



UNLEASHING THE
RAIL DISTRICT
EXPERIENCE

PROJECT SCOPE

- **Two and a half days engaging over 100 stakeholders**
- **Focus on vision and frameworks for implementation & alignment strategies**
- **Tinker under the hood of the existing Rail District Master Plan**
- **Inspire an experience design approach to the Rail District**
- **Provide a Rail District Playbook based on findings**



Velocity
group

	Population	Assessed Value	Net Area (ac)	Value/Acre
Design District	0	\$21,936,800	30.4	\$721,293
Farmers Market	1,361	\$107,293,968	32.6	\$3,291,659
Frisco Square	4,048	\$686,939,666	109.3	\$6,284,805
Rail District	1,026	\$231,705,931	150.8	\$1,536,991
Toyota Stadium District	0	\$234,339,090	156.0	\$1,502,175

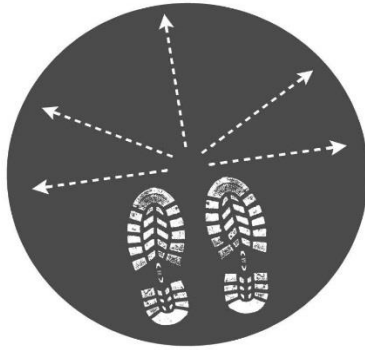
A VALUABLE ASSET TO THE OVERALL
FRISCO EXPERIENCE.

Budget	Status	Cost (\$M)	Completion
Elm Street	Construction	\$5.2M	3rd Qtr 2023
Main Street	Under Design	\$20.4M	4th Qtr 2025
Plaza	Under Design	\$16M	4th Qtr 2025

DEDICATED CITY RESOURCES FOR THE
HEART OF FRISCO
\$41.6M OVER NEXT 2 YEARS



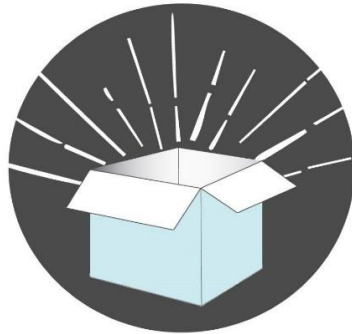
Safety



Selection



Service



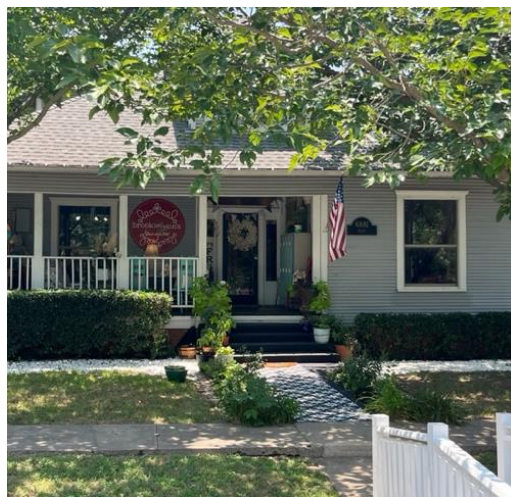
Surprise



NURTURING YOUR DNA OF PLACE

- 1 Know who you are...**and who you are not**
- 2 Be clear both in **why you matter** and your value proposition.
- 3 Define what actions to take and **align resources to implement**
- 4 Gather a team that **knows how to get things done**







THE BIG COMMUNITY QUESTIONS

VISION & ALIGNMENT

- **What is our common vision? How can we speak in a single voice and all move in the same direction?**
- **Are decisions fueling the vision and values or are actions disjointed?**
- **How do we get alignment on what the Rail District is and how it fits into the overall Frisco experience?**
- **We don't have a clear idea who the various players are working in the Rail District. What are their roles?**

BUSINESS

- **What are the real opportunities for repurposing the City Hall building?**
- **How can we better support the businesses in the District and recruit new ones that fit our vision?**

TRAFFIC & PARKING

- **The Rail District does not feel pedestrian-friendly and Main Street is used as a thruway, not a destination. How do we change that?**
- **Parking is a major concern. We know a parking structure is planned, but how does the rest of the District look?**

BRANDING & COMMUNICATIONS

- **How can we better coordinate communications? All be active participants in an ongoing process?**
- **Residents and businesses need to be more engaged. How do we all work together to make that happen?**
- **Can we maintain the old with the new?**
- **Are there ways we can contribute to the brand of the the Rail District? Who is the keeper of the brand?**

