

CITY OF FRISCO COMPREHENSIVE PLAN

City Council & Comprehensive Plan Advisory Committee (CPAC) Kick-Off Meeting

June 22, 2023



Today's Agenda



- 1 *Welcome and Introductions*
- 2 *Overview Presentation*
- 3 *S.W.O.T. Activity*
- 4 *Aspirations Activity*
- 5 *Plan Success Activity*
- 6 *Next Steps*



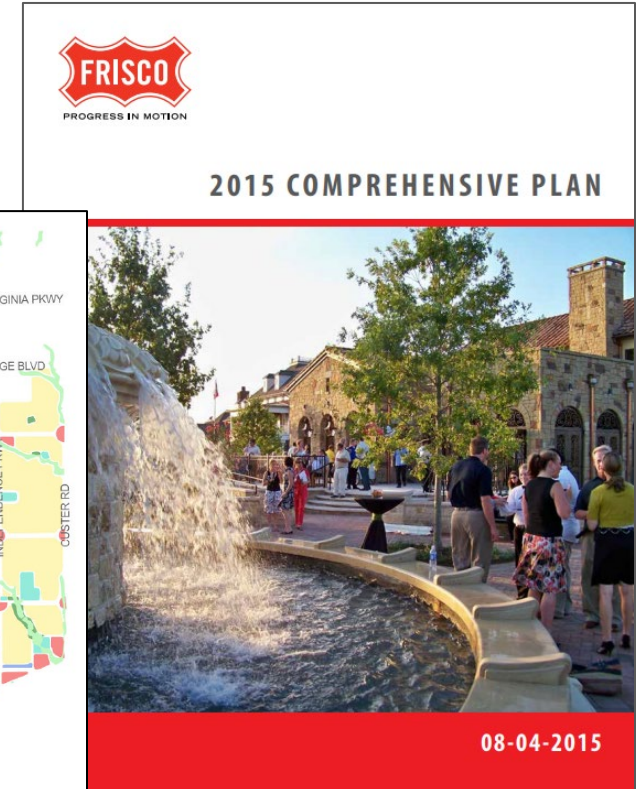
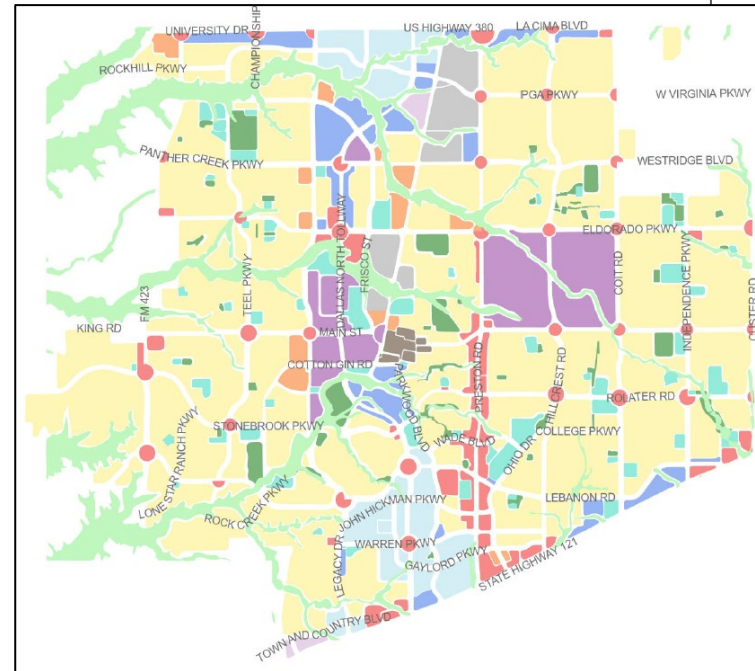
Primary Objective:

Issue identification & visioning

Frisco's Approach



- A rich history of planning...
 - 1982
 - 1993
 - 2000
 - 2006
 - 2015



2015 Future Land Use Map & Cover



Introductions



Consultant Team: FNI



Core Team



Daniel Harrison, AICP
Project Manager



Erica Craycraft, AICP
Asst. Project Manager



Dan Sefko, FAICP
Senior Advisor



Connor Roberts
Project Planner

Support Team



Jason Claunch
Economic Dev.
Catalyst



Arti Harchekar, AICP
Illustrative Design
Joyful Urbanist

Comprehensive Plan Advisory Committee



Your value and role in this effort:

You are **stakeholders** as plan users and community members

You ensure that **input is reflected** in the plan during drafting

You are a **sounding board** for plan recommendations

You are **ambassadors** of the plan effort and process

Now it's your turn!

Please take a moment to introduce yourselves...

