



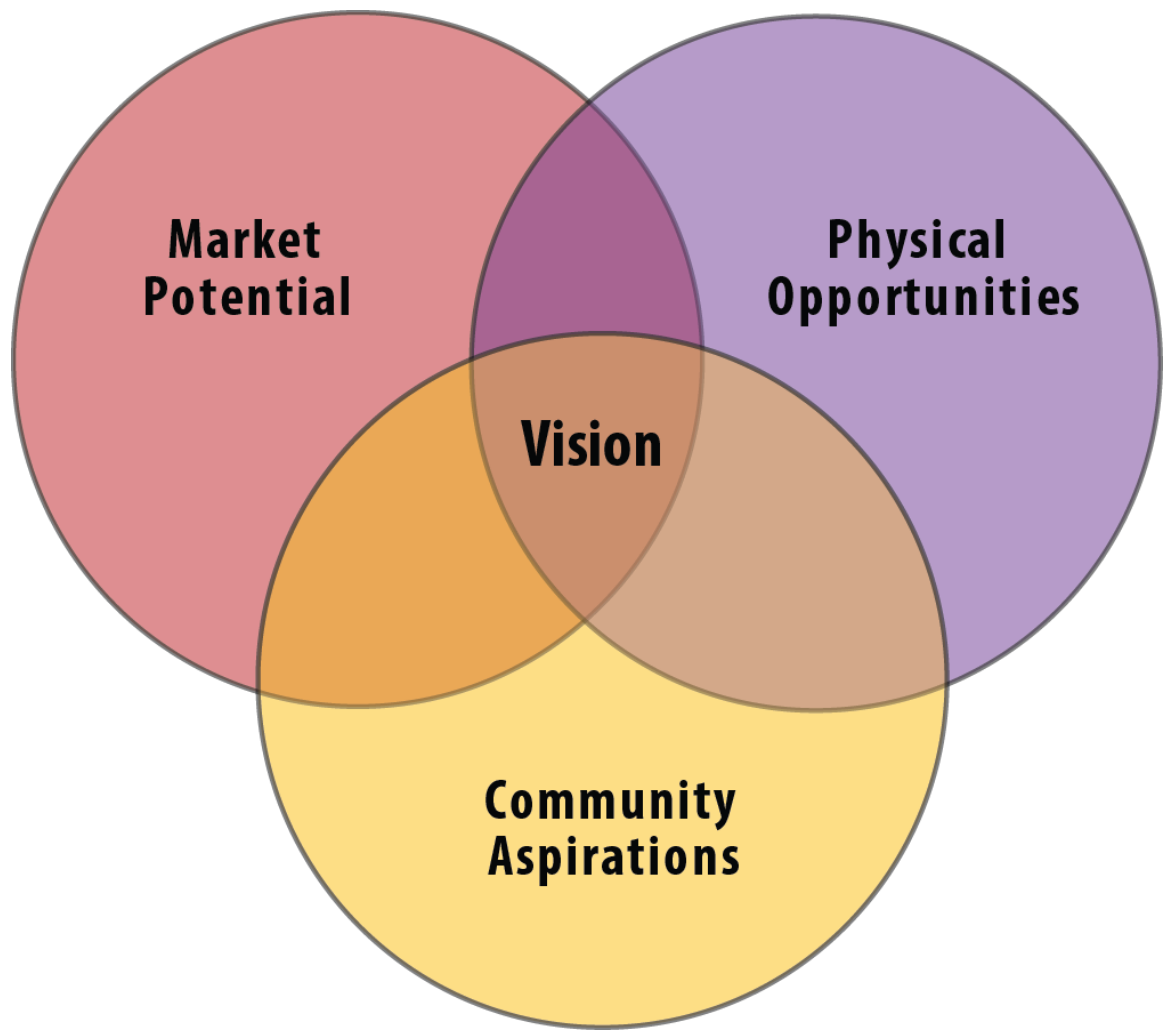
**City of Frisco**

*Comprehensive Plan Update*

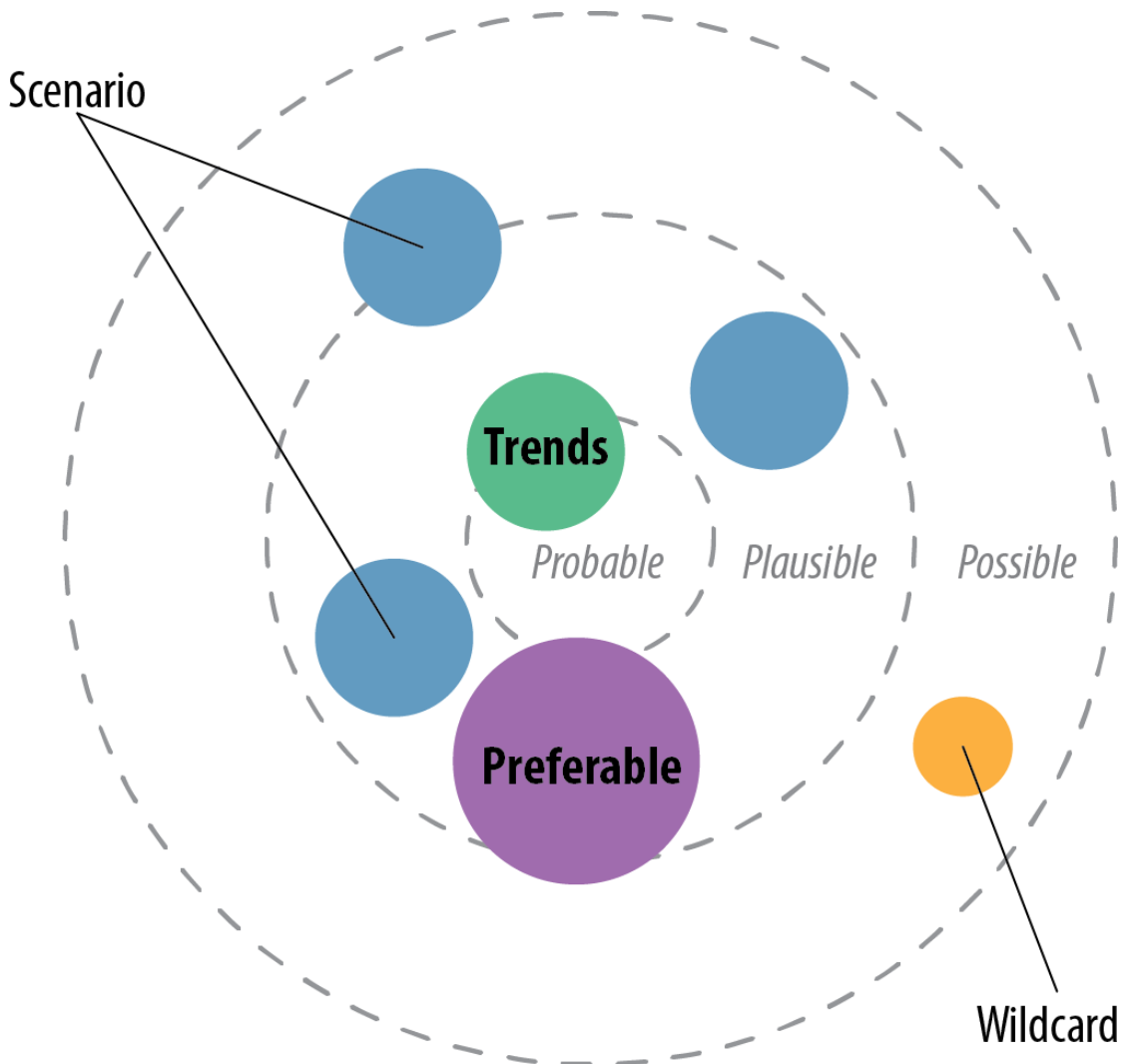
## Overview of the 2015 Draft Comprehensive Plan



# Comprehensive Planning Process



# Comprehensive Planning Process



# Overview of Public Involvement Opportunities

- This draft is a plan created through the extensive engagement and involvement of the Frisco community.
- The process included many different choices for participation.
  - On-going involvement by individuals throughout the process, whenever they chose to be involved.
    - Website, Facebook, Twitter, Email, MindMixer and SurveyMonkey
  - Meetings and events for direct interaction and active involvement of residents, property owners, civic organizations and other interested individuals.
    - Stakeholder interviews (March & April)
    - City Staff work session (March 26)
    - Community Open House (April 10)
    - Spring Community Workshop (May 17)
    - Fall Community Workshops (September 10, 11, 15 & 17)
  - Presentations and 'Plan in a Box' kits enabled Frisco groups and organizations to consider plan issues at their own meetings.
  - Comprehensive Plan Advisory Committee (CPAC), appointed by City Council, to serve as the key body responsible for developing the plan – 12 meetings.
  - Planning & Zoning Commission and City Council participation at 4 joint workshops with the CPAC.