PROJECTS

- **How can we support the businesses in the District and recruit new ones that fit the emerging Rail District vision?**
- **It seems like the Rail District gets less attention compared to other areas of the City. Can we speed up the Rail District improvements?**
- **What does implementing small wins to experience progress look like?**
- **How can we contribute to the activation of the Plaza?**
- **If I invest in the Rail District, what support/ return can I expect?**
- **What are our creative opportunities for public/private partnerships?**
- **As housing prices increase, how do we enable affordable options for service workers, creative makers and more?**

COMMUNITY IDEAS

VISION/BRANDING/PERSONALITY

- One vision/one voice
- Mix historic with the new
- Coordinate events that support branding
- Develop and foster a culinary scene
- Create an exciting bridge via Frisco Junction, uniting the old with the new
- Let the Rail District be family and resident-friendly
- Protect our neighborhood personality
- Create more opportunities for art and murals
- Feature gathering places
- Keep & expand pocket parks
- Clarify boundaries for the Rail District

TRAFFIC & PEDESTRIAN

- City enforced speed limits
- Fixed and unfixed transportation opportunities
- Create bike lanes and add bike racks on Main
- No angle parking, keep Main two lanes
- Activate side streets
- Add four-way stop signs on Main to slow traffic down
- Rebuild Elm, Main and Plaza parking

BUSINESS/DEVELOPMENT

- Encourage businesses to stay open late
- Clarify commercial/residential designations
- Enforce architectural standards
- Establish and/or publish design principles
- Review zoning rules
- New business recruitment
- Focus on entrepreneurs and start-ups with recruitment and innovation support
- Define and recruit amenity businesses for residents
- Create more affordable housing options
- Consider select rent caps

ENGAGEMENT & MARKETING

- Fuel robust community engagement practices
- Review the roles of the Downtown Advisory Committee and Downtown Merchants
- Get community input on the City Hall reuse
- Identify one source for information—who do we contact?
- Give us some small wins to experience progress
- Develop a Rail District organization that includes all the various stakeholders and advocates for the District vision.

UNCOVERING THE RAIL DISTRICT PERSONALITY

- ☐ Artistic, Funky, Creative, Charming, Innovative, Gritty
- ☐ Entrepreneurial Environment
- ☐ Pedestrian-Friendly and Walkable
- ☐ Robust Community Engagement
- ☐ Mix Of The Old and the New
- ☐ Welcoming to All Incomes and Cultures
- ☐ A Place to Chase Dreams With Opportunity
- ☐ Quality of Life Creating Memories
- ☐ A Place I Can Call Home
- ☐ Progress in Motion



EMERGING VISION CONCEPTS

The Rail District is:

