City of Frisco: 2040 Comprehensive Plan

Open House #1: Public Input Report

October 2, 2023

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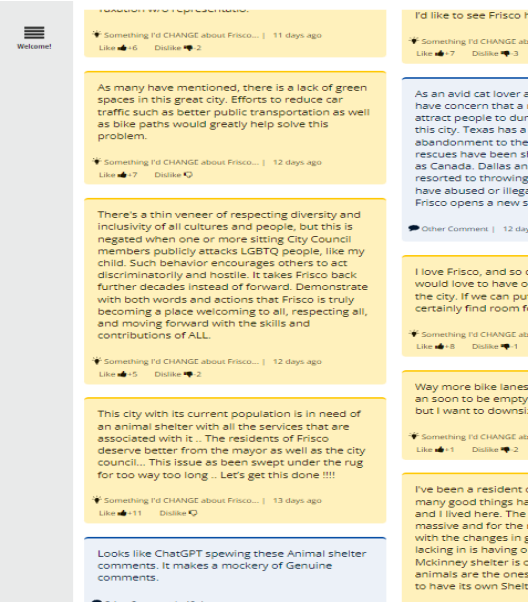
Highlighted Topics Key:

Red = Animals & Pets | Green = Parks & Trails | Blue = Transportation | Orange = Affordability | Black = Other Topics

Introduction

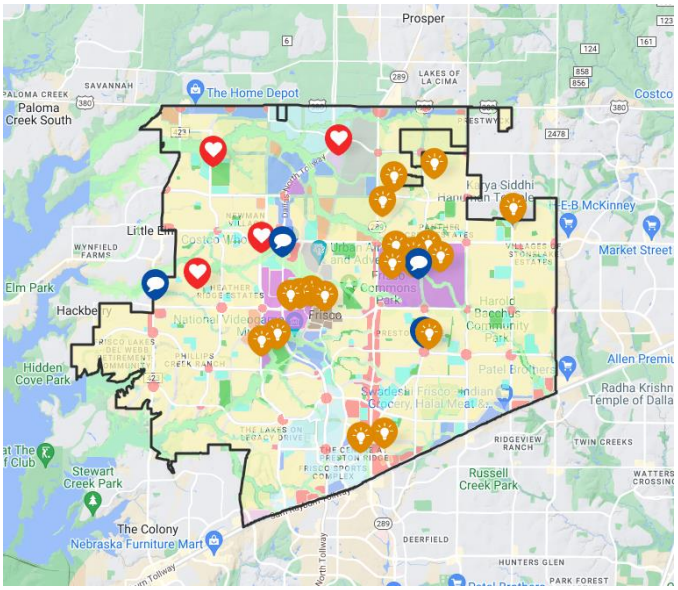
The City of Frisco hosted its first open house event, asking the community for input related to the ongoing Comprehensive Plan's update, with topics ranging from the Plan's vision, guiding principles, and chapter-specific content. The in-person event was held on Thursday, August 24th, 2023, from 6:00 – 8:00 p.m. at the Frisco Public Library. Approximately 100 people attended the meeting, in addition to members of the City Council, Planning & Zoning Commission, and City Staff. The City also hosted a virtual open house available from August 24th to September 7th. The virtual open house received 299 comments from 164 unique participants. This packet evaluates the full results from both the in-person and virtual events.



Virtual ideas wall

Presentation attendees

Interactive boards in action



Virtual mapping exercise

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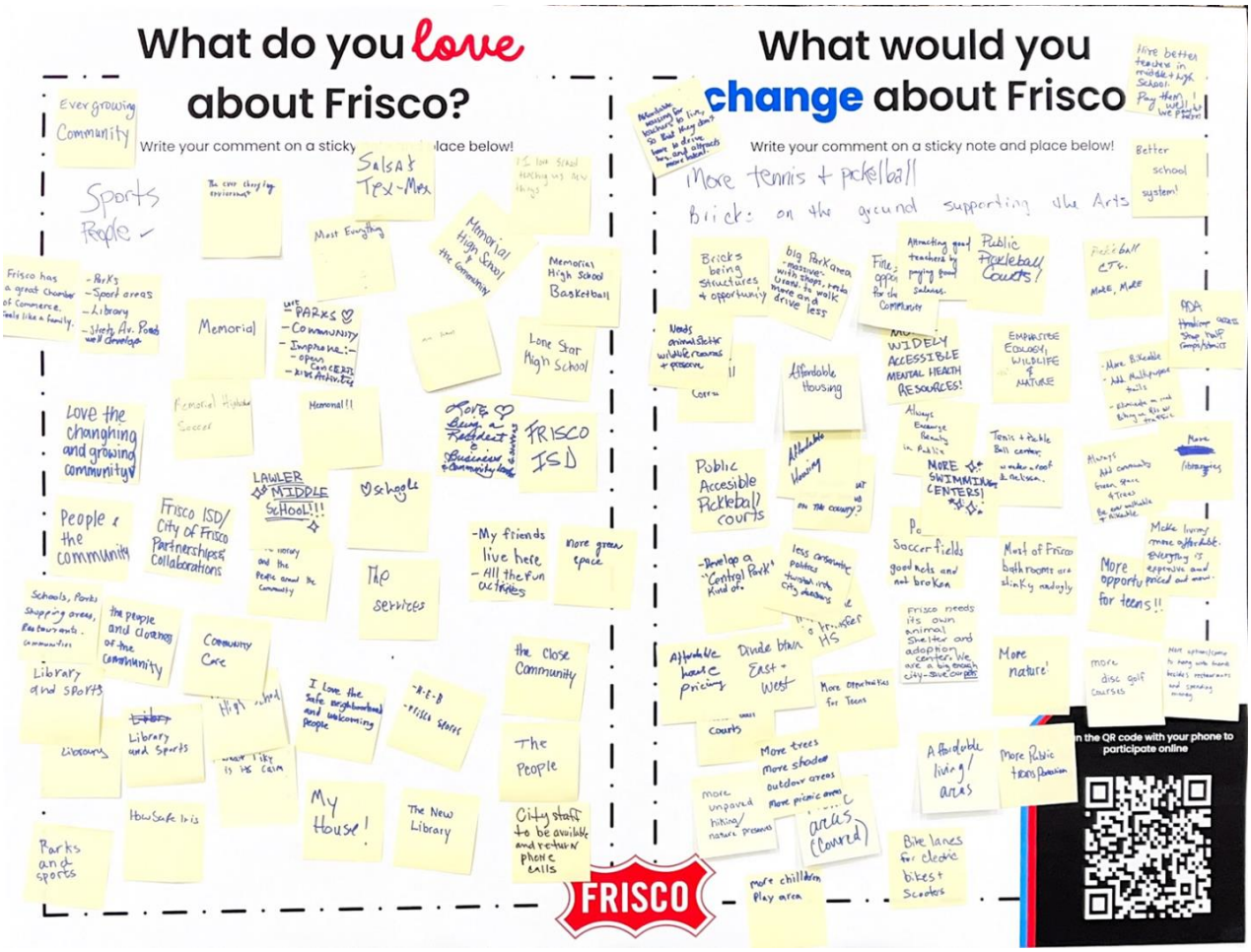
Visioning Exercises



Exercise #1: What do you love about Frisco?