# Extensive Public Involvement as a Result

- These 'touchpoints' resulted in a very large amount of input throughout the planning process.
- There were almost 2,350 participants\* in these involvement opportunities.
- Over 13,000 comments, ideas, recommendations were received.
- This extensive engagement has played a significant role in the draft you are reviewing this evening.



\* Participants include all individual participants in each activity, so people who participated more than once are counted each time they participate.

## **Frisco is vital, desirable and resilient because its strong sense of community is based on:**

- High-quality, people oriented design;
- Celebration of distinctive natural and cultural assets and a unique Frisco identity;
- Effective and sustainable use of limited resources, including public funds; and
- Provision of public facilities, services and amenities that residents and businesses need for their own continuing success.

# Principles for Shaping Frisco's Future

---

**PRINCIPLE 1:** Frisco is sustainable — desirable and resilient over time — in terms of its residential areas, infrastructure, economy and resource use and contains walkable places that remain distinctive and appealing over time.

**PRINCIPLE 2:** Frisco's natural assets and open spaces are retained and are valued focal points for the community.

**PRINCIPLE 3:** Frisco invests in infrastructure and facilities to keep pace with its growth in residents and jobs.

**PRINCIPLE 4:** The Frisco community offers quality education and training for children (K-12), college age students and adults.

**PRINCIPLE 5:** Frisco is a high-quality community in terms of its design, amenities and quality of life.

**PRINCIPLE 6:** Frisco is a healthy and safe community.

**PRINCIPLE 7:** Frisco is diverse, with a variety of housing, shopping, arts/culture and entertainment choices.

**PRINCIPLE 8:** Frisco has a strong sense of community.

# Principles for Shaping Frisco's Future

---

**PRINCIPLE 9:** Frisco's neighborhoods—of all types—remain vital and desirable, even as they mature, and provide a variety of housing choices that meet the needs of people at all stages of their lives.

**PRINCIPLE 10:** Frisco has a diverse economy and is recognized as a major DFW employment center and a regional event, sports and cultural destination.

**PRINCIPLE 11:** Frisco is a walkable city where most residents have ready access from their homes to schools, jobs, open spaces, shopping, entertainment, a variety of mixed-use places and other destinations using travel modes in addition to the auto (such as walking, biking and public transportation).