Name and involvement in the community

(e.g., council, boards, resident, businesses)



Project Overview

FRISCO

Project Scope



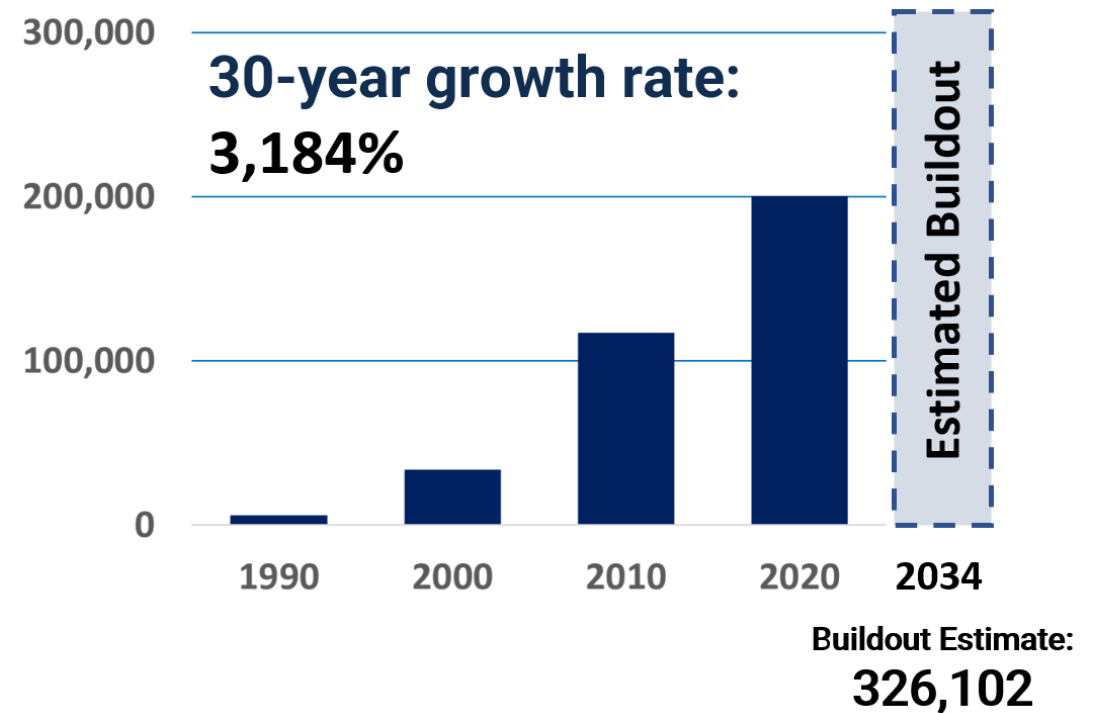
- Community Snapshot
- Guiding Principles
- Housing & Neighborhoods
- Economic Development
- Future Land Use
- Transportation
- Community Facilities & Services
- Implementation



Community Snapshot



- Purpose: Provide context to the Plan's content and initiatives
- Content to include...
 - Existing demographics
 - Recent/on-going planning context
 - Population trends
 - Existing land use
 - Physical features
 - Emerging trends

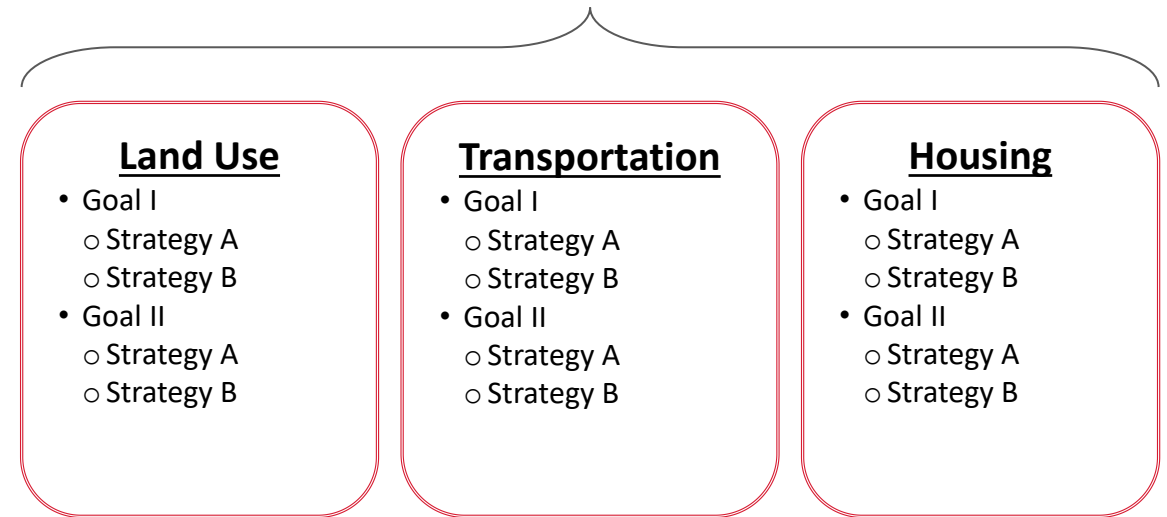


Guiding Principles



- Purpose: Establish principles using public feedback to direct the Plan's framework and recommendations
- Content to include...
 - 3 to 5 Principles
 - Performance metrics

Guiding Principles



Housing & Neighborhoods



- Purpose: Evaluate housing options and make recommendations to meet the needs of residents at different stages of life
- Content to include...
 - Neighborhood preservation
 - Alternative housing options
 - Attracting/accommodating the workforce
 - Lifecycle/"missing middle" housing



