

Development Services Activity Report

2021



PROGRESS IN MOTION

DEVELOPMENT SERVICES DEPARTMENT

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3rd floor

Frisco, TX 75034

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Executive Summary

This report provides an in-depth look into Frisco's development activity, outlook, and projections. The Department's divisions include Planning, Building Inspections, Health & Food Safety, and Code Enforcement.

The department continues its focus on quality planning and review by implementing a city-wide electronic review software and design standards for the US 380 Overlay District. The Texas American Planning Association also recognized the Planning Division with the Richard R. Lillie Planning Excellence Award for 2021.

The City's reputation for its quality of life, high development standards, and exceptional school districts have contributed to a unique residential market with historic lows of lots available for single family housing. These reasons coupled with a limited supply of building material and labor has led to a 2% decline in single family permits (See [page 12](#)).

However, our department is seeing an increase in available lots with the approval of residential projects. With 20% of our land still undeveloped, residential permit activity is expected to extend into 2030 (See [page 10](#)). The City is currently projecting a buildout population of 325,000 (See [page 8](#)).

The recently updated Future Land Use Plan (2020) modified opportunities to develop mixed-use projects with urban living apartments located primarily along the Dallas North Tollway corridor. The Fields project, located at the northern edge of the City, is beginning a mixed-use development. The development plans for 5,000 single-family homes, 8,500 urban living units, and 1,000 units of student housing. A University of North Texas campus is under construction adjacent to the Fields project and Preston Road. With much of the Fields project accessible by the Dallas North Tollway, it has potential to create thousands of jobs, attract major companies, and elevate the City's tourism destination status. Omni Hotels & Resorts began development next to the PGA's new headquarters. PGA of America consists of 600 acres primarily situated within the 2,500 acres of the Fields project.

The Hall Park development is transitioning from an office park to a mixed-use entertainment district. The City entered into an agreement between the Frisco Independent School District, Frisco Community Development Corporation, and the Hall Group for the construction of a performing arts center, a parking garage and a 5-acre park. A recent zoning case entitled the area to 2,021 urban living units.

Recent results from the 2020 Decennial Census and American Community Survey show Frisco's transformation in many areas including racial diversity when compared to past census results (See [page 5](#)).

Based on the findings as detailed in the report, Frisco is positioned for continued growth and a destination for families and visitors.

Contact Chris Leonard at 972 292-5361 or cleonard@friscotexas.gov if you wish to inquire about the contents of the report. The Development Services office is open to the public during regular business hours (8:00 AM - 5:00 PM) at (972) 292-5300. Plan and permit applications are [accepted 24 hours a day](#).

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Acknowledgements

MAYOR AND CITY COUNCIL

Jeff Cheney, Mayor
Bill Woodard, Mayor Pro Tem
Brian Livingston, Deputy Mayor Pro Tem
Shona Huffman, Council Member
John Keating, Council Member
Angelia Pelham, Council Member
Dan Stricklin, Council Member

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Edward Kelly, Commissioner
Jon Kendall, Commissioner
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Poley Birika, Plans Examiner Supervisor
Chris Leonard, Senior Planner



Overview

Five-year Summary

	2017	2018	2019	2020	2021
Single Family Permits	1,936	2,206	2,083	2,498	1,894
New Commercial Space (MSF)	5.1	2.8	3.3	1.5	2.6
Project Submittals	609	578	628	647	938*
Population	172,673	183,172	193,228	206,469	214,142

*Pre-submittal meetings are now formal submittals (129).

Major Projects & Policy

- Transitioned to a comprehensive electronic plan review system.
- Implemented US 380 Overlay District Design Standards.
- Updated the Future Land Use Plan.
- Developed a Food Truck Ordinance.
- Removed alcohol distance requirements.
- Developed a Short-term Rental Ordinance

Population

- Annual Growth: 3.7%
- Residents added: 7,673

Land Available for Development

- 20% (not in flood plain)

Housing

- Total Single Family (SF) Units: 56,779
- Issued SF Permits (2021): 1,894
- Total Multi-Units: 22,873
- Issued Multi-Unit Permits for Projects (2021): 5 (1,524 units)

Top Ten Commerical Projects Completed by Size (ft²)

1. Keurig Dr Pepper Headquarters and garage: 955 K
2. Garage Expansion At Frisco Station 371 K
3. The Offices Three At Frisco Station 214 K
4. Amazon Delivery Station 178 K
5. Star Commerce Center 102 K
6. Tru By Hilton At Stonebriar Mall 53 K
7. David McDavid Lincoln 40 K
8. HHD Medical Village LLC 40 K
9. Frisco KIA 39 K
10. Shops at Eldorado 26 K



Demographics

Decennial Comparison

	2000	2010	2020
Population - April 1st	33,501	116,989	200,509
Housing			
Housing Units	13,692	42,306	73,633
Vacancy Rate	12%	5.7%	6.3%
Mean Home Value	\$157,200	\$251,400	\$476,422
Mean Household Income	\$79,149	\$117,816	\$146,649
Housing Burden (housing cost <35% of income)			
Renters	18.3%	28.4%	34.4%
With a mortgage	12.4%	22.8%	14.2%
Without a mortgage		10.4%	8.2%
Age			
Median Age (yrs)	31	32	36
Under 5 yrs	12.9%	11.6%	6.2%
School-age (5-17 yrs)	17.2%	25.7%	23.8%
Adults (18-64 yrs)	65.8%	58.3%	61.5%
65 yrs and over	3.3%	4.5%	8.6%
Employment			
Labor Force Participation (16 yrs+)	56%	79.8%	73.4%
Unemployment Rate	2.3%	5.4%	3.6%
People below the poverty level	3.4%	5.8%	3.5%
Average Commute Time (min.)	31.0	27.3	28.8
Worked from home	9%	11.1%	12.2%
Educational Attainment (25 yrs+)			
Bachelors Degree	37.4%	40.1%	36.7%
Graduate Degree	12.3%	16.0%	26.5%

Source: [Decennial Redistricting Data and 2019 ACS 1-year estimates.](#)

Note: 2020 ACS 1-year estimates unavailable due to COVID-19.

