & Entertainment Center Website, Press Releases link, *New Soccer Complex in Frisco, Texas Marks Historic Milestone fro Soccer in America; Innovative Public-Private Partnership Will Connect a Professional Soccer Stadium With Youth Fields for the First Time.* 04/02/2003. ADDRESS: [http://friscosec.birdsallinteractive.com/pr\\_040203.html](http://friscosec.birdsallinteractive.com/pr_040203.html)

<sup>1-30</sup> Frisco Soccer & Entertainment Center Website, Press Releases link, *Frisco Stadium Opening Delayed; Record Rainfall Pushed Home Opener Back to August 6.* 02/07/2005. ADDRESS: [http://friscosec.birdsallinteractive.com/pr\\_020705.html](http://friscosec.birdsallinteractive.com/pr_020705.html)

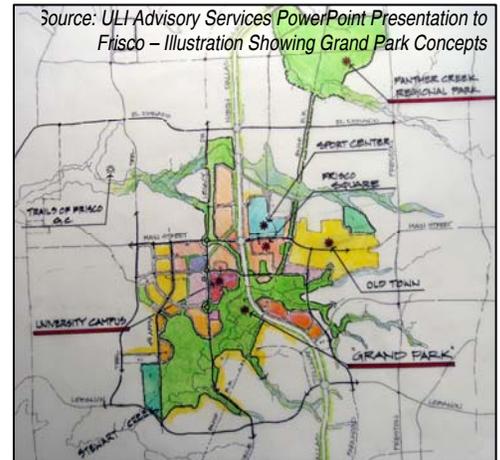


## Urban Land Institute Study

In November of 2004, the City of Frisco commissioned a study by the Urban Land Institute (ULI) Advisory Services. The study area was a large piece of undeveloped land west of the Dallas North Tollway extension line, in proximity to Frisco Square and the Frisco Soccer & Entertainment Center. The goal of the study was “to create development scenarios...that focus on market potential, planning and design, development strategies, and implementation.”<sup>1-31</sup> The study area is referred to as “Grand Park.”

Several important features in the Grand Park area were considered during the ULI study, including Stewart Creek (which traverses the area), Frisco Square, the Soccer & Entertainment Center, adjacent land owned by the Frisco EDC, and the Tollway. In early 2005, a seven-member consultant team representing ULI Advisory Services spent time in the City touring the study area, meeting with City officials, staff, and other interested parties. The result of the study was that the City should “think big” when considering what to do with this undeveloped area that is in a prime location. Key concepts included<sup>1-32</sup>:

- ❖ A Grand Park of 850 acres, which would be larger than Central Park in New York (which is 843 acres);
- ❖ A four-year university campus, like Trinity College in San Antonio and Baylor University in Waco;
- ❖ A series of lakes totaling more than 150 acres;
- ❖ Approximately 1,500 acres of residential uses, like the Turtle Creek area of Dallas and the area that surrounds New York’s Central Park;
- ❖ A signature restaurant like the Mansion on Turtle Creek in Dallas;
- ❖ A network of trails;
- ❖ Nature museums;
- ❖ Water parks;
- ❖ Off-leash dog parks;



ULI Concepts for Frisco’s Grand Park



Lakes & Trail in Frisco – Elements Recommended for Grand Park

<sup>1-31</sup> The City of Frisco, Texas. Urban Land Institute Advisory Services Briefing Book, Section 1 Introduction, page 1.

<sup>1-32</sup> Raye, Mike. *Consultant presents designs for Frisco’s future*. 1/21/2005. Frisco Enterprise, Star Community Newspapers 2005. ADDRESS: <http://www.zwire.com>





- ❖ A miniature railroad and train recalling Frisco's heritage;
- ❖ A family-oriented theme park like “LegoLand.”

These concepts will be considered as this comprehensive planning process continues. As it is feasible, they will be incorporated into the *2006 Comprehensive Plan* document. The City has hired a consultant to create a master plan concept for the development of a portion of the area shown as Grand Park in the illustration on the previous page.

# Parks, Recreation & Open Space Master Plan

[Note: All information for this section was obtained from the November 2004 draft of the City of Frisco 2004 Parks, Recreation & Open Space Master Plan prepared by Carter & Burgess, Inc. Applicable page numbers are shown in parentheses.]

## Background

In 2003, the City commissioned a consultant team led by the engineering firm of Carter & Burgess, Inc. to create a cohesive parks, recreation, and open space plan that would guide the City in establishing itself as the community with “the best park system in Texas.” Frisco leaders have recognized that a quality, diverse park system is key to continuing and enhancing the high quality of life for which the City strives for its citizens. In November of 2004, a draft *Parks, Recreation & Open Space Master Plan* was submitted to the City for review.



Neighborhood Green Space in Frisco

Similar to the Comprehensive Plan Advisory Committee (CPAC) assembled for this *2006 Comprehensive Plan*, a Steering Committee was appointed to work with the consultants and to provide input into the park planning process. The process itself consisted of two phases: 1) analyzing the City’s inventory and market (i.e., needs), and 2) drafting of the park master plan, including a priority ranking of facilities, an action plan, and an expenditure analysis. The *Parks, Recreation & Open Space Master Plan* document that has resulted from this process “marks a far-reaching initiative for Frisco’s park system.”

## Park Plan Contents

### PUBLIC INPUT

As part of the needs assessment, public input was sought to determine what the citizens of Frisco believed was most needed. The top recreation-related facilities included hike/bike trails, playgrounds, and picnic areas/pavilions. The top athletic-related facilities included basketball courts, tennis courts, and practice athletic fields. Also interesting to note is the fact that citizens generally endorse allowing corporate naming/advertising rights as a way to fund facilities.

## KEY RECOMMENDATIONS

Recommendations within the Plan were based on an existing estimated population in Frisco of 63,285 people (current at the time the Park Plan was drafted), and a projected population in 2015 of 144,788 people. They were the result of input received from citizens, parks and recreation staff, the Parks and Recreation Board, the Steering Committee, the Frisco Community Development Corporation (FCDC), the consultant team, and the City's youth. Key recommendations, referred to as "high priority" within the Plan, consisted of the following items:

- ❖ Trails,
- ❖ Recreation/multi-use center,
- ❖ Indoor aquatic center,
- ❖ Nature trail/greenways,
- ❖ Open spaces/natural areas,
- ❖ Outdoor swimming pool,
- ❖ Picnic areas/pavilions,
- ❖ Playgrounds,
- ❖ Benches/seating areas,
- ❖ Youth/teen center, and,
- ❖ Practice athletic fields.



Walkway in a Neighborhood in Frisco

The City is currently reviewing this draft document.



# *Livability & Sustainability Analysis*

## *What Are Livability and Sustainability?*

Livability and sustainability are closely linked. **Livability** involves such things as the:

- ❖ Creation of walkable communities;
- ❖ Creation of areas with a strong “sense of place;”
- ❖ Celebration of the Public Realm;
- ❖ Aesthetic quality of the community and neighborhoods;
- ❖ Proximity to open space and recreational opportunities;
- ❖ Proximity and availability of other community services such as high quality schools and universities;
- ❖ Ease of access to and quality of retail and restaurants;
- ❖ Reduced traffic congestion from the availability of alternative means of travel;
- ❖ Availability of the desired type, style, and cost of housing;
- ❖ Proximity to employment opportunities; and
- ❖ Accessibility to natural areas.

**Sustainability**, on the other hand, involves creating an environment that people and businesses want to both invest and re-invest in. It includes such things as the:

- ❖ Achievement of a high quality of livability, as outlined above;
- ❖ Ability to find a person’s desired housing type throughout his or her life-cycle within a neighborhood—i.e., housing types that can accommodate singles, families, retirees and elderly needs;
- ❖ Ability to adapt to inevitable change in the population and economic condition of a community as it moves from being on the “new frontier,” to maturing, and finally, to aging gracefully;
- ❖ Creation of building, cultural and open space infrastructure that contributes to the desirability of a community over time, and that improves with age;
- ❖ Provision of a variety of transportation options; and
- ❖ Design of infrastructure that is durable and environmentally sensitive, and that minimizes long-term maintenance costs.



## Identity and Image

### ACHIEVING THE “SMALL TOWN FEEL”

As mentioned in the *City Initiatives* portion of this *Snapshot*, one of the Strategic Focus Areas for City Council is to “strive to maintain a small-town feel.” This is clearly being achieved in the old Downtown, and it is also being created in the Frisco Square development. It is also being achieved in some of the City’s newer residential subdivisions. These developments provide opportunities for people to meet and interact on a personal level because they are creating “pedestrian-oriented” districts. This encourages interpersonal interaction and chance meetings with friends and neighbors. Stonebriar Centre is also a meeting place, and such mall developments have served as community meeting places for the past 50 years in many other cities. However, their limitation is that they are not truly public, and they do not contain a mixture of uses including services and housing to truly function as a civic multi-activity meeting place.

All of the rest of the retail developments in Frisco are automobile-oriented, and therefore tend to work against the creation of social gathering places and social interaction that provide a “sense of community.” Such development types tend to ebb and flow in response to evolving and changing markets. Other cities like Plano, Richardson, and Carrollton are suffering because of this condition. Significant portions of their retail market have moved northward leaving vacant and underutilized single-purpose developments. These centers were designed and built exclusively for automobile-oriented retail, and they were “walled off” (i.e., physically separated) from adjacent neighborhoods. After a 20- to 40-year economic life, this condition leaves few options besides demolition and reconstruction for new uses.



A Retail Use Provides Opportunities for Social Interaction

Other design features also negatively affect the “small town feel.” They include such things as:

- ❖ Roadways that are designed for high speed traffic, and are hostile to pedestrians and bicyclists;
- ❖ Proliferation of single-use, auto-oriented residential subdivisions that are isolated from each other and from the larger community;
- ❖ Commercial buildings which are set back from roadways with large intervening parking lots;
- ❖ Retail centers that do not create “pedestrian districts”;
- ❖ The concentration of retail and services into large centers, with the resulting lack of small, neighborhood-serving retail and services such as coffee shops and non-chain restaurants; and
- ❖ The inability to circulate throughout the City on hike/bike trails and corridors.



Shared experiences such as City-wide events and festivals can help foster a sense of community. For example, the City of Addison programs major events for the family at Addison Circle—Oktoberfest, 4<sup>th</sup> of July celebrations, and Saturday night movies. This helps to create a family-oriented hometown environment.

Frisco too, has a number of community “celebration” events to build on such as:

- ❖ Merry Main Street;
- ❖ Story-Telling Festival;
- ❖ Frisco Freedom Fest;
- ❖ Daddy-Daughter and Mother-Son Dances;
- ❖ National Night Out; and
- ❖ Easter Extravaganza.

### SAFETY

Another City Council strategic focus area is “safety.” Safety can be enhanced by development patterns in three key ways:

- ❖ Creation of high levels of activity (such as through mixed use developments);
- ❖ Site design which ensures “eyes on the street”; and,
- ❖ Creating a sense of “ownership” and “belonging” to the City by its citizens.

A mixture of uses that include residential as a component in retail, commercial, and civic areas helps to ensure there is a resident “ownership” of the area, and that there are extended periods of activity. The more people out walking and socializing, the lower the crime rate typically is in an area.



Frisco Citizens Celebrate National Night Out

Safety is greatly boosted in public areas like streets, parks, and plazas when residents and businesses have a clear view of those public areas. Residential properties facing publicly accessible open space and plazas have the additional benefit of accruing a significant property value premium.

Creating a “sense of ownership” of an area can be achieved in several ways in addition to those listed above. The creation of gathering places throughout the City in parks, pockets of retail, neighborhood and village centers, and civic areas such as City Hall, schools, community centers, and churches provide residents with a strong sense of community and commitment.



## IMAGE & IDENTITY AREAS

Image areas and neighborhoods evolve over time. For example, East Dallas, Uptown, and Lake Highlands are clusters of various subdivisions, residential types, retail centers, and schools. The ingredients that contribute to image and identity areas include:

- ❖ Subdivisions and retail centers,
- ❖ Mixed use centers,
- ❖ Types and groups of land uses,
- ❖ Schools,
- ❖ Major roadways, and
- ❖ Open space patterns and parks.

The way to build strong neighborhoods with a “small town feel” is to make surrounding neighborhoods directly accessible to mixed use retail centers, and to ensure that schools are part of the neighborhood with shared use of facilities. Communities are most successful when defined by public “gathering spaces” such as central open spaces, neighborhood retail areas, farmers markets, and mixed use centers (also called “life-style” centers). Frisco is in the early stages of creating several image and identity areas. Some that are clearly evolving include:

- ❖ The Old Downtown,
- ❖ Frisco Square,
- ❖ Frisco Commons,
- ❖ Stonebriar west of the Tollway, and
- ❖ Stonebriar retail area.



Frisco Central Park

These neighborhood identity areas within Frisco have been identified on *Plate 1-12* (page 1.88). Not all of these areas however, further the goal of creating a small-town feel and pedestrian-friendly atmosphere. Other areas are continuing to evolve, and new areas could benefit from the principles of livability and sustainability outlined within this chapter.



## INFRASTRUCTURE

The design, quality, and location of infrastructure have a major impact on the image of a community. This includes such things as streets, drainage, and civic buildings.

Roadway design is one of the most important and overlooked image-builders in a city's arsenal. One of the most attractive roadways in Frisco, or in any North Central Texas city for that matter, is Legacy Drive as it winds through Stonebriar. It includes a well-treed parkway and median. Many other thoroughfares in the City are also well landscaped, though they have a more "open" feel because of the emphasis on ground cover and shrubs, rather than street trees. Taller canopy trees have a bigger visual impact and provide a sense of enclosure and intimacy, while softening the visual and environmental effects of development and paving. Greyhawk Drive is also an attractive residential collector roadway with street trees, parking, and narrower lanes that help reduce speeding.



Legacy Drive, Frisco

Preston Road (a State Highway) is a generously sized roadway with excessively wide (12-foot) lanes that work against creating a sense of Frisco as a "small town" or indeed a "friendly" place to be. Due to its scale and design, it tends to act as a "divider" rather than a "seam" uniting the community. The Tollway too, has the ability to create an unattractive barrier between east and west Frisco. Much of the roadway has already been designed, and a section north of Main Street is under construction. This makes the landscaping and thoroughfare connections across the Tollway of critical importance in maintaining a connected community. Cities like Plano and Richardson, bisected by Central Expressway (U.S. 75), suffer from "east-side versus west-side" in terms of image, identity, and competition for capital improvements and cultural facilities.



Home in Greyhawk Subdivision

There are a variety of residential street configurations in Frisco. Many of the City's new subdivisions contain streets that are interconnected, and these subdivisions also often contain homes with porches close to the street and rear-entry garages. These are some very effective ways to create a "sense of community," a small-town feel, a heightened sense of safety, and they also have the added benefit of encouraging neighbors to meet and interact with each other. Subdivisions like Greyhawk and Queens Gate go a long way toward meeting these objectives.





City of Frisco, Texas  
 Neighborhood  
 Identity Map

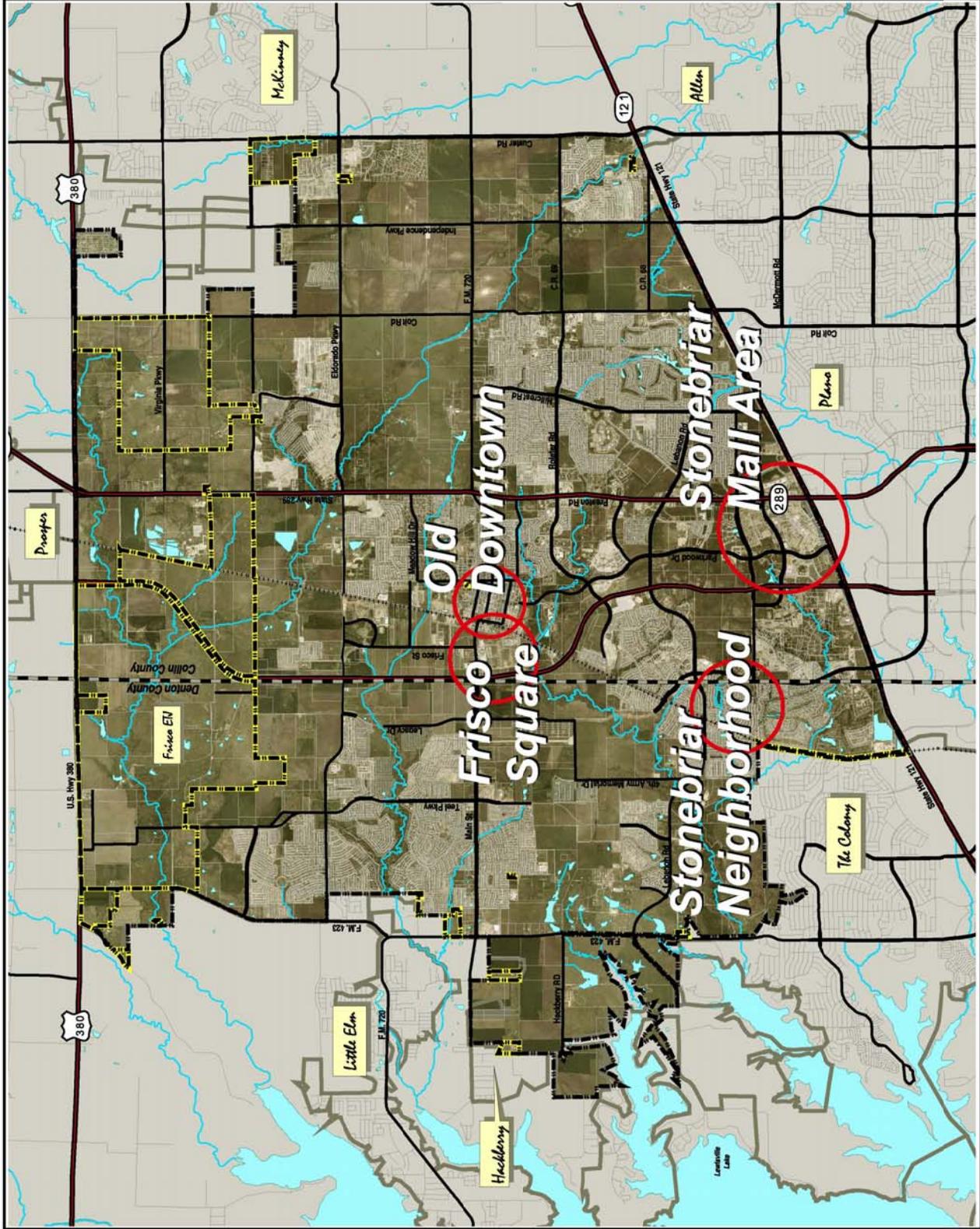
Legend

- Frisco City Limits
- Frisco ETJ
- County Line

Plate 1-12

Dunkin Sefko & Associates, Inc.  
 Urban Planning Consultants  
 Townscape, Inc.  
 Kimley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology

2000 0 2000 4000 6000 Feet





Drainage is another frequently overlooked and under-utilized image-builder. Integrating floodplains into a comprehensive City-wide open space plan and avoiding concrete-lined channels are vitally important in creating a positive image and adding value to the community. The City has comprehensive parks and trail plans which include drainage corridors. However, these have not identified floodplains based on fully built-out conditions. Rather, they rely on FEMA maps (based on existing conditions at the time the maps were created) and on-site detention to address drainage. This leaves the City vulnerable in future years to possible flooding and having to provide concrete lined channels and erosion control as the City builds out. In addition, this approach to potential drainage issues misses the opportunity to create major regional amenities with flood-control wet detention areas in public parks.



Rendering of Frisco's New City Hall in Frisco Square

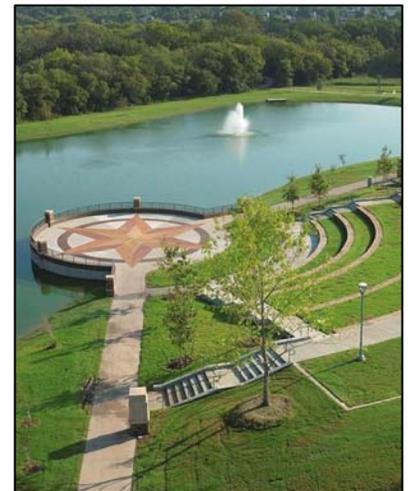
City Hall will have a prominent new home in Frisco Square. This will reinforce the "civic-ness" of Frisco Square, and will help make the development an inviting community place.

Other civic facilities such as schools work well with the City in terms of co-location of parks and making meeting space available to the community. The fact that there are four different school districts in Frisco can complicate the working out of policies for integration of schools

into neighborhoods. A good example of a city and school district working together is Trophy Club in Tarrant County. The Town of Trophy Club County is currently working with the Northeast School District to make the new high school tie in with a new Village Center by locating the school library and auditorium in the Village Center, making them part of shared cultural facilities for the community.

## Community Amenities & Landmarks

Small jewel-like parks with public art are among Frisco's most image-able attributes. Well-designed green space raises adjacent property values, and signals public investment in the community, and this, in turn, attracts private investment. While larger community parks and greenbelt linkages are critical in meeting recreational needs, neighborhood parks are especially important in giving the City's neighborhoods cohesiveness and distinctiveness. These parks typically balance active and passive activity, but are often just as important as the traditional



Frisco Commons





City of Frisco, Texas

# Amenities Map

- Legend**
- Unique Shopping Education / Medical
  - Unique Recreation
  - Unique Employment
  - Unique Cultural
  - Central Business District
  - Mixed Use
  - Frisco City Limits
  - Frisco ETJ
  - County Line
  - Existing Trail
  - Historic Site

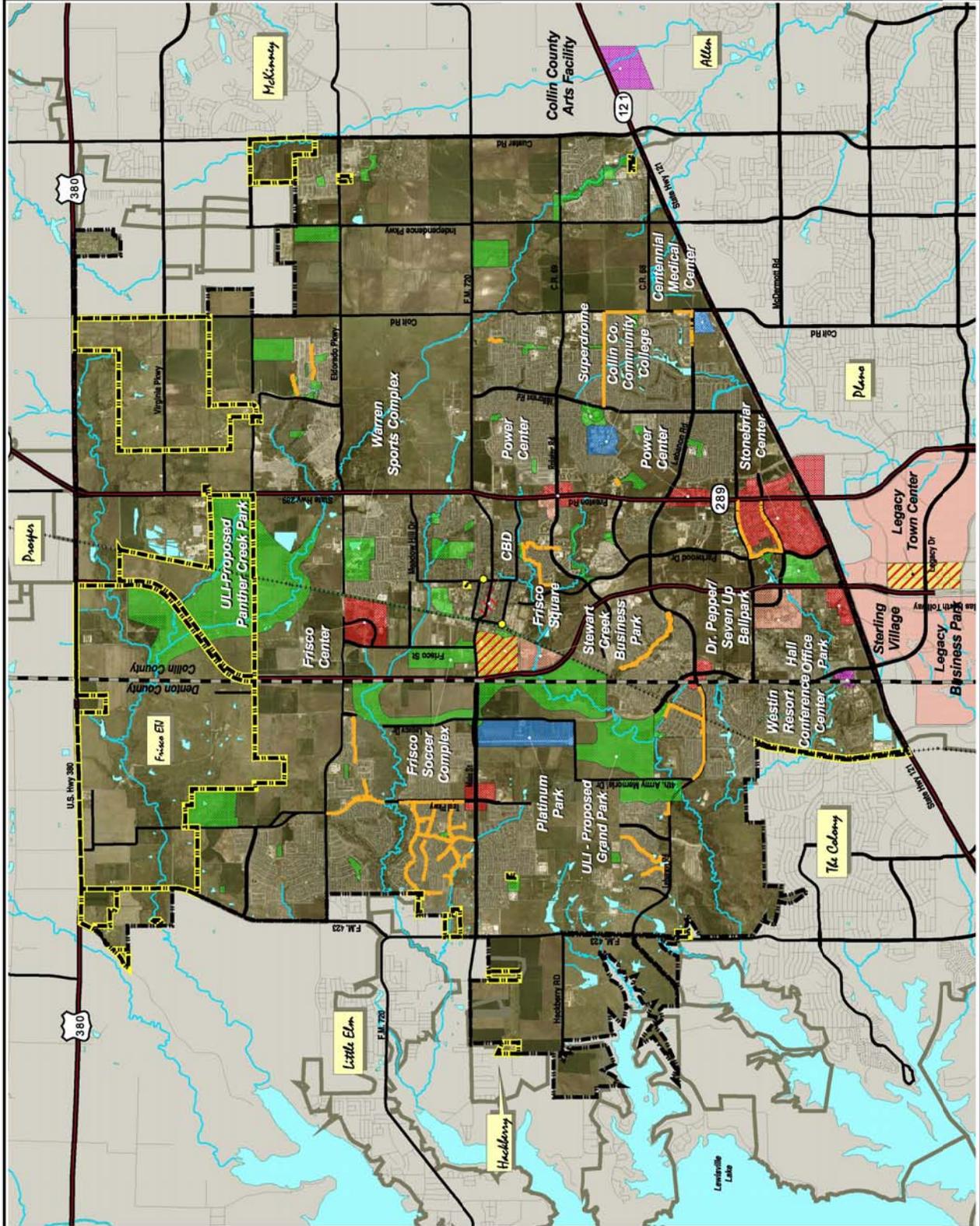
## Plate 1-13

Dunkin Seifko & Associates, Inc.  
Urban Planning Consultants

Townscape, Inc.

Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology

2000 0 2000 4000 6000 Feet





“neighborhood green”—a symbolic heart and focal point of the neighborhood that says, “You’ve found it; this is the place. You don’t have to look any further.”

The “Grand Park” concept currently envisioned for the heart of the City has even greater landmark potential, forever establishing Frisco’s image as a City of trees, trails, water, and beautifully sculpted green spaces. It will represent significant public investment, community taste, and civic pride, while showcasing an attractive and increasingly sought-after outdoor lifestyle. Grand Park would be an extraordinary community amenity and as been labeled as such on the *Amenities Map* on *Plate 1-13* on the previous page. Other existing recognizable amenities within Frisco have also been identified on *Plate 1-13*.

## Housing & Neighborhoods

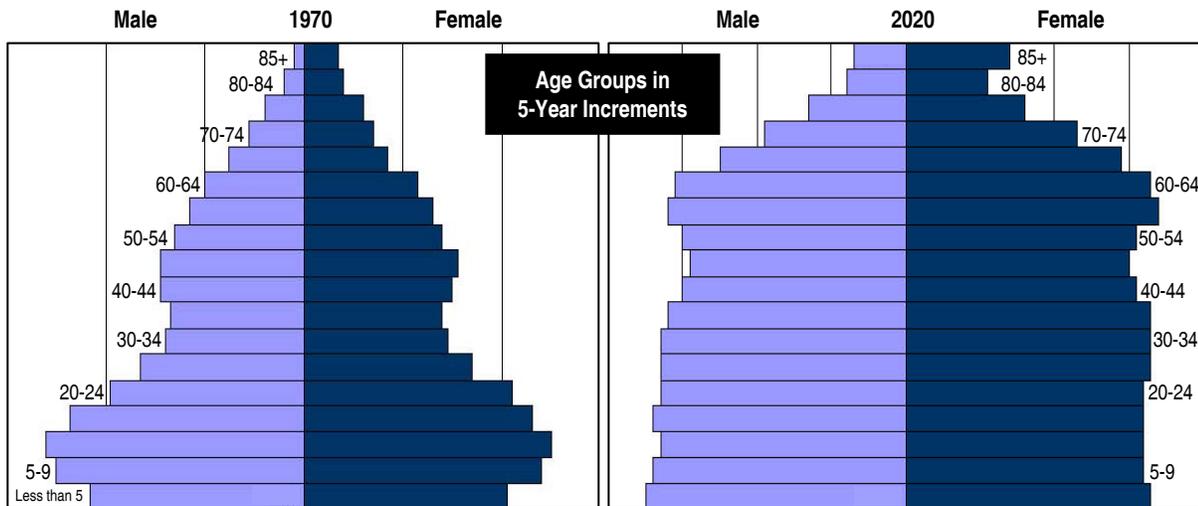
All sustainable communities must provide housing for the full cycle of life—young singles, married couples, families, empty nesters, retirees, and seniors (including independent, assisted-living, and nursing homes). People progressing through each of these life phases have different requirements in terms of size, location, type, and cost of housing units. Truly successful cities that provide these options, like the Park Cities, maintain value and continue to attract investment. An important attribute, however, is not to segregate the non-single-family unit types, but rather to integrate them into diverse neighborhoods throughout the community. This ensures that they do not become “forgotten neighborhoods” that could be susceptible to poverty and crime.

Over the past 20 years or so, major changes have begun in the composition of the general population. On average, people are living longer, having fewer children, living more single lifestyles, and becoming more ethnically diverse. Consider the following trends identified by William Frey, Senior Fellow with the Brookings Institution, related to the general population:

- ❖ TRADITIONAL FAMILIES – Married couples with children made up only 27 percent of all suburban households in 2000; by 2010, they will constitute as little as 20 percent. Today, the other 73 percent of American households are made up of singles, families with no children, and single parents with children.
- ❖ PEOPLE LIVING ALONE – People living alone constituted 23.5 percent of households in 2000; by 2010, they will grow to over 33 percent of all households.
- ❖ POPULATION 35 YEARS & OVER – Population aged 35 and over reached 46.3 percent in 1990; in 2000, they rose to 50.5 percent.
- ❖ MINORITIES – In the 2000 census, 27 percent of the suburban population in large metropolitan areas nationwide was made up of minorities, up from 19 percent in 1990; minorities were responsible for the bulk of the population growth in many suburban regions.



Figure 1-23  
U.S. POPULATION AGE DISTRIBUTION FOR 1970 & PROJECTED FOR 2020



Source: Riche, Martha Farnsworth. Farnsworth Riche and Associates. *The Implications of Changing U.S. Demographics for Housing Choice and Location in Cities*. A Discussion Paper Prepared for The Brookings Institution Center on Urban & Metropolitan Policy. March 2001. (Adapted from Figure 1.)

The demographic changes noted above have important implications for real estate markets. For example, compared to families with children, singles, couples with no children, and retirees are more likely to be attracted to smaller, lower-maintenance housing that is clustered within walking distance of retail, employment and transit facilities. Another interesting fact is that approximately 21 percent of homes recently bought in the Metroplex were purchased by single people (i.e., a market for smaller homes or cottages between 850 and 1,000 square feet).

According to *Table 1-13, Housing Type*, 75.8 percent of all housing units are single-family detached, with less than nine percent in townhouse and small multiple-family homes (up to nine units). This is a product of the initial demand for housing in developing areas. Families looking for larger homes (for the money) on single-family lots in a good school district are



Cottages Around a "Green" in Watercolor, Florida

often the first to move into a new community. However, as in all maturing communities, early residents either "age" in the community or move to another. In fact, the median American moves once every five years, so within eight to 10 years, a majority of the original purchasers typically move out of the community and a new population moves in. This is a phenomenon which all new communities have experienced, like the Woodlands (in Texas), Reston (in Virginia), and Columbia (in Maryland), and has contributed to a rapid decline of many suburban communities. Master-planned communities like these are careful to include a variety of housing types over time.



The additional issue that many fast-growing suburban communities face is the fact that a majority of their building stock and utility infrastructure was built within a relatively short time frame, and will consequently age together and require increasing amounts of maintenance. The best way to avoid the negative effects of this on the quality of the community and the municipal and school tax rate is to ensure re-investment by creating a diversity of housing and retail type and amenities. The greater the diversity of product type, the stronger the market is for each type. The worst possible scenario would be to build all one type and size of home, and one type of retail center as so many communities have done over the last 20 to 30 years.



Preston Road in Frisco

Based on demographic trends, the maximum sustainable amount of single-family housing **appropriate for this region**, given the trends noted above, **would probably be** in the 40 to 50 percent (+/-) range, with the remainder being products such as townhouse, lofts, mother-in-law suites, small apartment buildings (6-12 units) and condominiums. Unlike master-planned communities, cities react both to the demand expressed by the development community and to the stated desire of existing residents to build more neighborhoods just like their own. The home-building industry is definitely geared up for responding to the immediate market for single-family homes. They have honed their skills in providing that product as the Dallas-Forth Metroplex has grown north, from Dallas to Richardson to Plano. However, all major national development companies, and many local companies, are seeing the coming change in demographics and have created divisions that focus on townhomes, lofts, condominiums, mixed use and other alternative products.

Reinforcing the creation of an excessive number of single-family units is the City's Zoning Ordinance and zoning districts, and the fact that there are no provisions in the City's codes for the creation, by right, of urban housing, cottages (homes 1,000 square feet or less), and secondary living units (like garage apartments and "granny flats"). This condition also affects affordability. The City of University Park, one of the most desirable cities in the Metroplex, has apartments, duplexes, townhouses and garage apartments discretely spread throughout the community, and is thereby able to accommodate a large number of university students, single-person households, retirees, and service employees.

The median household moves once every 5 years.  
Home-owner households move once every 8 years.  
These trends have the effect of greatly increasing the velocity of change in aging neighborhoods.

As Peter Wolf illustrated in his book "Hot Towns," skilled, well-educated, and relatively affluent people often have a choice of where to live, and they are attracted to creative, energetic towns, and rural areas.





# Development Patterns

## OVERCOMING SPRAWL

Smart Growth America identifies sprawl's impact on the quality of life in communities in its publication, "Measuring Sprawl and Its Impact." The impacts include:

- ❖ Higher rates of driving and vehicle ownership;
- ❖ Increased levels of ozone pollution which imperils the health of children and other sensitive populations;
- ❖ Greater risk of fatal crashes due to higher roadway design speeds and the number of people driving;
- ❖ Low rates of walking, bicycle and transit use; and,
- ❖ No significant differences in congestion delays than other sprawling metropolitan areas.



Sprawl in the Dallas Area – Uniformly Low, Single-Use Density with Poor Interconnection of Streets

Sprawl can be defined and measured in terms of the following:

- ❖ Residential density;
- ❖ Neighborhood mix of homes, jobs, and services;
- ❖ Strength of activity centers and downtowns; and,
- ❖ Accessibility of the street network.

The Dallas area is ranked 13<sup>th</sup> of the 83 metropolitan areas studied by Claritas Corp. in terms of the degree of sprawl. This condition will be difficult to control in Frisco. The easiest decision is to allow the predominant development pattern from the Metroplex to spread into the City. It will take a conscientious effort to change that pattern, much like the Park Cities which have fought the trend to cul-de-sac streets and allow major thoroughfares to cut through their communities.

## STRIP CENTERS

Outside of the old Downtown and Frisco Square, retail in Frisco is being developed in single-use developments, in "strip center" style with pad sites. This is the type of development that has dominated cities like Plano, Richardson, and Carrollton, which are now declining and affecting investment in nearby neighborhoods. This type of retail development



looks good and is well-occupied until 20-30 years in the future when new growth moves on to communities that are further out from the central city's (e.g., Dallas') urban core.

The lack of a residential component and the exclusive accessibility for automobiles make many retail centers difficult to fill with rent-paying, tax-income-producing tenants. Frisco Square is the City's exception to this pattern. This development is creating a quality retail environmental infrastructure that will attract reinvestment over time.

### RESIDENTIAL

The City appears to have avoided the temptation to approve "loops" and "lollipop" roadway patterns in most subdivisions. This is good. An interconnected street system based on a modified traditional grid pattern improves mobility within the subdivision and minimizes automobile trips and roadway congestion. However, besides the Downtown and Frisco Square, no residential neighborhoods have direct access to neighboring retail without requiring the resident to drive out onto a major thoroughfare. A lack of roadway, walkway, and bikeway connections turn a short walk or drive into a long one, and adds significant congestion on major roadways, while diminishing neighborhood support of local retail. Once a person climbs into their car and gets out on the major thoroughfare, then they are likely to go to another center that may be slightly more desirable for their purposes and further away.



University Park, Texas





*City of Frisco, Texas*

**2006 COMPREHENSIVE PLAN**

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# The Snapshot in Conclusion

This *Snapshot of the City* has outlined various characteristics of Frisco, including demographics, natural resources, development patterns, significant City boundaries, transportation, City initiatives, and the City's current state of livability and sustainability. Now that this background information has been compiled, the comprehensive planning process can proceed with a strong foundation. In addition, the *Snapshot* enables the Comprehensive Plan Advisory Committee (CPAC), City staff, City officials, the Consultant Team, and Frisco citizens to have a consolidated set of data that can be referenced during the process, whenever necessary. This knowledge of Frisco as it is today allows for a more concise assessment of what the future might hold.







*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 2:  
Visioning*

*ADOPTED APRIL 18, 2006*

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.







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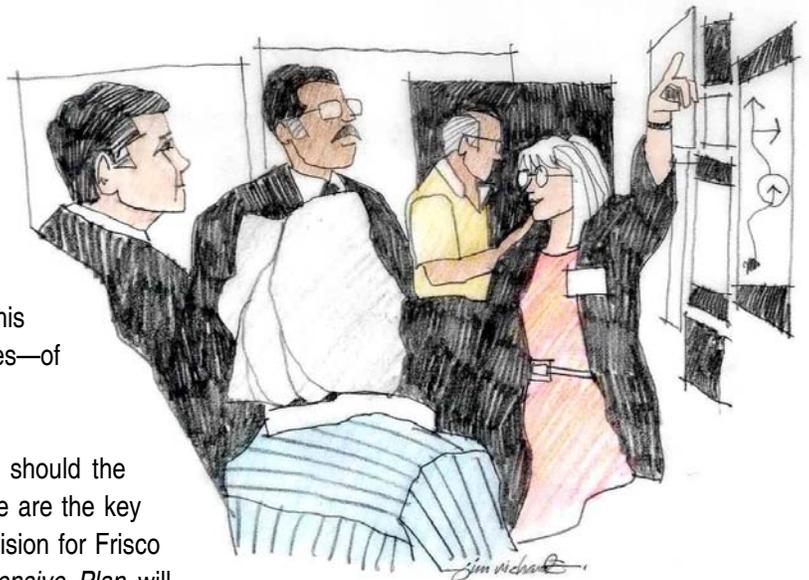


“You see things and you say ‘Why?’, but I dream things that never were and I say ‘Why not?’ “

- George Bernard Shaw

# Introduction

The *Snapshot of the City*, Chapter 1, provides a foundation for this *2006 Comprehensive Plan*. It does this generally by outlining facts about Frisco and concepts, such as livability and sustainability, that should be considered. This chapter also provides a foundational element for this Plan, but in a very different way. Instead of facts and concepts, this *Visioning* chapter outlines needs and desires—of the City and of its citizenry.



What does the future hold for Frisco? What should the City be like in the year 2010 or 2020? These are the key questions that this chapter addresses. The vision for Frisco that is described within this *2006 Comprehensive Plan* will

help shape and direct growth and development for the next 10 years and beyond. In order to do this effectively, this Plan should be premised upon a shared vision of the citizenry and the stakeholders of what Frisco should and will become as it grows, attains its anticipated build-out configuration, and becomes a mature, sustainable City.

In order to create this shared vision, an extensive public participation process was undertaken, as described within the first section of this chapter. The second section describes the Neighborhood Workshops, which provide four different opportunities in four different areas of the City for citizens to provide input into this comprehensive planning process. The section following describes specific input from the Comprehensive Plan Advisory Committee (CPAC) based on a Visual Character Survey (VCS) and a series of questions. The fourth section outlines information obtained from some Frisco high school students, specifically their responses to the VCS and the major issues they perceive are facing the City. Section five discusses the various focus groups and stakeholder interviews that were conducted as part of the public participation endeavor for this *2006 Comprehensive Plan*. A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis follows in the next section; a SWOT analysis examines various aspects of Frisco to determine how they are or may be impacting the





City. Section seven puts forth an *Challenges and Opportunities Diagram (Plate 2-1)*, which identifies particular potential problems and special opportunities for physical development in the City. And finally, the eighth section brings all of this input together in a culminating Vision Statement; this is an encompassing statement that describes the overriding needs and desires of Frisco's citizens, leaders, and stakeholders that were stated throughout the chapter of what Frisco should ultimately be in the future.



## The Public Input Process

Frisco's leaders and staff and leaders have actively pursued and facilitated an extensive public participation process since the beginning of this comprehensive planning process. The City began formulating a public participation action plan beginning in September of 2004, as soon as the effort to undertake this comprehensive plan project was approved by the City Council. This section describes the public input process that occurred as part of this *2006 Comprehensive Plan*.

### Comprehensive Plan Advisory Committee

To help the City and the Consultant Team with the planning process, the City Council appointed 23 citizens to serve as a Comprehensive Plan Advisory Committee (CPAC). Appointments were made with consideration toward ensuring that the CPAC would consist of geographically diverse and issue-diverse members. Therefore, the CPAC's membership represents a cross-section from the community and has strived to be representative of various views and interests of citizens throughout Frisco. For example, CPAC members include developers, community leaders, business representatives, church leaders, and school district representatives.

Numerous CPAC meetings have been held throughout this comprehensive planning process. All meetings have been open to the general public, and were publicly advertised. The first meeting occurred in January of 2005. Subsequent meetings were held monthly or bimonthly every month thereafter, except during April of 2005 when the Neighborhood Workshops were held.

CPAC members have played a vital role in this process, and it is impossible to overstate their contribution. Committee members have served the role of liaison between the City and its citizenry by providing input on visioning, proposed Plan policies and recommendations, and drafts of the various Plan chapters. Members have also been very active in public outreach efforts (described in a following section of this chapter). This process would not have been as expedient, as complete in ideas and concepts, nor as generally successful without the members of CPAC.

### Neighborhood Workshops

The workshops held in April 2005 are described in detail in the *Neighborhood Workshops* section of this chapter. Generally, four workshops were held in four geographically separate areas of the City. Over 145 Frisco citizens participated, providing invaluable input into this planning process. Many CPAC members participated in the Neighborhood Workshops as well.





## Land Use Charrettes

A Land Use Charrette is an interactive input process between the public, City staff, City leaders, CPAC members, and the Consultant Team. Two such charrettes were conducted following the initial drafting of the *Future Land Use Plan* (finalized draft map, *Plate 4-2*, page 4.10). The first was held with the CPAC, and the second with the general public. The following charrette process was used at both:

- ❖ Participants were separated into small groups to allow for maximum input.
- ❖ Each group was led by a member of the Consultant Team and/or the City's Planning and Development Services Department staff.
- ❖ Each group was shown the draft *Future Land Use Plan*, and was informed about how certain proposed land use decisions were made.
- ❖ Each group was asked to provide input by asking questions, by proposing alternative land uses in any area of the City, and by generally brainstorming about what the land use pattern in Frisco should be. In most cases, a group consensus about issues and ideas was established.
- ❖ The issues and ideas from each group were then presented to all participants at the meeting.

As a result of these charrettes, the CPAC, the Consultant Team, and City staff were able to analyze the established issues and ideas, and were then able to make decisions about how to integrate them into the proposed *Future Land Use Plan*.

## Public Notification

Several different methods were used to educate the public on their opportunity to participate in the City's planning process. City staff and its representatives were aided in this education effort by the CPAC and various citizen groups. There is no way to fully and accurately reflect all these efforts, but described below are some of the actions taken by each group.



## COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC) ACTIONS

Following is a list of some of the actions taken by CPAC members that increased public knowledge of the planning process and/or helped facilitate a positive public input experience, with the end result of increasing participation in this planning process:

- ❖ Emailed, phoned, and met with homeowner association members;
- ❖ Distributed flyers via email, posting in public places, and within their neighborhoods;
- ❖ Reached out to their neighbors, personally within their own neighborhood as well as across neighborhoods, to follow up with citizen inquiries made to City staff;
- ❖ Made phone calls to invite friends and family to participate;
- ❖ Addressed members of other committees and boards with which they are presently active;
- ❖ Initiated publication of newsletters, bulletins, and/or had articles published on their behalf;
- ❖ Obtained food and beverage donations for the neighborhood workshops; and
- ❖ Conducted an elementary school campaign to inform families with young children on the opportunity the families had to participate in planning for the City's future.

## CITY ACTIONS

Following is a summary of actions that the City or its representatives have taken to inform the public on their opportunity to comment, get involved, and learn more about the long range planning process:

- ❖ Press Releases and Public Service Announcements;
- ❖ Focal Point Articles;
- ❖ Recording and Broadcast of CPAC meetings;
- ❖ *2006 Comprehensive Plan* Web page:
  - Agenda & Minutes posted with overviews and status reports of planning process,
  - Calendar posted listing events and meetings months in advance,
  - Overview of this Comprehensive Plan project,
  - Project Status and milestone updates, and
  - Millennium Plan, Future Land Use Plan (map that the City currently uses), and highlights of current plan;
- ❖ 25,000 citizens reached from various City Council members' electronic newsletter distribution;
- ❖ Focus Groups and interviews established and conducted (see page 2.51);
- ❖ Mayor Simpson proclaimed April (the month in which the Neighborhood Workshops were held) as the *Month of Public Participation*;
- ❖ 14,000 flyers distributed through Frisco Independent School District (FISD);





- ❖ 26,000 flyers distributed with water bills mailed to each household and business;
- ❖ Invitation posted on Community Bulletin Boards including:
  - Frisco Government Access Channel,
  - Frisco ISD Community Calendar on their website, and
  - Frisco-First.com Community Events Calendar;
- ❖ Invitation to the Neighborhood Workshops posted within Dallas Business Journal;
- ❖ Four Town Hall Meetings at which the status of the comprehensive planning process was presented; and,
- ❖ Twenty-five civic signs posted one week in advance of the Neighborhood Workshops within each of the four quadrants of the City in which the workshops were held.

## COMMUNITY-BASED ORGANIZATIONS

Numerous community-based organizations were also invited to participate in the planning process. Such groups attended the neighborhood workshops attended the Public land Use Charrette, and/or attended CPAC meetings. Many citizens were interviewed in focus groups or by telephone. These groups include the following:

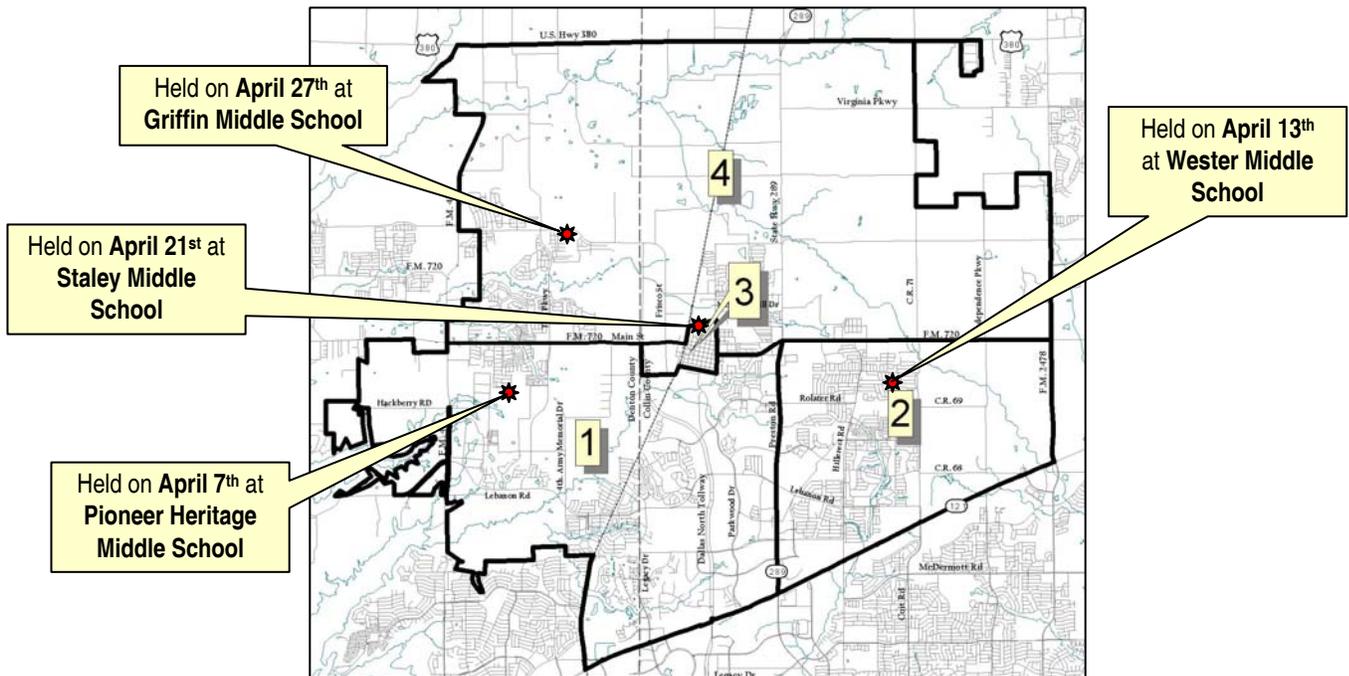
- ❖ Church Boards,
- ❖ Home Owners Associations,
- ❖ PTA/PTO groups at FISD,
- ❖ Centennial High School Social Studies and History Classes,
- ❖ Seniors Groups,
- ❖ Downtown Merchant's Association,
- ❖ Downtown Revitalization Committee,
- ❖ Chamber of Commerce Members,
- ❖ Men and Women's Business Clubs,
- ❖ Public Arts Board,
- ❖ Heritage Association,
- ❖ Community Development Corporation,
- ❖ Economic Development Corporation,
- ❖ Convention and Visitors Board,
- ❖ Parks and Recreation Board,
- ❖ Housing Trust Fund Board,
- ❖ Housing Authority Board, and
- ❖ Board of Adjustments/Construction Board of Appeals.

# The Neighborhood Workshops

## Introduction

In April 2005, four Neighborhood Workshops were held in various areas of Frisco in order to obtain information about important issues facing the City, from the citizens' point of view. *Image 2-1* shows how the City was divided geographically for the workshops. Each Neighborhood Workshop location is shown, along with the corresponding sequential order in which they were held.

*Image 2-1*  
NEIGHBORHOOD WORKSHOPS – AREA, LOCATION & ORDER



Each Neighborhood Workshop began with an introduction of City staff and the Consultant Team, followed by a presentation of the *Snapshot of the City* by the Consultant Team. A Visual Character Survey (VCS) was administered (this survey process is explained in detail in the following section of this chapter). At the conclusion of the VCS, respondents were asked to answer 10 questions about the City and about their neighborhood areas. After the planning overview, VCS, and questionnaire, citizens divided into small groups to discuss important planning issues facing Frisco now and in the future. At the conclusion of the night, participants were given adhesive dots and were asked to consider which type of development they preferred—conventional development or neo-traditional development. Images of the two types of





development were placed side-by-side on one large board, and people showed their preference by placing their adhesive dot on the preferred side. The following sections describe each part of the Neighborhood Workshops, beginning with the Visual Character Survey.

## The Visual Character Survey

A Visual Character Survey (VCS) is a technique where respondents are asked to score a series of photographs (images) based on their preferences with regard to what they find to be visually preferable. The images illustrate various aspects of the developed environment. Although it is not necessarily scientific, the VCS is an effective method of receiving attitudinal, aesthetic-based input, since the survey allows respondents the ability to view real-world examples of developed areas and elements.

The Visual Character Survey that was developed specifically for Frisco was the result of 1) issues identified by the Comprehensive Plan Advisory Committee (CPAC), and 2) reactions of CPAC members to a draft VCS that was given to the members prior to the Neighborhood Workshops being conducted. The various subjects presented in the VCS were the following:

- ❖ Duplex development;
- ❖ Entryway features;
- ❖ Mixed use development;
- ❖ Multiple-family development;
- ❖ Open space in relation to development;
- ❖ Public spaces;
- ❖ Retail development;
- ❖ Sidewalk integration;
- ❖ Single-family development;
- ❖ Single-family zero-lot-line development;
- ❖ Street design;
- ❖ Townhome development; and
- ❖ Transit options.

Respondents were asked to rate 135 images that related to these subjects according to the following scale:

Image 2-2  
VISUAL CHARACTER SURVEY (VCS) SCORING SCALE

<b>SCORING EXPLANATION</b>										
<b>-5</b>	<b>-4</b>	<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<i>highly</i>	<i>strongly</i>	<i>somewhat</i>	<i>somewhat</i>	<i>NEUTRAL</i>	<i>somewhat</i>	<i>somewhat</i>	<i>strongly</i>	<i>strongly</i>	<i>highly</i>	
<b>INAPPROPRIATE</b>						<b>APPROPRIATE</b>				

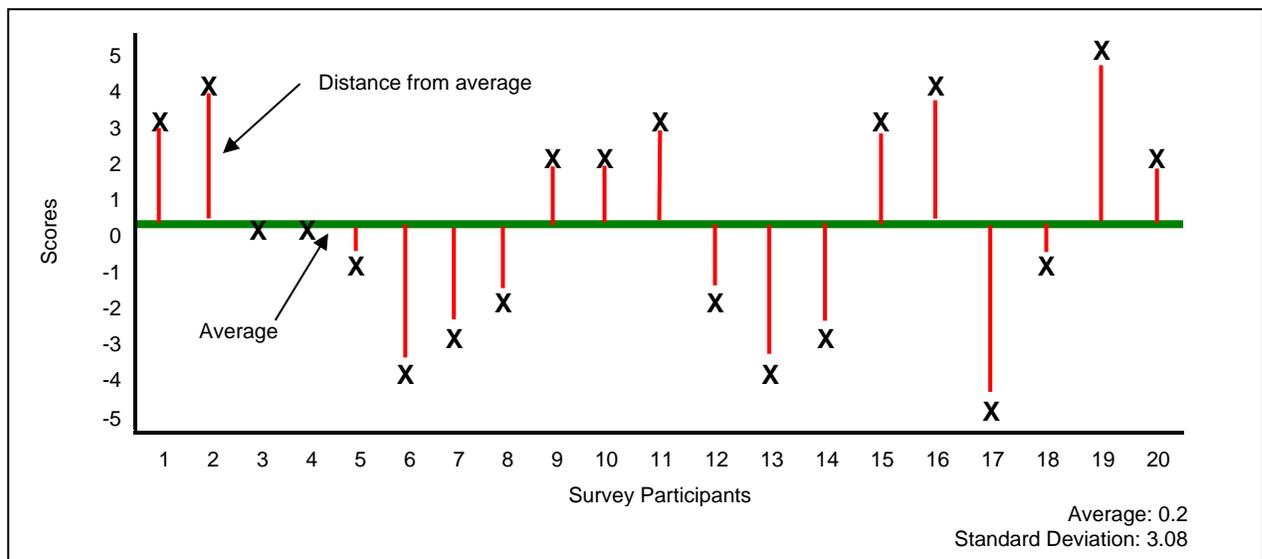


Respondents were asked to consider several questions about each image as they rated them:

- ❖ Do I like or dislike the image?
- ❖ By what value [or rating] do I like or dislike it?
- ❖ Is it appropriate or inappropriate for Frisco?

In evaluating the results of the VCS, two primary statistics are used. First is the average score of each image. Second is the standard deviation (abbreviated as “S. Deviation”) that resulted from the scoring of each image. Standard deviation is a measure of how widely values are dispersed from the average value (the mean)<sup>2-1</sup>, or in other words, how tightly various values are clustered around the average in a set of data<sup>2-2</sup>. The image below graphically depicts the concept of high standard deviation. In the case of the VCS images, standard deviation can be described as a measurement of the consistency or inconsistency in individual responses to a specific image.

Image 2-3  
EXAMPLE IMAGE ILLUSTRATING HIGH STANDARD DEVIATION IN RELATION TO VCS SCORING



Following are the cumulative results of all of the neighborhood workshops. These results represent 145 total participants (from all Neighborhood Workshops) rating 135 images. Overall high and low scoring images are shown first, followed by the highest and lowest scoring images compiled by the subject headings listed above. Any comments about the images made by participants are also included.

<sup>2-1</sup> Microsoft Excel calculation description.

<sup>2-2</sup> Niles, Robert. *Standard Deviation*. Journalism.org website.



## KEY CONCEPTS FROM THE NEIGHBORHOOD WORKSHOPS VCS RESULTS

In the interest of brevity, the specific images that were rated by participants as highest, lowest, etc. are not included here. Detailed results can be found in *Appendix A* and *Appendix B* of this *Comprehensive Plan*. The following is a bulleted summary of the key concepts that can be taken from participants' scoring of the Visual Character Survey (VCS):

### ❖ Highly Rated Images

- All of the most highly rated images are those depicting public/pedestrian-oriented spaces and open spaces close to development, with the exception of one image. Participants commented that they liked the openness of the images, the pedestrian elements such as benches, and the water and greenery. The only other image type that was highly rated was of townhomes.
- This can be interpreted to mean that citizens of Frisco want places to gather and to experience the outdoors in areas with water features and landscaped/open space areas. It can also be interpreted that citizens are amenable to residential housing types other than single-family detached if they are well-designed.



This Public Space Image had the Highest Score at "4.4"

### ❖ Low Rated Images

- Unlike the highly rated images, there was not one type of image that was the focus of the lower rated images. Image types varied from street design to single-family to mixed use. From the comments made, however, key elements that Frisco citizens did not like from the images included visually congested areas, density that lacks good design, and developments that lack uniqueness or character.
- This can be interpreted to mean that citizens of Frisco want places that are easy to discern visually, that are clean-looking and uncluttered. Also, residential housing types, including single-family, that are not architecturally interesting are not well-received.



This Street Design Image had the Lowest Score at "(-) 3.4"



❖ Standard Deviation

- In terms of standard deviation, the image that was most agreed upon was an image that depicted a public space. The image that was most disagreed upon was an image that depicted a roundabout roadway design.
- This can be interpreted to mean that citizens of Frisco are universal in their desire for gathering space, but are divided on whether or not unique roadway designs like roundabouts are appropriate for Frisco.



This Street Design (Roundabout) Image had the Highest Amount of Standard Deviation at "3.29"

❖ Duplex Development – Duplexes were not highly rated, regardless of design.

❖ Entryway Features – Entryway images were generally highly rated. No image depicting entryways received a negative average score. Citizens generally like entryway features that announce a specific area.

❖ Mixed Use Development -

- Images depicting mixed uses were generally well received. However, if the image depicted a mixed use area that had tall buildings, not much architectural detail, or lacked greenery, the image was not highly rated.
- Citizens generally like the concept of mixed use development, but the design has to be well-executed.



Mixed Use Image – Average Score "1.5" & High Level of Standard Deviation

❖ Multiple-Family Development

- Multiple-family development images were not highly rated, regardless of design.
- However, many of the mixed use development images shown had multiple-family uses, and therefore, this can be interpreted to mean that multiple-family uses within mixed use areas may be more acceptable to citizens.

❖ Open Space in Relation to Development – All images of this type were highly rated. Citizens are definitely in favor of integrating open space into developed areas.



Mixed Use Image Integrating Multiple-Family – Average Score "2.7"



❖ Public Spaces – All images of this type were highly rated, with the exception of one image that depicted such an area that was not well-designed. Citizens are definitely in favor of creating more public gathering areas, especially ones that integrated water, fountains, trees, and art into the design.

❖ Retail Development

- Ratings of retail development images varied, but no images rated higher than “2.6” (on a positive scale of “1” to “5”). This is an interesting result, given that single-use retail areas are the most prevalent (compared to mixed use areas) and that such areas are being developed on a daily basis throughout Frisco, the region, and the country.
- This can be interpreted to mean that while citizens realize the need and desire for retail areas, the design of such areas is lacking.



Retail Image – Average Score “2.5”

❖ Sidewalk Integration – All images of this type were highly rated. Citizens are definitely in favor of integrating sidewalks into developed areas and creating areas that are pedestrian-focused.

❖ Single-Family Development

- Most of the images of this type were highly rated.
- Lower rated images were of homes that were smaller than those typically found in Frisco, and/or were designed in an older-looking architectural style (such as craftsman, with clapboard facades), and/or were lacking in architectural interest.
- Citizens are in favor of single-family homes that reflect quality and good design; small homes are not generally well received.



Single-Family Images – Average Scores of “1.9” & “1.4” Respectively

❖ Single-Family Zero-Lot-Line Development

- Ratings of images depicting zero-lot-line homes varied, but no images rated higher than “2.3” (as shown previously).
- Many comments were made about the images looking cramped or crowded. This could be interpreted to mean that citizens are amenable to the concept of zero-lot-line homes, but that the design of such homes has to be of high quality and visual appeal.



❖ Street Design

- Ratings of street design images varied widely. Images with bicycle lanes, street trees, and medians were the highest rated, while those with wide expanses of pavement and with on-street parking were the lowest rated. Ratings for images depicting roundabouts were also mixed, and comments varied from “will people get it?” to “wicked cool.”
- This could be interpreted to mean that citizens are in favor of streets designed such that bicycles and people can be accommodated, as opposed to just the automobile. Greenery, such as landscaping and trees, along the street and in medians is also very well received.

❖ Townhome Development

- Ratings of images depicting townhomes varied, but were more highly rated than duplexes or zero-lot-line homes. Many comments were made about the images depicted being well-designed or very poorly designed, suggesting a strong connection to the visual appeal of townhomes in how they were rated. This contrasts with the way in which duplexes and zero-lot-line homes were rated, with overall generally low averages. Only one image received a negative average score.
- This could be interpreted to mean that citizens are in favor of townhomes, as long as the design of such homes is high quality and well-executed.



Townhome Image – Average Score “2.6”

❖ Transit Options (including Transit-Oriented Development images)

- Ratings of images depicting various forms of transit and related development varied widely, with no images rating higher than “2.5.” The form of transit depicted had an effect on how the images were rated, suggesting that the form that transit takes makes a large difference in how well the concept is received.
- The form of transit options rated from high to low as follows—commuter rail (average of “1.8”), trolley (average of “1.4”), and bus (average of “0.8”).
- Transit-oriented development was received similarly to other forms of higher density development, with a correlation between the design of the image-depicted development and how the image was rated. Again, it can be interpreted that density itself in relation to transit-oriented development is not the central issue—it is the quality and way in which the design is executed that seems most important.

## The Hand-Out Questions

The citizens who attended the Neighborhood Workshops were asked to answer a few open-ended questions at the end of the VCS handout. The following list of questions was asked of the participants. The first few related to visual and aesthetic elements of the City, while the rest related to how they felt about their neighborhoods and about living in Frisco in general.



- Question #1: What is the best visual characteristic of Frisco?
- Question #2: What is one visual characteristic about Frisco that someone considering moving to the City should know?
- Question #3: What is the worst visual characteristic of Frisco?
- Question #4: Generally, if you could change one thing about Frisco, what would it be?
- Question #5: Generally, what is one other city that you feel is better than Frisco, and why?
- Question #6: What do you consider to be your neighborhood?
- Question #7: What is the best characteristic of your neighborhood?
- Question #8: What is the worst characteristic of your neighborhood?
- Question #9: Do you envision yourself living in Frisco in 10 years, 20 years, 50 years?
- Question #10: Describe the City of Frisco that you would like to see in 10 years, 20 years, 50 years.

Participants were given 10 to 15 minutes to complete their answers. The answers to these questions are summarized in the following sections.

## QUESTION #1: WHAT IS THE BEST VISUAL CHARACTERISTIC OF FRISCO?

- ❖ The open space
- ❖ The public art
- ❖ The parks (Frisco Common, Hall Office Park)
- ❖ The open, casual feel of the City
- ❖ The small-town feel
- ❖ Downtown (its unique character)
- ❖ The street design of Preston Road (landscaping and art), Legacy, Lebanon, and Gaylord
- ❖ Frisco Square
- ❖ City managers with foresight
- ❖ The newness (of the buildings)
- ❖ That Frisco is family-oriented
- ❖ Stonebriar Centre (and its design)
- ❖ The Ballpark/new sports buildings/sports complex area
- ❖ The single-family neighborhoods
- ❖ The fountains/water features
- ❖ Frisco Bridges
- ❖ The mix of rural and urban areas
- ❖ The retail (mix of styles, proximity, restaurants)
- ❖ The neighborhood schools
- ❖ The undeveloped parts
- ❖ The trees
- ❖ The emphasis on the pioneer and the cattle drives



Local Public Art Emphasizes Frisco's History



## QUESTION #2: WHAT IS THE ONE VISUAL CHARACTERISTIC ABOUT FRISCO THAT SOMEONE CONSIDERING MOVING TO THE CITY SHOULD KNOW?

