

Catalytic Development

Character Areas

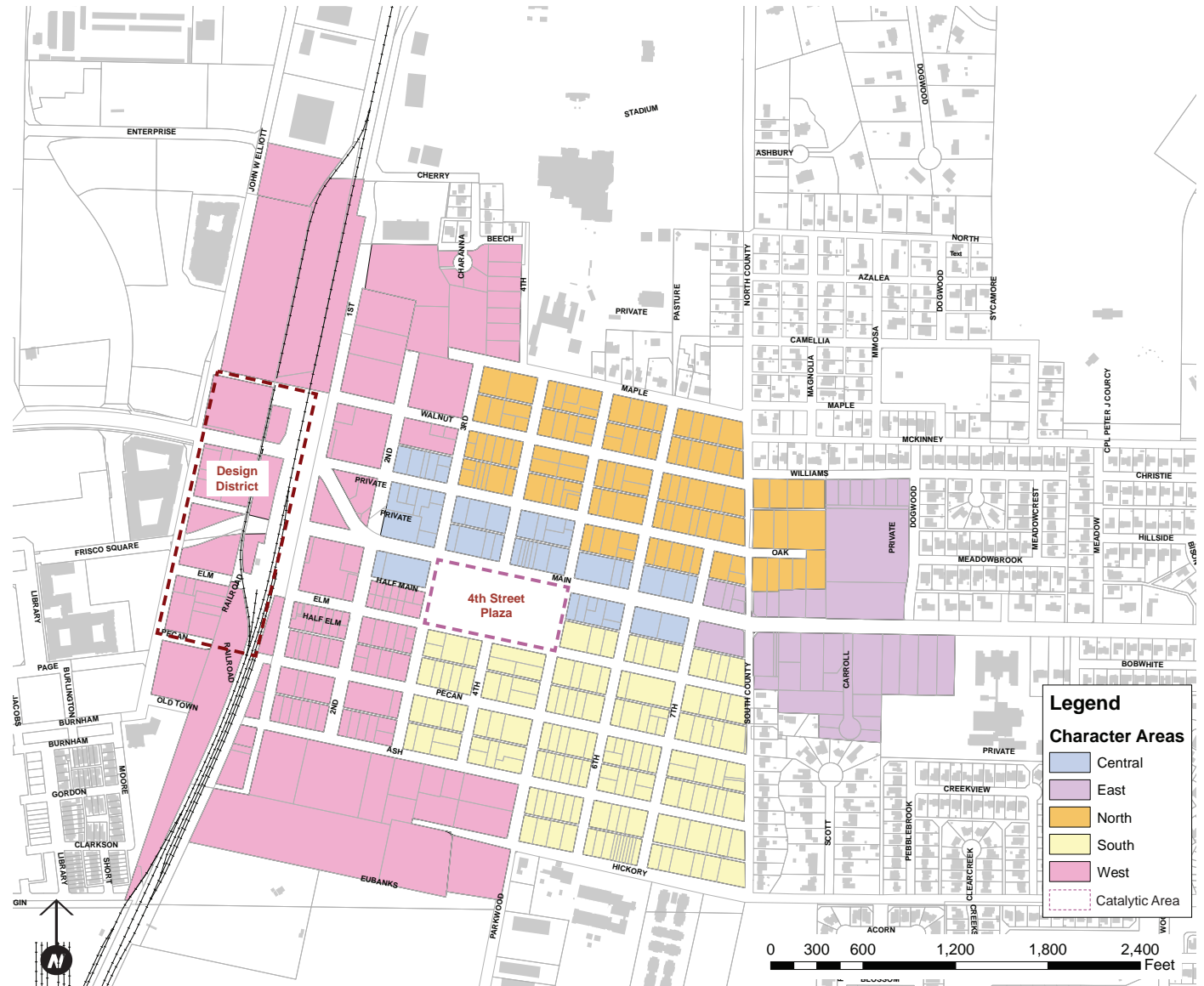
The Character Areas established for the Master Plan reflect development character, vision and potential for historic Downtown Frisco, as well as set the stage to align the Original Town Commercial (OTC) and Original Town Residential (OTR) zoning categories in a manner that encourages reinvestment and redevelopment. Five distinct Character Areas are established to contextualize and relate the recommended infrastructure and catalytic development projects proposed in this plan. Each area includes connectivity elements opportunities between key destinations, validates local character and uses, and preserves and enhances neighborhood quality of life.

