

2023

Development Services Activity Report



PROGRESS IN MOTION

DEVELOPMENT SERVICES DEPARTMENT

6101 Frisco Square Blvd
3rd floor

Frisco, TX 75034

Phone: 972-292-5300

Executive Summary

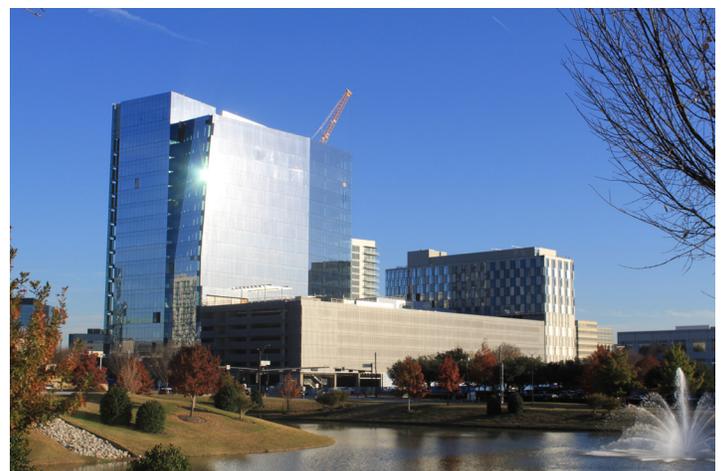
This report provides an in-depth look into Frisco’s development activity, outlook, projections, and demographic profile. The Department has five divisions: Planning & Zoning, Development Review, Building Inspections, Health & Food Safety, and Code Enforcement. The Texas American Planning Association recognized the professionalism of the planning staff with the Richard R. Lillie Planning Excellence Award for the sixth consecutive year.

Major development activity for 2023 includes:

- [2040 Comp Plan update](#) The planning process is in motion with committee meetings being held monthly. The Open House to start the Plan was on August 24th and well attended by the public;
- [2018 Downtown Master Plan Implementation](#) The design of the 4th Street Plaza is complete and construction will begin in early 2024 for the plaza and Main Street. Additionally, voters supported recommendations from the Plan by approving bonds for a 390-space parking garage;
- Development Services staff guided a tour of northwest Arkansas to learn about transforming downtowns into successful destinations. Participants included the Director of Development Services and key staff, Director of Visit Frisco, members of the Planning & Zoning Commission and the Downtown Advisory Board.
- Although there is an ample supply of building lots (4,500), single-family permitting declined at 23% from last year. New neighborhoods entering the market include the Brookside and the Preserve in the Fields community, Lexington Parks, The Grove, Village on Main Street, and Dove Creek;
- Buildout is nearly complete in Frisco Square of nearly 3,300 units of apartments and townhomes. The Zarky Development, on the west side of the Dallas North Tollway, across from Frisco Square, submitted plans for 1,680 units in a mixed-use master plan.
- Omni PGA Frisco Resort opened this year with 500-plus rooms. A ribbon-cutting ceremony was held featuring Texas Governor Greg Abbott, among other dignitaries.
- The Star in Frisco will be finishing the interior of a 15-story office tower. The Teachers Insurance and Annuity Association will fully occupy the tower north of Cowboys Way and west of Dallas North Tollway.
- The City Council approved a Specific Use Permit for the Universal Kids Resort. Progress on the resort is well underway following a groundbreaking in November.
- The unfinished site at Wade Park was rezoned as The Mix, which features 20 acres of open space along with office and urban living components.



Hall Park Redevelopment - 2022



Hall Park Redevelopment - 2023

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Acknowledgments

MAYOR AND CITY COUNCIL

Jeff Cheney, Mayor
 John Keating, Mayor Pro Tem
 Angelia Pelham, Deputy Mayor Pro Tem
 Brian Livingston, Council Member
 Tammy Meinershagen, Council Member
 Laura Rummel, Council Member
 Bill Woodard, Council Member

PLANNING & ZONING COMMISSION

Jon Kendall, Chair
 Bryan Morgan, Vice Chair
 Edward Kelly, Secretary
 Brittany Colberg, Commissioner
 Steve Cone, Commissioner
 Sean Merrell, Commissioner
 Warren Ruiz, Commissioner

CITY MANAGER'S OFFICE

Wes Pierson, City Manager
 Henry Hill, Deputy City Manager
 Ben Brezina, Assistant City Manager
 E.A. Hoppe, Assistant City Manager
 Rob Millar, Assistant City Manager

DEVELOPMENT SERVICES DEPARTMENT

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 Jonathan Hubbard, AICP, Assistant Director of Planning
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 Stephanie Scott-Simms, AICP, Development Manager
 Lori Cross, Office Manager
 Crystal Fauss, Development Business Analyst
 Gilbert Urvina, Assistant Building Official
 Jazalyn Harp, Environmental Health Supervisor
 Poley Birika, Plans Examiner Supervisor & Assistant to the City Manager
 Chris Leonard, AICP, Senior Planner



Omni PGA Frisco Resort

Overview

Five-year Summary

	2019	2020	2021	2022	2023
Single Family Permits	2,083	2,498	1,894	1,326	1,035
New Commercial Space (MSF)	3.3	1.5	2.6	3.8	2.0
Projects	497	409	563	586	522
Population	193,228	206,469	214,142	225,060	231,910

Projects & Policy

Completion Date

2040 Comprehensive Plan	Q4 - 2024
Online Customer Service Survey Update	Q1 - 2024
Downtown Parking Standards	Complete
Antenna Ordinance Update	Q2 - 2024
OTR/OTC Architectural Standards	Q2 - 2024
Landscape Ordinance	Q2 - 2024
Pool Ordinance	Q3 - 2024
Smoking Ordinance	Q2 - 2024
Freeway Signage Ordinance	Q3 - 2024
Substandard Structure Ordinance	Q3 - 2024



10 Largest Permits - Commercial and Multifamily

Issued	Type	Size (sq ft)	Address
Jefferson Railhead Phase 2	Apartment	724,755	10450 WHISTLE STOP LN
North Fields	Apartment	584,567	4100 PGA PKWY
The Link Phase 1	Apartment	573,659	5455 PGA PKWY
LMC Frisco	Apartment	547,389	4220 TRIBUTARY WAY
Mirra	Apartment	465,020	8320 CHURCH ST
North Fields	Apartment	449,791	3900 PGA PKWY
Baylor Scott And White	Hospital	339,988	16000 FRISCO ST
Dalfen PGA Building 1	Industrial	261,170	16091 FM 423
The Link SFR	Apartment	256,897	15991 BEAR TRAP WAY
Brinkmann Ranch Phase 2	Apartment	239,948	11401 SEQUOIA WAY

