

A Vision for Downtown

A COMPREHENSIVE APPROACH FOR IMPLEMENTATION

The Master Plan, establishing character areas, sets the stage for implementation of the community vision. The Master Plan was created after detailed discussions with the community via one-on-one meetings, open house presentations, the design workshop and online surveys (see a detailed discussion of that community engagement in the Appendices). The Master Plan reflects that discussion and an iterative process with the city to lead to implementation detail and guidance:

- Building-scale catalytic plans within the character area framework;
- A reinvention of streets and gateways for activation of downtown businesses and supporting neighborhood vitality;
- A strategy for continuing the journey to align the historic Downtown with the greater Frisco brand, including Frisco Square and Heritage Center; and
- A multi-faceted governance structure for sustaining the relationship between local businesses, community organizations and the government.

Globally, this plan serves as a business

Figure 1: Illustrative Master Plan





plan for Downtown's reinvestment and redevelopment.

A COMMUNITY DRIVEN VISION TO MAKE IMPLEMENTATION POSSIBLE

A detailed discussion of the stakeholder and public engagement is included in the Appendices of this plan. Through in-person and the online surveys, over 1,200 stakeholders were engaged in the process.

In summary, the community was engaged to understand the potential for brand unification and clarification from "Frisco Square" to "Center City" to "Frisco Junction" to the "Rail District." Recent branding initiatives have embraced the Rail District with banners installed along Main Street; but this plan reinforces The Rail District identity with the broader regional perception of what historic Downtown is (and where it is located).

The engagement process began after the project's kickoff in October 2017 with a Downtown Master Plan Committee work session. This kickoff introduced the downtown and greater community representatives to the planning process and started the conversation about a comprehensive and realistic vision for Downtown.

During the entire process, community members were invited to participate in online surveys. The online surveys were distributed to stakeholders via email and posted on the City's website to be distributed through Facebook and other social media channels in concert with the Chamber and FEDC. The first survey asked participants to comment on:

- What they like about Downtown
- What they dislike about Downtown
- What they would like to change about Downtown, and
- What they would like to keep the same

Several themes emerged in the first survey:

- A significant number of individuals indicated that they liked that Downtown looked different from anything else in



Stakeholder Interviews and the Design Workshop Open House and Presentation in February and April 2018.

Frisco and that it was nice to “...have a place that reminds you life in Frisco did not begin in 1995.”

- Some people stated it often felt like Frisco had two downtowns – the historic downtown and Frisco Square.
- The charm, history and character of Downtown should be preserved.
- Mobility throughout Downtown is difficult in terms of walking and traffic conflicts.
- Several people would like to see façade improvements on the buildings in addition to improved wayfinding and signage throughout Downtown that better advertises the small businesses, restaurants and open space.

The second online survey resulted in almost 600 respondents. The majority of responses indicated they would like to see adaptive reuse of buildings in downtown and an encouragement of high-quality architecture and development standards.

Interestingly, while several people indicated they would like to see more restaurants and outdoor dining spaces, the majority of respondents stated they only shop or dine downtown very little and felt somewhat uncomfortable walking or biking in Downtown. After a charrette in April a follow up survey asked if respondents would walk or bike in Downtown if pedestrian improvements were made - the majority of individuals stated they would if:

- Sidewalks were improved;
- Lighting and wayfinding signs were added; and
- More parks and plazas were provided

This input provided the consultant team and city staff a mandate to focus on core infrastructure for connectivity and public people spaces.

OPEN SPACE INTEGRATION & ALLEYWAY ACTIVATION

Public people space integration and activation forms the key to this Master Plan, building on the importance of public spaces to the greater Frisco Community. There are several parks and open spaces in the