- ❖ Good housing designs
- ❖ Good neighborhoods
- ❖ Good schools
- ❖ The public art
- ❖ There is a lot of new construction
- ❖ Downtown
- ❖ Frisco Square
- ❖ Stonebriar Centre
- ❖ Preston Road area (the related retail)
- ❖ The attention to aesthetics
- ❖ There are places to eat, live and shop (convenience)
- ❖ There is too much of the same thing
- ❖ There is something for everyone
- ❖ There is exciting retail
- ❖ It is accessible to a lot of things
- ❖ The sports facilities (for young and old)
- ❖ There are traffic concerns/problems
- ❖ The cleanliness
- ❖ The open spaces (open public spaces)
- ❖ The newness
- ❖ The great parks with art and water features (Hall Office Park, Central Park, Frisco Commons, playgrounds, parks and trails planned)
- ❖ The sidewalks
- ❖ Family-friendly
- ❖ It is beautiful, pretty
- ❖ There is not a lot of diversity
- ❖ Combined use of facilities



A Local Neighborhood Park in Frisco

## QUESTION #3: WHAT IS THE WORST VISUAL CHARACTERISTIC OF FRISCO?

- ❖ Downtown
- ❖ State Highway 121
- ❖ The construction, specifically roads and houses
- ❖ The telephone poles and wires/power lines
- ❖ The residential architecture in the newer subdivisions (i.e., "cookie-cutter")
- ❖ The battery plant
- ❖ The cement batch plants on SH 121
- ❖ Stonebriar Centre
- ❖ Preston Road
- ❖ Too much multiple-family
- ❖ The old apartments and homes in the old area of the City
- ❖ Traffic
- ❖ Sprawl (no continuity)
- ❖ Too many big box retailers
- ❖ The older, "boxy" retail development (strip malls)
- ❖ The trailer park on Lebanon
- ❖ The City's starting to look like Plano
- ❖ Deteriorating fences
- ❖ Walls lining the streets
- ❖ Few mature trees
- ❖ Outside storage (equipment out in the open)
- ❖ Businesses that are run-down looking
- ❖ Light pollution
- ❖ No visual impact at entry points into the City
- ❖ Large parking lots
- ❖ The railroad
- ❖ The sameness of development





## QUESTION #4: GENERALLY, IF YOU COULD CHANGE ONE THING ABOUT FRISCO, WHAT WOULD IT BE?

- ❖ Create Grand Park
- ❖ Establish pedestrian and bicycle trails that link the entire City
- ❖ Improve Downtown Frisco—make it historical and visitor friendly, pedestrian-oriented
- ❖ Improve the roadways to address traffic congestion (prior to new development; make them safer)
- ❖ Make the roadways more visually appealing (like boulevards, with trees and medians; winding)
- ❖ Create better parks and more parks (specifically community parks)
- ❖ Provide public transportation (mass transit)
- ❖ Provide more open space, especially in neighborhoods
- ❖ Provide more trees
- ❖ Eliminate or move the plants (batch plants, etc.)
- ❖ Improve SH 121 visually
- ❖ Establish a 4-year university
- ❖ Create more density
- ❖ Maintain the rural areas (“countryside”) and natural green space
- ❖ Provide more housing options
- ❖ Create more character in the new residential areas
- ❖ Have more architectural diversity
- ❖ Have more population diversity
- ❖ Create walkable retail areas
- ❖ Distribute retail areas so that they are not concentrated (like the mall area is)
- ❖ Place utilities underground
- ❖ Provide for senior living
- ❖ Provide more public meeting spaces
- ❖ Create the performing arts center
- ❖ Provide visible entryways into the City
- ❖ Host more arts and music festivals
- ❖ Bring on more large corporations (employment)
- ❖ Address existing unkempt mobile home areas
- ❖ Improve energy-efficient building

## QUESTION #5: GENERALLY, WHAT IS ONE OTHER CITY THAT YOU FEEL IS BETTER THAN FRISCO, AND WHY?

- ❖ Frisco is the best (21 responses)
- ❖ Any European city
- ❖ Any urban center that has successfully revitalized itself
- ❖ Addison, Texas—Great community spirit
- ❖ Alexandria, Virginia—Charm
- ❖ Allen, Texas (no reason given)
- ❖ Minneapolis, Minnesota – Lots of open, green, public spaces, water features, nicely renovated historic buildings
- ❖ Naperville, Illinois – A riverwalk area, historic downtown, a beach, parks, municipal buildings that are all connected together, multiple university campuses, and “there is always somewhere to go!”
- ❖ New Orleans, Louisiana – So interesting



- ❖ Arlington, Texas—Trees and bike paths (not the City as a whole)
- ❖ Asheville, North Carolina—Unique and it looks new but it has history
- ❖ Austin, Texas—The University; smaller homes and more space between buildings and homes; Capitol; more cultural and diversified; outdoor activities and casual, adult nightlife like patios and bands; history, trees, small-town feel, friendly/warm (6 responses)
- ❖ Baltimore, Maryland—Good integration of old and new
- ❖ Columbia, Maryland—Good blend of open spaces and development (2 responses)
- ❖ Coppell, Texas—Good schools, great parks and amenities; all brick, trees around retail, more parks (2 responses)
- ❖ Coral Gables, Florida—Elegant, with restrictions on billboards, older than Frisco but well-kept and clean
- ❖ Flower Mound, Texas—More upscale homes
- ❖ Fort Collins, Texas—Bike lane friendly, mixed use developments, can walk to retail centers (2 responses)
- ❖ Fort Worth, Texas—An overgrown small town
- ❖ Grapevine, Texas—Nice downtown, places to walk and hang out
- ❖ Henderson, Nevada (Green Valley Ranch)—Wonderful parks
- ❖ Herndon, Virginia (no reason given)
- ❖ Irvine, California—Beautifully landscaped with a balance of trees and buildings
- ❖ Irving, Texas—The Las Colinas area, and it has good recreation programs and numerous library branches (2 responses)
- ❖ Kansas City, Missouri—More open and airy; downtown is pedestrian-friendly and has visual art (2 responses)
- ❖ Kentlands, Maryland—Better design overall
- ❖ Paris, France – Culture, atmosphere, restaurants, museums; gardens and architecture (2 responses)
- ❖ Parker, Colorado – Great balance of everything (2 responses)
- ❖ Peachtree City, Georgia – A nice plan and a good mix of land uses
- ❖ Plano, Texas – More family-oriented, specifically schools; has a bike trail system; good planning; still has open feeling; school and recreation are together, use of park spaces with home communities (5 responses)
- ❖ Portland, Oregon – Limited growth
- ❖ Redmond, Virginia – Lots of green space, mixed uses buildings, better climate
- ❖ Reston, Virginia – Very green; first-class planning; good planning and execution of a town built from scratch (3 responses)
- ❖ Rothenberg, Germany – Old world charm and unique characteristics
- ❖ San Antonio, Texas – “Always a citywide party”; public/private places, the Riverwalk, parks; lots to do, not a lot of congestion (3 responses)
- ❖ San Francisco, California – A lot of character and culture, and the bay area; good transportation – easy to use and understand; transportation, open space, and pedestrian-friendliness (6 responses)
- ❖ Savannah, Georgia – Lots of public space and pedestrian-friendly areas; beautiful use of old structures (2 responses)
- ❖ Scottsdale, Arizona – Retail, open design in newer areas
- ❖ Seattle, Washington – More open and airy
- ❖ Southlake, Texas – A more upscale feeling; richer feeling; nice downtown, places to walk and hang out (3 responses)
- ❖ Sugarland, Texas – Better zoning, sidewalks, and parks





- ❖ London, England—Mass transit, much to see and do, walkable, well-maintained old homes (2 responses)
- ❖ McKinney, Texas—Historic Town Square and houses, as well as more diverse restaurants and shopping; residential and nonresidential blend well; the west side is pretty along streets like El Dorado; more Victorian homes, walking area; better dirt (6 responses)
- ❖ Upper Arlington, Ohio – Planned from the beginning
- ❖ Vancouver, Canada – Lots of parks, mixed use high density, lots of open space, and is walkable
- ❖ Venice, Italy (no reason given)
- ❖ Virginia Beach, Virginia (no reason given)
- ❖ Williamsburg, Virginia – Large trees and great architecture

## QUESTION #6: WHAT DO YOU CONSIDER TO BE YOUR NEIGHBORHOOD?

- ❖ Frisco as a whole (8 responses)
- ❖ All of Preston Road
- ❖ The area of Frisco around Ash Street between 6<sup>th</sup> and 7<sup>th</sup>
- ❖ The area of Frisco around Custer and SH 121
- ❖ The area of Frisco around Main Street between the Tollway and FM 423
- ❖ The area of Frisco bounded by Rolater, Custer, West Rowlett Creek, and Independence
- ❖ The area of Frisco north of Stonebrook and west of Preston
- ❖ The area of Frisco north of the SH 121, south of Lebanon, west of the Tollway
- ❖ The area of Frisco northeast of FM 720 and Main Street
- ❖ Old Town Frisco (6 responses)
- ❖ Warren Park area
- ❖ West Frisco (5 responses)
- ❖ North Dallas
- ❖ *Note:* Most people responded that their subdivision was their neighborhood:
  - Autumn Park (2 responses)
  - Custer Creek (7 responses)
  - Eldorado Fairways (4 responses)
  - Frisco Heights
  - Grayhawk (6 responses)
  - Griffin Park (3 responses)
  - Heritage Village (4 responses)
  - Hillcrest Estates (3 responses)
  - Hunter's Creek (3 responses)
  - Lakeside (on Preston)
  - Lone Star Ranch (4 responses)
  - Meadow Hill Estates (4 responses)
  - Northridge
  - Oakbrook Park Estates
  - Panther Creek Estates (2 responses)
  - Plantation Resort (5 responses)
  - Preston Highlands
  - Shepard's Hill
  - Stonebriar Village (3 responses)
  - The Dominion of Panther Creek
  - The Four Corners
  - The Estates on Legacy Drive
  - The Trails (7 responses)
  - Turnbridge Manor (4 responses)
  - Westfalls Village (4 responses)
  - Windsor Place



### QUESTION #7: WHAT IS THE BEST CHARACTERISTIC OF YOUR NEIGHBORHOOD?

- ❖ Note: Most people responded with more than one characteristic.
- ❖ The people
- ❖ The parks (open spaces)
- ❖ The schools
- ❖ The style, character and quality of the homes
- ❖ Its location (proximity to downtown Frisco, Frisco Commons, other parks, local schools, walkable retail, Main Street and shopping)
- ❖ The entranceways
- ❖ It is safe and secure
- ❖ It is gated
- ❖ It is well maintained
- ❖ It is affordable
- ❖ It is new
- ❖ The landscaping

- ❖ The fountains and water features
- ❖ The large lots
- ❖ The trails (sidewalks)
- ❖ The golf course
- ❖ The public spaces
- ❖ The pool
- ❖ The size (it is small)
- ❖ Surrounding undeveloped areas
- ❖ There is no surrounding retail development
- ❖ The trees
- ❖ Meandering streets
- ❖ There are no barrier fences
- ❖ Not much traffic



A Water Feature in a Local Frisco Subdivision

### QUESTION #8: WHAT IS THE WORST CHARACTERISTIC OF YOUR NEIGHBORHOOD?

- ❖ On-street parking
- ❖ Bad builder[s]
- ❖ Lack of sidewalks or sidewalks that are too narrow
- ❖ Lack of trails
- ❖ It is difficult to ride bicycles or walk to amenities
- ❖ Traffic in and leaving the neighborhood
- ❖ The homes lack architectural interest
- ❖ The neighborhood lacks good design (i.e., bland, sameness, generic, no character)
- ❖ Alleys are too narrow
- ❖ Lack of community involvement
- ❖ Incompatible land uses nearby (e.g., cement batch plant, Warren Sports Complex, a Goodwill store, water treatment plant)

- ❖ Lawns are not well-maintained
- ❖ Lack of mature trees
- ❖ Lack of mature landscaping
- ❖ Lack of integration of public art
- ❖ Lack of lighting at night
- ❖ Small lots with large houses
- ❖ There is no entryway
- ❖ Lack of amenities – pools, parks, places for children to play
- ❖ The houses, roadways, and/or infrastructure need maintenance
- ❖ The trails do not connect to anything
- ❖ Flooding





- ❖ Incompatible roadways nearby (e.g., SH 121, the Tollway, El Dorado)
- ❖ The design of the streets—the lack of curves encourages speeding, not aesthetically pleasing
- ❖ Too many restrictions
- ❖ It is not gated
- ❖ The overhead utility lines

## QUESTION #9: DO YOU ENVISION YOURSELF LIVING IN FRISCO IN 10 YEARS, 20 YEARS, AND/OR 50 YEARS?

- ❖ The largest number of people responded that they would continue to live in Frisco for at least the next 10 years.
- ❖ The most common reasons for continuing to live in Frisco were:
  - ✦ Work/employment,
  - ✦ Family growth, and
  - ✦ Enjoyment of their home and/or neighborhood.
- ❖ The most common reasons for moving away from Frisco were:
  - ✦ Retirement,
  - ✦ Desire to move closer to other family members, and
  - ✦ Desire to downsize their home.
- ❖ When people gave a reason for answering “no” to the 50-year question, the majority stated that they would probably be deceased in 50 years.

*Table 2-1  
NEIGHBORHOOD WORKSHOP HANDOUT QUESTION #9—ANSWERS  
City of Frisco, Texas*

Number of Years	Answer		
	Yes	No	Did Not Know/ Did Not Answer
10 Years	88 (60.6%)	9 (6.2%)	43 (29.7%)
20 Years	61 (42.1%)	23 (15.9%)	56 (38.6%)
50 Years	24 (16.6%)	46 (31.7%)	70 (48.3%)

## QUESTION #10: DESCRIBE THE CITY OF FRISCO THAT YOU WOULD LIKE TO SEE IN 10 YEARS, 20 YEARS, AND/OR 50 YEARS?

- ❖ Note: Most people did not differentiate their comments based on 10, 20, or 50 years
- ❖ Key concepts included:
  - Green
  - Parks and open spaces (arboretum, the proposed Grand Park)
  - Trees
  - Low crime/safe
  - Mixed uses
  - Water & fountains
  - Gathering spots
  - Unique
  - Diverse – in age, people, and housing
  - Pedestrian and bike friendly
  - Nice, upscale retail opportunities
  - Small schools that are some of the best in the nation



- Public transit/commuter rail
  - Senior living opportunities
  - Well-maintained homes and businesses
  - Family-focused
  - Sustainable neighborhoods
  - Traffic challenges addressed
  - Fiscally sound
  - Clean environment
  - Higher education opportunities
  - Community pride
  - Medical facilities
  - High standard of living
  - Downtown revitalized
- ❖ All the benefits of a City with a small-town feel
  - ❖ A destination City – food, sports, arts and social activities
  - ❖ A mature City with character
  - ❖ A good balance of developed and rural areas
  - ❖ Cultural opportunities – more arts



Citizens Answer Questions at the April 21<sup>st</sup> NW

## Issue Identification

The Comprehensive Plan Advisory Committee (CPAC) members had been involved in issue identification exercises at two CPAC meetings prior to the Neighborhood Workshops. The information from these exercises provided data on issues that citizens would likely be most interested in discussing. There were four issues groups<sup>3</sup>, as follows (in alphabetical order):

- (1) Conventional Development vs. Neo-Traditional Development & Residential Diversity
- (2) Environment
- (3) Transportation
- (4) Uniqueness/Urban Design

Each attendee had an opportunity to participate in each group for approximately 10 to 15 minutes, and then the attendees rotated to the next issue group. In the end, each participant was able to contribute to discussions on each of these topics. The following sections outline the general ideas and observations participants made about each issue during the group sessions.



Participants Discuss Issues at the Environment Issue Group Station

<sup>2-3</sup> At the first Neighborhood Workshop (held on April 7<sup>th</sup>), there were six groups – Residential Diversity was a separate group, and a General Issue group was also held. However, the groups were consolidated into a total of four groups for the subsequent workshops.



## CONVENTIONAL DEVELOPMENT VS NEO-TRADITIONAL DEVELOPMENT & RESIDENTIAL DIVERSITY

Conventional development is the way in which Frisco has generally been developing, with land use developed separately and the automobile emphasized. Neo-traditional development is a type of development by which small, walkable neighborhoods are created, within which varying types of land use and densities are mixed.

❖ CONVENTIONAL DEVELOPMENT Ideas and observations included the following:

- Conventional development is safer.
- There is a lack of walkability. The observation was also made, however, that “we like our cars.”
- There is concern about health problems, presumably resulting from the lack of walkability.
- There is a concern about the “sameness” of conventional development.
- Other ideas/observations:
  - Child-friendly,
  - Yards are good,
  - Less crowded,
  - Ages faster than neo-traditional, and
  - Like the separation of houses provided in conventional development.

❖ NEO-TRADITIONAL DEVELOPMENT Ideas and observations included the following:

- There is better walkability.
- There is better sense of community and there are more opportunities to meet your neighbors.
- There is better mix of uses.
- Other ideas/observations:
  - Rules/restrictions would help.
  - There would be more investment over time.
  - Parking might be an issue.



Images Depicting Conventional Development



Images Depicting Neo-Traditional Development

- Less commute time might result.
  - Education about this type of development is needed.
  - Central green spaces are needed.
  - Neo-traditional is preferred over sprawling development.
- ❖ Other ideas and observations about development in general included the following:
- There should be quality and unique architecture (not “cookie-cutter” homes).
  - Grid street layouts should be avoided.
  - Ponds, trees, trails, parks and open spaces, and art should be integrated.
  - Retail should be close by, within walking distance.
  - Large and small residential lots should be mixed.
- ❖ Ideas and observations about RESIDENTIAL DIVERSITY included the following:
- There should be diversity of housing types throughout the City and throughout neighborhoods.
  - Townhomes are preferred over zero-lot-line homes and patio homes.
  - Large multiple-family developments are not desired.
  - Frisco Square, Legacy Town Center, and the Park Cities are good examples of what is desired.
  - The concept of needing to provide residential diversity (i.e., housing types other than single-family) is generally well-received.



Images Depicting Residential Diversity



## ENVIRONMENT

- ❖ Ideas and observations about the ENVIRONMENT included the following:
  - Recycling should be increased.
  - Mobility that is focused on options other than the automobile is important—mass transit was mentioned numerous times.
  - There should be more education about water and energy conservation and about the use of fertilizers.
  - Wildlife corridors should be respected.
  - There is concern about the long-term implications of development affecting streams—water quality and water supply issues.
  - There is concern about light pollution.
  - Development should be integrated with and respectful of the environment (e.g., development around the Lake Lewisville, roadway design).
  - The protection of agricultural areas is a concern.
  - More trees are desired, especially mature trees.
  - There was concern about the desire for continued open spaces and the increasing cost of land.
  - Too much impervious coverage could have adverse effects (need more greenery, less concrete).
  - The concept of Grand Park was mentioned as being positive for the environment.



Images Depicting the Environment

## TRANSPORTATION

- ❖ Ideas and observations about TRANSPORTATION included the following:
  - There is a need for an alternative to the automobile—especially due to the price of gasoline and the amount of congestion occurring.
  - A commuter rail line should be established as soon as possible. Strategic locations to which access should be provided to include Dallas, the American Airlines Center and Dallas-Fort Worth Airport.
  - There should be central rail “spine” with a bus or trolley system providing “spokes” to specific areas.
  - There is concern about the expense of mass transit.
  - Street design would be enhanced through the use of paving stones.
  - There is a need for more north-south thoroughfares.
  - Streets should be designed to include bicycle lanes. Bike safety is an issue of concern.



- Pedestrian and bicycle facilities should be provided to provide links between residential, retail and public areas.
- Landscaped medians should be integrated into the design of thoroughfares.
- Mixed use development would allow for walking and biking opportunities.



Images Depicting Transportation

## UNIQUENESS/URBAN DESIGN

❖ Ideas and observations about existing unique elements of Frisco include the following:

- Stonebriar Centre,
- The parks—Frisco Commons, Hall Office Park,
- The statues on Preston Road,
- The sporting venues,
- The schools, and
- The historic homes around Downtown.

❖ Ideas and observations about Frisco’s identity (in relation to surrounding cities) include the following:

- The only way people are able to distinguish when they arrive in Frisco by the statues on Preston.

- The City is lacking “branding.”
- The City needs clear entranceways to announce when people enter/leave.

❖ Ideas and observations about future elements that would help Frisco sustain its uniqueness in the future include:

- Grand Park;
- Effective mass transit;
- Continue to enhance the “view from the road” (i.e., more public art, underground utility lines);
- Make Downtown special;
- Be a destination City;



Images Depicting Uniqueness/Urban Design



- Establish cultural venues, such as an outdoor amphitheater and museums;
- Continue to upgrade the schools, but keep them small;
- Need to continue to address aesthetics, make development aesthetically pleasing throughout the City; and
- Maintain the City's heritage.



Workshop Participants Cast Their Vote

## Voting on Preferred Type of Development

The City was interested in finding out whether people preferred the following two types of development: 1) conventional development, which is the way in which Frisco has generally been developing, where uses are separate and automobile is emphasized, and 2) neo-traditional development, which is a type of development where small, walkable neighborhoods are created, within which varying types of land use and densities are mixed. In order to determine which type people preferred, images of these development types were placed side-by-side on one large board.

At the conclusion of the Neighborhood Workshop, people were asked to vote for their preferred type. Voting was conducted by participants simply placing an adhesive dot on the preferred side. The board used at the first Neighborhood Workshop on April 7<sup>th</sup> is shown in the image at the right. The cumulative voting results from all of the Neighborhood Workshops are shown in *Table 2-2*. These results indicate that while more people desire the neo-traditional type of development, many still prefer the conventional type of development for Frisco.

## In Conclusion

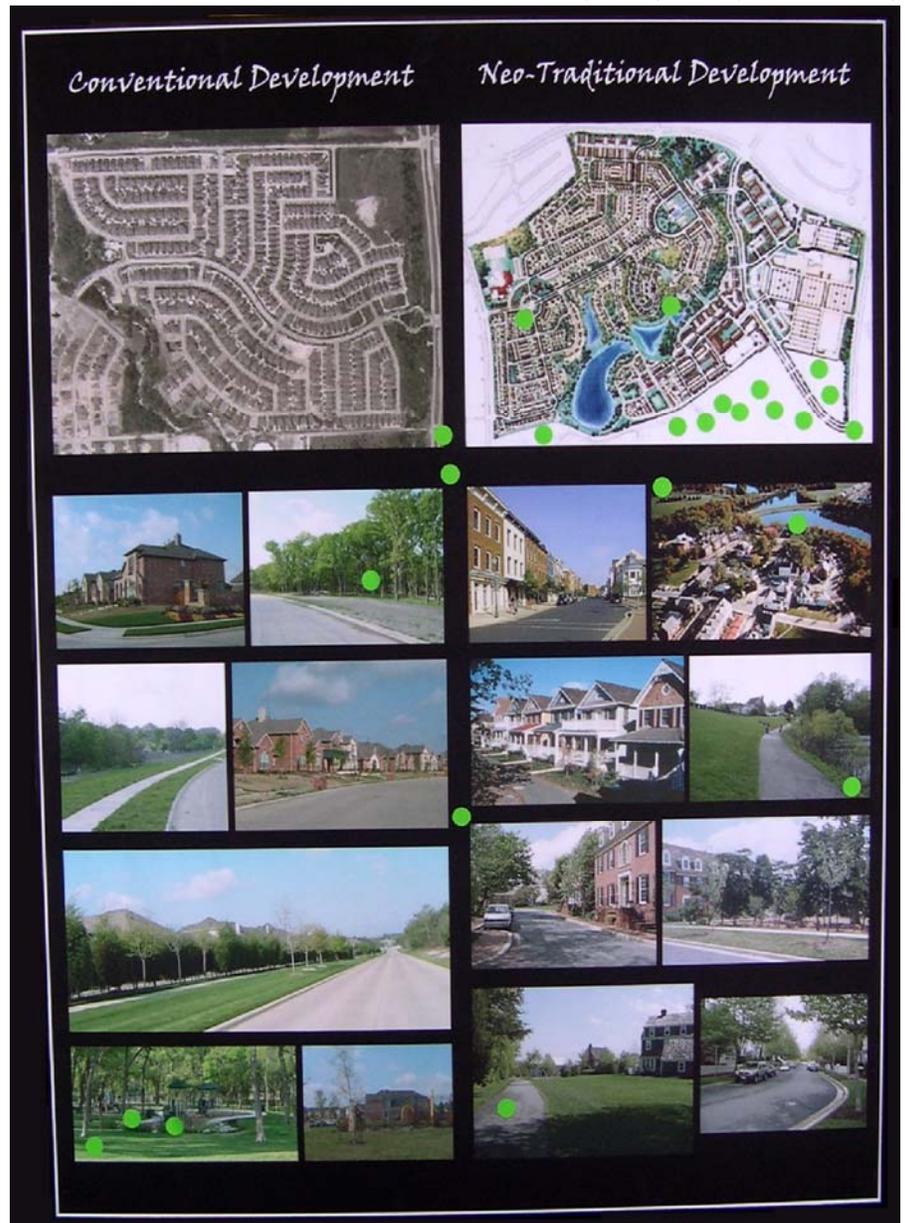
The Neighborhood Workshops were well-attended by Frisco citizens. At four different workshops held each week for a month, 145 participants came and voiced their opinions about how Frisco can continue in future years to be a premier City in which to live, grow, work, and play. Through the various exercises undertaken at the workshops—the VCS, the Handout Questions, the Issue Groups, and the voting—every participant was given the opportunity to contribute their ideas and observations about issues facing the City. The public input received at the Neighborhood Workshops represents a valuable component of the comprehensive planning process, and will be integrated into subsequent parts of the Frisco *2006 Comprehensive Plan*.



Table 2-2  
NEIGHBORHOOD WORKSHOPS—PREFERRED TYPE OF DEVELOPMENT RESPONSES  
City of Frisco, Texas

Type of Development	Answer	
	Preferred	Undecided
Conventional	38 (36.2%)	4 (3.8%)
Neo-Traditional	63 (60.0%)	

The Board Used for Voting at the April 7<sup>th</sup> Neighborhood Workshop





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# The CPAC Visual Character Survey & Questions

The Comprehensive Plan Advisory Committee (CPAC) was issued a Visual Character Survey (VCS)<sup>2-4</sup> on March 30, 2005. After taking the VCS, CPAC members had numerous ideas for how the images and concepts within the VCS could be improved prior to being issued at the Neighborhood Workshops. Members' ideas and concepts were incorporated, resulting in a "second version" VCS, which was the one issued at the workshops.

Due to the fact that substantial changes were made, the VCS had to be re-issued to CPAC members. This allows for an accurate comparison of how the public (at the Neighborhood Workshops) rated images and how the CPAC rated the same images. The following results represent the CPAC's rating of the second version VCS. Major differences between their results and those of the public are noted in the *Key Concepts of the CPAC VCS* section.

## KEY CONCEPTS FROM THE CPAC VCS RESULTS

As was done previously within this chapter with regard to the VCS results from the Neighborhood Workshops, the specific images that were rated by CPAC members as highest, lowest, etc. are not included here; refer to *Appendix A* of this *Comprehensive Plan* for these images. The following is a bulleted summary of the key concepts that can be taken from the CPAC members' scoring of the Visual Character Survey (VCS):

### ❖ Highly Rated Images

- Eight of the 13 most highly rated images are those depicting public/pedestrian-oriented spaces and open spaces close to development. Members commented that open spaces made areas feel bigger, and that they liked the water features and trees. Other image types that were highly rated included street design (three images), transit (one image), and a zero-lot-line single-family home image.
- This can be interpreted to mean that members place high importance on public gathering spaces and park areas. The CPAC also recognizes that aesthetically pleasing street designs can have a positive impact on the way an area is perceived. In addition, members show an understanding that transit options and housing options other than traditional single-family are important.



This Public Space Image had the Highest Score at "4.1." At the NWs, the same Image was highest rated.

<sup>2-4</sup> For an explanation of the VCS, how images are scored, and the concept of standard deviation, please refer to the Neighborhood Workshop section of this report.



- The highest-scoring image was the same for both the CPAC and the Neighborhood Workshops (NW). Nine of the 13 images that CPAC members rated highly were the same as those rated highly by citizens at the Neighborhood Workshops. This shows significant agreement between the opinions of the CPAC and those of the public in terms of what would be appropriate for Frisco.

❖ Low Rated Images

- Five of the 13 lowest rated images were of multiple-family development. Several street design images were also lowest rated. Other image types included retail development (two images) and smaller-lot single-family development. From the comments made, key elements that CPAC members did not like from the images included lack of good design qualities, lack of natural features (e.g., trees, lawn), and too much concrete area.



This Street Design Image had the Lowest Score at “(-) 3.0.” At the NWs, the same Image was lowest rated.

- This can be interpreted to mean that members place high importance on design quality.
- The lowest-scoring image was the same for both the CPAC and the Neighborhood Workshops. Nine of the 13 images that CPAC members rated lowest were the same as those rated lowest by citizens at the Neighborhood Workshops. This shows significant agreement between the opinions of the CPAC and those of the public in terms of what would be inappropriate for Frisco.

❖ Standard Deviation

- In terms of standard deviation, the image that was most agreed upon was an image that depicted a traditional retail development. The image that was most disagreed upon was an image that depicted a large mixed use development (specifically Mockingbird Station in Dallas).
- The results of the most agreed upon image can be interpreted to mean that CPAC members are generally in agreement regarding traditional retail development. This image rated an average score of “2.9,” suggesting that members agree that retail developments like those depicted are strongly appropriate for Frisco. From the discussions at CPAC meetings, it was determined that this average score likely would have been higher if the retail development depicted had been less traditional and more uniquely designed.
- The results of the most disagreed upon image can be interpreted to mean that CPAC members generally disagree about large-scale mixed use development. This image rated an average score of “0.9,” suggesting that members disagree one whether large mixed use developments are appropriate or inappropriate for Frisco.



This Mixed Use Image had the Highest Amount of Standard Deviation at “3.02”



- Neither of the extreme standard deviation images (least amount or highest amount) were the same as those resulting from the Neighborhood Workshops.

❖ Duplex Development

- The images that depicted duplexes that were designed to look like large single-family homes were highest rated. Others were not highly rated.
- The highest and the lowest rated images by the CPAC were different than those resulting from the Neighborhood Workshops. However, the CPAC's highest rated duplex image looked very similar to the highest rated duplex image from the workshops.



Highest Rated Duplex Image at an Average Score of "2.5"

❖ Entryway Features

- Entryway images were generally highly rated—no image depicting entryways received a negative average score. The lowest rated image still had a relatively high average score of "2.1."
- This is consistent with the voting of citizens.
- The highest rated image by the CPAC was the same from the Neighborhood Workshops.

❖ Mixed Use Development

- Images depicting mixed uses were well received by the CPAC, with no image rating a negative average score. However, images depicting tall mixed use developments or those that lacked architectural detail were not highly rated.
- This is consistent with the voting of citizens at the workshops, although citizens did rate some mixed use images negatively. Citizens and CPAC members generally like mixed use development, but the design has to be well-executed.
- The lowest rated image by the CPAC was the same as the Neighborhood Workshops.



Highest Rated Mixed Use Image at an Average Score of "3.5"

❖ Multiple-Family Development

- Although many of the lower rated images were of multiple-family development, there were several images of this type that were highly rated (three images scored "2.1" or higher). Good design was significant to the ratings, with a dramatic decrease in the average score of multiple-family images that could be considered less aesthetically pleasing.



Highest Rated Multiple-Family Image at an Average Score of "2.5"



- Many of the mixed use development images had multiple-family uses, and therefore, this can be interpreted to mean that multiple-family uses within mixed use areas may be more acceptable to CPAC members.
- CPAC members rated multiple-family more favorably than did citizens at the workshops.
- Both the highest and lowest rated images by the CPAC were the same from the Neighborhood Workshops.

❖ Open Space in Relation to Development

- All images of this type were highly rated. Members are strongly in favor of integrating open space into developed areas.
- This is consistent with the voting of citizens.
- One of the highest rated images (there were two that scored “3.6”) and the lowest rated image were the same from the Neighborhood Workshops.



Highest Rated Image that shows Open Space in Relation to Development at an Average Score of “3.6”

❖ Public Spaces

- All images of this type were highly rated, with the exception of one image that depicted a poorly designed public space. CPAC members seem to be in favor of creating more public gathering areas, especially ones that integrate water features, trees, and art into the design.
- This is consistent with the voting of citizens.
- Both the highest and lowest rated images by the CPAC were the same from the Neighborhood Workshops.



Highest Rated Retail Image at an Average Score of “2.8”

❖ Retail Development

- Ratings of traditional retail development images varied, but no images rated higher than “2.8” (as shown previously).
- CPAC members find some of these images appropriate for Frisco, but comments included “too many of these” and “common for this area.”
- This is consistent with the voting of citizens.
- Both the highest and lowest rated images by the CPAC were the same from the Neighborhood Workshops.



❖ Sidewalk Integration

- All images of this type were highly rated. Members seem strongly in favor of integrating sidewalks into developed areas and creating areas that are pedestrian-focused.
- The positive voting of these images is consistent with the voting of citizens.
- The highest and the lowest rated images by the CPAC, however, were different than those resulting from the Neighborhood Workshops.



Highest Rated Sidewalk Integration Image at an Average Score of "3.1"

❖ Single-Family Development

- Most of the images of this type were highly rated. One of the negatively rated images showed homes that were smaller than those typically found in Frisco. The other was of a home that was very plain and was lacking in architectural detail.
- CPAC members were more accepting than citizens in general of well-designed, smaller homes.
- CPAC members were also more accepting of less traditional single-family images, as evidenced by the highest rated image by the CPAC. Whereas citizens rated a large, traditional single-family home highest, members rated a single-family development with a central open space highest.
- The lowest rated image by the CPAC was the same from the Neighborhood Workshops.

❖ Single-Family Zero-Lot-Line Development

- Ratings of images depicting zero-lot-line homes varied, but only one such image rated a negative average score. Positive comments were made about porches, "good scale," and "these are needed."
- CPAC members rating of these images were generally consistent with citizens—both are amenable to the concept of zero-lot-line homes, but the design has to be aesthetically pleasing.
- CPAC members were more accepting of this type of image than citizens at the workshops, rating three images an average of "2.7" or higher. Citizens rated only one image an average score of "2.3," and none rated higher.
- The highest rated image by the CPAC was the same from the Neighborhood Workshops.



Highest Rated Single-Family Zero-Lot-Line Development Image at an Average Score of "2.8"

❖ Street Design

- Ratings of street design images varied widely. Members rated highly images with bicycle lanes, curved streets, and trees. Comments that such things were lacking were made in regard to lower rated images.



Highest Rated Street Design Image at an Average Score of "3.7"



- Members rated images depicting roundabouts highly, with one comment made that they work “well in Europe.”
- CPAC members generally voted more strongly with regard to street design than did citizens, suggesting that members place a little more importance on the visual image of streets in Frisco.
- The lowest rated image by the CPAC was the same from the Neighborhood Workshops.

❖ Townhome Development

- Ratings of images depicting townhomes varied, but were more highly rated than duplexes or zero-lot-line homes. No images received a negative average score.
- This suggests that CPAC members are generally accepting of this housing type if it is well-designed.
- Members were more accepting of this type of image than citizens at the workshops. The average rating overall of these images by the CPAC was “2.5.” The average rating overall of these images by citizens at the workshops was “1.5.”
- Both the highest and lowest rated images by the CPAC were the same from the Neighborhood Workshops.



Highest Rated Townhome Development Image at an Average Score of “3.7.” At the NWS, the same Townhome Image was highest rated.



Lowest Rated Townhome Development Image at an Average Score of “1.4”

❖ Transit Options (including Transit-Oriented Development images)

- Ratings of images depicting various forms of transit and related development varied widely, but were generally well-received by CPAC members.
- As was the case with the voting from the Neighborhood Workshops, the form of transit depicted had an effect on how the images were rated. This suggests that the transit type makes a difference in how well the concept is received.
- The form of transit options were rated from high to low by the CPAC as follows—commuter and light rail (average of “2.9”), bus (average of “1.9”), and trolley (average of “1.8”). Citizens rated trolley images higher than images of bus transit.



Highest Rated Transit Development Image at an Average Score of “3.9.” At the NWS, the same Transit Image was highest rated.



- It should be noted that the CPAC's lowest rated transit image (shown at the right) is a trolley. However, after discussion with CPAC, it was determined that the members like trolleys, but they did not like the temporary signs on the side of the trolley shown in the picture.
- Transit-oriented development images were received similarly to mixed use, with no negative ratings.
- Members were more accepting of transit images overall than citizens at the workshops. The average rating overall of these images by the CPAC was "2.4." The average rating overall of these images by citizens at the workshops was "1.4."



Lowest Rated Transit Image at an Average Score of "1.6"

Appendix A of this 2006 Comprehensive Plan contains the VCS results by group (i.e., Neighborhood Workshops, CPAC, etc.), and Appendix B contains all VCS images and related results by image.

## The CPAC Hand-Out Questions

Like the citizens who attended the Neighborhood Workshops, CPAC members were also asked to answer a few open-ended questions at the end of the VCS handout. The first few questions related to visual and aesthetic elements of the City. The latter questions ask how CPAC members felt about their neighborhoods and about living in Frisco generally. The answers to these questions are summarized in the following sections.

### QUESTION #1: WHAT IS THE BEST VISUAL CHARACTERISTIC OF FRISCO?

- |  |  |
|--|--|
| ❖ Everything—the great shopping, great entertainment, great public places, great art                 | ❖ Preston Center   |
| ❖ The parks and open spaces (Central Park, Hall Office Park, the parks with lakes and walking paths) | ❖ That Frisco is upscale   |
| ❖ The diversity of land uses   | ❖ That Frisco is family-oriented                                 |
| ❖ Stonebriar Country Club  | ❖ The preservation of open space                                 |
| ❖ The cleanliness  | ❖ The public art (and the heritage preserved in some of the art) |
| ❖ The newness  | ❖ The Ballpark   |
| ❖ The Preston Road Overlay   | ❖ The sports and recreation facilities for families              |
|  | ❖ Frisco Bridges   |



## QUESTION #2: WHAT IS THE ONE VISUAL CHARACTERISTIC ABOUT FRISCO THAT SOMEONE CONSIDERING MOVING TO THE CITY SHOULD KNOW?

- ❖ The traffic
- ❖ Downtown
- ❖ Diversity of living styles
- ❖ The high goals for the City visually
- ❖ There is a lot of new construction
- ❖ The variety of homes available—from old Downtown to the gated communities to Frisco Lakes
- ❖ The open, natural spaces
- ❖ There are a variety of places to be entertained
- ❖ There is retail, recreation, art, education, and public services—all has kept up with the exploding population
- ❖ It is a small town that is still growing

## QUESTION #3: WHAT IS THE WORST VISUAL CHARACTERISTIC OF FRISCO?

- ❖ All of the gated communities and McMansions
- ❖ Lack of consistency in design standards from one part of the City to another
- ❖ Preston Road view—retail, retail, retail
- ❖ Traffic
- ❖ Lack of residential diversity
- ❖ Sidewalks in disrepair in older areas of the City
- ❖ Stonebrook Parkway between Parkwood and Preston Road
- ❖ The Downtown housing needs to be maintained
- ❖ The walls along all of the major arterials
- ❖ It looks too much like a bedroom community located anywhere
- ❖ The lack of trees and greenery
- ❖ It looks like a typical City at the entrances into Frisco



The Downtown Area of Frisco

## QUESTION #4: GENERALLY, IF YOU COULD CHANGE ONE THING ABOUT FRISCO, WHAT WOULD IT BE?

- ❖ Establish a transit system
- ❖ Improve the schools
- ❖ Improve Preston Road—make the two inner lanes narrower to allow for a wider outside lane, which would slow traffic, provide room for cyclists, and provide a safe place for motorists should they have problems
- ❖ Have more multi-use, retail, and pedestrian areas
- ❖ Provide more diverse housing
- ❖ Provide more affordable housing and housing types for senior citizens
- ❖ Have underground power lines
- ❖ Improve the streets with landscaping and lighting



- ❖ Add "connectivity" to all parts of Frisco—not to exclude people in the south, west, north, or east. All citizens should be as important as anyone, and this should not be based on which neighborhood someone resides.
- ❖ Change some of the neighborhood layout patterns with regard to roads, access and flow
- ❖ Decrease the number of cookie-cutter neighborhoods—these have no character or elements to differentiate them from one to another
- ❖ Make the City more accessible
- ❖ Address the traffic problems
- ❖ Change the master plan for unused land
- ❖ Keep out the political correctness
- ❖ Build road before the development occurs
- ❖ Articulate the main roads through Frisco
- ❖ Provide an identity for Frisco at the edges of the City
- ❖ Have development occur contiguously, not spread out

### QUESTION #5: GENERALLY, WHAT IS ONE OTHER CITY THAT YOU FEEL IS BETTER THAN FRISCO, AND WHY?

- ❖ Note: Many CPAC members listed more than one city
- ❖ Frisco is the best (6 responses)
- ❖ Atlanta, Georgia—great transit system, history, Atlanta Underground, shopping
- ❖ Boston, Massachusetts—multiple zones, street life, not a bedroom community
- ❖ Brenham, Texas
- ❖ Chicago, Illinois—the south side
- ❖ Columbus, Ohio—Rivers, sense of peace
- ❖ Fort Worth, Texas—Culturally and visually diverse architecture
- ❖ Hendersonville, North Carolina—The Downtown Main Street area has been developed into a user-friendly, pedestrian-oriented entertainment area (and it has the Smoky Mountains)
- ❖ Highland Park, Texas—It has stood the test of time, with great design, great values, good schools (2 responses)
- ❖ Houston, Texas (Hermann Park)—Roundabouts
- ❖ London, England—Much to do, easy to get around, stunning architecture, do not have to depend on a car
- ❖ McKinney, Texas—Has more visual appeal, with its trees, medians, lighting, roads, hills
- ❖ Orlando, Florida (Downtown)—Good integration of residential, retail and commercial, plus transit
- ❖ Palo Alto, California—Plenty of natural elements integrated with the built environment
- ❖ Salt Lake City, Utah—The Downtown area is beautiful, and there are gardens, walkways, a huge library
- ❖ San Diego, California—Gas Lamp District, beaches, zoo, Sea World, landscape (2 responses)
- ❖ Southlake, Texas—The Town Center area, atmosphere
- ❖ University Park, Texas—Trees, sidewalks, a neighborhood feel





## QUESTION #6: WHAT DO YOU CONSIDER TO BE YOUR NEIGHBORHOOD?

- ❖ “My subdivision” (3 responses)—When I lived in an apartment I felt like I had no home
- ❖ “The place where I live”
- ❖ “My immediate surroundings” (golf course, lakes, ponds, schools) or “the immediate streets around my home”
- ❖ “Our block” and then the area of Frisco north of Main Street to Warren Park, to the Commons
- ❖ The area of Frisco adjacent to the Historic District
- ❖ The area of Frisco around Custer Creek
- ❖ The area of Frisco west of the Tollway, north of Stonebrook, south of Panther Creek
- ❖ Downtown and Stonebriar
- ❖ Downtown and Meadow Hill
- ❖ *Note:* Many CPAC members responded that their subdivision was their neighborhood:
  - Heritage Lakes
  - Stonebrook Estates
  - Preston Vineyards
  - Hunters Creek
  - Custer Creek Farms
  - Stonebriar Park
  - Stonebriar Village

## QUESTION #7: WHAT IS THE BEST CHARACTERISTIC OF YOUR NEIGHBORHOOD?

- ❖ *Note:* Most people responded with more than one characteristic.
- ❖ The large sidewalks
- ❖ The ability to walk to Frisco Commons
- ❖ The parks (green space, open spaces)
- ❖ The proximity to good access via roadways (e.g., Tollway, Preston)
- ❖ The proximity to a church
- ❖ The hike/bike trails
- ❖ The style, character and quality of the homes
- ❖ The people
- ❖ The large lots
- ❖ The rear access into homes (no garages in front)
- ❖ The entryway designs
- ❖ It is well maintained
- ❖ The common areas—parks, pools

## QUESTION #8: WHAT IS THE WORST CHARACTERISTIC OF YOUR NEIGHBORHOOD?

- ❖ The small lots
- ❖ An increasing number of homes becoming rental property
- ❖ The design of roads—too long and straight, leading to speeding and drive-through traffic
- ❖ On-street parking
- ❖ The lack of maintenance of some properties
- ❖ Traffic leaving the neighborhood
- ❖ The lack of diversity in the development
- ❖ Disconnected from nearby retail and commercial uses and from the rest of the City
- ❖ Railroad tracks
- ❖ Power lines
- ❖ It is difficult to walk around because of the street design
- ❖ Decentralized community areas
- ❖ The sameness—the homes lack architectural interest (e.g., no front porches)



# QUESTION #9: DO YOU ENVISION YOURSELF LIVING IN FRISCO IN 10 YEARS, 20 YEARS, AND/OR 50 YEARS?

- ❖ Almost all CPAC members responded that they would continue to live in Frisco for at least the next 10 years.
- ❖ The most common reasons for continuing to live in Frisco were:
  - Quality schools,
  - Work/employment,
  - Church affiliation, and
  - Enjoyment of their home and/or neighborhood.

*Table 2-3  
CPAC HANDOUT QUESTION #9—ANSWERS  
City of Frisco, Texas*

Number of Years	Answer		
	Yes	No	Did Not Know/ Did Not Answer
10 Years	20 (90.9%)	0 (0.0%)	2 (9.1%)
20 Years	12 (54.5%)	5 (22.7%)	5 (22.7%)
50 Years	5 (22.7%)	6 (27.3%)	11 (50.0%)

- ❖ The most common reasons for moving away from Frisco were:
  - Retirement,
  - Desire to move closer to other family members, and
  - Traffic congestion.
- ❖ When CPAC members gave a reason for answering “no” or “do not know” to the 50-year question, the majority stated that they may be deceased in 50 years.
- ❖ Comparison of affirmative answers:
  - Many more CPAC members answered that they would live in Frisco for the next 10 years than did the citizens at the Neighborhood Workshops—90.9 percent of the CPAC, compared to 60.6 percent of citizens.
  - A slightly higher percentage of CPAC members answered that they would live in Frisco for the next 20 years than did citizens—54.5 percent compared to 42.1 percent.
  - A slightly higher percentage of CPAC members answered that they would live in Frisco for the next 50 years than did citizens—22.7 percent compared to 16.6 percent.
  - These differences suggest that CPAC members feel more tied to the community than the general public.
- ❖ Even among CPAC members, there was a shared perception that Frisco is not a retirement-friendly City—77.3 percent answered that they would not be living in Frisco or did not know whether they would be living in Frisco in 50 years.
  - This is consistent with answers from the citizens at the Neighborhood Workshops—80.0 percent answered that they would not be living in Frisco or did not know whether they would be living in Frisco in 50 years.



A Residential Area in Frisco – One of the Reasons People Responded That They Will Continue Living Locally



## QUESTION #10: DESCRIBE THE CITY OF FRISCO THAT YOU WOULD LIKE TO SEE IN 10 YEARS, 20 YEARS, AND/OR 50 YEARS?

- ❖ Note: Most people did not differentiate their comments based on 10, 20, or 50 years. Due to the diversity of the answers, all answers are written here generally verbatim (changed slightly for readability).
- ❖ A City with the following:
  - A vibrant Downtown area;
  - Transit to Dallas and beyond;
  - Loft apartments and retail development along the transit rail lines for walking, shopping, eating or seeing a concert;
  - A huge park and an outdoor amphitheater for concert;
  - A 4-year university so young people can stay in Frisco and attend college;
  - Sports as an integral part of the community; and,
  - Perhaps some type of amusement attraction.
- ❖ An urban core with the following:
  - Grand Park in place,
  - Transit, and
  - Vibrancy—a place for all ages and incomes.
- ❖ A City that still has a small-town feel, but that has progressed in transportation and walkability.
- ❖ More of the same.
- ❖ A City that:
  - Is pedestrian-friendly,
  - Has a small-town feel,
  - Has lots of open spaces,
  - Has easy access to services/shopping, and
  - Has a quiet, laid-back, and relaxing environment.
- ❖ Frisco is growing at a good rate, and items such as "Grand Park," a rail system (not DART), and better traffic flow (north/south corridors) are necessary.
- ❖ A City that offers something for everyone—housing, culture, higher education, world-class medical facilities, mass transit, clean technology jobs, clean air, festivals, safe streets, friendly citizens who still believe they make a difference!
- ❖ A City that:
  - Is people-oriented,
  - With a mix of industry, and
  - With homeowners able to work within a 10-mile radius.



A Local Park in Frisco Celebrates the City's History



- ❖ A City with the following:
  - Beautiful open spaces,
  - No empty retail,
  - Lots of parks,
  - People on bicycles, and
  - People busy with things such as enjoying the library, etc.
- ❖ A City that has set the tone to create a sense of place and a sense of community (a place must evolve unto itself).
- ❖ A place where people would say "they did it right"—the value has been maintained and it is a place where people wish they could afford to live.
- ❖ A place that is clean, dynamic, fun, pretty, and safe, and that has diverse things to do.
- ❖ A mature City that has trees, art, history, open natural spaces, bike trails, identity at the edges—things one would not typically find in a bedroom community.
- ❖ A City with the following:
  - Beautiful parks with hike/bike trails and trees;
  - Interconnected residential communities;
  - Preserved open spaces;
  - A well designed street system;
  - A variety of activities (things to do);
  - A variety of employment opportunities;
  - A variety of transportation options; and,
  - A combination of new and old development in harmony.
- ❖ A place with the following:
  - A great diversity of multi-use development;
  - Places to go within the City;
  - Pleasant gathering public places; and
  - A distinctive look and feel.
- ❖ A place with great parks like Central Park in New York, Downtown San Antonio (the Market), Six Flags, a water park; and a place with civic centers for get-togethers, dances, and parties
- ❖ A City that is designed to allow all people—young, middle-age, low-income, upper-income, old, retired—to have a community to enjoy.
- ❖ A City that has maintained its dignity—property values.
- ❖ A City with the following:
  - A variety of activities (things to do)
  - A variety of employment opportunities
  - A variety of transportation options



- ❖ A place with the following:
  - Lots of trees,
  - Good roads,
  - Hike & bike trails,
  - Mass transit,
  - Retail areas within communities and with intense landscaping that removes that “sea of parking” feel, and
  - Good schools.
- ❖ A City that has:
  - In 10 years—more trees and open spaces with mixed use development;
  - In 20 years—transit and small buses, with Grand Park developed;
  - In 50 years—all the amenities of a large City with the sense of community.
- ❖ A City that:
  - In 10 years has had continued growth, but with more mixed use and with the “10 Principals of Smart Growth” incorporated into its development.
  - In 20 years is almost built out, and with the traffic problems solved with the “Smart Growth” development of the first 10 years.
  - In 50 years has maintained values and has continued to be a sought-after place to live.



Landscaping Elements in a Local Retail Area in Frisco

## General Observations: Neighborhood Workshop Results & CPAC Results

The results of the VCS and the Hand-Out Questions from the Neighborhood Workshops were extremely similar to the results from the CPAC. The detailed discussion of the key concepts from the VCS shows this, as do the bulleted listings of answers to the Hand-Out Questions. The general concepts that emerged from the results of both groups were the same. Perhaps the major difference was that CPAC members’ answers to the Hand-Out Questions often had slightly more detail than did citizens’.

These results show something that is key to this comprehensive planning process—the Comprehensive Plan Advisory Committee (CPAC) is a truly representative body of the citizens of Frisco. From the entirety of the participation discussed thus far within this *Visioning* document, it can be stated that people in Frisco want the following:

Quality Design ❖ Visual Interest—entranceways, streetscape, public art, etc.

- ❖ Areas to Gather – parks, open space, public spaces ❖ Connectivity – between developed areas and to parks/open spaces ❖ Pedestrian Access Wherever Possible ❖ Mixed Uses ❖ Unique Residential Development ❖ To Feel Part of the Community ❖

**What Frisco Has Now – With Improvements**

## Input from High School Students—Visual Character Survey & Issue Identification

Twenty-one sophomore and junior students enrolled in a Contemporary Issues course at Centennial High School participated in the visioning process for the City's Comprehensive Plan on May 23, 2005. The Frisco Independent School District offers the Contemporary Issues course through the Department of Social Studies, providing students with an opportunity to study Government, Economics, Geography, and History. Staff from Planning & Development Services presented a summary of Frisco's long range planning efforts, including a brief overview of the field of urban and regional planning and environmental, transportation, housing, growth management, and community development specializations.

The students participated in the comprehensive planning process by taking the Visual Character Survey (VCS) and participating in issue identification exercises. The survey instrument used to document the student's preferences was the same as was used to record the preferences of the general public (at the Neighborhood Workshops held in April of 2005) and those of the CPAC. The method of administration differed only in the length of time students were given to answer the open-ended questions at the end of the survey. The students were allowed to take the questions home to complete as a homework assignment.

The students' VCS results are discussed in the following *Key Concepts* section. They are then compared with the results from the general public and the CPAC. The VCS exercise prompted the students to reflect on the attributes of the natural and built environments to discern their preferences in regards to the architectural design, layout, function, and aesthetics of various development types. For the purposes of the following discussion, the term *high school students* is abbreviated with the acronym *HSS*.

### KEY CONCEPTS FROM THE HSS VCS RESULTS

As was done previously within this chapter in discussions of VCS results, the specific images that were rated by the HSS as highest, lowest, etc. are not included here; refer to *Appendix A* of this *Comprehensive Plan* for these images. The following is a bulleted summary of the key concepts that can be taken from the CPAC members' scoring of the Visual Character Survey (VCS):

❖ Highly Rated Images

- Of the most highly rated images (approximately the top 10 percent), 10 of the 15 are the same as the images rated highest at the Neighborhood Workshops and/or by the CPAC. The five that were not highly rated by the general public or the CPAC are shown below. HSS highly rated images were consistent with



both other groups thematically—they are the ones depicting public/pedestrian-oriented spaces and open spaces close to development. Other image types that were highly rated included a roundabout street design image, a sidewalk image, a townhome image, and mixed use development images (two images).

- This can be interpreted to mean that high school students place high importance on public gathering spaces and park areas, as do the general public and CPAC. The HS students seem slightly more amenable to unusually designed built elements, as evidenced by the street roundabout and townhome images shown.



The 5 Images Rated Highest By HSS That Differed from NWs and CPAC Results

- The highest-scoring image from the HSS was the different than the CPAC and the Neighborhood Workshops (the two groups had the same highest scoring image). However, the image type of the HSS highest scoring image was the same, as were some of the visual elements—the HSS highest scoring image was of a public space with a water feature and landscaping.

❖ Low Rated Images

- Of the lowest rated images (approximately the bottom 10 percent), nine of the 13 are the same as the images rated lowest at the Neighborhood Workshops and/or by the CPAC. The four that were not highly rated by the general public or the CPAC are shown below. HSS lowest rated images varied greatly by image type, and included typical single-family and zero-lot-line, multiple-family, and single-use retail development.



The 4 Images Rated Lowest By HSS That Differed from NWs and CPAC Results



- This can be interpreted to mean that high school students may not like images of development types that are too dense or that are not architecturally interesting.
- The lowest-scoring image from the HSS was different than the CPAC and the Neighborhood Workshops (the two groups had the same highest scoring image). The HSS lowest scoring image was of a typical, small single-family house that lack visual appeal.

❖ Standard Deviation

- In terms of standard deviation, the images that with the lowest amount and the highest amount were of the same type—transit.
- This information can be interpreted to mean that the HSS members are generally in agreement regarding transit itself, but what is acceptable in terms of the type of transit (i.e., rail, bus, etc.) and what the transit mode looks like differs greatly.
- Neither of the extreme standard deviation images (least amount or highest amount) were the same as those resulting from the Neighborhood Workshops or the CPAC.



This Mixed Use Image had the Highest Amount of Standard Deviation at "3.89"

❖ Duplex Development

- An image that depicted a duplex that was designed to look like large single-family home was highest rated, but generally this image type scored low—the highest rated had an average score of "0.3."
- The HSS's highest and the lowest rated duplex images were exactly the same as those rated by the general public (at the workshops). These were different than the CPAC's. However, visually the CPAC's results were similar.



Highest Rated Duplex Development Image at an Average Score of "0.3." At the NWs, the same Duplex Image was highest rated.

❖ Entryway Features

- Entryway images were rated neutrally, with no image scoring above "1.5" or below "(-)0.2." This could be interpreted to mean that the HSS does not have a strong opinion about entryway features.
- The highest rated image by the HSS was the same as the highest rated by the CPAC and general public. The lowest rated by the HSS was the same as the general public.

❖ Mixed Use Development

- Images depicting mixed uses were well received by the HSS, with no image rating a negative average score.



- This is consistent with the voting of the CPAC and general public, although the public rated some mixed use images negatively.
- The HSS's highest and the lowest rated mixed use images were exactly the same as those rated by the general public (at the workshops). The lowest rated was consistent for all three groups.

❖ Multiple-Family Development – Both the highest and lowest rated images by the HSS were the same as those rated by the CPAC and the general public at the Neighborhood Workshops.

❖ Open Space in Relation to Development

- These images were not as highly rated by the HSS as they were by the general public or the CPAC. The average score of this image type by the HSS was “1.7,” whereas the average score of this image type by the CPAC and the general public were “3.3” and “3.2,” respectively.



Lowest Rated Image of Open Space in Relation to Development at an Average Score of “0.0.”

- This suggests that the integration of open space with development is generally more important to CPAC and the general public than to the high school students.

- Neither of the highest or lowest rated images rated by the HSS were the same as those of the CPAC or the public.

❖ Public Spaces

- Most images of this type were highly rated.
- HSS ratings of this image type are consistent with the voting of citizens and CPAC.
- The highest rated image differed from that of the Neighborhood Workshops and the CPAC (these two groups had the same highest rated image). The lowest rated image, however, was the same as that of the Neighborhood Workshops and the CPAC (these two groups had the same highest rated image).



Highest Rated Public Spaces Image at an Average Score of “4.1.”

❖ Retail Development

- These images were not as highly rated by the HSS as they were by the general public, but the ratings were consistent with the CPAC. The average score of this image type by the HSS and the CPAC was “0.8,” whereas the average score of this image type by the general public was “1.1.”



- The highest rated image differed from that of the Neighborhood Workshops and the CPAC (these two groups had the same highest rated image). The lowest rated image, however, was the same as that of both the other groups.



Highest Rated Retail Images – Both had an Average Score of “3.0.”

❖ Sidewalk Integration

- Images of this type were generally highly rated. The HSS seems to be favorable toward integrating sidewalks into developments.
- The positive voting of these images is consistent with the voting of general citizens and CPAC.
- The highest rated image differed from that of the Neighborhood Workshops and the CPAC (these two groups also differed). The lowest rated image, however, was the same as that of the CPAC.

❖ Single-Family Development

- These images were not as highly rated by the HSS as they were by the general public or the CPAC. The average score of this image type by the HSS was “0.4,” whereas the average score of this image type by the CPAC and the general public were “2.3” and “1.7,” respectively.
- This suggests that single-family development is less appreciated by the HSS than it is by CPAC and the general public.
- The HSS and CPAC were consistent in their highest rated image—this image is shown on the right.
- The lowest rated image by the HSS was different than that of the CPAC or the Neighborhood Workshops (these two groups had the same lowest rated image).



Highest Rated Single-Family Development Image at an Average Score of “3.4.”

❖ Single-Family Zero-Lot-Line Development

- These images were not as highly rated by the HSS as they were by the general public or the CPAC. The average score of this image type by the HSS was “(-)0.8,” whereas the average score of this image type by the CPAC and the general public were “1.9” and “0.5,” respectively.
- CPAC members generally rated these images much higher than the HSS.
- The highest rated image by the HSS was the same as the highest rated by the CPAC and general public—although it was a much lower “highest score” at “0.4” compared to “3.6” (CPAC) and “2.3” (Neighborhood Workshops). The lowest rated by the HSS was the same as the general public.



❖ Street Design

- Ratings of street design images varied widely, but were generally more consistent with the CPAC results than the Neighborhood Workshops results.
- The HSS liked the images of streets designed with roundabouts.
- The highest rated image of this type differed for all three groups, but the lowest rated image was consistent for all three.



Highest Rated Street Design (Roundabout) Image at an Average Score of "3.9."

❖ Townhome Development

- Ratings of townhome images were generally more consistent with the Neighborhood Workshops results than with the CPAC results.
- Neither of the highest or lowest rated images rated by the HSS were the same as those of the CPAC or the public.

❖ Transit Options (including Transit-Oriented Development (TOD) images)

- The way in which the HSS rated transit and TOD images were generally more extreme (more strongly positive or negative) than the way in which the general public or the CPAC rated such images.
- As was the case with how other groups voted, the form of transit depicted had an effect on how the images were rated. This suggests that the transit type makes a difference in how well the concept is received. Bus transit images received negative average scores, while trolley and rail images were well-received.
- The form of transit options were rated from high to low by the HSS as follows—trolley (average of "1.6"), commuter and light rail (average of "1.4"), and bus (average of "(-)0.9"). The HSS rated trolley images much higher than images of bus transit.
- Transit-oriented development images were well-received, with no negative ratings, similar to CPAC's ratings.



Lowest Rated Transit Image at an Average Score of "(-)1.3."

Appendix A of this 2006 Comprehensive Plan contains the VCS results by group (i.e., Neighborhood Workshops, CPAC, etc.), and Appendix B contains all VCS images and related results by image.



## Issue Identification

Like the citizens at the Neighborhood Workshops, the high school students were also asked to participate in an issue identification exercise following the VCS exercise. The issue identification exercises afforded the students an opportunity to express their concerns about the design of the built environment and use of natural resources. Three of the boards used at the Neighborhood Workshops were brought to the classroom, presented to the students, and then were discussed. The three workshop boards used were the *Environment Board*, the *Transportation Board*, and the *Conventional Development vs. Neo-Traditional Development Board*. Following is a list of the comments the students made in regards to the natural environment, transportation systems, and alternative subdivision designs.

## CONVENTIONAL DEVELOPMENT VS NEO-TRADITIONAL DEVELOPMENT

- ❖ The students stated that unique neighborhoods are better than all looking the same.
- ❖ They like that European cities have detailed architecture.
- ❖ The students also like that European cities have narrower streets.



Images from the *Conventional Development vs. Neo-Traditional Development Board*

## ENVIRONMENT

- ❖ The students expressed the need for more open space areas to be preserved.
- ❖ They also expressed a desire to keep trees, and they do not want them to be cut down.



Images from the Environment Board





## TRANSPORTATION

- ❖ The students expressed the need for more transportation options.
- ❖ The students stated that they like the look of trolleys.
- ❖ They also stated that buses are good, but that they generally do not travel where the students need to go.
- ❖ They also were of the opinion that Frisco needs roadways that have shoulders, like the roadways in California.
- ❖ Students were then asked to vote on the issue of on-street versus off-street bicycle lanes.
  - Six students were against having on-street bicycle lanes (as a separate lane on the roadway with automobiles); they want them off the road.
  - 11 students were for having on-street bicycle lanes.

### General Observations: HSS Results

The HSS results from the VCS were similar to the results from the general public and the CPAC, although there were some differences. The discussion of the key concepts from the HSS describes these similarities and differences in detail. The issues identified by the HSS were also similar to those identified by the general public and the Neighborhood Workshops, although there were fewer identified by the HSS due to time constraints. In general, the HSS seem to be slightly more accepting of unusual development styles than the CPAC or the general public. Also, the HSS were more prone to expressing strong likes and dislikes of transit options. The results of the HSS participation shows that this group is generally in agreement with the public and the CPAC on what is important to the people of Frisco.



## Focus Groups & Stakeholder Interviews

In June and July of 2005, numerous focus group meetings and stakeholder interviews were conducted. The purpose of these meetings and interviews was to gather input from specific interest groups with specific concerns or issues that would need to be acknowledged or addressed during the comprehensive planning process. City leaders and staff identified the various interests and related participants for the focus groups, and identified various individuals that should be interviewed. Over 100 people participated in either a focus group or were interviewed.

In order to provide the freest form of communication possible, the Consultant Team conducted these meetings and interviews. Participants were assured that although their input would be used in the planning process, it would be anonymous. The following interests were represented as part of this endeavor:

- ❖ Local Business Owners
- ❖ Downtown Business Interests
- ❖ Developers
- ❖ Frisco Developers Council
- ❖ Educational Representatives—Local Independent School Districts and Collin County Community College
- ❖ Homeowners Association Representatives
- ❖ City Staff—Engineering, Finance, Police, Fire, and Parks
- ❖ City Administrators
- ❖ Members of City Council and the Planning & Zoning Commission

As may be expected, these diverse groups had varied concerns, and often had differing views on the same subject. However, there were shared concerns about issues facing Frisco. The following issues and related opinions (in no order of priority) emerged from these focus groups and interviews.

### Communication with the City

Communication with the City was an issue that was brought up mainly by homeowners representatives. It was suggested that a communication packet be sent to homeowners association (HOA) representatives on a regular basis. This packet would contain things like zoning cases or plats that may affect their neighborhoods, new ordinances, and information on planning processes (such as the Comprehensive Plan). These representatives also expressed that they liked most aspects of Frisco.



## Geographic & Population Growth

The issue of the pace of population growth and where development is occurring was raised in many instances. City representatives are concerned about “satellite” development and related services. School representatives are concerned about the rapid rate of student enrollment, school planning issues, and the financing that is needed to build enough schools to keep up with enrollment levels. Providing quality services in general was also stated as an issue—from City staff levels, to educational quality, to public safety, to infrastructure. Population growth is also a concern on the part of the development community—they want the City to retain its quality and value. Developers are concerned that with the amount of development that is occurring to keep up with population growth, the quality and value of the built environment may suffer.

## Employment Challenges

Local small business owners reported having a difficult time finding and retaining employees. This was especially true for lower wage and/or part-time jobs, such as a small retailer might offer. Also an issue expressed by many small business owners was the fact that their employees usually had to travel from outside of Frisco to come to work. That is, they were not able to live locally at the wages the small business owners were able to pay.

## Downtown Frisco

The general consensus about Downtown was that it represents a major opportunity for Frisco. Groups and stakeholders expressed that it is part of the City’s heritage and that it should be retained. Two major issues arose from such discussions: 1) the challenge of redevelopment, and 2) the need for more things to attract people Downtown.

First, many stated the opinion that redevelopment and reuse of buildings should be supported by the City. However, those who had been involved in such projects thought that some City codes and departments hindered their progress. This was usually attributed to building codes and conflicting assessments by City departments of what needed to be done with a site or building to adhere to City regulations.



Current City Offices in Downtown Frisco



Second, there was much discussion about the types of uses that were needed Downtown. The consensus was that less office uses and more retailing uses would benefit Downtown. The groups also expressed concern about what would happen to the current City offices when the City vacated and moved to Frisco Square.

## Housing Diversity

Opinions differ as to whether housing types other than single-family (i.e., townhomes, multiple-family) are needed. Some stakeholders strongly endorsed the development of alternative housing types, while others were strongly opposed. Advantages discussed included the possibility that other housing types would cost less and that certain segments of the population (i.e., new college graduates and elderly people) might be attracted to them. The most often discussed disadvantage related to the market. Many stakeholders expressed comfort with the lack of housing diversity in Frisco because they believe this is what the market wants and other housing types may not or would not be marketable in the City. One suggestion from the development community if the City wanted more diverse housing types was to provide developer incentives for including housing types other than single-family in developments.

## Transit

Transit—in this case meaning commuter rail or local transit using some means other than buses—was discussed by many stakeholders. There were two major questions, however, related to this issue: 1) how would it be funded, and 2) is there really a need? Some thought there was a need because it could increase the awareness of destination points in Frisco. Others expressed indecision about whether funding would really be beneficial from a cost-benefit standpoint. Would the number of users be enough of a benefit to equal the cost of establishing and operating transit? A discussion point of many business owners was that some form of transit—that is visible and well-marketed—might help with being able to hire and retain employees. It seemed to be the general consensus that local transit was more important than regional transit for Frisco at this time.



## City Identity

The need for Frisco to have a stronger established identity was mentioned numerous times. As has been discussed by CPAC, stakeholders want the City to have a separate identify from its neighbors. That is, to be distinguishable from adjacent cities.

Business owners and homeowners representatives especially expressed appreciation for the public art that the City has placed throughout Frisco. Most expressed the opinion that while the high development standards Frisco has in place are good, new development needs to continue to make a lasting, positive impression on residents and visitors.



Sculptures around the City that celebrate Frisco's heritage may help further define the City's identity.

## Parks & Trails

Parks and trails were generally recognized as an important facet of the community. The educational representatives expressed an interest in continuing to co-locate parks and to share recreational facilities with the City. The maintenance and operation of parks and trails, as well as keeping pace with the increasing demand, was expressed as an issue by City representatives.

A concern on the part of the development community was how the City and developers participate (i.e., in terms of funding and dedication) in creating parks and trails. The development community generally endorses the establishment of trails in residential areas. However, developers also expressed some uncertainty about trail connections to nonresidential development, and whether from theory to reality, the concept would really be embraced by the public. The concept of Grand Park was also discussed and endorsed by most groups and interviewees. HOA representatives were particularly concerned with (i.e., desirous of) the integration of hike and bike trails into developed areas

## Flexible/Innovative Subdivision Design

During these focus groups and interviews, time and again the development community stated the importance of the City allowing for flexibility in the design of developments. It was suggested that some means of allowing flexibility be incorporated into the development approval process. Also, developers expressed interest in innovative retail and housing development designs, but stated that they would consider these as the respective markets in Frisco evolve.

## SWOT Analysis—STRENGTHS-WEAKNESSES-OPPORTUNITIES-THREATS

A Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis is a technique where various characteristics are analyzed based on their impact on the entity being analyzed. This technique was originally developed as part of strategic planning efforts for businesses. Strengths and weaknesses were thought to relate to the internal workings of a company, while opportunities and threats were thought to relate to external influences, such as market forces<sup>2-5</sup>.

However, when this technique is applied to a comprehensive planning effort for a city, the lines between internal and external are not as clear. Therefore, in this SWOT analysis for Frisco, various aspects are focused upon in a more general sense, with strengths, weaknesses, opportunities and threats analyzed for each. It should be noted that some strengths can also be considered weaknesses, some weaknesses can be considered opportunities, etc. An aspect/characteristic can often fall under *Strength*, *Weakness*, *Opportunity*, or *Threat* depending on the vantage point from which the aspect/characteristic is being considered.