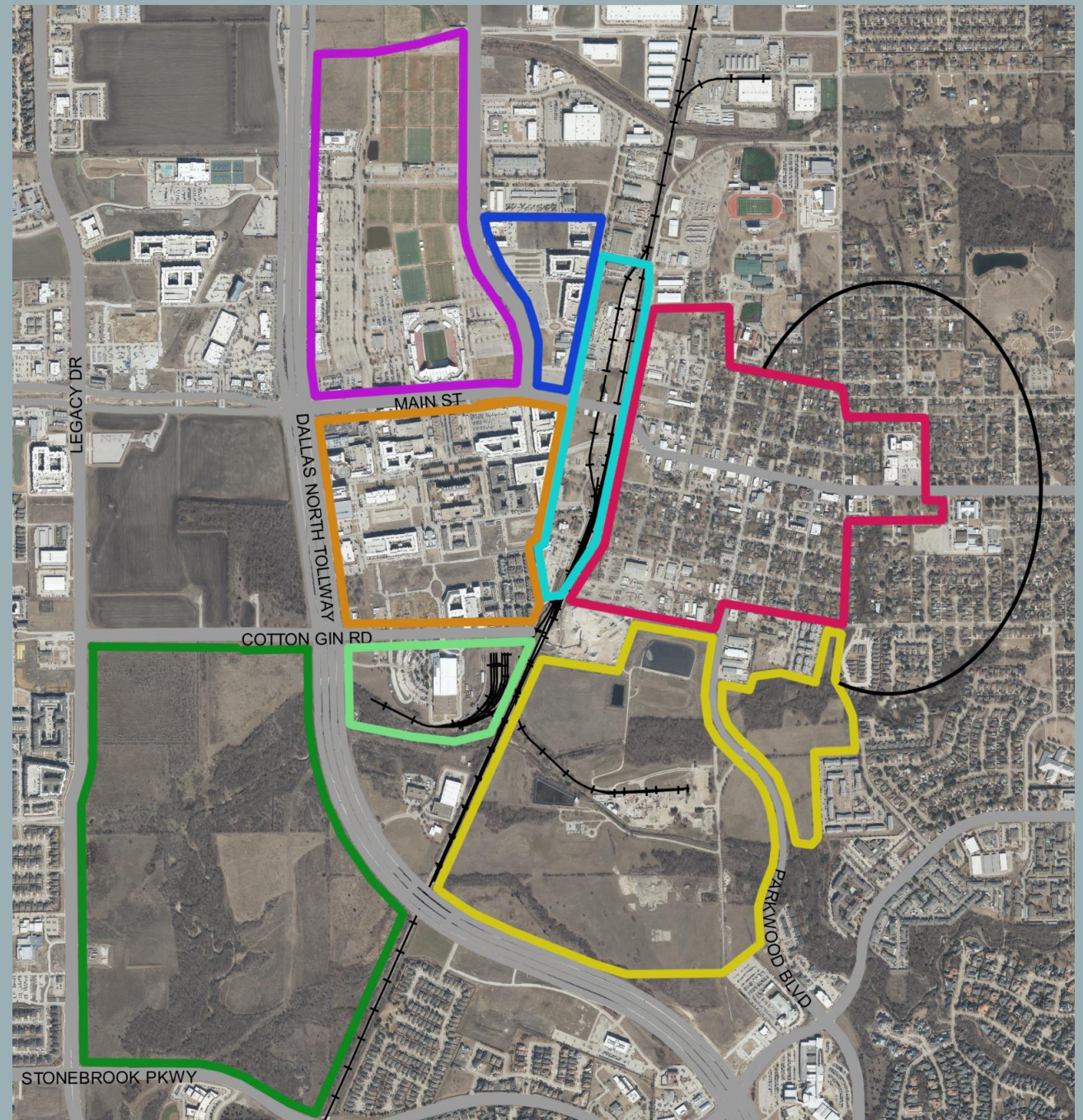
- **Vibrant**
- **Welcoming**
- **Attractive**
- **Quaint**
- **Connected neighborhood**
- **The Heart of Frisco**
- **Honoring the history**
- **Progressive**
- **Fueling a dynamic future for our unique City**



GUIDING PRINCIPLES

- **Prioritizes public and private investment opportunities** that align with the vision, deepen Rail District and Frisco Junction land value, and contribute to Frisco's growing tax base.
- **Ensures a comprehensive housing strategy** that addresses compatible new infill and redevelopment of diverse housing styles, density and price points along with focused city street enhancements that respect the existing neighborhood fabric.
- **Advances an open space and parks plan** that connects to the overall Frisco parks investment strategy
- **Focuses on land use policy, municipal investment and building, site and street design** that prioritizes walking first, followed by bicycling and transit, and lastly motor vehicles.
- **Fosters lifestyle amenities and housing options** for residents and supports national talent recruitment and retention strategies, while broadening access and opportunity for all.
- **Strengthens the Rail District as a place for entrepreneurs** and sustainable innovation in a variety of industries.
- **Positions the Rail District as the heart of Frisco** for events and activations in the region that enhance the overall brand and story of Frisco.
- **Develops a sustainable organizational structure** that builds local equity and engagement, invites participation and fuels collaboration and alignment to reinforce the Rail District's full potential.

- **Toyota Stadium**
- **Farmers Market**
- **Frisco Square**
- **Library/Discovery Center**
- **Grand Park**
- **Public Land**
- **Design District**
- **Rail District**
- **¼ Mile Buffer**