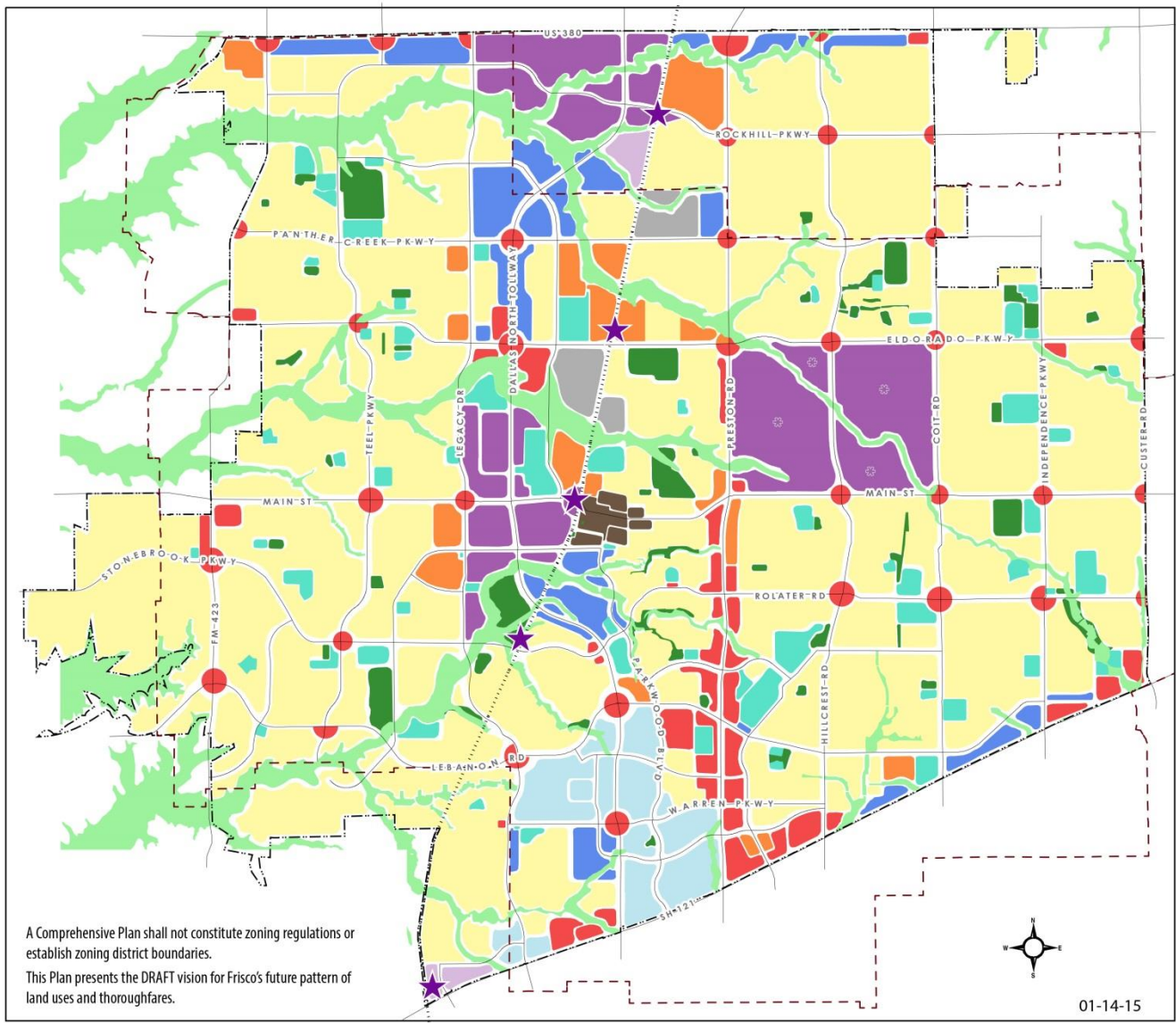
**PRINCIPLE 12:** Frisco coordinates its land use patterns with the City's mobility network to minimize traffic congestion.



# Draft 2015 Future Land Use Plan



## DRAFT 2015 Future Land Use Plan



Legend:

- Suburban Neighborhood
- Town Center
- Mixed-Use Neighborhood
- TOD
- Urban Center
- Suburban Regional Activity Center
- Commercial Node
- Business Park
- Industrial Park
- Public / Semi-Public
- Park
- Floodplain
- Future Rail Station
- Capped per Development Agreement
- Major Roads
- City
- FISD

A Comprehensive Plan shall not constitute zoning regulations or establish zoning district boundaries.  
This Plan presents the DRAFT vision for Frisco's future pattern of land uses and thoroughfares.