#	*In-person Comments*
1.	Ever growing community
2.	Sports people
3.	The ever changing environment
4.	Salsa's Tex-Mex
5.	I love school teaching us new things
6.	Most everything
7.	Memorial High School & the community
8.	Memorial High School Basketball
9.	Lone Star High School
10.	My school
11.	Love Parks, Community
12.	Memorial
13.	Parks, Sports areas, Library, Streets, Av Roads well develop
14.	Frisco has a great Chamber of Commerce. Feels like a family.
15.	Love the changing and growing community
16.	Memorial High school Soccer

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#	*In-person Comments*
17.	Memorial!!
18.	Love being a resident & business & community leader ♥
19.	Frisco ISD
20.	People & the community
21.	Frisco ISD/ City of Frisco partnerships & collaboration
22.	Lawler Middle School
23.	♥schools :)
24.	The library and the people around the community
25.	The services
26.	My friends live here, all the fun activities
27.	More green space
28.	Schools, parks, shopping areas, restaurants, communities
29.	The people and the closeness of the community
30.	Community care
31.	Library and sports
32.	This Library
33.	Library and Sports
34.	Memorial High School
35.	I love the safe neighborhoods
36.	H-E-B, Frisco Sports
37.	The close community
38.	The people
39.	City staff
40.	The New Library
41.	My house!
42.	What like is its calm
43.	How safe it is
44.	Parks and sports

#	*Virtual Comments*	*Upvotes*	*Downvotes*
1.	Frisco residents value home and family. We expect our community to be the best when it comes to our neighborhoods, our kids, and our pets.	18	3
2.	New library and all the parks are great. Having schools near where people live is nice, especially the ones in neighborhoods that are safe for elementary and middle schoolers to easily get to school by themselves and build independence/stay healthy from a good age	11	0
3.	The new library and all of the digital and in person services and activities offered.	8	0
4.	I love that most people in Frisco have at least 1 pet, if not multiple pets. The pets are part of their family. I love that I meet a lot of people through walking my own dog. It is always a great way to start a conversation.	7	0
5.	I love the focus on bringing arts experiences to Frisco. Our kids are active in the arts through the school district- it's important to give them places to perform and outlets to pursue after they graduate.	4	0
6.	I like the bigger city amenities that our small town offers. I like the vast choices of restaurants, shopping, and venues.	4	1

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
7.	I love that Frisco is full of families. I coach soccer in a local park and love seeing so many parents with their children.	4	1
8.	I love the new shops and restaurants that are showing up. The expansion of the library is a key feature that should be continued to be improved on - it is a big draw for my family!	3	0
9.	I love... how engaged our residents are in our community. Our partnerships are solid and strong and people seem to feel like their voice matters. Also love our thoughtful ...our commitment to parks, trails, and green space ...our reputation as innovative thinkers/planners (Thank you JL & GP!) ...our renewed vision for downtown and the commitment of the business owners and developers (shout out to Donny Churchman for what he's done to revive downtown as well) ...our entertainment hubs	3	1
10.	Frisco is a happening city with great participation of City administration in all fronts be it sports, be its marketing, be its tourism. Good marketing is essential to keep up with the costs and great job in bringing several leaders in entertainment, sports etc.	2	2
11.	Many places to eat, shop and live, and enjoy. Convenient and diverse options for all types of interests.	1	0
12.	I love the diversity and energy of Frisco.	1	0
13.	I like the city's commitment to parks and other green spaces all around the city. Not only is it esthetically better, but it is also a healthier environment for the residents.	1	0
14.	Most of the people	1	0
15.	The library and the PGA free events as well as the dance floor. Love the schools of course.	1	1
16.	The roads are generally well-maintained. Low crime rates. Large swaths of parks and greenspace.	1	1
17.	The options for food and shopping. The parks are wonderful Schools are great	0	0
18.	I love that Frisco is investing more in the Arts to create opportunities for "Makers". This requires future thinking and will create a more balanced and equitable economic base. Cities that thrive long-term invest in the Creative Economy. Frisco's new tagline needs to be "Come for the Sports, Stay for the Arts."	0	0

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Exercise #2: What would you **change** about Frisco?

#	*In-person Comments*
1.	More tennis + pickleball
2.	Bricks on the ground supporting the Arts
3.	Affordable housing for teachers to live, so that they don't have to drive hrs. and attracts more talent
4.	Hire better teachers in middle + high school. Pay them well! We pay lot taxes.
5.	Better school system
6.	Bricks being structures + opportunity
7.	big Park arena "massive" with shops, restaurant. to walk more and drive less
8.	Fine Art opportunities for the community
9.	Attracting good teachers by paying good salaries.
10.	Public Pickleball Courts!
11.	Pickleball ctc. More, More
12.	ADA handicap access. stop half ramps/stairs
13.	Needs animal shelter wildlife resources + preserve
14.	Public pickleball courts
15.	Affordable housing
16.	More widely accessible mental health resources!
17.	Emphasize ecology wildlife & nature
18.	More bikeable
19.	Add multipurpose trails
20.	Eliminate on road biking on roads w/traffic
21.	Public accessible pickleball courts
22.	Affordable housing
23.	What about a pet shelter that does not depend on the county?
24.	Always encourage beauty in public
25.	More swimming centers
26.	Tenis + Pickl Ball center few under a roof like Melissa.
27.	Always add community green space + trees. Be ever walkable + bikeable
28.	More libraries
29.	Develop a "Central Park" kind of.
30.	Less conservative politics twisted into city decisions
31.	Public soccer field good nets and not broken
32.	Most of Frisco bathrooms are stinky and ugly
33.	More opportunities for teens!!
34.	Make living more affordable. Everything is expensive and priced out now.
35.	Affordable house pricing
36.	Divide between East + West
37.	Making it impossible to transfer HS
38.	Frisco needs its own animal and adoption center. We are a big enough city-save our pets
39.	More nature!
40.	More disc golf courses
41.	More options/space to hang with friends besides restaurants and spending money
42.	Add public pickle ball courts
43.	More opportunities for teens
44.	Affordable living/areas
45.	More public transportation

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#	*In-person Comments*
46.	More unpaved hiking/nature preserves
47.	Picnic areas (covered)
48.	More children play area

#	*Virtual Comments*	*Upvotes*	*Downvotes*
1.	It is disappointing & surprising that our city does not have its own animal shelter. With so many families who have dogs and cats- Frisco is a community of pet-loving owners who expect a local & modern animal shelter and adoption center in our own town-not shuttled to an over capacity county shelter in McKinney that serves TEN smaller cities. Develop a new animal welfare division-separate from our police department, that promotes responsible pet ownership and a building for lost/homeless pets.	30	2
2.	Frisco green cover is diminishing with all the new concrete constructions without good green cover. Frisco city planning should force the builder to have adequate tree cover when communities are formed. Current one is insufficient and takes too long to shape up. Please operationalize some parts of Grand Park immediately, the current trail have no shades for most parts and making it useless for summer months which is where one need a good shaded trail path.	28	0
3.	The City of Frisco needs an ANIMAL SHELTER. Currently, there are a lot of animal-loving Frisco residents who travel to other cities to donate time, money and to adopt and foster animals through other city animal shelters. There is NO city the size of Frisco that doesn't have its own animal shelter. The citizens of Frisco have asked for this over and over. Let's do the right thing, and give the citizens of Frisco what they are asking for.	28	1
4.	I would like an animal shelter in Frisco. Our pets have to sit in a hot car and be transported over 30 minutes to a subpar county shelter is not the Frisco standard. Animal services should be put under code or parks rather than PD who wants nothing to do with animals. The county has spent much time discussing how Frisco needs to step up and take responsibility for their own animals. My vision is that Frisco terminates the agreement w/ the county, steps up and builds their own shelter.	26	2
5.	As a resident I am disappointed that the city council took the animal shelter off the bond. Frisco is a lot of things but pet friendly it is not! The fact that we think we are number 1 when we lack on such an important issue is shocking truthfully. My kids would love to volunteer at a local animal shelter instead we have to go to Little Elm. Since May I have not and will not in the future vote for any sitting council member who takes my right away to vote on important issues.	25	3
6.	When I first moved to Frisco, I looked for the closet animal shelter to volunteer. I was shocked that Frisco doesn't have an animal shelter. The closest shelter is either The Colony or Little Elm. I don't live in either of those cities and if I find an animal in my neighborhood, I have to drive it to freaking McKinney! I live maybe 3 miles from The Colony shelter. It's sad and with the amount of money Frisco brings in, its a disgrace and shameful.	25	4
7.	I think it would be beneficial for the City of Frisco to have its own animal shelter. Not only would it keep funds in our city, but it would give a place for animals to be helped but also would offer and amazing opportunity for service by many of our residents who are in need to service hours. Not to mention it would be a great learning experience for the entire family.	24	5
8.	Frisco says it's a world class city. Well world class cities have world class animal shelters. It's so disheartening that we don't have one. I feel like our city council has done everything they can to avoid helping helpless animals by not building one. Animals are being euthanized daily due to overcrowding in local shelters and our counsel looks the other way. We have space and money for parks, and even a big theme park but no animal shelter. I'm disgusted!	23	3