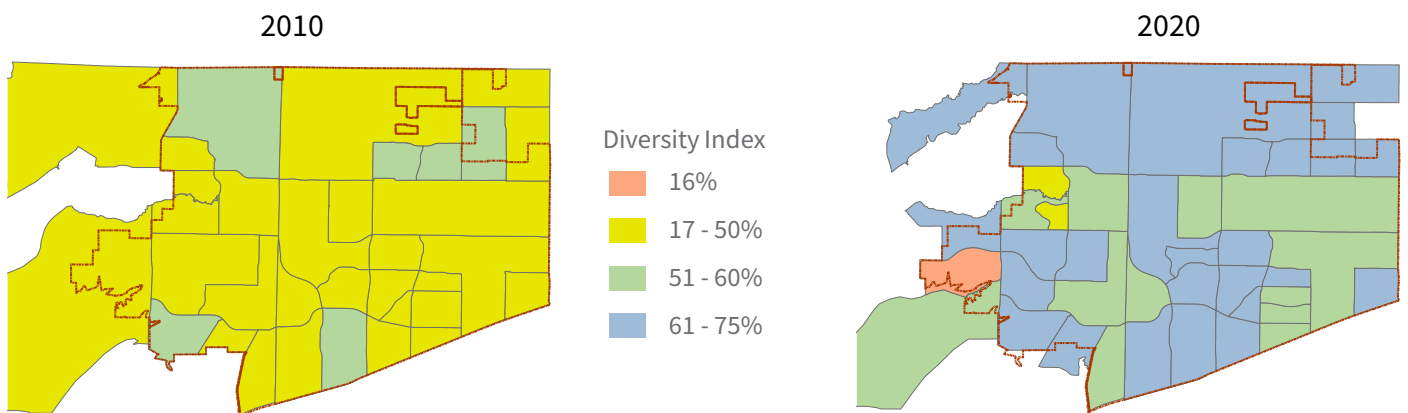
People

Decennial Comparison

	2000	2010	2020
Race - April 1st			
White	87.3%	75.0%	50.5%
Black	3.6%	8.1%	9.0%
American Indian	-	0.5%	0.5%
Asian	2.1%	10.0%	26.3%
Pacific Islander	-	0.04%	0.1%
Other race	4.6%	3.3%	3.5%
Two or more races	2.2%	3.1%	10.1%
Hispanic (Any Race)	11%	12.1%	11.5%
Diversity Index			
Frisco	23%	40%	68%

Diversity Index by Census Tract

This index shows the probability that two people chosen at random will be from different race and ethnic groups.



For example, there is a 61%-75% chance that two randomly selected individuals will have a different race or ethnic group in the blue census tracts.

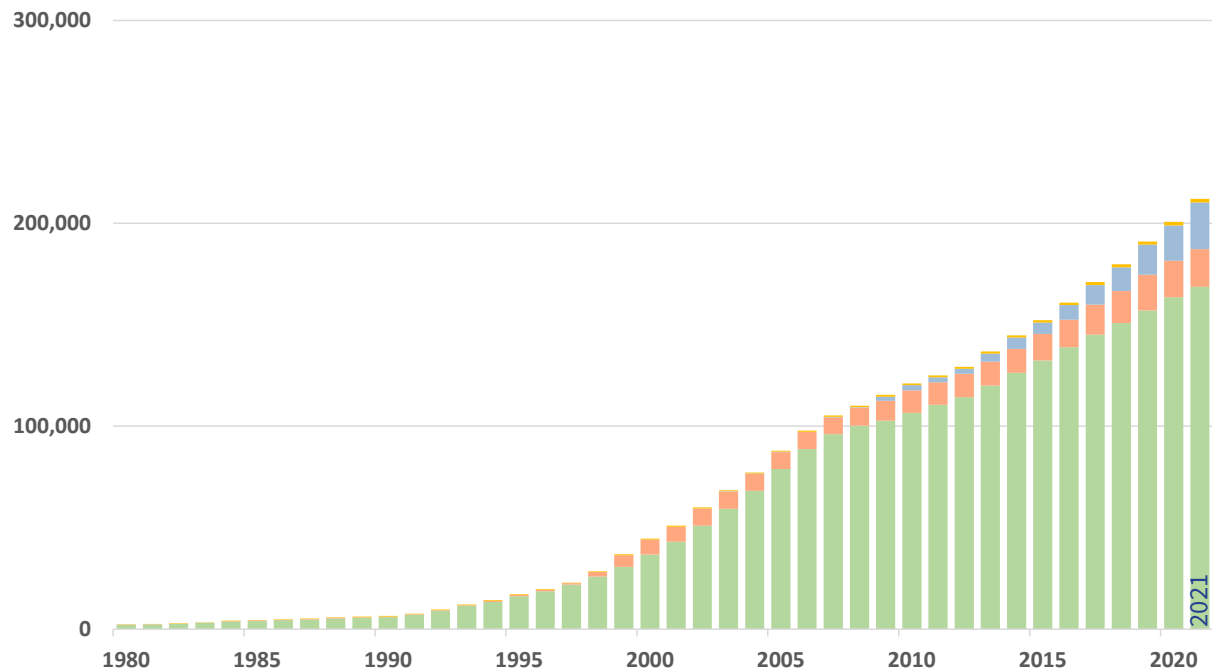
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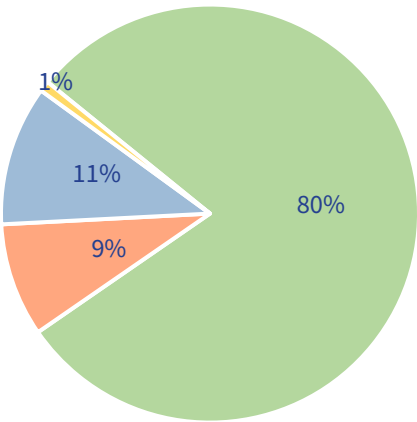
Population

Annual Population Growth

Frisco’s 10-year compound growth rate is 5.7%. The population change from 2020 is 3.7% with 7,673 residents added.