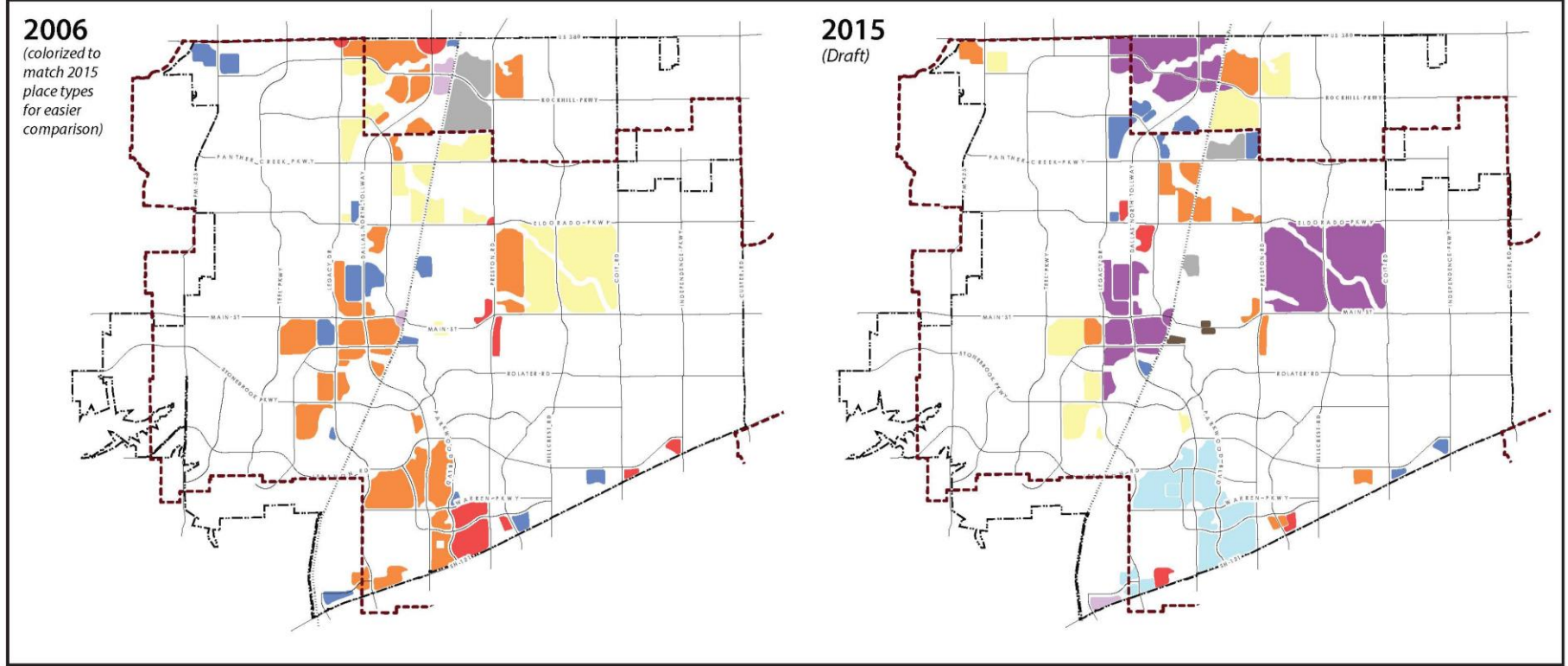
NOTE: Public and Semi-Public uses include civic and institutional uses, such as schools, police and fire stations, libraries, etc. Areas shown are those known at the time of analysis for this update.

NOTE: Parks and open spaces are intended to be developed throughout the city, and may be part of any land use. Areas shown are those known at the time of analysis for this update.

01-14-15

# Draft 2015 Land Use Plan – Changes from the 2006 Plan

- The differences between the 2006 Plan and Draft 2015 Plan cover ±11.7 square miles (less than 17% of the total City at build-out)



Suburban Neighborhood	Urban Center	Industrial Park	Major Roads
Town Center	Suburban Regional Activity Center	Public / Semi-Public	City
Mixed-Use Neighborhood	Commercial Node	Park	FISD
TOD	Business Park	Floodplain	

PROPOSED CHANGES	TOTAL	BRINKMANN UC TRACT	REMAINDER
Acres	7,514	* 1,851	5,663
Square Miles	11.7		8.8
Percent of the City (Inc. EJ)	16.7%		12.6%

\* Capped to what is allowed by the existing Planned Development standards and Development Agreement 02-04-78R.

# Draft 2015 Land Use Plan – Build-out Projections

The impact of the draft Plan on the build-out capacity (maximum) is estimated to be:

- Population

- ± **363,486**

- Housing Units

- ± **170,079 total**

- 83% of future residential development acreage is single-family

- These estimates reflect the highest density assumptions (*maximum*)

# Draft 2015 Plan – Fiscal Analysis

---

## Purpose

- Evaluate Future Land Use Plan from a Fiscal Perspective based upon our knowledge of current market conditions
- Raise Awareness as to Fiscal Implications of Land Use Decisions

## Components

- Land Use Mix (product types, values)
- Fiscal Revenues (property and sales tax, other revenues)
- Service Costs (per capita, including residents and employees)