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
9.	We have lived in Frisco for 30 years and I'm not sure why a city that's grown so much doesn't have an animal shelter. It's horrible to have any pets/strays taken so far away. I'm almost embarrassed for Frisco. Every time I mention that Frisco doesn't have a Shelter, the remarks I get back are "Really, I thought they had a shelter". It's not just about money. We are a rich city and can afford all kinds of entertainment/parks, etc, but no one wants to look after our pets. Let's do it !!	22	3
10.	We've lived in Frisco for 22 years and witnessed time after time residents urge the city to consider building an animal shelter - versus strays and holds being trucked to McKinney. How or why the council members continue to ignore their constituents is beyond concerning. Time to elect responsive, caring new council members.	21	3
11.	As a Frisco resident, our city is long overdue to build its own animal shelter with funding, oversight, and community input to ensure its success. We are big enough for PGA headquarters, the Star, future Universal Studios, a gorgeous library-yet year after year while Frisco exponentially grows, our city leaders neglect to provide safe and adequate resources for our beloved pets. Lost pets of Frisco residents end up being diverted and taken to other cities since there is no facility for them here	21	3
12.	It's time for Frisco to add an animal shelter to its services. The Collin County shelter is constantly overcrowded, and we should do our part for Frisco pets.	20	2
13.	We have lived in Frisco for 22 years. We deserve to have an animal shelter/ pet rescue and adoption center. We have everything else in this city of 250,000 and we continue to grow. Why we do not have an animal shelter is troubling.	20	2
14.	I have lived in Frisco since 1994, and a nice animal shelter is quite overdue in the planning for our city. We have had proposed/and passed hugely expensive and expansive projects. An animal shelter is doable. Please focus on this and get it knocked out!	20	2
15.	Frisco desperately needs an Animal Shelter. If a resident's pet is lost, or someone finds a stray animal, they must make the long trip to the County Shelter (frequently overcrowded with crated lost/stray pets in hallways) or depend on social media apps for help. That's pathetic for a city our size. An animal shelter could also provide educational programs for kids and adults, hands-on opportunities to volunteer, spay/neuter and well-ness check clinics too.	20	3
16.	I would love to see our city have its own animal shelter. We are a large, family friendly city with so many amenities, however those of us with pets or who care about animals have to go to other surrounding cities to volunteer, for pet care, for adoptions, for reuniting if our pet goes lost, etc etc. It's time for our city to add an animal shelter to the list of services offered to citizens in Frisco.	20	4
17.	We need an animal shelter in addition to increasing our animal control services. As Frisco has grown exponentially so has the pet population. We have dog parks, dog friendly businesses yet we lack a facility. Surrounding shelters are over incumbered with found pets. Unfortunately, Frisco's animals are not centrally located and end up in the surrounding shelters. There is a definite need for this facility.	20	4
18.	Build the Irving to Frisco commuter line, and bring other options to driving in the modes of transport, and all repaving and new road building should have to take walking, biking and any other modes into account. Public transit and encouraging walkable environments has been proven to increase revenue for both the city and business owners, and allows for safer cities. Younger people do not want to live in car dependent places and I see this city stagnating if they do not listen to them.	19	2
19.	Transportation is awful in Frisco, especially with all of the entertainment venues going up, which include the 1500 seat Hall Park performance art center, Universal, PGA. and Toyota Stadium. The Irving, Frisco commuter rail line with service to DFW airport would be a great start. Also improve the bike infrastructure with dedicated paths like the ones in Plano.	19	2

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#	Virtual Comments	Upvotes	Downvotes
20.	As big as we have become it breaks my heart that our leadership obviously doesn't see a need for an animal shelter. All other towns and cities around us have one or two. I find our leadership has an agenda of making a large name for Frisco and has forgotten about the things like a shelter that make it attractive in other ways.	19	4
21.	Frisco NEEDS an animal shelter. I cannot believe how big Frisco has become in the 20+ years I've lived here and we still do not have an animal shelter. It's just sad. Residents should not have to contact other cities looking for their lost pets. They should be able to go to an animal shelter right here in Frisco. It would provide jobs and volunteer opportunities also. So many positives. It's unbelievable that the council does not think having an animal shelter of our own is important.	19	4
22.	Need Animal Shelter and Dart to Downtown.	18	2
23.	It's disgraceful that we don't have a dog shelter in Frisco. The number of animals in need has exploded, and there's no reason for Animal Services to have to drive these poor animals to McKinney or elsewhere to an overcrowded shelters that are stacking pets up in cages in the hallways and further traumatizing them. Voters in Frisco love their animals, so we need leadership that can remember who they are supposed to represent.	18	3
24.	We need an animal shelter and adoption center. Period. A city this big can do so much better for our animals. It's a disgrace.	18	3
25.	Frisco needs an animal shelter and adoption services. So many lost pets are posted on social media and no one knows where to go to look for their pets.	18	3
26.	I agree with all the requests for an Animal Shelter and hope we're not still asking for one again in 2-5 years! Also, most of the parks in my part of town are open field with a concrete trail. Frisco needs a nature preserve in a wooded area not more parks in an open field devoid of trees please!	18	3
27.	Please, please, please let Frisco have an animal shelter. You have so many people waiting to volunteer and help. There's no reason to not have one. The fur babies get out all the time due to the landscapers leaving gates open. Or a contractor is going in and out of the home without paying attention to the little ones behind them. Then the families have to chase down their pets in so many different places that it puts us in a panic mode. It would take so much weight off of the other shelters.	18	5
28.	I wish we had more natural surface biking and hiking trails. What we have are very short, not that scenic, and don't have much topographical variation. NW Community Park, Blemstem Trail, and Ironhorse are good, but we deserve more both for the Frisco residents and to attract visitors. More dirt, rocks, and trees, and less concrete and manicured landscaping.	17	0
29.	It's amusing that you're asking what we'd change in Frisco, when you've turned a deaf ear to your citizens the past five years regarding an animal center in our city. We know it won't make any difference what we say as long as the current city officials are in office. The Citizens Bond Committee found that out. Council members Laura Rummel and Brian Livingston were the only ones interested in listening to the citizens. So give $8.2M the next 10 years to another city, to CCAS.	17	2
30.	We definitely need an animal shelter and adoption center in Frisco. It's really surprising we still don't have one. Please help these animals.	17	4
31.	Frisco needs an animal shelter.	17	4
32.	The City of Frisco Leaders, specifically city council, did not allow its citizens, whom they were elected to represent, to vote in the last bond election on an animal facility/shelter. An animal facility/shelter in our city will enable families to volunteer together in education spay/neuter/adoptions/rescues. Animals are an important part of our lives. The citizens of Frisco deserve to have a choice in decision making. An animal facility/shelter is way overdue for a city the size of Frisco.	16	2