The aspects/characteristics of Frisco that have been addressed within this SWOT are reflective of information gained from the *Snapshot of the City*, and of issues discussed by the CPAC and at the Neighborhood Workshops. Analysis was done on the basis of the following general questions:

- ❖ **S**trengths: What aspects/characteristics does Frisco have now that are favorable to the City and should be built upon for success in the future?
- ❖ **W**eaknesses: What aspects/characteristics does Frisco have now that are unfavorable to the City and should be realized and addressed or minimized for success in the future?
- ❖ **O**pportunities: What aspects/characteristics could Frisco seize upon as opportunities for success in the future?
- ❖ **T**hreats: What aspects/characteristics does Frisco need to effectively counteract or guard against that might have an adverse effect on the City's success in the future?

This SWOT analysis will be used in future phases of the Visioning process for this *2006 Comprehensive Plan*. Specifically, this analysis will be helpful in crafting a vision statement and a framework of principles and actions. This SWOT analysis will also help crystallize ways in which various issues can be addressed in a positive manner for the City.

<sup>2-5</sup> Bryson, John M. And Robert C. Einsweiler, "Strategic Planning—Threats and Opportunities for Planners", 1988.





## Aspects/Characteristics of Frisco Considered

On the following pages, aspects/characteristics are listed with an initial assessment of how they apply to Frisco as a strength, weakness, opportunity, and/or threat. CPAC input was sought prior to and at the June 29<sup>th</sup> CPAC meeting. Comments from CPAC members, both those submitted to City staff prior to that meeting and those made at the meeting, have been integrated into this SWOT analysis.

It was determined that the analysis would include the following aspects/characteristics of Frisco.

- ❖ Inherent Characteristics:
  - City Government
  - Community Character
  - Culture
  - Environment
  - History
  - Regional Location
  - Relationship to Regional Government
- ❖ Population Characteristics:
  - Population Growth (Recent)
  - Population, Age
  - Population, Income Levels
  - Population, Labor Force
- ❖ Economic Characteristics:
  - Economic Base
  - Retail Activities
- ❖ Development & Housing Characteristics:
  - Development Areas
  - Residential Neighborhoods
  - Housing Affordability
- ❖ Systems & Infrastructure:
  - Educational Systems
  - Infrastructure, Telecommunications
  - Infrastructure, Transportation
  - Infrastructure, Water & Wastewater
  - Park & Recreation Systems

Definition of ASPECT:

1. One side or part – a facet, phase, or part of a whole

Definition of CHARACTERISTIC:

1. Defining feature or quality that makes somebody or something recognizable

Source: The American Heritage Dictionary of the English Language



<i>Aspect/Characteristic</i>		<b>STRENGTHS</b> <i>Aspects to Build Upon</i>	<b>WEAKNESSES</b> <i>Aspects to Minimize and/or Realize</i>	<b>OPPORTUNITIES</b> <i>Aspects to Seize Upon</i>	<b>THREATS</b> <i>Aspects to Counteract</i>
<i>Inherent Characteristics</i>	<i>City Government</i>	<p>Frisco's government operations appear to be generally well-regarded by residents.</p> <p>Frisco's government operations are perceived to be progressive by both citizens and other communities.</p> <p>Frisco has a high level of citizen involvement.</p> <p>Frisco's City leaders are approachable and inform residents of community issues, concerns and events; they interact with citizens.</p>	<p>Government operations continually have to expand to meet the needs of the growing population, which can be challenging to a city budget and to efficient operations.</p>	<p>The City has a lot of vacant land on which to encourage unique and sustainable development through its policies.</p> <p>The CPAC's dedication to this comprehensive planning process will enable the City to have a <i>2006 Comprehensive Plan</i> document that effectively helps guide its future.</p>	<p>Frisco may become reactive—the City needs to maintain its proactive stance.</p> <p>Frisco needs to keep its focus on quality, livability, sustainability, etc., during this period of high growth so that the City does not miss opportunities.</p>
	<i>Community Character</i>	<p>The pioneer heritage of Frisco is celebrated in local art and parks. This has helped the City re-identify with this aspect of its history.</p> <p>Downtown Frisco is a special area that remains intact and is going through a revitalization process.</p> <p>Many people identify with elements of Frisco that are perceived as being unique—the sports venues, public art, retail opportunities (i.e., Stonebriar), Frisco Square, local parks (e.g., Frisco Commons), etc.</p>	<p>It is difficult to distinguish Frisco from surrounding suburban cities in terms of the type of community character it has to offer citizens and visitors.</p> <p>It is also difficult to distinguish Frisco from surrounding suburban cities visually when entering into or exiting from the City.</p> <p>Many citizens identify with their subdivision or the area of Frisco in which they live, instead of with the City as a whole.</p> <p>There is a need for cohesiveness within Frisco—between subdivisions and areas of the City.</p>	<p>The City has shown its commitment to making itself unique.</p> <p>Downtown Frisco is a special historical area—Frisco has the advantage of having a Downtown with real history, which cannot be recreated (as has been attempted by some town center areas constructed to look like they are old, "turn-of-the-century" places).</p> <p>Citizens take pride in living in Frisco, and many identify it as the best place to live.</p> <p>There are opportunities to create gateways and other distinguishing elements for Frisco along major thoroughfares such as SH 121 and SH 380.</p>	<p>If development continues in the same manner it has been, Frisco could become a typical suburb that is lacking in uniqueness and sustainability.</p>
	<i>Culture</i>	<p>The City has pledged funding for art through a percentage of the Capital Project Funds.</p> <p>Art is currently a visible and appreciated element in Frisco. Public art is integrated along Preston Road, in Central Park, and private art is in the Preston Ridge Shopping Center and Hall Office Park.</p> <p>A Public Art Master Plan has been created.</p> <p>The City has an annual Storytelling Festival, which offers storytelling about ancient cultures and Native American legends (among other subjects).</p>	<p>Beyond the local public art, there is not much focus on culture in Frisco.</p> <p>There are limited opportunities regarding museums, theater, symphony, etc.</p>	<p>A performing arts facility for Collin County has been funded by voters of Frisco, Allen, and Plano.</p> <p>The public art in Frisco, if it continues to be increased, could be something Frisco is widely known for in the future.</p> <p>Awareness for the public art in Frisco should be increased.</p> <p>A four-year university may enhance local cultural opportunities.</p>	<p>Other cities surrounding Frisco are providing opportunities for citizens and visitors to experience culture, which could result in a loss of prestige, revenue, and/or population for Frisco in the future.</p>



<i>Aspect/Characteristic</i>		<i>STRENGTHS Aspects to Build Upon</i>	<i>WEAKNESSES Aspects to Minimize and/or Realize</i>	<i>OPPORTUNITIES Aspects to Seize Upon</i>	<i>THREATS Aspects to Counteract</i>
<i>Inherent Characteristics</i>	<i>Environment</i>	<p>The City has documented numerous elements of the natural environment. The City has shown responsiveness to the need to protect the environment with regulatory ordinances such as the Creek Ordinance and Green Building Program, along with an environmental focus at the staff level.</p>	<p>Some environmentally sensitive areas are already lost to development or to the adverse effects of development. Developers and builders often are not sensitive to environmental considerations. State law limits the ability of cities to apply updated standards to developing projects. It is often difficult to bridge the education gap between cities and the development community regarding the benefits of developing with the environment.</p>	<p>Numerous environmentally significant areas (e.g. creeks, mature stands of trees, vistas) remain intact and undeveloped. This provides the City with opportunities to actively preserve such areas through various regulatory means such as conservation districts, performance zoning, etc. This also provides the City with opportunities to purchase these areas and preserve them as parks/open spaces. The amount of existing vacant areas within the City provides opportunities for development to occur in an environmentally friendly manner. With all the strides the City has made to make development more sensitive to the environment, Frisco should be marketed as environmentally friendly while also being business friendly.</p>	<p>The local and regional environment may continue to be adversely impacted by development if present patterns continue. Adverse impacts include erosion of creek beds, flooding, poor water quality, and poor air quality, among others. Decreased environmental regulations at the federal and/or state level may adversely affect public awareness of environmental sensitivity.</p>
	<i>History</i>	<p>Citizens and visitors are being made aware of Frisco's history in various ways, one of which is through the historically based public art around the City. Frisco has established a Historic Landmark District for the preservation of significant historical, archaeological, and/or cultural interest sites or buildings (not widely used to date). The City also has an active Heritage Association.</p>	<p>Frisco's history is not widely known to citizens or visitors. The Historic Landmark District has not been applied much since its establishment. Frisco is perceived as a "new" community.</p>	<p>Heritage Village is being constructed in the downtown area. Citizens are already active in the Heritage Association, which shows an interest on the part of the local population to respect and preserve Frisco's history. The large percentage of school-age children provides opportunity for education about Frisco's history in local schools. Suburban cities are not known for their respect for local history—making local history important could provide Frisco with uniqueness in the future. A branding campaign specifically focused on Frisco's history could help educate both citizens and visitors.</p>	<p>The City's marked population growth and the decreasing percentage of senior citizens may lead to a lessening of the number of people in Frisco that know the City's history, are from historical families, or are interested in actively participating in the remembrance of historical sites and structures. The high rate of development within Frisco may lead to historic sites being developed and structures being destroyed before there is opportunity for their preservation.</p>
	<i>Regional Location</i>	<p>Frisco is located in the Dallas/Fort Worth Metroplex, one of the fastest population-growth regions in the United States for the past 20 years. Frisco is also located in Collin and Denton Counties, both of which have experienced marked growth in the past 10 to 15 years. Citizens are in close proximity to numerous communities, employment opportunities, and amenities (cultural venues, parks, lakes, etc.). Citizens have access to several major thoroughfares, such as the North Dallas Tollway and Preston Road (which has also been called the Golden Corridor). Citizens are also within 30 minutes of DFW Airport (which provides international air travel) and Love Field.</p>	<p>Frisco is a suburban city, and the term "suburban" often has negative connotations. Frisco is surrounded by other suburbs that many people consider to be similar to Frisco. The City is often difficult to get to and from due to the roadway congestion that has resulted from rapid population growth locally and regionally. The City is often difficult to get to and from due to the lack of alternative forms of access, such as commuter rail.</p>	<p>Better regional access could be provided through the establishment of a regional transit system.</p>	<p>Restricted access regionally, due to roadway capacity and population growth, to major employment centers such as downtown Dallas, may limit Frisco's maximum growth potential. Being surrounded by other cities, Frisco is not in control of many things that affect the City. Such things include other cities' capital expenditures and priorities (e.g., roadways), development that occurs adjacent to the City limit lines, and through traffic.</p>



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<i>Inherent Characteristics</i>	<i>Relationship to Regional Government</i>	<p>Frisco is a member of and has a good working relationship with the North Central Texas Council of Governments.</p> <p>Frisco is currently a strong regional leader.</p>		<p>With all regional communities working together, there is an opportunity to create a single regional transit authority.</p> <p>The City has the opportunity as a strong regional leader to be bold in terms of regional decision-making.</p>	<p>Frisco may become complacent in terms of regional leadership the future.</p>
	<i>Population Growth (Recent)</i>	<p>Frisco has experienced extremely strong population growth over the past 15 years (with approximately 68,000 additional people), suggesting that it is a desirable community attracting new residents.</p>	<p>Exponential population growth within a relatively short time period brings demands for increased services and infrastructure—water and wastewater capacity, city administrative services, roadway capacity, etc.</p> <p>Visually homogenous development often occurs with large population increases in a short amount of time.</p>	<p>Population growth increases ad valorem taxes, sales tax revenue, and other fees that provide municipal funding for services and economic development.</p> <p>Frisco is a desirable community attracting new residents.</p>	<p>The quality of the local school system could be stressed if the extreme growth Frisco is currently experiencing continues.</p> <p>The lack of full-life cycle living opportunities may result in out-migration as the existing population/families age.</p> <p>The City's marked population growth (and decreasing percentage of senior citizens) may lead to a lessening of the number of people in Frisco that know the City's history, are from historical families, or are interested in actively participating in the remembrance of historical sites and structures.</p> <p>If development continues in the same manner it has been, Frisco could become a typical suburb that is lacking in uniqueness and sustainability.</p> <p>A homogenous community may also be susceptible to economic cycles.</p>
<i>Population Characteristics</i>	<i>Population, Age</i>	<p>People perceive Frisco to be a family-focused community, and a great place to raise a family. Demographically, there are large percentages of school-age children and people in the "prime labor force" group (people aged 25-44).</p>	<p>New facilities are needed to provide necessary services for the different age groups on a constant basis.</p> <p>The percentage of elderly citizens has decreased, and therefore there has been a related lack of senior-focused development (assisted living facilities, small homes, small lots).</p> <p>There is decreasing age diversity.</p> <p>There is an increasing imbalance in the ratio between families with school-age children and people/families with no children or college-age children.</p> <p>Frisco has the opportunity to become a multi-generational community.</p>	<p>Mixed use areas developing, such as Frisco Square, provide areas that may be attractive to segments of the population other than traditional families.</p> <p>Frisco is currently attracting a high number of people; these people will be less inclined to live elsewhere if Frisco can widen its perception as not solely family-focused, but a place for all ages.</p> <p>The establishment of a four-year university would enable college-age people to live in Frisco while obtaining higher education.</p>	<p>The quality of the local school system could be stressed if the extreme growth Frisco is currently experiencing continues.</p> <p>The lack of full-life cycle living opportunities may result in out-migration as the existing population/families age.</p> <p>The perception of Frisco as a community solely for families could result in young unmarrieds choosing to live elsewhere after college.</p> <p>The City may lose the well-educated, aging population by not providing for their needs (e.g., housing, facilities, volunteer opportunities).</p>



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<i>Population Characteristics</i>	<i>Population, Income Levels</i>	<p>Median household income in Frisco (\$79,149) is significantly higher than the State of Texas (\$39,927). It is also one of the highest median incomes compared to surrounding cities, with only Allen and Plano being comparable. This could suggest a population with more ability to pay for needed public services and to support retail and other businesses (with more disposable income).</p>	<p>Higher household incomes could indicate that Frisco is less affordable than some surrounding communities.</p> <p>This may be linked to imbalances in the local percentages of senior citizens and new college graduates.</p> <p>This also may cause people who are earning less than the median income (e.g., teachers, civil servants) to live elsewhere even though they work locally.</p>	<p>Providing housing/areas that may be attractive to segments of the population other than traditional families would help diversify income levels.</p>	<p>People who are earning less than the median income (e.g., teachers, civil servants, senior citizens) may be forced to live elsewhere even though they work or desire to live locally.</p>
	<i>Population, Labor Force</i>	<p>Frisco enjoys one of the most highly educated labor forces in the region.</p> <p>Vast corporate-level employment opportunities are available locally and in close proximity.</p> <p>The highest percentage of the local population is within the "prime labor force" group (people aged 25-44), and the third highest is within the "older labor force" group (people aged 45-64).</p> <p>Corporate industries and businesses are capable of finding employees locally, suggesting that Frisco is a good location with a quality labor force.</p>	<p>New college graduates are a small segment of the population, and therefore, businesses in Frisco may have difficulty hiring new graduates.</p> <p>Given the high level of income and education in Frisco, it may also be difficult for businesses to fill service-type positions (e.g., salespeople, restaurant workers, etc.) and other support labor, such as secretaries.</p>	<p>Diversification of the labor force (i.e., providing a broader selection of workers) would help Frisco be sustainable in the future.</p> <p>Providing housing/areas that may be attractive to a broader labor force (i.e., more affordable) would also be at to sustainability.</p> <p>Educational institutions and diverse businesses will encourage young adults to stay in Frisco, thereby broadening the labor force.</p>	<p>New college graduates are a small segment of the population, and therefore, businesses in Frisco may have difficulty hiring new graduates.</p> <p>Given the high level of income and education in Frisco, it may also be difficult for businesses to fill service-type positions (e.g., salespeople, restaurant workers, etc.).</p> <p>The high cost of homes (living) generally makes Frisco an expensive place to live, which may cause people who are earning less than the median income (e.g., teachers, civil servants) to live elsewhere even though they work locally.</p>
<i>Economic Characteristics</i>	<i>Economic Base</i>	<p>Frisco has a good balance of property and sales tax.</p> <p>There are numerous local employers and businesses, including retail.</p> <p>Unique sports venues such as the Dr Pepper Ballpark and the Soccer Stadium provide not only direct income to the City, but also residual income from people attending sports events and spending money eating at restaurants and shopping locally.</p>	<p>There are few light manufacturing industries in Frisco.</p> <p>The City has fewer corporate headquarters than some surrounding cities.</p>	<p>Several new businesses that will provide retail tax revenue have recently been established—one example is IKEA.</p> <p>The large amount of vacant land in Frisco provides more opportunities for an increased and more diversified economic base.</p> <p>The success of public-private partnerships should continue.</p> <p>The expansion of the Dallas North Tollway and the construction of SH 121 provide further economic development opportunities for Frisco.</p> <p>The Highway 380 corridor is primed for development, providing another major corridor for revenue generation for the City.</p>	<p>Lack of diversity in the local economy and too much concentration on retail as an economic base could cause Frisco to be susceptible to economic cycles.</p>



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<i>Economic Characteristics</i>	<i>Retail Activities</i>	Local retail businesses provide Frisco residents with an array of shopping that generally meets all the product-related needs of the local population. Frisco also serves as a regional retail hub for many people in surrounding cities, specifically with Stonebriar Mall and Preston Road.	With the exception of Downtown, Stonebriar Mall, and Frisco Square, unique retailing opportunities are limited.	Downtown Frisco is undergoing major renovations, and is anticipated to be another location for unique retailing. The success of public-private partnerships should continue. The expansion of the Tollway and the completion of SH 121 provide increased opportunity for retail development. Highway 380 will also provide another area for retail opportunities. Small retail businesses (i.e., mom-and-pop) provide opportunities for Frisco to be associated with unique businesses that cannot be found elsewhere. The City needs to stay abreast of changing demographic trends to ensure that Frisco is a City people would like to conduct retail business in the future.	Rapid retail growth and/or too much retail zoning could lead to future challenges, such as vacant buildings and failing businesses. First-ring suburbs of Dallas, such as Plano and Richardson, have been experiencing this in recent years. This could also cause retail patrons to frequent newer retail developments elsewhere.
<i>Development &amp; Housing Characteristics</i>	<i>Development Areas</i>	There is a significant amount of vacant land inside the City limits of Frisco. The City has some ETJ area that could be annexed in the future. Water and wastewater infrastructure can be readily extended to serve vacant areas of the City as development occurs.		The City must ensure that new development that occurs is reflective of the quality and type that is desired. The City must ensure that new development that occurs is sustainable—that it is reflective of a good "retirement plan."	If development continues in the same manner it has been, Frisco could become a typical suburb that is lacking in uniqueness and sustainability.
	<i>Residential Neighborhoods</i>	Frisco has an abundance of quality, single-family homes. Many neighborhoods have amenities, such as pools, sidewalks, trails, and small parks. There are many new residential neighborhoods in Frisco, a fact which means the market is being responsive to people wanting to move to the City at a high rate. Local neighborhoods are generally well-maintained.	There is not much variety within residential neighborhoods in terms of housing types. Residential neighborhoods are not typically accessible to other land use types, such as retail or office, without use of an automobile. There is not enough attention paid to older neighborhoods in need of maintenance. This lack of attention also causes older neighborhoods in Frisco to not be as competitive with newer neighborhoods.	Frisco has many high-quality residential neighborhoods that can be made accessible to adjacent retail and office development as such development occurs. Vacant developable areas, which are in abundance, can be developed such that there is a mix of housing types and land uses in walkable configurations), thereby increasing livability and sustainability. Diverse housing can be provided throughout the City such that various types are dispersed and no area of Frisco is known as "high density" or "low density." Well-maintained neighborhoods tend to hold their value.	If residential neighborhoods continue to be developed autonomously, as they generally have in Dallas and other suburban areas, Frisco could become a typical suburb that is lacking in uniqueness and sustainability. In neighborhoods that lack uniqueness, there is less incentive to re-invest in them and therefore, they are more susceptible to blight. If residential neighborhoods continue to develop with little or no distinguishing characteristics, resale values could eventually suffer.



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<i>Development &amp; Housing Characteristics</i>	<i>Housing Affordability</i>	<p>Home values in Frisco according to the 2000 Census are generally in the range of \$100,000 to \$199,999, which is well within the range of affordability for the local median income of \$79,149.</p> <p>The median housing value in Frisco according to the 2000 Census was higher than any other surrounding community with the exception of Plano.</p>	<p>The median home in Frisco in 2000 was less affordable to the general population than the median home in any surrounding city except Plano.</p> <p>This may cause people who are earning less than the median income (e.g., teachers, civil servants) to live elsewhere even though they work locally.</p>	<p>Frisco has a reputation for being a City with homes of quality and value.</p> <p>People are proud to be able to afford to live in Frisco.</p> <p>Frisco has a reputation for being a City within which homes appreciate in value.</p> <p>Smaller homes may help provide increased housing affordability.</p>	<p>If residential neighborhoods continue to be developed in the same manner it has been, there will be little inherent value in the neighborhoods themselves because they will not be unique.</p> <p>In such case, housing values will stay the same, instead of increasing as they do in unique areas.</p> <p>People who are earning less than the median income (e.g., teachers, civil servants) may be forced to live elsewhere even though they work locally.</p> <p>Certain neighborhoods and/or homes may have been "affordable" in 2000; however, the cost of the average home in Frisco has risen significantly since the 2000 Census.</p> <p>People who work in Frisco but cannot afford to live locally will continue to contribute to the congestion of roadways without alternative housing options.</p> <p>Land prices that are distanced from developed areas tend to be less expensive, and therefore housing prices tend to also be less – this could affect Frisco in the future as development occurs further out from the Metroplex.</p>
<i>Systems &amp; Infrastructure</i>	<i>Educational Systems</i>	<p>Frisco ISD offers high quality education for students.</p> <p>The quality of the FISD is one of the contributing factors to Frisco's high population growth rate.</p> <p>Some college-level courses are available in the community through Collin County Community College's local campus.</p> <p>Most of the FISD school buildings and facilities are new.</p>	<p>There are new facilities, services, and related elements (e.g., books for libraries, classroom goods, etc.) needed for school-age children on a constant basis—marked increases in this sector of the population can be challenging to local school systems.</p> <p>The lack of stronger college-level educational facilities (i.e., a local 4-year university) may make it more difficult to recruit certain types of businesses and to attract residents seeking the lifelong learning that colleges and universities offer.</p> <p>College-age people must commute regionally to attend a four-year university while living in Frisco.</p> <p>Taxes are increasing.</p>	<p>There are 4-year university opportunities within commuting distance of Frisco.</p> <p>The City is aware of the need and desire of a local 4-year university, and the concept of Grand Park includes such a facility.</p> <p>The establishment of a four-year university would enable college-age people to live in Frisco while obtaining higher education.</p>	<p>The quality of the local school system could be stressed if the extreme growth Frisco is currently experiencing continues.</p> <p>The FISD is faced with having to construct many new schools to keep pace with growth—the FISD will have to manage this while receiving increasingly limited funding from the State.</p> <p>The FISD will have to balance funds to keep up with both the maintenance of existing facilities and services, and with the establishment of new facilities and services.</p> <p>The goal of maintaining the FISD's smaller school size may be unrealistic in the face of needed school taxes and of declining state funding.</p>



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<i>Systems &amp; Infrastructure</i>	<i>Infrastructure, Telecommunications</i>	<p>Frisco is competitive with other surrounding communities in terms of the availability of telecommunications systems (wireless telephone, high speed internet, cable, fiber optic, etc.).</p> <p>City leaders are aware of the importance of ensuring "competitive technology choices" for citizens; this is one of the City Council's focus areas for 2005.</p>	<p>Coordination between public and private providers is a challenge.</p>	<p>Continued focus on making Frisco competitive in providing means for telecommunications will make the City a prime location for businesses and residences, as well as home-based businesses, in the future.</p> <p>The City can begin building a reserve of funds in advance of needs to be able to respond to maintenance needs as infrastructure begins to age.</p>	<p>Inadequate planning for telecommunication systems can put the City at a disadvantage for economic development.</p>
	<i>Infrastructure, Transportation</i>	<p>The North Dallas Tollway has provided much-needed access to Frisco.</p> <p>SH 121 is under construction.</p> <p>The Texas Department of Transportation (TxDOT) has authority of many of the roadways impacting Frisco, such as Preston Road and SH 121, which provides a source of funding improvements to such roadways.</p> <p>The City has recently established local bus service through an agreement with Collin County Area Rapid Transit.</p> <p>The City is updating the local transportation plan (through this comprehensive planning process).</p> <p>The City has a plan for pedestrian trails to be established throughout the community.</p>	<p>Congestion is a major concern to citizens. Other government agencies (e.g., TxDOT and the NTTA) have authority over many of the roadways impacting Frisco, which may affect timing and funding of improvements, as well as the design (aesthetics) of such roadways.</p> <p>Travel without an automobile is difficult or impractical to most destinations.</p> <p>The establishment of commuter rail is likely many years in the future.</p> <p>Alternative road routes need to be provided.</p>	<p>There is an NCTCOG Regional Transportation Plan which shows three commuter rail stations in Frisco.</p> <p>Frisco is making strides in creating walkable neighborhoods and in creating mixed-use centers like Frisco Square—these will help somewhat to reduce dependence on the automobile.</p> <p>The City will have some revenue available to expand the local roadway system through impact fees, which will help offset construction costs.</p> <p>The City can begin building a reserve of funds in advance of needs to be able to respond to maintenance needs as infrastructure begins to age.</p>	<p>The wide, high-capacity roadways that Frisco needs or will need in the future threaten to adversely affect the "small-town feel" that leaders and citizens alike desire.</p> <p>Even if the City were to construct all roadways in accordance with its current Thoroughfare Plan, congestion would still not be fully mitigated.</p> <p>Development patterns must be altered for local roadway congestion to be effectively addressed. Ways of altering such patterns includes more mixed use, more viable mobility options, and more live/work options.</p> <p>People who work in Frisco but cannot afford to live locally will continue to contribute to the congestion of roadways without alternative transportation options.</p> <p>The fact that Frisco is now being surrounded by toll roads could cause growth to slow.</p> <p>This fact could also cause rapid development of cities around Frisco because the toll roads are being constructed faster than typical state-funded roadway expansions.</p> <p>Toll roads that limit access to Frisco could make the City an expensive destination and therefore less attractive as a destination.</p>



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<i>Systems &amp; Infrastructure</i>	<i>Infrastructure, Water &amp; Wastewater</i>	<p>Frisco has a plan for expanding its water and wastewater systems to accommodate the level of growth anticipated.</p> <p>Frisco has modeled its water and wastewater to help address future growth.</p>	<p>If existing lines and facilities do not have adequate capacity, expansion lines may overwhelm the systems. Distribution lines are needed in the immediate future to meet growth needs.</p>	<p>With much vacant developable land remaining in Frisco, the City can take advantage of new technologies and more effective systems than have been available in the past. The City will likely have the revenue to expand these systems through impact fees.</p> <p>The City can begin building a reserve of funds in advance of needs to be able to respond to maintenance needs as infrastructure begins to age.</p>	<p>Inadequate capacity in water and wastewater systems can adversely affect not only population growth, but also the level of service for the existing population.</p> <p>If plans for expansion are not in place, population growth (by law) cannot occur.</p> <p>Funding could limit the Frisco's ability to provide necessary infrastructure.</p> <p>The City will need to have the necessary financial means to maintain and operate aging infrastructure in the future.</p>
	<i>Park &amp; Recreation Systems</i>	<p>The City parks are well-regarded and offer diverse recreational activities.</p> <p>Many citizens can name several parks which they specifically like and feel are an asset to Frisco.</p> <p>The City also has several unique sports venues for which Frisco is well-known.</p> <p>There are a few lengths of established trails locally.</p> <p>The City has an adopted Hike and Bike Trail Master Plan.</p> <p>The citizens of Frisco appreciate and value parks. Citizens have identified parks as an important factor in deciding where to live.</p>	<p>For many neighborhoods, there are no parks within walking distance.</p> <p>There are many areas that lack trails.</p> <p>Opportunities for trails may be lost in some developed areas.</p> <p>It is difficult for the City to keep pace with the population and development growth in terms of providing parks and hike and bike linkages.</p>	<p>The creation of a Grand Park as suggested by ULI is a concept that citizens are excited about and for which there is much support.</p> <p>The City can differentiate itself through unique parks as the City park system continues to develop.</p> <p>Citizens are very appreciative of Hall Office Park with all the public art—this is a type of park for which the City could become known.</p> <p>The City can begin building a reserve of funds in advance of needs to be able to respond to maintenance needs as infrastructure begins to age.</p> <p>With the amount of developable, vacant land, the City has the opportunity to incorporate the concept of walkability to and from parks and in between neighborhoods.</p>	<p>Land in Frisco is becoming increasingly expensive, which may make the provision of parks, open space, and trails more financially difficult as growth and development continues.</p> <p>Funding will be needed not only to acquire and develop parks and trail systems, but also to maintain these systems.</p>



# Challenges & Opportunities Diagram

The *Challenges & Opportunities Diagram* (Plate 2-1, page 2.67) identifies particular potential challenges and special opportunities for physical development in the City. Unique features of Frisco are taken into account such as topography, streams and bodies of water, developed and undeveloped land, ownership, and other features. Together, these features provide a “fingerprint” unique to Frisco, and if sensitively taken advantage of in future development, will help make it an unparalleled community, unlike any other. The following is a summary of key challenges and opportunities that are illustrated on *Plate 2-1* (page 2.67).

## Challenges

- ❖ The size and elevation of the North Dallas Tollway could create a sense of a “barrier” to the continuity of the City on both sides if measures are not taken to “knit” the City together with open space and development.
- ❖ For much of its length in other cities, Preston Road has produced “strip-style” development which can contribute to congestion and a negative community image over the long term.

## Opportunities

- ❖ The City is well situated for regional access—it is bordered by State Highway 121 and US Highway 380; contains the North Dallas Tollway and Preston Road (SH 289) through its center; and possesses the opportunity for three or more transit stations along the Burlington Northern Railway line.
- ❖ The historic Downtown is located virtually at the center of the municipality, and in close proximity to the North Dallas Tollway extension, providing Frisco with an identifiable “heart.”
- ❖ An extensive creek system exists which can provide the basis for a comprehensive system of hike/bike trails linking all neighborhoods to schools, retail, employment, and major recreation areas.
- ❖ There are two major open space opportunities which can provide recreation opportunities for citizens, as well as image and identity for the community— the Grand Park area (identified by the ULI study), and the Panther Creek area with its rolling hills and vegetation. Particularly, the knoll area of the Grand Park adjacent to the Tollway can provide an immediate view to passersby, while these major open spaces in combination with the creek system, can provide a setting to attract high quality development and help maintain the City’s property values over the long term.





- ❖ The North Dallas Tollway main lanes are elevated through much of the City. They particularly provide the opportunity to provide a sense of identity of Frisco to the thousands of people who will be using it, through views of cultural facilities, major open space areas, and quality development. The bends in the roadway's alignment highlight opportunities for views of elements that communicate "Frisco is a great place to live, work, learn and play."
- ❖ The Tollway also provides the level of access necessary to attract quality high density commercial development to the City.
- ❖ Large parcels of undeveloped land still exist in the City. These parcels provide opportunities to achieve many of the goals in this plan for comprehensively planned pedestrian-oriented mixed use development and other forms of sustainable development.



City of Frisco, Texas

# Challenges

and

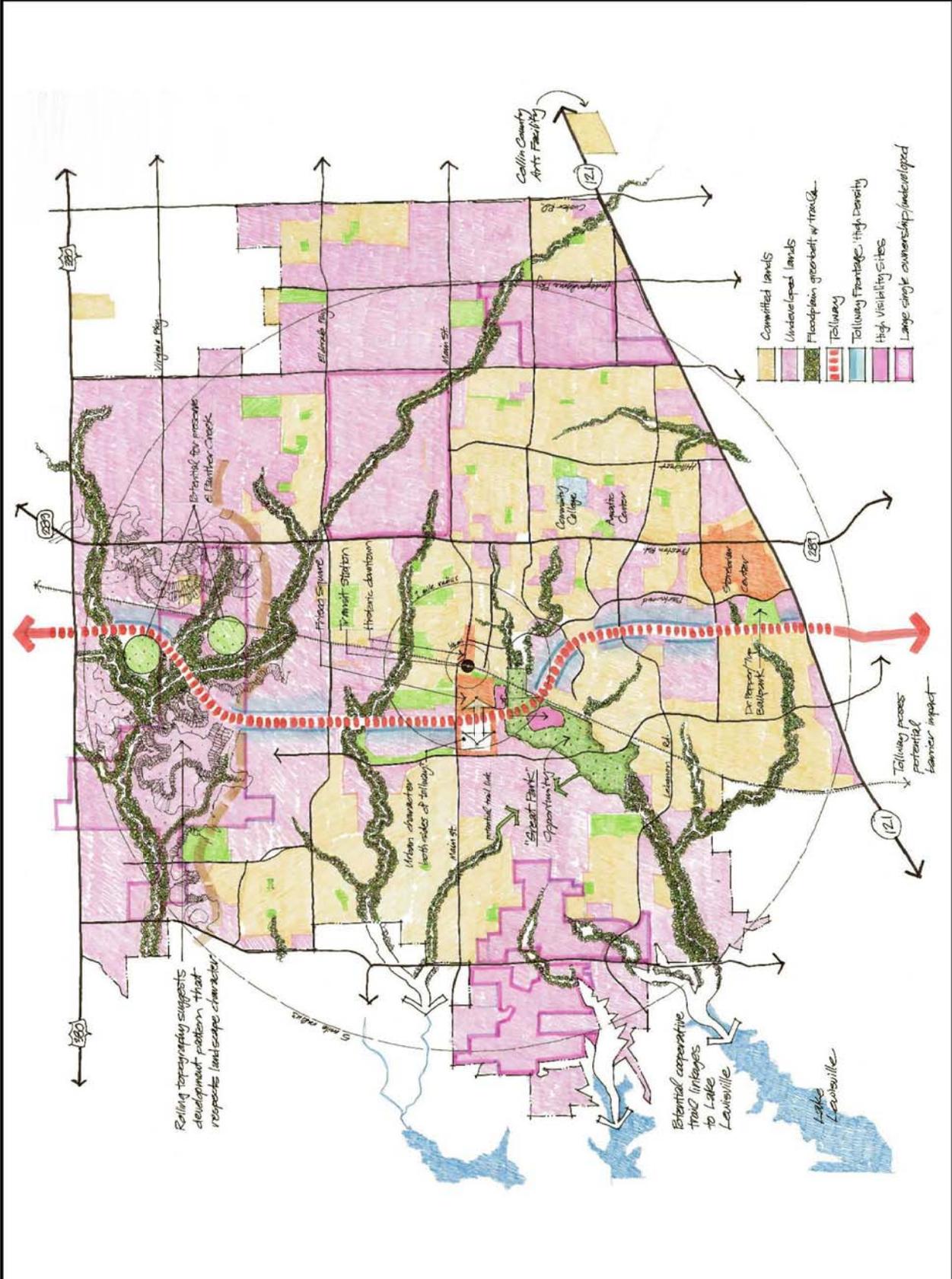
# Opportunities

## Plate 2-1

Dunkin Sefto & Associates, Inc.  
Urban Planning Consultants  
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology



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# The Vision Statement

The culmination of this *Visioning* chapter is an encompassing statement that describes the overriding needs and desires of Frisco’s citizens, leaders, and stakeholders. These expressions of what Frisco should ultimately be in the future have been discussed throughout this chapter. They have been derived from numerous Neighborhood Workshops, the Comprehensive Plan Advisory Committee (CPAC), various Focus Groups, and the SWOT analysis. Toward the end of the visioning process, the CPAC was asked to take all of the information obtained during the process and to create such a statement.

CPAC members began establishing this statement by brainstorming about what adjectives they hoped to retain about Frisco, or would describe Frisco in the future. Such adjectives included:

- ❖ Destination City
- ❖ Adopted Hometown
- ❖ Diversity (planned/deliberate)—for all stages of life/people/business; houses/activities
- ❖ Hometown feeling
- ❖ Dynamic
- ❖ Environmentally sensitive
- ❖ City for life
- ❖ An interconnected City
- ❖ Values its history
- ❖ Engaged citizens
- ❖ Entrepreneurial
- ❖ A City for all stages in life—for yesterday, today, and tomorrow
- ❖ Sustainable over time
- ❖ Builds enduring value
- ❖ Excellence
- ❖ World class
- ❖ Sense of community
- ❖ Design for diversity
- ❖ Design for choice
- ❖ Design for authenticity
- ❖ Design for setting for a vibrant public life
- ❖ Design for stimulus-rich environment

Ultimately, the **Vision Statement for Frisco’s 2006 Comprehensive Plan** was determined to be:

**Frisco is a City of excellence that honors its heritage and is committed to the present, with a deliberate focus on the future—a unique community that concentrates on encouraging diversity, preserving the environment, and creating lasting value while maintaining friendliness, livability, and vibrancy.**

This Vision Statement provides the *2006 Comprehensive Plan* with a statement of intent of what the City should strive for in the coming years. This statement will be used as a guide in establishing the *Principles & Actions* within the following Chapter 3. It will also provide guidance for recommendations within this Plan.







*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 3:*  
*Principles & Actions*

*ADOPTED APRIL 18, 2006*

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.







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“Places have an impact on our sense of self, our sense of safety, the kind of work we get done, the ways we interact with other people, even our ability to function as citizens in a democracy. In short, the places where we spend time affect the people we are and can become.”

- Tony Hiss, *The Experience of Place*

## Introduction

### Principles & Actions Defined

With the *Snapshot of the City* and the *Visioning* chapters as foundational elements, this chapter of the *2006 Comprehensive Plan* outlines the principles and actions that will guide Plan recommendations.

**Principles** are general statements of guidance concerning an aspect of Frisco's desired ultimate physical, social and/or economic environment. Principle statements are visionary statements that outline how various issues should be addressed in an ideal and broad sense.

**Actions** express specific statements of intent that will ultimately lead the City to achieve what is envisioned within the principle statements.

### Basis for the Principles & Actions

These principle and action statements are the result of information from the *Snapshot of the City* and from the visioning process. The visioning process occurred over several months, and includes 1) input received from the CPAC, the public (at Neighborhood Workshops), and various focus groups, and 2) items identified in the SWOT analysis. Much of this information is reflected in the previous two chapters of this *2006 Comprehensive Plan*. However, the CPAC engaged in specific issue-identification exercises at meetings in March of 2005—the results of these exercises provide a good synopsis of various issues that have been raised. Results (some of which were mentioned more than once) include the following.

#### People

- ❖ Provide things that will keep people in Frisco as they age
- ❖ Maintain the concept that Frisco is family-oriented





- ❖ Try to attract a four-year college
- ❖ Provide a variety of housing

### *Connectivity*

- ❖ Provide mass transit opportunities
- ❖ Address transportation (roads, safety)
- ❖ Connect neighborhoods better
- ❖ Establish retail and mixed use land uses with pedestrian access
- ❖ Make the City pedestrian-friendly
- ❖ Address the design of roadways—slow people down and provide bicycle lanes
- ❖ Promote Frisco as being a “wired” City

### *Parks & Open Space*

- ❖ Provide parks and open space
- ❖ Increase the amount of greenery (trees) throughout the City
- ❖ Have more public gathering spaces
- ❖ Realize Grand Park

### *Uniqueness*

- ❖ Make sure that there is uniqueness in the design of buildings within Frisco
- ❖ Establish a City identity
- ❖ Ensure diversity and differentiation
- ❖ Improve Downtown (Main Street)
- ❖ Make the City unique-looking, distinctive
- ❖ Increase the City’s “curb-appeal”
- ❖ Incorporate more public art throughout the City (and in residential areas)



## Development & Redevelopment

- ❖ Focus on quality throughout the City
- ❖ Think beyond the short-term, think 20 years or more into the future
- ❖ Set high standards for development now, while there is still plenty of land in Frisco
- ❖ Find ways to improve what is already developed in Frisco
- ❖ Make sure retail development is viable for the future
- ❖ Integrate open space with residential development
- ❖ Have diverse and quality development
- ❖ Consider incentives for developers to provide a quality product
- ❖ Incorporate smart growth principles

These elements are included as a principle or action item according to the *2006 Comprehensive Plan* chapter to which they relate (based on the subject matter). These chapters include the *Land Use Strategy*, the *Livability Strategy*, the *Transportation Strategy*, and the *Growth Strategy*. Some of these elements overlap, and are therefore touched upon in more than one section of the *Principles & Actions* that follow. It should also be noted that many of the principles and actions represent items that are not only intended to be addressed by the *Comprehensive Plan*, but also by the City on a long-term, on-going basis.





City of Frisco, Texas



2006 COMPREHENSIVE PLAN

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# Principles & Actions

## Land Use Strategy

### **PRINCIPLE 1:**

***Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.***

**Action 1.1:** Identify vacant areas that are appropriate for innovative, mixed use development as well as areas that are appropriate for single-use development.

**Action 1.2:** Establish specific ways in which residential and complementary nonresidential development can be integrated as development occurs.

**Action 1.3:** Ensure that standards related to the development of nonresidential uses along major corridors are the highest possible so that a positive visual perception of Frisco is projected to citizens and visitors.

**Action 1.4:** Establish incentives to encourage existing businesses to make visual improvements consistent with the City's current high standards.

**Action 1.5:** Ensure that development enhances and contributes to the livability of Frisco.

**Action 1.6:** Identify ways in which park and open space areas can be integrated with existing and future development.

**Action 1.7:** Continue to require incorporation of pedestrian access through newly developed areas and to adjacent development, wherever possible. When new development occurs and is not adjacent to existing development, provide for temporary (or interim) pedestrian access until such time as in-between, undeveloped areas are developed with permanent pedestrian access.



Local Homes Integrated With Pedestrian Access & Recreation

**Action 1.8:** Create distinctive neighborhood areas within Frisco that will contribute to the City's future sustainability and that are diverse in housing type so that when citizens desire a different type of housing, they can still remain in their neighborhood.



Action 1.9: Maintain and enhance the City's local character and aesthetic value by improving existing neighborhoods (also see Action 9.1).

Action 1.10: Provide for diversity in terms of residential development to meet the needs of citizens' full life cycle and to provide affordability.

Action 1.11: Continue to study where there are current developed areas without sidewalks, and allocate funds each year to retrofit these areas with sidewalks on a prioritized basis. (The City's Engineering Services and Public Works departments are currently involved in this type of study.)



Frisco Square Provides Increased Housing Diversity

**PRINCIPLE 2:**

***Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.***

Action 2.1: Identify specific land uses that are needed to serve the citizens of and visitors to Frisco, such as healthcare, education, culture, recreation, and retail; establish ways in which the City can proactively attract these identified land uses.

Action 2.2: Ensure that there is a balanced mix of local nonresidential uses so that residents can have all of their needs met within Frisco.



Large Employers Help Provide a Strong Local Employment Base

Action 2.3: Ensure that Frisco's land use policies provide adequately for nonresidential uses that will supply the essential tax base needed for the City to support existing and future residents.

Action 2.4: Attract businesses that will provide increased opportunities for Frisco's citizens to work within the City, thereby creating a strong local employment base.

**PRINCIPLE 3:**

***Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative development.***

Action 3.1: Develop methods by which the Planning & Zoning Commission and the City Council can evaluate innovative development proposals based on factors that meet smart growth principles; such factors might include the size of the project proposed, its location, environmental considerations, and proposed land use types.



Action 3.2: Require development proposals to consider environmental factors, such as topography, drainage, creek protection, natural floodplain storage, open space conservation, water conservation, and energy efficiency.

Action 3.3: Consider compatibility and adjacency issues related to developed areas as new proposals are reviewed.

**PRINCIPLE 4:**

***Establish land use policies that support the maintenance and enhancement of Downtown.***

Action 4.1: Ensure that the Downtown area is pedestrian-oriented and that development supports the unique quality of specialty retailing and other types of small businesses.

Action 4.2: Promote adaptive reuse of existing structures with architectural merit to preserve the Downtown's historic character.

Action 4.3: Continue to coordinate City initiatives (e.g., expenditures, planning efforts, etc.) with Downtown business owners and property owners, as well as with the Frisco Heritage Association.

Action 4.4: Continue to improve the streetscape within Downtown, as well as to and from Downtown, with an emphasis on walkability.

Action 4.5: Encourage residential infill development and redevelopment within a 5- to 10-minute walk of Downtown.

Action 4.6: Create formal public open spaces to serve as focal points and gathering areas within Downtown.

Action 4.7: Create strong links between elements that could help strengthen Downtown, such as the proposed future transit station, Frisco Square, and Pizza Hut Park.

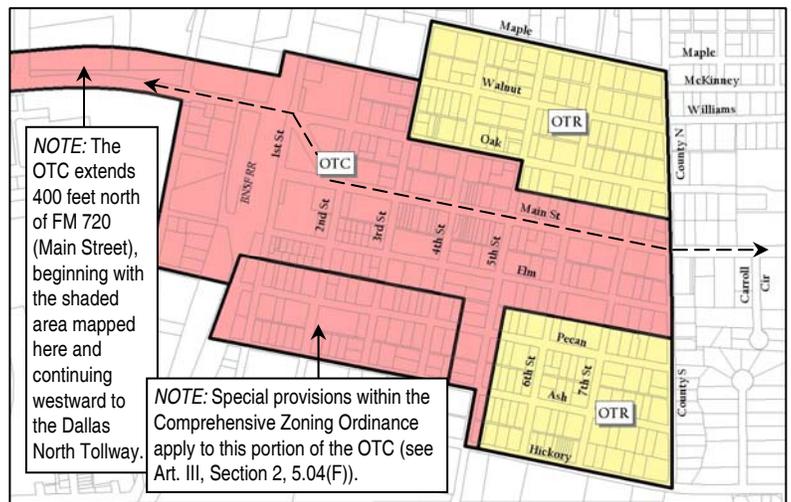


Illustration of Downtown Frisco  
Includes Original Town Commercial (OTC) & Original Town Residential (OTR) Areas

Action 4.8: Continue to use the adopted *Original Downtown Architectural Design Standards* (for both the Original Town Commercial areas and the Original Town Residential areas) and the adopted *Original Town Commercial District* (within the *Zoning Ordinance*) to improve Downtown Frisco.

Action 4.9: Establish an effective means of communicating information about Downtown-related City initiatives to new residents in and around Downtown, for example through the use of brochures that realtors or financiers could distribute.



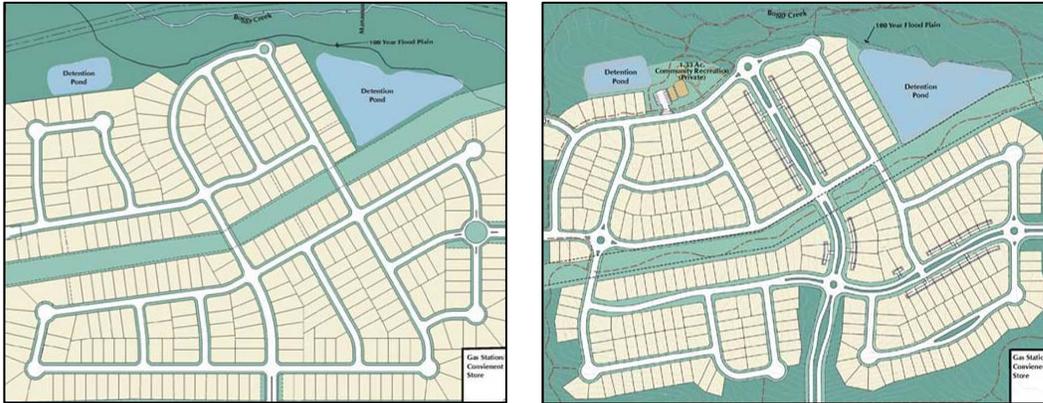
## Livability Strategy

### **PRINCIPLE 5:**

***Support the creation of unique residential properties and retailing to encourage long-term stability and reinvestment.***

**Action 5.1:** Encourage a diversity of residential properties in terms of size, type, views and orientation of lots to amenities.

**Action 5.2:** Encourage unique retail development that is pedestrian-oriented and connects to adjacent neighborhoods.



Example of Action 5.1 – Typical Development vs. Development With Lot Diversity & Orientation to Amenities

**Action 5.3:** Encourage retail businesses that meet the needs of a diverse range of age demographics, so that Frisco's citizens are able to buy what they need locally for their full life cycle.

**Action 5.4:** Develop plans for alternative uses of under-utilized or vacant retail sites. (Also see Action 7.3.)

### **PRINCIPLE 6:**

***Reinforce the vision of Frisco as a City of excellence for residents and businesses.***

**Action 6.1:** Make Frisco known as a destination City with many unique points of interest to offer visitors—unique retailing, unique recreation, unique cultural opportunities, and higher education opportunities.

**Action 6.2:** Create gateways at principal entry points into the City, and develop a design theme that is used throughout the community to create a sense of unity, identity, and cohesion for both residents and visitors. Entrances into the City from Preston Road and from State Highway 121 should be prioritized locations for gateway features.



Action 6.3: Develop retail design guidelines that encourage distinctiveness and pedestrian orientation.

Action 6.4: Continue to use public art to differentiate the City from surrounding communities.

Action 6.5: Continue efforts to instill a stronger sense of civic pride by encouraging involvement in public decision-making and by soliciting citizen input from all age groups.

Action 6.6: Encourage public/private participation and cooperation in beautification efforts. Explore assistance that may be available from private/volunteer groups to contribute to urban design-related projects and to help maintain enhanced public areas (e.g., street medians, small landscaped areas, etc.).



Public Art in Frisco

Action 6.7: Establish ways in which the City can honor its history and use it to bolster civic pride.

Action 6.8: Establish ways in which the City can become increasingly known for its sensitivity to, and preservation of, the environment.

Action 6.9: Explore options for City-initiated land conservation efforts.

Action 6.10: Continue to pursue the concept of Grand Park, and as part of this, consider the redevelopment of Town Lake.

Action 6.11: Investigate the viability of Frisco as a location for a four-year university; pursue realistic options, such as a private university, a university center (where various schools of higher education provide classes in one facility or area), or a satellite university.

Action 6.12: Create formal public open spaces to serve as focal points and gathering areas throughout the City.

**PRINCIPLE 7:**

***Review the City's development standards and examine ways in which such standards can be improved to achieve increased livability and sustainability.***

Action 7.1: Develop standards for transitional elements to enhance the relationships between residential and complementary nonresidential development.



**Action 7.2:** Create a project review process for unique developments that include mixed use, open space, pedestrian integration, mix of housing types, etc., such that these unique developments become the norm in Frisco.

**Action 7.3:** Establish nonresidential design standards that will allow the City to proactively plan for the adaptive reuse of buildings that may become vacant as the City ages.



Sidewalk Integrated Into Development

**Action 7.4:** Continue to foster a positive relationship with, and coordinate development within the City with local school districts.

**Action 7.5:** Review zoning and subdivision ordinances and engineering standards to ensure that the principles of this Plan are incorporated, especially in terms of allowing flexible and innovative design solutions.

**PRINCIPLE 8:**

***Encourage the development of quality housing throughout the City that meets a diversity of housing needs, for the full life-cycle of citizens.***

**Action 8.1:** Ensure that there are provisions for meeting the housing type and affordability needs of families with children, young adults just leaving home, young professionals, empty-nesters, retirees and the elderly.

**Action 8.2:** Ensure that there is an adequate supply of workforce housing throughout the City for those who work in the service industry in Frisco.

**Action 8.3:** Ensure that all homes are situated with an appropriate level of positive attributes to maintain desirability, value, and attract reinvestment.



Small Cottages Could Provide Increased Diversity in Frisco



**PRINCIPLE 9:**

***Recognize the importance of existing neighborhoods to the character of Frisco by implementing policies that will support their long-term sustainability and livability.***

**Action 9.1:** Wherever possible, retrofit neighborhoods with pedestrian connections and access to open space. (Also see Action 1.9.)

**Action 9.2:** Ensure that all homes have close proximity and access to amenities such as parks, open space, trails, retail, and restaurants.

**Action 9.3:** Promote home ownership and long-term residency.

**Action 9.4:** Investigate specific ways in which the City can actively participate in upgrading deteriorated areas through organized community programs and funding.



Older Residence in Frisco That Could Benefit from Pedestrian Access

**Action 9.5:** Promote incentives and strengthen programs to assist economically distressed owner-occupants in meeting housing code requirements.

**PRINCIPLE 10:**

***Recognize the importance of continually ensuring that Frisco will be a safe community.***

**Action 10.1:** Proactively plan and budget for new or expanded City facilities to meet the needs of the growing population and related demand for services; examples include fire stations, police facilities, and library facilities.

**Action 10.2:** Design roadways to be safe and to provide maximum movement within the City.

**Action 10.3:** Continue to work with local school districts to locate schools within reasonable distances (walking and driving) to where the citizens live.

**Action 10.4:** Work with State and Federal authorities to ensure that Frisco is fully involved in homeland security efforts.

**Action 10.5:** Ensure that citizens are informed and aware of the City's plans for addressing emergency events, such as a terrorist attack, water crisis, or flooding.



Frisco Fire Station



## Transportation Strategy

### **PRINCIPLE 11:**

***Ensure that the City's transportation system is cost-effective and adequate to meet the needs of the current and projected population.***

Action 11.1: Identify strategies that result in mutually supportive transportation choices, balancing convenient and efficient auto access with safe, well-designed pedestrian, bicycle, and transit facilities.

Action 11.2: Identify current areas where access and mobility deficiencies exist.

Action 11.3: Investigate ways in which public and private funding can participate in transportation system improvements.

Action 11.4: Prioritize transportation recommendations, and allocate funds accordingly.

Action 11.5: Build upon the connectivity concepts in the City's adopted *Hike & Bike Trail Plan* by providing for such a secondary circulation system within the *Transportation Strategy*; concentrate on connecting homes and neighborhoods to schools, retail, employment and recreation opportunities.

Action 11.6: Determine locations where transit may be especially needed or desired, for instance in areas where workforce housing is located, and prioritize the integration of transit accordingly.

### **PRINCIPLE 12:**

***Plan for transportation needs according to the type of development that is anticipated to be developed in the future.***

Action 12.1: Correlate the *Transportation Strategy* with the *Land Use Strategy*, specifically to ensure that the various land uses are accommodated by the transportation system.

Action 12.2: Correlate a mixed land use development strategy to minimize auto trips and roadway congestion.

Action 12.3: Review standards for roadway design based on their anticipated function, traffic volume, and adjacent land use.



Preston Road in Frisco



- Action 12.4: Encourage development of an interconnected and diverse street pattern to ease congestion, more evenly distribute traffic, and offer flexibility of routes.
- Action 12.5: Incorporate updated standards for roadway types into the City's Thoroughfare Standards.
- Action 12.6: Through the use of demand analysis and street types, create a strong connection between the *Land Use Strategy* and the *Transportation Strategy*.
- Action 12.7: Enhance current roadways with a combination of light fixtures, signs, and sidewalks to make the City's roads unique, and to help residents and visitors recognize that they are in Frisco.
- Action 12.8: Study existing roads and streets to determine whether their roadway classification and use has changed to the detriment of the neighborhood they serve. If the determination is that the roadway use pattern has compromised the neighborhood, ensure that future roadway plans are in place to return these streets to their intended purpose.

**PRINCIPLE 13:**

***Identify how alternative modes of transportation can be incorporated in Frisco.***

- Action 13.1: Consider rail options to provide better regional transportation.
- Action 13.2: Investigate how transit options could be utilized to connect major City attractions and development centers and be cost effective for residents at the same time.
- Action 13.3: Provide comfortable and attractive pedestrian and bicycle mobility within existing and new development, and throughout the City.
- Action 13.4: Pursue funding for retroactive and proactive integration of alternative modes of transportation throughout the City.



Wide Sidewalks Make Walking a Viable Alternative to the Automobile



**PRINCIPLE 14:**

***Work with adjacent cities and county and state governmental entities on efforts to maintain and/or expand the transportation system.***

Action 14.1: Ensure that Frisco's *Future Thoroughfare Plan (Plate 6-1)* is coordinated with plans in surrounding cities and regional plans, including Collin County and the North Central Texas Counties of Government (NCTCOG).

Action 14.2: Investigate how local, county, state, and federal funds could be combined to positively affect regional transportation needs.

**Growth Strategy**

**PRINCIPLE 15:**

***Employ smart growth principles to help ensure the City's future sustainability.***

Action 15.1: Protect areas of environmental significance, such as floodplains, areas with unique topography, wetlands, special wildlife and plant habitats, drainageways, and creeks.

Action 15.2: Establish policies to provide for the orderly extension of city services and facilities and to minimize "leapfrog" development.

Action 15.3: Establish policies to encourage compact development, including mixed uses and housing types, in targeted areas.

Action 15.4: Continue to adopt progressive environmental regulations, such as the Green Building Program. (Also see *Action 6.8.*)



Developed Area Respects Floodplain and Creek



**PRINCIPLE 16:**

***Prioritize potential growth areas within the City and within the City’s limited extraterritorial jurisdiction (ETJ).***

Action 16.1: Identify areas within the City and ETJ to determine where development is likely to occur.

Action 16.2: Use and maintain water and wastewater modeling efforts to determine where growth should ideally occur.

Action 16.3: Prioritize identified growth areas according to infrastructure capabilities.

Action 16.4: Encourage quality development and redevelopment within prioritized areas.



Frisco Water Tower

**PRINCIPLE 17:**

***Establish a population growth model that will help the City meet needs on the basis of an officially calculated and anticipated growth rate and ultimate population.***

Action 17.1: Use the *Land Use Strategy* to identify the amount of vacant land and the amount of planned residential and mixed use development. Specifically, use “person per household” figures and “occupancy rates” of the different types of housing from the Census data, and apply this information to possible new, unique housing units in Frisco to determine future population estimates for the City.

Action 17.2: Correlate City services with anticipated population growth and population capacity.

Action 17.3: Plan for the completion of City services in advance of population growth.

Action 17.4: Balance transportation needs with the anticipated *Land Use Strategy*.







*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 4:*  
*Land Use Strategy*

*APRIL 18, 2006*

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.







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“Ultimately, the best way to preserve natural habitat is through the excellent design of human habitat.”

- David Goldberg, Smart Growth America

## Introduction

The right of a municipality to coordinate growth is rooted in its need to protect the health, safety and welfare of local citizens. An important part of establishing the guidelines for such responsibility is the *Land Use Strategy*, which establishes an overall framework for the preferred pattern of development within Frisco. Specifically, the *Land Use Strategy* designates various areas within the City for particular land uses, based principally on the specific land use policies outlined herein. The *Land Use Strategy* is graphically depicted for use during the development plan review process with the *Future Land Use Plan* (Plate 4-2, page 4.10), the *Land Use Strategy* should ultimately be reflected through the City’s policy and development decisions. The *Future Land Use Plan* is not a zoning map, which deals with specific development requirements on individual parcels. The zoning map and changes in zoning should, however, be based on the *Land Use Strategy* and related *Future Land Use Plan*. In general, the *Land Use Strategy* is intended to be a comprehensive blueprint of Frisco’s vision for its future land use pattern.

From an agriculturally rich farming community to one of the fastest growth communities in the United States, Frisco has evolved to become a major City in the Dallas-Fort Worth Metroplex. The City’s land use pattern has experienced marked changes in the last 10 to 15 years. The opportunity to make Frisco a unique and sustainable community is now—enough population growth has occurred so that people are engaged in the process, and a significant amount of land is yet to be developed. This *Land Use Strategy* has been written to achieve the following:

- ❖ Address the needs of the City as a whole.
- ❖ Address the concerns and issues raised by the Comprehensive Plan Advisory Committee and the general public throughout this planning process.
- ❖ Provide policy guidance in keeping with the *Principles & Actions* (Chapter 3).
- ❖ Ensure that Frisco is a unique and sustainable community that ages well and gracefully.

This *Land Use Strategy* is divided into several sections. First is a discussion of the City’s current land use characteristics, within the City itself and also within the extraterritorial jurisdiction (ETJ). To supplement this discussion, *Plate 4-1* (page





4.4) graphically depicts Frisco's present land use pattern. The second section is an explanation of the *Future Land Use Plan*. This map, *Plate 4-2* (page 4.10), will help guide land use decisions within the City. The explanation of the *Future Land Use Plan* includes a description of each category used to establish the recommended pattern of land uses. Third is a discussion of the City's projected population growth, and its anticipated population at its build-out configuration, based on the *Future Land Use Plan*. Finally, the fourth section outlines the land use policies, which should be used in conjunction with the *Future Land Use Plan* to guide land use decisions as the growth, development, and perhaps redevelopment, occurs.



# Existing Land Use Characteristics

## Land Within the City of Frisco

Prior to establishing the land use pattern for future growth and development, the existing land use pattern within Frisco must be considered (the City's extraterritorial jurisdiction "ETJ" area is discussed in the following section). *Table 4-1* contains information on the various types of land uses and how they are currently developed in Frisco by number of acres, percentage of acres (developed and total), and acres per 100 persons. The following list outlines significant characteristics of Frisco's current land use pattern. These characteristics are supported by *Table 4-1* and the *Existing Land Use map, Plate 4-1* (page 4.4).

Table 4-1 EXISTING LAND USE – ACREAGES & PERCENTAGES City of Frisco, Texas					
Land Use Category		Acreage	Percent of Developed Acreage	Percent of Total Acreage	Acres Per 100 Persons*
Residential	Single-Family	7,919	44.0%	20.5%	9.94
	Multiple-Family	294	1.6%	0.8%	0.37
Public/Semi-Public	Parks & Open Space	1,012	5.6%	2.6%	1.27
	Public	2,806	15.6%	7.2%	3.52
	Utilities	43	0.2%	0.1%	0.05
Non-Residential	Office	194	1.1%	0.5%	0.24
	Retail/Commercial	1,756	9.8%	4.5%	2.20
	Industrial	191	1.1%	0.5%	0.24
Right-of-Way		3,785	21.0%	9.8%	4.75
Total Acreage Developed		18,000	100.0%	46.5%	22.58
Agricultural/Vacant		20,718	—	53.5%	25.99
Total Acreage Within the City		38,718	—	100.0%	48.58

\*Based on population of 79,702 people from Frisco's Planning & Development Services Department as of September 2005.

- Major features include the Dallas North Tollway, Main Street, Preston Road, and large creeks including Panther Creek, Stewart Creek, Cottonwood Branch Creek, Parvin Branch Creek, and Rowlett Creek.
- Forty-four percent of the developed land is consumed by single-family residential land uses. This category accounts for the highest amount of developed acreage.
- Public uses and rights-of-way also account for large percentages of the land used in Frisco.
- Retail uses account for almost 10 percent of the developed acreage. This large amount of retail is discussed in detail within the *Land Use Policies* section under Policy #2.



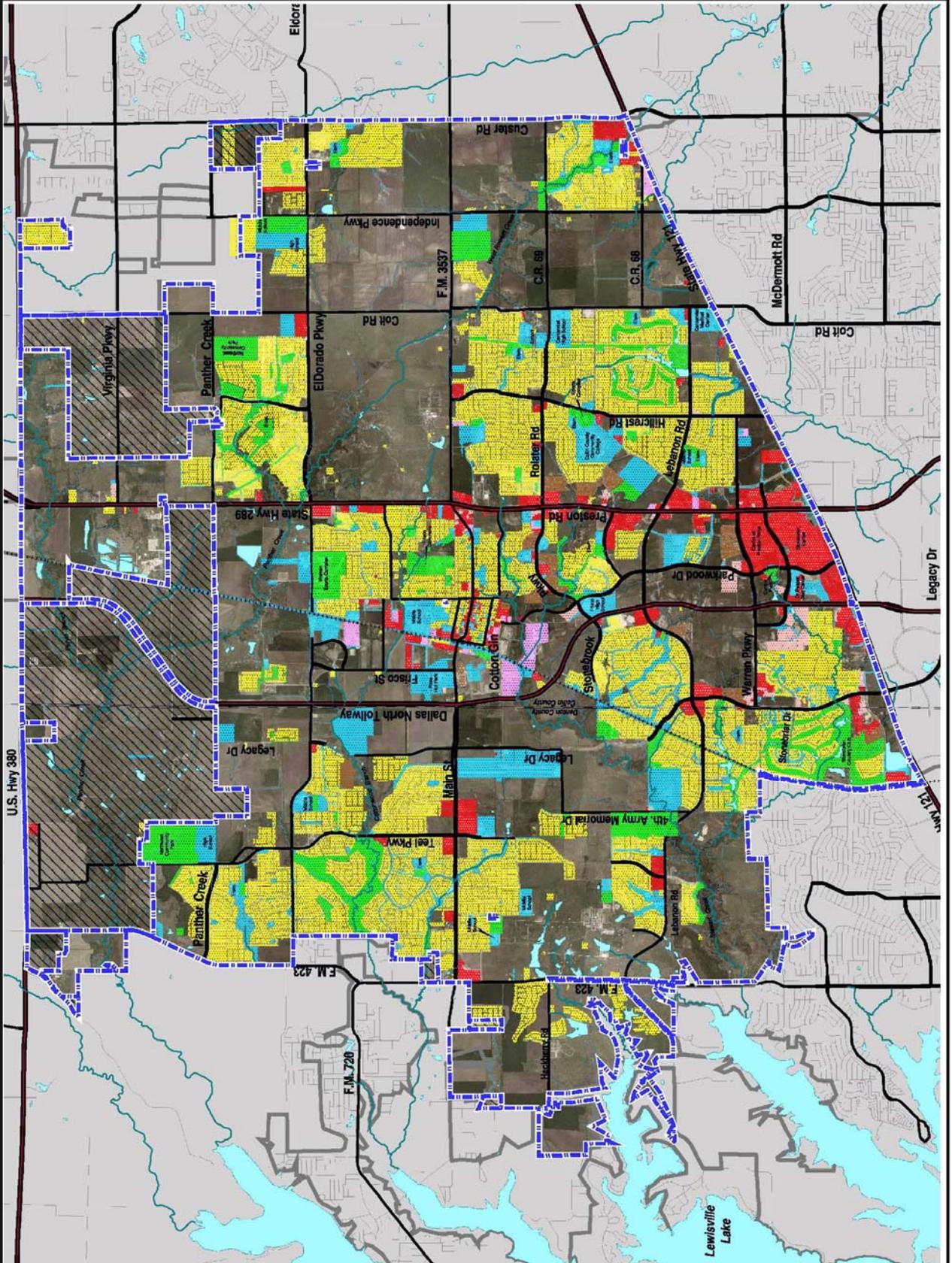


City of Frisco, Texas  
**Existing  
 Land Use  
 Map**

- Single Family
- Multi-Family
- Office
- Parks & Open Space
- Public/Semi-Public
- Retail
- Industrial
- Vacant / Agriculture
- Frisco E.T.J.
- Frisco City Limits

**Plate 4-1**

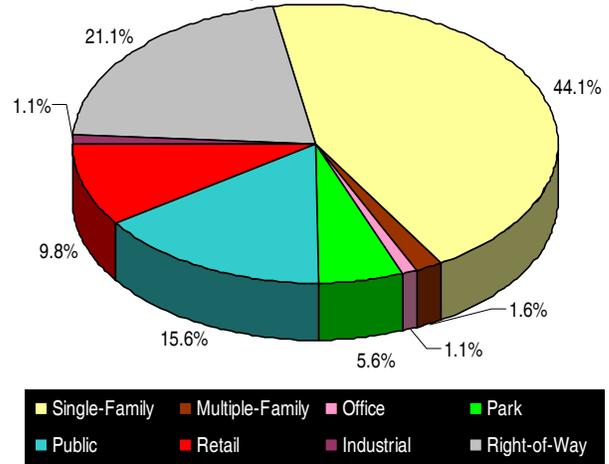
Dunkin Seiko & Associates, Inc.  
 Urban Planning Consultants  
 Townscape, Inc.  
 Kinley-Horn and Associates, Inc.  
 Frisco GIS  
 Department of Information Technology





- There are approximately 1.27 acres of parks and open space for every 100 people in the City. The recommended park acreage is between 1.13 and 1.95 acres per 100 persons<sup>4-1</sup>. Frisco is therefore within the recognized standard for park and open space allocation.
- There are 2.20 acres of land used for retail/commercial development per every 100 people in Frisco. This is an extremely high ratio. An average retail ratio is 0.5 acres per 100 persons<sup>4-2</sup>. A higher ratio, between 0.6 to one acres per 100 persons, is usually indicative of a city that provides a regional marketplace. The fact that Frisco has 2.20 acres per 100 persons indicates that retail uses within the City have a regional draw. An example of this is Stonebriar Centre. However, this fact may also indicate that retail uses are being over-developed for a market that may not be sustainable. This is discussed in further detail under Policy #2, page 4.21.
- Approximately 46 percent of Frisco is developed.
- Much of the land in north and east Frisco remains vacant.
- Much of the remaining vacant land is held in relatively large patterns of ownership. The percentage of vacant/agricultural acreage is over 53 percent. This amount of acreage provides ample opportunity to implement the policies of this *Land Use Strategy*, as well as to accommodate future population growth within the City limits.