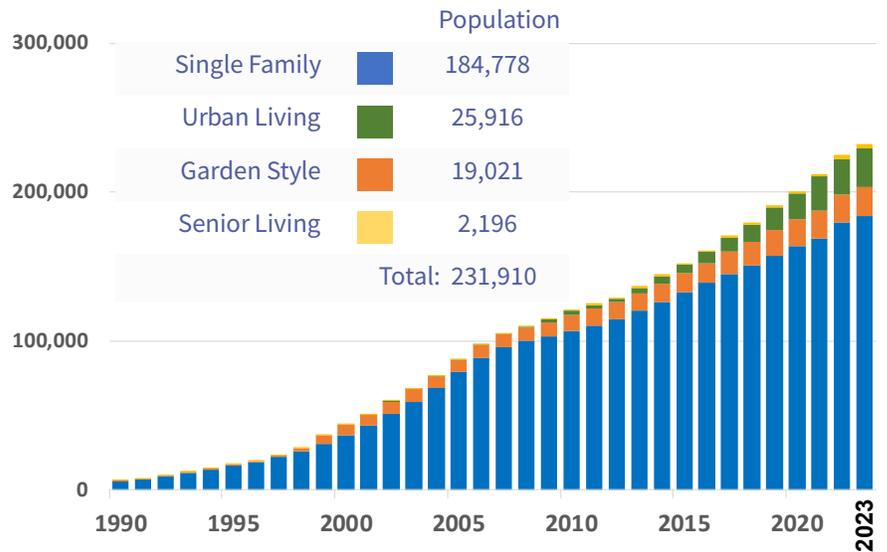
Completed	Type	Size (sq ft)	Address
Omni PGA Frisco	Hotel	602,629	4341 PGA PKWY
Modera Frisco Square	Apartments & Townhomes	582,539	5995 GORDON ST
The Grove Frisco	Apartments	493,463	16220 PHOEBE RD
The Star East Parking Garage	Parking Garage	427,531	19 COWBOYS WAY
Brinkmann III: Brea Apartments	Apartment	355,468	12330 RESEARCH RD
Blue Star Land Phase IV	Office	325,179	17 COWBOYS WAY
Tyler	Apartments	296,167	16720 DOE CREEK RD
Star Business Park Building 3	Shell	132,054	15900 GATEWAY DR
Omni PGA Resort - Club House	Club House	41,299	3725 PGA PKWY
Three Corners Plaza Bldg 6	Gym/Office	30,579	12235 UNIVERSITY DR

Frisco at a Glance

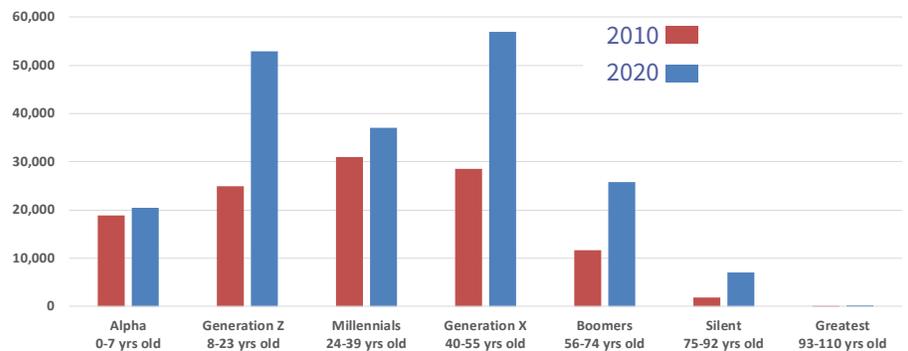
Population*	231,910
Annual Growth	3%
Residents Added	6,850
Race	
% White	48%
% Asian	27%
% Two or more races	12%
% Black	9%
% Some other race	3.3%
% American Indian/Alaskan	0.2%
% Pacific Islander/Hawaiian	0.1%
Age	
Median Age (yrs)	38.3
% Under 5 yrs	7.7%
School-age (5-17 yrs)	20.3%
Adults (18-64 yrs)	63%
65 yrs and over	9.1%
Housing	
Mean Home Value*	\$634,272
Median Household Income	\$145,914
Single Family Units*	60,021
Apartment Units	25,345
Vacancy Rate	3.5%
Owner-occupied	65.7%
Renter-occupied	34.3%
Housing Burden (pay 30% or more of income on housing)	
Owner-occupied	19.7%
Renter-occupied	44.5%
Employment	
Labor Force (16 years and over)	73.1%
Unemployment Rate	2.4%
Poverty Rate	2.9%
Worked from home	39.7%
Educational Attainment (25 year and over)	
Bachelors Degree	38.4%
Graduate Degree	28.3%
Available Land for Development*	16%