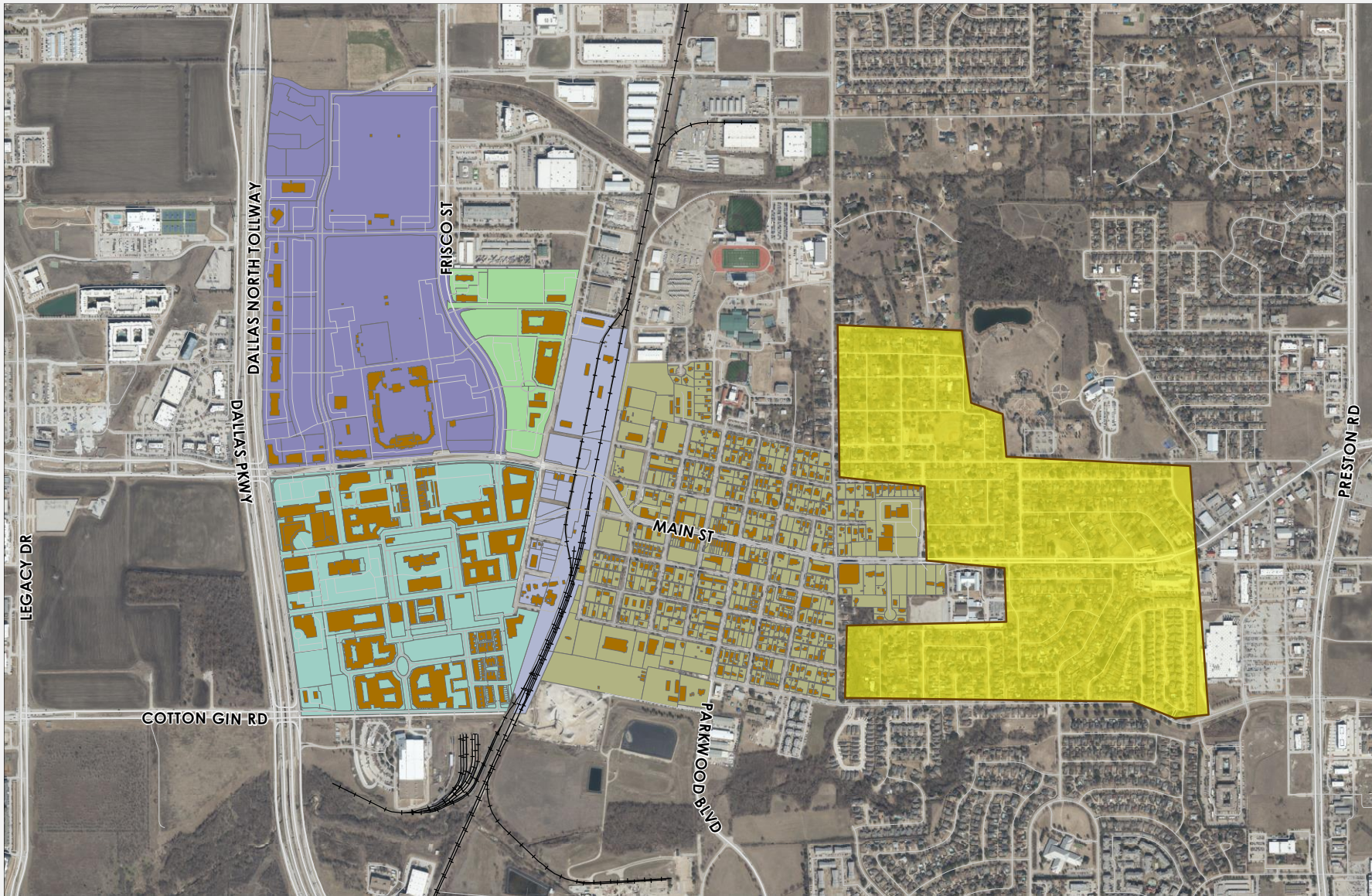


The Rail District and Frisco Junction have a baseline of green space and public parks...

- How do you connect these public spaces more effectively?
- Example: BNSF Rail Trail, extend Jack Hamilton Park connecting spine between districts and railroad buffer for pedestrian safety
- Example: Art Walk along Frisco Square Road to enhance pedestrian walk and engage the Frisco School System

Land Use Acres	Single Family	Multifamily	Commercial	Industrial/Utility	Semi-public	Public	Vacant	Park/City Hall/Stadium
Design District	0.0	0.0	2.3	12.0	0.0	8.7	0.0	7.4
Farmers Market	0.0	6.5	21.4	0.0	0.0	0.0	4.7	0.0
Frisco Square	6.8	45.2	31.7	0.0	1.2	0.0	11.5	13.0
Rail District	66.3	3.1	34.6	21.0	2.8	18.2	2.8	1.9
Toyota Stadium District	0.0	0.0	40.5	0.0	0.0	0.0	15.0	100.5

A PLACE TO CALL HOME



5,000+ people living within Frisco Square and the Rail District, plus another 1,500 from adjacent neighborhoods...

How do you physically connect these people and beyond to the emerging experience of the Rail District?



Tinkering under the hood of the Master Plan Character Zones...

...by diving into the existing vibe and desired resident and visitor experience.

Rail District Experience Design Elements

These design elements are general descriptions identified through our stakeholder engagements. Applications and strategies respond to the context of each unique Experience District.