Figure 4-1  
 EXISTING LAND USE – PERCENT OF DEVELOPED ACREAGE  
 City of Frisco, Texas



<sup>4-1</sup> Page 55 of the City's draft (November 2004) Parks, Recreation & Open Space Master Plan.

<sup>4-2</sup> Derived from a study conducted by Dunkin, Sefko & Associates, Inc. of over 33 client cities in Texas.

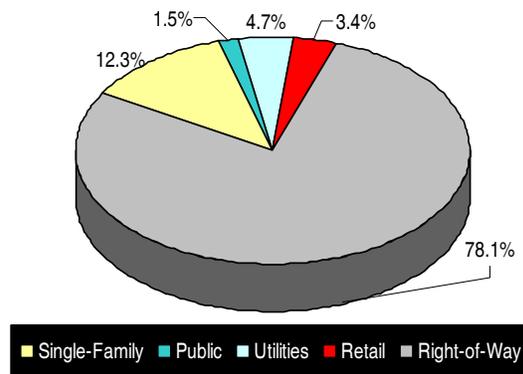


## Land Within Frisco's ETJ

As discussed within the *Snapshot of the City*, Frisco has limited extraterritorial jurisdiction (ETJ) rights. These rights are limited due to the fact that the City is surrounded on all sides by other municipalities. However limited, the ETJ area does provide some land for Frisco to geographically grow in the future—the City can expand its boundaries through annexation of any adjacent portion of its ETJ. Therefore, the City of Frisco could eventually include all of the current ETJ area. Given these reasons, it is important for land uses within the ETJ to be delineated. The land use allocation for the ETJ has been shown in *Table 4-2* and on *Plate 4-1* (page 4.4). It should be noted that the *Acres Per 100 Persons* category has not been included because the actual population in Frisco's ETJ is not known. The following bullet points outline significant characteristics of the current land use pattern in the ETJ.

- The largest amount of ETJ area is along the City's northern boundary.
- County and State rights-of-way account for over 78 percent of the developed land in the ETJ.
- Other uses account for nominal percentages of the developed land—even single-family uses account for only 12 percent.
- An extremely large percentage of the land within the ETJ remains vacant or agricultural—specifically over 93 percent of the land falls within this category.

*Figure 4-2*  
EXISTING LAND USE – PERCENT OF DEVELOPED ACREAGE  
City of Frisco's ETJ



*Table 4-2*  
EXISTING LAND USE – ACREAGES & PERCENTAGES  
City of Frisco's Extraterritorial Jurisdiction (ETJ) (Only)

Land Use Category	Acreage	Percent of Developed Acreage	Percent of Total Acreage
Single-Family	50	12.3%	0.8%
Public	6	1.5%	0.1%
Utilities	19	4.7%	0.3%
Retail	14	3.4%	0.2%
Right-of-Way	318	78.2%	5.2%
Total Acreage Developed	407	100.0%	6.7%
Agricultural/Vacant	5,709	—	93.3%
Total Acreage Within the ETJ	6,116	—	100.0%



# Future Land Use Plan

## Purpose

The *Future Land Use Plan, Plate 4-2* (page 4.10), has been drafted as the result of numerous meetings with the public, the Comprehensive Plan Advisory Committee (CPAC), and City staff. **The *Future Land Use Plan* is not a Zoning Map, and it does not directly affect the regulation of land within Frisco or the ETJ.** The *Future Land Use Plan* provides a graphic depiction of Frisco's ideal land use pattern. It should be used by the City to guide decisions on proposed zoning/development and development standards in the future. It should be noted that while the *Future Land Use Plan* itself is an integral part of the *Land Use Strategy*, the land use policies that support the *Future Land Use Plan* are also important. These policies are contained in the following section of this *Land Use Strategy*. The subsequent paragraphs, related map colors, and pictures are provided to clarify the various land use types shown on the draft *Future Land Use Plan*.

## Land Use Categories

### RESIDENTIAL



Areas with this use are primarily intended for traditional, single-family detached dwelling units. It is generally accepted knowledge that this type of residential product will continue to be predominant in Frisco.

However, this land use category also is intended to allow for the integration of housing types other than single-family detached, such as patio homes, town homes, and quadriplex units that are designed to resemble large houses. Existing residential development in Frisco is differentiated from future recommended residential areas on the *Future Land Use Plan* (as the colors above show and as can be seen on *Plate 4-2*, page 4.10). The various existing zoning districts that relate to this land use designation include:

- ❖ RE – Residential Estate
- ❖ SF-1 – Single-Family Residential District – 1
- ❖ SF-2 – Single-Family Residential District – 2
- ❖ SF-3 – Single-Family Residential District – 3
- ❖ SF-4 – Single-Family Residential District – 4
- ❖ SF-5 – Single-Family Residential District – 5
- ❖ PH – Patio Home District



- ❖ TH – Townhome District
- ❖ 2F – Two-Family Residential (Duplex) District
- ❖ MF-1 – Multiple-Family District – 1
- ❖ MF-2 – Multiple-Family District – 2
- ❖ MH – Mobile Home District

## TECHNOLOGY

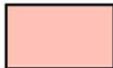


Areas with this use are intended for research and technology complexes, light assembly and manufacturing, laboratory facilities, and service uses, including distribution services. This land use is a “hybrid” of the office and industrial land use categories—more intense than the office land use category, but less than the industrial. Uses should be compatible next to residential with appropriate screening. Uses with outside storage should not be permitted in these areas. The various existing zoning districts that relate to this land use designation include:



- ❖ IT – Information & Technology District
- ❖ CO – Corporate Office District

## OFFICE



Areas with this use are intended for office complexes, similar to Frisco’s Hall Office Park, as well as small-scale offices (i.e., one- or two-story, and resembling homes or retail areas), such as doctors’, lawyers’, and realtors’ offices. Corporate headquarters and information-technology businesses are also envisioned, but there would be no manufacturing as there may be within the areas designated for *Technology* use. The various existing zoning districts that relate to this land use designation include:



- ❖ O-1 – Office District – 1
- ❖ O-2 – Office District – 2
- ❖ H – Highway District
- ❖ CO – Corporate Office District





# RETAIL



Areas with this use are intended to provide for a variety of retail trade, personal and business services and establishments. Examples include restaurants, shops, shopping malls, and the like. These areas would be consistent with current retail development in Frisco, but future developments would have increased connectivity with surrounding development, especially with residential development. The various existing zoning districts that relate to this land use designation include:

- ❖ NS – Neighborhood Service District
- ❖ R – Retail District
- ❖ C-1 – Commercial District – 1
- ❖ C-2 – Commercial District – 2
- ❖ H – Highway District

# PUBLIC/SEMI-PUBLIC



Areas with this land use designation are representative of uses that are educational, governmental or institutional in nature. Public/semi-public uses are generally permitted within any area. The public/semi-public uses shown on the *Future Land Use Plan* represent only those that are currently in existence. These uses are permitted in any of the City's existing zoning districts.

# PARKS & OPEN SPACE



Areas with this land use designation are representative of parks and open spaces that are currently in existence, with the exception of Grand Park. This designation also includes private recreation areas, such as golf courses (these are shown in a light green color as shown above and on the *Future Land Use Plan, Plate 4-2, page 4.10*). Like public/semi-public uses, parks and open spaces are permitted within any area of the City. These uses are permitted in any of the City's existing zoning districts.





City of Frisco, Texas

# Future Land Use Plan

- Residential\*
- Technology
- Office
- Retail
- Public-Semi-Public
- Parks & Open Space
- Private Recreation
- Mixed Use Residential
- Transit-Oriented Development
- Original Town Residential
- Original Town Commercial
- Industrial
- Floodplain / Open Space

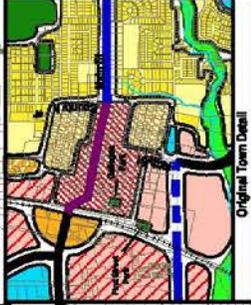
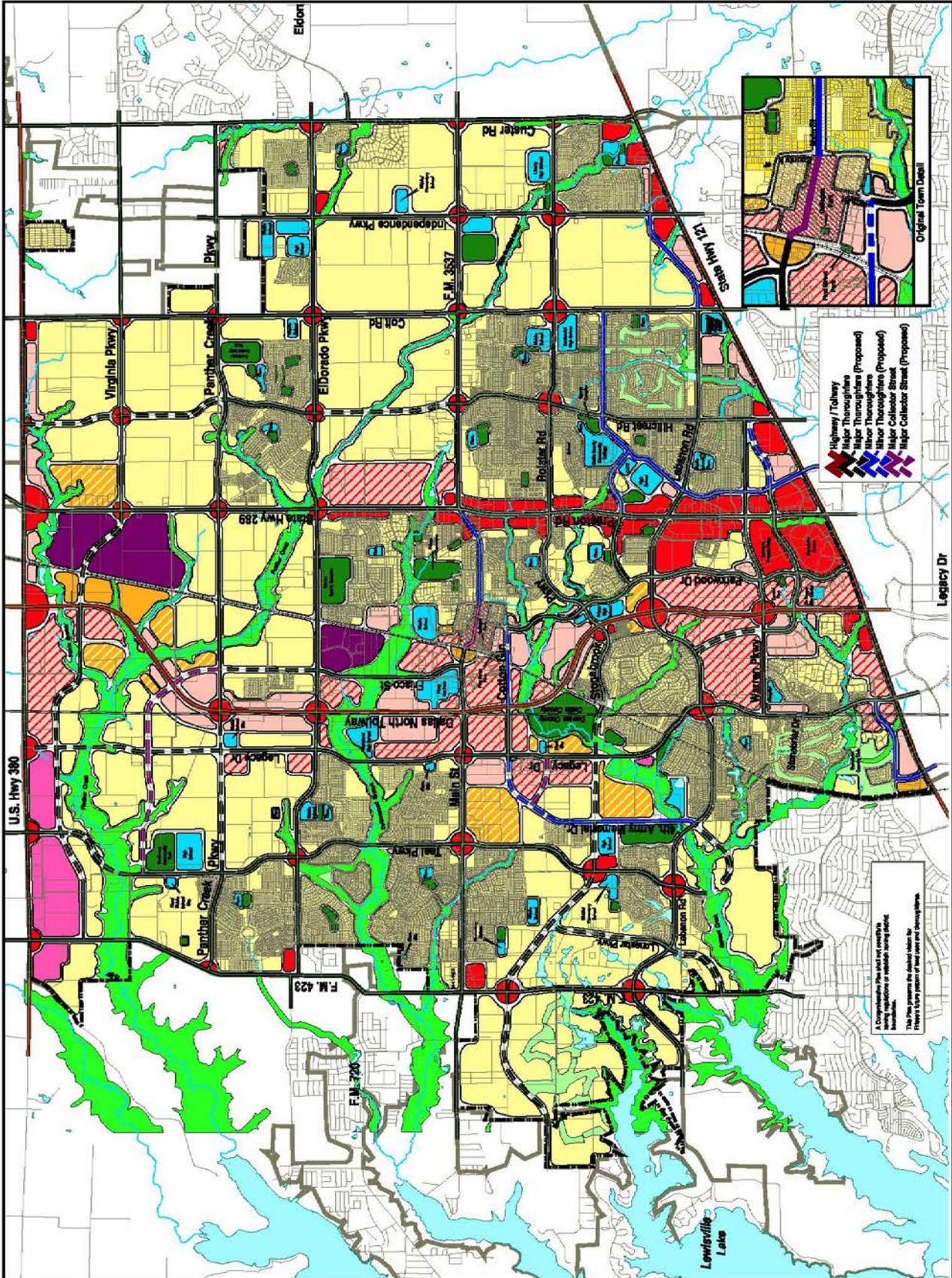
\*Red circles shown at intersections are intended to depict a minimum of two corners of road.

The Residential category is intended to include a variety of residential uses, including single-family, patio homes, and townhomes.

NOTE: Parks and open spaces are included as they are located within the City, and may be part of any land use category.

## Plate 4-2

Dunkin Seiko & Associates, Inc.  
Urban Planning Consultants  
Townscape, Inc.  
Kimley-Horn and Associates, Inc.  
Frisco GIS  
Department of Information Technology



- Highway / Tollway
- Major Thoroughfare (Proposed)
- Minor Thoroughfare (Proposed)
- Major Collector Street (Proposed)
- Minor Collector Street (Proposed)

U.S. Department of the Interior  
Bureau of Land Management  
This Plan prepares the public notice for  
Frisco's future pattern of land uses and transportation.



# MIXED USE RESIDENTIAL



Areas with this land use designation are intended for a mixture of residential and non-residential uses. They are referred to as *Mixed Use Residential* because it is envisioned that the residential component of such areas would be a greater percentage than the non-residential component. Approximately 80 percent of the acreage or square footage of any proposed development should be residential, with the remaining 20 percent of the acreage or square footage non-residential. Acreage would apply in a horizontal mixed use development, while square footage would apply in a vertical mixed use development. Austin Ranch (in The Colony), West Village (in Dallas), Kentlands (in Maryland) and Addison Circle are examples of this type of use. Mixed use areas are intended to provide flexibility for the City and the development community.



The West Village in Dallas – An Example of Vertical Mixed Use



Celebration in Florida – An Example of Horizontal & Vertical Mixed Use



Kentlands in Maryland – An Example of Horizontal & Vertical Mixed Use

It should be noted, however, that this land use designation is not intended to provide for a large amount of multiple-family development or garden-style apartments<sup>4-3</sup> (see related Policy #2). Multiple-family should only be permitted in these areas within an integrated vertical mixed use development. When multiple-family uses are provided, the ratio of multiple-family to retail/office should be approximately three square feet of multiple-family to every one square foot of retail/office.

<sup>4-3</sup> For the purposes of this *Land Use Strategy*, multiple-family is defined as traditional, apartment developments (also referred to as garden apartments) and buildings. This term does not include townhomes or quadplexes.



This land use designation does not relate directly to any of the City’s current zoning districts. Therefore, a new zoning district may be needed to implement this type of land use (refer to the *Implementation Strategy*, Chapter 8, for more discussion). Use of a Planned Development (PD), which is an option in Frisco’s current zoning ordinance, would also likely be an effective way to achieve a *Mixed Use Residential* development.

**MIXED USE NON-RESIDENTIAL** 

Areas with this land use designation are intended for a mixture of non-residential and residential uses. They are referred to as *Mixed Use Non-Residential* because it is envisioned that the non-



residential component of such areas would be greater percentage than the residential component. Specifically, approximately 80 percent of the acreage or square footage any proposed development should be non-residential, with the remaining 20 percent of the acreage or square footage residential. Acreage would apply in a horizontal mixed use development, while square footage would apply in a vertical mixed use development. Frisco Square and Southlake’s Town Center are examples of *Non-Residential Mixed Use*. Mixed use areas are intended to provide flexibility for the City and the development community.

It should be noted that like the description for *Mixed Use Residential* above, this land use designation is also not intended to provide for a large amount of multiple-family<sup>4-4</sup> development (see related Policy #2). Multiple-family should only be permitted in these areas within an integrated vertical mixed use development. When multiple-family uses are provided, the ratio of multiple-family to retail/office should be approximately three square feet of multiple-family to every one square foot of retail/office. See *Image 4-1* on the following page for further explanation for the way in which a proposed Mixed Use Non-Residential development would be calculated.

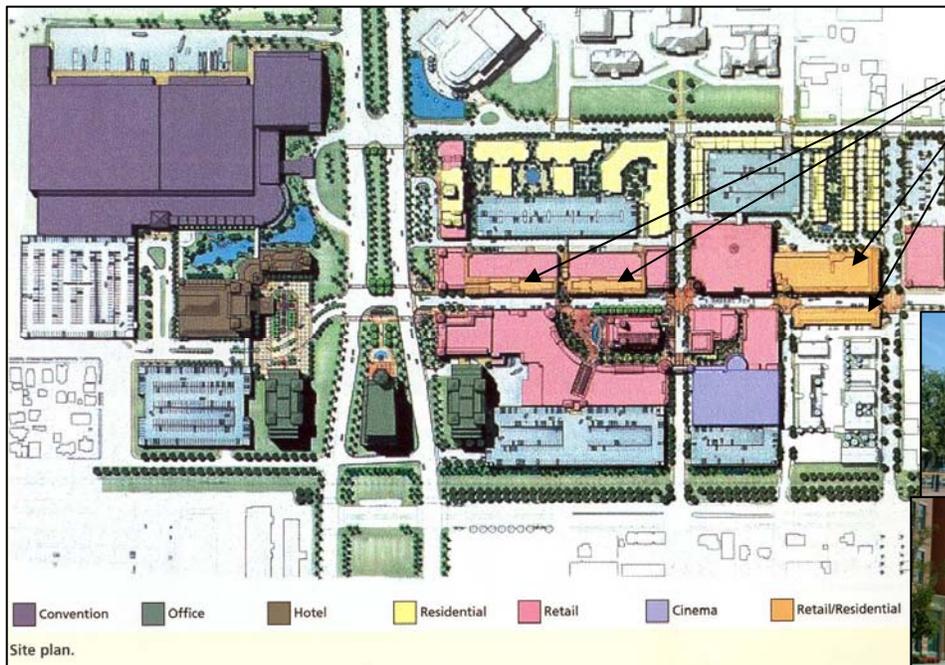
As was stated with regard to the *Mixed Use Residential* land use designation, the *Mixed Use Non-Residential* land use designation also does not relate directly to any of the City’s current zoning districts. The Highway (H) District may provide a straight zoning district for this type of development to occur along State Highway 121. However, a new zoning district may be needed to implement this type of land use (refer to the *Implementation Strategy*, Chapter 8, for more discussion) in other areas of Frisco. Use of a Planned Development (PD), which is an option in Frisco’s current zoning ordinance, would also likely be an effective way to achieve a *Mixed Use Non-Residential* development.

<sup>4-4</sup> Ibid.



Image 4-1

EXAMPLE OF A MIXED USE NON-RESIDENTIAL DEVELOPMENT & RELATED CALCULATIONS



This color denotes Residential (Multiple-Family) over Retail. Therefore, buildings with this color would have to be multi-story, and would have to provide a ratio of Residential to Retail of approximately three square feet of Residential to one square foot of Retail.



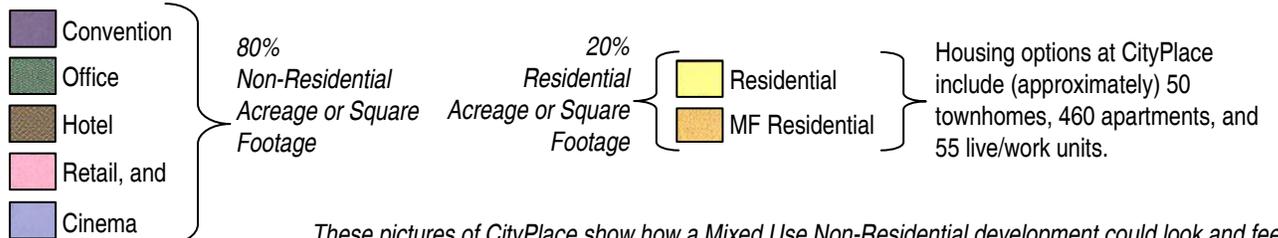
Legacy Town Center... & Frisco Square...



...are examples of a ratio of 3:1 multiple-family to retail.

Example is of CityPlace in West Palm Beach, Florida

In a Non-Residential Mixed Use development, the "mix" of uses should be (using the CityPlace plan above as an example):



These pictures of CityPlace show how a Mixed Use Non-Residential development could look and feel.



Source [for CityPlace info]:  
Schwanke, Dean, et al.  
Mixed Use Development Handbook (Second Edition),  
Urban Land Institute (ULI)  
Development Handbook Series, 2005. Pages 302-309.



## TRANSIT-ORIENTED DEVELOPMENT

Source: Plano Planning Department Website

Areas with this land use designation are also intended for a mixture of non-residential and residential uses, but this mixture should be higher density such that it helps support a nearby transit station. These areas are in locations that are consistent with commuter rail stations planned for by the North Central Texas Council of Governments (NCTCOG). These areas should have a minimum density of 70 units per acre in order to support transit as well as the uses within the Transit Oriented Developments. It should be noted that these rail locations are not likely to be changed, but that there may be an opportunity for the City to secure additional rail stations in the future (this is discussed further in the *Transportation Strategy*, Chapter 6).



This land use designation does not relate directly to any of the City's current zoning districts. Therefore, a new zoning district may be needed to implement this type of land use (refer to the *Implementation Strategy*, Chapter 8, for more discussion). Use of a Planned Development (PD), which is an option in Frisco's current zoning ordinance, would also likely be an effective way to achieve a *Transit-Oriented Development*.



## ORIGINAL TOWN RESIDENTIAL

Areas with this land use designation are consistent with Frisco's previous planning efforts related to the Original Town area. These areas have special historical significance for the City, and there is a specific zoning district related to them. There may be some non-residential uses in areas designated *Original Town Residential*, but they are currently and are intended to remain predominately residential. The City's OTR, Original Town Residential, zoning district can be used to implement this land use designation.





## ORIGINAL TOWN COMMERCIAL

The area with this land use designation is consistent with Frisco’s previous planning efforts related to the Original Town area. This area encompasses Main Street, and there is a specific zoning district related to it. Like the *Original Town Residential* areas, the *Original Town Commercial* area is also important to the City’s history. The *Original Town Commercial* area is intended for a mixture of non-residential and residential uses. The City’s OTC, Original Town Commercial, zoning district can be used to implement this land use designation.



## INDUSTRIAL

Areas with this use are intended for light industrial uses, commonly referred to as “tech-flex.” Businesses engaged in warehousing, distribution, manufacturing are envisioned. Such businesses/uses may have outside storage. The City’s Industrial (I) Zoning District can be used to implement this land use designation.



## FLOODPLAIN/OPEN SPACE

Areas shown are consistent with the 100-year flood areas as identified by the Federal Emergency Management Agency (FEMA). In developed areas, the floodplain may be shown over development, although there has likely been some reclamation and rerouting of drainageways where development has occurred. In undeveloped areas, land uses have been shown adjacent to the floodplain, and not infringing into the 100-year floodplain areas. The Agricultural (A) Zoning District is perhaps the most directly related to this land use designation. However, this land use designation does not necessarily need to be implemented with a zoning district, because floodplain/open space areas can be within any zoning district.



## Future Land Use Category Calculations

Table 4-3 lists the categories of land use by acreage for the City limits of Frisco and its ETJ. This information represents the calculations from the recommended, graphic pattern of land use shown on the *Future Land Use Plan* (Plate 4-2, page 4.10). Although municipalities in Texas do not have much land use control in the ETJ, land uses have been recommended therein for two principal purposes. One, if and when the City annexes an area, the recommended use of the land is known and it can be zoned accordingly. Second, it is important to know the intended land use when various types of studies are conducted by the City or other public entities. Examples of such studies include population projections, engineering studies, site location studies, and school enrollment projections.

Table 4-3  
FUTURE LAND USE CATEGORIES – ACREAGES & PERCENTAGES  
City of Frisco, Texas & ETJ

Land Use Category	CITY		ETJ		TOTAL		
	Acres	Percent	Acres	Percent	Acres	Percent	Acres Per 100 Persons <sup>(1)</sup>
Residential (Existing & Future)	23,498	60.7%	3,586	58.6%	27,084	60.4%	9.67
Technology	15	0.0%	551	9.0%	566	1.3%	0.20
Office	1,452	3.8%	193	3.2%	1,645	3.7%	0.59
Retail <sup>(2)</sup>	2,580	6.7%	156	2.6%	2,736	6.1%	0.98
Public/Semi-Public	1,443	3.7%	0	0.0%	1,443	3.2%	0.52
Parks & Open Space <sup>(3)</sup>	3,780	9.8%	526	8.6%	4,306	9.6%	1.54
Private Recreation	1,032	2.7%	0	0.0%	1,032	2.3%	0.37
Mixed Use Residential	765	2.0%	204	3.3%	969	2.2%	0.35
Mixed Use Non-Residential	2,458	6.3%	409	6.7%	2,897	6.4%	1.02
Transit-Oriented Development (TOD)	81	0.2%	178	2.9%	259	0.6%	0.09
Original Town Residential	53	0.1%	0	0.0%	53	0.1%	0.02
Original Town Commercial	110	0.3%	0	0.0%	110	0.2%	0.04
Industrial	775	2.0%	29	0.5%	804	1.8%	0.29
Floodplain/Open Space	2,898	7.5%	810	13.2%	3,708	8.3%	1.32
Total Acreage	38,718	100.0%	6,116	100.0%	44,834	100.00%	16.00

<sup>(1)</sup> Based on 278,000 people at ultimate capacity of the City limits and ETJ (See Table 4-9).

<sup>(2)</sup> Retail uses may also develop in the mixed use categories and the TOD Category.

<sup>(3)</sup> Includes projected park acreage (see Table 4-4 and discussion on following page), but only the existing park acreage of 1,558 acres is included in the Total.



## Calculation of Parks & Open Space

As stated in the description of the *Park & Open Space* category, only areas that are currently utilized for park and open space purposes have been shown on the *Future Land Use Plan, Plate 4-2* (page 4.10). The exception to this is Grand Park, because the City has recently purchased this land with the intent to create a park/open space. However, showing a calculation of *Parks & Open Space* in *Table 4-3* (page 4.16) that is equal to Frisco's current acreage would not be correct. This would show current park acreage (approximately 1,558 acres) in relation to the City's projected ultimate population, and would therefore seem as though the City was not planning to increase its park acreage to meet population needs. After discussion with CPAC on this issue, there was a consensus that a better alternative would be to use the recommended ratio of park acreage-per-1,000 people (from the *Parks, Recreation & Open Space Master Plan*) to project the amount of park acreage that Frisco is likely to provide in an ultimate build-out scenario. *Table 4-4* below shows how the projected park acreage that is reflected in *Table 4-3* (page 4.16) was calculated.

<p style="text-align: center;"><i>Table 4-4</i> CALCULATION OF PARK ACREAGE FOR TABLE 4-3 City of Frisco, Texas</p>		
Average of Recommended Park Acreages within the <i>Parks, Recreation &amp; Open Space Master Plan</i>	Ultimate Capacity in City Limits	Ultimate Capacity in City Limits & ETJ
	245,800	280,000
	ACREAGE CALCULATION BASED ON AVERAGE PARK RATIO	
15.38 Acres per 1,000 (or 1.538 Acres per 100)	3,780	4,306
<p>Notes:            (1) The <i>Parks, Recreation &amp; Open Space Master Plan</i> recommended a range of between 11.25 and 19.5 acres per 1,000 persons. The average of this range is used within this table.            (2) The difference in acreage between the projection within the City and ETJ and within the City limits is assumed to be within the City's current ETJ area, and is shown as such in <i>Table 4-3</i>.</p>		





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# Anticipated Population Growth & Capacity

Frisco's rapid population growth is documented in detail in the *Snapshot of the City*. It is important to consider this rapid growth in the context of planning for future land uses for numerous reasons. The principle reason is that the *Land Use Strategy* provides a basis for decision-making regarding the optimal pattern of land uses—this pattern inherently affects where population growth is likely to occur. Another reason is that the City will at some point reach its ultimate capacity for population growth given the fact that minimal geographic expansion is possible. This section of the *Land Use Strategy* explores the City's projected population growth in the next 20 to 30 years, as well as its ultimate population capacity and when that capacity might be reached.

## Population Projections

The City regularly makes projections regarding Frisco's current population, based mainly on the issuance of certificates of occupancy. The most recent projected population number calculated by the City was as of September 2005. This estimate of 79,702 people has been used here as a basis from which to project what the population is likely to be in future years. *Table 4-5* shows the City's average annual compounded growth rates during various time periods since 1980. The population projections shown in *Table 4-6* are based on these rates, the recent average numbers of certificates of occupancy issued<sup>4-5</sup>, and the City's impact fee analysis.

*Table 4-5*  
POPULATION GROWTH RATES SINCE 1980  
City of Frisco, Texas

Year	Average Annual Compounded Growth Rates				
1980	6%	12%			13.4%
1990			18.5%	18.6%	
2000					18.8%
2005					

*Table 4-6*  
POPULATION PROJECTIONS  
City of Frisco, Texas

Year	Scenario A: 5% Growth Rate	Scenario B: 6.4% Growth Rate	Scenario C: 13.4% Growth Rate
1980	3,420	3,420	3,420
1990	6,138	6,138	6,138
2000	33,714	33,714	33,714
2005	79,702	79,702	79,702
2010	101,720	108,680	120,000
2015	130,000	148,200	180,000
2020	165,900	202,095	275,000
2025	211,730	275,600	280,000 in 2021
2030	270,230	280,000 in 2026	
2035	280,000 in 2031		
Residential Certificates of Occupancy Issued <sup>(1)</sup>	2,500	3,000	4,100

(1) Based on U.S. Census 2000 data: 2.78 average household size, 88.2% occupancy rate  
Source: 1980, 1990 & 2000 Populations from the U.S. Census; 2005 Population from City Staff estimate as of September 1, 2005; 2010 through 2030 from Dunkin, Sefko & Associates, Inc.

<sup>4-5</sup> Specific information is available in the Planning & Development Services Department.



For planning purposes, the relatively high growth rate represented by Scenario C is recommended. The 13.4 percent annual compounded growth rate projects a population growth of approximately 120,000 by 2010, approximately 275,000 people by 2020, and build-out soon thereafter. This is a rapid growth scenario, but is likely attainable and realistic for a City like Frisco—in 2003 the City issued 2,800 residential building permits, and in 2004, the City issued 3,400. In addition, the Scenario C growth rate is consistent with the City’s growth rate between 1980 and 2005 (refer to *Table 4-5*, page 4.19). Frisco’s population capacity is discussed in the following section; however, the Scenario C projection anticipates build-out within the City and ETJ in 2021. This growth rate will be used throughout the *Comprehensive Plan* in relation to the City’s future needs.

## Ultimate Population Capacity

Frisco has a large amount of vacant land area (over 50 percent), much of which is designated on the *Future Land Use Plan* (*Plate 4-2*, page 4.10) for residential land use or residentially based mixed use. The City also has some ETJ area within which the City can grow geographically. Both the vacant area within the City limits and the ETJ provide developable land for population growth. In order to guide the City in planning for how many people will ultimately have to be supported, an assessment of Frisco’s ultimate population is provided. *Table 4-7* shows the calculation of ultimate population capacity within the City limits as they exist today. With additional population accommodated with vacant areas, and with the City’s current estimated population of 79,702 people, Frisco’s ultimate population capacity within the existing (as of September 2005) City limits is approximately 245,802 people.

<i>Table 4-7</i> ULTIMATE CAPACITY PROJECTIONS BASED ON THE FUTURE LAND USE PLAN MAP City of Frisco, Texas					
<b>Existing City Limits</b>					
Acres/Lots	Average Number of Dwelling Units Per Acre	Occupancy Rate	Average Household Size	Percentage Developed	Estimated Population in Currently Vacant Areas
<b>Residential</b>					
Assumes the development pattern will result in 80% single-family, 20% other densities					
10,600	3.5	88.2%	2.78	80%	72,774
10,600	6	88.2%	2.78	20%	31,190
3,276	<i>vacant platted lots</i>	88.2%	2.78	n/a	8,030
<b>Mixed Use Residential</b>					
Assumes 80% of the acreage will be residential at varying densities*					
3,065	7	88.2%	2.78	80%	42,082
<b>Mixed Use Non-Residential</b>					
Assumes 20% of the acreage will be residential at varying densities*					
2,458	10	88.2%	2.78	20%	12,054
<i>Population Accommodated Within Existing Vacant Areas Within the City Limits</i>					166,100
<i>Current Population</i>					79,702
<b>Ultimate Population Capacity of Frisco Within the City Limits</b>					<b>245,802</b>
Assumes 2.78 average household size and 88.2% occupancy rate – Source: U.S. Census 2000					
* Refer to page 4.11 for specific information.					
** Refer to page 4.12 for specific information.					



There are several factors considered in the calculation of ultimate population capacity, as well as several assumptions. Considerations include vacant/ agricultural areas (shown on the *Existing Land Use* map, *Plate 4-1*, page 4.4), and areas planned for residential and mixed use development (shown on the *Future Land Use Plan*, *Plate 4-2*, page 4.10). Assumptions include the application of various densities (these are specifically listed in *Table 4-7*, page 4.20, and 4-8) in relation to these residential and mixed use areas, occupancy rates, and average household size numbers.

*Table 4-8* shows the calculation of ultimate population capacity within vacant areas of the City's ETJ. It is important to note that this is not actually the ultimate population of the entire ETJ; rather, this number represents the population that can be accommodated only in vacant/agricultural areas of the ETJ. This is due to the fact that the current ETJ population is not known, and therefore, a true capacity number cannot be accurately calculated.

<p style="text-align: center;"><i>Table 4-8</i>  <b>ULTIMATE CAPACITY PROJECTIONS BASED ON THE FUTURE LAND USE PLAN MAP</b>                      Frisco's ETJ Area</p>					
<b>Existing ETJ Area</b>					
Acres/Lots	Average Number of Dwelling Units Per Acre	Occupancy Rate	Average Household Size	Percentage Developed	Estimated Population in Currently Vacant Areas
<b>Residential</b>					
Assumes the development pattern will result in 80% single-family, 20% other densities.					
3,350	3	88.2%	2.78	80%	19,715
3,350	6	88.2%	2.78	20%	9,860
<b>Mixed Use Residential</b>					
Assumes 80% of the acreage will be residential at varying densities*					
200	7	88.2%	2.78	80%	2,745
<b>Mixed Use Non-Residential</b>					
Assumes 20% of the acreage will be residential at varying densities**					
410	10	88.2%	2.78	20%	2,010
<b>Additional Population Within Vacant Areas of the ETJ***</b>					<b>34,330</b>
Assumes 2.78 average household size and 88.2% occupancy rate – Source: U.S. Census 2000 * Refer to page 4.11 for specific information. ** Refer to page 4.12 for specific information. *** Not including the current population of the ETJ - this information is unavailable.					





Table 4-9 provides summary information from Table 4-7 (page 4.20) and 4-8 (page 4.21). The cumulative result of the ultimate calculations in both the City and the ETJ result in an ultimate population capacity of approximately 280,000 people. Based on the recommended population projection in Table 4-6 (Scenario C, page 4.19), Frisco is likely to reach capacity in 2021.

<p style="text-align: center;"><i>Table 4-9</i>            ULTIMATE CAPACITY PROJECTIONS BASED ON THE FUTURE LAND USE PLAN MAP            City of Frisco, Texas &amp; ETJ Area</p>	
Ultimate Population Capacity of Frisco Within the City Limits	245,802
Additional Population Within Vacant Areas of the ETJ*	34,330
<b>Ultimate Population Capacity of Frisco - City Limits &amp; ETJ*</b>	<b>280,132</b>
*Not including the current population of the ETJ - this information is unavailable.	



# Parks, Recreation & Open Space Master Plan

## Overview of the Process

Frisco leaders have recognized that a quality, diverse park system is key to continuing and enhancing the high quality of life for which the City strives for its citizens. Therefore, on a parallel track to this comprehensive planning process, the City has been engaged in an update of its park and recreation plan. The update is formally referred to as the *Parks, Recreation & Open Space Master Plan*. The planning program for updating the parks plan was similar to the process for this 2006 Comprehensive Plan. The City hired a consultant team and established a steering committee to work with the consultants.

Public input was also sought during the park planning process to determine what Frisco citizens felt were priorities for the City's park system. The top recreation-related facilities included hike and bike trails, playgrounds, and picnic areas/pavilions. The top athletic-related facilities included basketball courts, tennis courts, and athletic practice fields.

The process itself consisted of two phases: 1) analyzing the City's inventory and market (i.e., needs), and 2) drafting of the park master plan, including a priority ranking of facilities, an action plan, and an expenditure analysis. This has now been incorporated into this Comprehensive Plan on compact disc and by cross-reference on the City website.

## High Priority Recommendations

High priority recommendations within the draft Plan *Parks, Recreation & Open Space Master Plan* consist of the following items (page 65):

- ❖ Trails;
- ❖ Recreation/multi-use center;
- ❖ Indoor aquatic center;
- ❖ Nature trail/greenways;
- ❖ Open spaces/natural areas;
- ❖ Outdoor swimming pool;
- ❖ Picnic areas/pavilions;
- ❖ Playgrounds;
- ❖ Benches/seating areas;
- ❖ Youth/teen center; and,
- ❖ Practice athletic fields.



## Relationship Between the Park Plan and the 2006 Comprehensive Plan

It is important to note the distinction between the park and trail concepts discussed within this *Land Use Strategy*, the *Livability Strategy* (Chapter 5), and the *Transportation Strategy* (Chapter 6) of this *2006 Comprehensive Plan*, and the park and trail concepts put forth within the draft *Parks, Recreation & Open Space Master Plan*.

- ❖ This chapter, along with Chapters 5 and 6 of this Plan discuss parks and trails in relation to concepts such as:
  - Integrating or improving land uses;
  - Providing proximity to such areas for the benefit of property values (i.e., enhancing and sustaining values);
  - Connecting existing and newly developed areas to create value and to create cohesive neighborhoods;
  - Providing passive private park areas and open space; and
  - Integrating trails to provide an alternative to automobile.
- ❖ The *Parks, Recreation & Open Space Master Plan* discusses parks and recreation in greater detail by:
  - Discussing park types and related service areas—for example a community park should be between 25 and 200 acres and has a service area of several neighborhoods;
  - Providing active park areas and open space that are generally public;
  - Providing estimates for how much park acreage is needed based on accepted park-to-population ratios and park types, using the City's projected population;
  - Recommending specific park facilities, such as an indoor aquatic center, a youth/teen center, basketball courts, and softball fields; and,
  - Estimating the cost of high priority park facilities.

Ensuring that all of these concepts are reflected as the development of the City continues will be important to providing citizens with positive land use relationships, livability, sustainability, and adequate access to active parks. According to Frisco's City Charter [Section 9.04(1)], the *Parks, Recreation & Open Space Master Plan* must be adopted as part of the City's Comprehensive Plan. Therefore, the *Parks, Recreation & Open Space Master Plan* and any updates or amendments thereto are included within this *2006 Comprehensive Plan* by reference.



# Land Use Policies

Following are the land use policies. The *Future Land Use Plan* is intended to be used in conjunction with these policies. The *Implementation Strategy* will outline specific ways in which the City can implement the land use policies, along with other recommended policies from other chapters of the *Comprehensive Plan*.

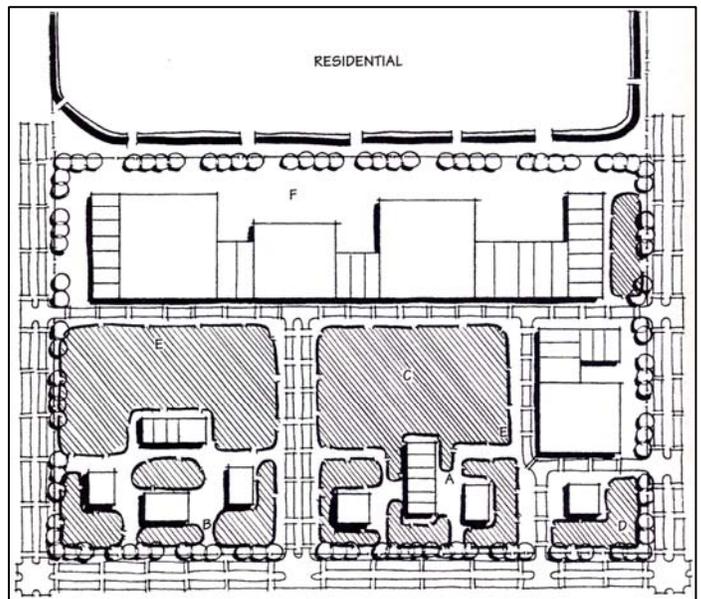
## 1. ENCOURAGE SUSTAINABLE, UNIQUE & ACCESSIBLE RETAIL DEVELOPMENT

❖ The design of retail areas has evolved over time. They are now typically single-use (as opposed to mixed use), retail developments that compete for high-visibility intersections and roadway corridors. They are also typically only accessible by automobile. This type of retail development, shown in *Image 4-2* below, has proved to be unsustainable. This fact is evident from the challenges that nearby cities, such as Plano, Richardson, and Carrollton, have faced. **Future retail development in Frisco should be developed with the following components**, which are exemplified in *Image 4-3* on the next page:

- A mix of uses including residential and/or office
- Pedestrian and roadway connections to adjacent neighborhood areas
- Internalized parking with buildings out front (as opposed to large parking lots located adjacent to the street)
- Separation of parking (to minimize wide expanses of concrete)
- Minimized spacing between buildings
- Reduced setbacks (to increase the visibility of the buildings)

❖ **The City should continue its policy of limiting retail development to two corners at key major intersection.** It should be noted that the retail nodes (circles) shown on the *Future Land Use Plan* at intersections throughout Frisco should be developed with

Image 4-2  
TYPICAL RETAIL SITE LAYOUT



(A) Multiple outparcels and freestanding shops compete for attention and create confusing traffic patterns. (B) Parking between building and street eliminates a viable pedestrian environment. (C) Outparcels reduce the visibility of parking area and of storefronts as well. (D) Parking location weakens intersection visually. A missed opportunity for public space. (E) Expanse of parking and size of center discourage pedestrian access across site. (F) Expansive service area [i.e., loading area] creates underutilized paved area that requires screening and security while eliminating direct pedestrian or vehicle access to center. (Courtesy of the Talbot Group.)

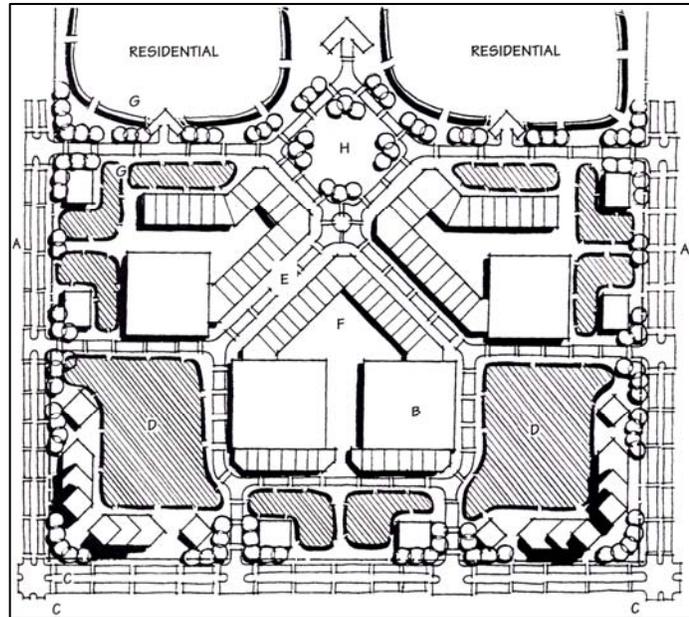
Source: Hall, Kenneth B. and Gerald A. Porterfield. *Community By Design: New Urbanism for Suburbs and Small Cities*. MacGraw-Hill, 2001, page 190.



Image 4-3  
INTEGRATED, MIXED & PEDESTRIAN-FRIENDLY RETAIL SITE LAYOUT

adherence to this policy. In general, **retail uses should be a maximum of 30 acres at any major thoroughfare intersection.** These 30 acres may be located entirely on one corner or divided on two corners (with a minimum of 15 acres on each corner). However, as with multiple-family development, **when retail is part of a mixed use development, all corners of an intersection may contain retail uses if they are integrated.**

- ❖ Strip retail, other than at major intersections, should be avoided except when developed in a vertical mixed use concept.
- ❖ The size and type of retail development should be evaluated based on the proposed location. The *Future Land Use Plan* does not differentiate the various types of retail. They are described as follows by type and location:



(A) Separation of outparcels reduces confusion, and orientation reinforces streetscape. (B) Anchor stores' visibility remains the same, if not better. (C) Offices at intersection screen parking and foster public use of space. (D) Parking areas separated to reduce expansiveness and provide overlap [i.e., sharing] opportunities. (E) Main Street [feeling] with sidewalks and parallel parking recreates hometown feeling, reinforces neighborhood identity, and encourages pedestrian activity. (F) Service areas [i.e., loading areas] consolidated, internalized, and controlled for security. (G) Access road serves both commercial and adjacent residential. (H) Village green as focal point/gathering area. (Courtesy of the Talbot Group.)

Source: Hall, Kenneth B. and Gerald A. Porterfield. *Community By Design: New Urbanism for Suburbs and Small Cities*. MacGraw-Hill, 2001, page 190.

- **Neighborhood Retail**—Should be at intersections of collector or larger streets, should be easily accessible to pedestrians and bicyclists, and should be integrated throughout the City. Generally serves a one-mile radius. Examples include convenience stores, beauty salons, dry cleaners, coffee shops, day care centers, small grocery/pharmacy stores, and cafés.
- **Community Retail**—Should be at major intersections and along major roadways, and should be easily accessible to pedestrians, bicyclists, and automobiles. Generally serves a two- to five-mile radius. Examples include large grocery stores, restaurants (including drive-through), and shopping centers.
- **Regional Retail**—Should be along major roadways, and should be easily accessible to pedestrians, bicyclists, and automobiles. Generally serves a five- to ten-mile radius. Examples of regional retail include Stonebriar Centre, movie theaters, and big-box retailers. This also includes what is often referred to as “niche retail,” which is a specialized retail use that people travel to from further distances. Examples of this type of retail include an indoor amusement use like Dave & Buster’s, a specialty grocery like H.E.B.’s Central Market, and a unique movie-and-dinner theater like the Studio Movie Grill (in Addison).



Stonebriar Centre – An Example of Regional Retail



- **Super-Regional Retail**—Should be along highways—such as U.S. Highway 380, State Highway 121, and the Dallas North Tollway—and should be mainly accessible to automobiles, but depending on location should ideally also be accessible to pedestrians and bicyclists. Generally serves over a 10-mile radius. Examples of super-regional retail include the new IKEA store, and the many sports venues within Frisco.

❖ One reason that retail uses are currently doing so well in Frisco is that many neighboring cities (e.g., Little Elm and Prosper) and unincorporated areas do not have much retail, and therefore, Frisco is capturing much of the retailing benefit from these communities. However, as these cities continue to develop, it will be difficult for Frisco to sustain and support continuing retail growth. **The City should utilize the Future Land Use Plan to allow for a reasonable amount of retail land use.**

❖ Table 4-10 shows that Frisco is competing and will continue to compete with Plano, McKinney, Allen and emerging cities to the north. Plano captured a high amount of the regional need for retail for many years, but is now struggling to sustain that amount of retail space. Plano’s developed retail square footage is almost 10 percent is vacant<sup>4-6</sup>. For these reasons, this *Land Use Strategy* recommends an amount of *Retail* land use in Frisco that will result in reduced ratios (compared to the existing retail ratio). The ratio of straight retail uses to *Acres per 100 Persons* will be reduced when the City reaches its population capacity, as will the ratio of straight retail uses and mixed retail uses. **These reduced ratios will likely be more sustainable in future years, especially as surrounding cities experienced increased retail development that will meet the demand of their local populations.**

*Table 4-10  
RETAIL ACREAGES – CURRENT & ESTIMATED  
City of Frisco, Plano, & McKinney*

City	Population	Retail Acreage	Acres per 100 Persons
<b>Current Estimated</b>			
Frisco	79,702 <sup>(1)</sup>	1,756	2.20
Plano	247,000 <sup>(2)</sup>	2,021 <sup>(3)</sup>	0.82
McKinney	92,500 <sup>(2)</sup>	1,900 <sup>(4)</sup>	2.05
<b>Projected/Anticipated Ultimate Capacity</b>			
Frisco			
<i>Retail Acreage Only</i>	280,000	2,490	0.89
<i>Retail Acreage + Mixed Use Residential &amp; Non-Residential</i>	280,000	3,964	1.42
Plano	270,000 <sup>(5)</sup>	2,865 <sup>(3)</sup>	1.06
McKinney	260,000 <sup>(6)</sup>	5,411 <sup>(6)</sup>	2.08

<sup>(1)</sup> Frisco Planning & Development Services Department as of September 2005.  
<sup>(2)</sup> NCTCOG Population Estimate as of January 1, 2005  
<sup>(3)</sup> City of Plano Planning Department, E-mail Correspondence on October 27<sup>th</sup>, 2005.  
<sup>(4)</sup> McKinney Comprehensive Plan 2004, Section 7: Land Use Element, Table 7.1, page 64  
<sup>(5)</sup> Plano Planning Department – Demographics – Quick Facts (from City website)  
<sup>(6)</sup> McKinney Comprehensive Plan 2004

<sup>4-6</sup> City of Plano Planning Department, E-mail Correspondence on September 29<sup>th</sup>, 2005. Information originally from the 2005 Annual Shopping Center Survey and Forecast, by the Weitzman Group.



- ❖ In *Table 4-10* (page 4.27), *Retail* acreage is added to *Mixed Use Residential* and *Mixed Use Non-Residential* acreage to project an ultimate number of estimated acreages that could develop as retail.
  - As discussed in the descriptions of the various land use categories, *Mixed Use Residential* is intended to develop with 80 percent residential uses and 20 percent non-residential uses, likely office and retail. Therefore, land within the *Mixed Use Residential* category has been projected to develop with 10 percent retail uses, leaving the remaining 10 percent of the non-residential acreage for office uses. This resulted in approximately 350 acres of retail from the *Mixed Use Residential* category.
  - *Mixed Use Non-Residential* is intended to develop with 20 percent residential uses and 80 percent non-residential uses, likely office and retail. Therefore, land within the *Mixed Use Non-Residential* category has been projected to develop with 40 percent retail uses, leaving the remaining 40 percent of the non-residential acreage for office uses. This resulted in approximately 1,110 acres of retail from the *Mixed Use Non-Residential* category.
  - The total amount of acreage for both types of mixed use can be found within *Table 4-3* (page 4.16).
- ❖ **This amount will also likely be more sustainable due to the following considerations**—this Comprehensive Plan advocates consideration of all these as new retail areas are created.

- **Unique** retail areas are more sustainable over time because they are not easily replaceable. The concept of uniqueness is not necessarily in the type of retail itself, but in the feeling that a unique retailing experience evokes.

We need to build a better mousetrap for shopping — with real places, the authentic places where people want to shop and dine, with housing and offices, with schools and libraries, etc., and most importantly just being together. Places that people [care] about...

Source: Retail shifts toward livability, says mixed-use expert. *New Urban News*, June 2005 Issue. [www.newurbannews.com](http://www.newurbannews.com).

Numerous ways in which retail in Frisco can be designed to be unique are within this *Land Use Strategy*, as well as the *Livability Strategy*, Chapter 5.

- **Neighborhood-accessible** retail areas are sustained by adjacent residents, who often feel a sense of ownership to such areas. Highland Park Village is a good example of a retail area that was designed to be accessible to adjacent residents, and that has stood the test of time. Frisco’s retail development will also be able to stand the test of time if it is designed to be accessible.

The distinctive layout and design of Highland Park Village have helped it to survive and prosper through seven decades of changes in retailing, and to remain a highly popular destination for shopping and dining...Originally constructed in 1931, the site has undergone substantial redevelopment since the mid-1970s and now includes an extensive network of brick paths and walkways, lush landscaping, benches, and trees.

Source: Charles C. Bohl. *Placemaking: Developing Town Centers, Main Streets, and Urban Villages*. ULI, 2003. Chapter 2, pg. 42



Source (for images): [www.hpvillage.com](http://www.hpvillage.com)



Highland Park Village



- **Regional retail draw** within Frisco is not likely to change for a long period of time. Examples include Stonebriar Centre and the retail uses along Preston. Even these retail uses will probably need to be redeveloped in the future, their prime locations will mean that their market value as retail opportunities will not likely diminish.
- **Mixed use retail areas have a built-in consumer/patron market**, much as neighborhood-accessible retail areas do. These areas have something that other single-use retail site lack—an on-site patronage that is drawn from the development’s other use types (such as offices, residential, civic, etc.). Mixed use developments also retain the types of market support that single-use retail areas have, such as the nearby neighborhoods, the regional market, and the drive-by market. This leads to an increased level of sustainability to the retail component of such developments.

The on-site spending patterns of residents of a mixed use development represent a broad “range of goods and services, including food service and entertainment (at night and on weekends), groceries, apparel, personal services, and all the other retail categories found in shopping centers.” With other housing units in “close by, especially within easy walking distance, this on-site/local market can start to add up. Capture rates, however, go down as the distance from the project increases.”

Source: *Mixed Use Development Handbook. ULI Development Handbook Series.* Principle Author and Project Director: Dean Schwanke. Urban Land Institute (ULI), Washington, D.C., 2005.

- ❖ **Neighborhood retail uses should be distributed throughout the City so that they are easily accessible to residential development.** Residents living in nearby residential areas should ideally be able to walk to retail areas.
- ❖ Additional policies related to retail and mixed use development are within the *Livability Strategy*, Chapter 5.

## 2. PROVIDE LIMITED MULTIPLE-FAMILY DEVELOPMENT IN A MIXED USE CONCEPT

- ❖ The market for traditional apartment-type housing is waning as mixed use concepts that have a multiple-family component are increasing in market share<sup>4-7</sup>. The density that is provided by multiple-family development is necessary to support transit-oriented development (see *Plate 4-2*, page 4.10) and retail uses. Further, vertical multiple-family development in a variety of types, such as condominiums and large lofts, is not only ideal in terms of supporting surrounding uses, but is also ideal in providing housing choices for young professionals, young married couples, and seniors. **Multiple-family units in a vertical, mixed use development should be encouraged by the City, and only permitted when they are part of a vertical, mixed use development. Except where current zoning already allows for their development, new traditional multiple-family units should not be developed. Such units should be a small component of the development within areas designated for *Mixed Use Residential* and *Mixed Use Non-Residential* land use, and a larger component within areas designated for *Transit-Oriented Development* on the *Future Land Use Plan* , *Plate 4-2* (page**

<sup>4-7</sup> J. Thomas Black. *Opportunity & Challenge: Multifamily Housing in Mixed Use Activity Centers.* National Multi Housing Council (NMHC). ADDRESS: www.nmhc.org. 1998.



4.10). (Refer to the descriptions of the *Mixed Use Residential*, page 4.11, and *Mixed Use Non-Residential*, page 4.12 and 4.13, land use descriptions for further detail.)

- ❖ **Multiple-family units should be permitted in mixed use developments, at a minimum ratio of approximately three square feet of apartment area for each square foot of retail.** A more dense ratio should be considered by the City based on the quality of the proposed mixed use development (refer to the *Livability Strategy* for characteristics of quality mixed use developments.)



Las Colinas (Irving) – An Example of Vertical Mixed Use

- ❖ The City's previous comprehensive plan, the *Millennium Plan*, established locational criteria for single-use, multiple-family development (i.e., traditional apartments). **This Plan generally supports new multiple-family development within a mixed land use scenario**; however, there are some areas currently zoned that allow the development of traditional apartments. Therefore, **the City should continue these location-based policies with regard to single-use multiple-family development.** Such policies are as follows:

- Apartment developments should be integrated with and be part of the surrounding neighborhood;
- Apartment developments should generally be a maximum of 20 acres or 350 units, whichever is greater;
- Apartment developments should be located at major thoroughfare intersections, not between intersections (i.e., mid-block);
- Apartment developments should not be located within 2,000 feet of any other multiple-family zoning district. This locational policy does not apply to two apartment developments located at the same intersection or within a vertical mixed use configuration, but does apply to two apartment developments (single-use) within a mixed use development; and,
- Apartment developments should not occupy more than one (1) corner of a major intersection. Apartments, however, may be located on all corners if (and only if) such apartments are designed and constructed as part of a mixed use development.

- ❖ Assisted living developments are also considered to be a type of Multifamily Residential use. While these uses are not specifically located on the *Future Land Use Plan*, they should incorporate the following guidelines:
  - Assisted living developments may be built as part of a church complex;
  - If possible, assisted living developments should be located next to or near public parks or private open space areas;
  - Assisted living developments may be adjacent to day care centers;



- Assisted living developments should be served by a collector street; and,
- Assisted living developments should be integrated with the surrounding neighborhood.

### 3. RESPECT SIGNIFICANT LOCAL DESTINATIONS

The City's many unique sports venues—Pizza Hut Park, Dr Pepper/Seven Up Ballpark, the Superdome, Central Park, Frisco Commons—have helped to make Frisco a recognized destination City. Other significant local destinations include the Original Town area, Frisco Square, and the Stonebriar Center. These areas are important to the City for a variety of reasons, such as providing uniqueness, allowing for spectator recreation, and preserving history. Other land-use based considerations include these areas importance as economic generators and activity generators, used by citizens and visitors alike. The *Future Land Use Plan* has been drafted in a manner respectful to these destinations. **Future land use decisions regarding the areas surrounding these destinations should be considered on the basis of ensuring their continued success and sustainability.**



Pizza Hut Park

### 4. ENCOURAGE MIXED USE DEVELOPMENT

- ❖ It should be noted that all the following policy statements relate to areas designated as *Mixed Use Residential* and *Mixed Use Nonresidential* on the *Future Land Use Plan* (Plate 4-2, page 4.10).
- ❖ Autonomously developed (i.e., single or separated) land uses have become the norm since the 1950s with the increase in suburban development and focus on the automobile. However, studies have shown that great neighborhoods—places where uses are mixed together such that people can easily access all types of uses to meet all of their needs—are more sustainable over time and long term value is created. Local Metroplex examples include:



Frisco Square





Legacy Town Center



West Village

Additional Metroplex examples include:

- Mockingbird Station (at Mockingbird and US Highway 75 in Dallas),
- Addison Circle,
- Downtown Fort Worth,
- University Park, and
- Highland Park.

National examples include the Dupont Circle area in Washington, D.C., Queen Anne in Seattle, and the Hyde Park area in Austin<sup>4-8</sup>.

**The City should not only allow for mixed use development, such development should be encouraged—for example, establishment of a mixed use zoning district (instead of having to use Planned Development zoning).**

Source: Web Address [www.hodgeman.org](http://www.hodgeman.org)



Dupont Circle, Washington, D.C.

<sup>4-8</sup> Richards, James, ASLA. *Places to Flourish: Placemaking that Nourishes Ideas, Creativity and Commerce*. Thesis for a Master of Landscape Architecture degree - University of Texas at Arlington.



- ❖ Existing, developed residential subdivisions could benefit from mixed uses as well. **Within pocket areas around subdivisions that have been left undeveloped, uses other than single-family residential should be considered—specifically, retail, office, townhouse or two-family residential.**
- ❖ **The *Future Land Use Plan* has been designed to support this policy with several land use categories intended to encourage mixed uses—specifically, the Mixed Use Residential, Mixed Use Non-Residential, and Transit-Oriented Development categories.** In each of these, the integrated development of various types of uses should be supported. However, it should be noted that **the mixed use categories are not intended to be fully developed with high density residential uses (i.e., apartments)—this type of use should only be a small component of any proposed development** (also see Policy #2).
- ❖ In areas that are not designated on the *Future Land Use Plan* for mixed use development, **the City should consider the following questions if a mixed use development is proposed:**
  - Is the mixed use development **compatible with adjacent properties?**
  - What is the **traffic impact on adjacent properties?**
  - What is the **traffic impact on other City thoroughfares?**
  - Do the **architectural features** of the mixed use development **tie the development together** and **are they compatible** with surrounding development?
- ❖ The concept of mixed use development is more than simply defining land uses. Successful mixed use developments, old and new alike, have key elements integrated within them that make them *feel* like special places. These elements, while they are not easy to define or outline, do include things like wide sidewalks, street trees, pedestrian furniture, central gathering spaces or focal points, etc. **Specific criteria that every mixed use development should be required to integrate is outlined in detail within the *Livability Strategy*, Chapter 5.**

## 5. PROVIDE FOR VARIED RESIDENTIAL DEVELOPMENT

Frisco has largely been developed over the last 10 to 15 years, and traditional suburban subdivisions abound. Quality housing is not a challenge in Frisco as it is in many cities. However, diverse housing is a challenge because it is practically nonexistent within the City (refer to the *Snapshot*, Chapter 1, for further discussion). The lack of such housing has likely affected Frisco’s demographics—that is, the City has only small percentages of young, single adults and seniors.

**The City should encourage the development of housing types other than single-family. The *Future Land Use Plan* is designed to support this policy with the *Residential* land use category, which is intended**



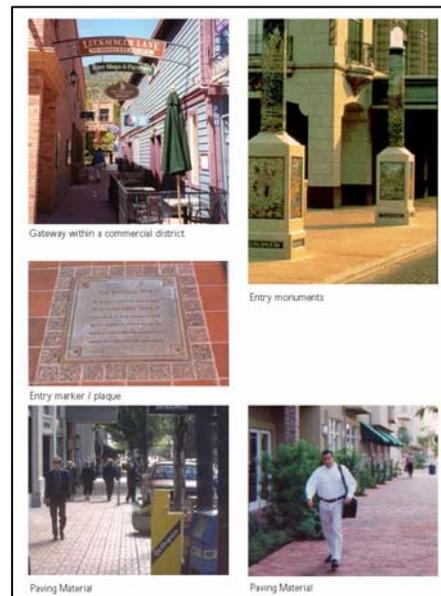
A Quadriplex Designed to Resemble a Large Single-Family House



to provide for all types of single-family, two-family, and quadriplex housing (designed to resemble large houses). The *Mixed Use Residential* land use category is also intended to provide for all types of residential housing, including a small amount of vertical multiple-family mixed use. Quality, well-designed townhomes, zero-lot-line homes, condominiums, carriage house units and the like are often sought-after because there are often not enough such units to meet the housing market needs.

## 6. SUPPORT ORIGINAL TOWN FRISCO

- ❖ The Original Town (Downtown) area is an interesting and special area of the City. Two land use categories are dedicated to Downtown—the Original Town Commercial category and the Original Town Residential category. These are based on previous studies done by the City (see image at the right), and on the City’s current zoning districts for the area.
- ❖ The Original Town area is representative of what this *Land Use Strategy* is advocating—a mixed use area full of unique atmosphere and characteristics. Cities across the Metroplex are attempting to replicate such traditional downtowns (as evidenced by Southlake Town Center, etc.). Original Town Frisco is currently undergoing changes, such as Main Street reconstruction and the relocation of City Hall. **The City should continue to support additional retail and residential uses within the Original Town Commercial and Original Town Residential areas.**
- ❖ Another important component that will allow the Original Town area to flourish is to **provide connectivity to nearby sports venues, the new City Hall and Library, the proposed commuter rail station (in the vicinity), and other significant locales.** This will ensure that the Original Town area is not left behind as new development occurs.
- ❖ Additional policies related to the Original Town (Downtown) area are within the *Livability Strategy*, Chapter 5.



Frisco Original Downtown Architectural Design Standards (Page 18)

## 7. ENCOURAGE INFILL DEVELOPMENT & DEVELOPMENT ADJACENT TO DEVELOPED AREAS

- ❖ The term “sprawl” can be described as:  
*Land development predominately on the urban or suburban fringe that is characterized by low-density, separated and dispersed uses dependent on automobiles and economically segregated residential*



areas. This has contributed to environmental degradation, increased traffic congestion, lessened community values, and reduced quality of life.<sup>4-9</sup>

The City should employ the following policies to combat sprawl:

- Encourage mixed use development, as discussed in Policy #4, beginning on page 4.31;
  - Provide incentives for clustering development such that environmentally significant areas are protected and open space is conserved, as discussed in the *Livability Strategy*, Policy #5, page 5.9.
  - Encourage mixed housing types, as discussed in the *Livability Strategy*, Policy #11, page 5.15;
  - Require connectivity in new areas and improve connectivity in developed areas, as discussed in *Livability Strategy*, Policy #14 through Policy #18 (beginning on page 5.21, various policy concepts relate under each).
- ❖ Often, cities are encouraging sprawl without intending to do so through infrastructure extension policies. Frisco should review its current extension policies with this fact in mind. Also, **the City should consider providing incentives for residential infill development and development that is contiguous to the City’s developed area. The City should carefully consider participating in the cost of infrastructure provision for residential development that occurs on the fringe of the City’s developed area.**
  - ❖ The *Existing Land Use Map, Plate 4-1*, shows that there are pockets of undeveloped areas in between many of the developed portions of the City—these provide opportunities for infill. **The tiered system of evaluation outlined in the *Livability Strategy, Table 5-2* (page 5.18), is based on the size and location of development, and should be used to encourage “infill” development.**

## 8. ESTABLISH SPECIFIC POLICIES FOR MAJOR TRANSPORTATION CORRIDORS

- ❖ The City currently has a policy of not allowing residential uses to locate within 300 feet of the Dallas North Tollway. This *Land Use Strategy* supports continuing that policy.
- ❖ The City currently has a policy of not allowing residential uses to locate within 1,200 feet of State Highway 121 and U.S. Highway 380. This *Land Use Strategy* supports continuing that policy.
- ❖ Much in the way that State Highway 121 has developed, U.S. Hwy 380 should generally be nonresidential as shown on the *Future Land Use Plan*.
- ❖ Any residential development that is proposed in the vicinity of U.S. Highway 380 that does not adhere to these policies should be considered on the basis of economic impact (lack of nonresidential tax revenue), development size, remaining land availability for



Existing Retail Development Along Preston Road

<sup>4-9</sup> Corrigan, Mary Beth, et al. *Ten Principles for Smart Growth on the Suburban Fringe*. Washington, D.C.: ULI – the Urban Land Institute, 2004. (Catalog Number T24.)



nonresidential development, and the exposure of the proposed development to the US Highway 380 frontage.

