City of Frisco

Comprehensive Plan

CPAC Meeting #2 | August 10, 2023

Today's Agenda

1. Welcome
2. Snapshot Overview
3. CPAC/Council Meeting Recap
4. Guiding Principles
5. Document Template
6. Next Steps

Primary Objective:

Confirm Guiding Principles

Project Team: FNI

FREESE AND NICHOLS

Core Team

Daniel Harrison, AICP
Project Manager

Erica Craycraft, AICP
Asst. Project Manager

Dan Sefko, FAICP
Senior Advisor

Connor Roberts
Project Planner

Support Team

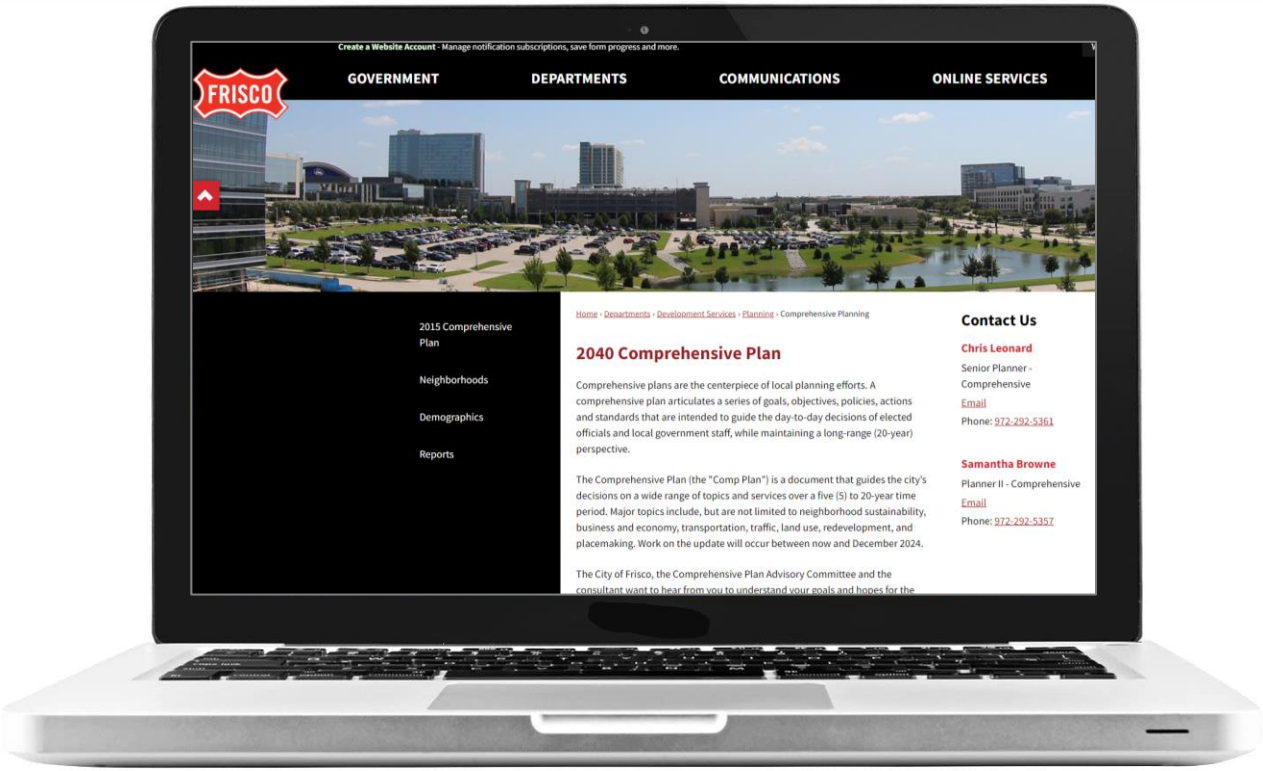
Jason Claunch
Economic Dev.
Catalyst

Arti Harchekar, AICP
Illustrative Design
Joyful Urbanist