Source: 2022 American Community Survey - 1 year estimates
*Development Services

Population by Housing Type

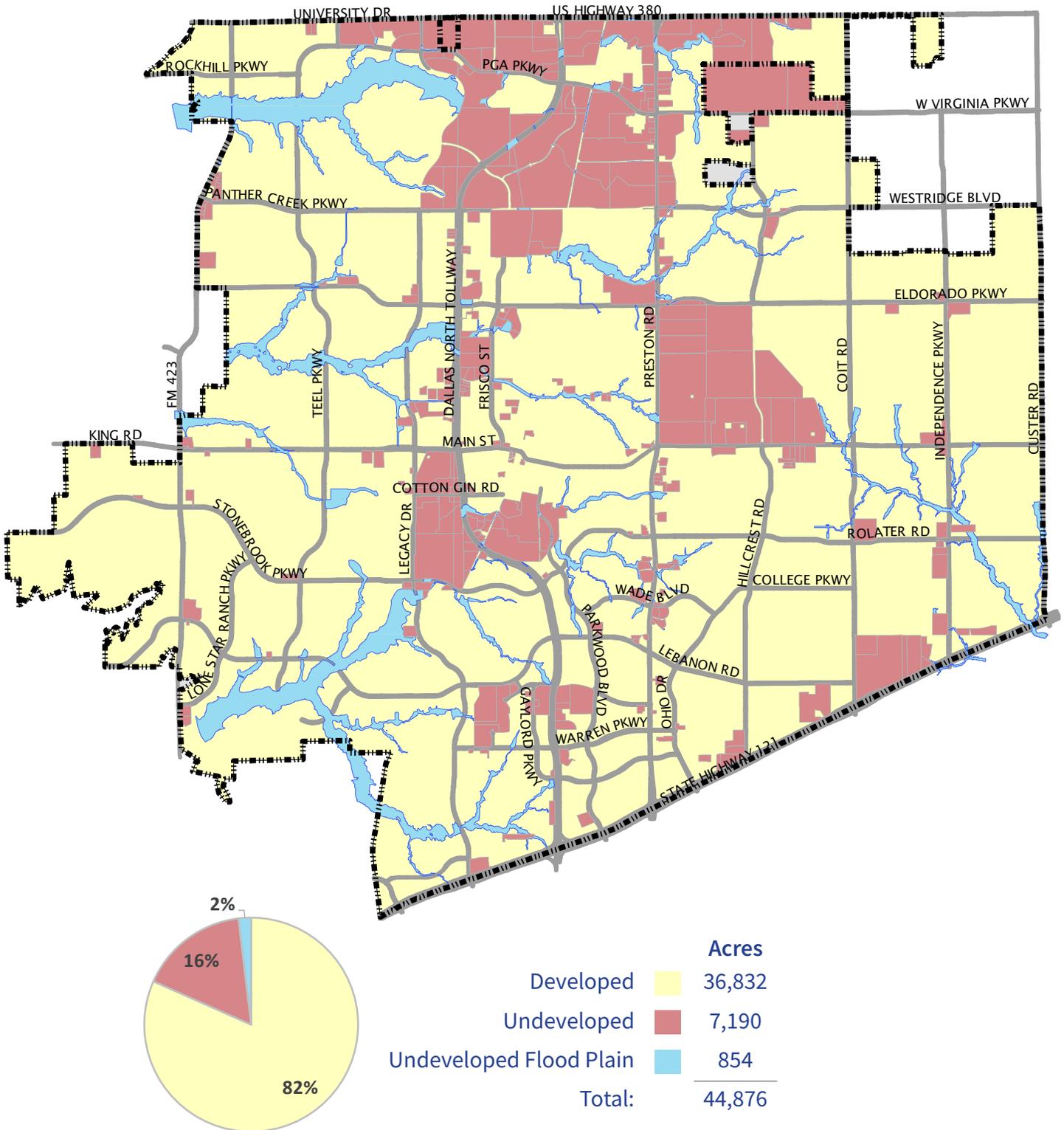


Population by Generation



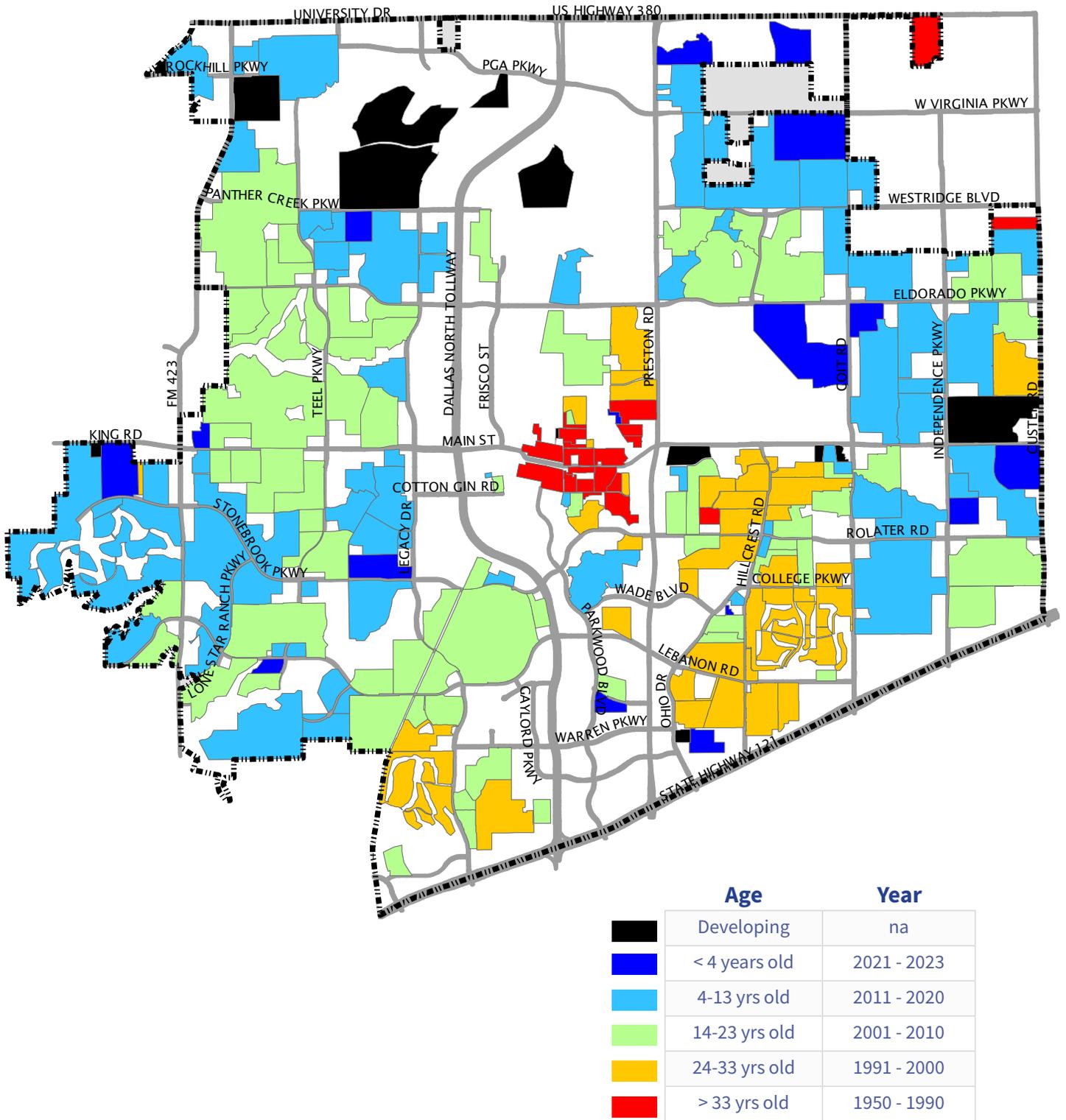
Land Available

Undeveloped land refers to vacant parcels where there is no active construction.



Neighborhood Age

Nearly 40% of the homes are 20 years or older.

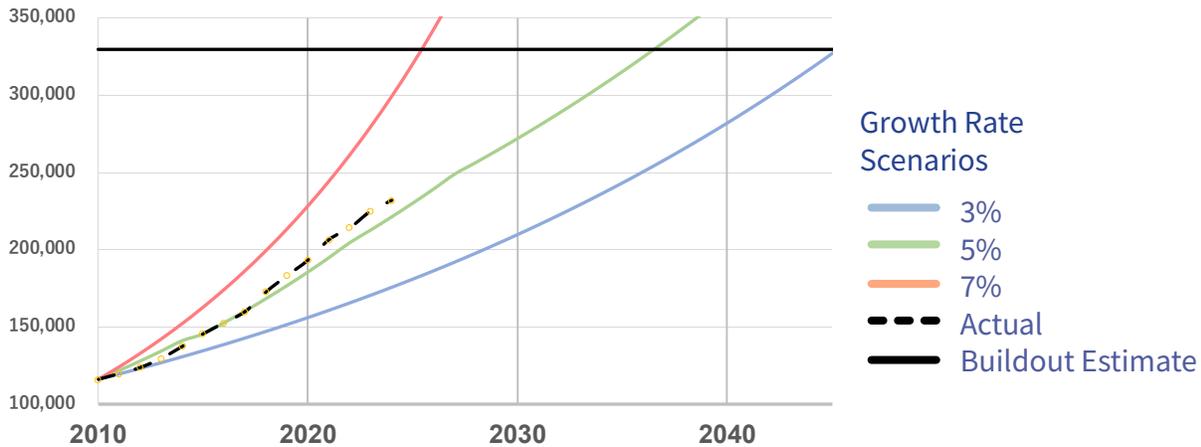


Projections

The current buildout population for Frisco is estimated at 330,000±.