Population		
Single Family	<div></div>	171,683
Urban Living Apts.	<div></div>	22,377
Garden Style Apts.	<div></div>	18,617
Senior Living	<div></div>	1,465
Total:		214,142



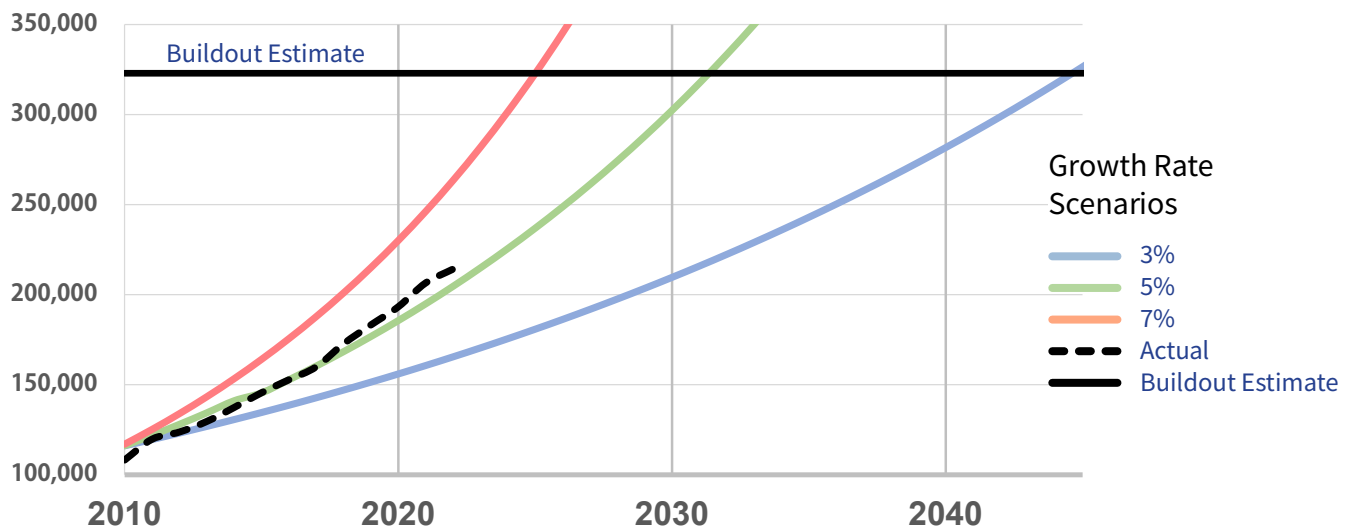
Projections

Buildout Update

The current buildout population is estimated at 325,000±.

Factors affecting the buildout population of a growing city include;

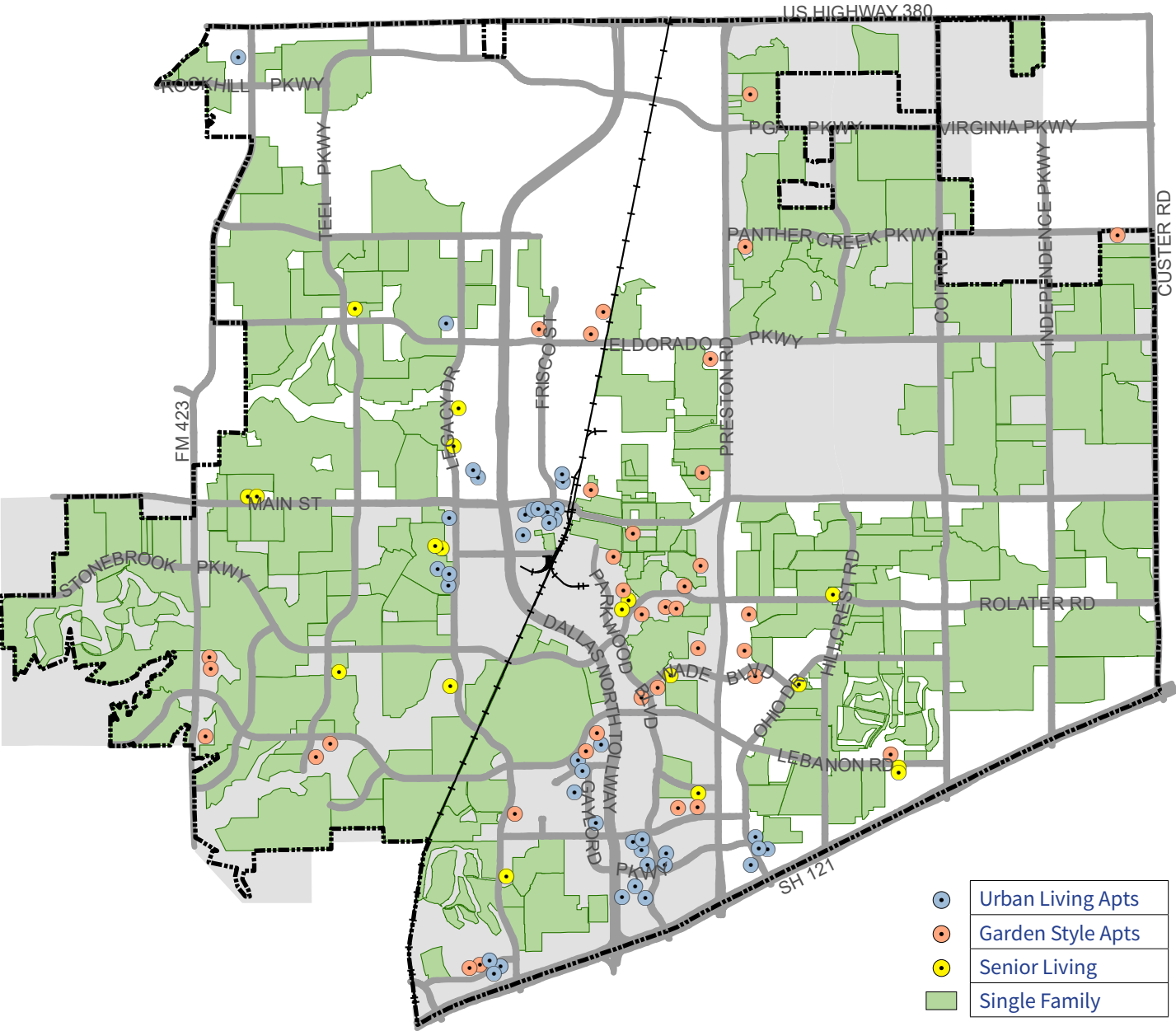
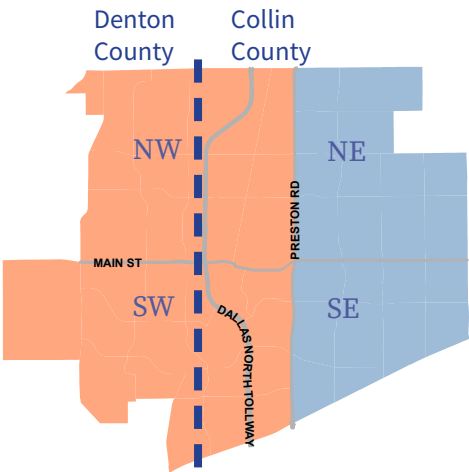
- Landuse reclassification in the Future Land Use Plan.
- Re-zoning to higher or lower densities.
- Current land availability.