Project Website

Point Your Phone Camera

www.friscotexas.gov/2040CompPlan



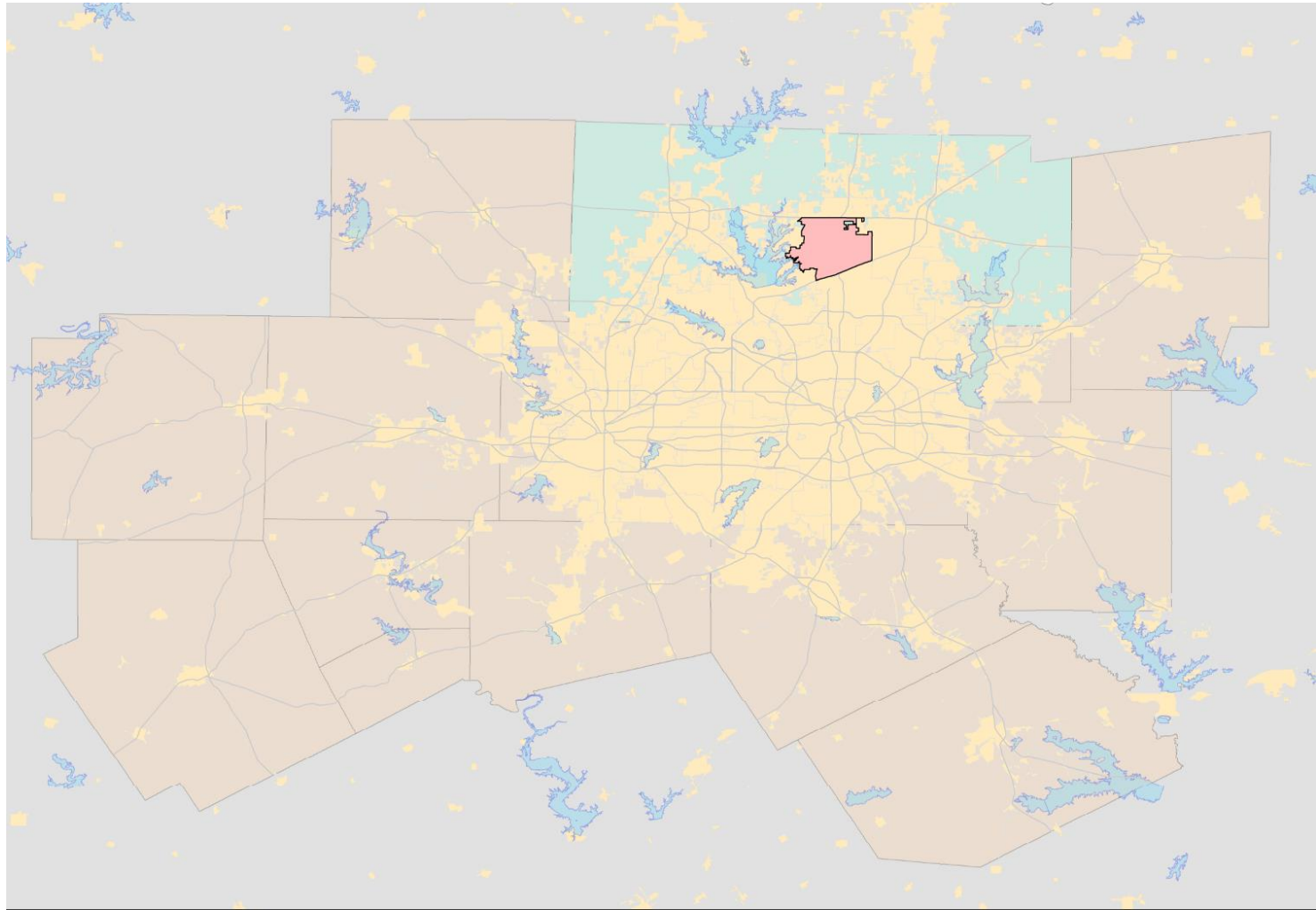
Project Overview

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

Community Snapshot Overview

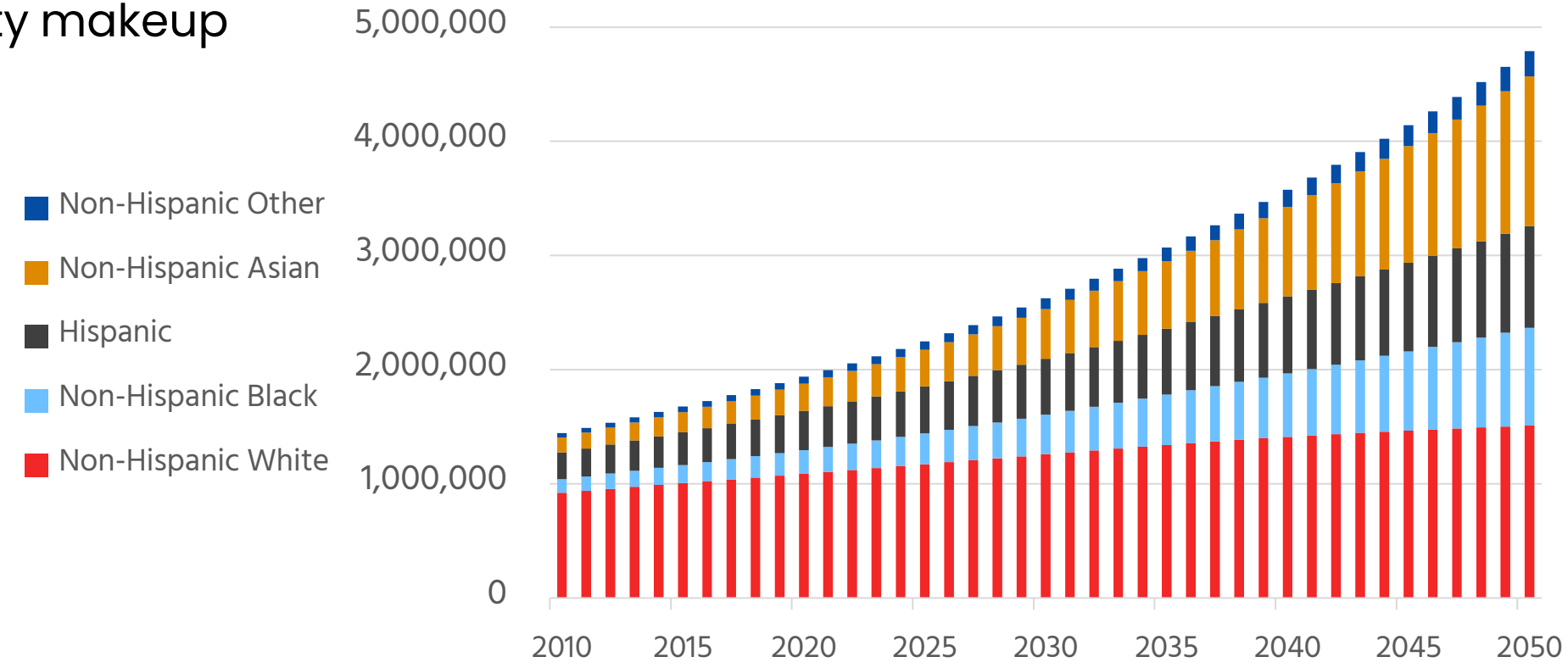
Regional Growth

- DFW Metro @ 7.9M residents
  - 4th largest behind NY, LA, CHI
- 73.4M passengers through DFW Airport (2022), 2nd largest in the world
- Top 10 growing US counties:
  - Collin (No. 2)
  - Denton (No. 6)
- DNT widening through Prosper
- Over half of Denton & Collin Counties are agricultural land (2017 USDA Census)