# Frisco's Competitive Position in North Texas

---

- Dallas North Tollway and Preston Road Considered “Golden Corridor”
- SH 121 is a Major Contributing Factor to Future Growth
- Frisco has Key Elements of a Successful City
  - A Good School District
  - Services
  - Aesthetics

# Fiscal Balance (15-Year)

## Frisco Fiscal Summary

- Considering new development growth only, the land use mix envisioned in the Plan, based on current knowledge, appears to be favorable for the City in terms of operating revenues and expenditures. This is due to the following:
  - Frisco is expected to continue to attract a significant share of new development in the DFW Metroplex and can be selective in pursuing new market opportunities.
  - The high-value development environment that Frisco has established will be further enhanced by strategic investments in community amenities.
  - Frisco's future development pattern will take advantage of existing infrastructure and "leverage" public/private investments in new infrastructure.
  - A more compact future development pattern should provide cost efficiencies in providing services to residents and employees.

# School District Implications

- The need to measure School District impacts of the 2015 Plan was expressed by CPAC throughout the planning process
- Frisco ISD has a representative on CPAC
- Final Analysis of changes to the Draft 2015 Plan (from the 2006 Plan)
  - ↓ Frisco ISD enrollment to decrease
  - ↓ Prosper ISD enrollment to decrease
  - ↔ No change to Lewisville ISD
  - ↔ No change to Little Elm ISD
- No school district concerns expressed with the Draft 2015 Plan