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
33.	We seriously and urgently need a pet shelter and adoption center. It's such a shame that we have to rely upon our neighboring suburbs for that. Please do make a pet shelter in Frisco.	16	3
34.	The City needs its own animal shelter. Collin County is growing and the one shelter we have isn't enough!	16	3
35.	We absolutely need an animal shelter in Frisco. It is surprising and disappointing that a city of our size with the resources we have available does not have a shelter. We can do better	16	4
36.	No more 6-8 Lane roads in future plans or expansions. Larger Sidewalks and Dedicated Bike Lanes. Build schools in the middle of neighborhoods not on 4-lane streets. Trolley for Downtown Frisco. Clean up trash daily along Main Street in Downtown. Stop the Loitering/Panhandling. - Create a Day Labor hub downtown but not directly on Main Street. - Do not allow people to stand at intersections for money. - Increase Police staff anywhere this is occurring to stay vigilant.	15	0
37.	The city should find better ways to improve animal health and welfare as well as public health.	15	1
38.	Frisco needs a homeless shelter. We shouldn't kid ourselves that there no homeless here. They should have a place to stay in cold and hot weather and help get them back on their feet. We need this before we need an animal shelter.	14	1
39.	If would be ideal for an SPCA location to open here. The McKinney location was wonderful, I was sad when they closed it.	14	2
40.	We should have an animal shelter for as big as a city we are.	14	2
41.	We need an animal shelter! I would love to be able to volunteer at one within my community, and provides a great way for people to adopt.	13	0
42.	Frisco needs an animal shelter!! There's absolutely no reason why we shouldn't.	13	3
43.	Traffic situation is getting too much, its always crowded and far too jammed at intersections. Short distances with Frisco take up to 25 minutes in peak times. Traffic management needs to be better.	12	0
44.	Whenever possible, I'd like to enable trails and pathways to connect across major roads by going under them - as was successfully done with the Cottonwood Creek Trail going under Legacy.	12	0
45.	Something that continues to shock me about Frisco is the lack of an animal shelter. Plano, McKinney, Little Elm all have shelters. What is wrong with Frisco? I find it quite embarrassing. It can only enhance our community. I can not think of one downside. I actually hate this about Frisco!	12	0
46.	Frisco is not serious about pedestrian safety. The Square and the Rail District are supposed to be "walkable" but many areas have no sidewalks. Most of Main Street lacks crosswalks at all. Even the new library has no crosswalks on Cotton Gin and the speed limit is 40 mph still past hundreds (soon to be thousands) of apartments. This is just asking for a child to be crushed by a car trying to walk home.	12	0
47.	An animal resource center (shelter) is a must. It is a disgrace that it does not exist yet and that they city is not listening to its residents year over year.	11	0
48.	Since the SPCA of Texas left Plano, there is no animal shelter in our area. Frisco is the leader in EVERYTHING North Texas, so it is only right that we protect our fur babies. If put to a vote, the people if Frisco would agree that our animals are a part of our family and deserve a nice shelter. Step up Frisco and do the right thing.....fund an animal shelter.	11	0
49.	Please build an animal shelter in Frisco! The Collin Co. shelter is overflowing and conditions there are not ideal! This is a REAL problem and needs to be addressed by our city!	11	0
50.	The Frisco population has grown exponentially in the 15 years that I have had the privilege of calling Frisco home. With the increase of residents to Frisco this increases the amount of pets to our city.	11	0

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#	Virtual Comments	Upvotes	Downvotes
	As a leading city in DFW we should also have a leading animal shelter facility. The Collin County shelter is overcrowded and animals are being euthanized. Frisco council, please prioritize a shelter for the animals of our city. Our community includes our pets too.		
51.	This city with its current population is in need of an animal shelter with all the services that are associated with it . The residents of Frisco deserve better from the mayor as well as the city council... This issue has been swept under the rug for too way too long .. Let's get this done !!!!	11	0
52.	The city is in great need of an animal shelter and a no kill shelter at best and animal services division to offer discount services to our residents. It is very sad for a city as wealthy as Frisco to send so many animals to surrounding cities and we can't take care of the animals in our own City with the tax payer dollars we pay that should be utilized. We love Frisco and there are so many wonderful things about i, but let's put this at the top of the docket.	11	1
53.	It's a disgrace that our Mayor and council will not allow for an animal shelter. This is something that was needed years ago when the obvious growth to this community started. Animals are an important part of family life and families should not have to travel to other cities looking for their lost pets. Also there are so many animals that need rescued it's pathetic we haven't engaged more in this effort. The city leadership talks about importance of family matters here in Frisco this no brainer!	11	3
54.	There's not enough green space between roads and buildings. I thought there was an ordinance about the number of feet of green space/landscaping that was required. If so, please enforce it especially in the new business centers. It's too late for the "slot canyon" created around City Hall.	10	0
55.	The fact a city of our size does not have an animal shelter has always been a mystery to me. Allowing other cities and shelters to deal with our animal problem is sad. Many citizens have asked for a shelter - yet this city shows that it doesn't care about their voice on the matter.	10	1
56.	Frisco residents love their cats and dogs. When these animals become lost there should be a Frisco animal shelter to house them until they are reunited with their families. Not only that, there are stray dogs and cats in Frisco that need shelter, until they are adopted. As the Frisco population grows there will be more companion animals and more strays. A new shelter will get ahead of that problem by providing new space to house lost or stray animals as the city grows.	10	1
57.	I've been a resident of Frisco since 2006. I've seen many good things happen in the time my family and I lived here. The growth since 2006 has been massive and for the most part the city has kept up with the changes in growth. One area Frisco is lacking in is having our own animal shelter. The McKinney shelter is overcrowded and the poor animals are the ones suffering. It is time for Frisco to have its own Shelter.	10	1
58.	Frisco definitely needs an animal shelter. The city is huge and rich. Supposedly we can service another $400 million dollars of added bonds but we can't add a couple million for an animal shelter? This is unacceptable. As others mentioned, the Frisco City Council ignored the recommendation from the citizens.	10	1
59.	I would change two things: 1) Add an animal shelter. We need one yesterday!!!! 2) We need to stop the number of people running red lights at EVERY intersection. It's INSANE!! It's worst than any place I have been to, including third world countries.	10	1
60.	Public transportation, workforce housing options, an animal adoption and education center, a performing arts center for live theatrical presentations, more public greenspaces	9	0
61.	I would love for the City to actually listen to citizen input and give citizens a chance to vote on changes. Citizens and the Citizen Bond Committee agreed that Frisco needs an animal shelter. The City took away citizens' right to vote on that issue, completely ignoring the recommendation of the CBC committee they put in place! The city's excuses as to why a shelter isn't needed don't hold	9	0

Highlighted Topics Key:

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#	Virtual Comments	Upvotes	Downvotes
	water. The CCAS is drowning and is begging for cities to step up as populations skyrocket. It's time Frisco!		
62.	Please invest in an animal shelter.	9	0
63.	I would like an animal shelter. It doesn't make sense for how big Frisco is to not have one. If we can afford to have a public service as big as the library redone, we can have an animal shelter built and maintained. Frisco needs to start putting money in things like will actually help its citizens, not just put the burden of it put on others cities to pick up our slack for not investing in one.	9	1
64.	An animal shelter has been & is still needed more than ever in Frisco, especially with the amount of population growth that has taken place. Frisco needs to be accountable for the animals in their own city. It is very disturbing one does not already exist.	9	1
65.	I would change the lack of public transportation! I would add more affordable housing, especially for seniors. Most new apartments tout themselves as "luxury" and charge accordingly (even if they aren't very luxurious) I would like to see the current buildings used before new ones are built. I would add more water features. I would replace dead bushes, trees, and plants. I would update the signage for the library since it's no longer located in the Square.	8	0
66.	I'd love to reduce the excessive number of unprotected left turns especially in high walking areas (ie: near Reedy High school). Too many drivers and students with near misses.	8	0
67.	With all the wonderful things Frisco has to offer, it is disappointing that our lost/found pets go to an overcrowded county shelter and that we don't have a shelter in our city where pets can be adopted from, low cost vaccines can be given, spay/neuter clinics can be done at, etc. Frisco would do an amazing job with their own Animal Resource Center. Frisco is the largest city in Texas without their own shelter and I think it's time to figure out how we can get our own sooner rather than later.	8	0
68.	I love Frisco, and so do my kids and pets. We would love to have our own animal shelter here in the city. If we can put in universal studios, we can certainly find room for our own animal shelter!	8	1
69.	I would like to see an animal shelter in Frisco and a more ex Animal Control department. If you look at Facebook or Nextdoor in our area on any day, there are numerous posts about Frisco citizens' pets that are lost or have been found. A city that is going at this rate must have an animal shelter. I also saw an earlier post saying they thought ChatGPT was spewing these remarks about an animal shelter. I disagree; I think that there are just that many people in Frisco who agree on a shelter.	8	1
70.	Please consider an animal shelter for Frisco. There are too many animals that need homes. Having a shelter would encourage family to adopt instead of shopping for a pet. Not only would a shelter provide care for animals, it would provide volunteer opportunities and bring awareness to the need for adopting.	8	2
71.	Way to many apartments! Also, it's ashamed that a city of our size does not provide an animal shelter for animals in need. Instead, we seem to be comfortable pushing them off on smaller communities that are already overwhelmed with this issue. Does this REALLY make Frisco a " family oriented friendly city? Absolutely NOT! It's embarrassing and disgusting!	8	8
72.	One thing… Frisco needs its own ANIMAL SHELTER! It's crazy we still don't have our own. Lots to love about our city, but having a shared county service in McKinney (which is usually way over capacity) isn't good for Frisco residents or our animals. I hope our council and leadership will change that, or at least give the residents an opportunity to vote on the matter.	7	0
73.	As many have mentioned, there is a lack of green spaces in this great city. Efforts to reduce car traffic such as better public transportation as well as bike paths would greatly help solve this problem.	7	0