Regional Growth

- Majority-minority makeup by 2025



Race Composition of Denton and Collin Counties

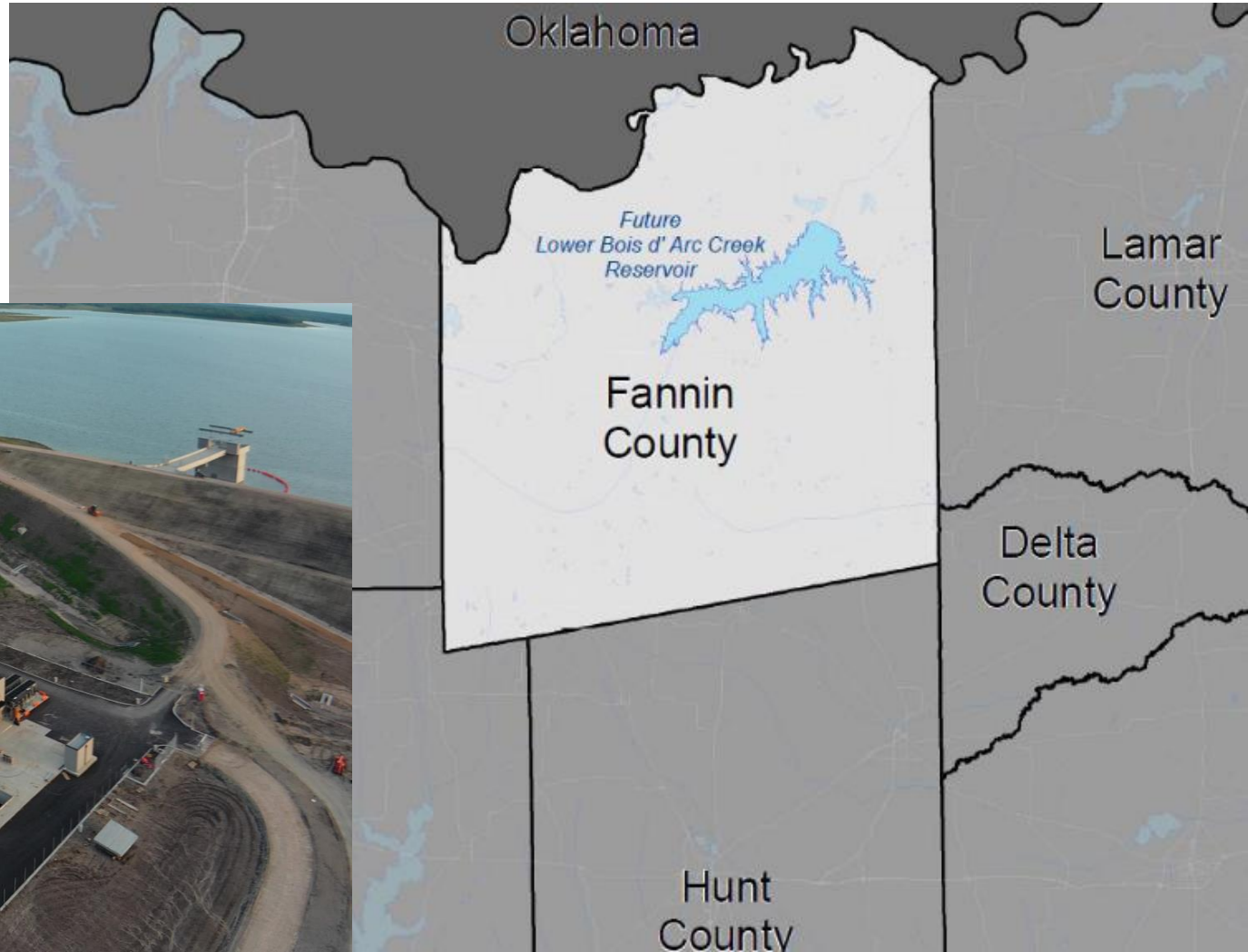
Source: Texas Demographic Center

Regional Growth

- Frisco’s growing entertainment industry will spur more growth

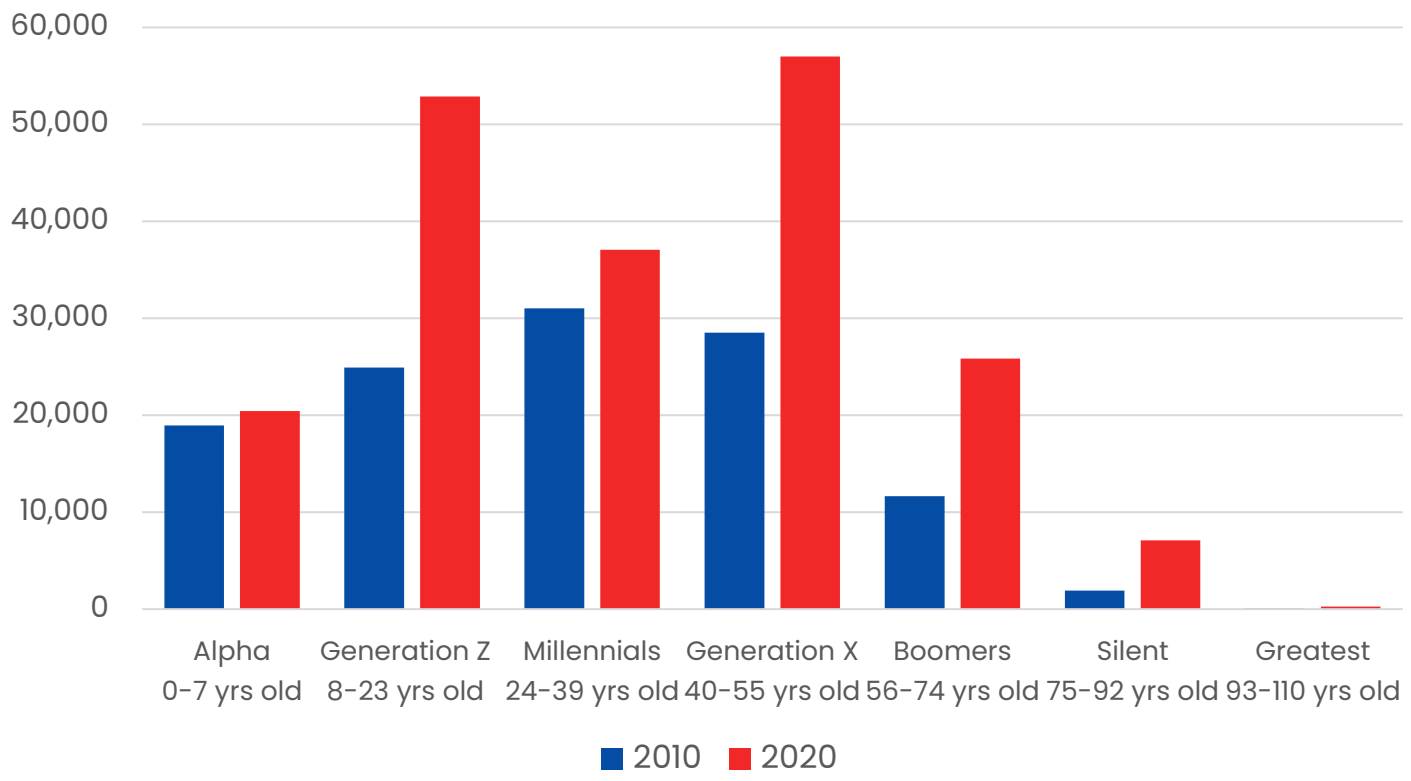
Regional Growth

- Water supply upgrades, including Fannin County (east) investment of $490M for new Bois D'Arc lake (NTMWD)



Generational Changes

- Significant rise:
  - Gen. Z 8 – 23 yrs
  - Millennials 24 – 39 yrs
  - Gen. X 40 – 55 yrs
  - Boomers 56 – 74 yrs
  - Silent 75 – 92 yrs



Generational Population in Frisco

Source: Decennial Census 2010 and 2020

Rent/Own Changes

- Tenure by Age:
  - Decrease in ownership among 15 – 34 year olds
  - Increase in ownership among 65+ year olds

Tenure by Age	2010	2020	Change
Total Households	**39,901**	**69,025**	**73%**
Owner occupied	**30,570**	**46,160**	**51%**
15 yrs. to 34 yrs.	4,725	2,864	**-39%**
35 yrs. to 64 yrs.	23,053	35,894	56%
65 yrs.+	2,792	7,402	**165%**
Renter occupied	**9,331**	**22,865**	**145%**
15 yrs. to 34 yrs.	3,751	8,278	121%
35 yrs. to 64 yrs.	4,988	12,383	148%
65 yrs.+	592	2,204	272%

Frisco Household Tenure (by Age)

Source: Decennial Census 2010 and 2020

Rent/Own Changes

- Tenure by Family Type
  - Higher growth among family owners
  - Higher growth among nonfamily renters

Tenure by Family Type	2010	2020	Change
Total Households	**39,901**	**69,025**	**73%**
Owner occupied	**30,570**	**46,160**	**51%**
Family Households	25,985	40,525	**56%**
Nonfamily Households	4,585	5,635	23%
Renter occupied	**9,331**	**22,865**	**145%**
Family Households	5,241	12,188	133%