Factors affecting the buildout population of a growing city include;

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

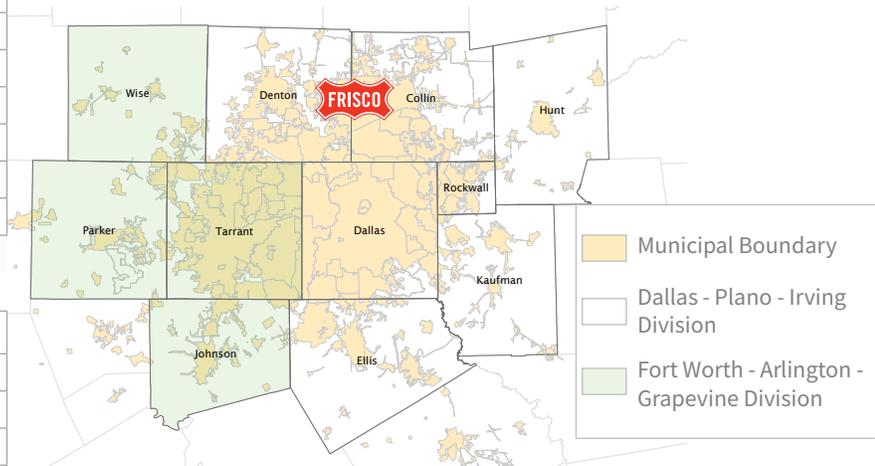


County Projections

Dallas-Fort Worth-Arlington Metropolitan Statistical Area (MSA)

County	2020	2045	Change
Dallas - Plano - Irving Metropolitan Division			
Collin	1,057,649	1,789,009	731,360
Dallas	2,581,853	3,533,454	951,601
Denton	897,070	1,516,522	619,452
Ellis	190,652	318,212	127,560
Kaufman	143,800	209,425	65,625
Rockwall	107,130	161,628	54,498
Hunt	96,972	143,590	46,618
Subtotal:	5,075,126	7,671,840	2,596,714

Over 50 percent of the population growth projected to occur by 2045 is anticipated to occur outside existing incorporated areas



Fort Worth - Arlington - Grapevine Metropolitan Division			
County	2020	2045	Change
Tarrant	2,083,512	3,047,872	964,360
Johnson	176,561	258,090	81,529
Parker	146,840	234,672	87,832
Wise	67,826	103,951	36,125
Subtotal:	2,474,739	3,644,585	1,169,846

Total:	7,549,865	11,316,425	3,766,560
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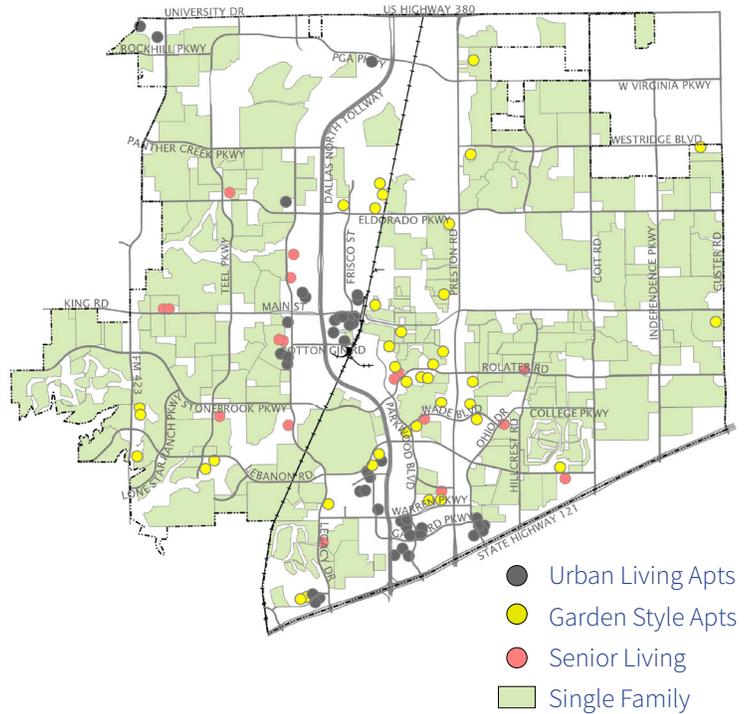
Source: The Perryman Group. (March 2020). A Long-Term Population Forecast for the North Central Texas Council of Governments Region

Housing Units

Units Occupied: Single family, Urban Living, and Garden Style



Frisco Crossing Apartments



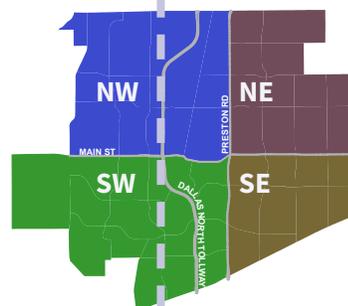
Newman Village

By Housing Type and Region

Region/County	Single Family	Apartments	Senior Living
Northwest	13,316	5,079	476
Northeast	12,343	777	7
Southwest	19,316	15,946	1,111
Southeast	15,046	3,543	319
TOTAL:	60,021	25,345	1,913

Collin County	34,202	19,355	899
Denton County	25,819	5,990	1,014

Denton County Collin County

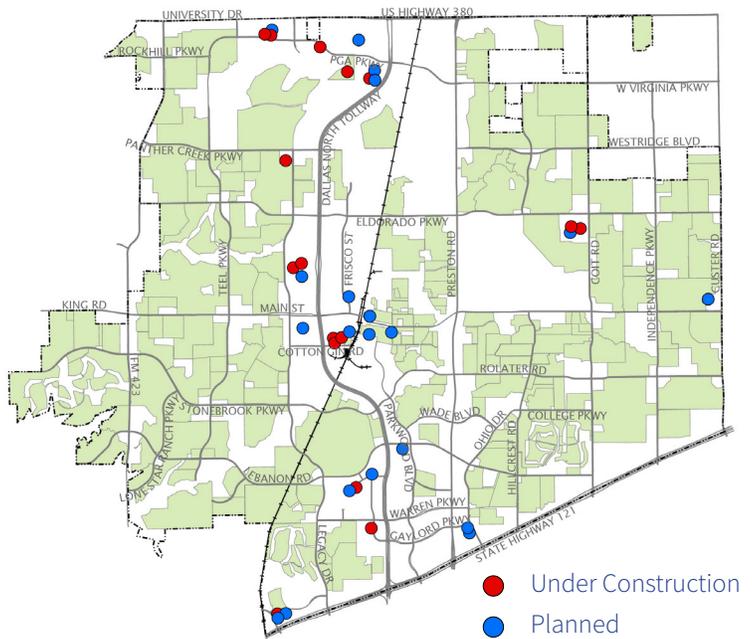


Development In Progress

Apartments - Under construction or planned



Remy & Presidium - Frisco Square



Under Construction	Units
Remy- Frisco Square	357
Jefferson Railhead Ph 1	453
Jefferson Railhead Ph 2	450
Urban Living 3 At Frisco Station	303
Newman Place	300
Hall Park, Phase D, Block A, Lot 4	214
Links on PGA Parkway - Ph 2	313
Frisco 45 - Ph 1	362
Presidium - Frisco Square	371
Mirra-Frisco Square	285
The Link - Phase 1	352
The Link SFR	215
North Fields - Ph 2	362
North Fields - Ph 1	260
Alexan Frisco- Brinkmann Ranch Ph 1	508
Alexan Frisco- Brinkmann Ranch Ph 2	89
Total:	5,194