Economic Development



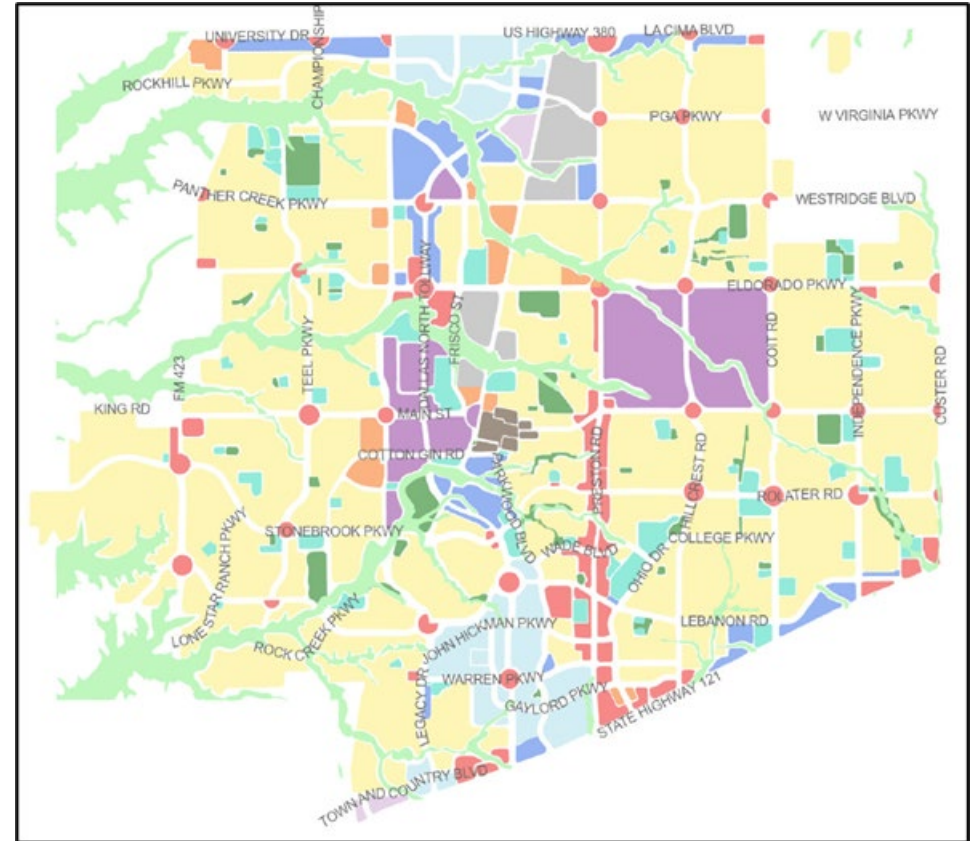
- Purpose: Position the City for continued success in development and redevelopment endeavors
- Content to include...
 - Financial models and metrics
 - Tax revenue impacts
 - Costs of service models
 - Analysis of employee wage and housing



Future Land Use



- Purpose: Illustrate the future land uses across the City, and describe each land use to assist in policy decisions
- Content to include...
 - Future Land Use Map and categories
 - Character guidelines by category
 - Population and land use projections

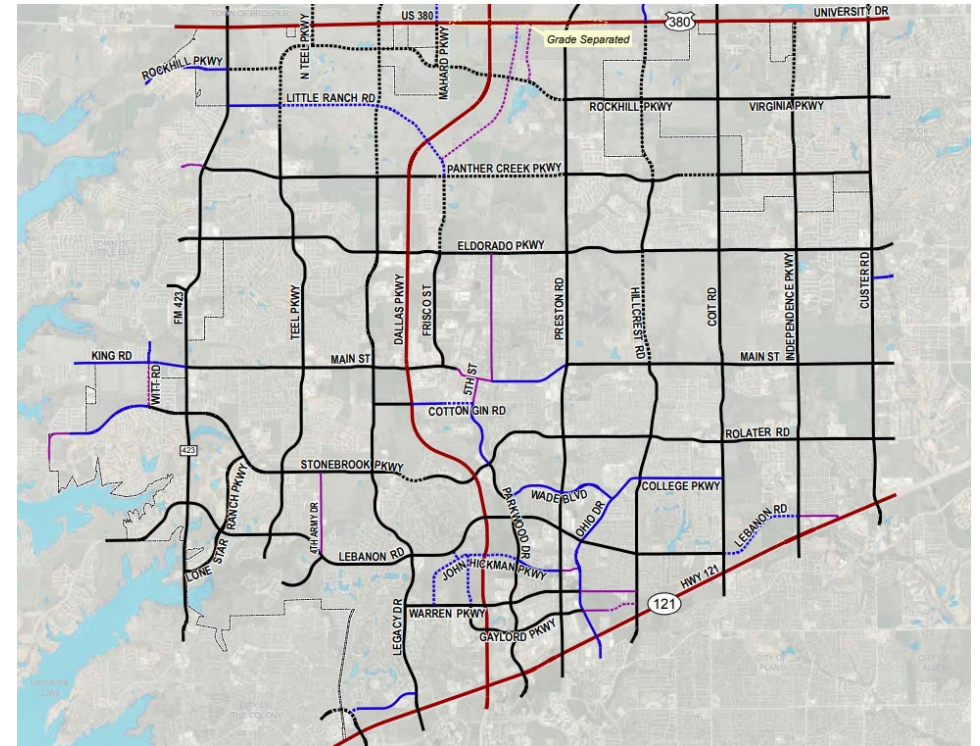


2015 Future Land Use Map

Transportation



- Purpose: Improving mobility and active transportation options
- Content to include...
 - Addressing upcoming mobility options (e.g., micro-mobility, urban air mobility, curbside management)
 - Trip reduction strategies
 - Mitigating congestion