Nonfamily Households	4,090	10,677	**161%**

Frisco Household Tenure (by Family Type)

Source: Decennial Census 2010 and 2020

Income Changes

- Significant changes:
  - Largest increase among those making $200k+
  - Next largest among those making $150k to $199,999
  - Over 100% increase among those making less than $10k

Household Income	2010	2021	Change
Total Population	**37,454**	**72,282**	**93%**
Less than $10,000	524	1,084	107%
$10,000 to $14,999	787	723	-8%
$15,000 to $24,999	974	867	-11%
$25,000 to $34,999	2,547	2,168	-15%
$35,000 to $49,999	3,558	5,132	44%
$50,000 to $74,999	5,468	8,312	52%
$75,000 to $99,999	4,757	7,879	66%
$100,000 to $149,999	9,064	15,468	71%
$150,000 to $199,999	4,981	10,698	115%
$200,000 or more	4,794	19,950	316%

Frisco Household Income
Source: ACS 1-year estimates

Education Changes

- Largest education changes:
  - Largest increases among those with less than 9th grade attainment
  - Next largest among those with Graduate or professional attainment

Highest Level of Attainment	2010	2021	Change
Population 25 years+	**68,397**	**134,941**	**97%**
Less than 9th grade	821	2,969	262%
9th to 12th grade, no diploma	1,436	2,969	107%
High school graduate equivalency)	6,224	14,169	128%
Some college, no degree	16,757	16,733	-0.1%
Associate's degree	4,788	7,287	52%
Bachelor's degree	27,427	56,270	105%
Graduate or professional	10,944	34,410	214%

Frisco Education Attainment (Population 25 years and over)

Source: ACS 1-year estimates

Occupation Changes

- Largest Occupation increases:
  - Production, transportation, and material moving
  - Management, business, science, and arts