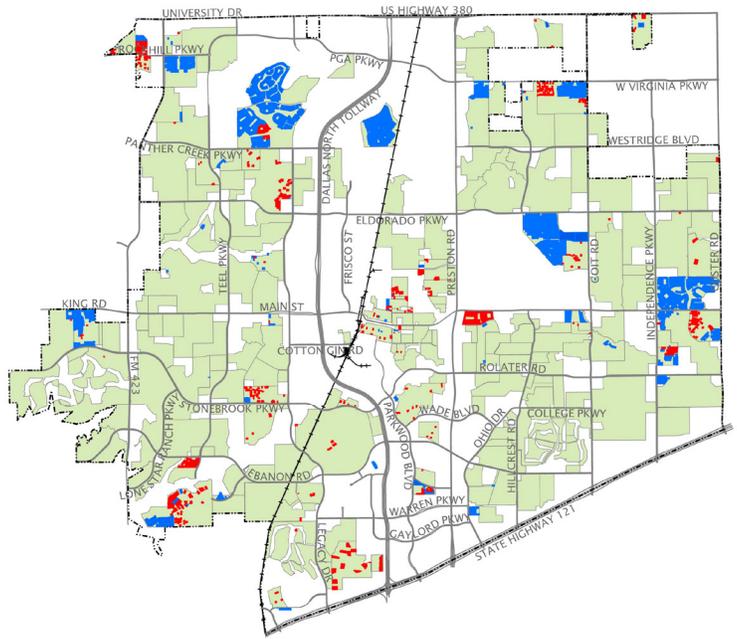
Planned	Units
Frisco Fresh Market - Waterford III	315
Frisco Summit Ph 2	373
Frisco Summit Ph 3	317
Mansions At Railhead	352
The Gate, Lot 17	106
Frisco 45 - Phase 2	338
Frisco 45 - Phase 3	392
North Fields	342
The Mix, Lots 2 & 3	633
Links on PGA Parkway - Ph 4	365
Links on PGA Parkway - Ph 3	255
Frisco Square Ph 4	143
Firefly Park	583
Frisco Station UL 4	403
The 7291	18
Original Donation, Block 63	30
Zarky	1680
Alexan Frisco- Brinkmann	1604
Grove North	425
Original Donation	63
Total:	8,737

Development In Progress

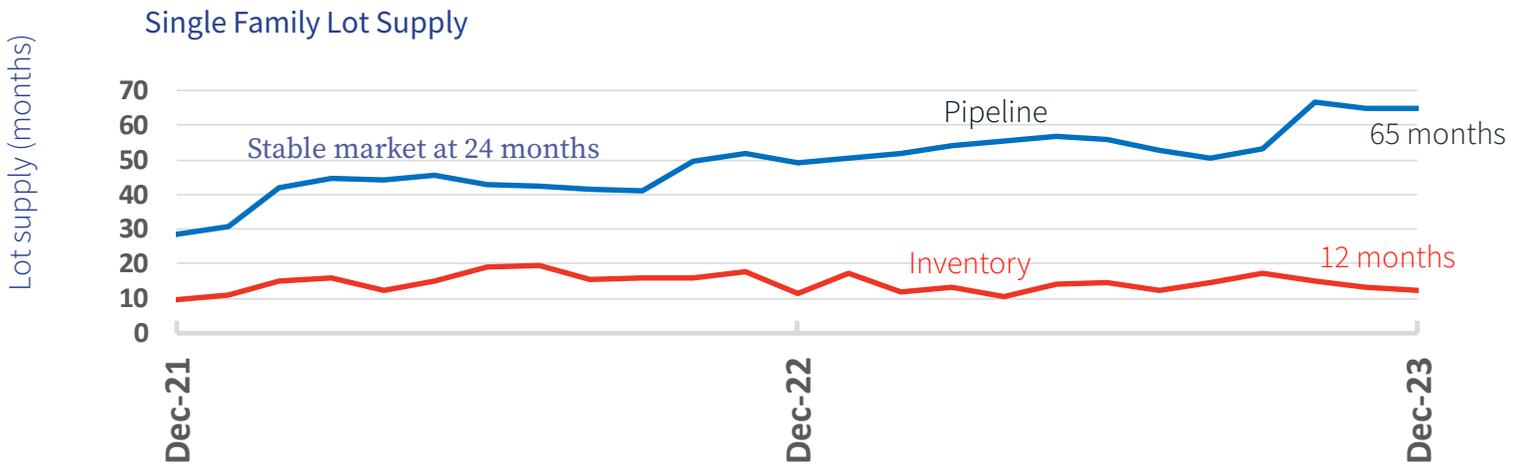
Single family homes under construction or planned