A Mix of Uses: a growing mix of uses, which could include retail, office, residential, hospitality, entertainment and events spaces that sustains activity during the day and the evening, and provides to the needs of the adjacent neighborhoods, the city and the region.



An Evening/Night Life: life after 5 p.m. with key anchors like restaurants, bars, art galleries, boutique retail, live music and theater, late night coffee shops, etc.



A Diverse Residential Base: a diverse residential mix of types, density and price points within the Rail District that supports and fosters a sense of community and fuels the downtown economy. A discussion on affordable and attainable housing strategies for service and civic workers may also be necessary due to both national and local pressure on housing prices.



Parking Options: Available parking that ensures success of the Rail District commercial core and includes the needs and concerns of the adjacent neighborhoods.



Gathering Spaces: a multitude of connected gathering spaces with active public parks, passive green spaces and outdoor plazas for special events, farmers markets, summer concerts, outdoor movies, etc. that engage locals and attracts visitors.



Pedestrian Oriented Streets and Complete Street Grid - A safe and comfortable environment for pedestrians that include slower traffic, narrow streets, wide sidewalks, on-street parking, street trees, decorative crosswalks, and other features that incorporates public art, streetlights, attractive landscaping and other amenities that improve the walkability and connectivity of the Rail District.



A Strong Entrepreneurial Ecosystem: A destination for the highly mobile talent of the national entrepreneurial scene, driving the connections, energetic third places, co-working and maker spaces, and housing styles that facilitate meet-ups, mash-ups and the unscripted moments that attract and retain entrepreneurs at each stage of their growth.