❖ **Preston Road should not be consumed with single-use, retail development.** This is a challenge for the City because the market is currently driving retail strip center development along roadways like Preston, which is evident by the type of uses that are there now.

- **Development should primarily be retail, but should be integrated with other types of uses, such as offices and residential development.** Connections to nearby residential development will be key to providing a uniqueness to the Preston Road corridor.

- **Adjacent developments should continue to be required to provide for cross and/or shared access between the developments.**

People in automobiles will then not have to utilize Preston Road to get from one development to another, thereby helping to minimize congestion.



Two Retail Uses Share a Driveway and Provide Cross Access

- **Shared parking should be encouraged.**

There are many uses that may need parking during the day but not at night, such as an office use, whereas another use may need parking at night, such as a dinner-only restaurant or movie theater. This would minimize the visual blight of wide, expansive parking lots.

❖ **Residential development should generally not occur along the railroad.** When residential development is permitted to occur, adequate buffering should be employed to minimize any land use conflicts. Landscape berms and trees that lessen noise are examples of buffering types that should be used.



Large Expanses of Parking Are Often Left Vacant – Shared Parking Can Reduce This



## 9. SUPPORT EXISTING DEVELOPMENT

- ❖ Oftentimes, land use plans and comprehensive plans in general focus on new development, and policies that address existing areas are not established. However, citizens and stakeholders in this comprehensive planning process have continually stated that policies for existing developed areas are important. **The City should allocate resources on an annual basis to maintain developed areas to a level of quality consistent with Frisco in general.**
- ❖ **Non-residential and residential infill development should be encouraged.** Wherever possible, such development should take advantage of the location of the parks and open spaces by orienting homes and businesses in an optimal configuration in relation to the parks/open spaces, as is discussed in the *Livability Strategy*. For example, this small, niche-type development could occur in the vacant area adjacent to and east of Frisco Commons.
- ❖ Other policies related to existing development are within the *Livability Strategy*, Chapter 5.



An Existing Developed Area of Frisco – Roadways & Landscaping Will Need Maintenance as the Area Ages

## 10. INTEGRATE LAND USES WITH THE TRANSPORTATION SYSTEM

- ❖ Transportation is inherently linked to land use. The type of roadway dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway. However, roadways are often developed and improved only on the basis on the amount of traffic they are carrying or are anticipated to carry, without much consideration for the type of land use that is or is expected to develop along them. **It is recommended that the City adopt the following general land use policies in relation to transportation.** These are discussed in depth within the *Transportation Strategy*, Chapter 6.
  - **Mixed use areas should have unique street standards that enhance the pedestrian environment** (Transportation Strategy Policy #1, page 6.38, and Policy #3, page 6.39).
  - **Areas designated as *Transit-Oriented Development* on the *Future Land Use Plan* (Plate 4-2, page 4.10) should be designed to facilitate transit vehicle circulation, and should have pedestrian-oriented amenities** (Transportation Strategy Policy #6, beginning on page 6.40).
  - **High volume non-residential corridors, such as Preston Road, should have established access management policies that are employed as development occurs to facilitate optimal mobility, while also providing accessibility** (Transportation Strategy Policy #7, page 6.42).



## 11. PROVIDE POSITIVE LAND USE RELATIONSHIPS FOR PUBLIC/SEMI-PUBLIC USES

- ❖ **Elementary schools should be centrally located within a residential neighborhood** to prevent the crossing of major roadways to access the school. **Elementary schools should be accessible from at least one collector street** (not from a major or minor thoroughfare), which ideally connect to the neighborhood's peripheral thoroughfare (within approximately 1,200 feet of the elementary school).
- ❖ **Middle and High Schools** have a larger student population and **need to be located along major and minor thoroughfares.**
- ❖ Whenever possible, **schools should be co-developed with City parks adjacent to the site.**
- ❖ **Large church congregations and "campuses" (multiple buildings with different uses) should be located where traffic and needed circulation will be accommodated. Other suggested parameters include:**
  - Churches should be located along major and minor thoroughfares;
  - Churches should have direct access from a median opening (if located on a divided thoroughfare);
  - Parking areas should be screened with landscaping or berms; and,
  - Churches should not be located at residential subdivision entrances;
- ❖ **Day care centers may be located within corporate business parks** (i.e., privately-run day care centers marketed to employees).
- ❖ **Day care centers may be included in retail developments, mixed use developments, and in neighborhood-oriented retail areas.**
- ❖ Other suggested locational **parameters for day care centers** include:
  - Day care centers should be located along major and minor thoroughfares, or as part of a mixed use development (on a collector street or higher);
  - Day care centers should have direct access from a median opening (if located on a divided thoroughfare);
  - The architectural character of day care centers should be compatible with surrounding residential uses;
  - Parking areas should be screened with landscaping or berms;
  - Day care centers should not be located at residential subdivision entrances; and
  - Day care center sites located in residential zoning districts may be replatted for single-family residential development if the day care use is discontinued.

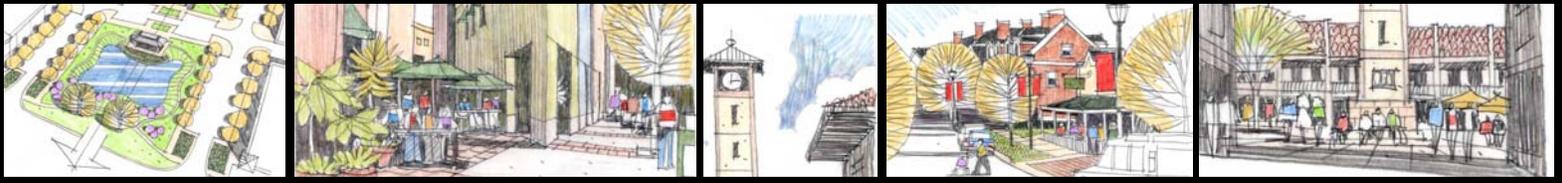


## 12. PROVIDE FOR POSITIVE TRANSITIONS FROM ONE LAND USE TYPE TO ANOTHER

- ❖ While it does not occur very frequently, there may be some cases where an area that is designated and/or developed as **residential may desire to transition to a non-residential use**. If this is the case, **the City should require the following**:
  - The area should be physically appropriate for non-residential uses.
  - The area should be an extension of other non-residential zoning and is not separated from other non-residential zoning by a major thoroughfare (or larger).
  - The rezoning will not create a situation where non-residential traffic will negatively impact established and proposed future neighborhoods, schools, and/or parks.
  - The rezoning will not leave any residual tracts of residentially-zoned property or an area designated for residential use on the *Future Land Use Plan (Plate 4-2, page 4.10)*.
  - The rezoning should provide for an appropriate transition between non-residential and residential uses through separation by distance, screening, or land use, if positive integration of residential and non-residential land uses is not possible.
  
- ❖ Occasionally, there will be a case where **existing areas that are designated and/or developed as non-residential may desire to transition to a residential use**. If this is the case, **the City should require the following**:
  - The area should be physically appropriate for residential uses.
  - The area is an extension of a residential neighborhood shown on the *Future Land Use Plan (Plate 4-2, page 4.10)* and is not separated from the neighborhood by a major thoroughfare (or larger).
  - The rezoning will not create a situation where non-residential traffic will negatively impact established and proposed future neighborhoods.
  - The proposed non-residential development is not located in an area that encourages or requires access into or through existing or proposed residential area.
  - The rezoning would not result in a shortage of land designated for non-residential development.
  - The rezoning would not diminish the land base considered prime for future economic expansion.
  - The rezoning would not leave a residual tract of non-residentially-zoned property which would not conform to the *Future Land Use Plan (Plate 4-2, page 4.10)* or which would negatively affect the proposed residential use.
  - The rezoning would provide for an appropriate transition between residential and non-residential uses through separation by distance, screening, or land use (i.e., creek, four-lane roadway, etc.), if positive integration of residential and non-residential land uses is not possible.







*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 5:*  
*Livability Strategy*

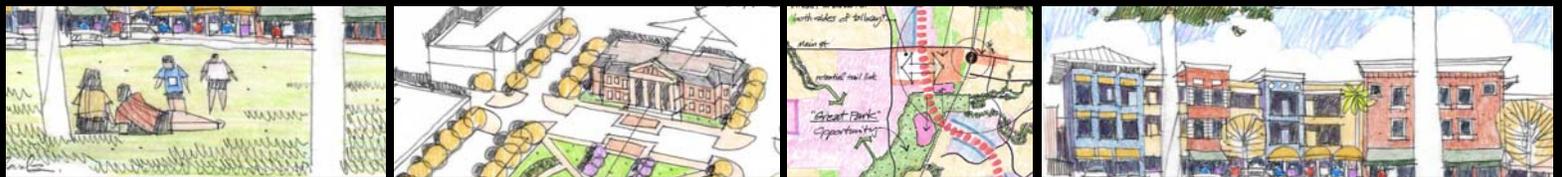
*APRIL 18, 2006*

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“Suburbs will need to evolve into more self-contained, culturally rich, and diverse communities.”  
– Joel Kotkin, *The New Suburbanism, A Realists Guide to the American Future*

## Introduction

Whereas the *Land Use Strategy* in Chapter 4 addresses City-wide uses in a broad context, the *Livability Strategy* is intended to provide guidance on the finer grain of development layout and design. The importance of livability and sustainability strategies is also discussed in Chapter 1, *Snapshot of the City*.



Davis, California, is consistently rated as one of the most livable cities in America because of its extensive hike and bike trails which form an alternative circulation system to the roadways.

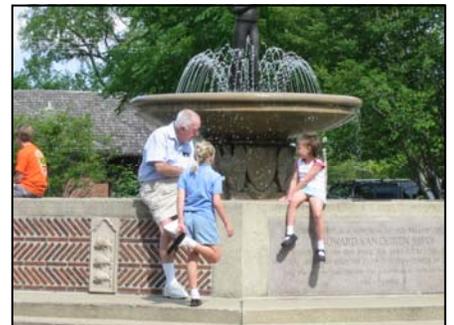
## Livability

In the simplest terms, creating “livability” means creating environments which are “people-centric” rather than “auto-centric”. It means creating places where people want to be, that contribute to interaction and discourse with others, and that are personally fulfilling. This has implications for how we design neighborhoods, retail areas and civic spaces, and how we design the routes we take between them.

The urban design of a community plays an important role in its livability. Especially important are the views one encounters circulating through the area. How do the streets feel (including adjacent development), are they “welcoming” and exude the intended character and image of the community at large? Are pedestrian areas such as sidewalks, trails, plazas and yes, parking areas, shaded, comfortable and interesting?

## Sustainability

Sustainability has broad implications for both creating stimulating places to live, work, shop and play that are special and unique in a way that draws us to them, and which are environmentally sustainable in terms of energy use, water and air quality, and low maintenance. The bottom line is that we want to create neighborhoods which offer homes and amenities that provide a unique combination of assets that are not necessarily found in every other



Intergenerational communities help provide stable and healthy neighborhoods.





neighborhood. Such amenities as proximity to parks, open space and recreation, relationships to schools and neighborhood retail, views, and which offer a variety of housing types can aid in attracting residents with a true and long term commitment to the community. Residents who will reinvest in their homes and when circumstances change, they can continue to live in the same neighborhood, providing an intergenerational mix, security and a socially supportive community. In the end, it is important that people will, over time, reinvest in their properties rather than just move on to other subdivisions. This is the basis for a stable and healthy community.

In addition, truly successful and sustainable communities foster a creative and stimulating environment that is conducive to attracting and nurturing knowledge workers and talent-driven businesses (see “Placemaking Principles for a Creative Community” below).

#### PLACEMAKING PRINCIPLES FOR A CREATIVE COMMUNITY

Environments conducive to attracting and nurturing knowledge-workers and talent-driven businesses consistently exhibit the following themes. They serve as guiding principles for policies and strategies that can, over time, shape Frisco into a city poised to flourish in the growing creative economy.

**Diversity** encompasses both environmental and cultural diversity and speaks to interesting juxtapositions: Nature and urbanity; great new buildings and grand old ones; established affluence and entry-level upstarts; natives and newcomers; upscale retail and funky mom-and-pop shops; auto or streetcar or walking; all coexisting in a richly complex and stimulating environment. Diversity eschews the homogenous and over-designed, and celebrates the city as an evolving manifestation of many ideas and visions over time. It allows a diverse mix of individuals to find a “niche,” and exposes them to a stimulating array of choices on a daily basis.

**Choice** offers the ability to select from a range of attractive alternatives for everything from housing to transportation options, from working environments to leisure time pursuits, from urban vitality to places of solace. Designing for choice has complex, but not unattractive implications. For example, walking as a primary mode of mobility is not a real choice unless a compact city form, a full mix of uses within walking distance, a well-designed sidewalk/crosswalk system and, to some extent, transit linking walkable enclaves are all in place to make that choice viable.

**Authenticity** is rooted in the unique environment, history and evolving culture of a region and community. Preserved natural features, older buildings, traditional, self-contained neighborhoods and a predominance of independent, locally-owned businesses over ubiquitous franchises serve as gauges of authenticity. By extension, authenticity is reinforced when new projects are designed to be compatible with their neighbors and larger urban context. The aggregate is a distinctive place whose character is a reflection of the uniqueness of its locale.

**A vibrant public life** extends beyond typical “park and recreation” pursuits to include a variety of choices for dining, shopping, schmoozing, exercise, informal meetings, people-watching, and walking. It balances home life with diverse leisure and entertainment choices in the city’s streets, plazas, outdoor markets, parks and trails, as well as in “third places” such as coffee shops, outdoor cafes, pubs, bookstores and the like. Public life venues foster a sense of community, face-to-face conversation, debate and exposure to a range of thinking and ideas.

**A stimulus-rich environment** consistently engages both the full range of senses and the intellect through skillfully applied design principles—scale, rhythm, repetition, color—as well as through well crafted vernacular design, connections to nature, connections to the past, and exposure to cultural stimuli from street performances to public art. It can be embodied in ways as varied as long, dramatic vistas, visually exciting street scenes and rhythmic street tree plantings to rich architectural materials, engaging sign designs and pockets of seasonal color.

Source: *Places to Flourish*, James Richards  
*The Rise of the Creative Class*, Richard Florida



### ACCEPTED PRINCIPLES FOR GOOD COMMUNITY DESIGN

#### Building Blocks of Community Design

The following are key elements that give a City form and evoke recognizable images both consciously and sub-consciously. This is an important method to assist people in understanding and being comfortable with a community, and with being able to find their way around. These are key elements which aid in preventing “sprawl”.

**Paths** are the predominant form-giving elements within a community and include such things as walkways, hike-bike trails, streets and transit lines. They connect all areas of the City together. In true communities, there are networks of paths for automobiles, bicyclists, mass transit and wildlife.

**Edges** are linear elements that are the boundaries between two kinds of districts. They are strong organizing elements. Edges are also transitions between two elements or areas such as retail and residential, office or recreation activities. They can be lively, positive places or shared open spaces. They could also be paths such as landscaped boulevards, or they could be creeks and floodplains.

**Districts** are areas that can be entered. You know when you get there. Buildings or structures, or development layout share certain recognizable commonalities and characteristics — Greenwich Village in New York City, the Mission District in San Francisco and the French Quarter in New Orleans each exhibit separate and distinct scale, texture and structural elements that distinguishes them from adjacent areas. People use districts to help them mentally organize the layout of a city and to aid them in reducing a city of overwhelming scale to one that can be more easily managed and understood.

**Nodes** are specific points in a community that have name or place recognition value. They are points to and from which people travel and very often they serve as the center or core of a district. Nodes are closely associated with paths and thus can also be found at the transition points between districts — Piccadilly Circus, Times Square and the Grand Mall in Washington, for example. Another important characteristic of nodes is that they are usually thematic in nature. Clusters of like uses tend to aggregate — Times Square and 42<sup>nd</sup> Street in New York for its theaters, the Grand Mall in Washington for its government buildings and museums.

**Landmarks** are very similar to nodes, but are usually perceived as a single element, either structural or natural. They are the reference points used by all in navigating a path through the community, and they usually take the form of great public spaces, artwork, or a significant building. Landmarks usually contrast greatly with the background in which they are perceived, which enhances their visual importance as a “beacon” or reference point — the Eiffel Tower, the Gateway Arch in St. Louis, and Telegraph Hill in San Francisco for example.

Source: *Community By Design*, Kenneth Hall and Gerald Porterfield  
*The Image of the City*, Kevin Lynch



The West Rowlett Creek Trail, local and collector streets and the BNR rail line are examples of Paths.



Floodplains and major roadways are examples of Edges.



Downtown Frisco is an example of a District.



Stonebriar Mall serves as a Node.



The new City Hall is an example of a landmark.





Example – Axial Design



Example – Hierarchy



Example – Transition Elements



Example – Dominant Feature



Example – Sense of Enclosure

## Tools to Enhance a Sense of Place

**Axial Design**, in its classic form, arranges elements of a landscape or townscape along a strong linear sightline, or axis. It can create a very strong sense of order, even over great distances, as is usually associated with symmetry and formalism. A well-known example is the Capitol Mall in Washington, D.C., where the Capitol dome, the Washington Memorial, its reflecting pool, and the Lincoln Memorial are centered on a single straight sightline. Closer to home, the Southlake Town Center uses axial design to lend order to the town square, where the central point between two historic trees is the origin of an axis that links the bandstand, the public fountain and the centerline of the City Hall façade.

**Hierarchy** utilizes a variety of sizes of exterior spaces (or outdoor rooms) to create a variety of experiences in the landscape. It also helps clearly differentiate more important “rooms” from the minor support areas. This technique can greatly aid in reducing a grandly scaled space to a smaller, more comfortable human scale, and vice versa. The drama and excitement of an area can be enhanced greatly through hierarchical design.

**Transition elements** provide a perceivable link between adjacent spaces. Exterior spaces can seem endless and filled with a tremendous variety of separate objects, structures and planted areas. However, these spaces and objects can be linked or blended by the use of transition elements, which can be a crucial aid to unity, way-finding and “sense of place”. Repetition of a design element, coloring of architectural features, repeated use of a particular tree species—even the continuation of a distinctive paving pattern from one exterior space to the next—are all examples of transitional elements.

**Dominant features** create contrast and emphasis. Just as music crescendos to a climax and art generally needs a focus, outdoor spaces and communities are more effective and complete if a dominant element is discernable. An important feature for orientation, this focal point gives a place clarity and purpose, and creates unity in the space. The single church spire of a medieval village, the clock tower in the plaza, and the statue or fountain feature usually found in civic spaces, all create a center that all other elements of the space relate to.

**Sense of enclosure** is perhaps the single most important feature in the design of community spaces. A satisfactory sense of enclosure occurs when the relationship of the ground plane or “floor” of an exterior space and enclosing vertical “walls” (formed by building facades, rows of trees, or other vertical elements) form a comfortable feeling of containment akin to an “outdoor room.” Sizes of such “rooms” vary dramatically, but the skillful design of the horizontal to vertical ratio shapes spaces appropriate for the activity, moods and emotions intended for the place. The activities or emotions that result from a walk down a friendly main street, a quiet conversation in an intimate townhouse garden, or a coin toss at a sports stadium are all quite different, yet these activities or emotions are at home in their respective spaces.

When the height of the verticals is greater than the distance between them, one becomes more aware of the vertical elements themselves rather than the space they create. If the horizontal distance between the vertical elements exceeds four times their height, then a sense of the enclosure is lost altogether. The most comfortable community spaces are those that fall between these two extremes at a ratio of two or three horizontal units to one vertical unit. With this ratio in mind, we can easily understand why shopping center parking lots and wide suburban parkways with extended building setback lines seem empty and undesirable, while narrower, more traditional streets with buildings at the sidewalk often have the comfortable feeling of an “outdoor room.”



# Livability Policies

The *Principles & Actions* and the previously outlined concepts provide a basis for these Livability policies. The *Implementation Strategy* will outline specific ways in which the City can implement these policies, along with other recommended policies from other chapters of the *Comprehensive Plan*.

## General Policies

### 1. UTILIZE ACCEPTED PRINCIPLES FOR GOOD COMMUNITY DESIGN TO INCREASE ATTRACTIVENESS & SUSTAINABILITY

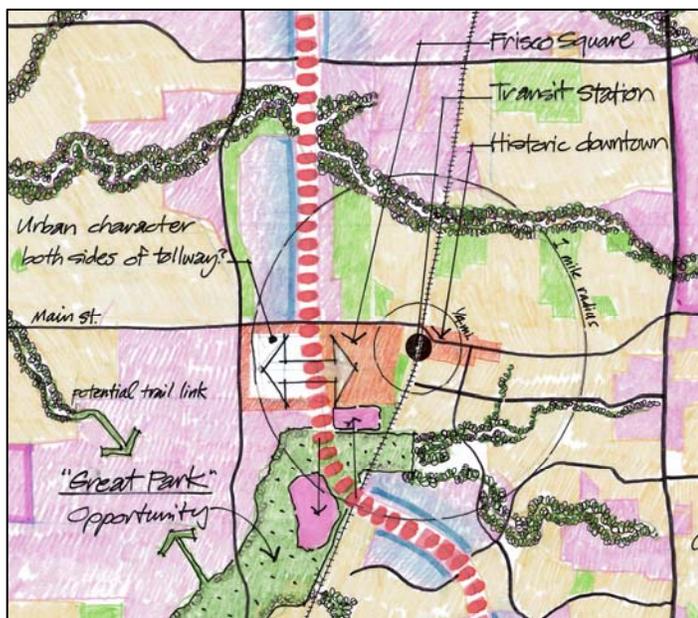
- ❖ Utilize all available building blocks and tools that can result in good community design, whenever possible. (See Box on page 5.3, *Accepted Principles for Good Community Design*.)
- ❖ Build for the long-term by ensuring that all new development contributes to creating a City of enduring value and charm.
  - Seek to build an infrastructure of buildings that do not have to be torn down to be re-used
  - Strive for buildings and development that relate to the principles for creating pedestrian districts and blending with neighboring development that are expressed elsewhere in these policies.
  - Ensure that buildings are constructed of high quality materials, especially in high use areas and at the pedestrian level; such materials include brick, stone, man-made stone, architectural metal, fine woods and other similar materials.
  - Ensure that buildings incorporate good design principles such as articulation of facades, tri-partite (base-middle-top) design, accentuated entries, and visually interesting features at street corners and where a building turns.
  - Strive for flexibility and adaptability in the layout of the interior space of buildings to meet evolving needs and markets (i.e., to allow for adaptive re-use as may be needed over time).
- ❖ Notwithstanding the above, **true landmark buildings should be encouraged** which provide contrast and stand out from the background at prominent locations.

## 2. ESTABLISH FRISCO AS A CENTER FOR ARTS, EDUCATION & ENTERTAINMENT

- ❖ **Increase cultural opportunities and choices through initiatives** including more public and private art venues, such as the new joint Performing Arts Facility (that Frisco is completing with Allen and Plano). The City should continue funding for public art.
- ❖ **Pursue additional higher-education opportunities** including a four-year university, a private university, a university center (where various schools of higher education provide classes in one facility or area), or a satellite university.
- ❖ **Enhance the role of Downtown as the cultural and social center of the City.** Support local efforts to create business awareness, promote social events, and create community ties. (Also see Policy #3 below.)

## 3. REINFORCE & STRENGTHEN DOWNTOWN AS THE HEART OF FRISCO

- ❖ **Promote the adaptive re-use of historic structures** to preserve the City's architectural heritage and sense of authenticity; ensure that new development contributes to the evolution of a strong, pedestrian-oriented mixed use district.
- ❖ **Encourage a diversity of housing including mixed use in the Downtown** to enliven the district, support retail and provide opportunities for pedestrian-oriented young professional and "empty-nester" living.
- ❖ **Create open spaces and plazas to serve as focal points, landmarks and gathering places** for socializing and celebrations.
- ❖ **Increase recreation and entertainment opportunities in the Downtown** through the use of mixed use development and cultural events.
- ❖ **Connect the Downtown with retail, entertainment and residential districts through the use of trails and transit.**



The Challenges & Opportunities Diagram (from the Visioning chapter, Plate 2-1) Shows Downtown Frisco as an Opportunity



## 4. INCREASE CONNECTIONS BETWEEN VARIOUS DISTRICTS & NEIGHBORHOODS

- ❖ Interconnectedness needs to be created by requiring convenient pedestrian, bicycle and automobile access—as development occurs, within the development itself and to adjacent developed areas. Further, pedestrian and bicycle connectivity to schools, retail areas, parks, and places of employment should be required. If adjacent areas are not yet developed, provisions for pedestrian, bicycle and automobile access should be established with consideration for future connections/access. Development tends to occur autonomously, primarily due to the fact that areas develop at different times. The challenge is to connect these different developments to not only allow for access in between, but to actually encourage people to walk or bike in between (instead of driving). Such connections would not only further a positive neighborhood and community feel, but would also help to address current major concerns about the nation’s lack of fitness and rising energy costs.
- ❖ For the purposes of these *Livability* policies, unless otherwise specified the term “neighborhood open space” means the following or has the following characteristics:

- At least one acre in size, except for areas specifically designed as village greens or trail links.
- Usable and contiguous, and does not impede the function of natural systems. If the open space is not contiguous, the open space areas should be linked by trails.
- Connected to similar facilities off-site, such as other open space areas, parks (of all types), and trails.
- Permanently protected from further subdivision/development.
- Evenly distributed within each phase of the development, unless unique site characteristics exist.
- Minimum width should be sufficient to accommodate a trail (generally eight to twelve feet, depending on type and location).
- May be a “Village Green” with the following:
  - Minimum of 10,000 square feet, with minimum dimension of 50-feet
  - Bounded by at least three streets

The 2 types of parks discussed within this *Livability Strategy* are as follows:

**Village Green** – As described in Policy #5, and from the City’s Alternative Subdivision Design (ASD) Ordinance.

**Neighborhood Open Space** – An open space that creates a central focus for a neighborhood area (refer to Policy #14). Such areas may also contain a small playground (refer to Policy #14).

*These park types are different from those discussed within the City’s Park and Open Space Master Plan.*

Source: glenwoodpark.com



Central Village Green Area (Glenwood Park Concept – Atlanta, Georgia)



- Adjacent structures that front onto it
- Edges defined by trees and pedestrian facilities (e.g., trails, benches)

❖ **Floodplain areas** are generally not able to be developed and therefore **should be key components of a City-wide framework of protected open space.**



The Open Space Drainage Area Creates Value for Adjacent Homes Facing the Open Space



The Open Space Drainage Area Creates Little or No Value to Adjacent Homes  
Design of Open Space and Homes Siding or Backing Open Space Contribute to Lack of Added Value

❖ Main stream channels are protected from the encroachment of development by the City's Major Creek Ordinance. Buffer areas required by the Ordinance provide prime locations for trails. **When a major creek or tributary is present, trails should be required adjacent to the creek** in accordance with the *Hike & Bike Trail Master Plan*.

❖ The concept of Grand Park is being pursued by the City. **Grand Park should continue to be aggressively pursued** because it would:

- Help create a feeling of open space in the City,
- Provide an attraction for high quality development (like Turtle Creek in Dallas),
- Provide a range of unique recreational amenities to the entire community,
- Provide a link from the Downtown and Frisco Center to a major recreation area,
- Add another unique feature to the City's collection of large sports/recreation venues, such as Pizza Hut Park, the Superdome, and Frisco Commons, and
- Create a strong City identity to Tollway users.



Concept of Grand Park as Presented to the City by the Urban Land Institute (Presentation in January 2005)

❖ The City should utilize the recently completed *Parks, Recreation & Open Space Master Plan* to ensure the proper allocation of neighborhood, community, and regional parks to meet the general recreation needs of citizens. Design parks and open spaces to result in a wide choice of recreational opportunities and landscape



experiences within Frisco. **Specific attention should be given to how trails can be incorporated into and between existing developments.**

- ❖ **The City should consider updating the 2002 Hike & Bicycle Trail Master Plan.** The updated plan should consider the policies and related standards within this *Livability Strategy*, and well as within other chapters of this Comprehensive Plan, and should integrate these policies and standards to the fullest extent possible. **Specific attention should be given to how trails can be incorporated into and between existing developments.**
- ❖ **Trails should continue to be an integral part of Frisco’s park and open space system**—trails are recreation facilities that all age groups can use and, in addition can provide an alternative means of transportation. **Each new development should provide trail access to larger City-wide and regional trails.**
- ❖ The City should **ensure that where trails in floodplains cross major streets, the trails are grade-separated** to facilitate safe pedestrian movement in such areas.

### 5. PROVIDE FOR CLUSTERING OF DEVELOPMENT TO PRESERVE ADDITIONAL OPEN SPACE

- ❖ **Clustered developments should place special focus on preserving terrain features, drainage areas and tree groupings.**
- ❖ **Preserved open space** should not be just left-over space, but **should contribute significantly to the surrounding neighborhoods and the City as a whole.**
- ❖ **Adopt gross density (units per acre) standards without minimum lot sizes instead of using minimum lot size to address density.** This will help to achieve a mix of unit types within neighborhoods while preserving large amounts of parkland and minimizing road and utility costs.
- ❖ Many citizens have voiced concern that the environment of Frisco in general will suffer as development continues and more vacant land area is lost. In response to these concerns, **the City should encourage clustered development such that environmentally sensitive areas, such as floodplains, slopes and habitats, are protected and that**



Alternative solutions to preserving open space while maintaining the same number of lots



**open space is conserved.** Clustered development would help preserve the environment while helping to maintain an important part of Frisco's heritage for future generations.

## 6. CREATE ATTRACTIVE STREETS WITH VIEWS & WALKABILITY

- ❖ **Maximize the visibility of architecturally distinctive cultural and civic facilities and open space area corridors.**
- ❖ **Maximize visibility of open space areas by locating parks in prominent locations** (such as the Grand Park being visible from the Tollway), and **by widening open space corridors** such as floodplains and trails **where they are crossed by roadways.**
- ❖ **Where streets terminate or "T" into another roadway, ensure that there is a prominent feature or building at that point.** Good examples of prominent features include such things as parks, clock towers, schools and architecturally distinctive civic, cultural or nonresidential structures.
- ❖ **Design streets so that they gently curve, to provide oblique views of buildings and streetscape, but still maintain a general grid pattern to maintain a sense of orientation.**
- ❖ **Continue to ensure** (where possible) **that sidewalks are at least 5-foot wide** (the minimum dimension that two people can comfortably pass each other) **and that canopy trees are located between the sidewalk and curb** to create shade and a feeling of safety for pedestrians.



Example of a Prominent Feature at a "T" Intersection in Highland Park, Texas



Example of Slip Street

## 7. DESIGN STREETS SO THAT THE DESIRED SPEED WILL BE ACHIEVED

- ❖ **Utilize techniques such as street trees, buildings close to the sidewalk, on-street parking (where applicable), roundabouts, street curvature, "yield" sections and textured paving to achieve desired vehicle speed.** Using law enforcement or installing four-way stop signs are indications that cues for the desired speed are insufficient.
- ❖ **Utilize landscaped roundabouts in existing and new neighborhoods where appropriate, to slow and calm traffic but allow continuous movement, and to provide visual relief in long, straight streets.**

The use of roundabouts in place of stop signs and speed bumps have been found to facilitate the flow of traffic at a slower speed, while not impeding emergency services such as EMS and Fire. In addition, they are bicycle-friendly.

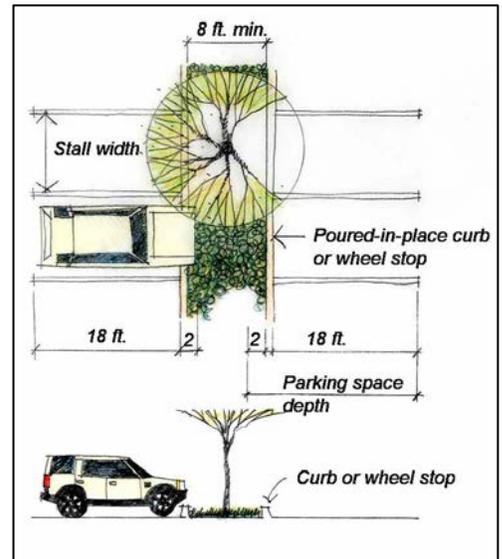


## 8. CONSIDER ENERGY COSTS & ENVIRONMENTAL QUALITY

- ❖ Encourage development that is environmentally sensitive in terms of the following:
  - Utilize environmentally sound site layout and density that will minimize the need for continuously high levels of energy consumption. This may include such things as:
    - Clustered development (i.e., conservation subdivision design) that preserves open space and minimizes construction and maintenance of roads and utilities, and
    - Higher density developments in mixed use centers that reduces utility distribution, roads and trips.
  - **Water Quality.** Preserve open space throughout developments to allow ground absorption of water and the natural filtering and cleaning effect of soil and plant material to improve ground and stream water quality. In addition, utilize native and/or drought-tolerant species with organic mulch for landscaping to minimize fertilizers and excessive water use.
  - **Air Quality.** Improving air quality can involve such things as:
    - Encouraging mixed use;
    - Providing interconnectedness of streets between neighborhoods and retail, recreation and services to minimize trip length and congestion;
    - Providing alternative circulation systems such as transit and hike/bike trails; and
    - Use of low maintenance grass and ground covers to reduce the need for mowing.
  - **Ecology.** Preserve plant and animal habitat areas and corridors in a functional, native condition to maintain biodiversity.
  - **Heat Island Effect.** Preservation of open space through the maintenance of natural floodplains, creation of parks, clustering of development, conservation of environmentally sensitive areas, and shading of paving such as streets, parking lots and plazas will greatly reduce the ambient temperature in the city and further reduce energy costs for air conditioning.
  - **Light Pollution.** Continue to implement the City's *Dark Sky Ordinance*, which helps to minimize lighting into the night sky and to neighboring residential areas.
- ❖ Plan for local transit service which will connect major retail, sports entertainment venues and neighborhood centers with regional rail to reduce frequency and duration of trips by the residential and daytime population.

The Heat Island Effect & Shading  
 Shading paved areas reduces the temperature by the following amounts:

- ◆ 40 degrees on the surface
- ◆ Seven to 11 degrees in the ambient temperature.



Graphic Depiction of How the "Heat Island Effect" Can Be Reduced in Parking Areas with Shade Trees in Landscaped Strips



- ❖ Utilize green building and neighborhood development standards in the design and construction of all new buildings and neighborhoods.
- ❖ The City should adopt buffer requirements for tributaries and waterways that are not otherwise protected by current City regulations. As discussed in Policy #5 within this *Livability Strategy*, major stream channels are generally protected from the encroachment of development by the City's Major Creek Ordinance. However, tributaries are not protected by the ordinance even though the *Riparian and Wetlands Assessment* conducted by the City in 2004 (and other research) supports the need to buffer these waterways.

## 9. INTEGRATE SPECIFIC CHARACTERISTICS WITHIN MIXED USE DEVELOPMENTS

- ❖ All mixed use developments should incorporate these concepts and characteristics. The concept of mixed use development is more than simply defining land uses. Successful mixed use developments, old and new alike, have key elements that make them *feel* like special places. These elements, while they are not easy to define or outline, can be generally identified, and include the following.
  - **A Defined Character.** Considerations should be made to the type of atmosphere that is intended to be created, such as a village-like character. *Authenticity* of design and context should also be considered (see Box on page 5.2, *Placemaking Principles for a Creative Community*).
  - **An Effective Mixture of Uses.** A mixture of both horizontal and vertical uses should be established, and should include uses such as retail, residential, live-work and/or office uses. Mixed use developments should be at least two stories in height, and the ground floor should primarily be constructed to retail standards (i.e., a minimum 16 feet in ceiling height).



Buildings in Southlake Town Center Are Pushed to the Sidewalk and Angled, Head-in Parking



The community of Lake Forest, Illinois, has a central Village Green surrounded by retail and housing that brings residents together.



- **Maximum Setbacks.** Maximum setbacks (build-to-lines) bring building facades closer to the street and to the pedestrian. This also helps to achieve internalized parking.
- **A Central Gathering Space or Focal Point.** This type of element not only creates an identity for the development, but often establishes an obvious pedestrian focus. A gathering space or focal point can be in many forms, including but not limited to a private open space area, plaza, fountain, or civic building. A recognizable example is the gazebo and central green space within Southlake Town Center; another is the water feature in Legacy Town Center in Plano. A focal point in the making is Frisco’s new City Hall and Library that will anchor Frisco Square.
- **A Pedestrian Orientation.** The first consideration of circulation within the development should be toward the pedestrian experience in getting from one place to another, including access to the development from adjacent neighborhoods and areas. Elements such as wide, lighted sidewalks, benches, shade trees, canopies, and attractive views add to the pedestrian feel.
- **Interesting Architecture.** Many downtown areas of old Texas towns recognized that buildings around the town square had to be special. Such buildings often had intricate moldings, spires, canopies, balconies, etc. Though historic-style architecture is not necessary, buildings should have tri-partite design (a base, middle and top), be tall enough to create a feeling of being in an outside “room”, and have an interesting façade (windows, entries, and displays for retail) at ground level. Buildings in mixed use developments should appeal to the pedestrian; they should be varied and different enough to be inviting to make people want to stop and experience more. Refer to Principle #2, *Utilize Accepted Principles for Good Community Design to Increase Attractiveness & Sustainability* for specific concepts of building design.

Public space is the great equalizer for such developments...whereas housing is often aimed at high-end buyers and renters, and shops often cater to upscale clientele, the public spaces provide gathering spaces for all walks of life.

Source: Charles C. Bohl. *Placemaking: Developing Town Centers, Main Streets, and Urban Villages*. ULI, 2003. Chapter 8, pg. 280



In Legacy Town Center, Wide Sidewalks, Benches & Shade Are Inviting to Pedestrians



Buildings in Downtown Georgetown, Texas – Variation, Canopies and Visually Interesting Detail.



- **Strategic Parking Solutions.** While the focus of mixed use areas should be on the pedestrian, the reality is that parking is still an important part of developed areas, and needs to be adequately provided. The City should consider the following parking solutions.

- Shared parking between uses should be permitted in order to lessen the overall amount.
- On-street parking should be encouraged wherever possible.
- Where on-street parking is not possible, such as for retail directly facing an arterial roadway, one double-row of parking (approximately 60 feet) should be allowed in front of the retail.
- All parking structures should be lined with buildings to make it convenient for users and to enhance the pedestrian environment from the adjacent streets.
- Any parking lots that are created should be internal to the development, and should be broken up into small areas (as opposed to large expanses that are often part of shopping centers and malls).



In Eastside Village in Plano, Buildings Line the Parking Garage

Parking must be plentiful, secure, close to shopping, and free or inexpensive.

Source: Charles C. Bohl, *Placemaking: Developing Town Centers, Main Streets, and Urban Villages*, ULI, 2003, Chapter 8, pg. 284

## Policies Related to Housing & Neighborhoods

### 10. ENCOURAGE DEVELOPMENT OF DISTINCTIVE NEIGHBORHOODS

- ❖ Provide schools, open space, neighborhood services, retail, dining and entertainment choices within walking distance of most neighborhood residents.
- ❖ Utilize a traditional or modified grid of small blocks as a foundation for new neighborhoods to enhance orientation, walkability, route choices and community interconnectivity. **The perimeter of a block should not exceed 3,000 feet in length. Where a block face exceeds 800 feet, a minimum 20-foot pedestrian access easement should be provided through the block,** except where adjacent to a golf course. An exception should be specified for large-lot developments where lots are at least one-half-acre or more in size.



The Full Bike Rack Shows That Children Will Ride Bicycles to School If Safe Pathways are Provided



- ❖ The preservation of open space, its location within the neighborhood and its use (as a common green, recreation area, preservation of floodplain or other use) also creates unique and special neighborhoods.
- ❖ The location and mix of housing where each property has different characteristics — view, proximity to open space, access to retail services, house size and type — create neighborhoods that attract reinvestment because of each property’s uniqueness. This is often not the case in large homogenous subdivisions.
- ❖ Identify and preserve existing neighborhood landmarks, such as historic or distinctive buildings and prominent natural features, to foster neighborhood pride, distinctiveness and sense of ownership.
- ❖ Utilize a “housing tree” as areas are developed, whereby the largest lots and homes are located on the main entry streets with smaller lots and homes internal to the neighborhood.

*Housing Tree Concept*  
 Large lots & homes were prominent features along main entry streets into Downtown Waxahachie when it was developed. This is typical of old Texas towns.



## 11. PROVIDE A VARIETY OF HOUSING

- ❖ It is important for cities to provide a variety of housing for the full life cycle of citizens and to meet the needs of different segments of the population—people of different ages, socio-economic levels, and employment levels.
- ❖ The “full-life cycle” is intended to describe all stages of life—young singles, professional couples, families with children, empty-nesters, retirees and seniors, including those requiring living assistance. This should include high income homes of various types (large lot, small lot, townhome, loft and condominium) and more affordable housing types (small lot/small home, townhome, loft, condominium, mother-in-law suite, carriage house and others).

### SPECIAL HOUSING TYPES

**Casita/Cottage.** Single-family, but house size is a maximum of 1,500 square feet.

**Multi-Unit Large Home.** A building which is designed and constructed to look like a large single family home, but may contain four to six units. Parking is located behind the main structure and may be accessed by a drive-thru from the front street, or by an alley.

**Loft.** These are units which are located in association with retail (either above or in close proximity to) and generally include a mezzanine space. They are often located above the first floor which may be office of retail use.



- ❖ The inclusion of a range of quality, well-constructed and appropriately situated residential unit types should be part of all new developments. This can provide affordable accommodation alternatives for a variety of housing needs of various age groups, employment, and economic status. Such residential unit types include small homes/small-lot development, townhouses, multi-unit homes, carriage houses, mother-in-law suites, live-work units (adjacent to retail and commercial areas), and loft apartments (in mixed use areas).
- ❖ The primary beneficiaries of these types of accommodation include large sectors of the population which currently have limited opportunities in Frisco due to the type of housing being constructed (see Table 5-1). These sectors of the population include the following.

**SPECIAL HOUSING TYPES (Continued)**

**Live-Work Unit.** A live-work unit is a residential unit which includes the capability for the ground floor space adjacent to the front sidewalk to become an allowed business use.

**Mother-in-law Suite.** This is an accessory residential unit located on a single family lot which does not have a presence on the front street. It will also include a separate entry from the main house. It is often constructed above the primary unit's garage or attached to the rear of the primary home.

**Carriage House.** A carriage house is similar to a mother-in-law suite except that it is generally larger, located on a larger lot and located above a large parking garage or stables.

- Young singles desiring small, affordable accommodation,
- Young, single professionals desiring proximity to retail and entertainment,

*Table 5-1  
LIFE-CYCLE CATEGORIES & HOUSING TYPES*

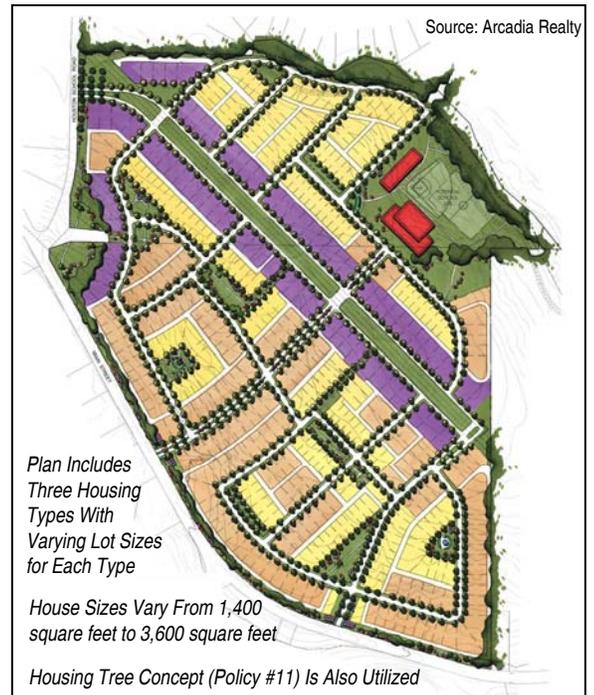
THE FOLLOWING ARE LIFE-CYCLE CATEGORIES AND THEIR TENDENCY TOWARD PARTICULAR HOUSING TYPES AND LIFE STYLES.

Cohort Life-Cycle	Single Family	Cottages	Townhouse	Traditional Apartments	Loft	Hi Rise Condo	Mother-in-Law Suite	Carriage House	Urban Retail Accessible
Young Persons (Birds leaving the nest)				✱	✱		✱		✱
Young Professionals			✱	✱	✱	✱	✱	✱	✱
Shared Clerical				✱	✱			✱	✱
Service Industry				✱	✱		✱		
Young Couples	✱	✱	✱	✱	✱	✱		✱	✱
Families with Children	✱		✱						
Empty Nesters	✱	✱	✱			✱		✱	✱
Retirees		✱	✱			✱			✱
Single Elderly			✱			✱	✱	✱	✱
Senior Assisted Care				✱					✱
Senior Nursing Care				✱					

NOTE: Refer to the glossary of these terms at the end of this chapter.



- Young couples,
  - Baby boomers,
  - Seniors, and
  - Retirees desiring a smaller, low-maintenance unit in a walkable, mixed use neighborhood (like the Uptown area of Dallas).
- ❖ It is important however, that **these varied housing types not be consolidated in one large area which could become blighted (or stigmatized), but rather dispersed in appropriate areas with proximity to open space, recreation and services such as retail.**
- ❖ **The City should support the creation and integration of residential units suitable for young people and empty-nesters by encouraging developments of 30 acres or more to include:**
- **At least five percent of the total number of units** to be suitable for young persons, empty nesters and the single elderly.
  - Units that would qualify include townhouses, cottages, lofts, etc. (with adjacent mixed use retail), and mother-in-law suites and carriage houses (in association with single-family homes).
  - To ensure quality, such units/lots should meet the following criteria.
    - Homes on lots that are narrower than 55 feet should have rear-entry garages;
    - Townhouses should have a minimum required square footage of livable space (e.g., 1,200 square feet), with no maximum size.
    - Any lots/units directly adjacent to or across a street from a park/open space should face onto the open space whenever possible.
  - Notwithstanding the above, the five-percent requirement may also include homes designed and built to appear like a traditional large home, but which may include four to six living units.



The Plan for the Homestead at Mills Branch (in Lancaster, Texas)



## 12. USE A TIERED SYSTEM OF EVALUATION FOR NEW ZONING PROPOSALS

❖ **The City should use a tiered evaluation system to help determine the appropriateness of incorporating the innovative concepts discussed within this Comprehensive Plan.** It is recognized that a number of factors impact new residential development.

- Residential development that occurs adjacent to existing, traditional single-family homes may be viewed differently from development that occurs in areas not directly adjacent to existing development.
- Tract size, location, configuration, topography, vegetation, and adjacent land use, among others, will determine the ability of the City to implement the sustainable land use and housing concepts discussed herein.

Table 5-2  
Tiered System of Evaluation for New Developments Based on Location & Size

Characteristics	Small Tracts, Under 20 Acres		Medium Tracts, 20 to 30 Acres		Large Tracts, Over 30 Acres	
	Adjacent to Existing Development	Not Adjacent to Existing Development	Adjacent to Existing Development	Not Adjacent to Existing Development	Adjacent to Existing Development	Not Adjacent to Existing Development
Landscaped Entryway	+	+	+	+	+	+
Connected to the City Trail System	+	+	+	+	+	+
Internal Trails	O	O	+	+	+	+
A Minimum Range of Housing Types	O	+	+	+	+	+
A Minimum Amount of Workforce Housing			+	+	+	+
A Minimum Variety of Lot Sizes			O	+	+	+
All Housing Units Within 800 Feet of Open Space <sup>(1)</sup>	+	+	+	+	+	+
Neighborhood-Oriented Open Space	O	+	O	+	+	+
Provides Pedestrian and Street Connections to Adjacent Development (Existing or Future)	+	+	+	+	+	+
Integrated Street Design Concepts <sup>(2)</sup>	O	O	O	+	+	+
Protects Existing, Quality Natural Areas	+	+	+	+	+	+

Legend: + Required,  
Blank Not Required,  
O Optional, where possible, and may be required by the City

<sup>(1)</sup> This may not be feasible in neighborhoods with residential lots that are one-half acre or more in size, and therefore, such lots may be exempted from this characteristic.

<sup>(2)</sup> Includes elements such as cohesive lighting design, cohesive signage, brick pavers at intersections and pedestrian crossings, curvilinear streets, etc.



- ❖ The evaluation system shown in *Table 5-2* (page 5.18) should be used to assist developers in preparing development proposals and City officials in related decision-making. The table outlines project characteristics, some of which should be required and other which should be optional depending on the development size and location.

### 13. EFFECTIVELY INTEGRATE NEIGHBORHOOD-ORIENTED OPEN SPACE

- ❖ For the purposes of these policy concepts, a *neighborhood* is generally defined as having a radius of a 5-minute walk, or ¼ mile.
- ❖ *Neighborhood-Oriented Open Space* areas do not fall under the City's parks and recreation standards for parks. These parks are primarily landscaped, and serve as a visual amenity and a gathering place for socializing with neighbors. They are generally maintained by a neighborhood association, although they may also be dedicated to the City. In areas with residences that are marketed to families with children, Neighborhood-Oriented Open Space may contain a small playground.
- ❖ **Neighborhood-Oriented Open Space should be centrally placed to create a neighborhood focus**, whether utilizing drainage and floodplain areas, topographic and vegetative features.
- ❖ There should be a minimum **Neighborhood-Oriented Open Space ratio of at least one acre for every 100 residential lots.**
- ❖ Such Open Space should generally have no smaller dimension than 50 feet.
- ❖ All Open Space areas should either be bounded by lots, or bounded by streets with lots fronting onto the streets and adjacent open space. These configurations provide access to the open space areas, thereby encouraging a sense of community and "ownership".

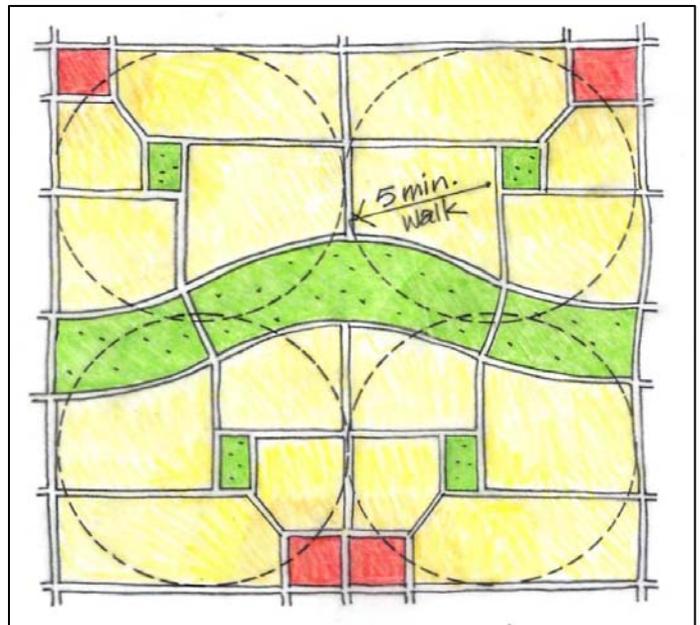
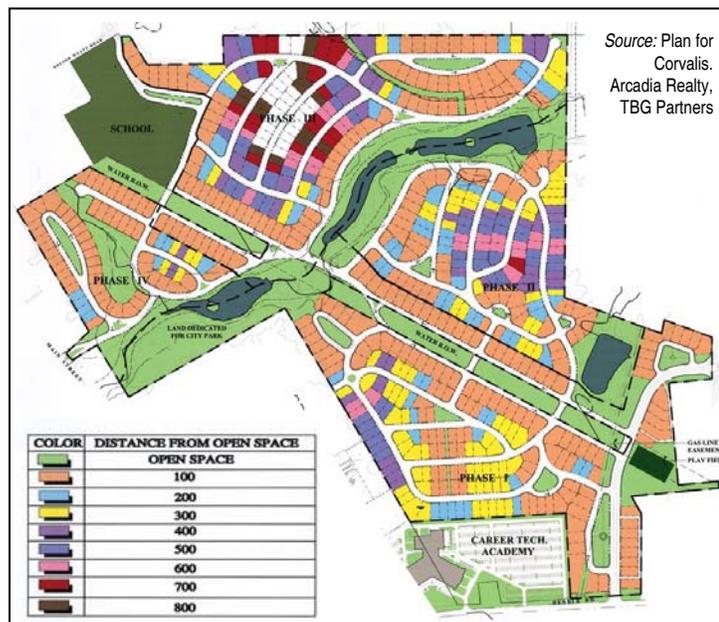
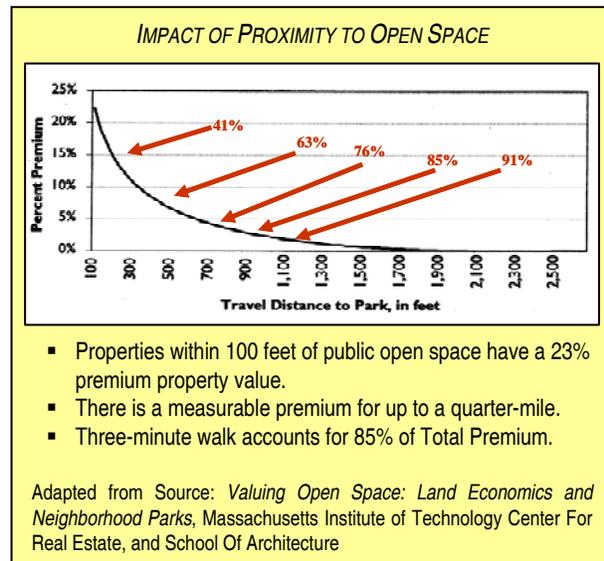


Diagram of ¼ mile distance and Neighborhood-Oriented Open Space



- ❖ To ensure that the maximum value accrues to both parks and homes, adjacent homes should directly face the Open Space, whether or not there may be an intervening street.<sup>5-1</sup> If homes face onto the open space and there is no public street, then the homes could be accessed via a mews-type street (subject to Fire Department approval).
- ❖ No home should be further than 800 feet from a public park or Open Space corridor in order to benefit from a property value premium. This may not be feasible in large-lot developments (where lots are over one-half acre in size), and therefore an exception may be made for this type of development.
- ❖ The hike-and-bike trail system should connect homes, parks, schools, retail, employment, and entertainment centers, wherever possible. These trail connections should be primarily off-street dedicated trails, and only be located adjacent to streets in retail areas, and where otherwise it is absolutely necessary for continuity.
- ❖ The subdivision and development process should include consideration of the way in which residential and nonresidential lots are laid out—adjacency and accessibility to park and open space areas should be optimized in all types of development.
- ❖ In neighborhoods, smaller residential lots or more dense residential areas should be located in the closest proximity to any parks and open spaces provided—this will maximize the value of those lots and areas, and the parks and open spaces off-set smaller lot sizes.



Lots Are Optimized for Proximity to Parks & Open Spaces

<sup>5-1</sup> Miller, Andrew Ross. *Valuing Open Space: Land Economics and Neighborhood Parks*. Massachusetts Institute of Technology (MIT), February 2001.



- ❖ Where possible, other green areas should also be utilized, such as landscaped medians, roundabouts, street islands, conservation areas, and village greens to provide a heightened sense of open space.

Source: Arendt, Randall, et al. *Rural By Design: Maintaining Small Town Character*. Chicago, IL: Planners Press, The American Planning Association, 1994



Open Space & Trail Effectively Integrated Into a Neighborhood Area (Calgary, Canada)



A Village Green in an Infill Development in Amherst Massachusetts (The development includes 35 units, with 5 two-family units designed to look like large, single-family homes.)

## 14. IMPROVE EXISTING NEIGHBORHOODS

- ❖ Work with neighborhood associations and property owners to achieve the following:

- Retrofit neighborhoods with canopy trees to slow traffic and to shade sidewalks and street paving, when physically and financially feasible. On streets that are excessively wide, or where desired, strategically locate tree planters in the parking lane of the street, being careful not to interrupt drainage. The installation of street trees can be achieved by developing a City program for planting trees in neighborhoods as residents request it and on a cost-share basis.
- Screen rear alleys and garages from public streets.
- Utilize techniques (where possible) such as street trees, roundabouts and textured paving to achieve desired vehicle speed.
- Install landscaped roundabouts to break-up long straight streets, where physically possible.



In order to slow traffic on existing streets which are too wide, roundabouts could be constructed, and tree wells could be installed in parking lanes at key locations to narrow the perceived street width. In addition, curbs may be "bumped out" at intersections, taking care not to impede drainage.

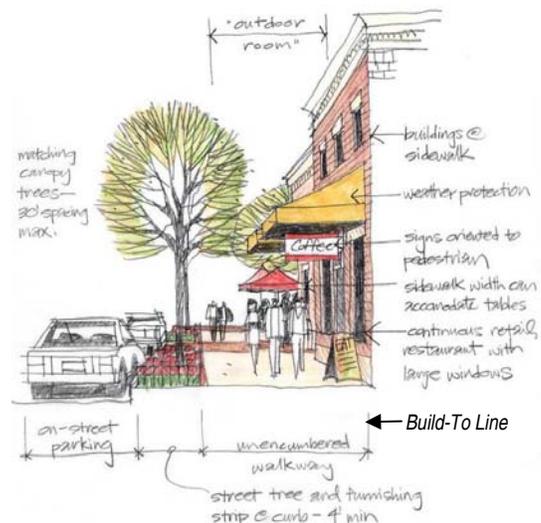


- ❖ It may be appropriate to work with the neighborhoods to purchase one or two homes to create a park in neighborhoods that do not have open space or parks, .
- ❖ Assist neighborhoods in making hike-and-bike trail connections to the City-wide open space and trail system.
- ❖ Facilitate volunteer-based programs to upgrade housing and improve neighborhood areas. Funds for such programs could be garnered from grants or from charitable donations (e.g., from businesses, churches).
- ❖ Document the conditions of neighborhoods as they age to identify deteriorating areas and to prioritize such areas for improvements (refer to *Implementation Strategy*, Chapter 8, page 8.31). Facts that should be documented include but are not limited to code violations, public safety reports (e.g., police and fire), and ownership/rental percentages. There are many methods that can be used to determine these facts, including door-to-door surveys.

## Policies Related to Retail & Office

### 15. ENSURE THAT RETAIL AREAS ARE PEDESTRIAN-FRIENDLY

- ❖ Site buildings fronting onto roadways with a build-to line, and with parking internal to the project.
- ❖ Include trees and canopies for pedestrian areas along the outside perimeter and behind the buildings, and between the sidewalk and street parking areas. In addition, ensure that canopy trees are planted to shade people, cars and paving in parking lots.
- ❖ Orient business signage for easy viewing by pedestrians.
- ❖ Allow for interesting, eye-catching detail such as sidewalk signs, public art and sidewalk displays to enrich the experience of the public realm.
- ❖ In retail areas, encourage the design of small gathering spaces and sidewalks of sufficient width to accommodate both pedestrians and sidewalk tables in order to maximize opportunities for social interaction.
- ❖ Big box retail buildings themselves should be required to be designed to fit more easily into the City fabric by:
  - Dividing the façades into visually smaller pieces. This is not simply alluding to façade offsets, but to actually making the large building appear as though it is a series of smaller stores (see illustrations of big-boxes on the next page).



Source: James Richards, *Places to Flourish*, 2005



- Finishing out the entire building in an attractive manner, including all parts of the building that are visible from public streets, trails and internal circulation (including parking areas).
- Providing attractive, landscaped, pedestrian-friendly connections to surrounding residential areas (so that surrounding residents are more likely to walk to the store regardless of its size).
- Being required to be integrated into a retail “village” (so that they are not stand-alone structures), or to be located close to the street to facilitate future recycling to smaller uses.



Manhattan, NY



Portland, OR



Chicago, IL

Examples of How “Big-Box Retail” Can Fit Into a Mixed Use Development

## 16. INTEGRATE RETAIL CENTERS WITH ADJOINING NEIGHBORHOODS

- ❖ This could be accomplished by utilizing transition uses such as townhomes and live-work units, and by providing pedestrian, bicycle and automobile access.
- ❖ Since retail properties are often carved out of larger tracts of land and the residential land is developed first, ensure that the retail portion is conceptually planned, that pedestrian and vehicular connections are provided for, and that transition uses may be accommodated.



Highland Park Village—An Example of How Retail Can Be Well Integrated Within a Neighborhood

(1) Well-connected with adjacent residential areas (2) Good access for pedestrians (3) Internalized parking with buildings at the street (4) Loading areas screened from view (5) Street trees add to the ambiance and reduce heat build-up in the area

Source: www.hpvillage.com



- ❖ Endeavor to screen service areas with buildings rather than tall screening walls, whenever possible.
- ❖ Where possible, retrofit existing centers to improve pedestrian connections to adjacent neighborhoods.



Source: James Richards, *Places to Flourish*, 2005

## 17. ENSURE THAT RETAIL AREAS CONTAIN AN INTEGRATED MIX OF USES

- ❖ Mixed use retail areas should be encouraged to include office, live-work and residential units in order to strengthen the retailing component, reduce trips, and increase activity (and thereby, safety and security). These uses may be either vertically or horizontally mixed, but should be comprehensively planned and integrated with pedestrian and vehicular connections.
- ❖ Encourage inclusion of “third places”, such as coffee shops, bookstores, sidewalk cafes and ice cream stands to foster social interaction. Ideally, these should be sited immediately adjacent to the public realm (such as sidewalk, plaza or Neighborhood-Oriented Open Space) to maximize opportunities for people-watching and informal encounters.
- ❖ Encourage inclusion of neighborhood services in retail centers, such as banks, dry cleaners, neighborhood hardware and grocery stores, and a range of dining and entertainment options.



Example of a “Third Place”

## 18. FACILITATE REDEVELOPMENT OF EXISTING RETAIL CENTERS

- ❖ Since retail centers often fail because of a surplus of retail-zoned land, competition from other centers and a weakening market that is moving to other areas, such centers should generally be redeveloped. **Redevelopment should largely consist of non-retail uses such as new residential** (including townhomes and patio homes) **and Neighborhood-Oriented Open Space, with limited retail uses** (such as a coffee shop, bakery or restaurant). In addition, new homes in a neighborhood area often reinvigorate investment in the adjacent neighborhoods.



- ❖ All redevelopment of retail centers should be geared to creating attractive pedestrian areas which are well connected to surrounding development.
- ❖ Developments with big box retail buildings and shopping malls could be retrofitted into pedestrian-oriented developments by looking at the underground utility runs, out parcels, parking pads, vehicular circulation and the basic building structure to determine how to extract a street and block pattern for infill. Another key issue is to determine how any redevelopment would connect to surrounding streets and paths. Therefore, it is important to review new big box and retail development for future redevelopment options prior to approval.



At Legacy and Custer Road in Plano, this was an underutilized retail-zoned parcel which was redeveloped with new patio homes. (Conceptual Plan from *Joint Retail Study*, 2002, Townscape, Inc.)





## Glossary of Suggested New Housing Types

1. **Casita/Cottage.** Single Family, but house size is a maximum of 1,500 square feet.
2. **Multi-Unit Large Home.** A building which is designed and constructed to look like a large single family home, but may contain 4-6 units. Parking is located behind the main structure and may be accessed by a drive-thru from the front street, or by an alley.
3. **Loft.** These are units which are located in association with retail (either above or in close proximity to) and generally include a mezzanine space. They are often located above the first floor which may be office of retail use.
4. **Live-Work Unit.** A live-work unit is a residential unit which includes the capability for the ground floor space adjacent to the front sidewalk to become an allowed business use.
5. **Mother-in-law Suite.** This is an accessory residential unit located on a single family lot which does not have a presence on the front street. It will also include a separate entry from the main house. It is often constructed above the primary unit's garage or attached to the rear of the primary home.
6. **Carriage House.** A carriage house is similar to a mother-in-law suite except that it is generally larger, located on a larger lot and located above a large parking garage or stables.



*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 6:*  
*Transportation Strategy*

**ADOPTED APRIL 18, 2006**

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.







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**“Streets and their sidewalks, the main public places of a city, are its most vital organs.”**  
- Jane Jacobs, *Life & Death of the Great American Cities*

## Introduction

A City’s transportation system should provide safe and efficient movement utilizing a comprehensive network of streets that complement land uses. In addition to handling current and future congestion, a City’s transportation systems should be both livable and sustainable. Creating a “livable” transportation environment means providing an area that is more “people-centric” than “auto-centric.” Creating a “sustainable” transportation environment refers to ensuring that the system remains effective over time and limits adverse environmental impacts.

To ensure that Frisco’s transportation meets these livability and sustainability ideals as the system is expanded, a number of challenges must be addressed. First, the transportation needs of residents, commuters, and visitors must be served in lieu of increasing numbers of commercial, industrial, and residential developments. Second, fossil fuel depletion and the emerging energy crisis affect transportation choices, personal finances, and the economic bottom line of both the City and its citizenry. Energy costs will increasingly become a determining factor in designing transportation systems. Third, the Dallas/Fort Worth region failed the Environmental Protection Agency’s National Ambient Air Quality Standards (NAAQS), which resulted in the region being classified as a “non-attainment” zone. As an incentive to reach NAAQS, the Federal Government mandated that the Dallas/Fort Worth region comply by the year 2010 in order to be eligible to receive federal funding for transportation improvements. Failure to comply will result in severe sanctions, including the potential loss of hundreds of millions in federal highway transportation dollars.

In response, the City of Frisco is partnering with other municipalities in the region, Denton and Collin Counties, and the North Central Texas Council of Government to find ways to improve air quality. All of these challenges lead to the need for a system that is less focused on the automobile, but also on alternative modes of transportation as viable options for mobility.

Chapters One through Four establish the foundation for the *Transportation Strategy*. The *Snapshot* (Chapter 1) provides existing mobility conditions and projected traffic congestion, establishing the need for reevaluating transportation investments. The *Visioning Process* (Chapter 2) provides insight into what issues should be at the forefront of the *Transportation Strategy* from the perspective of the CPAC and the general public. The guiding *Principals & Actions* for the *Transportation Strategy* are generalized from Chapter 3 as follows:

- ❖ Ensure that the City’s transportation system is cost-effective and adequate to meet the needs of the current and projected population;
- ❖ Ensure that transportation systems are appropriately designed for different development types;





- ❖ Identify ways to integrate alternative modes of transportation; and,
- ❖ Work with adjacent cities, county, and state governmental entities on efforts to maintain and/or expand the transportation system.

The *Transportation Strategy* chapter is organized into four sections. The first section outlines the existing transportation system. The second section provides a new transportation strategy—an integrated street, transit, pedestrian, and bicycle trail system; this section also compares the results of the modeling effort based on the 2000 land use and thoroughfare plan with the 2006 land use and thoroughfare plan. The third section discusses the importance of modes of transportation other than the automobile—specifically transit and hike and bike trails. And finally, the fourth section outlines the policies that provide a framework to guide decision-making as transportation projects are proposed.