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
74.	Wait, what, Frisco doesn't have an Animal Shelter?? This is terrible. A city this big and with such a large population and no animal shelter? Where do unwanted dogs go? Dumped in the fields or on the streets? Please make room for an animal shelter!! So Sad!	7	1
75.	I also think that we need an animal shelter here in Frisco. Also it would be nice to have a dog park east of the tollway.	7	1
76.	There needs to be a public Frisco tennis center for Frisco residents. Too many times during school season everyone is fighting for courts.	7	2
77.	We need an Animal Shelter. As wonderful as our city is it's embarrassing that we count on the Collin County Shelter to house our lost animals. Most people aren't even aware that we don't have a city shelter till it us to late. While our lost Animal population is small based on city records there are LOTS of groups that are stepping in helping that the city does not recognize. Animals are a passion for people. Once people realize what we don't have... popular opinion about Frisco could change.	7	2
78.	I'd like to see Frisco have their own animal shelter.	7	3
79.	We need an animal shelter for the city. If this is a thriving family community as we say it is-then why aren't we taking care of the animals most of these families have?	7	3
80.	I would like to see an animal shelter within Frisco. I would also like to see increased/additional focus on repairing curbs, sidewalks, and roads - we have a lot of sidewalks and curbs in poor condition and ETA for fixing is years out! I would also to see more encouragement and/or focus for water conversation and planting of native plants.	6	1
81.	Close Petland DOWN! Their dogs come from come from Puppy Mills and are sick and die when they get home from being sold. If they make it, they cost so much money to treat many are put down anyway. It is a disgrace to have them anywhere but much less in Frisco!	6	1
82.	How's the rail district of a city with a logo of a train company in the downtown of a city named after a rail company got 0 rail? I don't want a cute train aesthetic, I want to bypass the horrible traffic with a train, and read a nice book instead of driving	6	1
83.	WHAT!!???? The proud, thriving, growing, corporate business center, progressive, safe, leadership, educationally-rich, touted as one the cities best municipalities in the U. S.…Frisco, TX…does NOT have it's own animal shelter facility. That's an embarrassment to our citizens and leadership! Regardless of the mayor's position, a state-of-the-art facility is a top priority! How dare OUR tax dollars go to another municipality to do the job we must do ourselves. Taxation w/o representation!	6	2
84.	Animal shelter! I cannot believe a city as wonderful and advanced as Frisco doesn't have a safe haven for animals and for residents to find a new pet. Please do the right thing and find an animal shelter.	6	3
85.	We have grown TOO much! And the cities inside Collin County us are too. Our Jasper got out and was missing for 34 hours. We walked with friends around the neighborhood, posted fliers, posted on social media groups, and I drove ALL the way out to the Collin County Animal Shelter. It was full and in overflow mode. The animals were terrified even though the dedicated employees were doing their best to keep up. He wasn't there-he was found later. We need a shelter in Frisco!	6	4
86.	We need more large trees and trees in general. Have you seen the myriad botanical garden in Oklahoma City? That place is amazing. We need something like that, that can bring in people from all over, and for us to appreciate. We have the space in grand park. We just need to finally do something about it.	5	0
87.	Please get rid of Petland. It's the absolute worst feature of Frisco. Those animals are often times sickly and come from puppy mills. Sure we could use an animal shelter but what's more important is not to have animals for sale when there are so many available to rescue.	5	1

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
88.	There's a thin veneer of respecting diversity and inclusivity of all cultures and people, but this is negated when one or more sitting City Council members publicly attacks LGBTQ people, like my child. Such behavior encourages others to act discriminatorily and hostile. It takes Frisco back further decades instead of forward. Demonstrate with both words and actions that Frisco is truly becoming a place welcoming to all, respecting all, and moving forward with the skills and contributions of ALL.	5	2
89.	I wish there was better planning and coordination between the City of Frisco planners and Prosper ISD planners to reduce the overcrowding of Prosper ISD schools. Frisco city planners should including a coordinated effort with Prosper ISD planner to have schools ready in conjunction with the neighborhood where development are greenlighted to avoid the overcrowding situation we currently have in these schools. With the lack of crossing guards, Frisco should send PDs to help with traffic & safety.	4	0
90.	I would prefer that the city not revise or erase anything of historical significance, such as structures or roads. Frisco is over 120 years old, and there were impactful settlers sixty years or more before there was a city. There have been many individuals and families who have made tremendous contributions to our city, counties, state and country, and we should acknowledge and honor those who have come before us. As we grow and progress, please find ways to embrace how we got here.	4	0
91.	As already mentioned, the Rail District is lacking a train that people can ride on to go places. The Museum of the American Railroad would make a great commuter rail and / or Amtrak station.	4	0
92.	Frisco is a bustling, busy and beautiful City! It is appalling to me that a City of this size has no animal shelter. You cater to families! Can they not go adopt a dog in need? Seriously? Can they not take their children there to learn about animals and how to treat them and why they end up there? Such a needed thing! You think you don't have stray animals? My dog rescue picks up strays in your city! Where are they supposed to go? Unreal!	4	3
93.	Maybe it's cheaper to provide pets with QR Code collars and a free service to get their pets chipped, keep the contact info up to date and provide free chip scanning devices to local human resources involved in assisting with getting strays off the streets.	3	0
94.	The city has grown too quickly. I am afraid we are outgrowing our resources. Traffic is challenging. We need an animal shelter. It is travesty that a city of this size can't find it in the budget to care for our animals.	3	3
95.	I believe that a city the size of Frisco should have its own animal shelter. It is appalling to me that a city the size of Frisco does not have any officially designated cooling stations!!! Is that because we don't have any poor or homeless people in Frisco?? Ha ha. I believe that this should be remedied at once to accommodate people during this brutal hot spell!	3	3
96.	I REALLY feel like Frisco needs an animal shelter, NOW! It's very depressing and disappointing to see the lack of caring in our leadership on this subject. We used to be THE BEST, but not anymore. It's more like "the greediest ". All they care about anymore is growth, profit and money. Over capacity everywhere, too many pets being euthanized. We could help so much!	3	3
97.	The roads are overcrowded. Tolls are so high even to attend church! We need NTTA to rebate frequent toll users like is already happening in FL that's dominating TX economically & politically. Also we need real culture not just donut shops & nail salons. We need some developments that are appealing but not as overwhelming as the Star & PGA. The Central Park needs real lower Broadway Nashville music, not a half hearted attempt throwing property tax money at things to ruin them like woke schools.	3	9