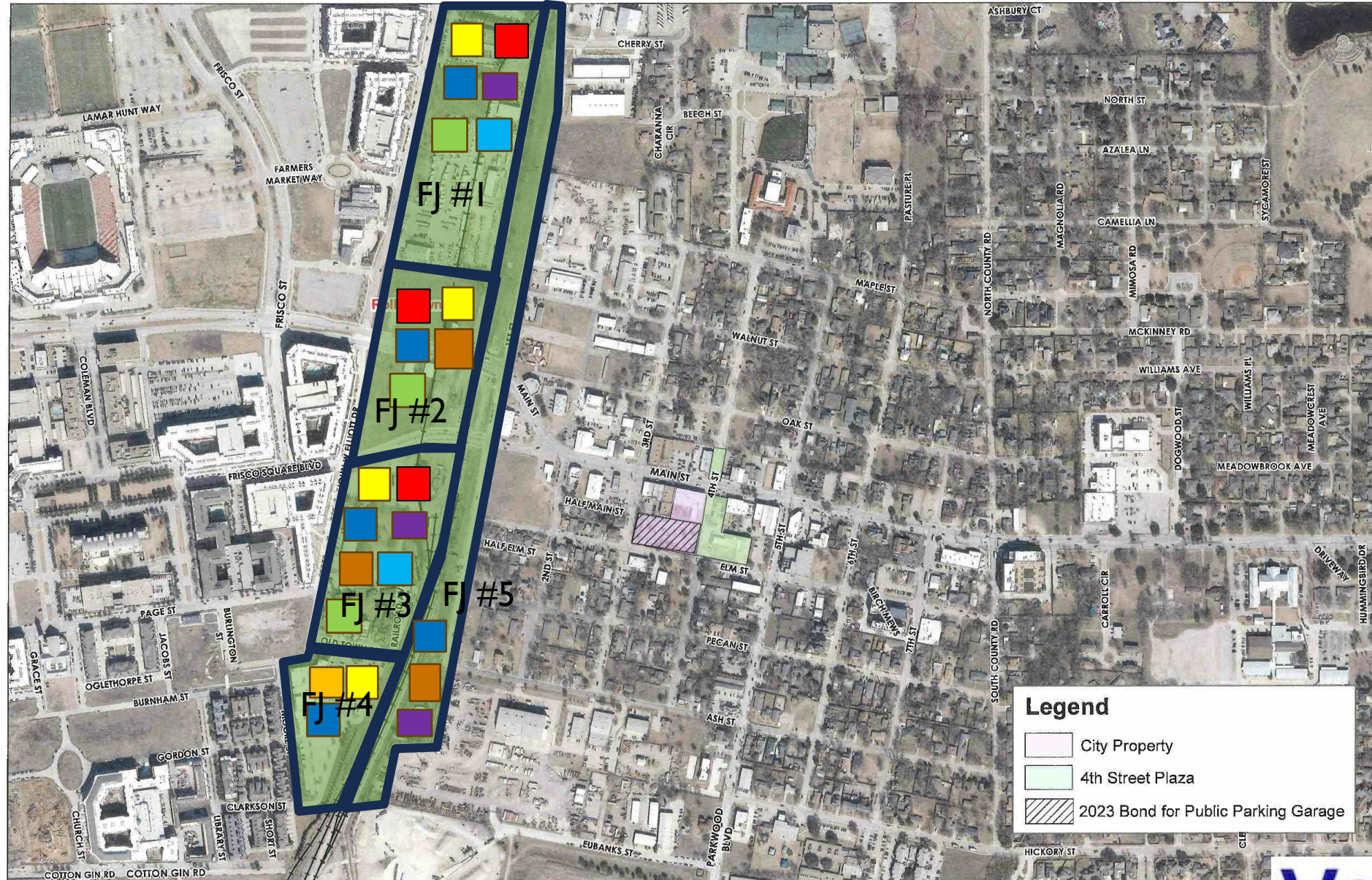


Unique Culinary Destinations: Recognizing a unique food experience brings people together, defines cultures, supports healthy living and shapes our communities, this includes restaurants, breweries, grocery stores, food trucks, bodegas, farmers markets, commissary kitchens, etc.