Housing Units

Completed	Northwest	Northeast
SF	12,873	10,671
Apartments	3,830	777
Senior Living	476	7
	Southwest	Southeast
SF	18,703	14,532
Apartments	15,436	2,830
Senior Living	744	319

Denton County
25,092
5,302
1,014
Collin County
31,687
17,571
532

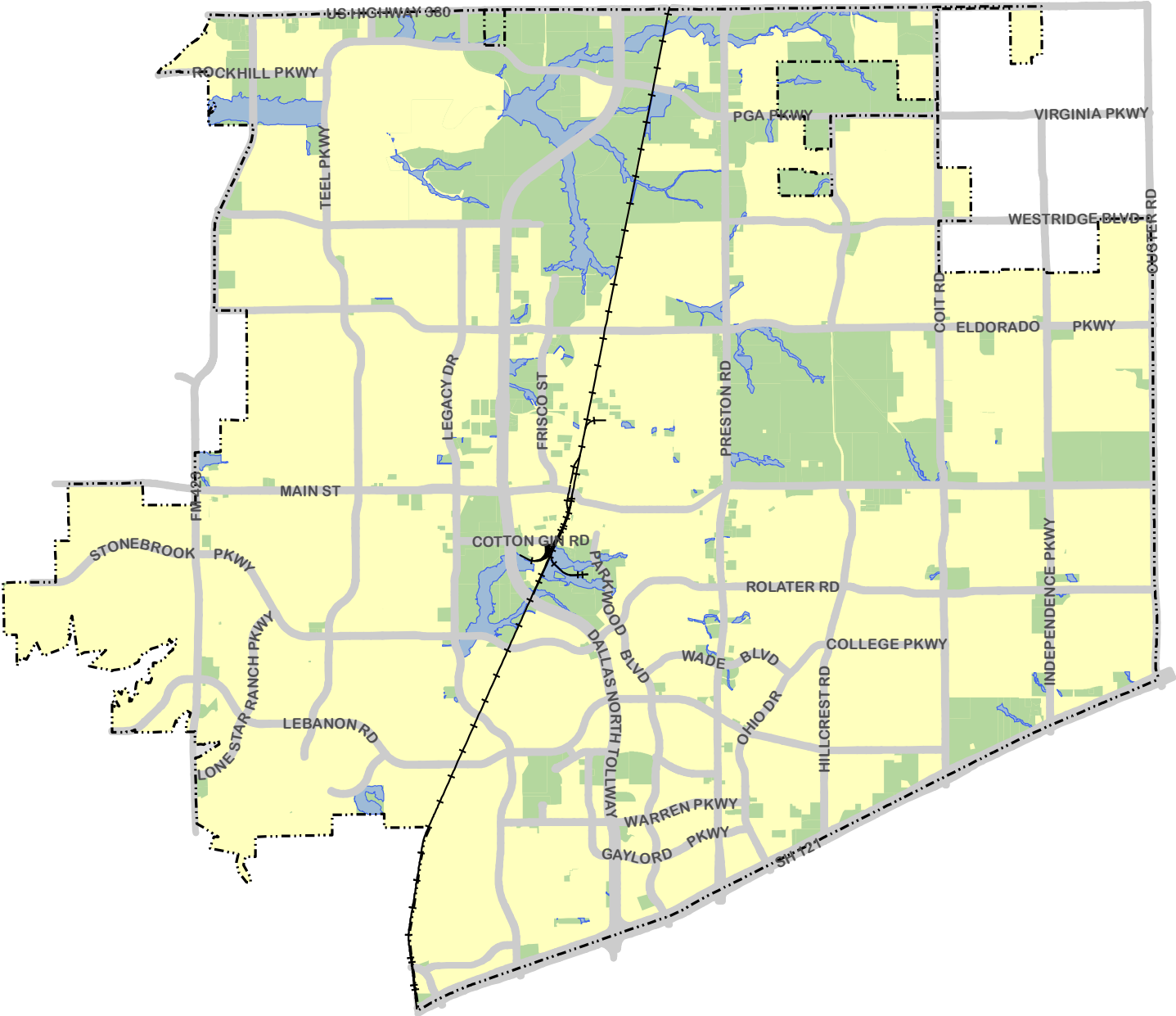
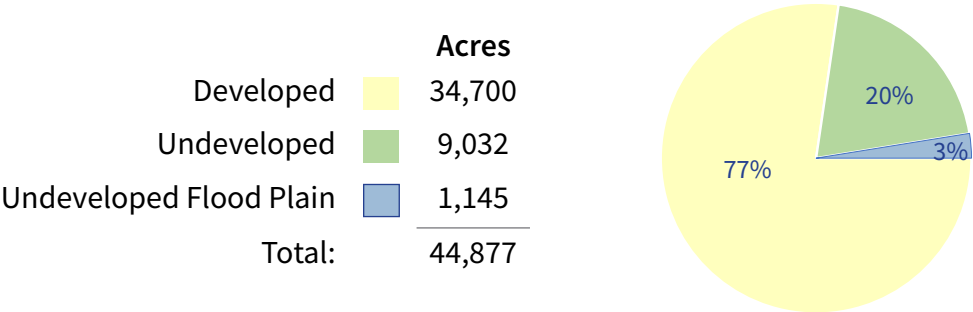


- Urban Living Apts
- Garden Style Apts
- Senior Living
- Single Family

Land Available

Undeveloped Land Update

Undeveloped land refers to parcels where there are no active plans (i.e. plats or plans). It does not include zoning cases.