These five areas are summarized as follows:

WEST

The West Character Area is one of two gateways into Downtown and serves as the transition from Frisco Square to the historic Downtown. Containing Heritage Center, the Silos site and property along the railroad tracks and 1st Street, this area also contains the largest opportunity for redevelopment. The creation of a “Design District” from Heritage Center to the Silos with one to two story buildings that

Figure 3: Character Areas





support innovation, restaurants, retail, open space, public art and programming this area can continue Frisco's culture and character while establishing a new industry opportunity in the community.

CENTRAL

The Central Character Area is the heart of Downtown Frisco and follows the Main Street corridor from 2nd Street to County Road. This area will encourage infill development and reinvestment, especially through sidewalk and right-of-way reinvention and the creation of a central open space at the 4th Street Plaza

NORTH

The North Character Area serves as a transition from the Central Area along Main Street to the north along Oak Street, including all the residential within the OTR District. This area focuses on neighborhood preservation, connectivity and walkability improvements, and right-of-way improvements that provide parking strategies for locals and visitors alike.

SOUTH

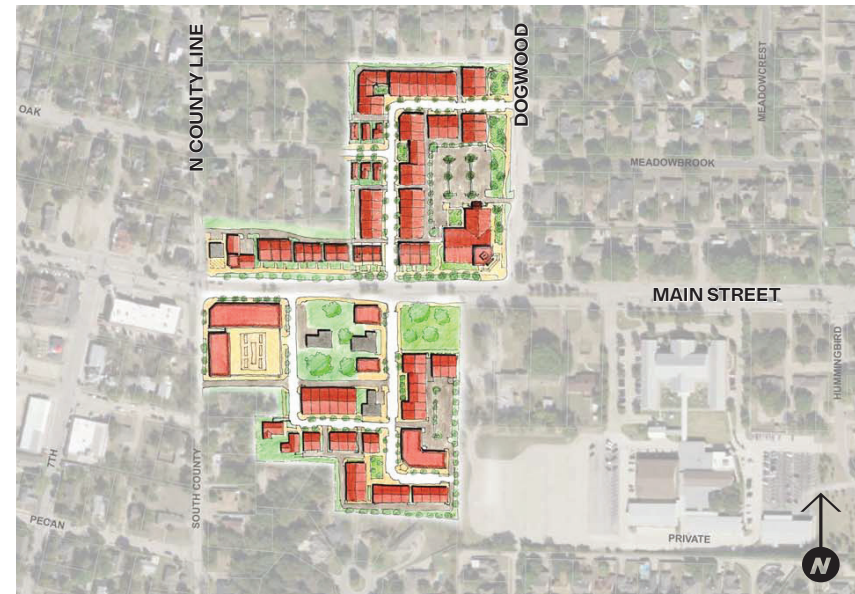
The South Character Area is similar to the North Character Area in that it helps serve as a transition from the Central Character Area to the neighborhood to the south of Main Street. However, unlike the North Character Area, the South Character Area also includes a vision for small-scale, mixed-use infill development with building types such as live/work units, duplexes or townhomes, and mixed-uses.

EAST

The East Character Area is the second gateway to Downtown along Main Street and includes the Cornerstone Community Church parcel along Dogwood Street (see Figure 4). The second largest redevelopment site within the Downtown, this character area seeks to demonstrate how residential and civic uses can be integrated in a sustainable and economically viable way to encourage higher quality architecture, green space integration and drainage control methods.

The following concepts detail these opportunities in each of the

Figure 4: East Gateway Development



Character Areas and reinforce how the community's vision that emerged through the engagement process is reflected in this plan and each of the recommended potential outcomes.

Development Projects in the “Pipeline”

Development has been working its way east from Frisco Square over the past several years. Projects like the Fresh Market north of Main Street will add 388 residential units. A combination of staples like Manny's with new small businesses like Summer Moon and Eight Eleven has generated renewed activity in the historic downtown as well. Now, locally-owned Nack Development is looking to take Downtown to another level with mixed-use projects, including The Patios at the Rail (located on the former Double Dip site), The Towers at the Rail and The Calaboose.

Catalytic Development Locations

The following catalytic development locations are examples of where initial investment and infrastructure improvements could be aligned to reinforce the vision established by the community through this initiative and The Rail District branding, as well as leveraging the projects already in the “pipeline.”

DESIGN DISTRICT

The Frisco Design District, which sits within the West Character Area as identified in Figure 3, could serve as a missing piece to the regional economy and market in terms of incubator, innovator and manufacturer spaces as well as a bookend to the DFW metroplex’s other design district in Dallas. Identified as the blocks located between John W. Elliott Drive to the west, the railroad tracks to the east, the Silos property to the north and Heritage Center to the south, this new innovative center for Frisco could anchor redevelopment within the West Character Area.