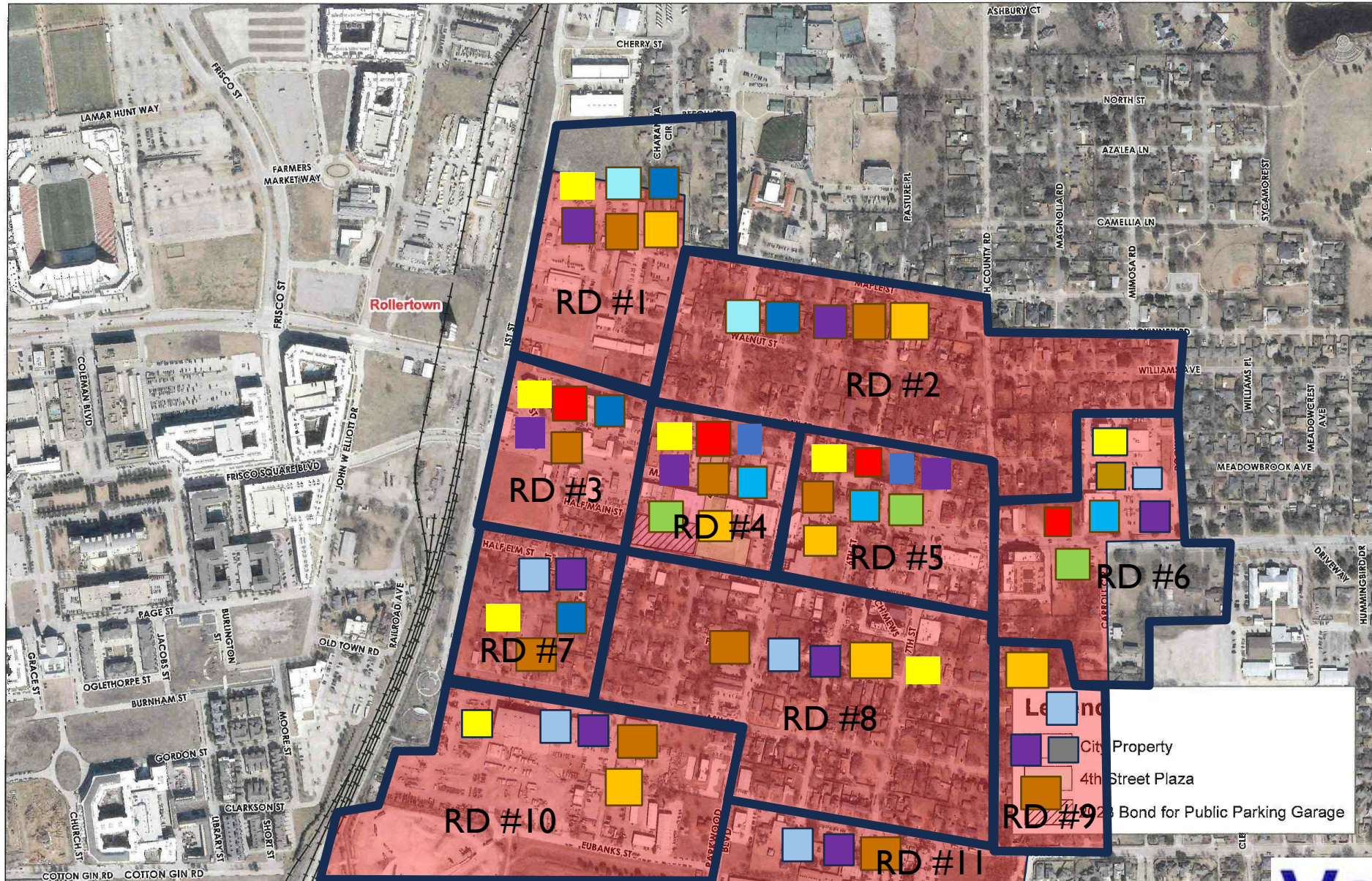


Neighborhood Services – Various amenities and facilities that directly service the surrounding neighborhood, including small corner stores, local bars and restaurants, dry cleaners, daycare facilities, small boutiques, etc.