2015 Thoroughfare Plan

Community Facilities & Services



- Purpose: Assess the City's inventory and level of service for existing facilities and services, and trends to support a growing community
- Content to include...
 - Consideration for future growth and redevelopment
 - Strategies related to public facilities such as City properties, universities, healthcare facilities, ISDs



Implementation



- Purpose: Outline and prioritize the Plan's recommendations
- Content to include...
 - Overview of the Plan's recommendations and strategies
 - Responsible implementation entity
 - Appropriate implementation timeframe
 - Metrics to measure success



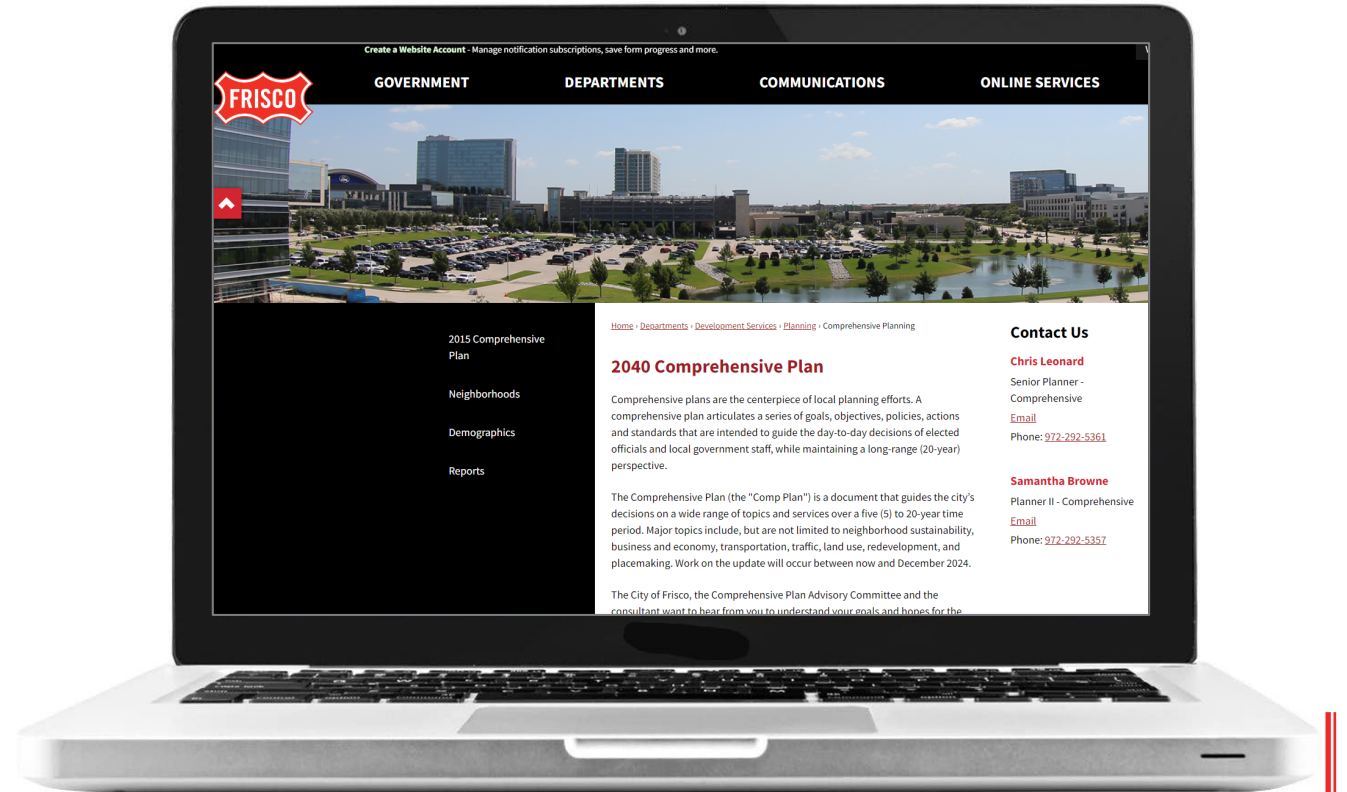
Project Website



Point Your Phone Camera



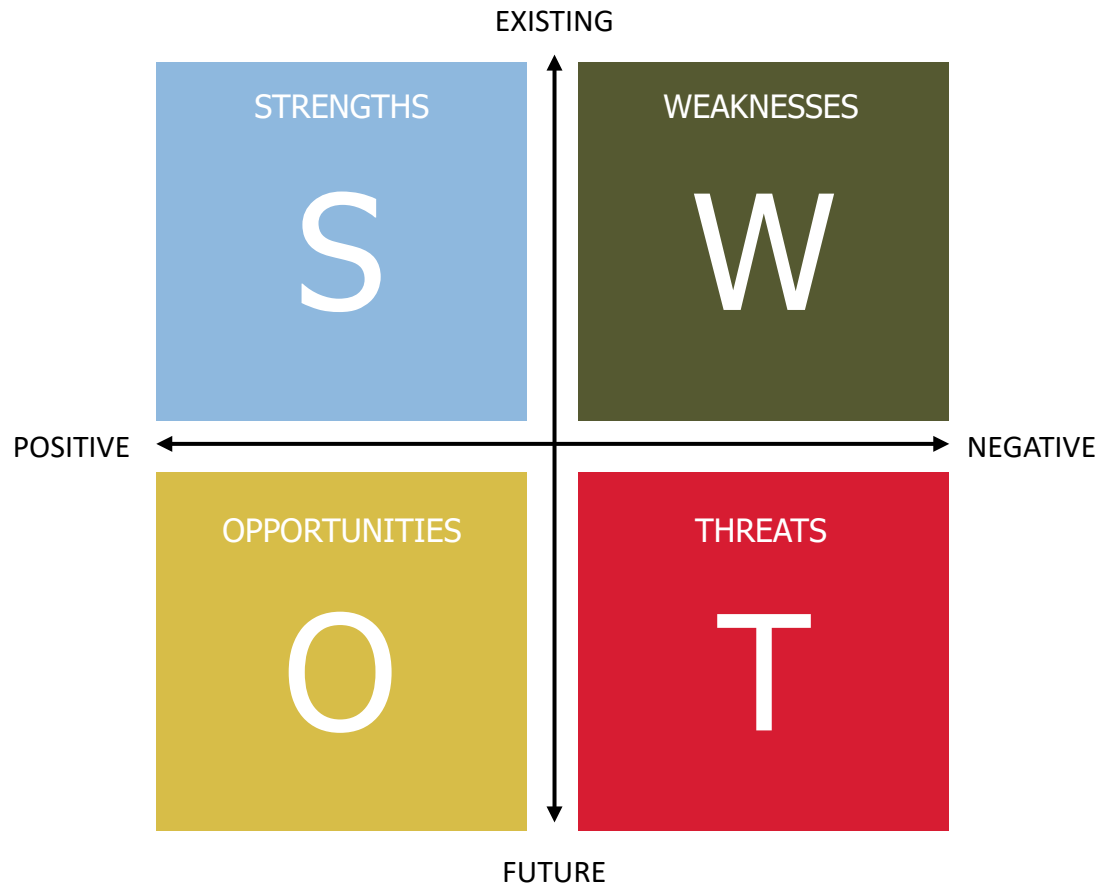
www.friscotexas.gov/2040CompPlan



Activity #1: S.W.O.T.



S.W.O.T. Activity



Strengths

Characteristics of the City that give it an **advantage** over others.

Weaknesses

Characteristics of the City that place it at a **disadvantage** relative to others.

Opportunities

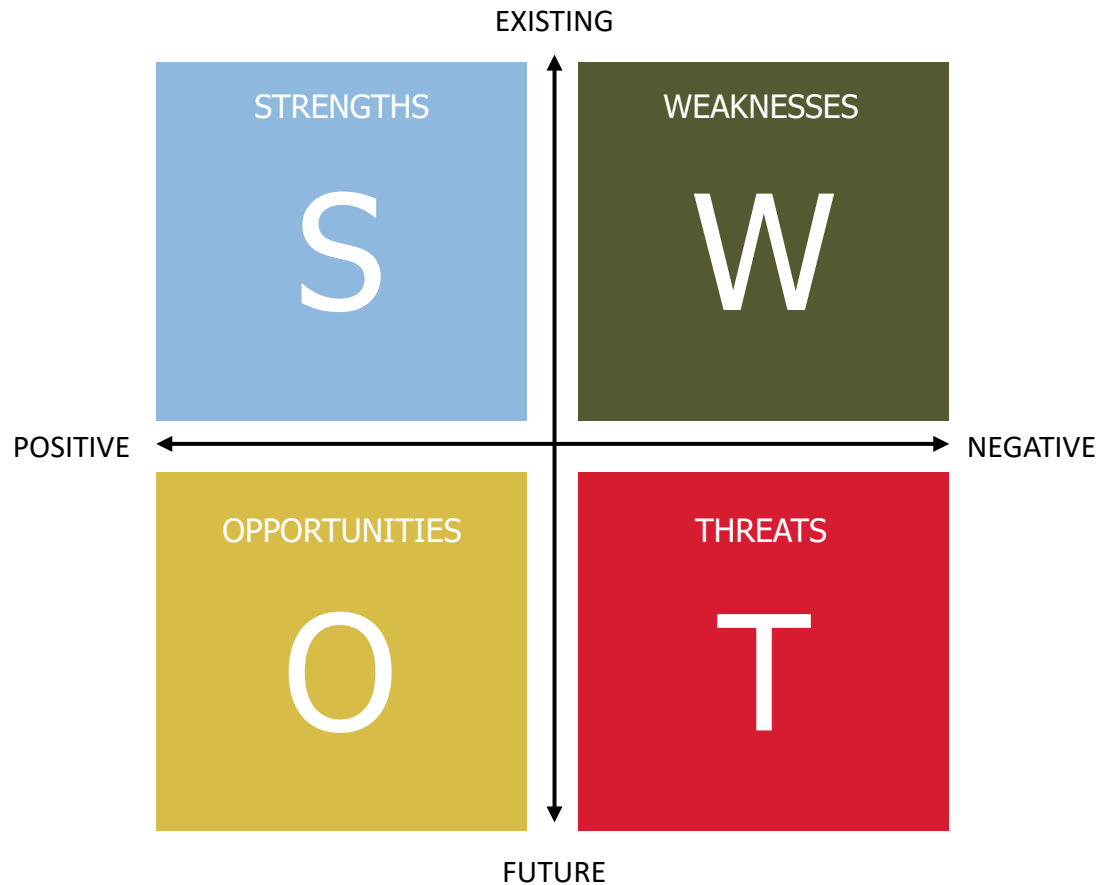
Elements in the environment that the City could **use to its advantage**.