# Existing Transportation System

## Street Hierarchy and Functional Classification

Frisco has an extensive roadway network that serves various land uses. The roadway system consists of a variety of roadway classifications ranging from major thoroughfares that serve high volume and higher speed traffic to local and collector streets that provide increased access to residences and commercial areas. The Dallas North Tollway (DNT) and Preston Road accommodate regional and local traffic, serving as major regional roadways that traverses the City. The hierarchy of streets, based on function, is described below.

- **Highway and Tollway.** Limited access roadway designed for high speed, long distance travel, and large traffic volumes. Tollways and highways are the jurisdiction of regional, state and federal agencies.
- **Major thoroughfare.** Relatively high-speed, long-distance surface streets designed to move large volumes of traffic across an urbanized area and to provide access to a highway and/or tollway.
- **Minor thoroughfare.** Medium-speed, moderate-capacity surface street used primarily to move traffic to and from residential areas, places of employment, retail, and entertainment venues.
- **Collector (Residential and Commercial).** A relatively low-speed, low-volume street used for neighborhood and commercial circulation and access to private property. Also, used to collect traffic from local streets and distribute to the thoroughfare system.
- **Local.** A low speed, low volume roadway primarily providing access directly to residences. Provides multiple driveways and on-street parking.

Figures 6-1 through 6-6 show the list of roadway classifications with the respective typical section as shown in City of Frisco *Thoroughfare and Circulation Design Requirements*.

Figure 6-1  
MAJOR THOROUGHFARE

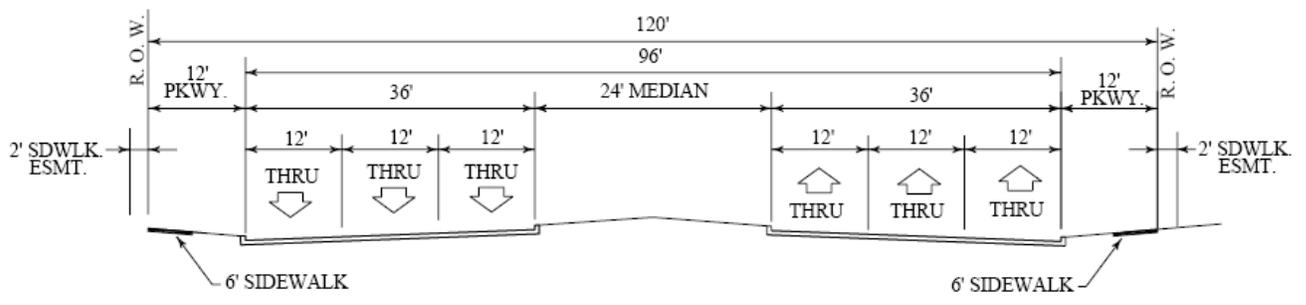


Figure 6-2  
MINOR THOROUGHFARE

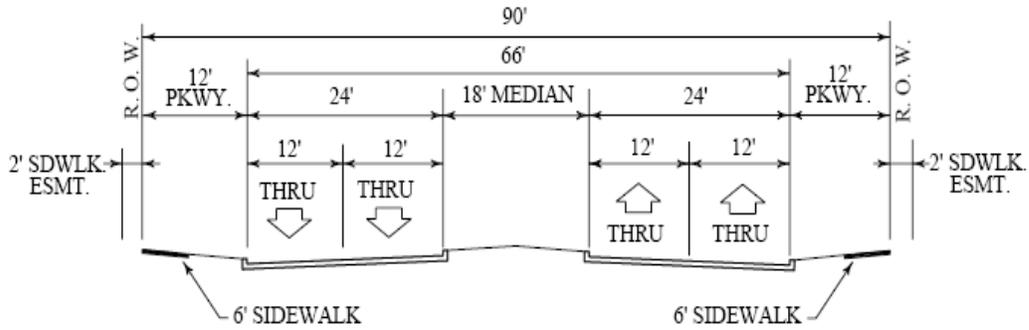


Figure 6-3  
COLLECTOR (COMMERCIAL AND RESIDENTIAL)

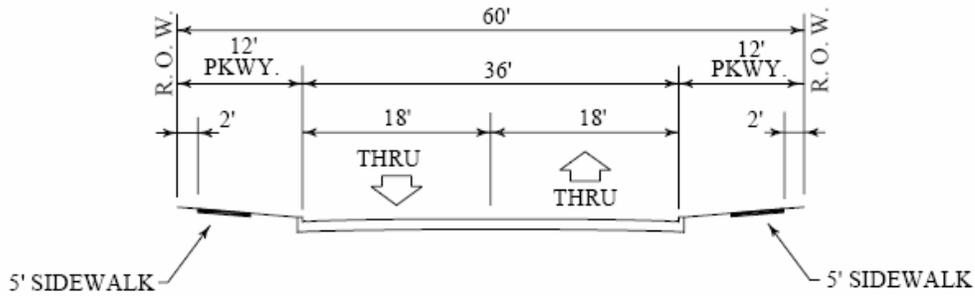


Figure 6-4  
LOCAL 'E'

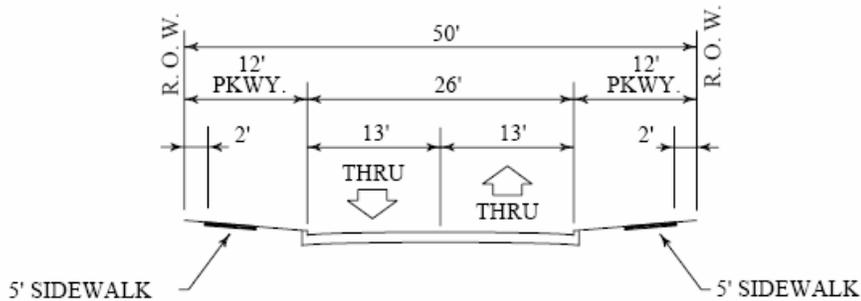




Figure 6-5  
LOCAL 'F'

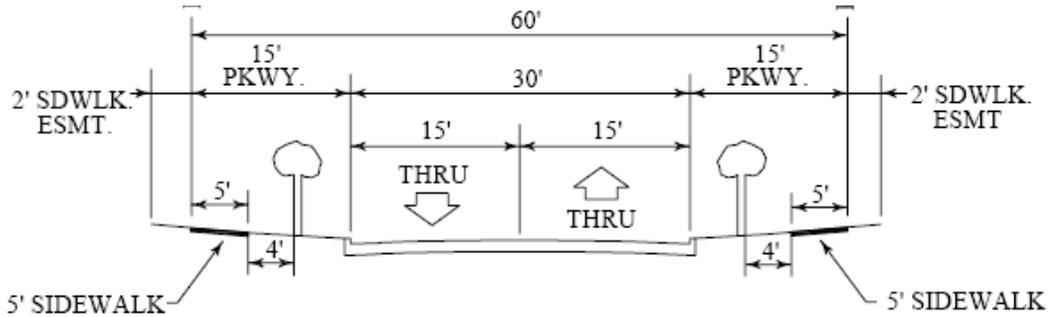
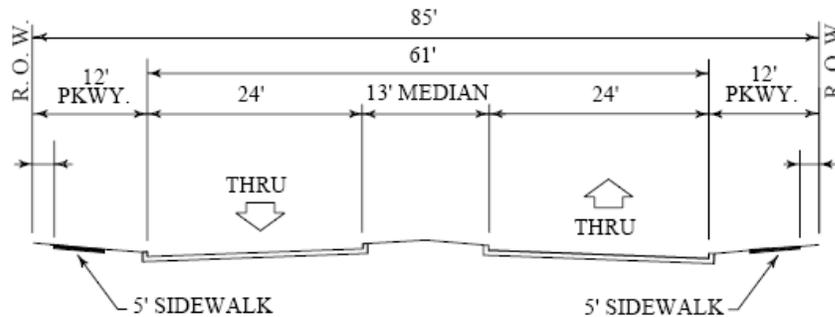


Figure 6-6  
DIVIDED RESIDENTIAL SUBDIVISION ENTRANCE



## OBSERVATIONS ABOUT FRISCO'S STREET SYSTEM

Frisco's roadway network generally provides a conventional grid system of major thoroughfares. The roadway system is organized such that most vehicle trips require the use of major thoroughfares. Therefore, in many instances, desired trips between residences and local stores requires passing through an intersection of two major thoroughfares. The DNT, Preston Road, Custer Road, and F.M. 423 serve major north-south regional and local traffic through the City. The following sections begin to look at transit service and existing mobility throughout the City.



## Existing Transit System

The City contracts with Collin County Area Rapid Transit (CCART) for bus service transportation for the citizens of Frisco. This service consists of a free bus transportation that currently includes a fixed route of 12 stops within Frisco (see *Figure 6-7*, page 6.7). It should be noted that this route is subject to change. Bus service also includes curb-to-curb service upon request at a cost of between two and four dollars. Denton County Services Program for Aging Needs (SPAN) also provides curbside pickup upon request.



## Existing Mobility

The City of Frisco has experienced tremendous growth over the past 10 years. Having a transportation system that can accommodate this growth is a major challenge. The City needs to remain vigilant in building and financing new roads. This section examines the current roadway system and the mobility implications of the 2000 Comprehensive Plan.

To evaluate current policies it is necessary to understand how the existing transportation system is functioning. The information presented below compares the current roadway transportation system with the mobility that would be provided by completion of the 2000 Comprehensive Plan. The comparison provides a benchmark to evaluate the proposed 2000 Comprehensive Plan and redirect transportation policies and planning efforts to ensure an efficient transportation system is created.

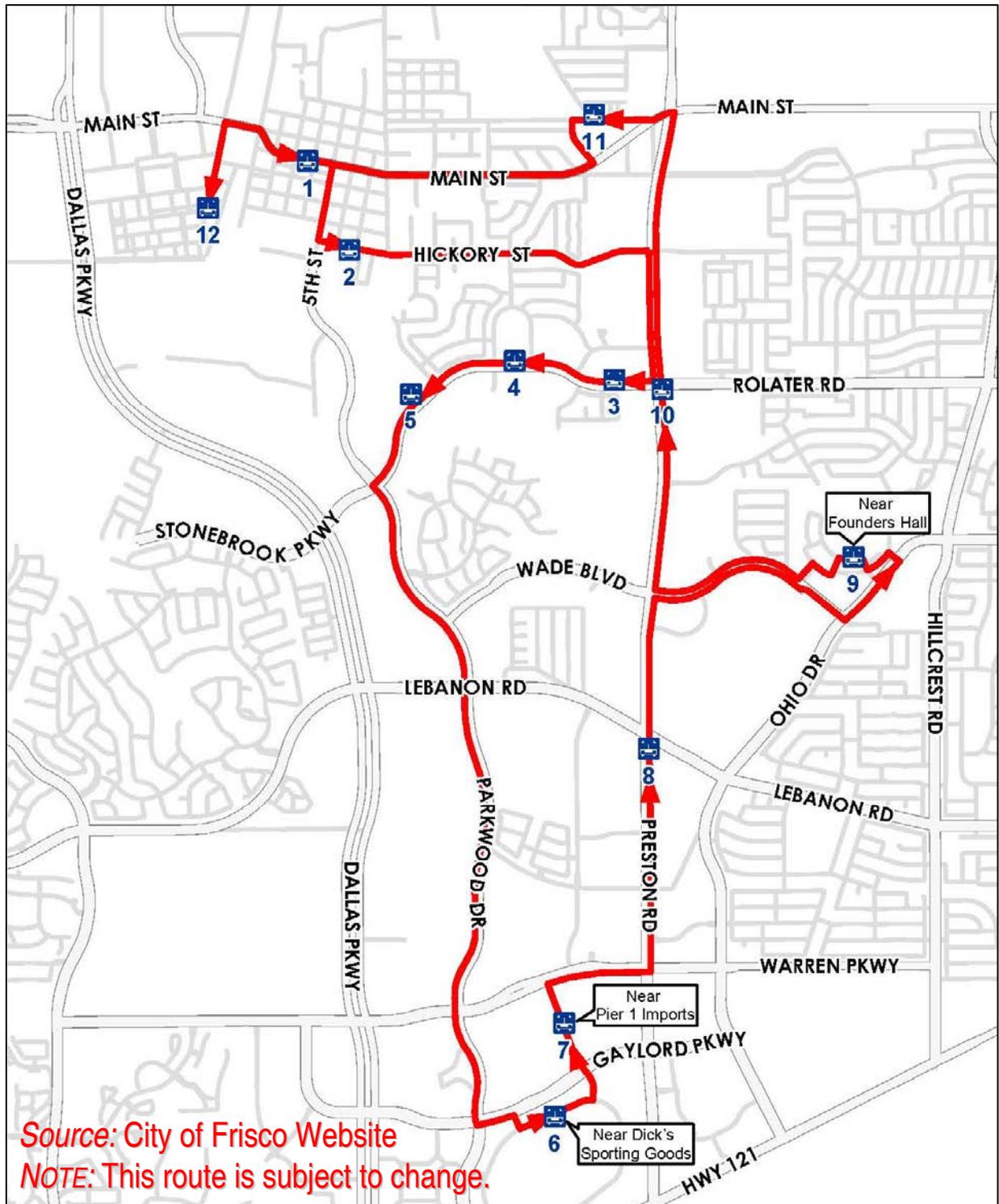
Three primary indicators measure the mobility of the transportation network which are outputs of the TransCAD model:

1. Vehicle Miles Traveled (VMT),
2. Vehicle Hours of Delay (VHD), and
3. Vehicle Hours Traveled (VHT) are indicators that measure

The following information represents descriptions of the outcome of the TransCAD modeling. Specifically, what the demands were on the transportation network for the year 2000, and what the demand would be in the year 2025 based on completion of the 2000 Comprehensive Plan (as it was adopted). More in-depth analysis of the modeling of the 2000 Comprehensive Plan and what the transportation implications would be in 2025 is provided in the *Snapshot of the City*, Chapter 1, beginning on page 1.49.



Figure 6-7  
COLLIN COUNTY AREA RAPID TRANSIT (CCART) BUS SERVICE ROUTE WITHIN FRISCO



Source: City of Frisco Website  
NOTE: This route is subject to change.



## VEHICLE MILES TRAVELED

Vehicle Miles Traveled (VMT) is the distance traveled by all automobiles throughout the City. According to *Figure 6-8*, VMT will triple in the next 25 years, based on current development patterns and the implementation of the 2000 Comprehensive Plan.

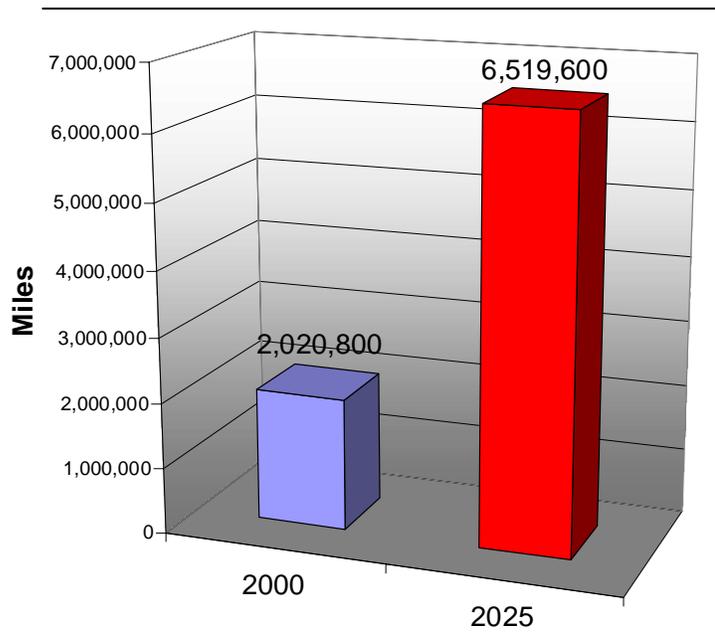
## VEHICLE HOURS OF DELAY

Vehicle hours of delay is a transportation indicator that estimates the hours spent in congestion by vehicles. *Figure 6-9* shows a comparison of vehicle hours of delay in years 2000 and 2025. The model results showed that overall vehicle delay would increase by approximately 74 percent.

## VEHICLE HOURS OF TRAVEL

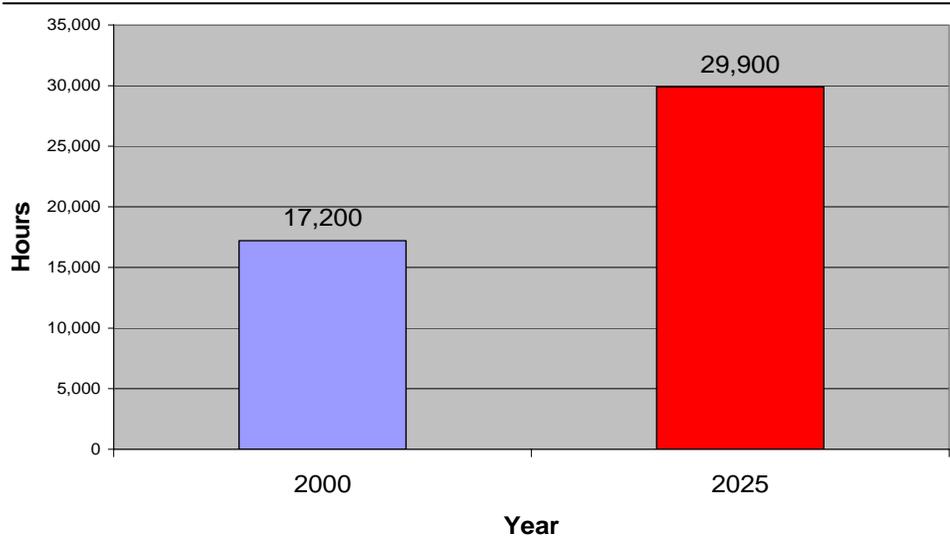
Vehicle hours of travel demonstrate the hours spent on the road by vehicles. *Figure 6-10* (page 6.9) shows the comparison of years 2000 and 2025. The result is an increase of approximately 180 percent in automobile hours traveled in 25 years, based on the current development patterns and the 2000 Comprehensive Plan.

Figure 6-8  
VEHICLE MILES TRAVELED



Source: City of Frisco TransCAD Model

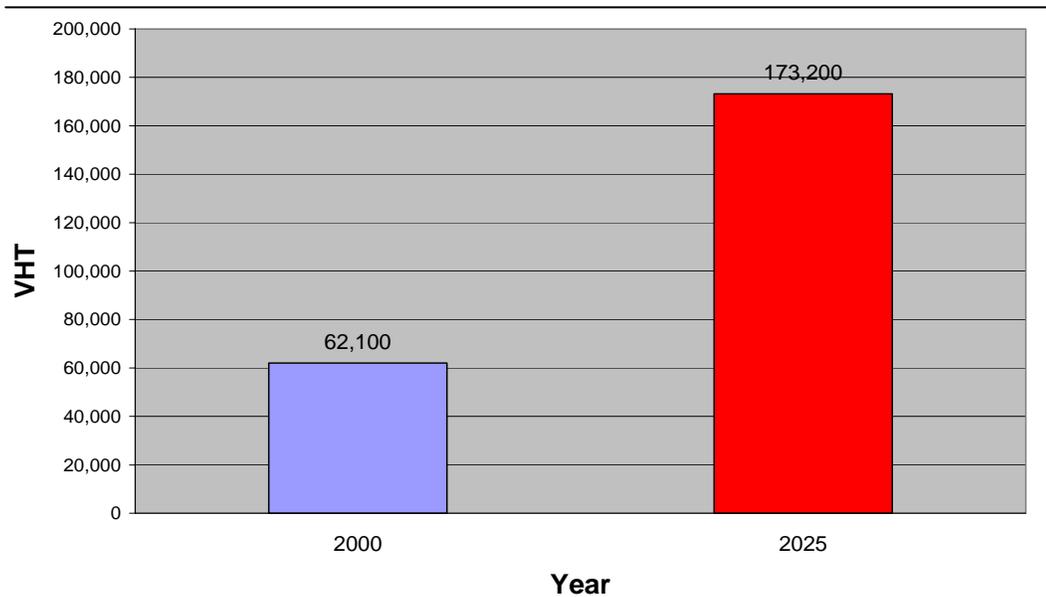
Figure 6-9  
TOTAL AUTOMOBILE DELAY



Source: City of Frisco TransCAD Model



Figure 6-10  
TOTAL AUTOMOBILE HOURS TRAVELED



Source: City of Frisco TransCAD Model

## OBSERVATIONS ABOUT MOBILITY IN THE CITY

The transportation indicators shown above reveal that the existing transportation system is experiencing high amounts of delay and subsequent congestion. The roadway network will have difficulty meeting the future transportation needs of the City with implementation of the 2000 Comprehensive Plan. It should be noted, however, that the City did not have the foresight available then that it now has from the TransCAD model. Currently, Frisco is heavily dependent upon automobiles as the primary mode of transportation. The results of the traffic model showed that additional travel lanes alone will not correct the anticipated challenge of congestion. Widening of the roadways is necessary to avoid grid-lock, but other techniques such as mixing uses to shorten trip length, incorporating regional rail, and adding more hike and bike facilities will be necessary.

The following sections discuss new strategies to guide the City's transportation planning focus in a manner that is responsive to the principles and actions outlined in Chapter 3 and that is responsive to current and anticipated future transportation needs.





City of Frisco, Texas

2006 COMPREHENSIVE PLAN

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## The Transportation Strategy

Land use planning generally guides the development of private property outside of the public right of way. Transportation planning primarily addresses the public infrastructure of streets and transit services, but also often puts forth tools and strategies that affect how private development contributes to the transportation system. Transportation planning affects physical improvements, such as the construction of streets, as well as less tangible elements, such as tools to reduce travel demand or automobile speed. This *Transportation Strategy* section sets forth the basis for both of these. A foundation for physical improvements is provided with components such as the *Future Thoroughfare Plan* (Plate 6-1 on the following page) and the proposed street sections, and for the less tangible elements with discussions about concepts such as urban design and street connectivity.

### The Future Thoroughfare Plan

The proposed *Future Thoroughfare Plan* is the skeletal system that supports the *Future Land Use Plan* (Plate 4-2 in Chapter 4). It is also the first step in the City's regulatory program for right-of-way dedication and acquisition. The proposed *Future Thoroughfare Plan* for Frisco is shown on page 6.12. The Plan generally represents a grid-system with curvilinear segments where natural features, such as creeks and topography, warrant. Although the exact location of roadways cannot be predicted prior to extensive engineering and environmental analyses, the significance of the roadways shown on the *Future Thoroughfare Plan* is the connection they provide. As with the *Future Land Use Plan*, this *Future Thoroughfare Plan* should be used as a guide as development occurs, specifically in how connections should be made and by what type of thoroughfare.

It should be noted that roadways are the primary means of transportation reflected on the *Future Thoroughfare Plan*. Future proposed transit rail stations are also shown, as is the railroad line that is anticipated to be used for the transit system. The City has a separate *Hike & Bike Trail Master Plan* that currently represents the adopted policy on where hike and bike trails should be integrated; this plan is discussed within this chapter starting on page 6.34, and the map related to that plan is shown in *Figure 6-23* (page 6.35). Hike and bike trails are recognized by the City as extremely important alternative modes of transportation via pedestrian and bicycle connections.



City of Frisco, Texas  
**Future  
 Thoroughfare  
 Plan**

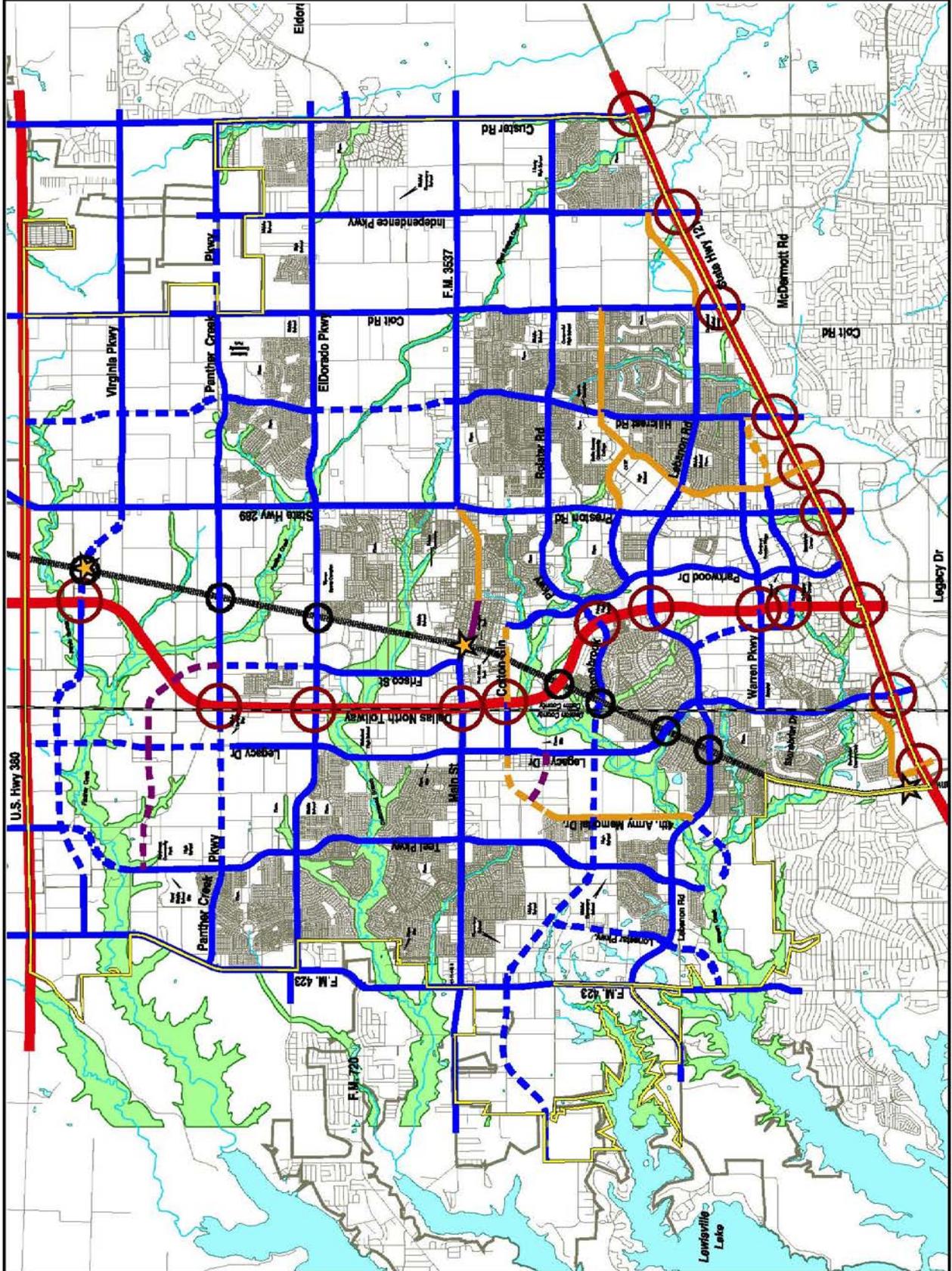
- Highway / Tollway
- Major Thoroughfare
- Minor Thoroughfare (Proposed)
- Minor Thoroughfare
- Minor Thoroughfare (Proposed)
- Major Collector Street
- Major Collector Street (Proposed)
- Future Regional Rail Line
- Regional Rail Stations
- Grade Separated Interchange
- Grade Separated Railroad Crossing
- City Limits

**Plate 6-1**

Dunkin Saifko & Associates, Inc.  
 Urban Planning Consultants

Townscape, Inc.  
 Kimley-Horn and Associates, Inc.

Frisco GIS  
 Department of Information Technology



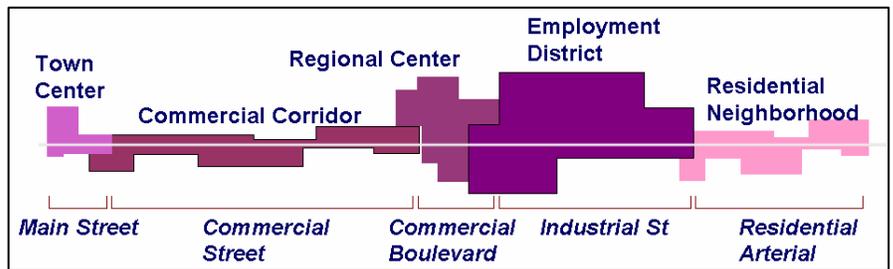


# Urban Design

Creating a connection between the street and the adjacent land uses is often an element of street design that is overlooked. Neighborhood Workshops conducted during the Visioning phase of this comprehensive planning process (see Chapter 2) demonstrated that the look and feel of streets is a major priority for the citizens of Frisco. The look and feel of streets is one of the most effective ways to reinforce the desired image of the City, and in turn attract new residents, businesses, and investment.

Frisco is doing an excellent job of streetscaping. However, a number of enhancements, or urban design elements, used in an area often depends on the types of adjacent land uses. *Figure 6-11* illustrates the concept of the changing thoroughfare as it passes through different land use types. The concept is that the elements of the street must complement the adjacent development. For instance, the same roadway may need to be designed as a commercial boulevard as it traverses a regional center, but may need to be altered to a residential arterial configuration as it passes through a residential neighborhood.

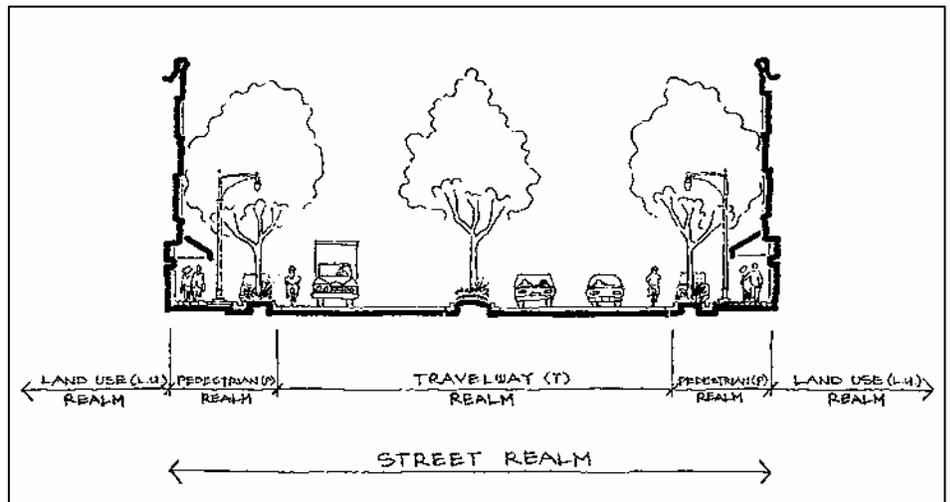
Figure 6-11  
CONCEPT THAT A THOROUGHFARE SHOULD CHANGE AS THE ADJACENT LAND USES CHANGE



It is critical to understand how the elements of a street can work together to meet all the transportation goals of accommodating the various needs of automobiles, pedestrians, and land uses. The anatomy of streets can be divided into four major realms (see *Figure 6-12*):

- ❖ Travelway Realm,
- ❖ Pedestrian Realm,
- ❖ Land Use Realm, and,
- ❖ Intersection Realm.

Figure 6-12  
COMPONENTS OF THE ANATOMY OF STREETS



While the intersection realm is not illustrated in *Figure 6-12* (page 6.13), it is an area of the street that deserves special attention as it is often the gateway to a community and has the greatest amount of pedestrian activity.

## TRAVELWAY REALM

This area is defined by the travel lanes between the curb lines. The dimensions within the *Travelway Realm* are clearly defined within the City's "*Thoroughfare and Circulation Design Requirements*." However, additional mixed use roadways are presented in this section under *Functional Classification*. There should be a relationship between the street edge and the adjacent land use. For instance, in mixed use areas that are located adjacent to collector streets or minor thoroughfares, on-street parking, or alternative travel lane widths may be appropriate.



The Travelway Realm

## PEDESTRIAN REALM

The *Pedestrian Realm* is defined by the area between the curb line and the right-of-way line. Most of the time, this area provides the best opportunity to incorporate urban design elements. These elements should vary by the adjacent land use. For instance, the pedestrian realm for mixed use, transit, or single-use areas should be different.

In mixed use or transit areas (image at the right) a number of amenities may be provided to draw people out and encourage strolling and relaxing. The amenities include, but are not limited to the following:

- ❖ Wider sidewalks,
- ❖ Tree wells,
- ❖ Street furnishings such as benches,
- ❖ Lamp posts,
- ❖ Bollards,
- ❖ Drinking fountains
- ❖ Trash containers,
- ❖ Flower and shrub planters,
- ❖ Trees,
- ❖ Mounted maps,
- ❖ Informational kiosks, and,
- ❖ Directional signs.



The Pedestrian Realm in a Mixed Use or Transit-Oriented Area



The Pedestrian Realm



Benches or planters are especially beneficial to senior citizens and the disabled, who can use them for frequent stops to rest. These and other amenities reward other pedestrians by increasing the attractiveness and comfort of the environment, making walking a natural and pleasurable part of the day. They give residents a reason to come out of their homes and cars and get to know their community and neighbors, which is the essence of a “home town” ambience.

In single-use areas (retail, commercial, or residential), the *Pedestrian Realm* should be configured differently. The *Pedestrian Realm* should provide shaded pedestrian and paved areas to create a comfortable walking environment and to reduce surface and ambient temperature. This could include a combination of trees and other shading devices such as utilizing building shadows, canopies and awnings. Retail areas should include a sidewalk out to the curb, with trees in wells. This would accommodate parking or drop-off areas where allowed.

Low density residential and office uses should have a different *Pedestrian Realm*. In these areas, a landscape buffer can be integrated between the sidewalk and the curb. Major thoroughfare streets, where no on-street parking or drop-off is allowed, should have a distinct landscape buffer with trees between the sidewalk and curb to provide pedestrians with a feeling of safety. To ensure that the *Pedestrian Realm* is established appropriately with adjacent development, adequate sidewalk widths and pedestrian amenities need to be considered as roadways are initially planned, designed and constructed.

## LAND USE REALM

The final realm to be discussed is the *Land Use Realm*. This is the area adjacent to the roadway and is entirely within private property. It is important to discuss because it defines the “look and feel” of the area. This *Realm* contains significant differences as people cross through different land use areas. Almost entirely dictated by zoning, this realm can differ radically between rural, residential, retail and mixed use areas. The *Land Use Realm* seeks to describe the character and activities associated with the adjacent land uses and the configuration of the roadway and its parkway. A key concept is the compatibility between the thoroughfare and its context, both physically and operationally. The *Land Use Realm* acknowledges the contexts of community, environment and transportation needs, and knits them together to improve mobility and livability.

Just like in the *Pedestrian Realm*, the characteristics of future land use development—whether mixed use, transit-oriented, or single-use (retail, commercial, or residential)—should be reflected in the context areas. For example, the elements in a mixed use area along a non-thoroughfare roadway should include build-to lines, with well defined pedestrian signage, buildings with transparent windows, parking behind the buildings (or on the street), and a pedestrian-friendly environment. Conversely, in areas that



The Land Use Realm in a Mixed Use or Transit-Oriented Area



are conventionally developed with single-uses (such as commercial, retail or residential development along a thoroughfare roadway) build to lines that place the buildings away from the street will characterize the *Land Use Realm*.

## INTERSECTION REALM

This area is within the public right-of-way and involves abutting private property. It creates a frame for the roadway with the intersection at its center. The *Intersection Realm* is characterized by a high level of activity and shared use, multi-modal conflicts (mainly bicycle- and pedestrian-to-vehicle), complex movements, and special design treatments. These areas often serve as entrances into a special district or development and, as such, deserve special urban design treatment to create a landmark or memorable “node.” (See *Chapter 4, Livability – Accepted Principles for Good Community Design.*) Within Frisco, there are tremendous opportunities to incorporate specific amenities to create a sense of “identity.”



The Intersection Realm



A Roundabout Creates a Special Element within the Intersection Realm

Intersection areas should include clearly marked pedestrian cross walks at signalized intersections and curb ramps, decorative lighting, landscaping, and even special art or monuments. Other intersection treatments may also be appropriate, such as the use of modern roundabouts. These may be used in special cases, such as along local or collector streets, with approval from the City’s Engineering Services Department.

## Mixed Use & Multi-Modal Streets

With more of an emphasis on a multi-modal system, it is important to provide a roadway environment that will accommodate the necessary features of mixed-use and transit-oriented developments. While roadways serving these land uses need to require more “pedestrian-friendly” elements and on-street parking, it is still important to provide efficient automobile movement through these areas and provide adequate emergency access.



## SIDEWALKS

The sidewalk along a mixed-use street is the primary physical environment of the *Pedestrian Realm*. Often, sidewalks in mixed use areas are wider than the travel lanes—an example of this can be found in the West End of Dallas. The sidewalk is where most of the activity occurs. For mixed use streets to be successful, the design of facades and ground floors of buildings and their relationship to the street must focus the attention toward the street. Transit amenities, when located on sidewalks, are part of a range of "street furniture" that is essential to designing a successful "transit street." Street trees, wide sidewalks, benches and other amenities make streets more comfortable and active.

## ON-STREET PARKING

Beyond urban design features and sidewalks, on-street parking is the most important element in a mixed-use street design. The presence of parked cars reduces travel speeds, separates pedestrians from the vehicles and aids in the vitality of retail establishments. For instance, the adjacent figure uses on street parking as a buffer for pedestrian activity.



On-Street Parking Provides a Buffer in a Mixed Use Area

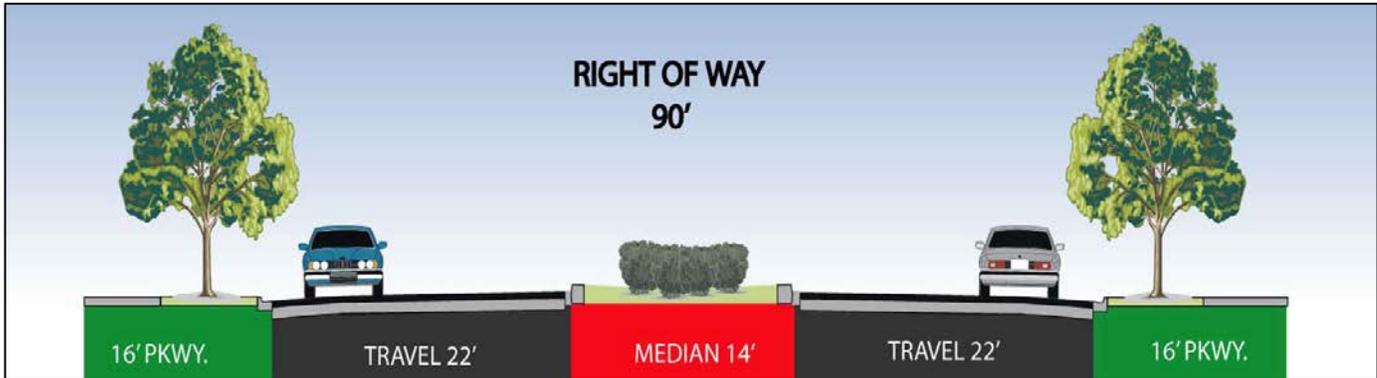
## NEW ROADWAY SECTIONS FOR MIXED USE & TRANSIT-ORIENTED DEVELOPMENT

The existing roadway cross sections (outlined in the *Existing Transportation System* section of this chapter) will be carried forward with the addition of three new roadway types that will provide narrower lanes so that more space can be provided for pedestrians and on-street parking. These new roadway types should primarily be used in mixed-use (e.g., town center areas such as Legacy Town Center, and urban village environments) and transit-oriented areas to blend with the adjacent development. The exact dimensions and geometrics will be resolved by the City's Engineering Services Department.

Figure 6-13 (page 6.18), Figure 6-14 (page 6.18), and 6-15 (page 6.19) are cross-sections of the recommended roadway types. The new roadway cross-sections incorporate narrower lane widths, which encourages slower vehicle speeds, and wider pedestrian facilities. It should be noted that although these roadway sections do not show sidewalks or related widths, all sidewalks in mixed use and TOD areas should generally be 15 feet in width to create a pedestrian environment. Two of the new roadway cross-sections will accommodate on-street parking. Also, two of the roadway types will become additional minor thoroughfare streets, while the third will be a collector street.

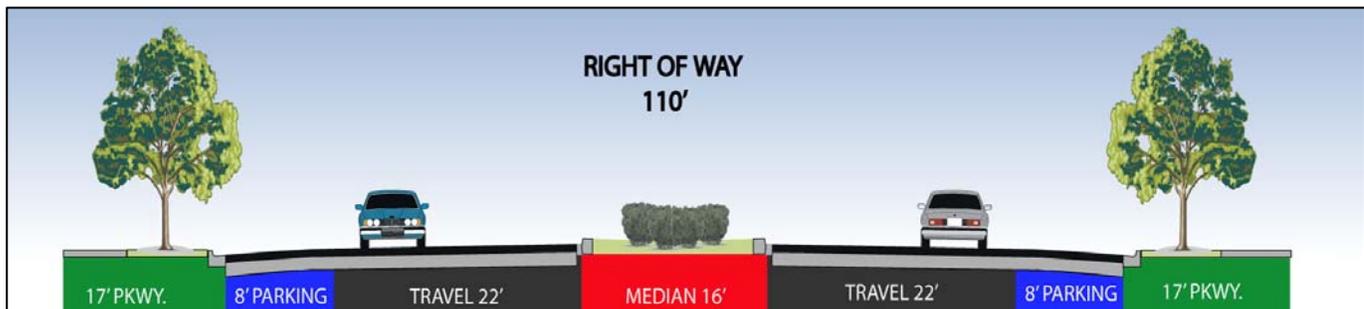


Figure 6-13  
MINOR THOROUGHFARE 2 (MIXED USE OR TRANSIT-ORIENTED DEVELOPMENT)



The *Minor Thoroughfare 2* (Figure 6-13 above) shows a section with a reduced median width and travel way and an increased parkway width for pedestrians. No on-street parking should be permitted on this type of thoroughfare. Angled parking should be considered, but would require additional right-of-way. Angled parking should not encroach on any required sidewalk. The 90-foot right-of-way footprint for this roadway type will be the same as the existing *Minor Thoroughfare* roadway type (Figure 6-2 on page 6.4).

Figure 6-14  
MINOR THOROUGHFARE 3 (MIXED USE OR TRANSIT-ORIENTED DEVELOPMENT)



The *Minor Thoroughfare 3* cross-section shown in Figure 6-14 proposes an increased right-of-way footprint of 110 feet (compared to the *Minor Thoroughfare 2*). This roadway type provides on-street parking with the same travel way and median widths. Coleman Boulevard within Frisco Square is an example of this type of roadway. The parkway area is increased slightly for *Minor Thoroughfare 3*.



Figure 6-15  
COLLECTOR 2 (MIXED USE OR TRANSIT-ORIENTED DEVELOPMENT)



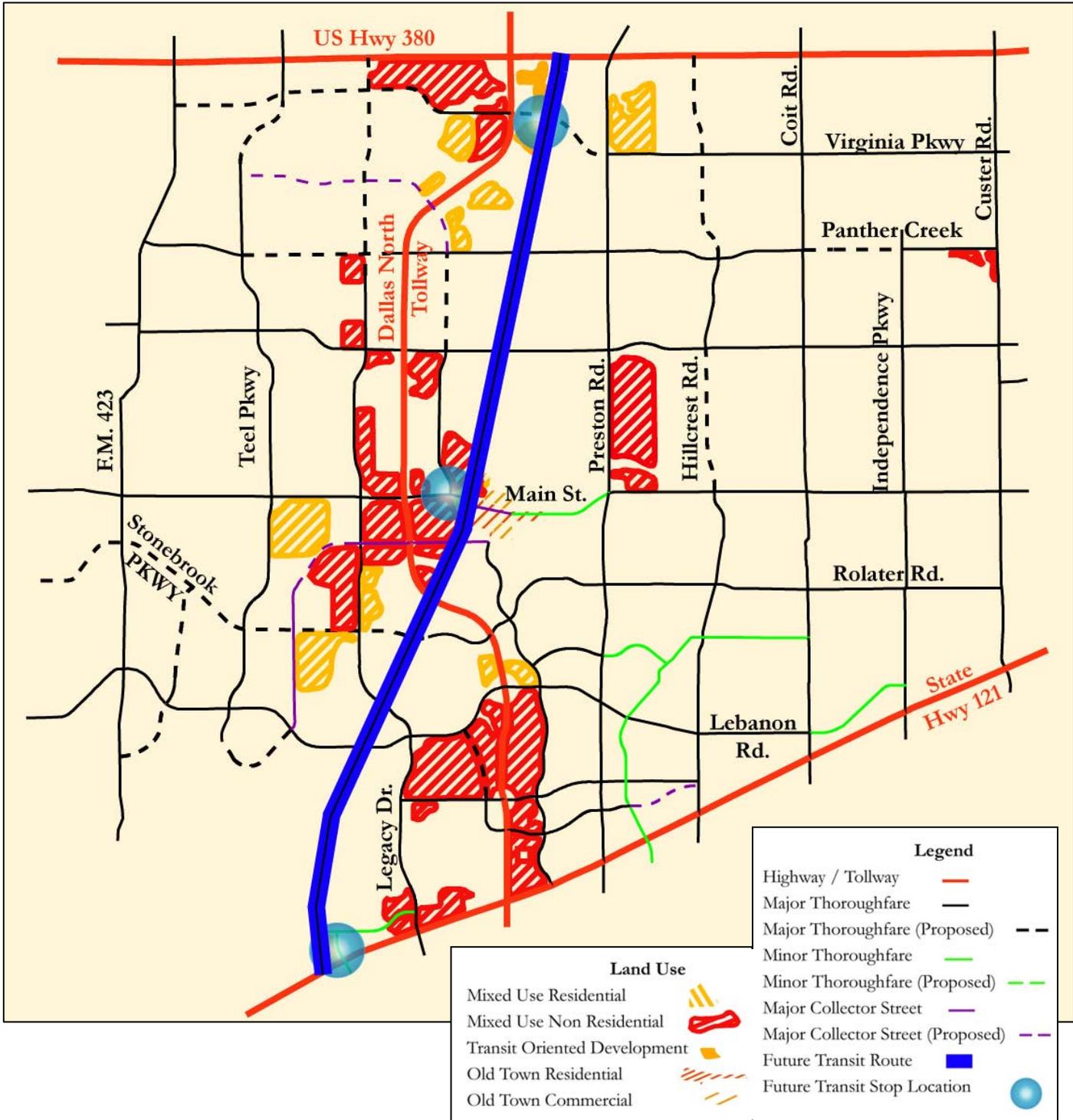
The third roadway type recommended is a *Collector 2* (Figure 6-15). This typical section maintains the same 60-foot right-of-way footprint, and adds eight feet of on-street parking to both sides of the street.

Applying these new standards to roads located within land use areas designated on the *Future Land Use Plan* (Plate 4-2, page 4.10) as *Mixed Use* or *Transit-Oriented Development* will be left to the discretion of the City. These standards apply only to new roads in newly developed areas (i.e., not in areas that are currently developed). These new streets were developed as a way to integrate streets with adjacent mixed use character. The map, *Figure 6-16*, on page 6.20 represents the *Mixed Use* and *Transit-Oriented Development* areas where these street types might apply.





Figure 6-16  
POSSIBLE LOCATIONS FOR NEW MIXED-USE ROADWAY CROSS SECTIONS





## STREET SYSTEM CONTINUITY

The location of median openings must comply with the City's Access Management standard outlined within the City's Thoroughfare and Circulation Design Ordinance. The following sub-sections outlines ways in which streets throughout Frisco can be better connected to each other as development occurs. As the various discussions below explain, increased connectivity will help to improve both mobility and access.

## INTERCONNECTED STREET SYSTEM

A city's roadway system design should provide improved connection between residences and other land uses and should complement goals in the areas of urban design, livability and sustainability. In order to improve livability in residential areas, it is important to enhance the flexibility of routes and modes of transportation. An interconnected street pattern that provides flexibility of routes and increased number of access points for private and emergency vehicles lessens automobile congestion and reduces dependence on a few major thoroughfares.

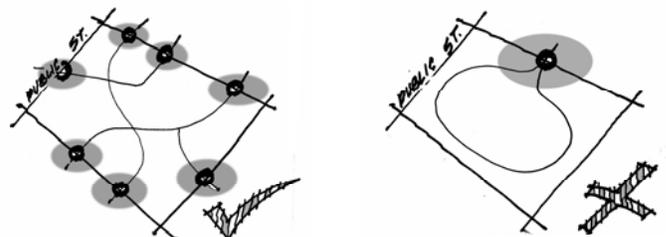


Where residential streets are long and have limited access to adjacent developments, every trip is a long one, especially to simple services.

The result of an interconnected system is generally a grid pattern which can be modified to provide interest and accommodate natural features. Additionally, this type of system accommodates continuous sidewalks, short blocks and safe pedestrian crossings which slow traffic to the desired speed, facilitates local circulation, shortens walking distances and provides a reasonable structure to the community. Shorter blocks that encourage lower vehicle speeds are especially appropriate to facilitate circulation in high density and mixed use development. Additionally, for trails running along creeks, it is important to provide grade-separated pedestrian and bike trails as part of bridge structures that cross creeks or flood plains.

Figure 6-17 shows multiple access points between developments. This can provide a great deal of relief on the major thoroughfare intersections throughout the city. Essentially, this concept spreads the traffic out and allows greater flexibility of trip path and ultimately reduces "miles traveled" and lessens the burden on the intersections.

Figure 6-17  
MULTIPLE VERSUS SINGLE ACCESS POINTS



**MULTIPLE ACCESS POINTS**

**ONE ACCESS POINT**

Multiple access points are particularly important for mixed use developments and residential areas with more than 2 units per acre.



Frisco’s previous thoroughfare planning efforts have resulted in a robust series of thoroughfare streets—essentially major thoroughfares on a one mile grid system. While this does provide an efficient way to handle large volumes of traffic, it has limited collector streets. The interconnected streets concepts illustrated above encourage the use of collector streets to provide spacing of a half-mile or less spacing for collector streets. This concept also discourages use of cul-de-sacs (without an interconnected street system) which often can result in longer trip lengths and less points of access for emergency vehicles. Other advantages of having an interconnected street system include:

- ❖ Distributes trips more efficiently;
- ❖ Helps manage traffic speed due to proper intersection spacing; and
- ❖ Provides multiple points of ingress and egress for emergency vehicles.

## STREET INTERSECTIONS

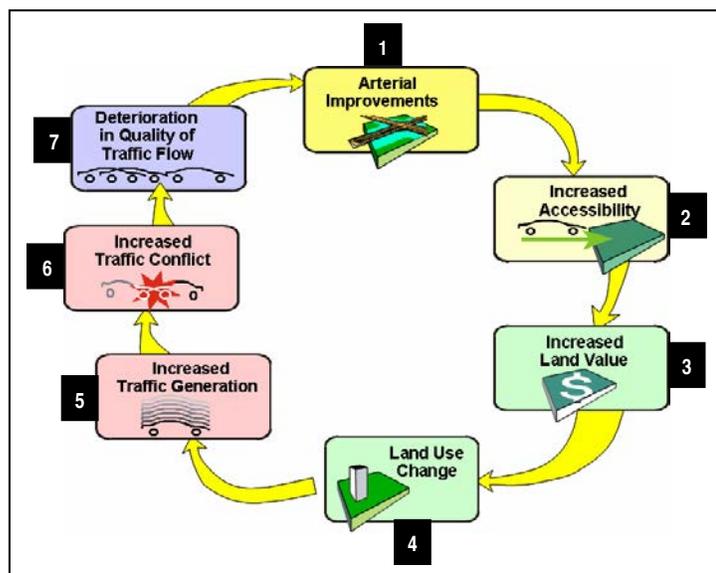
The City should continue its practice of assuring that street intersections are properly aligned; this will further ensure street continuity. When collector streets are planned to connect to major thoroughfares, careful thought needs to be given to the location of the connection. In some cases, median openings are needed to allow for left-turn in-and-out access. At such locations, the median openings need to comply with the City’s *Access Management Policy* on median opening spacing. Enough space between median openings needs to be provided to allow for proper deceleration and storage (for vehicles to stack up behind one another). Also, along divided thoroughfares roadways, median openings should be aligned with one another to minimize the number of openings needed for access, and to further the coordination of installing traffic signals (if signals become necessary at that location).

## ACCESS MANAGEMENT

Access management is another important aspect to street continuity. Access management seeks to improve safety, reduce congestion, and to protect the City’s transportation investment. Many of the concerns related to access management are the same as those discussed in relation to street intersections above—median openings, access, deceleration and storage of vehicles.

Figure 6-18 depicts the typical life-cycle of a roadway without access management. As

Figure 6-18  
TYPICAL LIFE-CYCLE OF A ROADWAY WITH NO ACCESS MANAGEMENT





investment is made to improve a thoroughfare, the access to development is increased, land uses change, traffic increases, and thus conflicts for crashes increase and eventually the road ceases to operate effectively. Access management attempts to break this cycle. This *Transportation Strategy* therefore endorses the City's *Access Management* standards. The proposed policies on access management in relation to specific roadways is developed in greater detail in the *Transportation Policies* section that begins on page 6.37.

## Traffic Systems Management

Efficient operation of the roadway network is of the utmost importance to the traveling public. The City should continue to explore and use up-to-date techniques and technologies to help maintain an acceptable level of service on roadways. Coordinated signal timing plans, and a program to update coordinated signal timing with changes in traffic volumes and traffic patterns are vitally important to the everyday operation of the City's roadway network. Also, the City should use the latest state-of-the-practice and state-of-the-art equipment to maintain and improve safety on local roadways.

Updated and reliable traffic signal control equipment is extremely important to overall mobility in Frisco and the ability to operate coordinated signal timing plans. This not only includes the hardware and signal controller in the cabinet to efficiently control the overall system, but also the following components:

- ❖ Reliable vehicle detection on the street (inductive loops or video);
- ❖ Communications equipment that provides a link to equipment in the field; and
- ❖ Central control equipment (computers, radios, video monitors, software).

Having a reliable means of communicating with field devices from a centralized location is an extremely important aspect of maintaining efficient roadway operations, especially on a network the size of Frisco's. It is much more economical to manage field equipment from one location than to visit each intersection individually. Even if an incident does require someone in the field, a reliable system often makes it possible to know beforehand exactly what the situation entails, who needs to respond, and what equipment they will need to have with them when they get to the incident location. Some of the devices that are commonly used to improve and maintain efficient operations on the roadways from a centralized location include, but are not limited to, variable message signs, dynamic lane signing, and video monitoring cameras placed at strategic locations along thoroughfares.

Incident and special event management plans can be prepared in anticipation of numerous types of incidents, special events, or regularly occurring events such as soccer matches and concerts at Pizza Hut Park. Management of such events could include the use of video monitoring cameras to verify an incident or event, variable message signs to help divert traffic, modified coordinated signal timing plans to better handle the diverted traffic, and even dynamic lane assignment signs to more efficiently manage available lanes. Just a few occasions when such plans would be put into effect include:





- ❖ Incidents blocking lanes on certain stretches of major roadways;
- ❖ Planned roadway construction;
- ❖ Pre-game traffic heading to a ballpark, arena or stadium;
- ❖ Post-game traffic leaving the venue; and,
- ❖ Increased traffic volumes associated with tax-free shopping days or the day after Thanksgiving.

Traffic systems management is a means of addressing these impacts and improving livability in neighborhoods. The modeling information presented in the *Existing Transportation System* section demonstrates that congestion will increase on the thoroughfare street system. This will likely impact the neighborhood collector and local street system by resulting in speeding and cut-through traffic attempting to avoid delays on the major streets. Traffic systems management is a City-wide issue. Treating every issue as though it were unique and unusual is ineffective and inefficient. In addition, many problems and solutions need to be looked at from a broad perspective to ensure that one neighborhood's solution does not become another neighborhood's problem, and from a slightly narrower perspective that one street's solution does not become another street's problem. A traffic systems management program is an effective, systematic, and fair approach to addressing the need to ensure an acceptable level of service as Frisco's population and traffic volumes continue to increase.

## Traffic Calming

Frisco's *Traffic Calming Guidelines* are intended to provide a consistent, City-wide approach to addressing neighborhood traffic and transportation issues related to safety, traffic speed, and traffic volume on streets. The methods, devices and purposes of traffic calming are not new to Frisco. Traffic calming efforts are intended to help drivers avoid speeding and to reduce cut-through traffic.

The City's approach to traffic calming recognizes that a street is a highly complex environment with multiple competing interests. These interests include land access and livability verses mobility, vehicular accommodations verses multimodal balance, and consistency of function verses flexibility of form. The following descriptions of potential traffic calming devices are directly linked to the City-wide street designations and are intended to enhance both the form and function of current and planned City streets.



## TRAFFIC CALMING DEVICES

### CURB RETURN RADII

Curb return radii are the curved connection of curbs at the intersection of two streets. Their purpose is to guide vehicles in turning corners and to separate vehicular traffic from pedestrian areas at intersection corners. The current City of Frisco *Thoroughfare and Circulation Design Requirements* document defines standard intersection layouts, which includes specific curb radii.

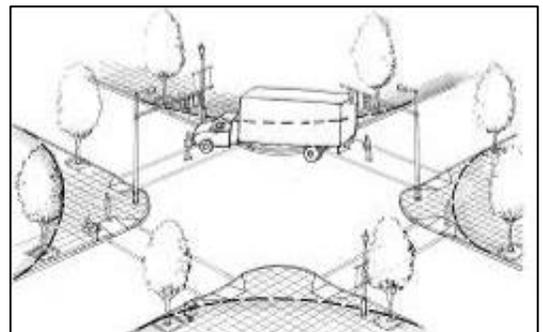
This sub-section seeks to define a general strategy for selecting the curb return radii design criteria and discusses situations requiring larger radii. In conventional street design practice, the largest vehicle that might use the facility is selected as the “design vehicle” which will result in an increase in pedestrian-crossing distance due to the larger radii. Instead of this conventional practice, the smallest curb radius should be selected that will accommodate the necessary right-turn movements of the design vehicle (including emergency response vehicles) and facilitate pedestrian crossings of intersections in a safe and comfortable manner. Factors that should determine curb return radii include:

- ❖ Width of the receiving lane;
- ❖ Tolerance of encroaching into opposing lanes;
- ❖ Number and frequency of large vehicles;
- ❖ Angle of the turn;
- ❖ Vehicle and pedestrian volumes; and
- ❖ Existence of bike and/or parking lanes.

### CURB RETURN RADII STRATEGY

Curb return radii should be designed to accommodate the largest vehicle (especially emergency response vehicles) that will regularly and frequently turn the corner (sometimes referred to as the control or design vehicle). This principle assumes that the occasional large vehicle can encroach into the opposing travel lane. If encroachment is not acceptable, then a larger design vehicle should be used.

- ❖ In urban centers, transit-oriented developments, and mixed-use areas where pedestrian activity is intensive, curb return radii should be as small as possible.
- ❖ A design vehicle should be selected by determining the frequency of large truck and bus turns at the intersection. Bus routes should be identified to determine whether buses are required turn at the intersection. Existing and potential future land uses along both streets should be reviewed to evaluate potential truck trips turning at the intersection.



Smaller curb return radii shorten the distance that pedestrians must cross at intersections. The occasional turn made by large trucks can be accommodated with slower speeds and some encroachment into the opposing traffic lanes.

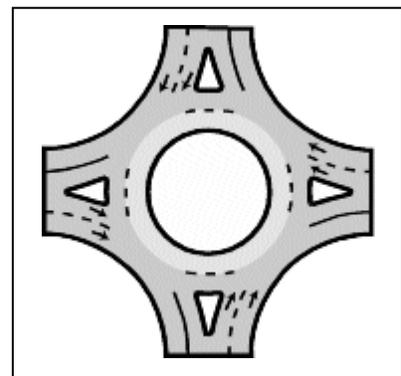


- ❖ Curb return radii of different lengths can be used on different corners of the same intersection to match the design vehicle turning at that corner. Variable curves can be used to better match the wheel-tracking of the design vehicle.

If encroachment into oncoming lanes and/or the roadside is unacceptable, pavers, colored stamped concrete, stone, or other contrasting material on the street should be considered. This would provide the visual appearance of a narrower street, but one that can be traversed by all vehicles.

### MODERN ROUNDABOUTS

Modern roundabouts are an alternative form of intersection control that is becoming increasingly more common in the United States. In the appropriate circumstances, significant benefits may be realized by converting four-way stop-controlled and signalized intersections into modern roundabouts. It should be noted, however, that additional right-of-way may be needed for converting intersections to roundabouts, and any such conversion would be subject to the approval of the City's Engineering Services Department. These benefits include improved safety, speed reduction, aesthetics, or operational functionality. With the creation of Federal Highway Administration's guidebook entitled *Roundabouts: An Informational Guide*, States and local agencies interested in roundabouts now have a firm set of design guidelines. Roundabouts require strict conformance to standard practice to ensure safe optimal operation.

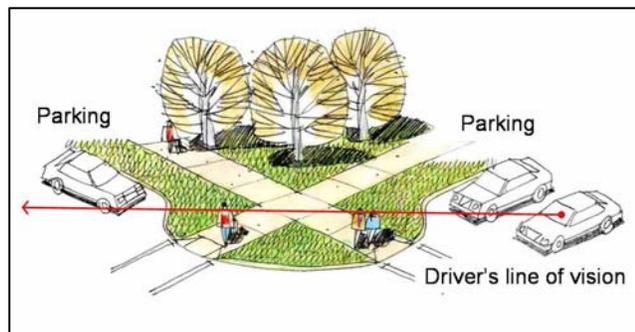


General Roundabout Diagram

### CURB EXTENSIONS

Curb extensions (also called bulb-outs or neck-downs) extend the line of the curb into the traveled roadway, thereby reducing the width of the street. Curb extensions typically occur at intersections. Curb extensions provide several benefits:

- ❖ Reduce pedestrian crossing distance and exposure to traffic;
- ❖ Improve driver and pedestrian sight distance and visibility;
- ❖ Narrow the traveled way both visually, and physically, resulting in a calming effect;
- ❖ Encourage pedestrian crossing at preferred locations;
- ❖ Keep vehicles from parking too close to corners and blocking crosswalks;
- ❖ Provide wider waiting areas at crosswalks and intersection bus stops;



Curb extensions can shorten the distance a pedestrian needs to travel across an intersection.



- ❖ Reduce the curb return radius to effectively slow turning traffic; and,
- ❖ Enhance Americans-With-Disabilities Act (ADA) requirements by providing space for level landings.

Curb extensions serve to better define and delineate the travelway as being separate from the parking lane and roadside. They are used where on-street parking would typically be delineated only by pavement markings and where the distance between curbs is greater than what is needed for the vehicular traveled way.

## Mobility of the New Transportation Strategy

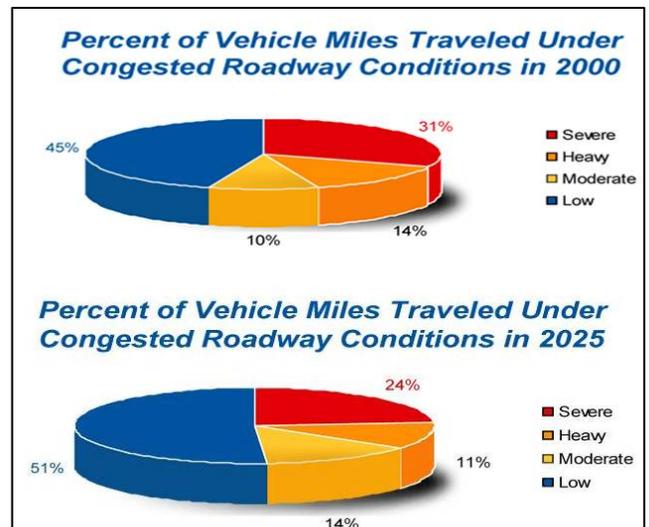
This sub-section provides an overview of Frisco mobility based on the proposed *Future Land Use Plan* within the *Land Use Strategy* (Chapter 4). The City is fortunate to have a state-of-the-art tool for transportation planning. This tool is a regional modeling application called TransCAD, which enables Frisco to estimate traffic trips throughout the City and beyond. In the simplest terms, the tool (or model) turns people and employees into trips, finds their origin and destination, and assigns them a path to complete their trip. The trips are daily, so it accounts for home-to-work, home-to-shop, and back-to-home trips.

With the use of this tool planners and engineers are able to estimate current and future traffic demands. The *Land Use Strategy* (Chapter 4) and related *Future Land Use Plan* (Plate 4-2, page 4.10) plan for the ultimate build-out of the City. The proposed build-out has been incorporated into the model to estimate the traffic demands. As a benchmark, the 2000 Comprehensive Plan (or old land use plan), was also tested in the model (the results of which were described previously within this chapter). The following sections compare the 2000 Land Use Plan with the new 2006 *Future Land Use Plan* (Plate 4-2, page 4.10).

## MODELING THE 2000 COMPREHENSIVE PLAN

When the 2000 Comprehensive Plan was developed and adopted, the City did not have its transportation planning model. Therefore, there was no way to look at the traffic impacts associated with that plan (from a technical, quantitative standpoint). The question has always been, “Will the transportation system handle all the development planned in the 2000 Plan”? We now know that congestion levels improve slightly between years 2000 and 2025 for what is

Figure 6-19  
COMPARISON OF VEHICLE MILES TRAVELED – 2000 AND 2025



termed “severe congestion.”

This *2006 Comprehensive Plan* updates the 2000 Plan. In the *2006 Land Use Strategy* (Chapter 4), and specifically on the *Future Land Use Plan* (Plate 4-2, page 4.10), many strides were taken to improve the balance between land uses and roadways. Examples of such strides include mixing uses to shorten trip lengths, clustering residential developments, and incorporating alternative modes of transportation. The comparison of these two plans is discussed below.

## THE TRAVEL DEMAND MODEL – ANALYSIS OF THE 2000 COMPREHENSIVE PLAN VS. THE NEW 2006 COMPREHENSIVE PLAN USING BUILT-OUT CONFIGURATIONS

As previously explained within this chapter, the travel demand (or TransCAD) model facilitates the ability to compare how changes to land use and demographics will impact the transportation network. *Table 6-1* compares the demand on the transportation network found from modeling the 2000 Comprehensive Plan and the demand found by modeling the new 2006 *Future Land Use Plan* (Plate 4-2, page 4.10). Both of these modeling efforts were based on build-out configurations of these respective land use plans, using the land uses exactly as proposed. Across the board, the new *Future Land Use Plan* performs much better than the 2000 Plan, with improvements to *Vehicle Miles Traveled*, *Vehicle Hours Traveled* and *Hours of Delay* ranging from 12 percent to 15 percent improvement in congestion levels. These improvements mean that the new *Land Use Strategy* (Chapter 4) and this *Transportation Strategy* are better integrated in terms of land use and mobility needs.

*Table 6-1*  
COMPARISON BETWEEN THE 2000 LAND USE PLAN & THE 2006 FUTURE LAND USE PLAN (PLATE 4-2)

Mobility Factors	2000 Plan	2006 Land Use Plan (Plate 4-2)	Percent Change
Vehicle Miles Traveled	6,519,600	5,580,000	14 % Improvement
Vehicle Hours Traveled	173,200	152,000	12 % Improvement
Vehicle Hours of Delay	29,900	25,500	15 % Improvement

Over the next 30 years, the North Central Texas Region will more than double in population. As discussed in the *Land Use Strategy*, Chapter 4, Frisco’s population will more than triple. This population increase will drastically affect vehicular travel. The travel demand modeling performed in this strategy indicates that the planned roadway and highway improvements alone will not alleviate traffic congestion during peak periods. Alternative travel modes must be explored if Frisco is going to sustain itself in the future as a regional origination and destination point.