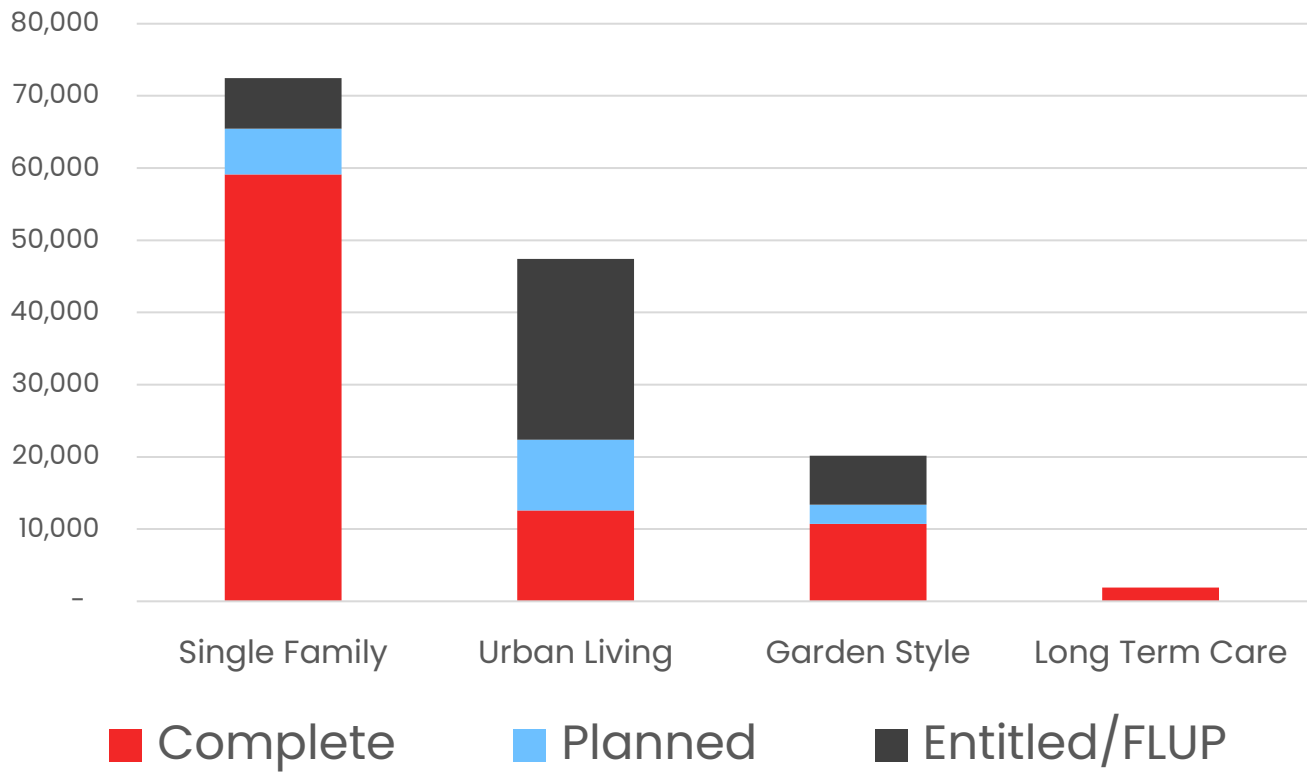
Occupation Sector	2010	2021	Change
Employed pop. 16 years+	**56,599**	**110,266**	**95%**
Management, business, science, and arts	30,224	71,122	135%
Service occupations	7,584	10,255	35%
Sales and office occupations equivalency)	14,716	19,407	32%
Natural resources, construction, and maintenance	1,981	3,418	73%
Production, transportation, and material moving	2,094	6,065	190%

Frisco Occupation by Sector (Civilian Employed Population 16 years and over)

Source: ACS 1-year estimates

Housing Stock

- 10,725 completed Garden Style apartments
- 9,804 planned Urban Living apartments
- Most once built out: Single Family, Detached (72,441)



Frisco Housing Type (by Built Status)

Source: City of Frisco Planning Department (2023)

CPAC & Council Meeting Recap

June 22, 2023

S.W.O.T. Analysis (CPAC)

"Strengths" Takeaways

- High quality **education** and **medical care**
- **Family-oriented**, volunteer, and innovative culture
- Favorable **investment** environment
- Parks and open spaces
- **Sustainable** neighborhoods
- **Financial** stability
- Diverse business establishments
- **Geographic location** in North Texas and proximity to airports
- **Tourism**
- Government partnerships and **transparency**
- **Quality** building standards and code enforcement

S.W.O.T. Analysis (CPAC)

"Weakness" Takeaways

- **Art and culture lacking** behind other investments
- Existing uses not keeping up with **recreational needs**
- Insufficient resources and social services **for teens and older adults**
- Connectivity challenges – **car-dependent** and divided by toll roads
- Lack of **bike trail** connections
- Inadequate public engagement
- Lack of **professional jobs** within the city
- **Unaffordable housing** options
- **Downtown** is not appealing
- Mixed-use neighborhoods are **disconnected** from adjacent neighborhoods

S.W.O.T. Analysis (CPAC)

"Opportunities" Takeaways

- Regional hub for **office** and **higher-use** development
- **Youth** involvement
- Improved **bike/pedestrian connectivity**
- Large **walkable areas** around mixed-use developments
- More **parks** and **green spaces**
- Vibrant **Downtown** and **Rail District**
- More **pet-friendly** environments
- More **partnership** with universities and major corporations
- World Cup 2026 in Dallas
- Performing **art centers** and **civic spaces**
- **Entrepreneur** sector and start-ups

S.W.O.T. Analysis (CPAC)

"Threats" Takeaways

- **Aging** national **population**
- **Unmanaged development** in ETJ
- Not planning for the **future**
- Increasing **demand for resources** with new population and companies moving to the City
- **Inadequate public spaces** for community events
- Remain **flexible** to new developments and innovations
- **Transition** of shopping malls
- **Sustainability** for small owners
- Ability to **attract and retain talents**

Aspirations Analysis (Council)

What do you **aspire** Frisco to be?

"Aspirations" Takeaways

- Build upon what the City has **done well in the past**
- **Unity** – has partisan difference, but truly **brotherly love**
- **Welcoming** community
- A City where people can afford to **live** and **enjoy** retirement and family
- Be a **shining star** 20 years from now
- **Supporting** fellow residents

Plan Success Analysis (Council)

What does a **successful plan** look like to you?