This catalytic concept embraces Frisco’s unique cultural heritage by extending the reach of Heritage Center towards the Silos property with new opportunities for design-based businesses and manufacturers with complementary retail, restaurants and open spaces for community events and programming.

Figure 5: West Character Area, including the New Design District





Figure 6: Design District



Figure 7: Design District Activation



Design District Case Studies

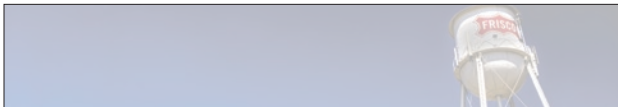
Cedros Design District

For years, tiny Solana Beach, California was home to a number of light industries clustered around the town's railroad line on Cedros Avenue. Many of the industries occupied utilitarian Quonset huts erected in the 1950s by Bill Jack, a Solana Beach-based defense contractor who used several of the Quonset huts to manufacture aerial reconnaissance equipment. In 1974, a local resident, Dave Hodges, opened a nightclub – Belly Up Tavern – on Cedros. The nightclub triggered a renaissance on Cedros Avenue, which now boasts almost 90 shops and restaurants in a concentrated three-block area.

For pragmatic reasons – rent was inexpensive, and spaces were large – many of the first retail businesses that opened on Cedros Avenue were furniture stores and custom furniture makers. This concentration stimulated development of other home furnishings-related businesses – which, in turn, attracted apparel shops offering unique products. The town installed sidewalks in the 1980s, then installed gateway arches – shaped like Quonset huts – on each end of the street in 1997. In the early 1990s, the district's business owners adopted the moniker “Cedros Design District”, underscoring the district's unique, one-of-a-kind and custom-made products.

The Cedros Design District doesn't take itself as seriously as most design districts, an attitude reflected in its eclectic business mix that incorporates everything from antiques to fedoras and from brewpubs to organic plants. The district's businesses include Cut & Dried Hardwood (a woodworking shop that mills its hardwoods onsite), Jill Courtemanche Millinery (in addition to selling hats – Yoko Ono and Donatella Versace are among its customers – the shop offers hat-making classes), the Museum of Man (unusual antiques and collectibles), and Bixby and Ball Interiors, plus photographers, architects, landscape architects, interior designers, a custom shoe maker, a signmaker, a kitchen contractor, scores of unique furniture and apparel stores, a day spa, several hair salons, and nearly a dozen restaurants and coffee shops.

Solana Beach is a small town of 13,000 people in northern San Diego

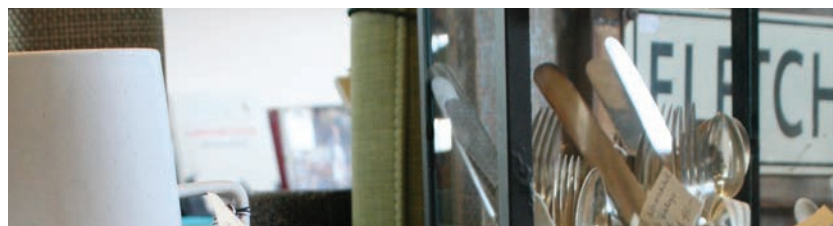


County, and it lacks the broad ocean beaches and picturesque cliffs of its neighbors to the south and north, Del Mar and Carlsbad – but the Cedros Design District has put the town on the map. As is the case with almost all older downtowns and neighborhood commercial districts, Cedros Avenue did not appear on the radar screens of national retail chains until the district was already performing at a high level. Its first major national retailer, West Elm, opened an 11,000 square foot store in a former roller rink on Cedros Avenue in 2017, the company's second location in the San Diego metropolitan area.

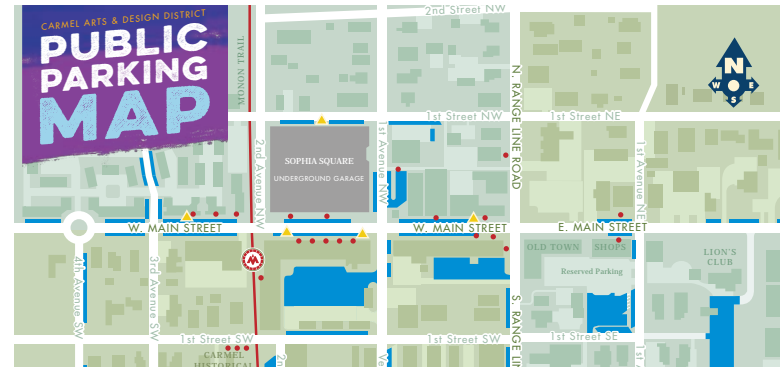
Carmel Arts and Design District - Indiana

Unlike the Cedros Design District, which evolved organically and without a plan, the Carmel Arts and Design District was intentionally planned to revive a sluggish section of downtown Carmel, a city of 86,000 people on the edge of Indianapolis. A redevelopment project championed by Mayor Jim Brainerd in 2000 and managed by the Carmel Redevelopment Commission, the Carmel Arts and Design District now houses nearly 200 design-focused businesses, plus several hundred apartments and townhouses. Its chief anchor is the Indiana Design Center, with 15 furniture and home furnishings showrooms, 18 interior design firms, two art galleries, and artists' studios.