Fields - Brookside construction

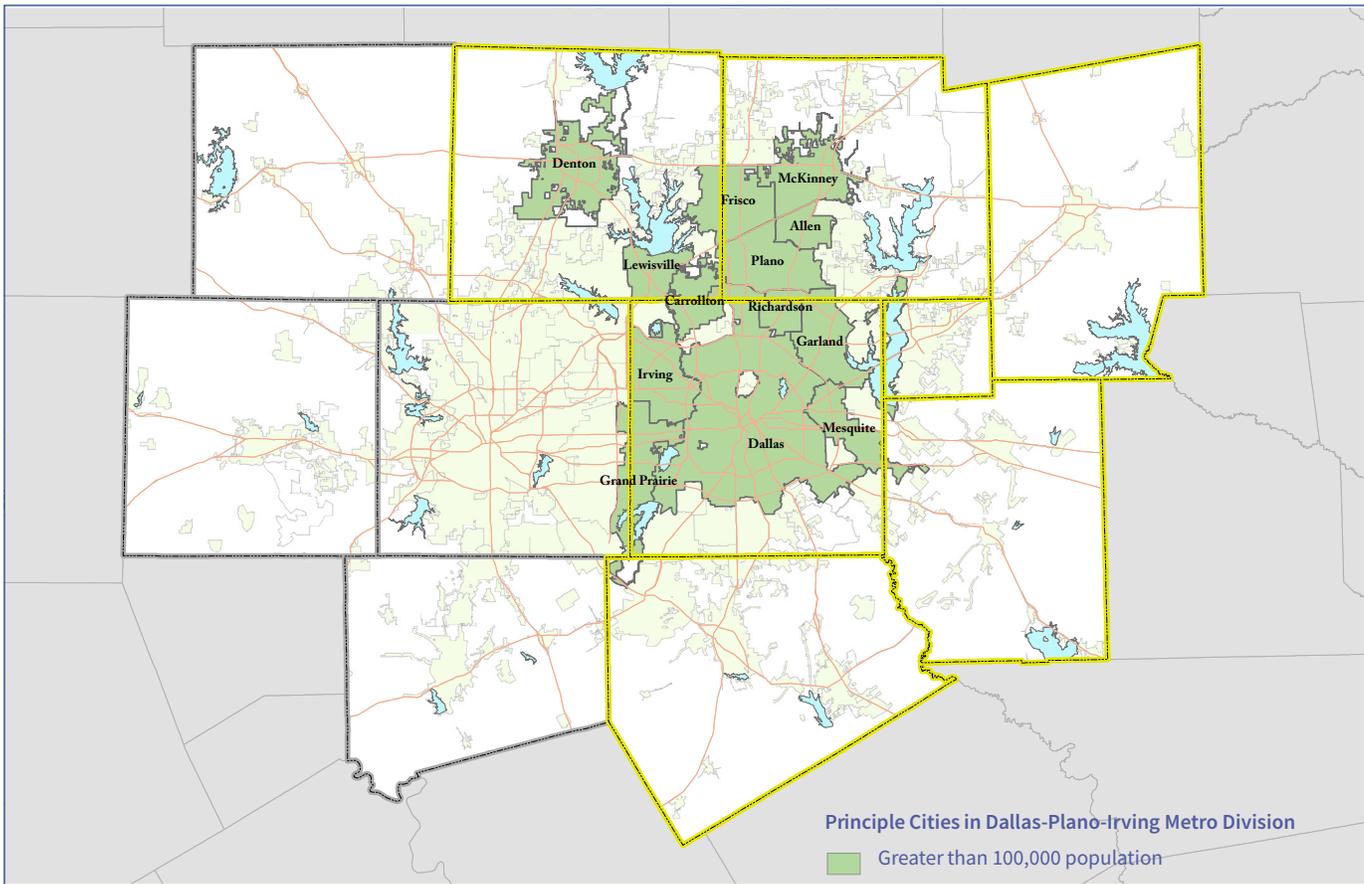


- Pipeline: 5,610 lots (Planned)
- Inventory: 1,053 lots (Permit-ready)



State of the Cities

Economic Profile

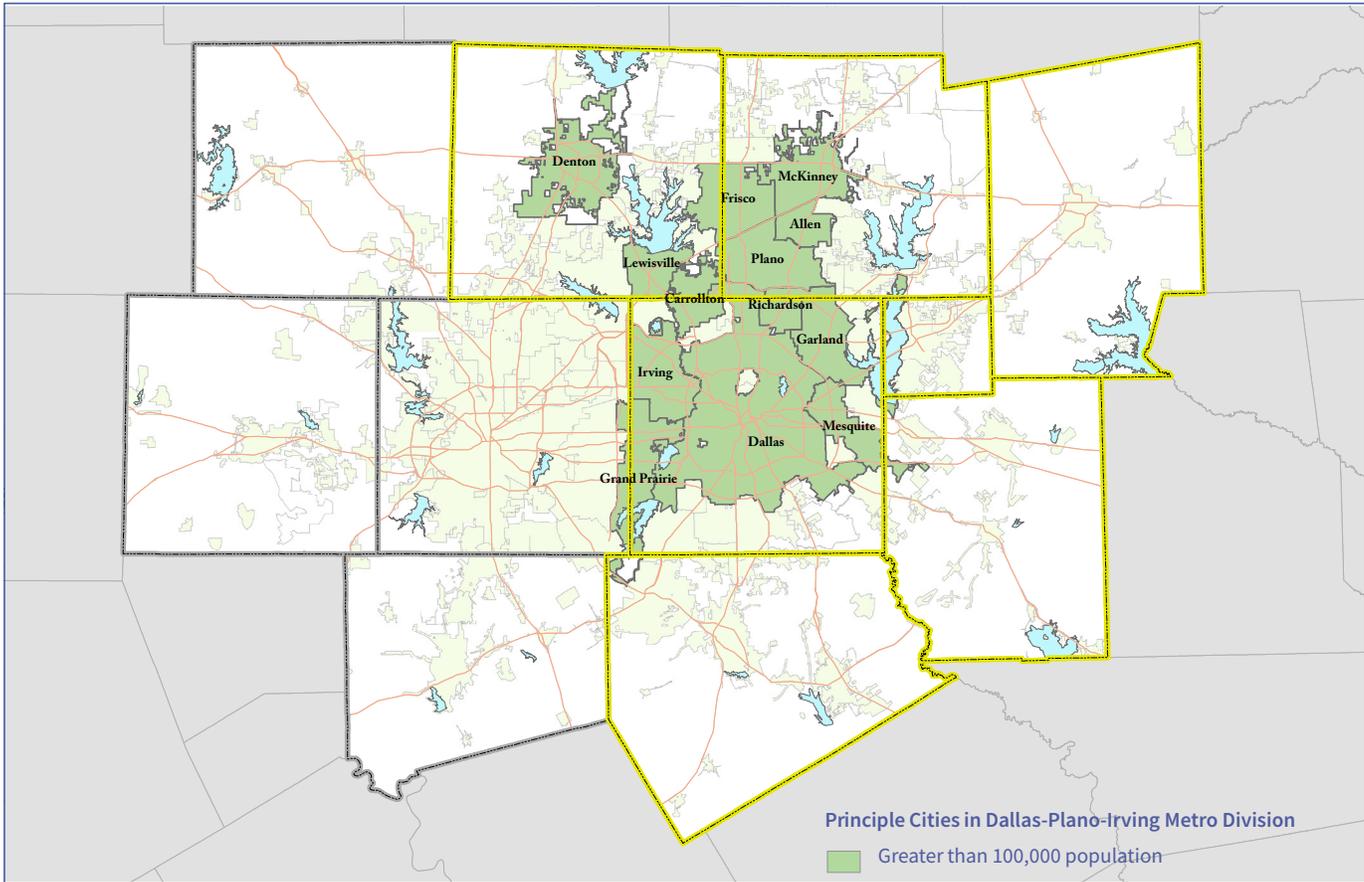


Principle City	Population 2022 ACS 1-yr est.	Median HH Income	Bachelor or higher (%)	Population below poverty (%)	Safest City Rank ¹
Frisco	219,571	\$145,914	67	2.9	1
Allen	111,548	\$121,127	62.5	3.2	na
Carrollton	133,240	\$92,734	72	7.8	na
Dallas	1,299,553	\$65,400	38	17.8	130
Denton	150,357	\$71,711	41	16.9	26
Garland	240,667	\$71,191	27	12.1	62
Grand Prairie	201,791	\$72,271	28.7	9.9	42
Lewisville	130,933	\$78,955	44	11	na
McKinney	207,506	\$104,619	56	4.6	2
Mesquite	147,723	\$68,134	18	11.8	111
Plano	290,108	\$103,916	59	4.9	5
Richardson	118,830	\$86,175	55	12.1	na

Source: American Community Survey: 2022 1-year estimates
 1. SmartAsset: [2023 - Safest Cities in the U.S.](#) (From 200 of the largest U.S. cities)