"Aspirations" Takeaways

- Don't be afraid of **thinking big**
- Have **action** points
- Be mindful of **different points of view**
- Has key performance indicators or **milestones** for evaluation
- Has guardrails to ensure **decisions align with the plan**
- Begin **redeveloping**
- Build a city with **appropriate density**

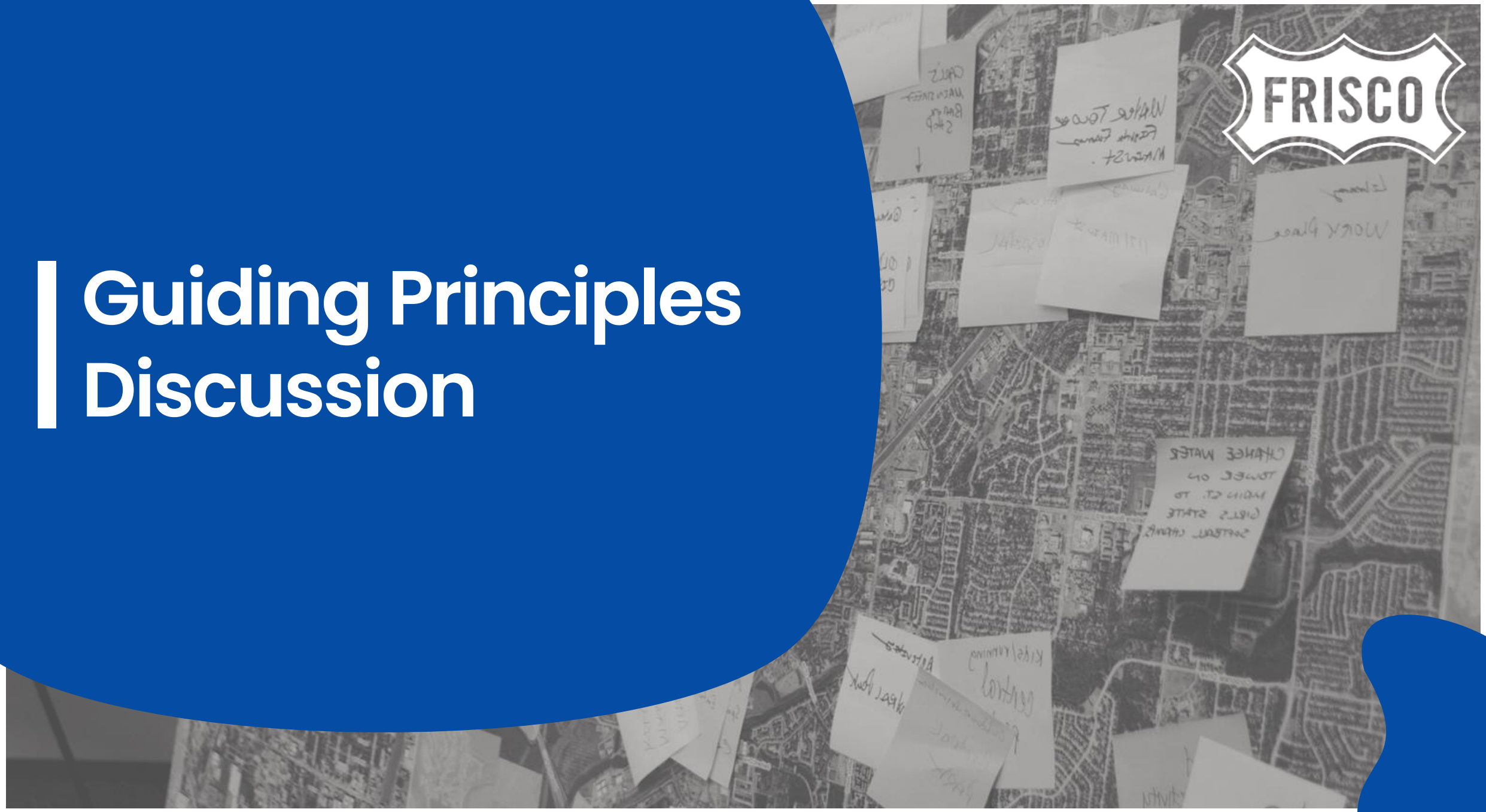
S.W.O.T. Analysis

Categories (CP) Culture & People (DD) Development & Design (HC) Housing & Community (JF) Jobs & Finances (RI) Regionalism & Influence