Land Development Submittals

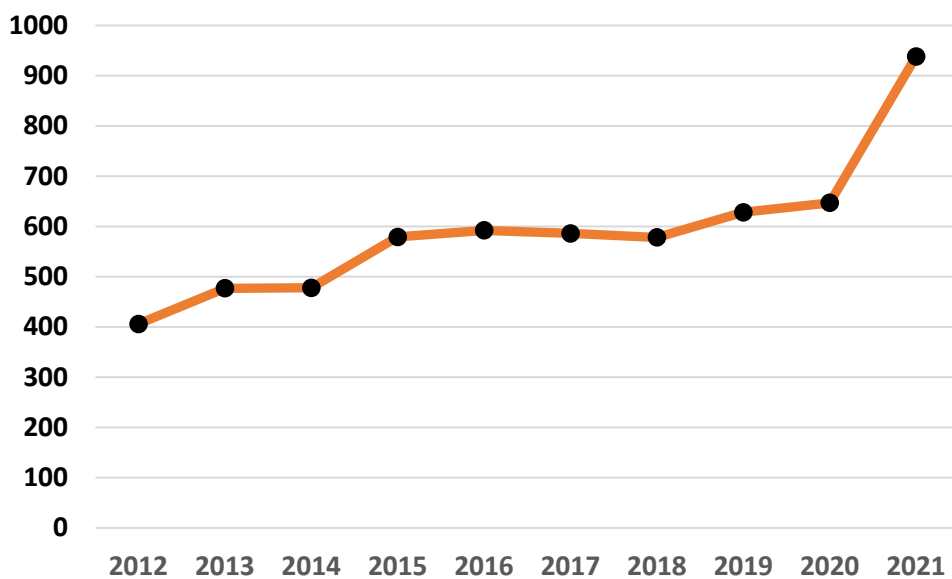
Project Activity (2019-2021)

Application Type	2019	2020	2021
Amended Plat	8	5	3
Annexation	3	0	0
Boundary Adjustment	0	0	1
Comp Plan	1	2	0
Construction Set	92	71	123
Conveyance	25	19	21
Facade Plan	47	109	128
Final Plat	45	57	45
Misc Dev	32	0	7
Open Space	42	90	122
Prelim Plat Minor Am	3	1	2
Preliminary Plat	11	7	17
Preliminary Site Plan	36	33	58
Presubmittal Meeting	NA	NA	129
Replat	31	24	45
Site Plan	106	89	109
Specific Use Permit	11	19	6
Substantially Conforming Site Plan	110	93	100
Zoning	25	28	22
Grand Total	628	647	938*

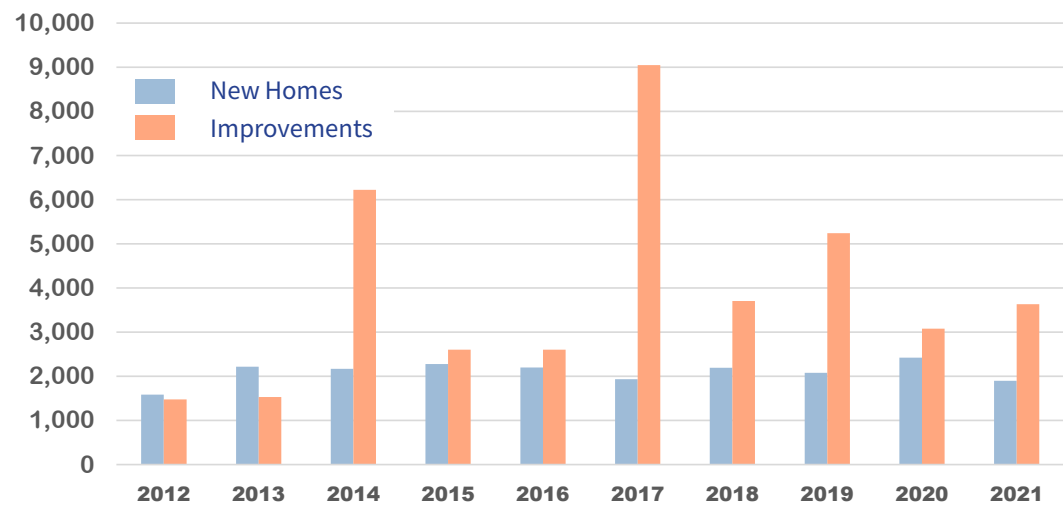


*Pre-submittal meetings are now formal submittals (129).

Total Development Submittals by Year (2012-2021)