State of the Cities

Racial / Age Profile



Principle City	Population 2022 ACS 1-yr est.	White (only) %	Asian (only) %	Black (only) %	Foreign born %	Under 5-yrs %	School-age 5-17 yrs %	65 yrs & over
Frisco	219,571	48.1	26.7	9.3	25.3	5.2	22.8	9.1
Allen	111,548	54.5	16.1	12.8	20.6	3.7	23.3	11.9
Carrollton	133,240	48.1	17.9	10.8	27.5	5.7	15	12.8
Dallas	1,299,553	33.2	4.0	23.1	23.9	7.1	16.6	11.4
Denton	150,357	61.4	2.9	10.2	12.8	3.8	12.9	14
Garland	240,667	25.4	8.3	18.2	30.8	5.1	19.8	12.7
Grand Prairie	201,791	26.9	8.1	22.9	24.2	5.7	20.8	11.8
Lewisville	130,933	42.2	15.2	13.7	21.0	6.4	16.3	11.2
McKinney	207,506	60.3	16.6	11.2	17.2	5.6	20.2	11.2
Mesquite	147,723	30.7	2.8	28.6	20.0	8.1	21	11.1
Plano	290,108	50.4	22.0	11.7	28.5	5.2	16	14.3
Richardson	118,830	53.4	18.6	11.6	23.1	5.2	14.5	14.4

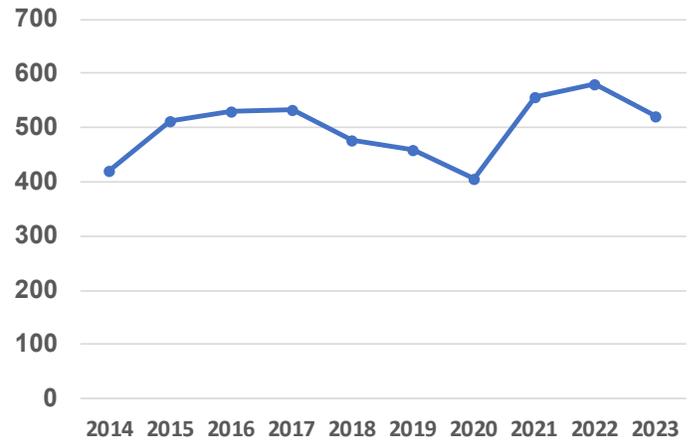
Source: American Community Survey: 2022 1-year estimates

Projects

Submittal Types (2021 - 2023)

Application Type	2021	2022	2023
Amended Plat	3	1	2
Annexation	0	0	0
Comp Plan	0	0	0
Construction Set	123	85	127
Conveyance	21	35	35
Facade Plan	128	178	185
Final Plat	45	50	65
Misc Dev	7	5	2
Open Space	122	111	135
Prelim Plat Minor Am	2	5	8
Preliminary Plat	17	8	8
Preliminary Site Plan	58	52	73
Presubmittal Meeting*	129	121	134
Replat	45	37	38
Site Plan	109	145	149
Specific Use Permit	6	5	15
Substantially Conforming Site Plan	100	71	112
Zoning	28	23	10

Development Projects by Year (2014-2023)



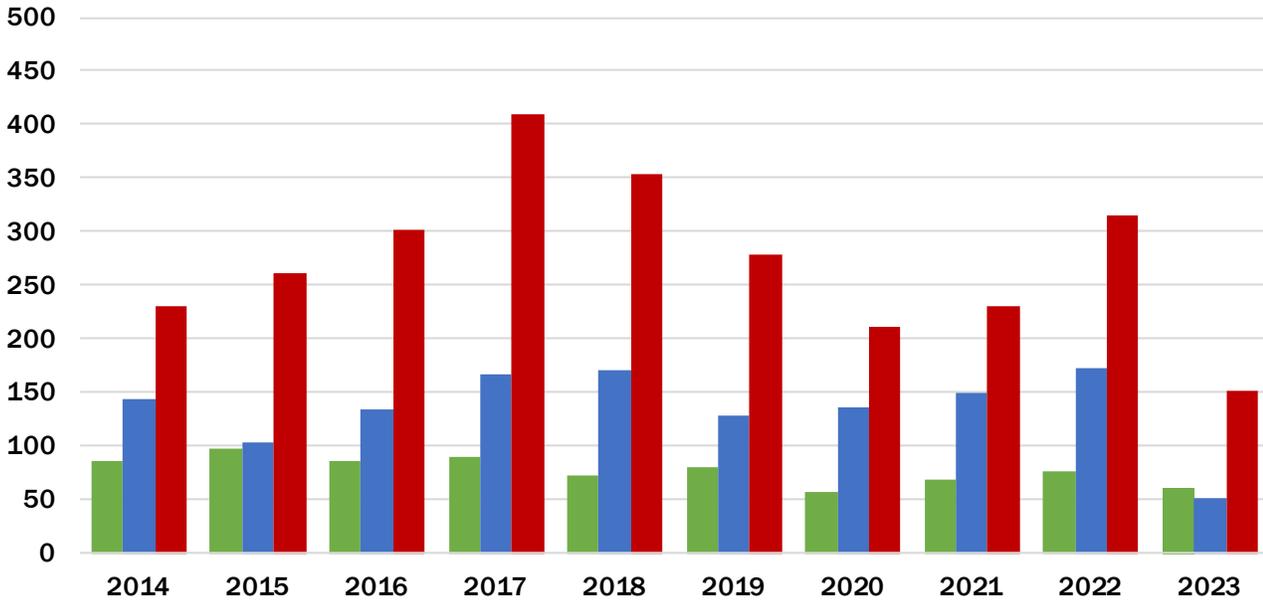
Multiple submittals are processed for each project.



Construction begins at Universal Kids Resort

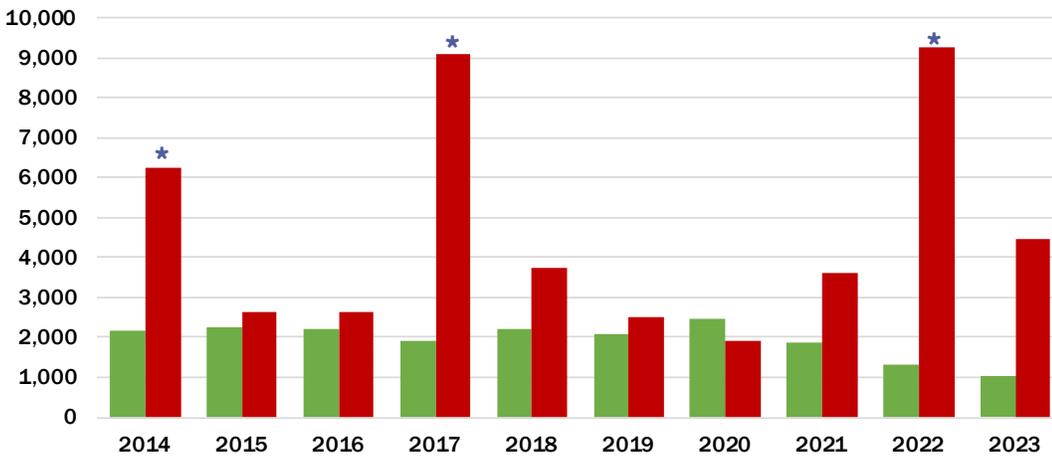
Permits

Commercial Permits Issued



	2018	2019	2020	2021	2022	2023
New Buildings						
Valuation (\$M)	\$340	\$391	\$190	\$332	\$645	\$473
Size (MSF)	2.8	3.3	1.5	2.6	3.8	2.0