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#	Virtual Comments	Upvotes	Downvotes
98.	Better traffic planning. If we are going to have a big city draw, we need to be able to support traffic and infrastructure. Our streets in most areas are terrible. This hot summer has been especially brutal for major streets and intersections. Our older parks are neglected. They are nearly just dirt (no more viable grass) and the structures are in disrepair.	2	0
99.	Congestion of people and traffic patterns; out of reach home values.	2	0
100.	Where is a public tennis court facility for Frisco?? We have every other sports...and public pickle ball courts and tennis courts would complete the city. McKinney and Plano far outdo you, Frisco!! We go to McKinney and Plano (High Point) to join leagues and play. Where are you, Frisco??? Thanks	2	0
101.	I like the addition of parks and green space. We need to add tennis courts like our neighboring cities Plano and McKinney. We have plenty of players here that would use them! I would appreciate that add!	2	0
102.	It would be great to have free guest passes for the Frisco athletic center. The fees are already expensive as it is for residents.	2	0
103.	Walkability and public transportation! It is a shame that Frisco requires someone to have a car to be able to get to anywhere in the city. While having parks is great, there is very little that can be reached by other methods of transportation. That is unfair to the younger population that is looking to go out into their community but does not have the means to do so. The types of communities that are showing up (the HEB on Main Street in Frisco) is a good example of what should be in Frisco.	2	0
104.	Our own an animal shelter.	2	0
105.	+1 to reducing unprotected left turn lanes. They're dangerous for drivers and suicidal for pedestrians. If cars are regularly speeding and going 50mph+, they're too dangerous. If cars are not going fast, there probably isn't enough traffic to warrant a dedicated turn lane	2	0
106.	The reliance on Collin County Animal Shelter is at present time, primitive at best. Now that we have the resources, Frisco needs to pull our animals out of Collin County's inefficient and incompetent shelter where they are dying at an alarming rate.	2	0
107.	Our community embraces the Arts a great deal more than sports yet the bricks on the ground do not reflect that. Introduce opportunity for arts and sports "not" mainstream.	2	0
108.	I would stop building dense urban housing developments. They're going to change our cities look and feel and attract less families.	2	5
109.	Just say NO to any more traffic round-a-bouts.	2	8
110.	The need for an animal shelter in Frisco was supposed to be a bond issue several years ago and the City Council voted not to put it on the ballot! Disgraceful. How dare you take away my right to vote on this issue. Frisco is a great place to live, family friendly and pet friendly, and we want and need a no-kill animal shelter. PD needs to be fighting crime, not taking care of pets. I will not vote for any City Council member that does not support this issue. You asked for input; please listen!	1	0
111.	Make it easier and safer for pedestrians/bikers to cross intersections Dangerous for school children to cross. School zones are an admission that these roads are dangerous for children to safely cross, and the recent death is proof of that. Plus having all these kids dropped off bc its too dangerous makes traffic worse. Lower speed limits, remove free rights, add raised crossings, and add right angles so children aren't being killed	1	0
112.	Enhance all crosswalks within school zones that cross any significant thoroughfare with pedestrian controlled lighted crosswalk systems. Examples: https://www.lightguardsystems.com/	1	0

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#	Virtual Comments	Upvotes	Downvotes
113.	Be ultra vigilant with speeding violations. Make it a goal to become known as "that city" that you just do not want to speed in. Break the city into zones and rotate where to focus each morning. Nip it in the bud, it's not too late. The reputation will lead to word of mouth and local passengers will take the initiative to inform drivers. No need for traps, just enforce it with a passion. Please help us to be better drivers.	1	0
114.	Frisco needs a city animal shelter! It's shameful a city this size that can bring in huge attractions and businesses can't provide a decent shelter.	1	0
115.	A transit service and protected bike paths would be really helpful for the high school students, so they do not have to risk their lives trying to get to and from before and after school activities.	1	0
116.	If Animal lovers want Animal Shelter, let's tax them. Every pet permit should have taxes associated with it to help abandoned animals.	1	1
117.	Way more bike lanes, more single story homes (as an soon to be empty nester I would love to stay but I want to downsize).	1	2
118.	More covered parking or more trees. We have hail storms pretty often that it would seem logical that covered parking is available. Not only that, the heat here is no joke. It's terrible that there is hardly any shade in any of the parking lots. You run in for a few items, and your car is literally on fire. Trails with lights. I have yet to go to one of the city parks where there is a lit trail for evening runs. Less boring box building.	1	2
119.	The traffic is horrible. I've lived here 15 years. What used to take 5 minutes to go 2 miles now takes 20. Why are all the big projects like PGA, Universal & the Fields zoned in one area? It's not fair to long existing neighborhoods along these routes to carry all the traffic- affecting our quality of life and commutes. Better care should've been taken to space things out across Frisco. Brian L mentioned that in zoning meeting for Universal. I wish Council would've listened to resident feedback.	1	4
120.	I'd change the way Frisco city planners approach zoning. I hope planners will utilize the sight line planning method more extensively to plan out roadways and key points of interest so you can see the destinations better downrange from the street. All great city has this feature like Paris to Pasadena. https://www.mparchitects.com/site/thoughts/bennett-plan	0	0
121.	We need an animal shelter desperately. Collin County Animal is over flowing with dogs and cats. Frisco is becoming quite large and a national headline with the entire country looking at us, yet we can't take care of our animals. This is actually pretty embarrassing. We need to show other cities and states and take the lead on helping animals with a state of the art no kill shelter! We are way behind.	0	0
122.	Frisco desperately needs a no kill animal shelter. The only option residents have once a pet is lost is to get on social media. More trees would make this concrete jungle much more beautiful. We need a solution for traffic. With all the new commerce coming, for example, Universal, it is only going to get worse. If there is any land left for residential development, it would be nice to have some more single story homes, but I understand these would not create as much tax revenue.	0	0
123.	If you won't build an animal shelter to support pets and those who love them out of the kindness of your heart, then find a way to make money through it. I don't know the numbers by region, but the US spending on pets is expected to reach $143.6 billion in 2023, up from $136.8 billion in 2022. Oooh, how about for those like myself who do not have kids, put our tax money towards funding an animal shelter instead of schools.	0	0
124.	The growth rate and price of housing; The amount of apartments being built; Too many big companies; Traffic on Preston; Add Sensors on traffic lights; Less schools on major streets	0	4

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Exercise #3: Other Comments

More roundabouts and a dog shelter!

Other Comment | 13 days ago Like +12 Dislike -3

Just want to mention the massive amount of brain drain going on Frisco. Young people do not like it here. They often can't afford to be here, and when they can, they go to other cities with more "stuff". The lack of transportation means they lack the ability to access any of the cool stuff in Frisco, so even when they can drive, they get out as quickly as possible

Other Comment | 13 days ago Like +8 Dislike

2040 Could bring lot of challenge with the growing heat and drying lakes * Enable tools and R&D for being water resilient * Plant Big Trees and heat tolerant plants * Enable Grand Park with the vision of being an environmental haven * Increase safer / shaded bike / eBike / walk lanes for nearby commute * Note the carbon footprint and research on reducing the same * Solar powered city facilities * City wide programs to reduce wastage and more recycling * Be a leader in the area with initiatives

Other Comment | 13 days ago Like +14 Dislike

I really appreciate this intuitive venue for collecting and and sharing resident feedback!

Other Comment | 17 days ago Like +4 Dislike

I would love to see most of the green areas planted with appropriate plants for the Texas Blackland Prairies.

Other Comment | 12 days ago Like +4 Dislike

The reason why so many comments are on this survey for an animal shelter is because it is a feature that our wonderfully large city is desperately lacking and city leaders have sadly ignored. Many of us have dogs or cats that we love dearly and relying on overcrowded shelters in surrounding cities puts OUR pets at high risk. We are real people with real families and real pets -plus we pay real tax dollars expecting better.