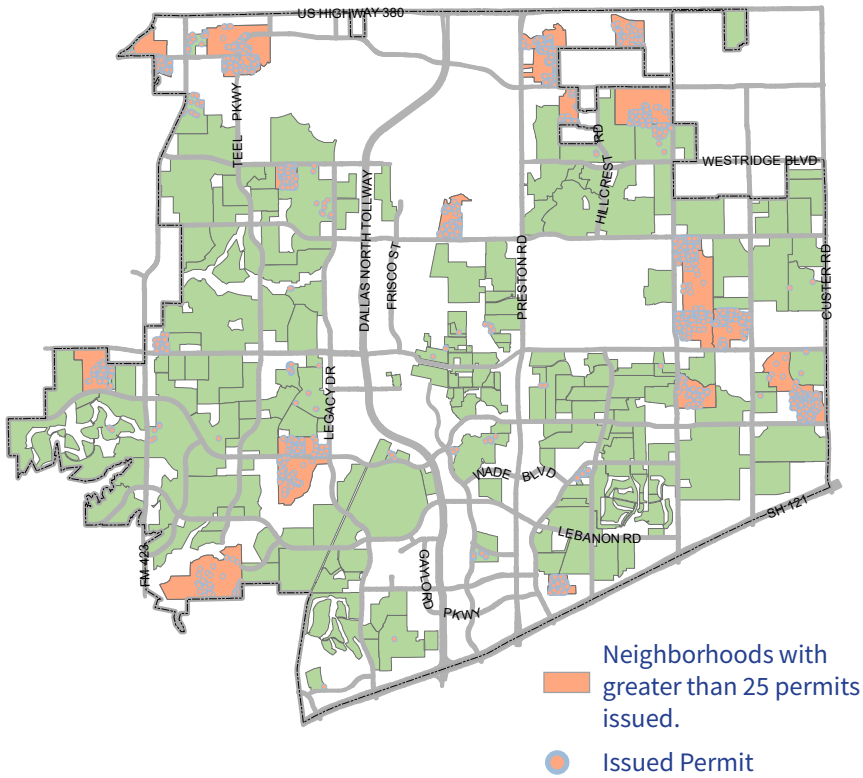
Residential Permits



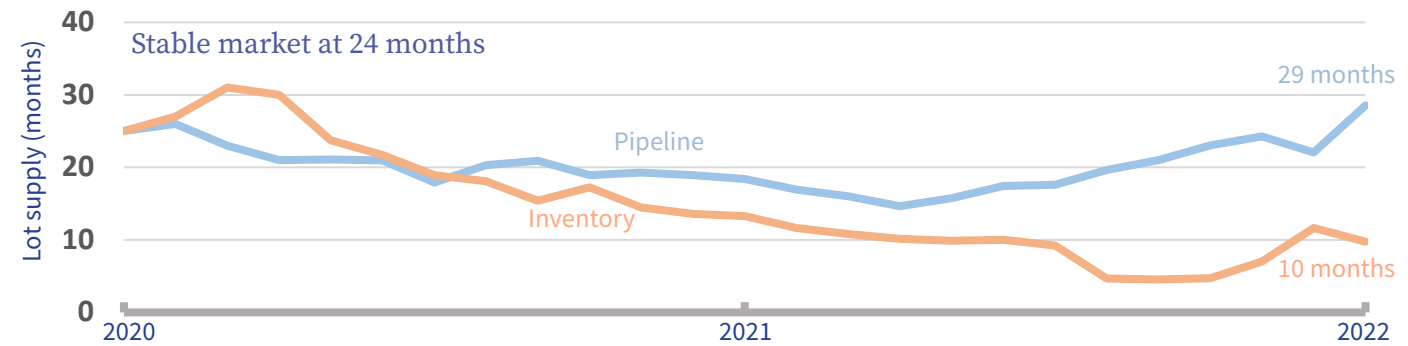
Top Five Neighborhoods and Builders

Neighborhood	Count
LEXINGTON COUNTRY	186
PARK VISTA	173
THE GROVE FRISCO	159
ESTATES AT SHADDOCK PARK	125
COLLINSBROOK FARMS	119

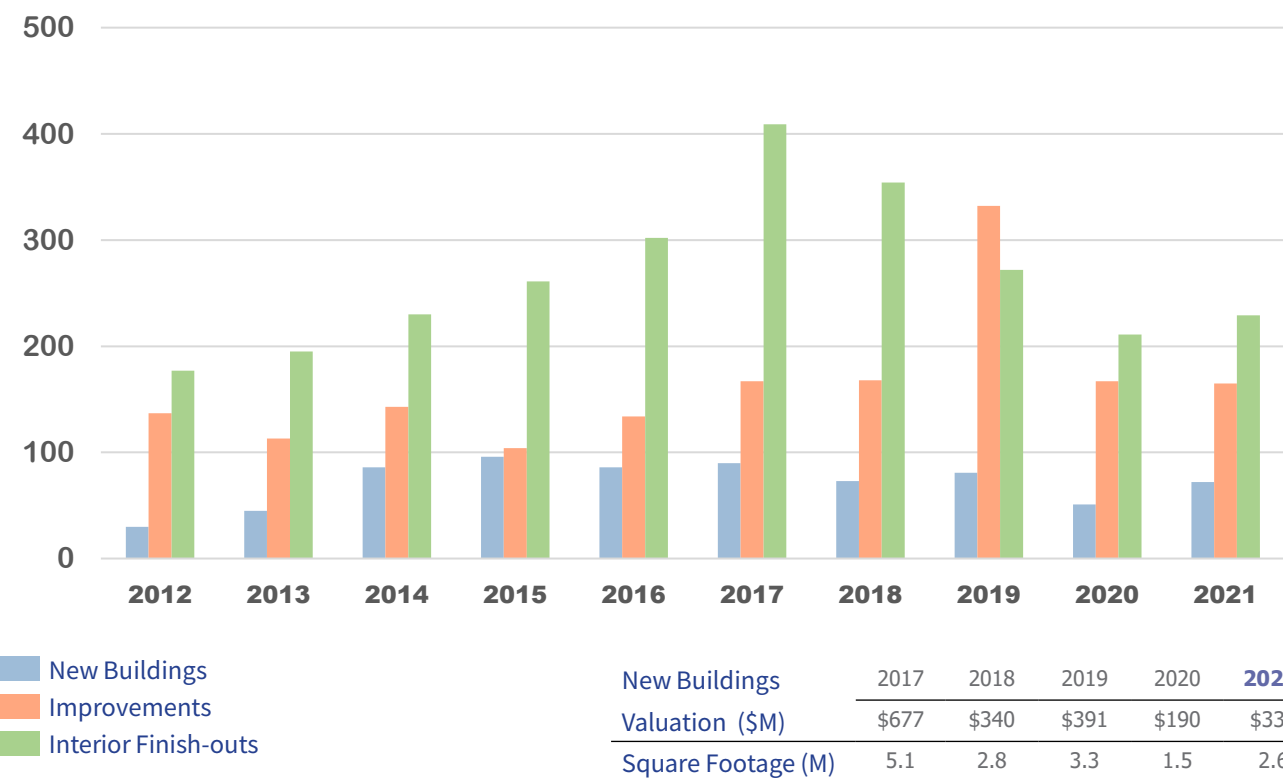
Builder	Count
TSHH, LLC	371
LANDON HOMES	230
FIRST TEXAS CUSTOM HOMES	155
SHADDOCK HOMES LTD	137
MEGATEL HOMES INC	95