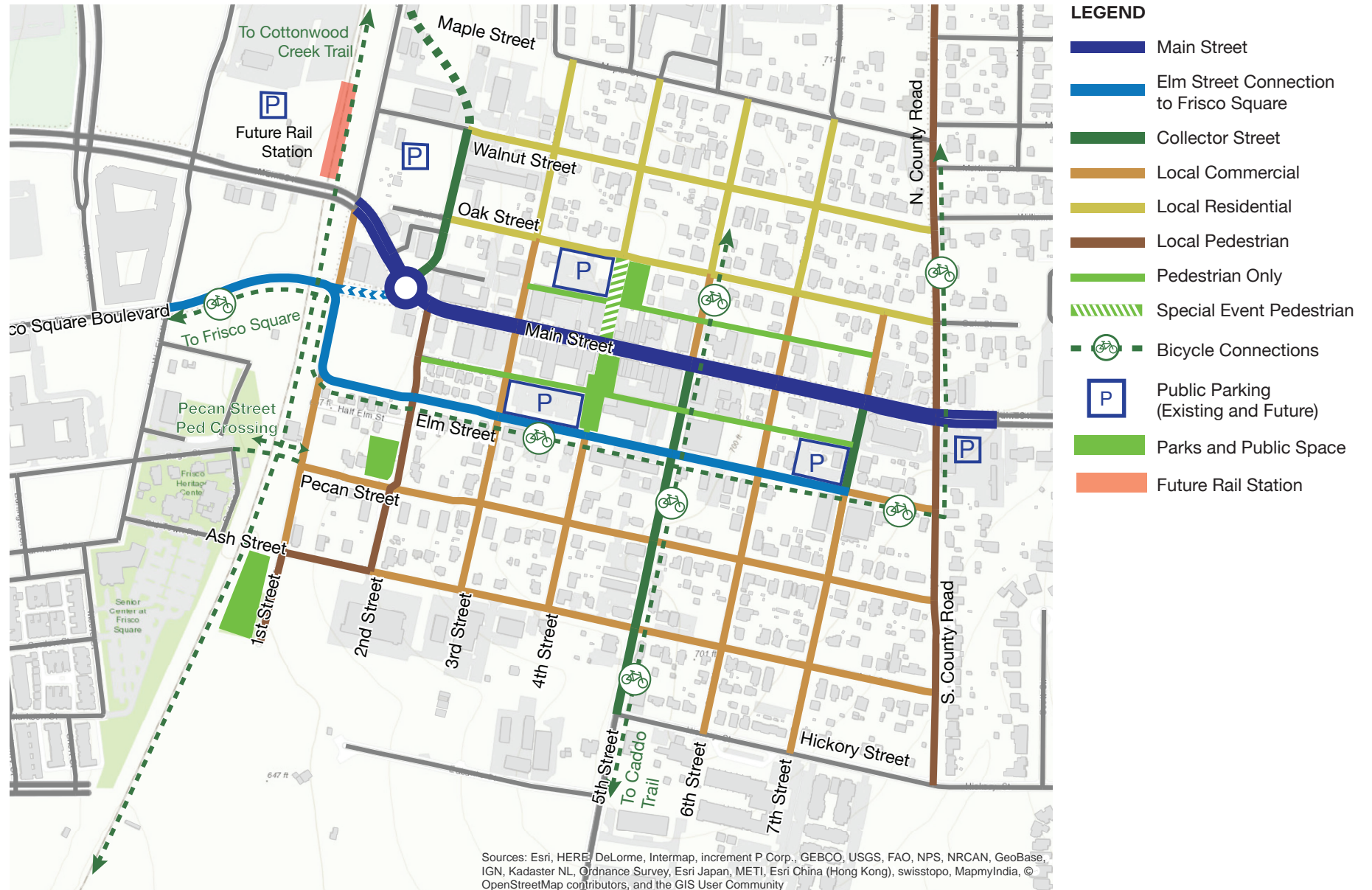
downtown vicinity, including Frisco Commons Park and Youth Center Park to the northeast, Gallegos Park and First Street Park to the west/south, and Oakbrook Park to the south. However, the current limited options in Downtown restrict the types of activities, festivals and programming possible in Downtown. In addition, the lack of connectivity and walkability discourages the use of the existing public spaces.

This Master Plan identifies opportunities to add and connect open spaces in Downtown, including a revitalized and expanded 4th Street Plaza that links adjacent lots and alleyways together to expand the public realm not only in front of buildings, but behind them. Additionally, the modified street sections and proposed bike paths will improve connectivity throughout Downtown, the adjacent neighborhoods and nearby public parks. And lastly, connectivity opportunities across the railroad tracks and into Heritage Center demonstrate how hardscaped open spaces and plazas can transform an industrial area into a reinvigorated Design District that supports expanded festivals, such as the StrEATS Gourmet Food Truck & Music Festival and provide numerous opportunities for more public art and branding.

The Connectivity Map on the following page identifies key opportunities throughout Downtown for new public spaces, walkable streets, convenient parking and development by linking together key destinations and current projects. This linkage strategy will provide contextual support for catalytic development opportunities, which could include intimate usable public spaces juxtaposed with additional neighborhood retail amenities and appropriately-scaled infill residential, especially through the redevelopment of downtown's obsolete industrial sites at the silos and to the south, can also potentially utilize the alleyways, and easements for connectivity and obsolete industrial parcels for redevelopment.



Figure 2: Connectivity Map





MARKET OPPORTUNITIES