Other Comment | 13 days ago Like +10 Dislike -1

Virtual ideas wall

#	*Virtual Comments*	*Upvotes*	*Downvotes*
1.	I don't understand why Frisco, a community with the PGA, Dallas Cowboys, Universal, and the list goes on, does not have an animal shelter. At present, if a Frisco resident wants to rescue an animal or hopefully find a lost pet (pets are family members) they have to go to the Collin County Shelter...but why? That shelter is FULL and we have to drive to another city to find our Frisco loved one. Why? Why would the animal shelter fall under the Chief of Police? We and our pets deserve better!	27	3
2.	Frisco needs an animal shelter! It's pretty sad that a city the size of Frisco doesn't have one and sad for the animals and the overcrowded conditions at Collin County Animal shelter. Too bad our mayor and most of the city council don't make this a priority.	27	5
3.	Quite an outpouring of support for animal care facility/ shelter. Otherwise we will spend $8 million to outsource to CCAS over the next 10 years, citizens are ignored, and after 10 years we will still have nothing. Come on Frisco leaders. We can do better.	22	5

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
4.	I live in The Colony and foster kitties from nearby shelters and other areas and feel the community of Frisco could definitely benefit from an animal shelter. It would free up some spaces for the other shelters close by and give the community a closer place to adopt their furrever fur babies. I think it would be a win-win for everyone.	19	2
5.	Frisco needs its own animal shelter! Why had this not been put in place yet? There is a dire need for a local shelter to address the animal welfare issue. Please make this happen ASAP.	14	2
6.	More roundabouts and a dog shelter!	12	3
7.	I would love to see part of the Grand Park vision include an arboretum. A really beautiful area to walk around and enjoy trees, flowers, ponds and maybe even a tea room. It could really be a fabulous place to come and explore. There could be art work pieces throughout the arboretum as well!	10	0
8.	The reason why so many comments are on this survey for an animal shelter is because it is a feature that our wonderfully large city is desperately lacking and city leaders have sadly ignored. Many of us have dogs or cats that we love dearly and relying on overcrowded shelters in surrounding cities puts OUR pets at high risk. We are real people with real families and real pets -plus we pay real tax dollars expecting better.	10	1
9.	What's wrong with roundabouts? They're safer and carry more cars through	9	2
10.	Roads are a bigger tax dollar black hole than public transport, if driving cost $1, we pay $14 in taxes even if you don't use them. Look at the Kansas City Streetcar for how public transportation can actually improve tax revenue and revitalize dying areas. We all accept that roads are a good investment because they spur economic development, even if they make no money, but when public transportation doesn't make its money back, it's a waste of money even though it does the same thing.	8	0
11.	Just want to mention the massive amount of brain drain going on Frisco. Young people do not like it here. They often can't afford to be here, and when they can, they go to other cities with more "stuff". The lack of transportation means they lack the ability to access any of the cool stuff in Frisco, so even when they can drive, they get out as quickly as possible	8	0
12.	We should build a massive roundabout with an animal shelter inside of the roundabout!	8	9
13.	The roads aren't going to get less crowded by having them cheaper to drive on. The answer to this and to developing culture is to add walkability and transit that allows more people to get to those places for cheaper, creating spontaneity needed for culture to develop	6	0
14.	We need more outdoor parks and trails. Finish out Grand Park!	6	0
15.	As an avid cat lover and friendly dog lover, I do have concern that a new animal shelter would attract people to dump their unwanted pets in this city. Texas has a problem with dog abandonment to the point in which animal rescues have been shipping dogs to as far away as Canada. Dallas and Travis counties have resorted to throwing the law down on those who have abused or illegally abandoned their pets. If Frisco opens a new shelter,	6	3
16.	Is all this about animal shelters because ppl lose their dogs and are inconvenienced about having to drive so far to claim them? Anyway, maybe we can co-sponsor a shelter for Prosper....I'd get behind that. Big chunk of land up there off 380 between Coit and Custer.	6	4
17.	I wish Frisco would plan to preserve a good portion (1/3) of Brickmann's Ranch. Whether it is to create large green spaces/parks or to save the ranch ecosystem for future generations to live, learn, and enjoy. It should not be completely zoned for development.	4	0
18.	2040 Could bring lot of challenge with the growing heat and drying lakes * Enable tools and R&D for being water resilient * Plant Big Trees and heat tolerant plants * Enable Grand Park with the vision of being an environmental haven	4	0

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#	*Virtual Comments*	*Upvotes*	*Downvotes*
	* Increase safer / shaded bike / eBike / walk lanes for nearby commute * Note the carbon footprint and research on reducing the same * Solar powered city facilities * City wide programs to reduce wastage and more recycling * Be a leader in the area with initiatives		
19.	I would love to see most of the green areas planted with appropriate plants for the Texas Blackland Prairies.	4	0
20.	I am newer to Frisco and would love to see an Animal Shelter as my wife and I volunteered every week at ours in Arizona. For those on here discrediting the animal shelter comments I think you are missing the point. This is not about 4 or 5 activists who want a shelter. Believe it or not a lot of residents would like to see an animal shelter. I know that is hard for many to comprehend but just scan Facebook, Instagram and Nextdoor and you constantly see the desire from many residents.	4	3
21.	Less roundabouts and a dog shelter in a nearby city!	4	12
22.	I've lost 2 fur babies to old age and currently have 3 young and healthy fur babies in my home. During my over 15 years in Frisco, never have I ever even wondered or cared if there was a shelter in close proximity. Even with 1000 posts on this board, I'm still not understanding "why" it's so important to have one in Frisco. Sincerely.	3	4
23.	We have gotten too large! Way too many entertainment developments! When we moved here we loved the open spaces. Then we got a high school at the end of the street, then we got a hospital on the other end & now we get Universal! The high school & the hospital is one thing but Universal is ridiculous it should be away from a neighborhood! Please think about the people who live in these neighborhoods before making dumb decisions like Universal! We want neighborhoods not entertainment for tourists!	3	15
24.	I really appreciate this intuitive venue for collecting and sharing resident feedback!	2	0
25.	Looks like ChatGPT spewing these animal shelter comments. It makes a mockery of genuine comments.	2	13
26.	Please validate the sources of shelter comments and likes. Hard to believe there's more activation around building a shelter than there is for reducing the number of round-a-bouts in our city.	2	16
27.	Please don't be swayed by the tiny but loud animal shelter crew. Their shrill whining knows no bounds! And say no to any public transportation requests, i.e., tax dollar blackholes.	0	25

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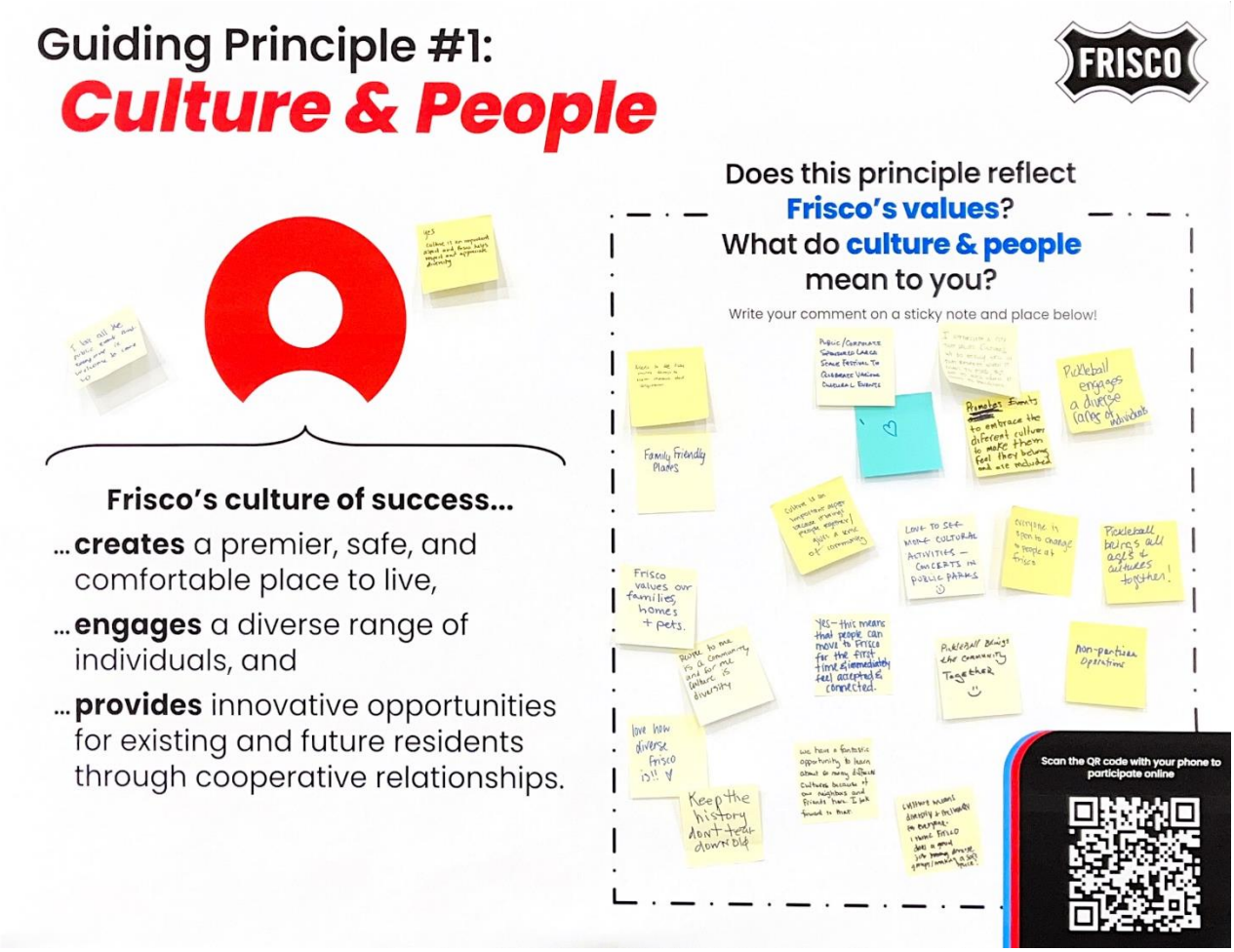
Guiding Principles Exercises