S.W.O.T. Feedback

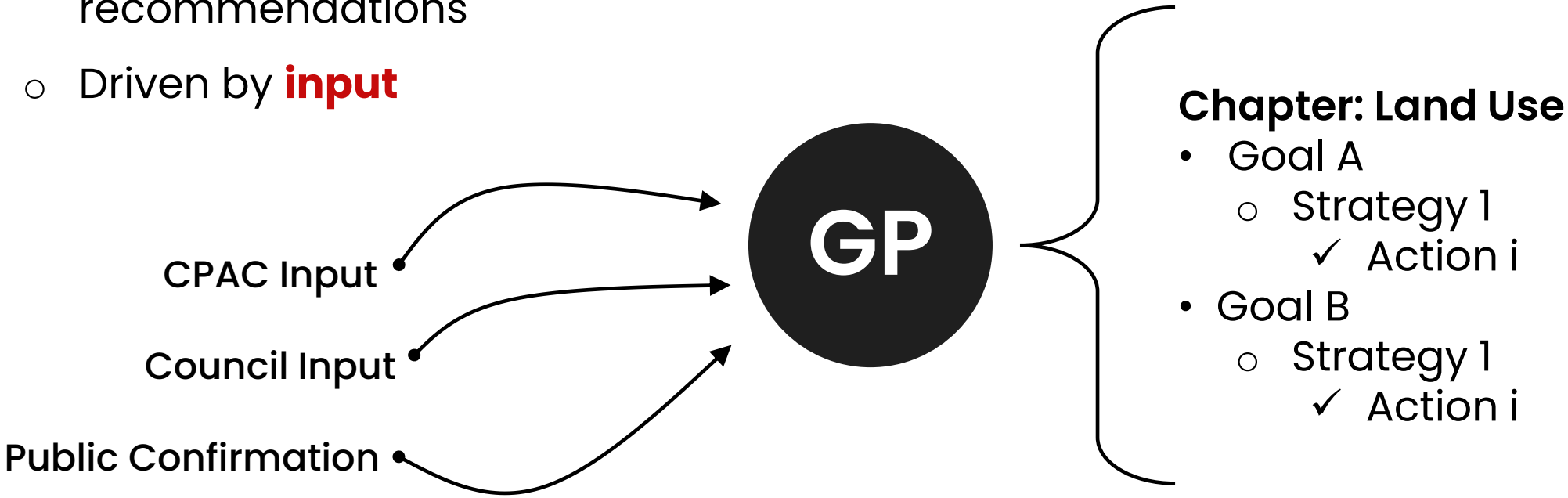
Strengths		Weaknesses		Opportunities		Threats	
CP	**Schools and higher education**	CP	Arts & culture lacking behind other investments	CP	Regional leadership, leverage local professionals/leaders; regional city ("mini-Dallas")	CP	Polarized/radical politics
CP	Safety	CP	Better leverage IT professionals, cultural integration	CP	Youth/student/young adult involvement – involvement in general	CP	Aging national population – not many options for older folks to stay here as they age
CP	Educated workforce	CP	Boards don't necessarily reflect the community	CP	Role in the mental health/special needs community	CP	Prepared for next pandemic/disaster/emergency
CP	Diverse community	CP	Cultural issues within departments, spending time on negativity	CP	Better utilize local artists	CP	Plano PD pay competition
CP	Culture of winning	CP	Extreme politics	DD	Lack of traffic signals, need traffic study to respond to population growth (east and west sides)	CP	"Brain drain" after college – nothing for them here, hard to meet other young professionals/social interactions
CP	Parks & rec	CP	Getting new residents engaged	DD	Creative open space (not just larger)	CP	Schools maintaining current quality
CP	Growing arts & culture community	CP	Hard to communicate the message when there are free events	DD	Growing north of the boundary, opportunity to be a regional hub for office and higher use development	CP	Legislative issues
CP	Progressive leadership, transparency/cooperation	CP	Lack of public understanding of how planning and development works	DD	Community theater (private)	CP	Perception that the city controls all aspects of development
CP	Family-oriented	CP	Lack of resources and activities for teens	DD	Better bike/ped connectivity	CP	Loss of local control, state constraints
CP	Professionalism/skills/engagement of city staff	CP	Lack of social services	DD	Continuing to keep up with growth as well as the city has	CP	Ensure that Council doesn't over-analyze
CP	Volunteer culture	CP	Lacking free concerts and arts	DD	Large walkable areas around mixed-use development	CP	Complacency
CP	Innovation culture	CP	More services for older adults needed	DD	Waterways	CP	FISD mixed into partisan issues, losing sight of students first
CP	Continuity in city staff	CP	Not keeping up with recreational needs (e.g., indoor tennis)	DD	Vibrant downtown, rail district	CP	Analysis paralysis
CP	Current leadership's ability to encourage the future leaders through volunteerism	CP	Recruiting teachers and public safety	DD	Self-contained city	CP	Being afraid to take (calculated, well-thought out) risks
CP	Can-do spirit, anything is possible	CP	Striking a balance	DD	Preserve large tracts of land before it's gone	DD	Ability to respond to high-rise buildings by Fire Department/keep up with infrastructure and growth
DD	Emerging technology	CP	Voter participation is low	DD	Grand Park opportunity	DD	Aging infrastructure cost
DD	Highest and best use of land, positive impacts on tax rates	DD	Architecture could use improvements, timelessness of styles	DD	Wade Park	DD	Island-hopping between disconnected mixed-use development
DD	Developers interested in investing, attractive to development	DD	Car-dependent	DD	Oasis from concrete	DD	Unmanaged development in ETJ
DD	Open space requirements for development	DD	City services focus on short-term rather than long due to growth	DD	More attractions for pet owners	DD	Bottleneck at 380
DD	Planning well, keeping the plans updated, accommodating changing environments over time	DD	Divided by toll road, connectivity challenges	DD	Connectivity (cellular/wifi, dropped calls; also a weakness)	DD	Stonebriar Mall – malls are suffering across the country, how to transition in the future?
DD	Quality building standards/code enforcement	DD	Lack of greenery/large trees	DD	Fields property near PGA – how much land is there and what that means for expanding east-west; decide how to use remaining land (Exide also)	DD	Supply and cost of water with demand increasing

Guiding Principles Discussion



Guiding Principles

- What are they?
  - The **critical values** that guide the plan's goals, strategies, and action recommendations
  - Driven by **input**



Guiding Principles

Culture & People

Development & Design

Housing & Community

Jobs & Finances

Regionalism & Influence

GP #1: Culture & People

- **Strength**: Family-oriented
- **Strength**: Can-do spirit
- **Weakness**: Arts and culture lacking behind other investments
- **Weakness**: Not keeping up with recreational needs
- **Opportunity**: Regional leadership
- **Opportunity**: Youth involvement
- **Threat**: Aging national population
- **Threat**: Schools maintaining current quality

GP #1: Culture & People

Frisco's culture of success…

- **<u>creates</u>** a premier, safe, and comfortable place to live,
- **<u>engages</u>** a diverse range of individuals, and
- **<u>provides</u>** innovative outcomes for existing and future residents.

GP #2: Development & Design

- **Strength**: Emerging technology
- **Strength**: Open space requirements for development
- **Weakness**: Car-dependent
- **Weakness**: City services focus on short-term due to growth
- **Opportunity**: Continuing to keep up with growth
- **Opportunity**: Performing art center
- **Threat**: Aging infrastructure cost
- **Threat**: Supply and cost of water with demand increasing

GP #2: Development & Design

Frisco's built environment…

- **<u>plans</u>** for the efficient, appropriate, and desirable arrangement of land use, buildings, and transportation choices, and
- **<u>focuses</u>** on meeting the needs of existing and future residents, visitors, and business owners alike.

GP #3: Housing & Community

- **Strength**: Sustainable neighborhoods (desirability)
- **Weakness**: Affordable housing
- **Weakness**: Community engagement
- **Opportunity**: Intentional about reducing property tax burden
- **Opportunity**: Full life cycle opportunities
- **Threat**: Balancing big ideas with ability to financially offset
- **Threat**: People getting priced out

GP #3: Housing & Community

Frisco's neighborhoods…

- **promote** inclusive opportunities for individuals of all ages and backgrounds to live, work, and,
- **contribute** to the City's historic and ongoing success.