Lot Supply



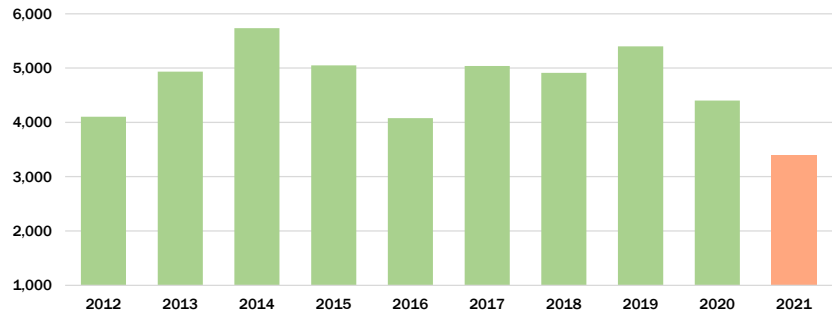
Commercial Permits



Other Permits

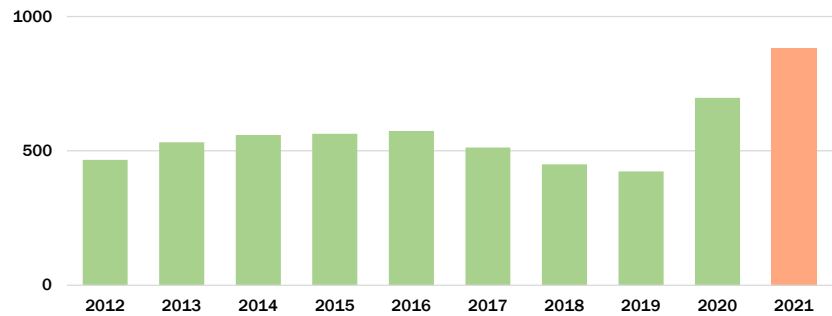
Mechanical, Electrical, & Plumbing

- Water Heaters
- Gas/Sewer Line Replacement
- Heating/Cooling Updates
- Panel or Socket Replacement
- Service Installation