The project began with a \$10 million City investment in infrastructure improvements – street improvements, new sidewalks, street lights, public art, upgraded water mains – and façade improvements. The Redevelopment Commission offered development rights to several vacant parcels to local developers to build multi-floor mixed-use buildings consistent with the district's design guidelines, which promote walkability and the community's Georgian style design tradition, favored by the city's 19th century Quaker founders. One of the first infill buildings developed, the Lurie Building, contains the Lurie Fine Arts Gallery on the first floor, offices on the second floor, and high-end condominiums on the third and fourth floors, accessed via a private ground-floor lobby. With over 900,000 square feet rehabilitated or developed, the district now has over 300 residential units and close to 200 businesses and has attracted over \$700 million in public and private investment. Notably, Carmel requires developers to sell most of the new infill development to business owners, helping



Cedros Design District (Source: CLUE Group)



Carmel Arts and Design District (Source: CLUE Group and carmelartsanddesign.com)

protect them from escalating rents and helping ensure that they have an investment in the district.

In addition to reinvigorating Downtown Carmel, the Carmel Arts and Design District is a critical component of the City's larger plan to transform Range Line Road, its major road, from an auto-focused suburban thoroughfare to a walkable, amenity-rich urban corridor. One of six contiguous nodes along Range Line Road, the Arts and Design District is serving as an important catalyst to new development in the other five nodes (Clay Terrace, North Range Line, Mid-Town, City Center, and South Central), where property owners and developers are gradually replacing outdated strip shopping centers and freestanding commercial buildings with mixed-use buildings and handsome public spaces.

In 2007, the City broke ground for the \$125 million Center for the

Performing Arts, immediately adjacent to the Carmel Arts and Design District. The Center includes The Palladium, a 1600-seat world class concert hall, that serves as permanent home for the Carmel Symphony Orchestra, whose performances until then had taken place in the Carmel High School's auditorium. The new concert hall has made it possible for Carmel to attract world renowned performers. The Center for the Performing Arts is also home to the Feinstein Foundation for the Education and Preservation of the Great American Songbook, endowed by singer Michael Feinstein. The project was supported by a public bond and private contributions.

The Arts and Design District is managed by the Carmel Redevelopment Commission, with two full-time staff dedicated to business development, marketing, and public space management and maintenance.



4TH STREET PLAZA

The proposed 4th Street Plaza provides an answer to the multitude of questions regarding connectivity, parking availability, open space and activation for Downtown. Utilizing the small alleyways behind the buildings south of Main Street and adjacent to the gazebo, this catalytic concept is able to provide a community gathering space with food trucks, small retail shops and kiosks, shading and opportunities for public art, as well as a stage for performance art and concerts in one of the design options. The proposed parking structure shown on the City's property and behind the current Chamber of Commerce building would play a key role in parking management and demand, while also providing space for small businesses to front a new open space. It is also possible for the garage to be located on the east side of 4th Street, but images shown depict its location on the west side.

The two options shown for the 4th Street Plaza reflect various ways the blocks could be redeveloped. Although both options show the extension of the 4th Street Plaza across Main Street north to Oak Street, the current AT&T parking lot adjacent to the mixed-use buildings takes on a different form. Should the parking lot be redeveloped, the plaza can be fully activated and wrapped by a mix of uses, whereas should the lot remain a surface parking lot, a structure could still be integrated onto the property and provide additional space for development.

This proposed public parking garage would help provide a solution to the parking demand currently within Downtown, while framing the unique public plaza taking the place of 4th Street. This garage could be 250' x 120' with an option to extend an additional ten feet, if needed. At four stories tall this creates the potential for an approximate additional 369 parking spaces (see the analysis for parking demand and opportunity in Downtown in the Parking section of this document on page 40).

Figure 8: 4th Street Plaza



Figure 9: 4th Street Plaza Options 1 & 2



Figure 10: 4th Street Plaza Activation with Parking Garage on West Side of 4th Street