Threats

Elements in the environment that pose an **issue for the City**.

Strengths:

Characteristics of the City that give it an **advantage** over others.

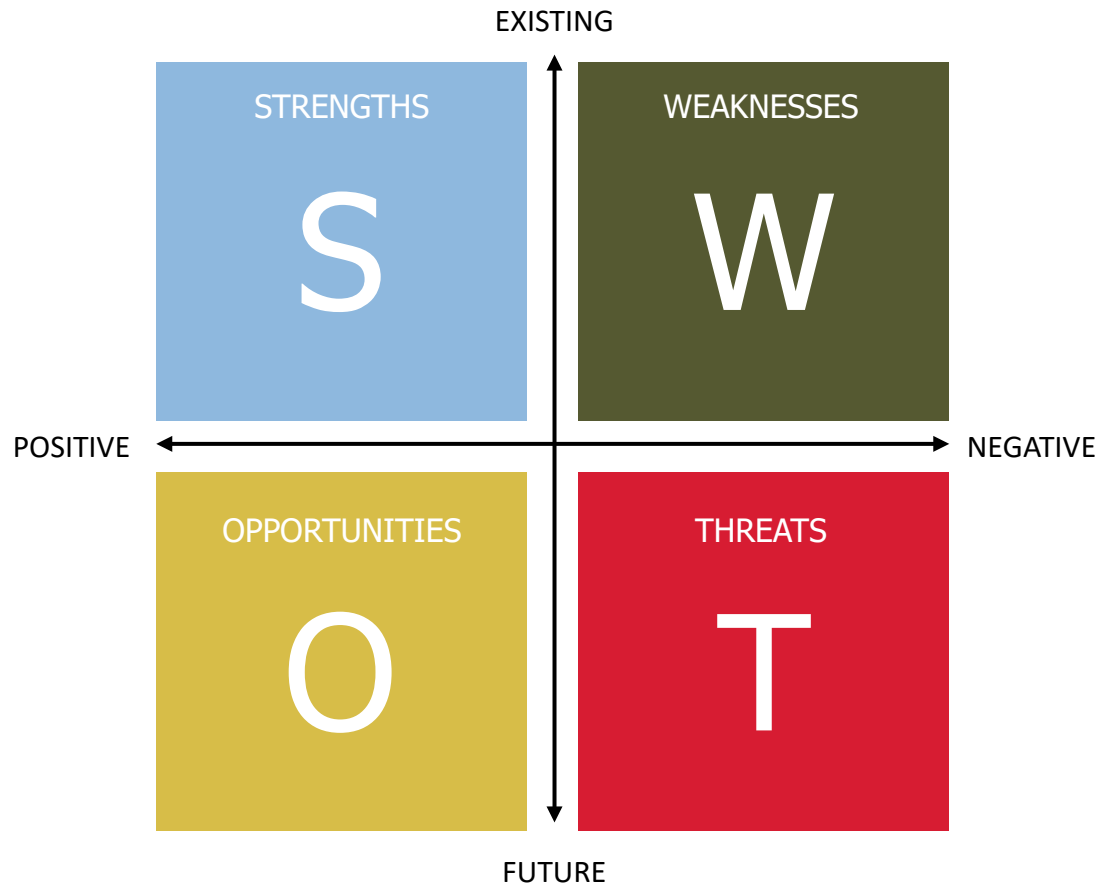


What are Frisco's **current** STRENGTHS?

- ...

Weaknesses:

Characteristics of the City that give it a **disadvantage** over others.