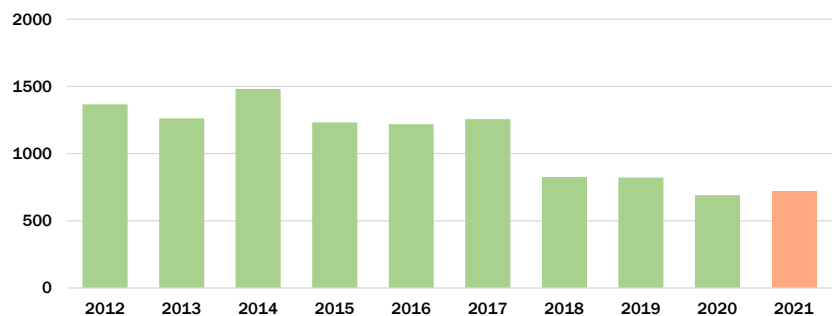
Pools

- Residential
- Semi-Public
- Non-residential



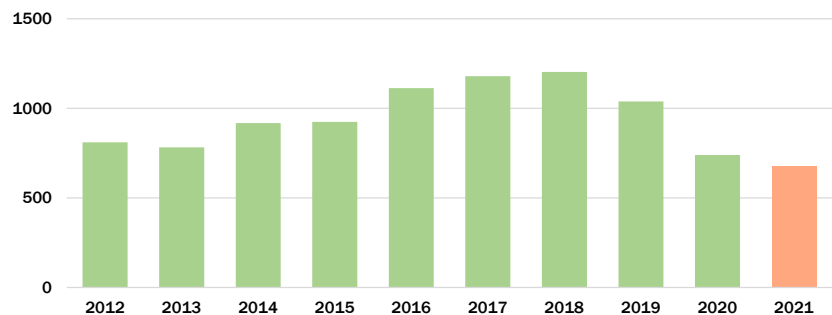
Fences/Walls

- Residential
- Retaining Walls
- Screening Walls
- Non-residential



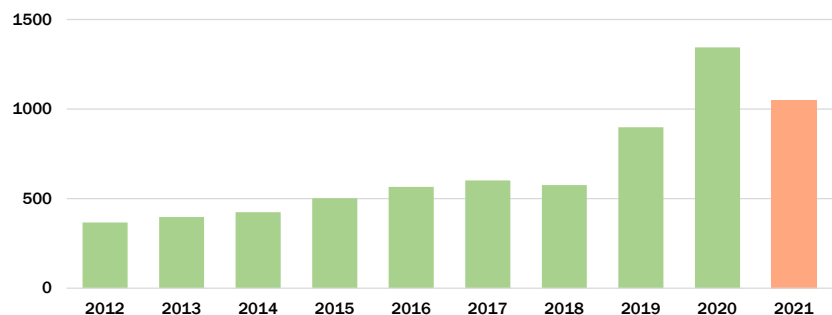
Signs

- Kiosk
- Real Estate
- Inflatable
- Canopy
- Wall

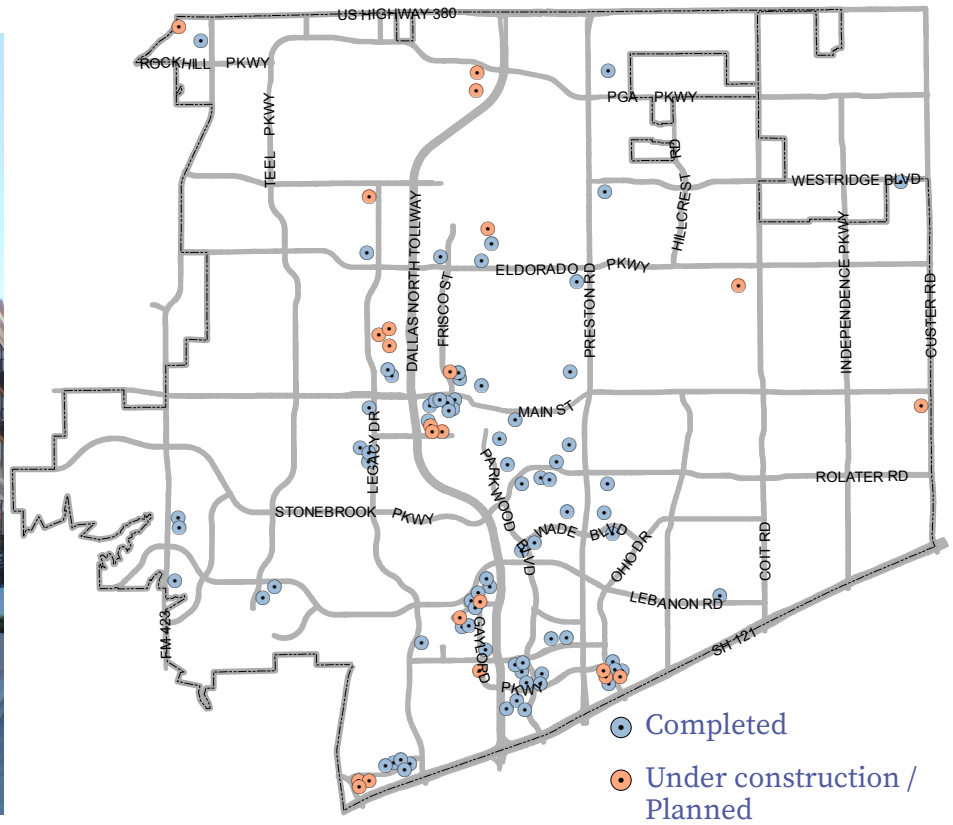


Health

- Restaurants
- Convenience/Grocery Stores
- Cafeterias
- Daycares / Assisted Living
- Mobile Catering
- Schools
- Temporary Events



Multifamily Development



Under Construction

Urban Living	Units
Cadence At Frisco Station (The)	323
Hall Park	214
Links At Frisco Green, The	375
Modera - Frisco Square	360
Ohio At Gaylord Ph3	289
Presidium - Frisco Square	371
Tyler, The	283
Urban Living at Frisco Station 3	303

Subtotal: 2,518

Garden Style

Brea Apartments	353
Grove Frisco, The	424

Subtotal: 777

Total: 3,295

Planned

Urban Living	Units
Frisco Fresh Market - Waterford 3	213
Remy- Frisco Square	357
Frisco Summit Ph 2	373
Frisco Summit Ph 3	317
Luxe At Railhead	453
Mansions At Railhead	404
Tower At Railhead	423
Newman Village Tract 6	300
Gate, The	106
Links At Frisco Green, The Ph2	312
Frisco 45 Ph1	392
Frisco 45 Ph2	362
Frisco 45 Ph3	338

Subtotal: 4,350

Garden Style

Alexan Frisco- Brinkmann	2,112
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Subtotal: 2,112

Total: 6,462

Medical Facilities

Hospitals	Address	Beds
Baylor Scott & White Institute for Rehabilitation	2990 Legacy Drive	44
Baylor Scott & White Medical Center - Centennial	12505 Lebanon Rd	118
Baylor Scott & White Medical Center - Frisco	5601 Warren Parkway	68
Medical City Frisco	5500 Frisco Square Blvd	61
Texas Health Hospital	12400 Dallas Pkwy	63
Private Psychiatric Hospital		Beds
Haven Behavioral Hospital of Frisco	5680 Frisco Square Blvd	70
Ambulatory Surgical Center		Suites
Baylor Scott & White Sports Surgery Center at the Star	3800 Gaylord Parkway	6
Baylor Scott & White Surgicare at Centennial	4401 Coit Rd	6
CCRM Dallas Fort Worth	8380 Warren Parkway	2
Dallas IVF Surgery Center LLC	2840 Legacy Dr	8
Frisco ASC LLC	5616 Warren Pkwy	2
Legent Outpatient Surgery Frisco	8350 Dallas Pkwy	6
Preston Surgery Center, LLC	7589 Preston Rd	2
Scottish Rite for Children	5700 Dallas Pkwy	3
Stand Alone Emergency Medical Care		Stations
Frisco ER	12600 Rolater Rd	2
ICare Emergency Room	2955 Eldorado Pkwy	9
Legacy ER	9205 Legacy Dr	9
Legacy ER	16151 Eldorado Pkwy	6
Medco ER Frisco LLC	5600 Eldorado Pkwy	7

Source: [Texas Health and Human Services](#)



Senior Living

Assisted Living Facility	Address	Licensed Capacity
Beehive Homes	2660 Timber Ridge Dr	57
Bethesda Gardens	10588 Legacy Dr	100
Huntleigh Care Homes	13305 Wimberley Dr	7
Huntleigh Care Homes	6974 Waverly Ln	8
Huntleigh Care Homes	3259 Cedar Creek Trl	7
La Fontaine Memory Care	11777 Lebanon Rd	40
Landing at Watermere	4300 Cotton Gin Rd	136
Mustang Creek Estates Frisco House	1200 W Main St	90
Parkview In Frisco	7420 Rolling Brook	57
Parsons House	5850 Ohio Dr	100
Saddle Brook Memory Care Community	9966 Legacy Dr	65
Sunrise of Frisco	2680 Legacy Dr	104
The Cottages At Chapel Creek	8111 Wade Blvd	90
Windhaven Senior Living	2828 A Nature Way	64
Nursing Facility		
Stonemere Rehabilitation Center	11855 Lebanon Road	136
Victoria Gardens Of Frisco	10700 Rolater Dr	118
Prairie Estates	1350 Main St	180
Age-Restricted Community		Units
Aspens at Wade Park		162
Artistry at Edgestone		188
Frisco Lakes		3,080
Parkview Independent Living		205
Watermere at Frisco		238

Source: [Texas Health and Human Services](#)