# Transit and Hike & Bike Trail Integration

## Transit Integration

### NCTCOG REGIONAL RAIL CORRIDOR STUDY

The proposed Regional Rail System (see *Figure 6-20* on page 6.30) has the ability to relieve congestion for commuters in peak periods. The NCTCOG's Regional Rail Corridor Study revealed that with the amount of ridership expected, a connected regional rail system could have the effect of adding on additional freeway lane in each direction to some of the most congested highways and tollways in North Central Texas. This sub-section of *Transportation Strategy* explores how Frisco can integrate transit into a palette of transportation options that are aimed at reducing the dependence on single-occupant vehicles for commuting and basic services.

### PLANNING FOR TRANSIT

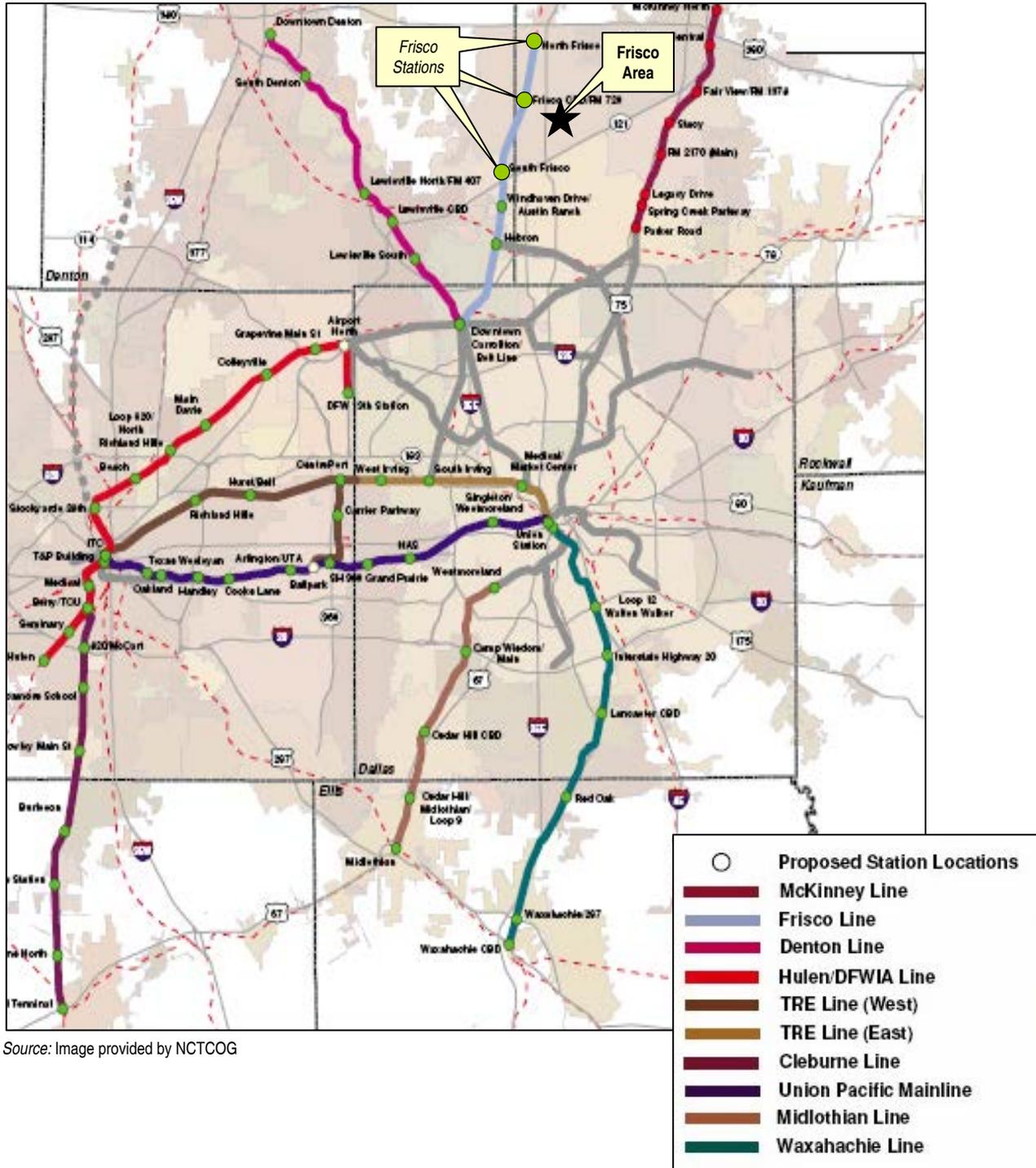
NCTCOG's Regional Rail Corridor Study indicates that the City could obtain up to three commuter rail stations in the future. As displayed in *Figure 6-21* (page 6.31), these potential rail stations would be located along the Burlington Northern (BNSF) line at SH 121, at Main Street (in Downtown Frisco) and near Virginia Parkway in northern Frisco. Rail stations are typically spaced at between three and five miles apart; based on a three-mile spacing, Frisco could obtain more than the three stations that are currently planned. Having additional rail stations (in addition to the proposed three) in Frisco would only serve to further establish the City as a regional destination, and therefore the locating of more stations in the City should be encouraged. The "Frisco Line" (indicated in blue on the next page) is estimated to carry 6,500 daily riders that would otherwise be using the roadway system. This estimate, paired with the current and forecasted severity of traffic congestion, indicates a high level of demand for rail service in the short- and long-term in Frisco. Not only is the estimate for local daily ridership high, which is a benefit for the community, but there are benefits for visitors as well.

The station in the Original Town (Downtown Frisco) area would provide a central transit location that could serve residents and visitors throughout the City. This station could also increase the vitality of Downtown Frisco. Currently and with the new development that is anticipated in the future, this area has much to offer for citizens and visitors alike. Current offerings include shops, sports venues, restaurants, public uses, residential uses, and Frisco Square. There are also future development opportunities for a more dense mixture of non-residential and residential uses.





Figure 6-20  
PROPOSED REGIONAL RAIL SYSTEM



Source: Image provided by NCTCOG



Figure 6-21  
THE FRISCO LINE BASED ON THE REGIONAL RAIL CORRIDOR STUDY



The area north of Main Street along the DNT accommodates office, retail and residential areas. The northern rail transit station would be located near Virginia Parkway and the BNSF line. This rail transit station would serve the residents on the north side of Frisco that would like to go to Downtown Frisco or travel further south. This station would also provide an opportunity for the extension of transit service to the north (into Prosper). A station near SH 121 and the BNSF line will be the City's southernmost transit opportunity. This station would be located just north of SH 121 with efficient access to and from high speed freeways.

## SUPPORTING TRANSIT THROUGH DEVELOPMENT

The *Future Land Use Plan* (Plate 4-2, page 4.10) in the *Land Use Strategy* (Chapter 4) designated areas immediately surrounding the regional rail stations as *Transit-Oriented Land Uses*. *Transit-Oriented Development* consist of areas of high density, mixed use districts where people can live, work, shop and play within a short walking distance. It will be important to provide convenient and attractive transit station locations in order to encourage ridership. In some cases, development might be spurred by the transit station; however, it will be important to plan land uses that will encourage ridership for future transit stations. As a result of such development patterns near transit stations, vehicle miles traveled will be reduced, air quality will be improved and congestion will be minimized. Transit-based policies are set forth in the *Transportation Policies* section of this *Transportation Strategy* chapter. These policies outline specific ways in which transit and transit-oriented development can be successful endeavors in Frisco. It should be noted that if more rail stations (than the currently anticipated three stations) are located in Frisco, TOD areas should also be considered in those locations.



## SUPPORTING A TRANSIT CIRCULAR SYSTEM

A localized transit system should be considered either immediately prior to, or following, the establishment of regional rail. Recommendations are not being made for the type of technology or look of the transit in this *Transportation Strategy*; however, it should be recognized that any type of transit technology used should strive to be unique so that it attracts businesses and promotes Frisco as a distinctive City in the area. As a result of the planned land uses and the projected regional rail transit, it was determined that two circular routes could be sustained (see *Figure 6-22* on page 6.33). Both routes converge on the Original Town Commercial area located along Main Street and the Dallas North Tollway. It should be noted that these routes represent only the initial transit circular routes that should be established. These are priority routes that would serve anticipated mixed use/higher density areas and as feeder lines to currently proposed rail stations. An expanded system with additional routes, especially east-west routes, should be added as the system is increasingly utilized.



Figure 6-22  
POSSIBLE INITIAL TRANSIT CIRCULAR ROUTES WITHIN THE CITY



### NORTH TRANSIT CIRCULAR

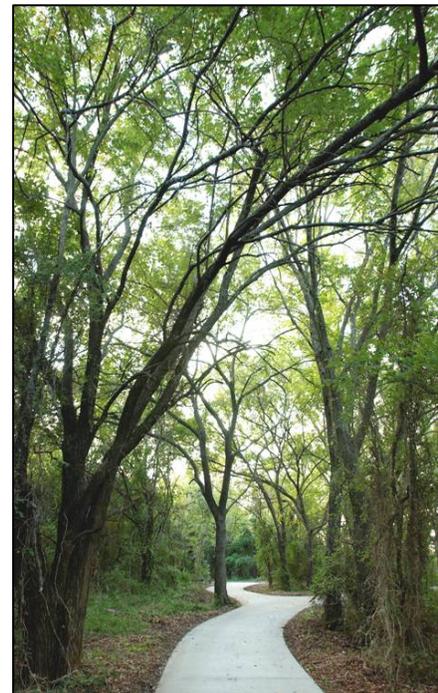
The northern circular route would serve the area between Main Street and Panther Creek and provide local residents access to the northern central rail station, or to a more southern destination. The proposed western boundary is Legacy Drive while the eastern boundary would be Frisco Street. This circular route would serve a wide variety of land uses as well as provide access to the central rail station.

### SOUTH TRANSIT CIRCULAR

The transit route south of Main Street would have a southern boundary of Gaylord Parkway. The north-south streets serving this area would be Legacy Drive, Preston Road, and Parkwood Boulevard. This would serve the large residential area along Stonebrook Parkway, as well as office and retail, such as within Hall Office Park and Frisco Bridges. Also served would be the planned mixed use residential area that is shown on the *Future Land Use Plan* between Stonebrook Parkway and Cotton Gin on the east side of Legacy Drive. Additionally, two major entertainment venues are located near the southern end of this route. The Dr Pepper/Seven Up Ballpark is located on the northeast corner of SH 121 and the DNT. This stadium accommodates over 10,000 people and is home to the Frisco RoughRiders (affiliate of the Texas Rangers). Roughriders games have become a popular event for local residents and visitors to Frisco. Located next to the Dr Pepper/Seven Up Ballpark is the Dr. Pepper Starcenter and the Kurt Thomas Gymnastic Center. The southern circular bus route would also serve the major retail site of Stonebriar Centre.

## Hike & Bike Integration

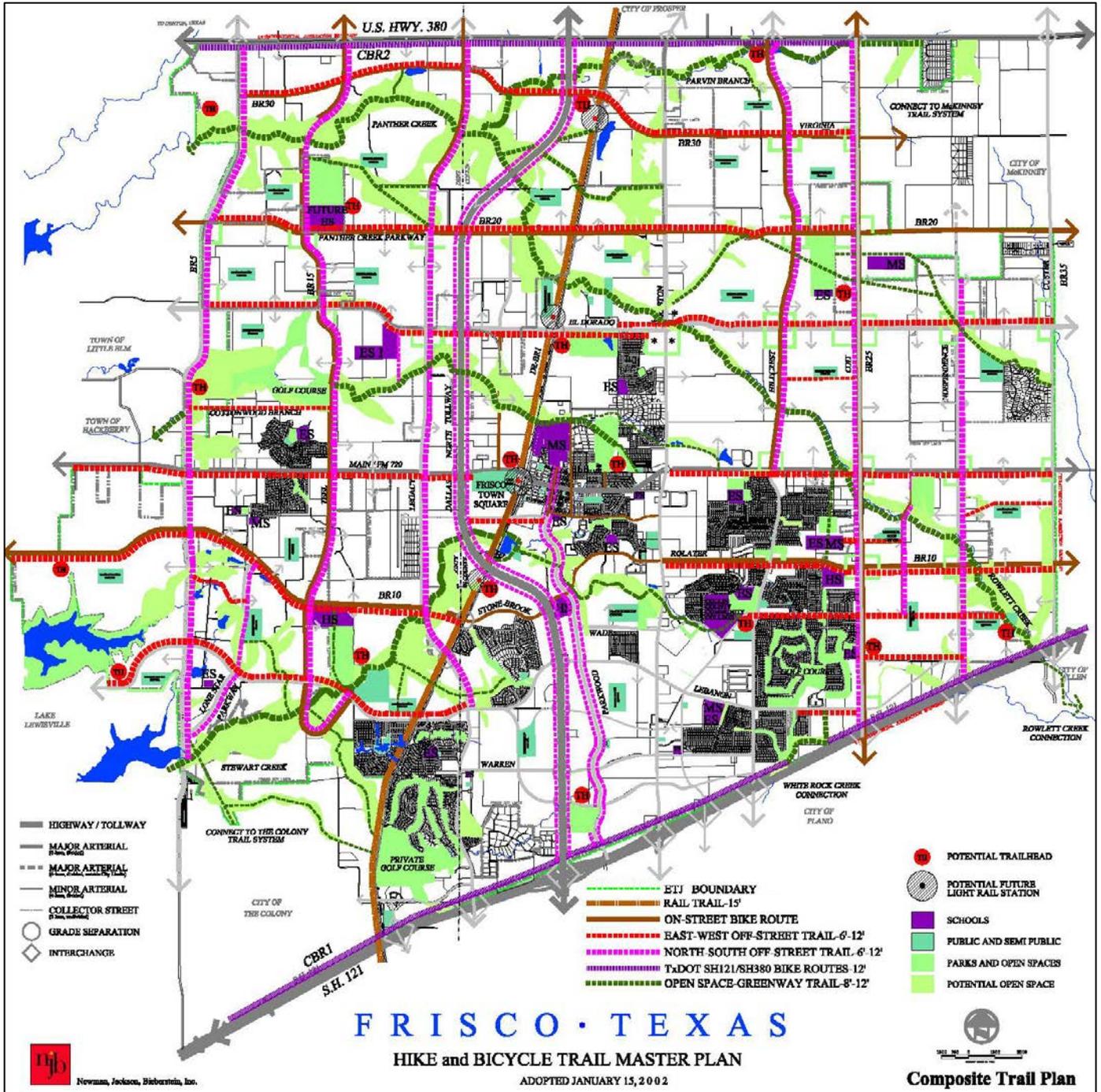
The City of Frisco is planning to update their *Hike & Bike Trails Master Plan* in the near future,. One of the primary issues raised throughout the public process (discussed in Chapter 2) has been the need for more hike and bike trails and better interconnectivity. The need for a trail system has also been discussed within the *Land Use Strategy* and *Livability Strategy* chapters of this Comprehensive Plan. The 2002 *Hike & Bike Trails Master Plan* shows both on-street and off-street trails throughout Frisco. The on-street trails have been designated to occur on most of the major and minor thoroughfares within the City. Therefore, it is important to plan how and where, along the street, the trails will exist. The map on the following page (*Figure 6-23*, page 6.35) shows the current, adopted *Hike & Bike Trails Master Plan*.



Example of a Trail



Figure 6-23  
CURRENT (2002) HIKE & BIKE TRAILS MASTER PLAN





The system of trails throughout the City is focused on connecting neighborhoods to schools, major activity centers, parks, and future transit stations for recreation, for the purpose of providing an alternative mode of transportation. These trails can be developed in a way that is both pleasant and practical, either on-street or off. With routes on the major thoroughfares (via six- to 12-foot sidewalks), and even along Texas Department of Transportation (TxDOT) highways, such as State Highway 121 and US Highway 380, these routes can serve as a means of transportation for people traveling to work. Connecting trails to the future transit stations can also be a catalyst to encourage bike trips to final work destinations. When the 2002 *Hike & Bike Trails Master Plan* is updated, it will reflect the correct locations of the three proposed commuter rail stations, as well as additional rail stations if they are deemed feasible at that time.

Chapter 4, the *Land Use Strategy*, and Chapter 5, the *Livability Strategy*, both discuss the importance of the integration of a trail system—these chapters have integrated trail concepts by locating land uses, parks and public uses to maximize the affect of the trails, and the connection between trails and livability is discussed in detail

The question now is—how can these routes be integrated better into the Transportation Strategy? The City's roadway design standards designate sidewalks along thoroughfares to allow for the trails to be developed and constructed. The design standards indicate a 6-foot sidewalk on major thoroughfares. It may be necessary to have trails wider than six feet, therefore, a cross section demonstrating how a 12-foot, off-street hike and bike trail could be integrated into the roadway should also be included. This *Transportation Strategy* encourages close coordination between Planning & Development Services, Engineering Services, and Parks & Recreation Department to develop roadway cross sections with a wider hike and bike pathway.



# Transportation Policies

The design of Frisco's street system should complement the City's goals in the areas of land use and urban design, livability and sustainability. The transportation infrastructure should reinforce the elements that makes the City attractive to its citizens and promotes the inviting characteristics shown to visitors and businesses. Additionally, the roadway system should meet driver expectations based on each functional class (described previously herein). These elements have been discussed throughout this *Transportation Strategy*, and are integrated into these *Transportation Policies*.

Transportation-related issues resulting from previous steps within this planning process also need to be integrated into these policies. These include the findings from the *Snapshot* (Chapter 1), which provide foundational information about the City's transportation system. The *Visioning* process also provides insight from the public and the CPAC as to what issues are at the forefront of Frisco's transportation system from the citizens' perspective; such issues included:

- ❖ There is a need for an alternative to the automobile—especially due to the price of gasoline and the amount of congestion occurring.
- ❖ A commuter rail line should be established as soon as possible. Strategic locations where access should be provided include Dallas, the American Airlines Center and Dallas-Fort Worth Airport;
- ❖ There should be a central rail “spine” with a bus or trolley system providing “spokes” to specific areas.
- ❖ There is concern about the expense of mass transit.
- ❖ Streets should be designed with wider outside lanes to accommodate bicycle traffic.
- ❖ Pedestrian and bicycle facilities should be provided to provide links between residential, retail and public areas.
- ❖ Landscaped medians should be integrated into the design of thoroughfares.
- ❖ Mixed use development would allow for walking and biking opportunities.

Other previous Comprehensive Plan chapters—the *Principles & Actions* outlined in Chapter 3, and the land use and livability policies in Chapter 4 and 5 (respectively)—collectively aid in the establishment of the following *Transportation Policies*. These policies represent the culmination of this *Transportation Strategy*, and provide a framework for the City's future transportation planning efforts.



## 1. CREATE AESTHETICALLY PLEASING ROADWAYS

- ❖ **Ensure that streetscape enhancements are adopted as part of street engineering standards.** Examples include articulated pedestrian crosswalks, landscaped medians, bulb-outs where there is on-street parking, and street trees. Due to soil conditions in areas west of the BNSF railroad line where soils are impacted by underlying Eagle Ford Shale, precautions should be taken so that growth of street trees do not negatively affect pavement stability.
- ❖ **Adopt the proposed new roadway sections for mixed use and transit-oriented development into the City's *Thoroughfare and Circulation Design Requirements*.**
- ❖ **Incorporate urban design elements such as benches, flowers and shrub planters, trees, lampposts, and public art where walking is desired and encouraged.**
- ❖ **Avoid street improvement solutions that require removal of mature street trees** unless necessary. Refer to Frisco landscaping ordinances for direction.
- ❖ **Alignments for new development or realignments in existing developed areas should be designed to save significant stands of native trees or outstanding specimen trees** whenever possible. Refer to Frisco landscaping ordinances for direction.
- ❖ **Existing neighborhoods should be retrofitted with enhancements** described under this policy whenever physically possible as funds become available.
- ❖ The following guidelines are recommended for thoroughfare landscaping:
  - **Major Thoroughfares** – All Major Thoroughfares with a median should include native landscaping within the median. Median landscaping may include a single row of street trees. For median landscaping to be effective, the roadway should be designed with built-in irrigation in mind. Along the edge of the right-of-way, a row of street trees is suggested on each side will help give a “wall” to the roadway and give the illusion of making the road seem less imposing.
  - **Minor Thoroughfares and Collector Streets** – Minor Thoroughfares and Collector Streets should have a similar landscape treatment as Major Thoroughfares, but without the median landscaping. Street trees on Collector Streets may be a single-row if the right-of-way is not wide enough to accommodate a double row with a sidewalk.
  - **Residential Streets** – Residential Streets may have a similar landscape treatment as Collector Streets, but the trees should be planted at the time of the construction of the homes. Homeowners may augment landscaping within the public right-of-way, but should not obscure sidewalks, driveway visibility, or other similar design requirements, and utilities should not be adversely affected.
  - **Tree Variety & Characteristics** – Frisco prefers a variety of trees, but the variety should not exceed 45 percent of the total number and related types of trees. While there are numerous trees from which to choose, it is suggested that trees with a long life-span and that are hardy for this environment. It is also suggested that landscaping materials include drought-resistant and native materials (xeriscaping).



## 2. INCREASE THE INTERCONNECTION OF STREETS

- ❖ Create connections between major thoroughfares as they are constructed that establish increased continuity.
- ❖ Explore opportunities to modify existing street systems so that they:
  - Offer flexibility of routes and modes of transportation (e.g. hike, bike, transit, automobile);
  - Lessen traffic congestion at intersections; and,
  - Provide shorter walking/biking distances. Shorter vehicle trips and increased pedestrian activity will benefit both public health as well as the environment.
- ❖ Encourage inclusion of neighborhood services in retail centers, such as banks, dry cleaners, neighborhood hardware and grocery stores, and a range of dining and entertainment options.
- ❖ Provide convenient travel for pedestrian and bicycle modes, as well as automobiles. Elements that can help achieve this include continuous sidewalks, short blocks, and safe pedestrian crossings.
- ❖ Ensure that bridge structures are designed to accommodate grade-separated hike and bike trails when major streets cross creeks and flood plains.



Where roadways cross over creeks and flood plains, provisions should be made for grade-separated trails.

## 3. REDUCE VEHICULAR TRIPS BY OFFERING TRANSPORTATION MODE CHOICES

- ❖ Continually update the long-range Hike and Bike Trail Master Plan.
- ❖ Continue the development of a City-wide, interconnecting trail system.
- ❖ Focus retail, employment, and higher density housing in walkable, mixed-use neighborhoods or in districts capable of facilitating future local and/or regional transit service.
- ❖ Encourage developments which feature mixed uses, commercial streets designed to slow traffic, shorter blocks and continuous sidewalks and trails that reduce the dependency on automobiles and encourages pedestrian activity.





## 4. DESIGN LOCAL NEIGHBORHOOD STREETS FOR SAFE, LOW SPEEDS

- ❖ **Encourage lower speeds by designing local streets with geometrics that make drivers more aware of their speed.** Designing neighborhood streets that encourage lower speeds must have geometric elements that force the driver to slow down. Examples of such geometrics include:
  - Street width,
  - Centerline radii of curves, and
  - Intersection turning radii.
- ❖ **Explore the use of traffic calming measures (landscaped medians, roundabouts, neck-downs and others) on new and existing streets, where physically possible.**
- ❖ **Allow on-street parking on local streets where possible.**
- ❖ **Street bumps and/or humps are prohibited in order to avoid associated increases in emergency response times.**



Street designs encourage low speeds.

## 5. CONTINUE TO WORK WITH STATE AGENCIES

- ❖ **Coordinate with the Texas Department of Transportation and the North Texas Tollway Authority to optimize access and circulation on the State and Toll Road corridors within the City.**
- ❖ **Coordinate with appropriate agencies in order to gain necessary funding to construct the necessary mobility and capacity improvements that meet the needs for Frisco and the region.**



## 6. ESTABLISH A VIABLE TRANSIT SYSTEM WITHIN THE CITY

- ❖ Continue to evaluate the effectiveness of the City’s current bus system, which is a contract service provided through an agreement with the Collin County Area Rapid Transit (CCART). Denton County also has a bus system (SPAN), which provides service to Denton County citizens upon request. The City will need to investigate other options in the future as growth occurs to continue to provide efficient transit service.
- ❖ Encourage retail, employment and higher density housing in the potential areas that are capable of accommodating future rail transit stations. Specifically, use the *Future Land Use Plan* in conjunction with the proposed transit routes and station locations to help ensure that land development decisions are supportive of such routes and stations.
- ❖ Utilize the potential routes for future regional transit lines that are identified within this *Transportation Strategy* to connect the City to other areas within the Metroplex. There are three rail stations currently proposed by the NCTCOG for locations in Frisco. In addition to these, the City should encourage more rail stations in Frisco if possible.
- ❖ Explore the potential routes for future localized transit lines that are identified within this *Transportation Strategy* to connect the City’s major attractions and concentrations of residential and mixed use development with regional transit stations. Two circular routes, one north of Main Street and one south of Main Street are proposed. These routes and the concepts supporting them are discussed in detail previously within this *Transportation Strategy* (see page 6.32). In short, a local transit system should:
  - Effectively connect various areas of the City,
  - Effectively connect the regional rail stations, and
  - Be unique in its “look and feel,” providing Frisco with a recognizable City element.
- ❖ Ensure that forms of transit are consistent with a type that will be used by citizens and visitors. The results of the Visual Character Survey (VCS) that was conducted during the Visioning process (see Chapter 2) suggest that commuter and light rail and trolleys would be the types of transit that are most attractive to citizens, and therefore would likely be more utilized than a bus service type of transit.
- ❖ Revise parking requirements in *Transit-Oriented Development* areas. Parking requirements significantly influences the design/character of buildings and development because of the magnitude of land required for parking lots. Zoning typically requires a substantial amount of space for parked cars, with ratios based on conservative standards and not supported by actual parking demand. As with street design, parking



requirements are applied with a “one size fits all” perspective without regard for the intensity and transit orientation of an area. In suburban areas, ample free parking surrounding employment and shopping centers encourages driving even when high quality transit is available. **Parking requirements should be revised to do the following:**

- **Eliminate parking minimums and/or establish parking maximums to manage overall parking supply,**
- **Develop shared parking requirements and encourage joint use parking agreements between complimentary uses**

Eliminating or reducing parking minimums in districts around transit, and/or establishing maximums reduces the amount of land required for parking, allowing more intensive development. The relative scarcity of parking can discourage the use of the single occupant vehicle. Parking minimums and maximums should only be implemented where there is frequent transit service; at employment centers with effective Transportation Demand Management programs; and at mixed-use development projects with complimentary uses that can share parking.

- ❖ **Relax level of service standards in transit development areas.** Level of service requirements are used to mitigate the traffic impacts of new development and as a method of new development to contribute for capacity improvements. Level of service impacts frequently result in the construction of larger streets and intersections, often with little regard for impacts on alternative modes of travel. Less stringent automobile level of service performance standards in transit corridors and transit oriented development areas allows for the reduction of street width, making streets more pedestrian and transit-friendly. Relaxing level of service requirements in certain areas can enhance walking, bicycling, and transit use, particularly if multimodal improvements are implemented in lieu of increasing vehicular capacity. This policy is based on the premise that some congestion will be accepted in certain areas in order to maintain its walkable character.
- ❖ **Establish a local transit authority and provide a steady funding mechanism.** The NCTCOG’s Regional Rail Corridor Study ranked the “Frisco Line” fairly high on all indicators except the presence of a local transit authority and funding strategy. Designating an existing organization and/or establishing a new governmental body to manage Frisco’s involvement in transit enterprises is critical to success. The City will need to address this issue by performing an in-depth transit feasibility study prior to or in conjunction with establishing a transit authority.

## 7. UTILIZE TRANSPORTATION SYSTEM MANAGEMENT (TSM) STRATEGIES TO IMPROVE MOBILITY

- ❖ **Use Intelligent Transportation Systems (ITS) in order to improve incident management.**
- ❖ **Evaluate traffic signal timing for congested intersections.**



- ❖ **Evaluate geometric characteristics, signing and striping** to determine potential improvement for congested intersections.
- ❖ **Implement higher access management standards to control access along several major corridors in the City.** For instance, the Dallas North Tollway, SH 121, US 380, and Preston Road are examples of major transportation corridors that deserve a higher degree of access control. These facilities should seek to exceed the City's minimum access requirements as they form the backbone for automobile travel in the City.

## 8. IMPLEMENT TRANSPORTATION DEMAND MANAGEMENT (TDM) TECHNIQUES TO REDUCE TRAFFIC DEMAND

- ❖ **Encourage employers to subsidize transit for employees.**
- ❖ **Promote ridesharing** through exclusive "car pool only" parking spaces.
- ❖ **Encourage employer-coordinated flexible work schedules.**
- ❖ **Provide bicycle and pedestrian information to businesses,** so that they can inform employees.
- ❖ **Promote tele-working** for both employers and residents.
- ❖ **Promote tele-centers** with wireless fidelity (wi-fi) "hot spots."
- ❖ **Continue to promote the use of alternative fuel vehicles** by purchasing and using such vehicles for City purposes, such as for operation and maintenance vehicles for City workers.







*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 7:  
Growth Strategy*

*APRIL 18, 2006*

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

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The most successful communities take a multi-pronged approach to growth. New development adds value to the existing community. Localities get the most from their investments. Residents have a variety of transportation choices—walking, biking, transit, and driving. A mix of housing and neighborhood types meets the needs of couples, singles, families, and seniors, thus fulfilling the many American Dreams that exist in the marketplace.

- Smart Growth Network, *Getting to Smart Growth II: 100 More Policies for Implementation, Introduction (2003)*

## Introduction

Throughout this comprehensive planning process, citizens and leaders in Frisco have asked how the City's rapid growth should be managed. The *Growth Strategy* provides direction through the principles, actions, and policies to achieve a livable and sustainable community. Frisco has a limited extra-territorial jurisdiction (ETJ) and has firm boundary agreements with adjacent cities. Frisco must be conscious of how the remaining land area is developed and/or preserved.

The *Growth Strategy* chapter is organized into four sections. The first section shares national growth trends, perspectives on growth management, and housing markets. The second section discusses the challenges of regulation growth unique to Texas cities; Texas State law makes growth management particularly difficult. Section three examines ways to accommodate population growth through development of infill tracts and the ETJ. This section also considers the expansion of public facilities, infrastructure, and emergency services needed to serve that population. The fourth section, as in previous chapters, outlines policies to guide decision-making as the growth and development occurs.





City of Frisco, Texas



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# The National, Regional & Local Housing Market

The national housing market has been experiencing what is referred to by many as a “housing bubble” in recent years. This term reflects a time period that has been characterized by extremely low interest rates, increasing housing prices, and high housing demand. Nationally, existing home prices rose faster than any other year since the 1970s<sup>7-1</sup>.

Fluctuations in the national housing market are inevitable, but Dallas’ housing market has remained relatively stable. The annual percentage change in housing prices in the first quarter of 2005 nationally was 9.7 percent, and regionally (for Dallas) was 5.4 percent<sup>7-2</sup>. In 2004, Texas’s annual change in housing prices was only 3.8 percent, which was the lowest in the nation<sup>7-3</sup>. At first glance these lower percentages may look like

Over time, housing in most communities acquires a distinct stratification by density and quality, reflecting relative price ranges. The strata do not necessarily lie in neatly defined layers. While some cities do reflect the classic theory of concentric circles of outward growth, accompanied by decline of the central city, just as many do not. In many communities, the quality and value of housing are unrelated to the age of housing.

Source: American Planning Association. [Policy Guide on Housing](http://www.planning.org/policyguides/housing.htm). Ratified by the Board of Directors on April 26, 1999. [www.planning.org/policyguides/housing.htm](http://www.planning.org/policyguides/housing.htm)

a negative indication of housing appreciation in Texas and Dallas-Fort Worth area. However, these figures indicate a relatively stable housing market—the higher the percentage, the more inflated the “housing bubble” is likely to be. For example, some cities in Florida and California have between 32 and 45 percent change in housing prices<sup>7-4</sup>.

What does all of this information mean for Frisco? In order to insulate itself from a “housing bubble,” the City needs to concentrate on elements within its control. Specifically, attributes of development discussed within the *Land Use, Livability, and Transportation Strategies* can be managed as growth occurs. There is a greater probability that quality, unique development will be in demand on a constant basis. This will sustain property values into the future. **Housing within communities that has discernible characteristics of quality and uniqueness will be less susceptible to housing market fluctuations as it otherwise might be.** For instance, a traditional single-family home that fronts onto an open space area would be a more unique housing product than the same house in a typical subdivision. Homes on large lots are another example of a discernible characteristic that might distinguish one housing product from another. If Frisco is a City that is recognized as having better and more diverse housing choices in unique developments, the City will likely be able to consistently attract homebuyers in the future, regardless of fluctuations in the housing market, regionally or nationally.

<sup>7-1</sup> Glassman, James K. *Housing Bubble?* [Capitalism Magazine](http://www.capmag.com), May 24, 2005. [www.capmag.com](http://www.capmag.com)

<sup>7-2</sup> *(Percentage for Dallas) Top Housing Markets: First Quarter Numbers Are In.* [www.cnnmoney.com](http://www.cnnmoney.com). Source identified as the National Association of Realtors.

<sup>7-3</sup> Ted Wilson, Residential Strategies, Inc. – Presentation to CPAC on February 9<sup>th</sup>, 2005.

<sup>7-4</sup> *Top Housing Markets: First Quarter Numbers Are In.* [www.cnnmoney.com](http://www.cnnmoney.com). Source identified as the National Association of Realtors. Harvard Finds Homes Less Affordable But Housing Bubble Unlikely To Burst. July 2005. [www.mortgagenewsdaily.com](http://www.mortgagenewsdaily.com)





City of Frisco, Texas

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# Accommodation of New Development

## Development on Infill Tracts

The City has ample area within its current geographic borders to accommodate additional population. *Table 7-1* shows that over 50 percent of Frisco remains either vacant or is still used for agricultural purposes. There are numerous, large infill tracts that are available for development. These tracts also represent areas in which infrastructure can be readily extended. With their development first (i.e., prior to development in outer areas of the City or in the ETJ), the prevalence of “leapfrog” development will be limited and a contiguous City limit area will be achieved. The City should encourage development in these large infill tracts.

## Annexation Into the ETJ

Often, the first avenue of discussion when addressing a community’s growth is the expansion of the geographic boundary. The City has 6,116 acres within its ETJ that could be annexed. Most of the acreage in the ETJ is vacant or used for agricultural purposes (as shown in *Table 7-1*). Due to the fact that the City is surrounded by municipalities, this ETJ acreage represents the only land area in which Frisco has to accommodate additional population growth beyond its current borders. Although no annexation plans are currently being pursued, the City of Frisco does reserve the right to annex ETJ property in the future as needed, in accordance with State law.

Table 7-1 ACREAGES & PERCENTAGES City of Frisco & the ETJ		
Area	Acreage	Percent Vacant
City Limits	38,178	54.3%
Agricultural/Vacant	20,718	
ETJ	6,116	93.3%
Agricultural/Vacant	5,709	

## Expansion of Public Facilities & Services

Infrastructure is defined as the basic facilities and services needed for the functioning of a community. Critical infrastructure and key resources are necessary to provide a reliable flow of services essential to daily life, security, economy, and smooth functioning of government.





The interdependent network of public buildings, water lines, sewer lines, roads, and emergency response programs serve Frisco residents and visitors. The transportation strategy in the previous chapter covered roadway system. This section provides background information on water and wastewater service provision and emergency service response.

To accommodate additional residents and businesses, there must be expansion of the public facilities and services. With Frisco's condition of rapid population growth it is critical to implement strong policies regarding investing financial and staff resources to expand infrastructure and services. It is more costly to extend public facilities and services to the outer areas of the City than it is to extend services to areas just beyond existing development. Background information on the City's water, wastewater, and emergency response systems are outlined below. Policies related to infrastructure provision are described primarily within the Growth Policy #2 on page 7.17 and Growth Policy # 3 on page 7.18.

## WATER SERVICE PROVISION

Water service provision is an especially critical issue for all cities in North Central Texas. The availability of water has become an increasing concern throughout Texas. Not only is potable water a necessary commodity for drinking, it is presently being used for irrigation systems. Potable water supply has become a major challenge in Frisco, due to the fact that the vast majority of new homes built within the City have in-ground sprinkler systems. The irrigation systems heavily tax the potable water supply during the dry summer months. Current information on Frisco's water service is as follows:

- ❖ Current water usage is 370 gallons per person per day, which calculates into approximately 29.5 million gallons per day (mgd); this is based on an approximate population of 79,702 as of September 1<sup>st</sup>, 2005.
- ❖ Water is supplied on a temporary basis to Little Elm (2 mgd) and Prosper (1 mgd).
- ❖ The City is basically at capacity during the high water usage months of the summer.
- ❖ The water system is currently able to support the population of 80,000 people, but expansion must occur every year due to excessive outdoor watering. Excessive in this case means irrigation that occurs when the soil reaches near saturation, when water can no longer be absorbed into the ground. Because of this, the water then begins to flow across the top of ground surface and can be seen flowing across sidewalks and over curbs and into the street. Excessive water use can also be identified by standing water or by walking on what appears to be saturated or very wet soil.
- ❖ Future capacity needed to support the estimated ultimate population of 280,132 (with build-out of the City limits and ETJ) will be almost 170 mgd for the maximum daily demand, as listed in the Water and Wastewater CIP Study dated July, 2005 by Freese and Nichols.
- ❖ Two 10-million-gallon (mg) ground storage tanks and a 50 mgd pump station are under construction at the Frisco Public Works facility. These are anticipated to be operational in the summer of 2006.
- ❖ A 2.5 mg tower is located on Timber Ridge Drive, and is anticipated to be operational in early 2006.
- ❖ A 2.5 mg tower is located on Teel Parkway, and is presently in the planning stages. It is anticipated to be operational in early 2007.



## WASTEWATER SERVICE PROVISION

The City has adequate wastewater service and capacity. Current information on Frisco's wastewater service is follows:

- ❖ Current wastewater usage is 62 gallons per person per day, which calculates into approximately 4.9 mgd.
- ❖ The wastewater system capacity is currently 5.3 mgd.
- ❖ A new 5.0 mgd Panther Creek Plant is under construction and is anticipated to be operational by January, 2008. This will essentially increase the City's wastewater capacity to 10 mgd (the 0.3 mgd plant will be abandoned when Panther Creek Plant becomes operational).
- ❖ With the new plant operational, Frisco will have enough capacity to support approximately 150,000 people if wastewater usage remains the same. The City is anticipated to reach this population between 2015 and 2020 (refer to *Table 4-6*, page 4.19 in the *Land Use Strategy*).
- ❖ Future wastewater system capacity needed to support the ultimate population of 280,132 (with build-out of the City limits and ETJ) will be approximately 17 mgd.
- ❖ On-site septic systems are not prevalent in Frisco, and are therefore not a concern.

## EMERGENCY RESPONSE SERVICES

### PUBLIC WORKS

The Public Works Department maintains street and traffic safety through the Street Improvement Program, drainage work, sidewalk and curb repair, and pothole repair. In addition to maintaining the City's infrastructure, the Public Works Department responds with emergency services in the event of storms by removing fallen trees, managing storm water runoff, removing ice accumulation on roads through salting, and other services as necessary.

### FIRE DEPARTMENT

The Fire Department protects lives, property, and the environment from the adverse effects of fires, illness, accidents, natural disasters, and other hazards by promoting public safety education and maintaining a well-equipped, highly trained and motivated workforce of professional firefighters and rescue personnel. The Fire Department is divided into three primary divisions: 1) Administration, 2) Fire Suppression, and 3) Emergency Management.





In addition to fire suppression, the Fire Department provides the Hazardous Materials Response (HMR), Specialized Rescue, Fire- and Life-Safety Code Enforcement, Fire Sprinkler and Alarm System Plan Reviews, Arson Investigation and educational programs for the community. The measures used to evaluate Frisco's fire programs for the various divisions include, but are not limited to, the following:

❖ Fire Administration

- Continue to maintain the Insurance Services Office (ISO) Property Protection Classification rating of '1';
- Continue to construct fire stations according to *Figure 7-1*;
- Develop innovative fire and life safety education programs and facilities for children in Frisco (e.g., Safety Town and Citizens Fire Academy); and,
- Continue to pursue grant funding for HAZMAT (hazardous materials), Homeland Security and/or Community Emergency Response Team (CERT) programs.

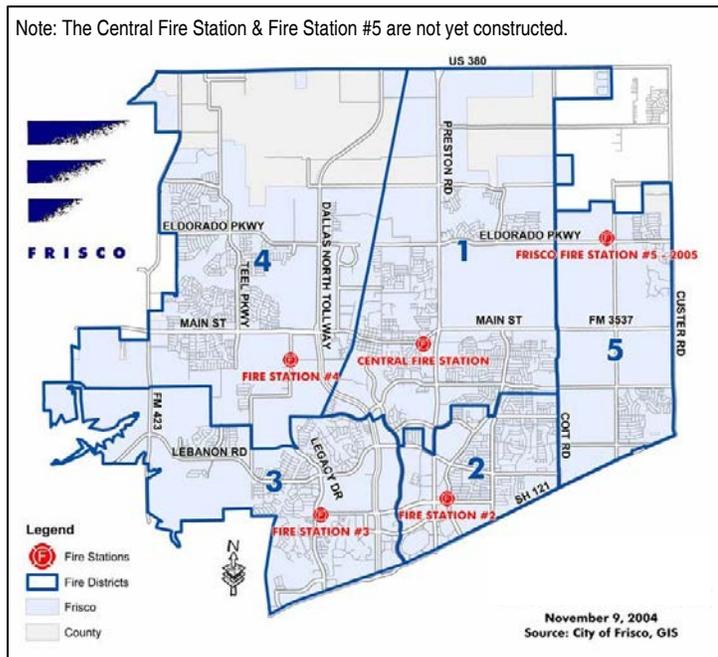
❖ Fire Suppression

- Provide timely responses to fire-related emergency calls;
- Providing superior fire protection coverage to all current and future planned subdivisions in Frisco; and,
- Maintaining and/or increasing the number of commercial and multiple-family residential buildings inspected annually, with follow-up.

❖ Emergency Management Services (EMS)

- Maintaining and/or improving EMS response time; and,
- Continue to support and expand the Flood Emergency Management Agency's (FEMA) CERT programs (FEMA is part of the Homeland Security Department).

Figure 7-1  
FIRE STATION LOCATIONS  
City of Frisco, Texas





**POLICE DEPARTMENT**

The Police Department’s describes its responsibilities in its Mission Statement, which is to “maintain and improve community livability by working with all citizens to preserve life, maintain human rights, protect property, and promote individual responsibility and community commitment.” The Police Department is dived into three primary Divisions, 1) Administration, 2) Services, and 3) Operations. The measures used to evaluate Frisco’s police programs for the various divisions include, but are not limited to, the following:

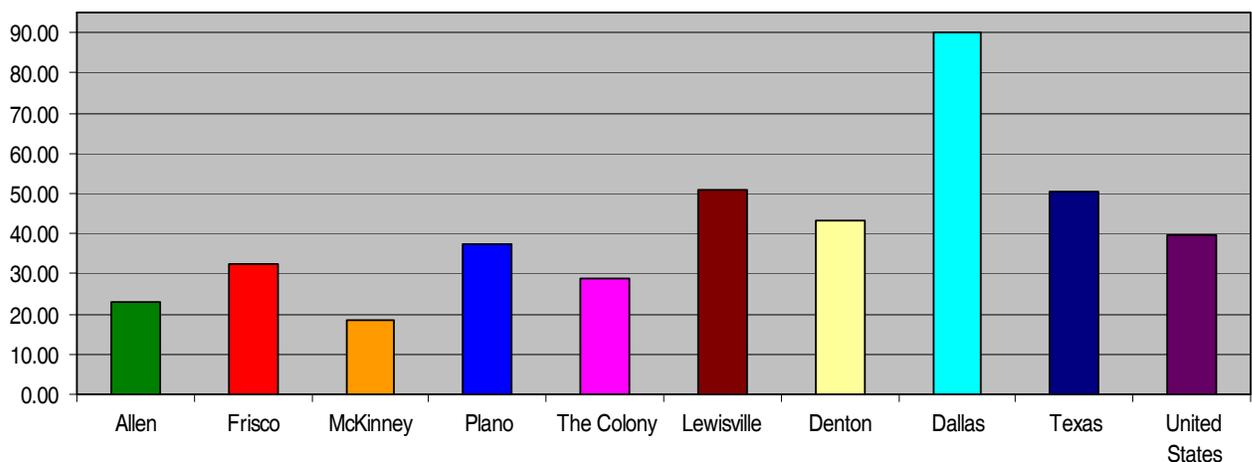
- ❖ Police Administration
  - Maintaining or improving customer survey results; and,
  - Making progress toward accreditation (this is a voluntary effort that allows the department to assess itself using nationally recognized professional standards developed by the Commission on Accreditation for Law Enforcement Agencies).
- ❖ Police Services
  - Increasing participation in the Frisco Neighborhood Watch program;
  - Increasing the number of crimes solved through proactive investigation; and,
  - Increasing the number of detectives concentrating on juvenile cases and number of cases cleared.

*Table 7-2  
CRIME STATISTICS – 2004  
Frisco & Selected Cities in  
Collin County & Denton County*

City	Total Crime Index	Crime Rate Per 1,000*
Allen	1,534	23.10
Frisco	2,403	32.51
McKinney	1,698	18.36
Plano	9,252	37.46
The Colony	1,054	28.92
Lewisville	4,415	50.95
Denton	4,144	43.08

Source: City of Frisco Police Department Website, secondary source – Texas Department of Public Safety.  
\* Based on North Central Texas Council of Governments Estimated Population as of 1/1/2005

*Figure 7-2  
CRIME RATES PER 1,000 – 2004  
Frisco & Other Metroplex Cities, the State of Texas, & the United States*



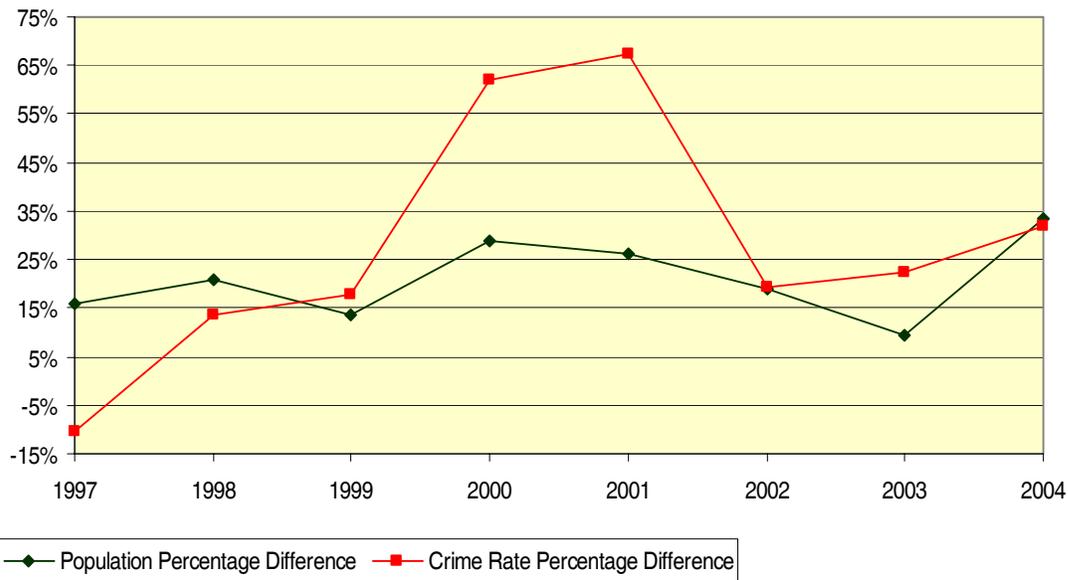
Source: City of Frisco Website, Police Department Crime Statistics link, unless otherwise noted below.  
Dallas, Texas & United States – www.fbi.gov, Uniform Crime Report 2004



❖ Police Operations

- Ensuring that the crime rate is low compared to other Collin County communities (see *Table 7-2* and *Figure 7-2*, both on page 7.13); and,
- Maintaining adequate response times.

Figure 7-3  
COMPARISON OF POPULATION PERCENTAGE DIFFERENCES & CRIME RATE PERCENTAGE DIFFERENCES – 1997 TO 2004  
City of Frisco, Texas



Source: City of Frisco Website, Population Info from Planning & Development Services; Crime Rate from Police Department Crime Statistics link

**LOCAL SCHOOL DISTRICTS**

When communities experience rapid rates of population growth, they often experience challenges with service provision such as those just previously discussed. School districts face similar challenges when rapid growth occurs. Not only do they have to find ways to fund and construct adequate facilities, but they also have to address the way in which their schools are zoned. It should be noted that the term zoning in this case refers to where children will attend school based on where they live within the school district.



The school-age population that lives within Frisco may attend one of four school districts—the Frisco Independent School District (FISD) that covers most of Frisco, the Lewisville Independent School District (LISD) in the southwest, the Little Elm Independent School District (LEISD) to the west (a small area of Frisco), and the Prosper Independent School District (PISD) to the northeast. A few observations about the local school districts in relation to Frisco are:

- ❖ Frisco ISD covers most of the City, and therefore, of the four districts the FISD impacts the City the most.
- ❖ The City has a positive and mutually beneficial working relationship with each school district. As development occurs, the City and school districts work together to ensure that new school locations and potential school sites are considered.
- ❖ Frisco has an interest in helping to maintain the quality of local school districts. School quality is a major determinant for families when they are considering where to make their home, and therefore it affects population growth. It is also often a prime factor for businesses in determining where to locate, and therefore it affects economic development opportunities.
- ❖ Housing diversity can help maintain quality school districts over time. School districts are often faced with large peaks in enrollment when an area experiences rapid population growth. However, as children grow up and new families are not moving in as rapidly, school districts can experience sharp decreases in enrollment. A diversity of housing types can help school enrollment levels remain relatively stable because housing choice provides options for the full life-cycle.

Traditional factors, such as location, costs and access to qualified labor, continue to play an important role in business relocation. Increasingly, though quality of life issues have emerged as a critical element in the site selection process. These issues include, among other things, good school systems, available affordable housing, opportunities for recreation, and low crime rates.

Kotval, Zenia and John Mullin – A Profile of Housing in Massachusetts: Housing as a Factor in Business Location Decisions, University of Massachusetts, 1998





*City of Frisco, Texas*

2006 COMPREHENSIVE PLAN

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# Growth Policies

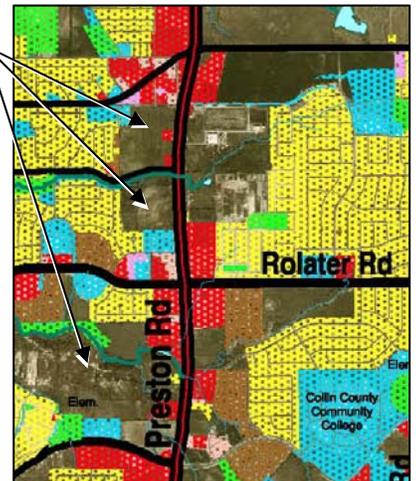
Following are the growth policies. The *Implementation Strategy* will outline specific ways in which the City can implement the land use policies, along with other recommended policies from other chapters of the *Comprehensive Plan*.

## 1. FOCUS CAPITAL IMPROVEMENTS & DEVELOPMENT EFFORTS ON SUPPORTING INFILL DEVELOPMENT

- ❖ **Development of infill tracts should be a first priority**, and infrastructure capital improvements should reflect this. For the purpose of this *Growth Strategy*, the term infill tract refers to vacant land within Frisco that is in proximity to developed areas, such as the areas shown in *Figure 7-4*.
- ❖ **Exceptions should be made for regional, non-residential development that would make a community-wide contribution** in terms of tax revenue or employment, or if such development contributes to the City's goal of being a destination City.

Figure 7-4  
EXAMPLES OF INFILL TRACTS  
(FROM THE EXISTING LAND USE MAP, PLATE 4-1)

Examples of Infill Areas



## 2. ENSURE CITY SERVICES ARE ADEQUATE TO MEET POPULATION NEEDS AS FRISCO GROWS TOWARD BUILD-OUT

- ❖ **Continue to monitor and increase water service availability.**
  - **System expansion should be a constant priority.**
  - **The City should increase the public's awareness of the need for water conservation**, especially during high-usage summer months.
  - **The City should continue to endorse ways in which new development can contribute to water conservation**, such as requiring native and/or drought-tolerant species with organic mulch when landscaping is required to minimize fertilizers and excessive water use.





- ❖ **Continue to explore the use of gray water for landscaping.** This type of water can be used to augment the water supply by allowing it to be used for maintaining lawns and landscaping<sup>7-5</sup>.
- ❖ **Continue to monitor and increase wastewater service availability.**
  - **System expansion should continue to be an on-going priority;** however, water system expansion should take precedent since the demand on that system is more of an immediate challenge.
  - **The City should continue its policy of prohibiting on-site septic systems** (existing systems are grandfathered). All new development should continue to be required to connect with the City's wastewater system.
- ❖ **Continue to address transportation services.** Building all roadways will not eliminate grid-lock.
  - Trips generated by new development will have to be managed through mixed use development patterns (to lessen the number of trips), multi-modal transportation options, and possibly secondary routes (i.e., an effective system of collector roadways).
  - Phase construction of roads with availability of funding.
  - Work with developers/landowners toward public-private partnerships to develop the Cities major thoroughfares.
- ❖ **Maintain and expand police and fire services to meet the needs of Frisco's current and future population, and improve upon such services as funding allows.**

### 3. PROVIDE SERVICES TO AREAS IN THE ETJ ONLY UNDER LIMITED, SPECIFIC CIRCUMSTANCES

- ❖ **Ensure that services are provided in the ETJ (outside the City limits) only under the following circumstances:**
  - As part of an agreement that provides for development consistent with the Comprehensive Plan
  - The City's ability to annex the property in the future
  - The quality of the development occurring is consistent in every way to City standards that would otherwise be imposed if development was occurring within the City limits
  - For a use or development that offers significant public benefits to the entire Frisco community.
- ❖ **Do not support the establishment of special or municipal utility districts.**

<sup>7-5</sup> EPA Website: [www.epa.gov](http://www.epa.gov), *Water* link & *Clean water through conservation* link. Gray water is defined as domestic wastewater composed of wash water from kitchen sinks and tubs, clothes washers, and laundry tubs. The City of St. Petersburg, Florida, has implemented an urban dual distribution system for reclaimed water for nonpotable uses. This system provides reclaimed water for more than 7,000 residential homes and businesses.



## 4. ENCOURAGE CONTIGUOUS DEVELOPMENT PATTERNS

- ❖ **Utilize the criteria in Chapter 5, Table 5-2, *Tiered System of Evaluation for New Developments Based on Location & Size*, page 5.18.** Such criteria require less of developers of small, infill parcels than of large, outer parcels.
- ❖ **Encourage development of tracts that are in proximity to existing water and wastewater lines.**
- ❖ **Encourage development of tracts that are in proximity to existing development in order to ensure adequate response times by emergency services.** There are challenges providing such services to developments that are located in outer areas of the City. For example, there is a time and resource cost for emergency response services. In addition, there are added physical challenges for emergency response teams to respond when developments are farther out with limited street access points.

## 5. WORK ACTIVELY WITH OTHER GOVERNMENTAL ENTITIES TO PROVIDE COST-EFFECTIVE, QUALITY SERVICES & FACILITIES

- ❖ **Continue to support the performing arts facility** that Frisco is jointly funding with Plano and Allen, along with private monies (the cities have pledged \$57 million, with another \$15 million to be raised from the private sector). This facility is to be constructed in phases, and the first facility to be completed is a performing arts theatre (with educational and outdoor venue areas). The City should continue to support the development of the facility and the related 118-acre site so that all phases are developed.
- ❖ **Investigate ways in which the City can work with Collin County and Denton County to achieve the principles, actions, and policies within this Comprehensive Plan.** For example, Collin County has funding available to area cities for various types of projects including parks, transportation, and public facilities<sup>7-6</sup>. (Matching funds from the cities is often a requirement for Collin County funds.) Another example is that Denton County has provided funding to Carrollton for providing County residents with library services<sup>7-7</sup>.
- ❖ **Investigate ways in which the City can work with surrounding cities on transportation challenges.**
  - Coordinate with neighboring communities on issues such as median openings and intersection improvements.
  - Coordinate transit options with surrounding cities and Collin County and Denton County—this is a must for regional rail success.
- ❖ **Continue to work with area school districts to coordinate where future school sites will be needed in relation to population and development.** There are four school districts that need to be considered—the Frisco

<sup>7-6</sup> Collin County Website – The 2003 Bond Program, Public Information link from the Departments link from the homepage. Website: [www.co.collin.tx.us](http://www.co.collin.tx.us).

<sup>7-7</sup> City of Carrollton Council Agenda for a Special Work Session held August 1, 2005. City Website: [www.cityofcarrollton.com](http://www.cityofcarrollton.com).





Independent School District (FISD) that covers most of Frisco, the Lewisville Independent School District (LISD) to the southwest, the Little Elm ISD (LEISD) to the west (a small area of Frisco), and the Prosper Independent School District (PISD) to the northeast.

- ❖ **Encourage a diversity of housing types to help school enrollment levels remain relatively stable.** Communities which build out with an overabundance of single family homes (i.e. homes targeted to families with children) tend to have more pronounced peaks and valleys of school enrollment demand than communities which are comprised of a variety of housing types targeted to the full life cycle.

## 6. INTEGRATE GROWTH CONCEPTS INTO THE ZONING DECISION-MAKING PROCESS

- ❖ **Consider the following issues as zoning decisions are made:**
  - Is the development on an infill tract or is it adjacent to existing development?
  - How far is the development from existing roads and infrastructure?
  - Will emergency service be able to provide effective response times?
  - Does the development respect environmentally significant areas?
  - Is the development within walking distance to retail areas, public uses, parks and open space, etc.?
  - Does the development allow for the future integration of transit, when applicable?
  - How does the development proposal impact the City fiscally—tax revenue, employment, public considerations (such as parks, schools, etc.)?
  - How does the development proposal impact the appropriate school district (e.g., Prosper, Frisco, Lewisville, or Little Elm ISD), in terms of school planning and school attendance zoning?
  - How does the development address the elements of livability, sustainability, and community design discussed in the *Livability Strategy* chapter?
- ❖ **Carefully consider any requested rezoning of property that intensifies use.**
  - The Comprehensive Plan should be used as a guide to determine whether the requested rezoning is consistent with Frisco's principles, actions, and policies.
  - If immediate development of the property is intended to occur upon the rezoning, the City should be sure that the proposed development is of a type and quality that will be acceptable for the long-term.
  - If the rezoning is requested on a speculative basis, the City should consider a Planned Development and/or require a Developers Agreement.
- ❖ **Consider developing and maintaining a fiscal impact model**, which would help the City evaluate zoning and development decisions based on their fiscal merits.
- ❖ **Consider the way in which the development fits into the principles, actions and policies outlined in this *Comprehensive Plan*.** Zoning decisions need to fit into the whole picture provided by this *Comprehensive Plan* to ensure that Frisco's ultimate build-out achieves the ideal of a livable and sustainable City.



*City of Frisco, Texas*  
**2006 COMPREHENSIVE PLAN**

*Chapter 8:*  
*Implementation Strategy*

*APRIL 18, 2006*

*Submitted By:*

Dunkin, Sefko & Associates, Inc.

Townscape, Inc.

Kimley-Horn and Associates, Inc.







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By embodying information and standards concerning inter-relationships, the plan can provide a pattern against which specific proposals for a use or building may be viewed. As such, it represents recognition of the fact that the value of each specific thing is determined only in relation to things outside itself, and that therefore, one must have a guide to things outside in order to make intelligent decisions about the specific thing. Through its use as a checklist, a more accurate realization of the consequences of any specific planning action may be acquired. And to the degree that the plan carries weight, a touchstone upon which to judge the merit of a proposed action is provided.

– *Classic Readings in Urban Planning, Chapter 3: Comprehensive Planning (1995)*

## Introduction

Truly successful communities have a vision for their future. They set forth clear principles and actions, as well as a policy direction aimed at creating that vision. Then they have a practical and specific set of techniques and priorities for carrying out that direction. This chapter completes Frisco's *Comprehensive Plan* by providing implementation techniques and priorities that cohesively address the principles, actions, and policies established herein.

Planning is essential to setting the stage for quality growth and development in any community. Implementation is essential to carrying out the vision for planning. Techniques for implementation prescribe methods that should be taken to achieve the principals and policies expressed in the Plan. Implementation must be designed so that it can begin immediately after a plan is approved. The Plan must be structured to provide direction for decision-makers and stakeholders for successful implementation.

Frisco has a history of comprehensive planning. The related implementation of its planning efforts has helped the City become a highly desirable place to live, work, play, and grow—and therefore, one of the fastest growing communities in the United States. The Millennium Plan has been the City's long-range planning guide since its adoption in 2000; the City implemented numerous programs and projects as a result of the recommendations within the Millennium Plan. With this specific *Implementation Strategy*, this *2006 Comprehensive Plan* seeks to continue Frisco's action-oriented approach to planning and implementation.

This chapter of the *Comprehensive Plan* includes recommendations that will implement the principals and policies stated in previous chapters. This *Implementation Strategy* is structured into a coordinated action program so that City leaders, staff, and other decision-makers can easily identify the steps that are necessary to achieve the vision for Frisco described within this Plan. This chapter is organized into ten sections. The first nine sections describe each of the primary techniques that should be considered in implementing this Plan. The final section provides an overall listing of prioritized implementation actions, for the short- and long-term. These priorities are correlated to the *Comprehensive Plan* chapter they are discussed within and the appropriate action from Chapter 3 (*Principles & Actions*) to which they relate.





*City of Frisco, Texas*

**2006 COMPREHENSIVE PLAN**

This chapter of the Plan should be viewed as the initial action plan for implementation. It should be updated as progress occurs on these items. That process of taking action, reporting on results, and updating the priorities is necessary to respond to change and to keep the Plan current, while implementing the Plan's overall policies.

# General Use of the Comprehensive Plan

## A Guide for Daily Decision-Making

The physical layout of the City is a product of previous efforts put forth by many diverse individuals and groups. In the future, each new development that takes place—whether it is a subdivision that is platted, a home that is built, or a new school, church or shopping center that is constructed—represents an addition to Frisco's physical form. The composite of all such efforts and facilities creates the City as it is seen and experienced by its citizens and visitors. For planning to be effective, it must guide each and every individual development decision. The City should consider the Comprehensive Plan in its decisions, such as decisions regarding infrastructure improvements, zoning ordinance amendments, and projects and programs to implement. The development community should incorporate the broad concepts and policies of the Plan so that their efforts become part of a meaningful whole in planning the City.

## A Flexible Guide

### PLAN AMENDMENTS

This Comprehensive Plan is intended to be a dynamic planning document for Frisco — one that responds to changing needs and conditions. The full benefits of the Plan for the City can only be realized by maintaining it as a vital, up-to-date document. As changes occur and new issues within the City become apparent, the Plan should be revised. By such action, the Plan will remain current and effective in meeting the City's decision-making needs.

Plan amendments should be made after thorough analysis of immediate needs, as well as consideration for long-term effects of proposed amendments. The City Council and other City officials should consider each proposed amendment carefully to determine whether or not it is consistent with the Plan's principles, actions, and policies, and whether it will be beneficial for the long-term health and vitality of the City.





## ANNUAL REVIEWS

Annual reviews of the *Comprehensive Plan* should be undertaken with respect to current conditions and trends. The Comprehensive Plan Advisory Committee (CPAC) members have been invaluable to this comprehensive planning process, and they have a knowledge-base that would provide great insight during periodic reviews of this Comprehensive Plan. The CPAC members should be kept informed about development, re-zonings, capital improvements made as a response to this Plan, etc. They should be asked to reconvene annually to help the City review this document.

Following a CPAC review meeting, the Planning & Zoning Commission would review the CPAC's recommendation on priorities. A report on the findings of the CPAC and Planning & Zoning Commission should then be prepared by City staff and presented to the City Council. Those items that appear to need specific attention should be examined in more detail, and changes and/or additions should be made accordingly. By such periodic reevaluations, the Plan will remain functional, and will continue to give civic leaders effective guidance in decision-making. Periodic reviews of the Plan should include but are not limited to consideration of the following:

- ❖ The City's progress in implementing the Plan;
- ❖ Changes in conditions that form the basis of the Plan;
- ❖ Adjustments needed related to capital expenditures;
- ❖ Changes to the City's regulations or programs;
- ❖ Adjustments of Comprehensive Plan priorities; and
- ❖ Changes in State laws.

## FIVE-YEAR REVIEW & UPDATE

In addition to periodic annual review, the Comprehensive Plan should undergo a thorough review and update every five years. The review and updating process should begin with the establishment of a citizen committee similar to the CPAC that was appointed to assist in the preparation of this Plan. It would also be beneficial to have several CPAC members serve on such a citizen committee; this would provide a cohesive link between this Comprehensive Plan and these five-year updates. Specific input on major changes should be sought from various groups, including property owners, neighborhood groups, civic leaders, developers, business owners, and other citizens and individuals who express an interest in the long-term growth and development of the City.



# Zoning Ordinance

Zoning is perhaps the single most effective tool that Frisco can use to implement this Comprehensive Plan. Implementation techniques related to changes or additions to the City's zoning regulations that will further the policies set forth within this Plan follow. These techniques are also outlined in the *Implementation Matrix* in *Appendix B*. Several are also included in the priority recommendations contained within the *Comprehensive Plan Priorities* section of this chapter.

## General Amendments

The City's *Site Development Requirements* (Article IV of the *Comprehensive Zoning Ordinance*) need to be reviewed by staff to ensure that policy recommendations are integrated to the fullest extent possible. Making these changes will also allow the development community to be aware of the City's expectations for quality development as they create and process their development proposals. General amendments to the Comprehensive Zoning Ordinance, by section within the previously referenced Article IV, include but are not limited to the following:

- ❖ **Section 2 – Landscape Requirements:** Landscaping requirements should be reviewed and updated with attention to the following:
  - Providing street trees required along residential and mixed-use roadways;
  - Clustering native trees or arranging in a promenade within parking areas and along trails/sidewalks;
  - Requiring that landscaping incorporate native and/or drought-tolerant species with organic mulch (to minimize fertilizers and excessive water use);
  - Encouraging the use of low maintenance grass and ground covers (to reduce the need for mowing); and,
  - Preserving the tree cover in riparian corridors to enhance ecological function.
- ❖ **Section 3 – Tree Preservation Requirements:** Tree preservation requirements should be reviewed and updated, if needed, to ensure that as streets are planned, constructed or improved, significant stands of trees are preserved to the furthest extent possible.
- ❖ **Section 4 – Off-Street Parking Requirements:** Parking requirements should be reviewed and updated with attention to the following:
  - Where parking should be located;
  - How parking areas could be divided up with landscaping or into small parking areas to eliminate wide expanses;
  - If parking ratios could be reduced;





- How pedestrian access can be incorporated (across parking lots); and
- How shared parking can be encouraged.