Frisco Junction Experience Districts

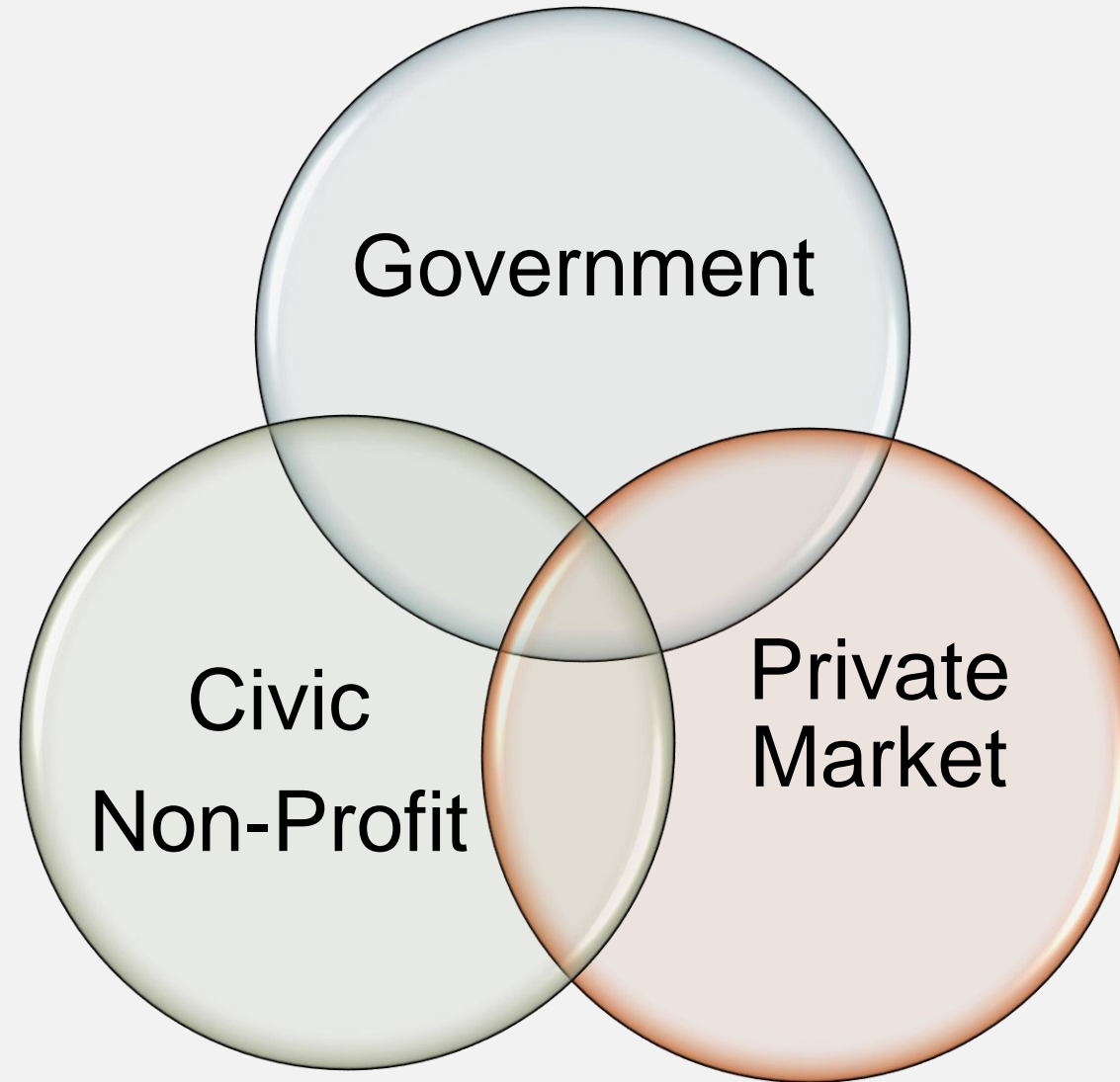


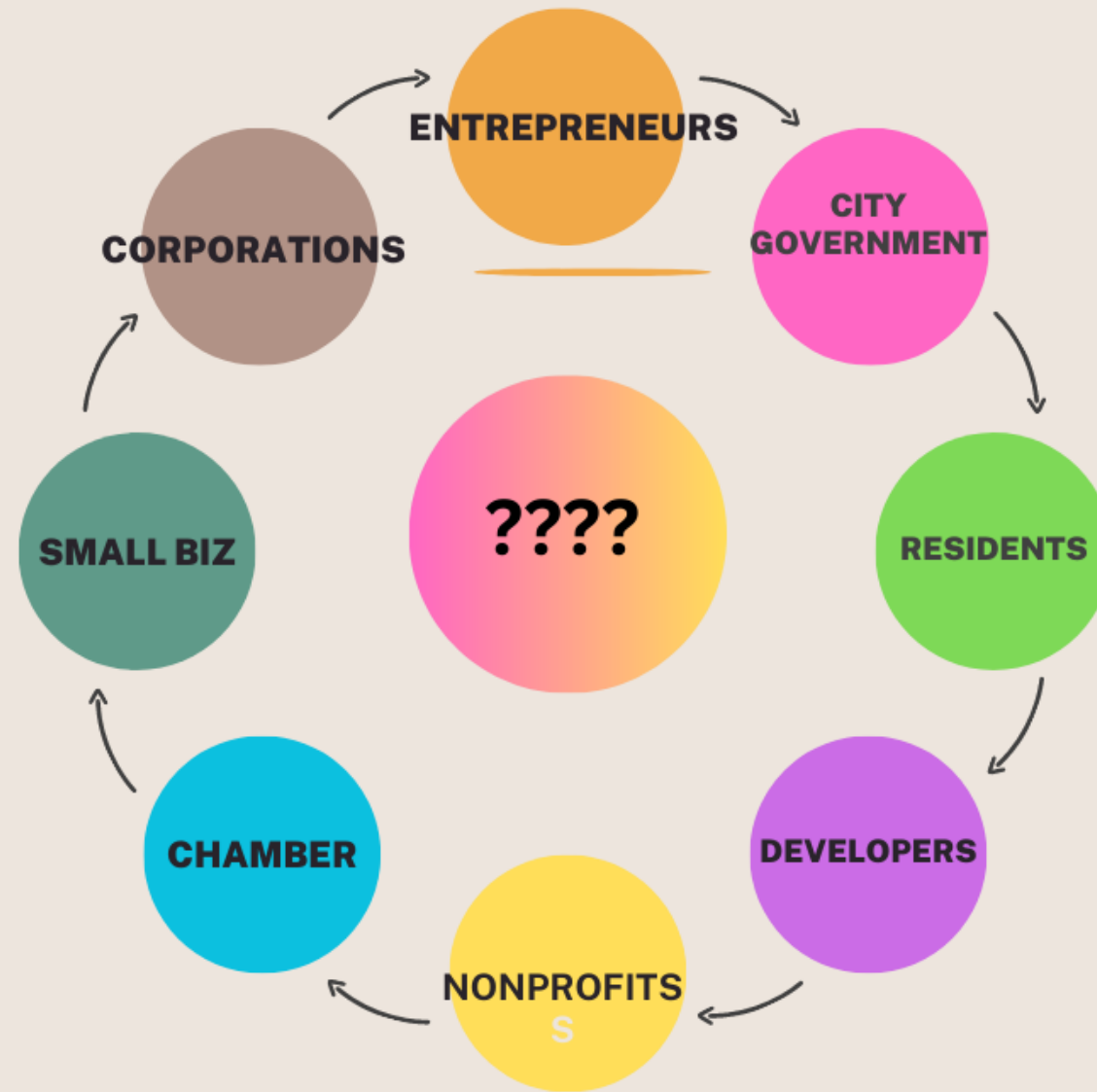
Rail District Experience Districts



Catalytic Triad

Catalytic Triad
– Community
organizing
framework





**Thank you to everyone
who shared their big ideas,
incredible passion
and deep community wisdom.**