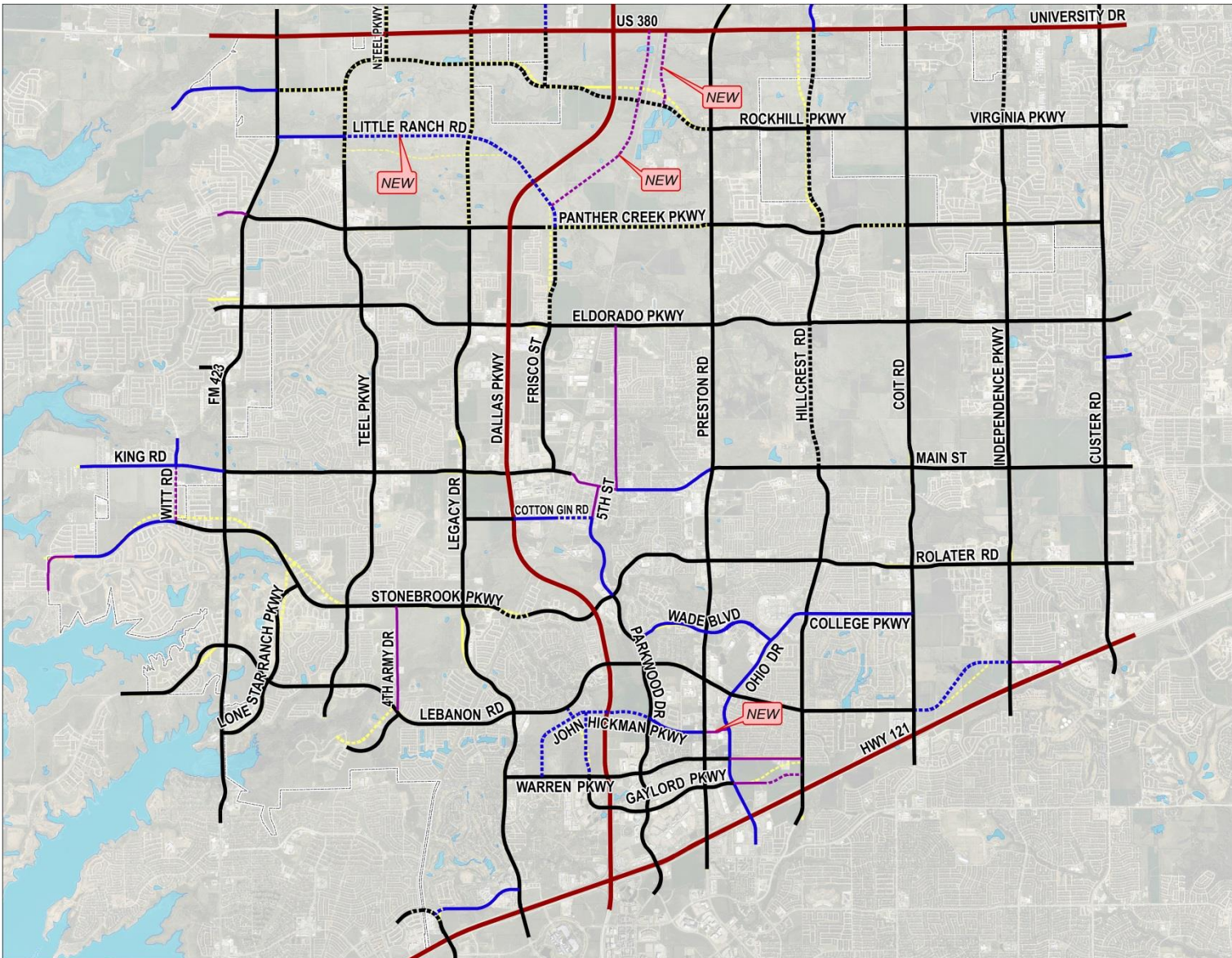
# Transportation Strategy - Overview

---

- Minor revisions to the current Thoroughfare Plan
- Future volumes will increase from today's volumes on DNT, Preston, SRT/SH 121, FM 423, and US 380 as development continues in Frisco and surrounding areas
- Design standards for streets were recently updated and are current with latest best practices
- Pedestrian infrastructure remains high priority for the City
- Bicycle integration from:
  - On-street facilities to City hike and bike system
  - Retail and commercial
  - Major Employers
  - Parks
  - Schools
  - Entertainment Venues



# Draft 2015 Thoroughfare Plan – Changes from the 2006 Plan



## LEGEND

### Thoroughfare Plan Updated Alignments

- Highway / Tollway
- Major Thoroughfare
- - - - Major Thoroughfare (Proposed)
- Minor Thoroughfare
- - - - Minor Thoroughfare (Proposed)
- Collector Street
- - - - Collector Street (Proposed)

### Thoroughfare Plan (2006)

- Major Thoroughfare
- - - - Major Thoroughfare (Prop)
- Minor Thoroughfare
- - - - Minor Thoroughfare (Prop)
- Collector Street
- - - - Collector Street (Prop)
- Frisco City Limits
- Lake / Pond



# Other Key Components - Overview

---

2015 Comprehensive Plan Update topics include:

- Land Use
- Transportation
- *Economic (New Strategy)*
- Livability (Placemaking and Resiliency)
- Infrastructure Strategy (Development Strategy)
- *Public Health & Safety (New Strategy)*
- *Ecology & Natural Resources (New Strategy)*

# Example - Placemaking and Resiliency Strategy

- Update to the Livability Strategy in the 2006 Comprehensive Plan
- Focuses on creating:
  - Distinctive Destinations
  - Great streets with an engaging street wall
  - Buildings, streets, housing and open spaces with longevity
  - A mix of land uses to activate the pedestrian realm
  - Environmental responsiveness
- Focuses not only on techniques for new development, but also on tools that can maintain the image of the community over time.



# Implementation - Overview

---

- Implementation is crucial to the success of any Comprehensive Plan.
- Key implementation strategies are listed in the Plan, according to six themes.
- Proposed timing is indicated.
  - Short-Term is 0 to 2 years
  - Mid-Term is 2 to 5 years
  - Long-Term is 5+ years
- Detailed information and tracking tools will assist staff in setting priorities and monitoring progress.

# Implementation – Key Themes

1. **Guidelines** – Strengthen the visual and functional environment through improvements to City design guidelines.
2. **Regulations** – Strengthen the development pattern in the City through targeted amendments to City standards, particularly the zoning and subdivision ordinances.
3. **Financial Incentives** – Develop programs that provide incentives for developers to build superior projects that comply with the Principles of this Plan and the regulations of the City.
4. **Capital Investments** – Define criteria and establish processes that promote the expenditure of City funds in a fiscally responsible manner.
5. **Education and Communication** – Ensure processes and procedures that communicate the results of the implementation effort and provide a framework for tracking the success of the strategies.
6. **Partnerships** – Identify and forge partnerships with individuals, groups and businesses to advance the Principles of this Comprehensive Plan.



**City of Frisco**

*Comprehensive Plan Update*

## Overview of the 2015 Draft Comprehensive Plan