Residential Permits Issued



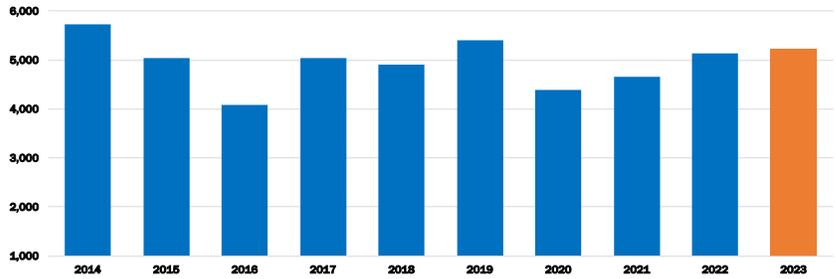
- New Homes
- Improvements
- ★ Weather-related (roof repair)

Other Permits

Issued

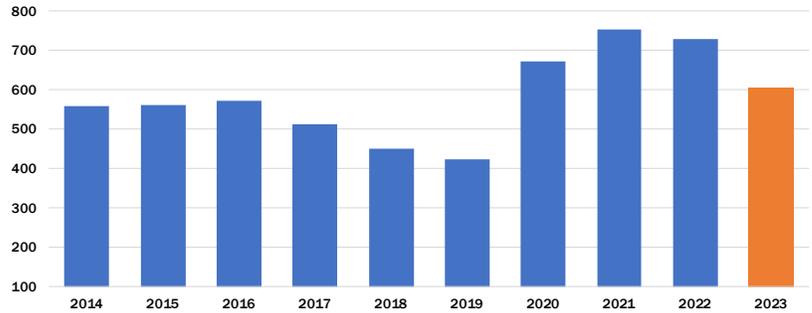
Mechanical, Electrical, & Plumbing

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



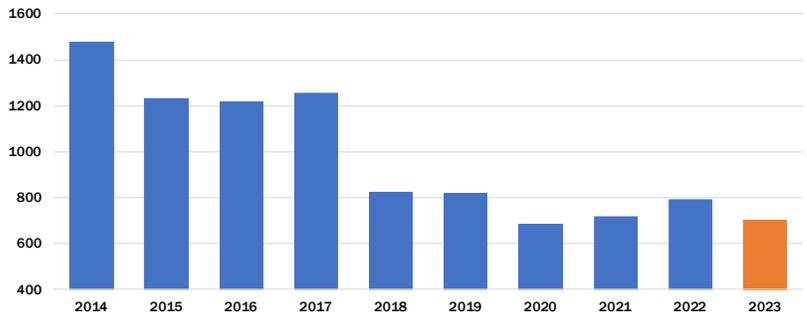
Pools

- Residential
- Semi-Public
- Non-residential



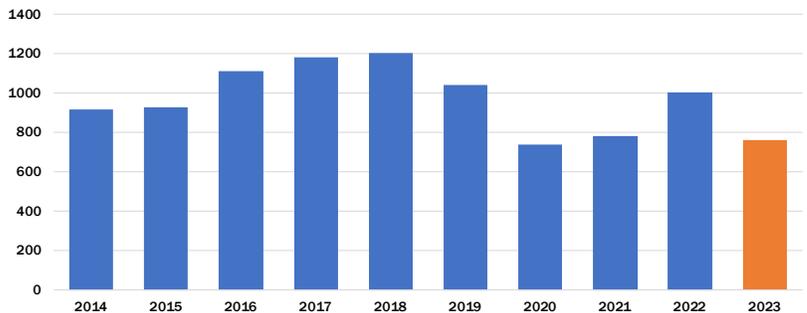
Fences/Walls

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



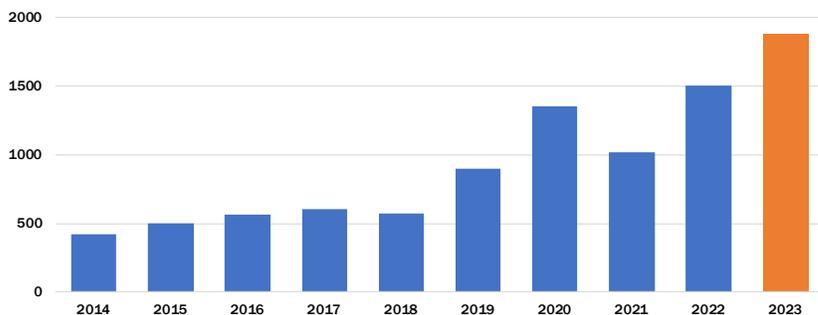
Signs

- Kiosk
- Real Estate
- Inflatable
- Canopy
- Wall



Health

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



Medical Facilities

Hospitals		Beds
Baylor Scott & White Institute for Rehabilitation	2990 Legacy Dr	44
Baylor Scott & White Medical Center - Centennial	12505 Lebanon Rd	118
Baylor Scott & White Medical Center - Frisco	5601 Warren Pkwy	68
Medical City Frisco	5500 Frisco Square Blvd	61
Texas Health Hospital	12400 Dallas Pkwy	63
Under construction: Baylor Scott & White	16000 Frisco St	110
Private Psychiatric Hospital		
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 Pkwy Ste 410	6
Baylor Scott & White Surgicare at Centennial	4401 Coit Rd Ste 100	6
CCRM Dallas Fort Worth	8380 Warren Pkwy #201	2
Dallas IVF Surgery Center LLC	2840 Legacy Dr Ste 110	8
Frisco Surgical Center LLC	5616 Warren Pkwy Ste 100	2
Legent Outpatient Surgery Frisco	8350 Dallas Pkwy Ste 100	6
Medical City Surgery Center Frisco	5575 Frisco Square Blvd Ste 100	6
Preston Surgery Center, LLC	7589 Preston Rd Ste 100	2
Scottish Rite For Children	5700 Dallas Pkwy	3
Freestanding Emergency Medical Care Facilities		Beds
ER of Texas Frisco	16300 State Highway 121	8
Frisco ER	12600 Rolater Rd	2
ICare Emergency Room	2955 Eldorado Pkwy Ste 100	9
Legacy ER	9205 Legacy Dr	9
Legacy ER	16151 Eldorado Pkwy	6
Total Care	5245 Preston Rd	7

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



Baylor Scott & White Hospital



Texas Health Hospital

Senior Living

Assisted Living Facility	Address	Licensed Capacity
Beehive Homes of Frisco	2660 Timber Ridge Drive	57
Bethesda Gardens Frisco	10588 Legacy Dr	100
Landing at Watermere Frisco	4300 Cotton Gin Road	136
Waverly Lane LLC	6974 Waverly Lane	8
Silver Leaf Assisted Living LLC	13305 Wimberley Dr	7
Silver Leaf Assisted Living LLC	3259 Cedar Creek Trail	9
Mustang Creek Estates Frisco House	1200 W Main Street	90
Parkview in Frisco	7420 Rolling Brook	57
The Ridge at Frisco	5850 Ohio Drive	100
Saddle Brook Memory Care Community	9966 Legacy Dr	130
Sunrise of Frisco	2680 Legacy Drive	104
The Cottages at Chapel Creek	8111 Wade Boulevard	90
Windhaven Senior Living Frisco	2828 Nature Way	48
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		
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](#)



Landing at Watermere