❖ **Section 5 – Screening Fence and Wall Requirements:**

- Screening regulations should be reviewed and updated, if needed, with consideration toward better integration of residential and non-residential land uses. Allowance should be made for alternatives to screening walls between uses and around site elements, such as service areas.
- Buffering requirements should be reviewed and updated, if needed, for residential development that occurs adjacent to the railroad.

❖ **Section 9 – Special and Additional Supplementary Requirements:**

- Residential developments that are 30 acres or more in size should be required to include housing unit types other than typical single-family. At least five percent of the total number of units should be of a type other than typical single-family. Acceptable unit types should include townhouses, cottages, mother-in-law suites, carriage houses, and/or four- to six-unit buildings (that are designed like a traditional large home). Refer to Housing Glossary provided at the end of the Livability Strategy for definitions of these unit types.
- Significant neighborhood landmarks (e.g., historic or distinctive buildings and prominent natural features) should be identified, and then requirements should be incorporated to encourage preservation.
- A requirement that prohibits residential development within 300 feet of the Dallas North Tollway right-of-way and within 1,200 feet of the rights-of-way of State Highway 121 and U.S. Highway 380 should be incorporated. A noted exception should be for mixed use development that has a residential component. However, in a mixed use development, any residential uses must still be screened from these highways with non-residential uses.
- A pattern book created by the developer should be established for each residential development.

❖ **Section 11 – Design & Development Standards for Retail:**

- Non-residential site layout requirements should incorporate:
  - The concept of orienting buildings close to the street and/or sidewalk.
  - Redevelopment considerations with attention toward out parcels, parking areas, vehicular circulation, building layout, and connectivity to surrounding streets and trails/sidewalks.
  - Pedestrian elements, such as benches, lampposts, and public art.
  - A cross-reference to the *Subdivision Regulation Ordinance* for residential site layout requirements (see the next section of this chapter) should be included.
- Building design requirements should incorporate the *Accepted Principles for Good Community Design* outlined in the *Livability Strategy* (Chapter 5), such as articulation of facades, tri-partite (base-middle-top) design, accentuated entries, and visually interesting features at street corners and where a building turns.



- Building design standards should address big-box retail buildings by the following:
  - Division of the façades into visually smaller pieces, and making the large building appear as though it is a series of smaller stores (illustrations of big-boxes within the *Livability Strategy* could be included as examples);
  - Finish-out of all facades that are visible from public streets, trails/sidewalks and adjacent land uses; and,
  - Integration with other retail uses or land use types (so that they are not stand-alone structures).

## District Amendments

The City currently has 29 zoning districts within its *Comprehensive Zoning Ordinance*. These various districts need to be reviewed in relation to the Comprehensive Plan policies. Considerations should include, but not be limited to, the following:

- ❖ Residential zoning districts should be reviewed with regard to minimum lot and house sizes, and amended, if applicable. Consideration should be given to providing an alternative to current requirements for minimum lot sizes. Requirements for a certain maximum gross density per acre should be incorporated, depending on the district, and could be used in certain cases based on the inclusion of livability standards (i.e., if certain characteristics are achieved). See the *Livability Strategy* (Chapter 5) for more detail.
- ❖ The Multiple-Family Zoning Districts (MF-1 and MF-2) should be amended to permit a mix of land uses by right. Previously approved multiple-family zoning proposals may be amenable to allowing a mix of land uses in a vertical and/or horizontal concept, with connectivity between uses and appropriate architectural standards.
- ❖ All Non-Residential Districts need to be reviewed in relation to the following:
  - Permitted Uses—these should be more inclusive and interrelated,
  - Specific Uses, and
  - Mixed use developments should be considered along Preston Road as an alternative to the current prevalence toward retail strip centers.





## New Zoning Provisions

### FORM-BASED OPTION

Form-based zoning focuses regulations on building type and design, rather than on types of land uses. Conventional zoning regulations often separate land uses into distinct districts, which discourages multiple uses in a district. Form-based zoning considers size, form, architectural elements, building materials, and buildings placement with less focus on specific land uses. Regulations also tend to focus on site planning aspects that impact the public realm. For example, they specify maximum setbacks (not minimum) and how parking is to be addressed.

The goal is to design the public realm to be a quality place and to ensure that the buildings contribute to that sense of place. A key concept is to create a building infrastructure that does not have to be torn down and rebuilt every 20 years, or when the current franchisee moves out. A form-based district, therefore, is intended to support sustainable environments.

Form-based districts can be integrated within a city's zoning regulations, but they differ from common straight zoning districts in that they:

- ❖ Focus on the pedestrian versus the automobile.
- ❖ Follow standards derived from "great places" rather than establishing "minimums" to provide a sense of consistency and homogeneity.
- ❖ Address the building face and establish standards for how they meet the sidewalk, versus the more common approach that simply regulates a minimum masonry requirement.
- ❖ Pull buildings out to the sidewalk.
- ❖ Place parking areas such that they are internal to the block rather than placing them next to the road.
- ❖ Focus on creating a building infrastructure that can be re-used and re-invested in, rather than buildings that are designed and built for a single unique tenant.
- ❖ Allow flexibility of uses versus separating and screening uses from one another.
- ❖ Attempt to address long term fiscal sustainability of the development.

The City should examine the feasibility of establishing form-based zoning to further the mixed use development concepts of this Plan. Form-based codes work best when creating special places. They are probably not appropriate for many parts of Frisco. A determination should be made as to whether form-based zoning is a better approach to implement Comprehensive Plan policies.



## RESIDENTIAL & NON-RESIDENTIAL MIXED USE DISTRICTS

The incorporation of two mixed-use districts, Mixed Use Residential and Mixed Use Non-Residential, into the City's *Comprehensive Zoning Ordinance* is recommended within the *Land Use Strategy* (Chapter 4). The mixed-use districts are explained within the *Land Use Strategy* and shown on the *Future Land Use Plan* (Plate 4-2, page 4.10). There are also mixed use characteristics outlined within the *Livability Strategy* (Chapter 5), Policy #9, page 5.12. The two districts are defined as follows:

- ❖ Mixed Use Residential District:
  - Residential uses should be required to comprise at least 80 percent of the acreage or square footage of any development.
  - Non-residential uses should be limited to comprise a maximum of 20 percent of the acreage or square footage of any development.
- ❖ Mixed Use Non-Residential District:
  - Non-residential uses should be required to comprise at least 80 percent of the acreage or square footage of any development.
  - Residential uses should be limited to comprise a maximum of 20 percent of the acreage or square footage of any development.

Aspects of these districts should include but are not limited to the following:

- ❖ The mixture of uses shall be part of a pedestrian-oriented master planned development.
- ❖ Multiple-family uses should be considered but only within a vertical mixed-use development, with the multiple-family uses above ground-floor retail and office uses (Frisco Square is an example of this type of configuration of multiple-family units). When multiple-family uses are provided, the ratio of multiple-family uses to retail/office uses should be approximately three square feet of multiple-family to every one square foot of retail/office.
- ❖ Retail, residential, public, and/or office uses should be the primary land use types.
- ❖ Buildings should be at least two stories in height, and the ground floor should primarily be constructed to retail standards (i.e., a minimum 16 feet in ceiling height and five feet of separation).
- ❖ Maximum setbacks (build-to lines) should be established.
- ❖ A pattern book of the architectural styles and building materials should be established and implemented.



Example of Traditional Multiple-Family Development That Should Not Be Within a Mixed Use District



Example of Multiple-Family in a Vertical Mixed Use Development – This Should Be Within a Mixed Use District





- ❖ A gathering space or focal point should be required. Various options (park, plaza, fountain, etc.) should be outlined, with an alternative option allowed with City approval.
- ❖ Pedestrian elements should be required, including wide, lighted sidewalks, benches, shade trees, canopies (awnings). The specific way in which these elements are integrated should be left open, with City approval, to allow for flexibility and uniqueness in the development's design.
- ❖ Specific parking requirements should include allowances/requirements for the following:
  - On-street parking.
  - One double-row of parking (approximately 64 feet) between building(s) and the roadway, otherwise adjacent to the roadway or drive.
  - Parking structures, if provided, lined with buildings.
  - Parking lots located such that they are internal to the development, and divided into small areas.

## TRANSIT-ORIENTED DEVELOPMENT

Transit Oriented Developments (TOD) should be handled as a Planned Development (PD). The PD should be based on recommendations within the *Land Use Strategy* (Chapter 4) for areas shown on the *Future Land Use Plan* (Plate 4-2, page 4.10). These areas are in locations that are consistent with commuter rail stations planned for by the North Central Texas Council of Governments (NCTCOG); these regional rail stations, and the desire for additional stations if possible, are discussed in detail within the *Transportation Strategy* (Chapter 6). Specific aspects of the TOD district should include:

- ❖ High density residential development (to support the transit stations nearby) at a minimum density of 70 dwelling units per acre.
- ❖ Integrate mixed use development concepts (similar to the previously described mixed use districts)
- ❖ Parking requirements as outlined for the mixed use districts, but with substantially reduced ratios, where possible and appropriate, to encourage travel by transit.



## Cluster Development Option

Cluster development is a technique of developing residential neighborhoods where lots and buildings are concentrated in specific areas of a site with the balance preserved as accessible open space. This type of site layout preserves land area and can reduce development costs. The remaining land area that is not developed can then be preserved for a variety of purposes, including recreation and environmental protection.

The City's *Comprehensive Zoning Ordinance* has a Planned Development District (PD) under which a cluster development could be approved. However, such development would be encouraged if a specific process for cluster development was contained within the zoning regulations. The process could be based on the density of a residential zoning district, and would not require the complete writing/drafting of a Planned Development (PD) District (as would now be required if a cluster development was proposed). A cluster development option, referred to for explanation purposes as a Cluster Development Plan (CDP), should be integrated in the *Comprehensive Zoning Ordinance* with the following characteristics:

- ❖ Development related to a CDP would permit the maximum density allowed within a base residential district, without having to adhere to minimum lot sizes.
- ❖ Development related to a CDP would be consistent with all other zoning district regulations.
- ❖ Development related to a CDP would result in the preservation of the remaining land (which could be general open space, an environmentally sensitive area, etc.) in perpetuity, through a means such as a conservation easement or land dedication. Where possible and practical, homes located adjacent to the open space should be oriented to front onto the open space.
- ❖ Consideration should be given to the following:
  - Criteria for what type of land would be appropriate for preservation (i.e., how it would contribute to the development, etc., as discussed in the *Suggested Changes in Review Procedure* section) should be established by the City. These would be similar to the criteria that an area must meet to be accepted by the City for park dedication purposes.
  - Adjacent residential uses may have larger lots than what is proposed within a Cluster Development. When this is the case, the development should be configured such that the open space abuts the developed residential area, whenever possible. As an alternative, lots within the proposed Cluster Development should meet the minimum lot size requirements of any adjacent platted subdivisions along the boundary line between the Cluster Development and the respective platted subdivisions.
- ❖ A CDP could be submitted to the Planning & Zoning Commission for approval.
- ❖ Following approval, the development would proceed through the City's development process as a straight zoning situation (i.e., not like a PD District).
- ❖ Planning & Zoning Commission approval could lapse after a specific period of time if the development did not proceed.





*City of Frisco, Texas*

2006 COMPREHENSIVE PLAN

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## Subdivision Ordinance

Subdivision regulations direct the division of land into individual lots or parcels prior to development. The City's subdivision regulations are contained within the *Subdivision Regulation Ordinance*, with some provisions related to roadways within the *Thoroughfare and Circulation Design Requirements*. The following are implementation techniques related to changes or additions to these regulations that will further the policies set forth within this Plan. The techniques are also outlined in the *Implementation Matrix* in *Appendix B*. Several techniques are included in the priority recommendations contained within the *Comprehensive Plan Priorities* section of this chapter.

## General Amendments

There are various requirements that need to be amended or added to the City's subdivision regulations to ensure that policy recommendations are integrated to the fullest extent possible. Any of these that are not deemed appropriate for inclusion in the *Subdivision Regulation Ordinance* (by City staff and/or the City Attorney) should be considered for inclusion in the *Comprehensive Zoning Ordinance*. Most of the following amendments should be integrated within the appropriate sub-sections (as noted below) of Section 7, *General Design Standards and Requirements*, of the *Frisco Subdivision Regulation Ordinance*. However, the first bulleted item below relates to Section 6, *General Provisions*. A few are also noted as possibly needing to be integrated within the City's *Thoroughfare and Circulation Design Requirements*.

- ❖ **Section 6 (General Provisions), Subsection 6.04 – Adequate Public Facilities:** The current requirements and standards for developer and City participation in the extension of infrastructure should be reviewed. Standards for City participation for development within the ETJ should be amended, if needed, to specify that infrastructure services will only be provided in accordance with the following:
  - Service provision is part of an agreement that provides for development consistent with the Comprehensive Plan.
  - Service provision retains the City's ability to annex the property in the future.
  - The quality of the development that is occurring is consistent with City standards.
  - The use or development offers significant public benefits to the City.





❖ **Subsection 7.02 – Streets or Within the Thoroughfare and Circulation Design Requirements:**

- The current roadway right-of-way, paving, and pedestrian requirements should be reviewed and amended, if needed, to incorporate the following:
  - Streetscape enhancements, such as pedestrian crosswalks, landscaped medians, bump-outs where there is on-street parking, and street trees.
  - Concepts for reducing traffic speeds in neighborhoods on local streets, such as minimizing street width and addressing curve radii of curves and intersection-turning radii.
- Collector streets in residential areas should continue to be laid out such that cut-through traffic is discouraged.

❖ **Subsection 7.03 – Lots:** Residential site layout requirements should incorporate the following concepts:

- Utilize a “housing tree” in new residential development. This encourages a portion of the larger lots and homes to be located on the main entry streets with the smaller lots and homes are located on internal streets.
- Any lots/units that are oriented directly adjacent to or across a street from a park/open space should face onto the open space.
- Any lots/units within new residential development should be within 800 feet of a park/open space area with a minimum dimension of 50 feet. An exception should be specified for large-lot developments where lots are at least one-half-acre or more in size.

❖ **Subsection 7.04 - Blocks and Pedestrian Walks:** Requirements should be amended to include the following:

- The perimeter of a block should not exceed 3,000 feet in length. An exception should be specified for large-lot developments where lots are one-half-acre or more in size.
- Where a block face exceeds 800 feet, a minimum 20-foot pedestrian access easement should be provided through the block (except where adjacent to a golf course).

## Interconnectivity Requirements

The interconnectivity of roadways and pedestrian and bicycle access has been a recurring concept throughout this Comprehensive Plan. The following requirements should be added to the City’s subdivision regulations. These will eventually lead to more cohesive, connected development patterns as Frisco continues to grow.

- ❖ Pedestrian access is described within the City’s subdivision requirements as sidewalks (which may or may not be located along roadways), park trails, or hike and bike trails. The following should be specified to improve pedestrian access and connectivity:
  - Pedestrian access should be required for all types of development and between all types of development.



- Construction of pedestrian access should be required so that residents or patrons are able to safely walk within the development and to adjacent developments or subdivisions.
  - Wherever possible, pedestrian access should be provided such that a connection is made to existing pedestrian access in adjacent developments or subdivisions.
  - Wherever possible, in residential subdivisions, pedestrian access should be provided with off-street hike and bike trails.
  - Pedestrian access areas should be landscaped or located such that a majority of the pedestrian way receives shade for a majority of the day.
  - When the development or subdivision is occurring adjacent to an undeveloped property, consideration should be made for future pedestrian access connections. A pedestrian access stub-out should be provided to the edge of the development or subdivision, adjacent to the undeveloped property.
  - When a roadway bridge structure is constructed to cross a creek, floodplain, or roadway, pedestrian access should be provided as part of the bridge itself or underneath the bridge. (Also refer to the *New Trail Cross Sections* discussion below.)
  - Future redevelopment projects (e.g., of retail areas or in Downtown) should adhere to requirements for pedestrian access.
- ❖ To improve street connectivity:
- Wherever possible, streets within developments or subdivisions should connect to adjacent developments or subdivisions, allowing access between them without having to use a major thoroughfare.
  - When the development or subdivision is occurring adjacent to an undeveloped property, consideration should be made for future street connectivity. A street stub-out should be provided to the edge of the development or subdivision, adjacent to the undeveloped property.
  - The use of cul-de-sac streets within developments or subdivisions should be minimized for better interconnectivity, distribution of traffic, and emergency service response times.

## New Street Cross-Sections

In the *Transportation Strategy* (Chapter 6) in the portion called *New Roadway Sections for Mixed Use and Transit-Oriented Development*, three new street cross sections are recommended. These are not intended to replace the City's existing roadway cross sections (outlined in the *Existing Transportation System* section of the *Transportation Strategy* chapter and in the City's adopted *Thoroughfare and Circulation Design Requirements*). They are intended to supplement the existing roadway sections, and should be used within mixed use and transit-oriented areas. The new sections provide alternative lane widths, on-street parking, and wider sidewalks. The exact dimensions and geometrics should be established by Engineering Services, and should then be amended into the *Thoroughfare and Circulation Design Requirements*. As these





roadway sections are incorporated, the need in some cases to provide a wider outside lane to accommodate bicyclists should also be considered.

## *New Trail Cross-Sections*

The City's roadway design standards designate sidewalks along thoroughfares to provide guidance for on-street hike and bike trail design and construction. However, there are currently no cross sections to guide the design and construction of off-street hike and bike trails. For the purposes of furthering Comprehensive Plan policies, off-street trails are preferred versus on-street trails. Therefore, a cross section demonstrating the design and construction of a 12-foot, off-street hike and bike trail should be amended into the City's *Subdivision Regulation Ordinance* or *Thoroughfare and Circulation Design Requirements* (whichever is determined by the City to be more applicable). The creation of such a cross section will likely require close coordination between the Planning & Development Services, Engineering Services, and Parks & Recreation Departments. Also, various hike and bike trail cross sections should be provided within the Hike and Bike Trail Master Plan Update (discussed in further detail later within this *Implementation Strategy*).



## Other Development Regulations

Some implementation actions that relate to development regulations do not necessarily fall under zoning or subdivision regulations. These actions are included within this section. They are also contained within the *Implementation Matrix* in *Appendix B*. Several are included in the *Comprehensive Plan Priorities* section of this chapter.

### Continued Review Procedure

There are numerous policies that the City currently has in place that are specifically endorsed by this *Comprehensive Plan*. These policies should continue to be implemented as development proposals are reviewed. . Unless otherwise stated within this *Comprehensive Plan*, the Plan endorses these and other adopted policies. Specific previous policies that the City should continue include the following:

- ❖ When Planned Development (PD) districts are used, they should generally be used to achieve the following:
  - PD districts should preserve topography, vegetation and/or open space;
  - PD districts should carry out principles, actions and policies of this 2006 Comprehensive Plan or those of other special studies;
  - PD districts should be used to provide flexible development standards when appropriate, not to reduce development standards;
  - PD districts should **not** be used to circumvent the Frisco Board of Adjustment for variance requests; and,
  - PD districts should **not** be used to secure agreements between the applicant and nearby property owners to receive zoning approval.
- ❖ Gated communities, when permitted, should be located near the intersection of two major thoroughfares, generally on the edge of a neighborhood (not in the center). Gated communities should not impede the alignment or travel of any thoroughfare identified on the *Thoroughfare Plan (Plate 6-1, page 6.12)*.
  - Gated communities should be designed in such a manner that the entry gate is at least 100 feet from the roadway to accommodate stacking for entry traffic, unless otherwise directed by the Engineering Services Department. Entries should also include a “bail-out” turning lane for vehicles that are denied access.
  - Private streets should not interfere with internal neighborhood circulation, or with access to schools or parks.
  - Private streets should conform with City standards for street design and construction. Should a gated community become a “public” area (non-gated), all streets would need to be the same design as other public streets. The City should consider developing approval criteria for the eventual conversion of private streets.



- Private streets in gated communities should be stubbed for future access from adjacent areas should the gated community become public.
- All new gated communities should have a “conversion” plan that accounts for the potential that the area may become fully accessible in the future. The removal of the gates should only be done at the request on the homeowners association and in accordance with the “conversion” plan.
- The City should also consider standards for the conversion of standard subdivisions (“public”) to private gated communities. Conversion should be dependent upon 100 percent homeowner approval and would require replatting to convert public streets to private streets. The “converted gated community” would be required to conform with City standards for entryway design and configuration. “Converted gated communities” should not be located in the middle of a block and should never impede through-access on other area streets.

## Suggested Changes in Review Procedure

In addition to continuing current review procedures, there will need to be additional oversight during the development process to implement some aspects of this Comprehensive Plan. There may also be additional regulations that have been recommended in relation to these in previous sections of this *Implementation Strategy*. The following should be integrated into the City’s development review process as part of this Plan’s implementation efforts:

- ❖ Future land use decisions regarding the areas surrounding the City’s significant destinations should be considered on the basis of ensuring the continued success and sustainability of these destinations. Destinations include Pizza Hut Park, Dr Pepper/Seven Up Ballpark, the Superdome, Central Park, Frisco Commons, the Original Town area, Frisco Square, Stonebriar Center, and Grand Park when it is created.
- ❖ Development along U.S. Hwy 380 should generally be nonresidential as shown on the *Future Land Use Plan* (Plate 4-2, page 4.10). Any residential development that is proposed in the vicinity of U.S. Highway 380 that does not adhere to these policies should be considered on the basis of economic impact, development size, remaining land available for nonresidential development, and the exposure of the proposed development to the US Highway 380 frontage.
- ❖ Mixed use areas should have unique street standards that enhance the pedestrian environment.
- ❖ Transit-oriented development areas should be designed to facilitate transit vehicle access, and should have pedestrian-oriented amenities.
- ❖ Open space that is preserved as part of a clustered development should contribute to the development, and/or surrounding neighborhoods, and/or the City as a whole. Examples include but are not limited to open space that preserves an environmentally sensitive area or a large grouping of trees.
- ❖ Neighborhoods should have a mixture of housing types that are dispersed throughout.



- ❖ A Tiered System of Evaluation (*Table 5-2*, page 5.18) should be one of the tools used in the development review process for zoning cases. Depending on the location and size of the proposed development, various characteristics should be required and others should be optional.
- ❖ New nonresidential development (especially retail) should be reviewed with consideration for possible redevelopment in the future.
- ❖ The way in which a development contributes to the City's desires for attractive streetscapes and urban design (i.e., the view from the road that is created) should be considered.
- ❖ Concepts for positive growth should be integrated into the development review process. (These are specifically outlined in Policy #6 in the *Growth Strategy*, page 7.20.)

## Environmental Standards

The City has shown its dedication to environmental quality by being proactive in establishing environmental standards. However, there are additional standards that could be integrated that would further the City's commitment to the environment. These include the following:

- ❖ Integration of a Cluster Development Plan within the Zoning Ordinance (refer to the *Zoning Ordinance* section, page 8.11, for further detail).
- ❖ Floodplain areas could be established as key components of a City-wide framework of protected open space. This would not only add to the City's park system, but would preserve floodplain areas for drainage.
- ❖ Tributaries should be evaluated to determine the highest quality riparian corridors and to identify those that can be restored to an appropriate functioning condition. Preservation of these corridors, and appropriate buffer areas if needed, should then be required by ordinance.
- ❖ The appropriate buffer size for tributaries should be identified, outside of the erosion control setback (if necessary), to protect and/or help to reestablish ecological functionality. Appropriate protection requirements (e.g., buffer areas) should then be established by ordinance.
- ❖ A soil conditions analysis should be performed to determine areas that might be challenging to develop given the presence of Eagle Ford Shale underlying and affecting local soils. Appropriate development requirements (e.g., specifications on roadway construction, foundation construction, etc.) should then be established by ordinance.
- ❖ Continue to develop green building program options (see also page 8.29, *Green Building Incentives*).





## Park Dedication Ordinance Revisions

The City has shown its recognition of the connection between park areas and quality of life by having established standards for parkland dedication by ordinance. However, there are many aspects that could be improved in terms of the way in which these dedication requirements are currently written. These improvements would better integrate Comprehensive Plan policies. Such improvements include the following:

- ❖ The park access illustrations should be reviewed and amended, if needed, to reflect the concepts of lot configuration and access discussed within this Plan.
- ❖ Non-residential uses that abut a park should be integrated where appropriate.
- ❖ Hike and bike trails should be required within each new development as specified within the City's Hike & Bike Trail Master Plan.
- ❖ The amount, type, location, and configuration of land for parks and trails should be reviewed, and amended if needed, with regard to integrating the concepts of this Comprehensive Plan.



# Capital Improvements Program

Some implementation techniques will require the expenditure of capital, whether on the City's part or on the part of the development community. The City has provided financing for numerous capital improvements, usually through the issuance of bonds. Capital improvements will need to continue to be made in order to achieve the vision of Frisco set forth within this Plan.

The following techniques will generally require the City to allocate funds for implementation. They therefore will likely be financed by the City. These techniques are also outlined in relation to the Comprehensive Plan policies in the matrix in *Appendix C*. Several are included in the priority recommendations contained within the *Comprehensive Plan Priorities* section of this chapter.

## Pedestrian & Bicycle Routes

The construction of new pedestrian and bicycle routes will be integral to the implementation of numerous Comprehensive Plan policies. Establishing new hike and bike trails will provide an alternative mode of transportation for the City's transportation network, and will enhance Frisco's recreation system. The following aspects should characterize capital expenditures in relation to establishing pedestrian and bicycle routes:

- ❖ Capital funds should be allocated to the establishment of these routes on a regular, annual basis.
- ❖ The City should initially concentrate its funding on establishing City-wide, major "anchor" trails. As development occurs, then areas will be connected to this City-wide system—this will occur incrementally, but eventually a viable transportation mode of trails will be created.
- ❖ The City should investigate opportunities for retrofitting pedestrian and bicycle routes into areas that are currently developed, especially areas that may be in need of improvement (e.g., older areas of the City).
- ❖ Special areas of the City should also be considered for integration of these routes. Such areas include but are not limited to around Downtown, various sports venues, existing parks and schools, institutions of higher learning, and Grand Park (as it is created).





## Roadway Improvements

The *Transportation Strategy* (Chapter 6) discusses recommended roadway improvements. Constructing new roadways and widening roadways will have to occur to improve mobility, especially given the rapid population growth that is anticipated to continue. The following aspects should characterize capital expenditures in relation to local roadway improvements:

- ❖ Improvements should be made with consideration given to the concepts of context-sensitive design that are discussed within this Plan. Such design can positively affect desired speeds, level of mobility, and level of access.
- ❖ Improvements should be made with consideration given to the concepts of interconnectivity that are discussed within this Plan. Neighborhoods and non-residential land uses should be connected so that travel on major thoroughfares is not necessary for trips to adjacent subdivisions or developments.
- ❖ Improvements should be made with consideration given to the concepts of urban design that are discussed within this Plan. Examples include street curvature, special paving, public art, lighting, and landscaped medians.
- ❖ Unique roadway configurations (e.g., roundabouts and zipper streets) should be considered in new development.
- ❖ Capital funds should be allocated to making roadway improvements on a regular, annual basis. The *Thoroughfare Plan* (Plate 6-1, page 6.12) should continue to be used on an annual basis as a guide for capital improvement expenditures.
- ❖ Utilize a periodically updated (at least once every five years) automated computer model as a guide for capital expenditures.

## Water and/or Wastewater Facilities

Water and wastewater services are imperative not only to maintain, but to expand in advance of population growth. Capital funds should be allocated to making these improvements on a regular, annual basis. The Water and Wastewater Capital Improvements Program (CIP) study (as it exists or may be amended) should be used as a guide for capital expenditures.

# City Programs/Projects

## Public Art

Public art has become something for which the City is known. Frisco has actively integrated public sculptures along Preston Road and within parks. Developers have participated by providing art in the Centre at Preston Ridge and Hall Office Park. The availability of art and culture adds to the livability of a community (refer to the *Livability Strategy*, Chapter 5). This Comprehensive Plan therefore supports the City in continuing to establish programs, or enhance existing programs, and to fund public art projects that will provide Frisco citizens with art and cultural opportunities.

- ❖ The Public Art Master Plan, which was created as a guide for the City's Public Art Program, should be updated as needed to support local art initiatives.
- ❖ The Public Art Program, which helps fund local art initiatives, should be continued. (The program receives a percentage of Frisco's Capital Project Funds budget to finance its activities.)
- ❖ The City should continue to encourage the development community to participate in providing public art.

## Transportation System Management (TSM)

Transportation System Management (TSM) refers to various techniques through which roadways and intersections can be better managed to improve their mobility and access. This is a recommended policy in the *Transportation Strategy* (Chapter 6, Policy #7, page 6.42). The following are specific implementation measures related to TSM.

- ❖ The City should evaluate whether establishing some type of video or camera monitoring system at signalized intersections would be beneficial. Resultant images can help the City identify and verify traffic incidences, and make appropriate real-time adjustments to the signal timing of the affected intersection automatically.
  - Major intersections should be identified and prioritized for this type of monitoring.
  - The City should then work with the North Texas Tollway Authority (NTTA) and the Texas Department of Transportation (TxDOT), to coordinate with existing/future freeway management systems (to verify incidences, adjust timing at intersections accordingly, and display messages about roadway conditions to motorists).
- ❖ The signal timing for congested intersections should be evaluated and improved. Intersections should be evaluated in terms of the level of congestion and prioritized accordingly. Traffic signalization improvements include modernizing signal control devices, installing new traffic signals, removing traffic signals, connecting signals into an overall system/network, and optimizing signal timing.





- ❖ Other various elements that affect traffic operations at congested intersections should be evaluated, prioritized, and improved accordingly. These elements include geometric characteristics (e.g., approach widening, adding turn lanes), signage, and striping to improve the visibility of traffic and pedestrian lanes.
- ❖ Access management standards should be reviewed, and updated if needed. In particular, standards related to the Dallas North Tollway, State Highway 121, US Highway 380, Preston Road, and F.M. 423 are examples of major transportation corridors that may need a higher degree of access control.

## Transportation Demand Management (TDM)

Transportation Demand Management (TDM) refers to various techniques through which the amount of automobiles traveling on roadways at peak travel times can be minimized to improve mobility. The *Transportation Strategy* discusses this as a policy for Frisco. To begin implementing this policy, a City TDM Coordinator should be designated. A key factor affecting the use of TDM strategies in Frisco is the availability of information for the general public, employers, and others about the resources and benefits of TDM. By designating a City TDM coordinator, Frisco could better utilize the regional TDM resources and tools available. The City TDM coordinator should coordinate with the North Central Texas Council of Governments (NCTCOG) TDM program. These coordination efforts should include attending the monthly Regional TDM Task Force, and partnering with the Dallas Area Rapid Transit (DART) rideshare coordinator to provide TDM information to the employers and citizens of Frisco. (Also see the section on *Coordination with Local Businesses*, page 8.32.)

## Levels of Service (LOS) Evaluation

The phrase Level of Service (LOS) refers to the level of adequacy with which a roadway (or segment of roadway) is serving the transportation needs of those utilizing it. It relates to how traffic is flowing, maneuverability, and delay times at intersections. For example, an LOS "A" is free-flowing traffic, whereas an LOS "F" is gridlock.

- ❖ A minimum acceptable level of service should be defined by the City. LOS "D" in the peak hour is a commonly used standard.
- ❖ Proposed developments should then be reviewed to determine how well the existing and planned thoroughfare system can accommodate the related impact. The City's traffic impact analysis (TIA) ordinance should serve as the mechanism for this evaluation.
- ❖ Use roadway LOS evaluations to determine the need for transit, both locally and regionally.



## Water Conservation Awareness

As discussed in the *Growth Strategy* (Chapter 7), ensuring long-term water availability is a challenge for Frisco. There are two key reasons for this challenge. One, rapid population growth has made water system planning and expansion difficult. Two, new single-family residential construction is usually provided with on-site sprinkling systems that consume large amounts of water. The City is not alone in this challenge—cities across the Metroplex, the state of Texas, and the nation are dealing with this as well. However, the City should continue to establish programs to increase public awareness of the need to conserve water usage. Also, the City should encourage the use of native and/or drought-tolerant species with organic mulch for landscaping to minimize fertilizers and excessive water use.

## Improvements to Existing Neighborhoods/Areas

Oftentimes, a community's planning efforts focuses on new development areas, and on ways in which to enhance or improve development as it occurs. This is especially true for cities like Frisco, where there are not substantial issues with existing neighborhoods or currently developed areas, such as concentrated blight, deteriorating homes, etc. However, throughout this planning process, members of the Comprehensive Plan Advisory Committee (CPAC) have expressed that it is important for the City to pay attention to existing areas. The concepts within this Comprehensive Plan for connectivity, mixing land uses, access to parks, streetscape enhancements, etc. should also be integrated into developed neighborhoods where feasible. The City should identify projects for retrofitting such elements in existing areas, prioritize these projects, and allocate funds on an annual basis to complete such projects. Consistent attention to developed areas will help ensure that property values and re-investment in homes continue to grow or remain stable.

## Establishment of Grand Park

The concept of Grand Park furthers many of the ideals for Frisco that are discussed within this Plan—uniqueness, provision of special public areas, and conservation of open space, to name a few. The City has an opportunity to create a lasting impression on residents and visitors with this substantial park space. Many of the policies herein would be furthered by the establishment of Grand Park, and this Plan therefore supports the City allocating funds toward this unique and important project.





## Hike & Bike Master Plan Update

Hike and bike trails have been a major topic of discussion throughout this comprehensive planning process. A network of trails could enhance the City in numerous ways, including providing 1) connectivity between developments, 2) an alternative mode of transportation, and 3) another recreation component. Although it is beyond the scope of this Comprehensive Plan project, the City's adopted *Hike and Bike Trail Master Plan* should be updated in the near future. Aspects that should be addressed in an update of the *Hike and Bike Trail Master Plan* should include the following:

- ❖ There should be a concentration on off-street trails. Much like Frisco's *Thoroughfare Plan* (Plate 6-1, page 6.12), by which rights-of-way can be acquired on the basis of providing roadway connections from one area to another, an adopted trail plan can provide the City with guidance on where off-street trails should be located as development occurs.
- ❖ There should be a concentration on connecting all types of development throughout the City. Instead of focusing on the recreational component of a trail system, an updated plan should provide realistic guidance on how trails could ultimately provide an alternative form of transportation within Frisco.
- ❖ There should be in-depth analysis of how trail connections could be provided in currently developed areas. Residential subdivisions, retail developments, etc. should be examined, and specific recommendations should be made as to how trails could be integrated.

## Fiscal Impact Analysis

Fiscal impact analysis (FIA) is an accepted planning tool to evaluate the financial impact on a city of different development scenarios over time and at build-out. The City should consider developing an integrated FIA system. Frisco could utilize an FIA system on a regular basis to analyze the City's fiscal ability to accommodate growth in general, or on a development-by-development basis, if necessary. This approach would allow the City to better assess the fiscal costs of development by comparing future tax and ad valorem revenues in relation to service and capital costs.



## City Transit System Feasibility Analysis

The City is served by transit agencies within Collin County and Denton County. However, the *Transportation Strategy* discusses at length the concept of a localized transit system for Frisco itself. The *Transportation Strategy* also identifies two potential routes and several locations for transit stops. The three regional rail transit stations that have been proposed by the North Central Texas Council of Governments (NCTCOG) could serve as City transit hubs. Any additional regional rail transit stations (which is encouraged, if possible) could also serve as hubs. The concept of a City transit system is generalized within this Plan. An in-depth analysis of the feasibility of such a system is needed before a determination can be made on the merits of this alternative. Aspects to consider include costs and benefits, potential ridership, location, and type of transit. The City should hire a transportation engineering/planning consultant firm to conduct such a feasibility analysis.





*City of Frisco, Texas*

2006 COMPREHENSIVE PLAN

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# Incentives & Financing Programs

## Green Building Incentives

Frisco has adopted a Green Building ordinance that require residential buildings to meet certain energy efficiency and environmental standards. Options for an incentive-based program for non-residential green building program should be explored and implemented. The voluntary nature of the non-residential standards oftentimes means that such standards will often be overlooked if there is no incentive program in place.

## Increased City Participation in Development Costs

The City can establish regulatory ordinances to require a certain level of quality in new developments. The City can also adopt policies to guide new development, as it will do with the adoption of this Comprehensive Plan. However, to achieve the type of development that is desired, and to have development occur in locations that are desired, the City should be amenable to participating in certain development costs. Participation could be large-scale, as it has been with certain local development projects, such as Frisco Square—this level of participation provides a clear incentive to the development community. However, participation can also be of a lesser scale. The City should consider adopting a policy to waive specific development fees in situations such as:

- ❖ In identified areas of the City in which development is preferred, such as on infill tracts (as discussed in the *Growth Strategy*, Policy #1, page 7.17) and in Downtown;
- ❖ For preferred types of development, such as mixed use; and
- ❖ In redevelopment situations.





## Impact Fees

Impact fees are a financing mechanism for services that are needed as a result of new development. Developers participate in the cost of these services by paying a fee that relates to the amount of impact their development will have on the City's water, wastewater and roadways systems. Frisco has recently updated its impact fee regulations.

- ❖ The City will need to continue to use impact fees in the future in order to implement Comprehensive Plan policies as Frisco continues to grow in population and to expand its services accordingly.
- ❖ The City could also consider setting different fees for areas that achieve specific livability objectives. A scale of fees should be developed based on location and degree of compliance to livability objectives.

## Economic Development Incentives

The City should continue to work with local agencies (Frisco Economic Development Corporation, Chamber of Commerce, etc.) to implement Plan policies related to economic development. The City and its partners should work together to establish a program that would encourage older businesses to make aesthetic and pedestrian improvements. Examples of improvements include upgrading front facades with masonry enhancements, incorporating landscaping into front yard areas, and providing pedestrian access on-site or to adjacent sites.

# Public/Private Partnerships

## Neighborhood Conditions Analysis

The concept of creating and maintaining sustainable development has been discussed throughout this Plan. The City should take stock of the conditions of its older neighborhoods to implement policies recommended throughout the Plan. Facts that should be documented include but are not limited to the following:

- ❖ The condition of the housing units;
- ❖ Assessed lot and improvement values;
- ❖ Code violations;
- ❖ Traffic issues;
- ❖ Public safety reports (e.g., police, fire, auto accidents); and,
- ❖ Ownership/rental percentages.

There are many methods that can be used to determine these facts, including “window” surveys, the Collin County Appraisal District, etc. This documentation can be used to establish sustainability and maintenance trends from year-to-year, or on an incremental basis (such as every five years). Establishing trends can help the City prioritize areas that are most in need of attention in terms of efforts such as capital improvements and volunteer programs. Consistent efforts in existing areas will help to ensure that Frisco remains sustainable over time.

## Workforce Housing Assistance

One of the concerns discussed within the Plan is providing “workforce housing”. The term “workforce housing” refers to housing that is affordable for people on fixed incomes and those working in employment venues such as service industries and educational institutions. The lack of a diversity of housing types contributes to challenge of providing such housing. The *Livability Strategy* discusses the need for housing diversity to accommodate these population groups. Increased housing diversity will likely help to make housing more affordable in Frisco, but it may be necessary for the City to take a more proactive approach. The City should consider establishing a first-time homebuyer program that could be used in relation to housing types other than single-family, such as townhomes or lofts. (Frisco has such a program for single-family homebuyers.) Not only would this provide direct assistance for people to purchase these units, but knowledge of such City assistance may help convince the development community to provide these products.





## Partnerships with Neighborhood Associations & Civic/Social/Religious Organizations

One of the most effective ways to maintain or improve a neighborhood is to get the residents themselves involved in the effort. This provides residents with a sense of empowerment that they can make a difference. It also helps to instill a sense of ownership and pride in their neighborhood that helps foster sustainability over time—people tend to take care of that which they take pride in. The City should proactively collaborate with neighborhood groups and civic/social/religious organizations to maintain and improve local areas. The previously discussed *Neighborhood Conditions Analysis* could be used to prioritize areas. Examples of such efforts include:

- ❖ The City coordinating and helping these groups facilitate a one-day home improvement event annually or biannually, during which minor repairs to homes (such as painting, landscaping, and general clean-up) could be completed.
- ❖ The City working with neighborhood associations to do the following, where physically possible:
  - Incorporate streetscape enhancements, such as street trees, screening (of alleys and garages), special paving, and landscaped roundabouts;
  - Create park areas;
  - Provide hike and bike trail connections to a City-wide system.

## Coordination with Local Businesses

Local businesses are one of the cornerstones of a successful community. Without viable businesses, there would be a lack of employment opportunities and goods and services to meet the needs of citizens. For Frisco to be a livable and sustainable City, there must be a balance of businesses and residences.

- ❖ The City should work with Downtown businesses to increase citizens' and visitors' awareness of this special area of Frisco.
- ❖ The City should determine whether there are any underperforming retail areas in Frisco. If there are, a determination should be made as to whether the City has options to facilitate improvements.



- ❖ The City should work with local businesses to implement the Transportation Demand Management (TDM) techniques recommended within the *Transportation Strategy* (Chapter 6). These techniques will help reduce the amount of traffic on Frisco roadways at peak travel times. Examples include:
  - Establishing “car pool only” parking spaces for employees.
  - Encouraging flexible work schedules.
  - Establishing a City-wide Employer Trip Reduction Program through coordination with the North Central Texas Council of Governments (NCTCOG) TDM program coordinator, Frisco’s TDM Coordinator (when established), DART rideshare coordinator, and/or a consultant. The program could be incentive-based. Its emphasis should be to utilize all of the region’s TDM tools to reduce travel demand during peak travel times in Frisco. Currently, the City is the origin of only one of the vanpools that Dallas Area Rapid Transit (DART) operates (DART has over 60). One of the program’s first goals should be to increase the number of vanpools originating from Frisco to at least five.
  - Promoting tele-working. City staff (e.g., a TDM Coordinator) could partner with the NCTCOG TDM Coordinator to provide employers and residents information about the benefits of tele-working. City staff should start by identifying 10 local businesses (based upon research on industries that promote tele-work). The identified businesses should be offered further assistance from City staff, the NCTCOG TDM program and/or a consultant in establishing a formal tele-work program. The businesses should later be surveyed to gauge participation and estimate the trip reduction benefits.

## Partnerships with Local Education Providers

The availability of educational resources is key to an educated citizenry. There are various facets that are involved in this—such as the local school district, adult education programs, and higher education opportunities. As one non-profit organization that is focused on factors related to livability asserts, “without question, education is a critical component of a livable community.”<sup>8-1</sup> Given the importance of education to a community’s livability and sustainability, Frisco should continue to foster close relationships with local education providers. This includes the four districts that affect Frisco—the Frisco Independent School District (FISD) that covers most of Frisco, the Lewisville Independent School District (LISD) to the southwest, the Little Elm ISD to the west (a small area of Frisco), and the Prosper Independent School District (PISD) to the northeast. This also includes Collin County Community College, Dallas Baptist University, and Amberton University. The City should continue to work with local school districts and these local colleges on educational planning efforts.

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<sup>8-1</sup> Local Government Commission Website. Community Design link; Schools link, ADDRESS: [http://www.lgc.org/community\\_design/schools.html](http://www.lgc.org/community_design/schools.html).





## Private University/Cooperative Center Feasibility Analysis

The idea of Frisco attracting a university was one of the results of a study by the Urban Land Institute (ULI) that was commissioned by the City in 2004. The primary result was the concept of creating a Grand Park (which is discussed in the *City Programs/Projects* portion of this *Implementation Strategy*). However, the idea of an institute of higher learning has also been well-received by the public and by the Comprehensive Plan Advisory Committee (CPAC), and is supported by this Comprehensive Plan (note: Dallas Baptist University and Amberton University will be offering classes in Hall Office Park and Frisco Bridges, respectively, in 2006). The City should commission an independent study of whether it is feasible for such a facility to be attracted to Frisco. A principal consideration of such a study should be the type of higher learning institution. One option would be a small, private university. Another option would be a cooperative center through which various public universities would provide classes (and related university credit). A two-year college is not needed, given the Collin County Community College location at the Preston Ridge Campus in Frisco.

## Tourism Support Programs to Promote "Destination City" Status

Tourism has become an increasingly important component of the City as the various sports venues have become established. With the Dr Pepper/Seven Up Ballpark, the Superdome, Pizza Hut Park, and Stonebriar Centre, Frisco has become a destination City. Other areas of the City, such as Downtown and Frisco Square, will likely become more visible as destination spots as their related improvements are completed.

- ❖ The City should continue to work with the Frisco Economic Development Corporation (FEDC), the Frisco Convention & Visitors Bureau (FCVB), and other tourism-related interests to market Frisco as a destination City. Marketing efforts could advertise Frisco as a place with art, shopping, an authentic Downtown, recreational venues, and convention facilities.
- ❖ Another facet of tourism is accessibility. A connection with a future regional transit system would make Frisco more easily accessible to other areas of the Metroplex, and would therefore support tourism. (Also see the next section, *Intergovernmental Partnerships*.)
- ❖ A localized transit system would also support tourism. This would be especially advantageous if local transit was provided in a unique way, such as with open-air, rubber-wheeled trolleys or some other type of transit that would be fun for visitors to experience.



# Intergovernmental Partnership

## Regional Rail Transit

The *Transportation Strategy* discusses the potential for Frisco to connect to a regional rail transit system. This Comprehensive Plan supports the concept of regional rail. The North Central Texas Council of Government (NCTCOG) Regional Rail Corridor Study shows a line that is planned to run through Frisco using the Burlington Northern—Santa Fe rail line. This line is referred to as the Frisco Line within that study. Regional rail availability in Frisco would benefit tourism efforts, but perhaps more importantly would decrease the number of automobiles on local roadways by providing an alternative form of transportation to regional destinations. The Study also shows Frisco with three commuter rail stations, which would also allow people to access three different points within Frisco.

- ❖ A two-faceted local transit authority should be established. One facet should be concentration on regional rail; the other should be on whether a local transit system is feasible (also see the *City Programs/Projects* section of this chapter).
- ❖ The City should continue to work closely with the NCTCOG and other area cities to establish a regional commuter rail line, especially the Frisco Line.
- ❖ Frisco should also work to ensure that the three rail stations planned for within the City remain in Frisco, and are not subsequently moved to the north or south.
- ❖ Frisco should also encourage the establishment of additional rail stations within Frisco.

## Bus Transit Program – Continued Partnership

The City has bus service provided to local citizens by transit agencies in Collin County and Denton County. These services are beneficial because they provide an alternative mode of transportation, especially for young people, elderly people, and other segments of the population who are unable to drive. The implementation of regional and local transit policies is not going to occur immediately, and therefore the City should continue these partnerships with Collin and Denton County for the foreseeable future. *Comprehensive Plan* policies support these bus transit programs as alternative transportation options.





## Intergovernmental Planning & Capital Improvements

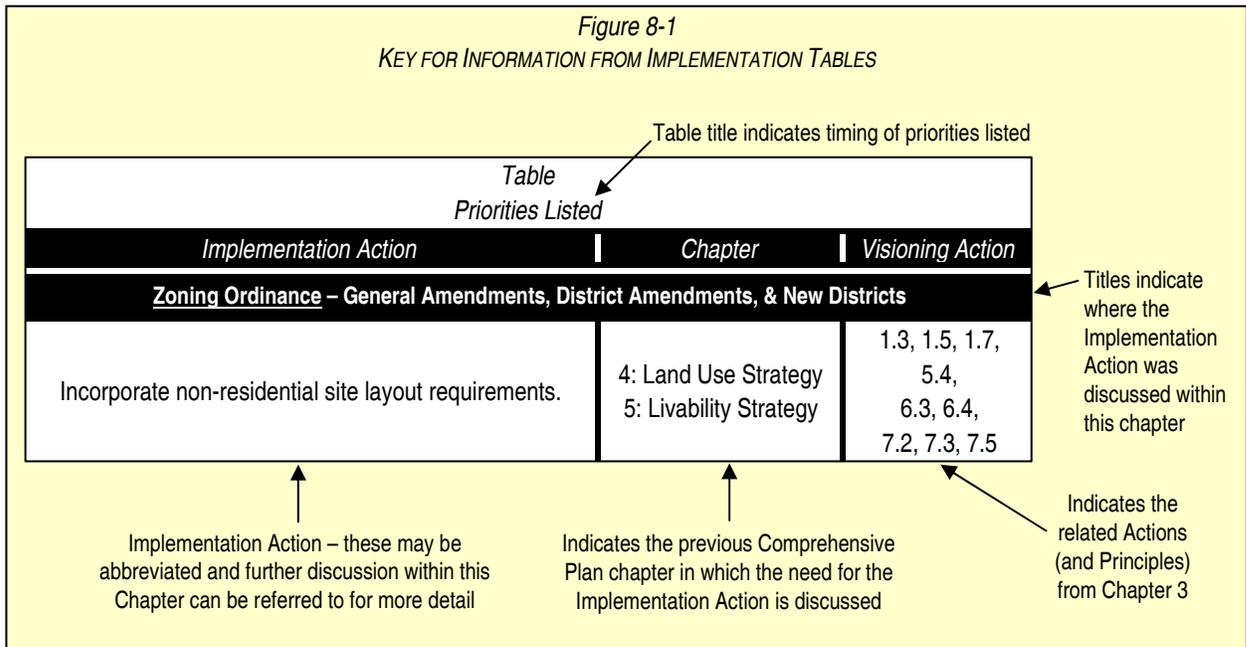
Few cities have the ability to provide all services and related funding autonomously—Frisco is no exception. Intergovernmental planning partnerships are especially important to a city like Frisco, given that it is surrounded by other municipalities and has several major roadways. Intergovernmental implementation measures should include the following:

- ❖ The City should work with the Texas Department of Transportation (TxDOT) on state highway and roadway improvements. Cities that work with this state agency are often able to secure monies (usually a percentage of the improvement allocation) for landscaping and streetscape enhancements.
- ❖ The City should work with the North Texas Tollway Authority to make mutually beneficial decisions with regard to the Dallas Tollway.
- ❖ The City should continue to consider and work with neighboring communities on cultural venues, roadway challenges, and regional transit.
- ❖ The City should investigate the availability of funds from Collin County and Denton County for capital improvements. Historically, funding from the counties has been available for parks, roadways, and public facilities.

# Comprehensive Plan Priorities

The four tables on the following pages provide a coordinated listing of Plan implementation priorities. Each table lists these priorities in relation to the implementation techniques under which they were discussed earlier in this chapter. Few cities have the ability to implement every recommendation or policy within their comprehensive planning document immediately following adoption—Frisco is no exception. Comprehensive Plan implementation, therefore, must be prioritized to guide immediate actions, longer-term actions, and on-going actions. These priorities must be balanced with timing, funding, and City staff resources, and they should be coordinated with various bond committees and their related priorities. While they all share some level of importance because they warranted discussion within the Plan, they cannot all be targeted for implementation within a short time period; some must be carried out over a longer period of time. Other than the delineation of these priorities into immediate, short-term, long-term, and on-going, there are in no order of priority.

The first table (*Table 8-1*, on the following page 8.38) lists the top six priorities that should be targeted for implementation within the year following the adoption of this *2006 Comprehensive Plan*. The second table (*Table 8-2*, pages 8.39 to 8.41) lists short-term priorities that should be implemented in the first five years following the adoption of this Plan. The third table (*Table 8-3*, page 8.42) lists long-term priorities that should be secondary to the short-term priorities, and that will likely take five years or more to implement. The fourth table (*Table 8-4*, pages 8.43) outlines Plan priorities that will not be able to be achieved with a one-time action; these will need to be on-going implementation action that will need to be continually pursued. The following figure shows how further information from these tables can be found within this *Implementation Strategy*, as well as in other chapters of the Plan.





*Table 8-1  
IMMEDIATE IMPLEMENTATION ACTION PRIORITIES*

<i>Implementation Action</i>	<i>Chapter</i>	<i>Visioning Action</i>
<b>Zoning Ordinance</b>		
Determine whether form-based zoning is a better approach to implement Plan policies (in certain areas) than mixed use districts. If a form-based program is better, incorporate such an option.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy 7: Growth Strategy	1.2, 1.5, 1.8, 3.1, 3.2, 3.3, 7.1, 7.2, 7.5, 11.1, 12.2, 15.3
<b>Other Development Regulations</b>		
Use a Tiered System of Evaluation ( <i>Table 5-2</i> ) in the development review process to determine the appropriateness of a zoning proposal.	4: Land Use Strategy 5: Livability Strategy	7.1, 7.2, 15.2, 15.3, 16.4
Evaluate tributaries to determine the highest quality riparian corridors and to identify riparian corridors that can be restored to an appropriate functioning condition. Preservation of these corridors, and appropriate buffer areas if needed, should then be required by ordinance.	5: Livability Strategy	1.5, 3.1, 3.2, 6.8, 6.9, 7.5, 15.1, 15.4
Identify the appropriate buffer size for tributaries, outside of the erosion control setback, to protect and/or help to reestablish ecological functionality. Appropriate protection requirements (e.g., buffer areas) should then be established by ordinance.	5: Livability Strategy	1.5, 3.1, 3.2, 6.8, 6.9, 7.5, 15.1, 15.4
<b>City Programs/Projects</b>		
Allocate funds toward the establishment of Grand Park.	5: Livability Strategy	6.1, 6.10
Consider developing an integrated Fiscal Impact Analysis (FIA) system. An independent consultant firm with expertise in this area will likely be needed.	7: Growth Strategy	2.1, 2.3, 7.5, 10.1, 17.2



Table 8-2  
SHORT-TERM IMPLEMENTATION ACTION PRIORITIES

Implementation Action	Chapter	Visioning Action
<b>Zoning Ordinance – General Amendments, District Amendments, &amp; New Districts</b>		
Incorporate non-residential site layout requirements.	4: Land Use Strategy 5: Livability Strategy	1.3, 1.5, 1.7, 5.4, 6.3, 6.4, 7.2, 7.3, 7.5
Require residential developments that are 20 acres or more in size to include housing unit types other than single-family.	5: Livability Strategy	1.5, 1.8, 1.10, 5.1, 7.2, 7.5, 8.1, 8.2
Review and update parking requirements.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	1.3, 1.5, 1.7, 3.2, 6.3, 7.5
Review and update screening regulations, with consideration toward integration of residential and non-residential uses and allowing alternatives to screening walls.	5: Livability Strategy	1.2, 1.5, 3.3, 5.2, 6.3, 7.1, 7.2, 7.5
Require big-box retail buildings divide facades visually, finish out all visible facades, and integrate other retail uses and/or land use types.	5: Livability Strategy	1.3, 1.5, 5.2, 6.3, 7.3, 7.5
Consider integrating maximum gross density per acre requirements as an alternative to minimum lot size requirements in residential zoning districts.	5: Livability Strategy	1.5, 1.8, 1.10, 3.2, 5.1, 6.9, 7.2, 7.5, 8.1, 8.2, 8.3
Amend the Multiple-Family Zoning Districts (MF-1 and MF-2) to permit a mix of land uses by right.	4: Land Use Strategy	1.2, 1.5, 1.8, 1.10, 3.3, 5.1, 7.1, 7.2, 7.5, 8.1, 8.2, 9.3, 12.2, 15.3
Determine whether form-based zoning is a better approach to implement Plan policies (in certain areas) than mixed use districts. If a form-based program is better, incorporate such an option.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy 7: Growth Strategy	1.2, 1.5, 1.8, 3.1, 3.2, 3.3, 7.1, 7.2, 7.5, 11.1, 12.2, 15.3
Incorporate a Mixed Use Residential and a Mixed Use Non-Residential zoning district (unless form-based zoning is used instead).	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy 7: Growth Strategy	1.2, 1.5, 1.8, 3.1, 3.2, 3.3, 5.2, 7.1, 7.2, 7.5, 9.3, 11.1, 12.2, 15.3
Incorporate a Cluster Development Plan (CDP) option into the <i>Comprehensive Zoning Ordinance</i> .	4: Land Use Strategy 5: Livability Strategy 7: Growth Strategy	1.5, 1.6, 1.8, 1.10, 3.1, 3.2, 5.1, 6.8, 6.9, 7.2, 7.5, 9.2, 15.1, 15.2, 15.3, 15.4
<b>Subdivision Ordinance – General Amendments, Interconnectivity</b>		
Incorporate residential site layout requirements.	4: Land Use Strategy 5: Livability Strategy	1.5, 1.6, 1.8, 3.1, 3.2, 5.1, 7.5, 8.3, 9.2, 15.1
Review and update current requirements and standards for developer and City participation in the extension of infrastructure for within City limits and the ETJ.	7: Growth Strategy	1.5, 3.1, 3.3, 7.5, 10.1, 15.2, 15.3, 16.3, 16.4, 17.2





Table 8-2, Cont'd  
SHORT-TERM IMPLEMENTATION ACTION PRIORITIES

Implementation Action	Chapter	Visioning Action
<b>Subdivision Ordinance (Cont'd) – Interconnectivity, New Street Cross-Sections &amp; New Trail Cross-Sections</b>		
Incorporate additional pedestrian access and connectivity requirements.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	1.7, 4.1, 5.1, 5.2, 6.3, 7.1, 7.2, 7.5, 9.1, 9.2, 11.1, 11.5, 13.3
Require the construction of cul-de-sacs to be minimized in new developments to increase street connectivity.	5: Livability Strategy 6: Transportation Strategy	5.2, 10.2, 11.1, 12.4
Determine the exact dimensions and geometrics for the recommended new street sections. These should be established by the City's Engineering Services Department, and then amended into the <i>Thoroughfare and Circulation Design Requirements</i> .	6: Transportation Strategy	11.1, 12.1, 12.2, 12.3, 12.5, 12.6
Create a cross section for a 12-foot, off-street hike and bike trail, and then amend it into the <i>Thoroughfare and Circulation Design Requirements</i> or <i>Subdivision Regulation Ordinance</i> , as applicable.	6: Transportation Strategy	1.7, 4.1, 5.1, 5.2, 7.1, 7.2, 7.5, 9.1, 9.2, 11.1, 11.5, 13.3
<b>Other Development Regulations – Suggested Changes in Review Procedure, Environmental Regulations, Park Dedication</b>		
Use a Tiered System of Evaluation ( <i>Table 5-2</i> ) in the development review process to determine the appropriateness of a zoning proposal.	4: Land Use Strategy 5: Livability Strategy	7.1, 7.2, 15.2, 15.3, 16.4
Integrate concepts for positive growth into the development review process.	7: Growth Strategy	3.1, 3.2, 3.3, 6.8, 7.5, 15.1, 15.2, 15.3, 16.2, 16.3, 16.4, 17.2
Evaluate tributaries to determine the highest quality riparian corridors and to identify riparian corridors that can be restored to an appropriate functioning condition. Preservation of these corridors, and appropriate buffer areas if needed, should then be required by ordinance.	5: Livability Strategy	1.5, 3.1, 3.2, 6.8, 6.9, 7.5, 15.1, 15.4
Identify the appropriate buffer size for tributaries, outside of the erosion control setback, to protect and/or help to reestablish ecological functionality. Appropriate protection requirements (e.g., buffer areas) should then be established by ordinance.	5: Livability Strategy	1.5, 3.1, 3.2, 6.8, 6.9, 7.5, 15.1, 15.4
Improve the way in which park dedication requirements are currently written (as outlined within this Strategy).	5: Livability Strategy	1.6, 1.7, 5.1, 6.12, 7.2, 7.5, 8.3, 9.2, 11.5
<b>Capital Improvements Program – Pedestrian &amp; Bicycle Routes</b>		
Concentrate funds for pedestrian and bicycle routes initially on establishing City-wide, major "anchor" trails and on establishing trails in special areas of the City.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	1.7, 4.1, 4.4, 4.7, 6.1, 9.2, 11.1



Table 8-2, Cont'd  
SHORT-TERM IMPLEMENTATION ACTION PRIORITIES

Implementation Action	Chapter	Visioning Action
<b>City Programs/Projects – Grand Park, Hike &amp; Bike Master Plan Update, Fiscal Impact Analysis, City Transit System Feasibility Analysis</b>		
Designate a City TDM Coordinator.	6: Transportation Strategy	11.1, 11.3, 14.2
Allocate funds toward the establishment of Grand Park.	5: Livability Strategy	6.1, 6.10
Update the City's currently adopted <i>Hike and Bike Trail Master Plan</i> in the near future.	5: Livability Strategy 6: Transportation Strategy	11.5
Consider developing an integrated Fiscal Impact Analysis (FIA) system. An independent consultant firm with expertise in this area will likely be needed.	7: Growth Strategy	2.1, 2.3, 7.5, 10.1, 17.2
Conduct an in-depth analysis of the feasibility of a City transit system. Aspects to consider include costs and benefits, potential ridership, location, and type of transit. A transportation engineering/planning consultant firm with expertise in this area will likely be needed.	6: Transportation Strategy	11.1, 11.3, 11.6, 13.1, 13.2
<b>Incentives &amp; Financing Programs – Green Building Incentives,</b>		
Explore options for an incentive-based program for non-residential green building program.	5: Livability Strategy	1.5, 3.1, 3.2, 6.8, 15.4
<b>Public/Private Partnerships – Neighborhood Conditions Analysis, Partnerships with Neighborhood Associations &amp; Civic/Social/Religious Organizations or Local Businesses, Private University/Cooperative Center Feasibility Analysis</b>		
Conduct an analysis of existing conditions in older neighborhood areas. Then, use this documentation to establish sustainability and maintenance trends on an on-going basis.	4: Land Use Strategy 5: Livability Strategy	1.6, 1.7, 1.9, 1.11, 9.1, 9.4, 9.5, 11.2, 12.7, 12.8
Coordinate and help Neighborhood Associations & Civic/Social/Religious Organizations to facilitate a one-day home improvement event annually or biannually, during which minor repairs to homes (such as painting, landscaping, general clean-up, etc.) could be completed.	4: Land Use Strategy 5: Livability Strategy	1.9, 6.6, 9.4, 9.5
Work with local businesses to implement the Transportation Demand Management (TDM) techniques recommended within the <i>Transportation Strategy</i> (Chapter 6)	6: Transportation Strategy	11.1, 11.3
Commission an independent study of whether it is feasible for a private university or cooperative higher education center to be attracted to Frisco.	5: Livability Strategy	2.1, 6.1, 6.11





*Table 8-3  
LONG-TERM IMPLEMENTATION ACTION PRIORITIES*

<i>Implementation Action</i>	<i>Chapter</i>	<i>Visioning Action</i>
<b>Other Development Regulations – Suggested Changes in Review Procedure, Environmental Regulations</b>		
Consider options for possible redevelopment as proposed new developments are reviewed.	5: Livability Strategy	1.2, 1.5, 3.1, 3.2, 3.3, 4.5, 5.4
<b>Capital Improvements Program – Pedestrian &amp; Bicycle Routes</b>		
Investigate opportunities for retrofitting pedestrian and bicycle routes into areas that are currently developed, especially areas that may be in need of improvement (e.g., older areas of the City).	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	1.9, 1.11, 4.1, 4.4, 4.7, 6.6, 9.1, 11.1, 11.5, 13.3, 13.4
<b>City Programs/Projects – Improvements to Existing Neighborhoods/Areas</b>		
Identify projects for retrofitting elements discussed within this Comprehensive Plan (e.g., connectivity, mixing land uses, access to parks, streetscape enhancements, etc.) in existing areas. Prioritize these projects, and allocate funds on an annual basis to complete them.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	1.9, 1.11, 4.1, 4.4, 4.7, 6.6, 9.1, 9.4, 9.5, 12.7, 12.8, 13.4
<b>Incentives &amp; Financing Programs – Increased City Participation in Development Costs</b>		
Consider adopting a policy to waive specific development fees 1) in identified areas in which development is preferred, 2) for preferred types of development, such as mixed use, and 3) in redevelopment situations.	7: Growth Strategy	1.5, 3.1, 3.3, 4.5, 12.2, 15.2, 15.3, 16.4
Work with local economic development agencies to establish a program that would encourage older businesses to make aesthetic and pedestrian improvements.	5: Livability Strategy	1.4, 4.3, 4.8, 6.6
<b>Public/Private Partnerships – Workforce Housing Assistance, Coordination with Local Businesses</b>		
Consider establishing a first-time homebuyer program that could be used in relation to housing types other than single-family, such as townhomes or lofts.	4: Land Use Strategy 5: Livability Strategy	1.8, 5.1, 7.2, 8.1, 8.2, 15.3
<b>Intergovernmental Partnership – Regional Rail Transit</b>		
Establish a two-faceted local transit authority that focuses on both 1) regional rail, and 2) whether a local transit system is feasible.	6: Transportation Strategy	11.1, 11.6, 13.1, 13.2, 13.4, 14.2



Table 8-4  
ON-GOING IMPLEMENTATION ACTION PRIORITIES

Implementation Action	Chapter	Visioning Action
<b>Capital Improvements Program – Pedestrian &amp; Bicycle Routes, Roadway Improvements, Water &amp; Wastewater Facilities</b>		
Allocate capital funds to the establishment of pedestrian and bicycle routes on a regular, annual basis.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	4.1, 6.1, 9.1, 9.4, 10.1, 11.1, 11.3, 11.4, 11.5, 13.3, 13.4
Make roadway improvements with consideration toward the concepts of urban design that are discussed within this Plan.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	6.2, 6.6, 12.7
Allocate funds to make roadway improvements on a regular, annual basis. The <i>Thoroughfare Plan</i> (Plate 6-1, page 6.12) should continue to be used as a guide for expenditures.	6: Transportation Strategy	11.2, 11.3, 11.4, 12.7, 12.8
Use the Water and Wastewater Capital Improvements Program (CIP) study (as it is currently and may be amended) as a guide for expenditures.	7: Growth Strategy	10.1, 16.2, 17.2, 17.3
<b>City Programs/Projects – Public Art</b>		
Continue the Public Art Program, which helps fund local art initiatives. (The program should continue to receive a percentage of Frisco’s Capital Project Funds budget to finance its activities.)	5: Livability Strategy	2.1, 6.1, 6.4
<b>Incentives &amp; Financing Programs – Impact Fees</b>		
Consider different impact fees for areas that achieve specific livability objectives (i.e., based on location and degree of compliance).	7: Growth Strategy	1.5, 3.1, 3.2, 3.3, 15.2, 15.3, 16.4
<b>Public/Private Partnerships – Collaborations with Local Education Providers, Tourism Support Programs to Promote “Destination City” Status</b>		
Continue to work with local school districts and local colleges on educational planning efforts.	5: Livability Strategy 7: Growth Strategy	6.11, 7.4, 10.3
Work with the Frisco Economic Development Corporation (FEDC), the Frisco Convention & Visitors Bureau (FCVB), and other tourism-related interests to market Frisco as a destination City.	5: Livability Strategy	6.1
<b>Intergovernmental Partnerships – Regional Rail Transit, Bus Transit Program–Continued Partnership</b>		
Continue to work closely with the NCTCOG and other area cities to establish a regional commuter rail line.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	11.1, 13.1, 13.2, 13.4, 14.2
Ensure that the three rail stations planned for within the City remain in Frisco, and encourage additional stations within Frisco, if possible.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	11.1, 13.1, 13.2, 13.4, 14.2
Continue the current bus transit programs as alternative transportation options.	4: Land Use Strategy 5: Livability Strategy 6: Transportation Strategy	11.1, 13.4, 14.2