GP #4: Jobs & Finances

- **Strength**: Financial stability
- **Strength**: Big and small businesses
- **Weakness**: Residents leaving the city to work elsewhere
- **Weakness**: Resiliency (improve diversity of industry)
- **Opportunity**: More growth in higher education and health sectors
- **Opportunity**: Entrepreneur sector and start-ups
- **Threat**: Sustainability for small business owners
- **Threat**: Ability to attract and retain local talents

GP #4: Jobs & Finances

Frisco's economic environment…

- **offers** a financially stable setting for big and small cutting-edge industries, partnerships, and businesses, and
- **fosters** a resilient job market with diverse opportunities for residents and investors.

GP #5: Regionalism & Influence

- **Strength**: Geographic center of North Texas growth
- **Strength**: Community leadership
- **Weakness**: Downtown is not appealing
- **Weakness**: Tough to repeat the past success because of high bar
- **Opportunity**: Nice weather, sun, and solar opportunities
- **Opportunity**: Leveraging “Sports City USA” as a cultural destination
- **Threat**: Competing priorities
- **Threat**: Thinking small – not planning for the future

GP #5: Regionalism & Influence

Frisco….

- **offers** world-class opportunities, lifestyles, and experiences,
- **leads and influences** the North Texas Region, State of Texas, and country in community planning and design, and
- **appeals** to a global audience as a destination.

Guiding Principles

- Does the CPAC agree with the Guiding Principles?
  - Do they accurately reflect the input?
  - Is anything missing?
  - Which principles should be revised?
- *These may change based on ongoing input*

Primary Objective:

Confirm Guiding Principles

Document Template Walkthrough

Style and Motif

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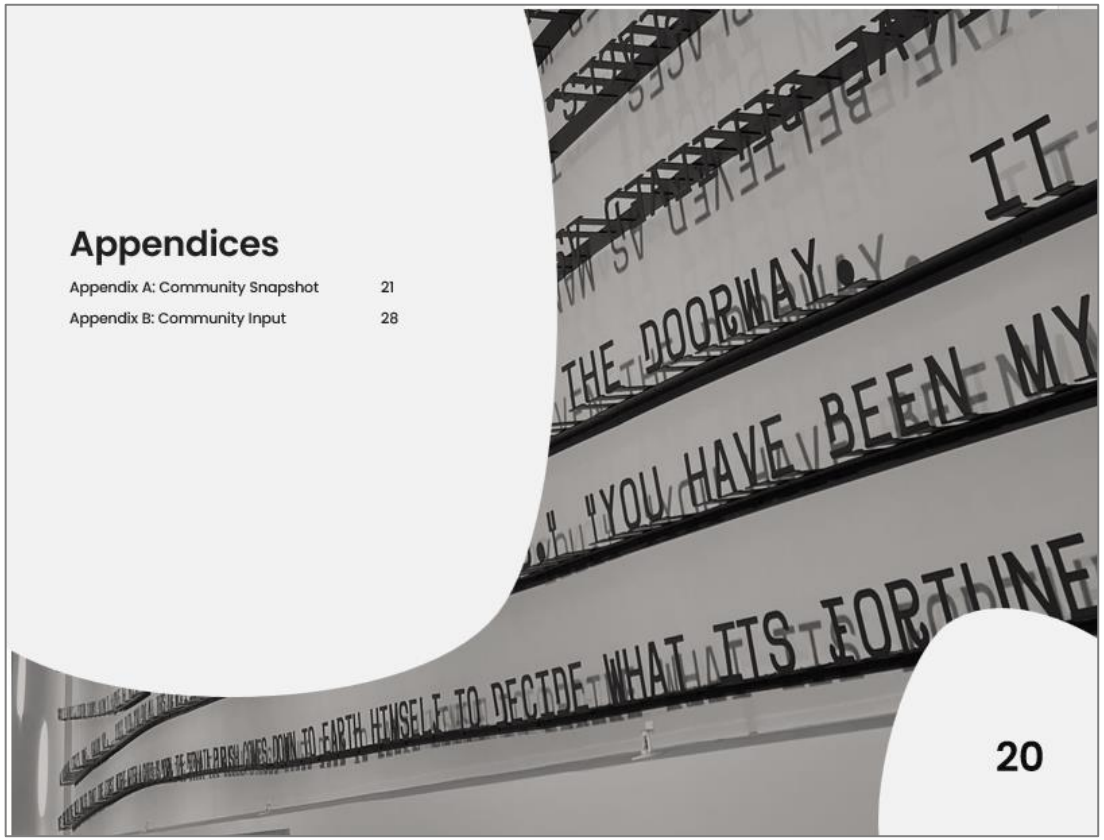

Style and Motif

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Figure 1. Caption Below Graphic and Grouped

Style and Motif

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Next Steps

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Major Engagements	Date	2023							2024									
		J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
~~#1: CPAC/Council Issue Identification & Visioning~~	~~Thurs., June 22 @ 6pm~~																	
~~#2: CPAC Guiding Principles~~	~~Thurs., August 10 @ 6pm~~																	
#3: Open House	Thurs., Aug. 24 @ 6-8pm (come and go)																	
#4-7: CPAC Goals & Concepts (Up to 4)	Sept. – Nov. TBD																	
#8-14: CPAC Draft Reviews (Up to 7)	Jan. – May TBD																	
#15: CPAC/Council Approves Plan for Open House	June TBD																	
#16-17: Open House Feedback on Draft Plan (Up to 2)	July – Aug. TBD																	
#18: CPAC Plan Final Review and Recommendation	Aug. TBD																	
#19: CPAC/Council Plan Workshop Discussion	Sept. TBD																	
#20: P&Z Commission Public Hearing	Oct. TBD																	
#21-22: City Council Public Hearing (Up to 2)	Oct. – Nov. TBD																	

Comments or Questions?

Thank you!