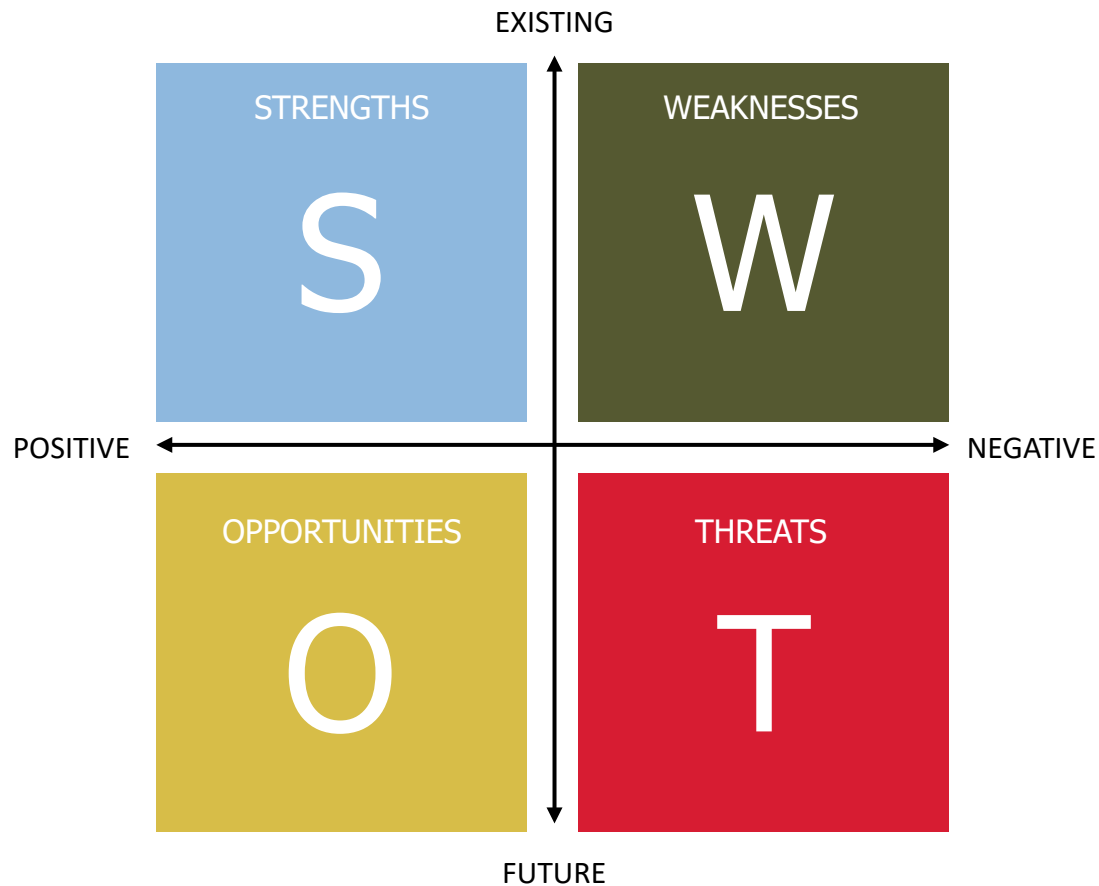


What are Frisco's **current** WEAKNESSES?

- ...

Opportunities:

Elements in the environment that the City could use to its **advantage**.

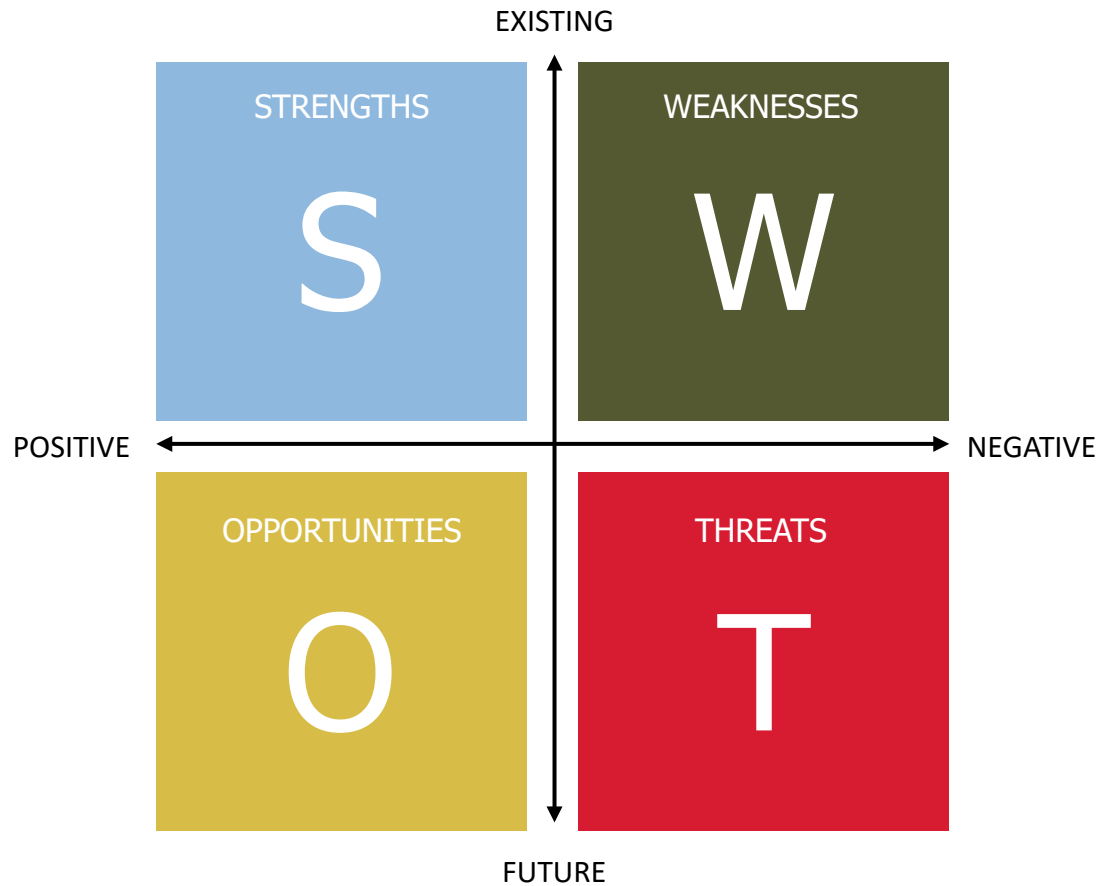


What are Frisco's **future** OPPORTUNITIES?

- ...

Threats:

Elements in the environment that pose an **issue** for the City.



What are Frisco's **future** THREATS?

- ...

Activity #2: Aspirations

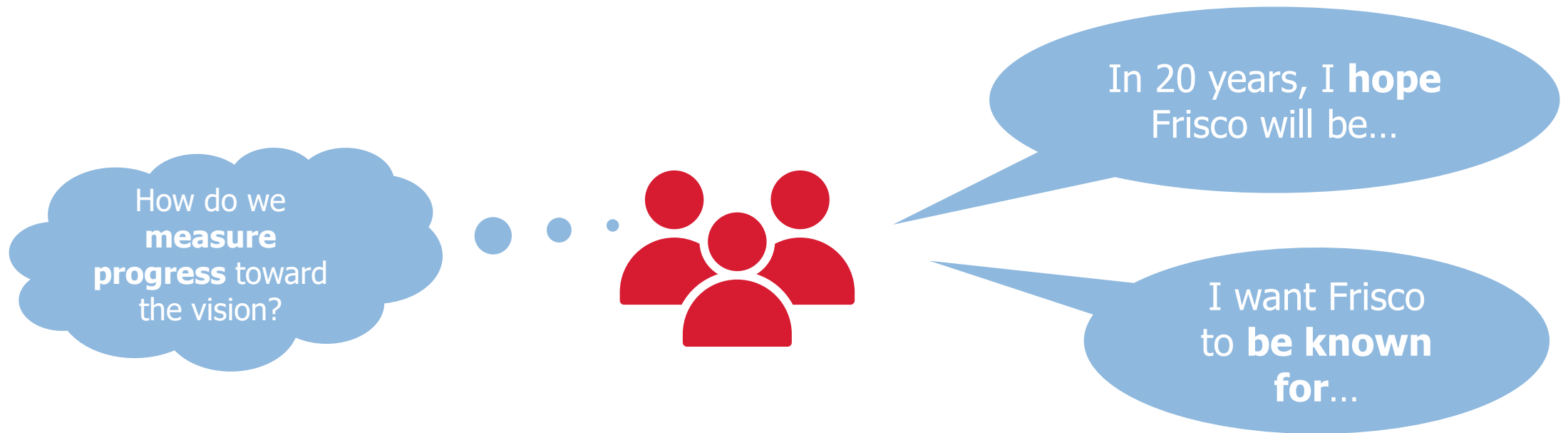
FRISCO

Aspirations Activity



Aspirations help guide us toward future objectives and conditions

- Take a few moments to gather your **aspirations for Frisco**, then share



Aspirations Discussion



In 2040, I hope Frisco will be...

- ...

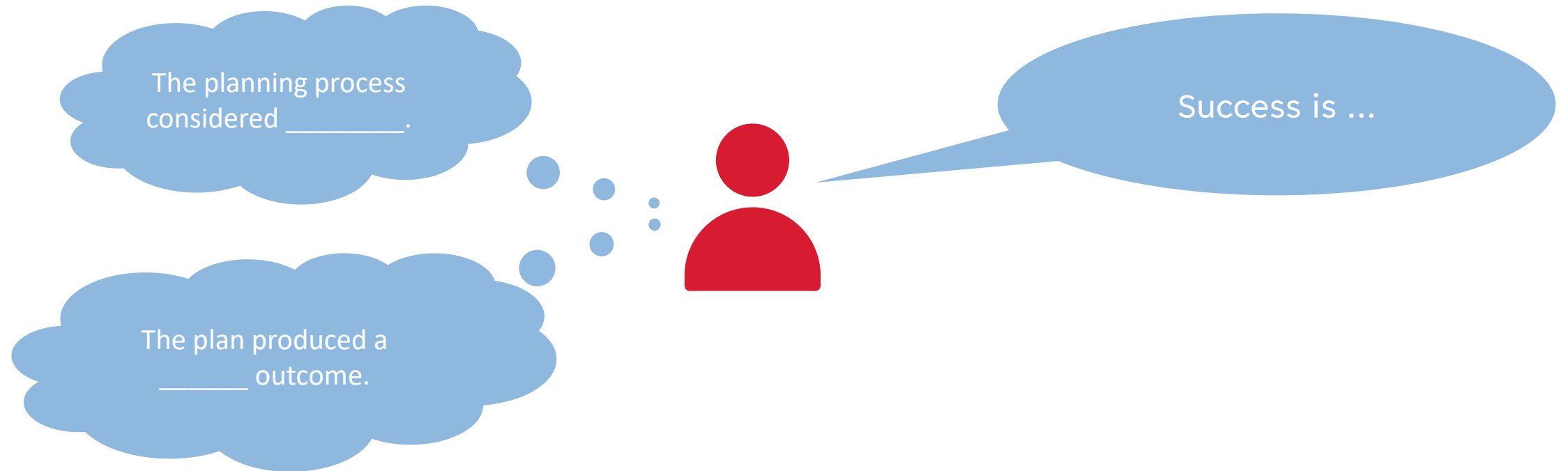
Activity #3: Plan Success



Plan Success Activity



What does a successful plan look like to you?



Plan Success Discussion



Key components of the plan will include:

- Community Snapshot
- Guiding Principles
- Housing & Neighborhoods
- Economic Development
- Future Land Use
- Transportation
- Community Facilities & Services
- Implementation

A successful plan...

- ...



Next Steps





WHAT ELSE? OTHER COMMENTS OR QUESTIONS?

Thank you!