Exercise #1a: Does this principle reflect **Frisco's values**? What do **culture & people** mean to you?

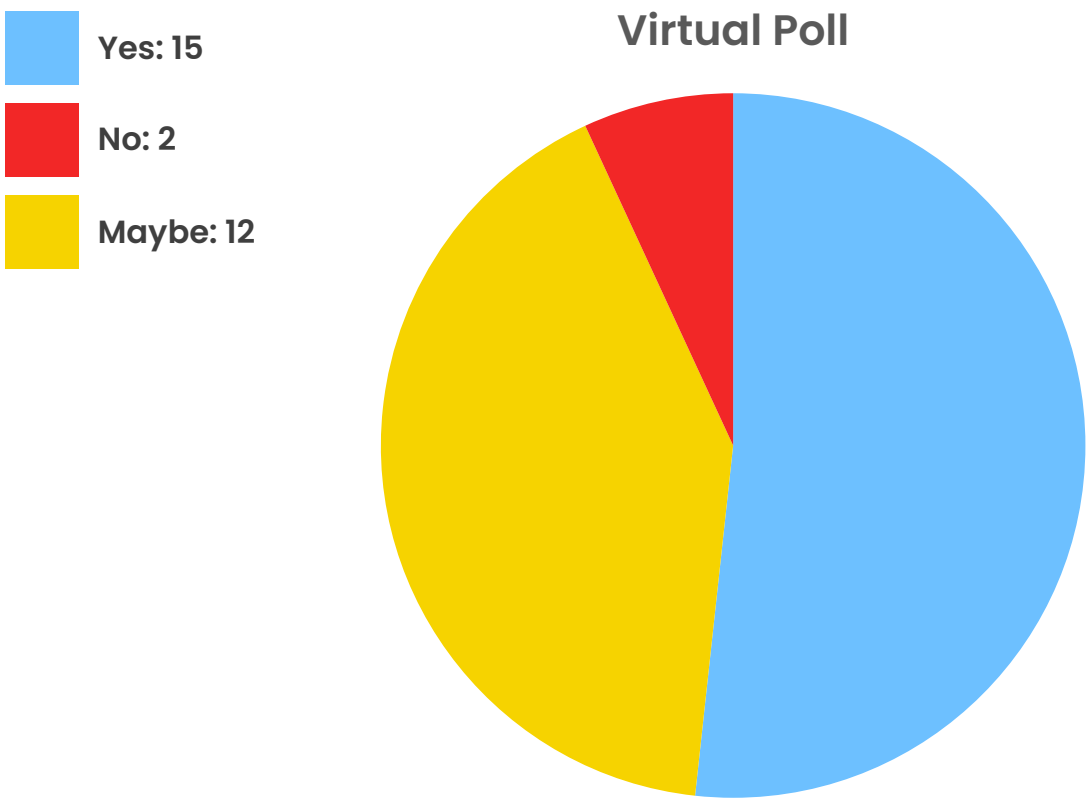
#	*In-person Comments*
1.	I love all the public events that everyone is welcome to come to
2.	Needs to have more things to teach children about acceptance
3.	Yes culture is an important aspect and Frisco helps respect and appreciate diversity
4.	Public/corporate sponsored large scale festival to celebrate various cultural events
5.	I appreciate a city that values cultures. We do really well in that respect when it comes to food, but not so much when it comes to religions.
6.	Pickleball engages a diverse range of individuals
7.	Family Friendly Places
8.	Culture is an important aspect because it brings people together/gives a sense of community
9.	♥
10.	Promotes events to embrace the different cultures to make them feel they belong and are included
11.	Love to see more cultural activities-concerts in public parks :-)
12.	Everyone is open to change to people at Frisco
13.	Pickleball brings all ages + cultures together!

Highlighted Topics Key:

Red = Animals & Pets Green = Parks & Trails Blue = Transportation Orange = Affordability Black = Other Topics

#	*In-person Comments*
14.	People to me is a community and for me culture is diversity
15.	Yes-this means that people can move to Frisco for the first time & immediately feel accepted & connected.
16.	Pickleball Brings the community together
17.	Non-partisan operations
18.	Love how diverse Frisco is!!♥
19.	Keep the history don't tear down old
20.	We have a fantastic opportunity to learn about so many different cultures because of our neighbors and friends here. I look forward to that.
21.	Culture means diversity + inclusivity for everyone. I think Frisco does a good job making diverse groups/making a soft space!

Exercise #1b: Does Principle #1 reflect Frisco's values?



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Exercise #1c: What does this Guiding Principle mean to you?

#	*Virtual Comments*
1.	People of various cultures living together in harmony.
2.	I believe everyone should have the right to live here, however, in order to do that, HUD properties are increasing which decreases safety.
3.	We respect and support one another because we live in a community, not because we have the same political or religious views.
4.	embracing many different traditions, ideas, beliefs and philosophies
5.	Frisco's Culture is where residents and business owners can bring their dreams and find ways to make them reality.
6.	Culture is something that can bring people closer together. It helps in understanding and problem solving.
7.	Acceptance of people from every race and gender.
8.	Different backgrounds
9.	Culture is reflective of the people it engages.
10.	this (...engages a diverse range of individuals, and) is unnecessary.
11.	Embracing the diverse cultures of all the people who live in Frisco.
12.	Culture and people reflect the demographics of the city. We have a peaceful city of people who are predominantly family based.
13.	To me, culture means honoring the past and present influences on our residents. The people are all the past, present, and potential residents.
14.	Celebration of individuals values through understanding background and heritage
15.	Public events for holidays, celebrations.
16.	It means the ability to live the life you want in the town you live in - through individual or group efforts.
17.	Provides safe place for all cultures to live together and still respect one another.
18.	I don't see any activity of an animal shelter for Frisco and this is LONG overdue. Always getting removed and ignoring the obvious problem w pets
19.	Traditions, music, language, art.
20.	foods; artistic expressions; traditions; inclusivity and respect; learning about the world; being humble
21.	Respecting all cultures
22.	Diversity is UBER vital to me. I'm originally from Brooklyn, NY, and grew up in an Orthodox Jewish & Caribbean community. It's make the world so much
23.	People means to me it includes everyone from all walks of life in our community. Culture is how our community identifies by its values and beliefs.
24.	Community in the people and the place we live in.
25.	Recognizing and actively engaging with many, many members of the various communities beyond planned meetings. Get to really know their cultures.

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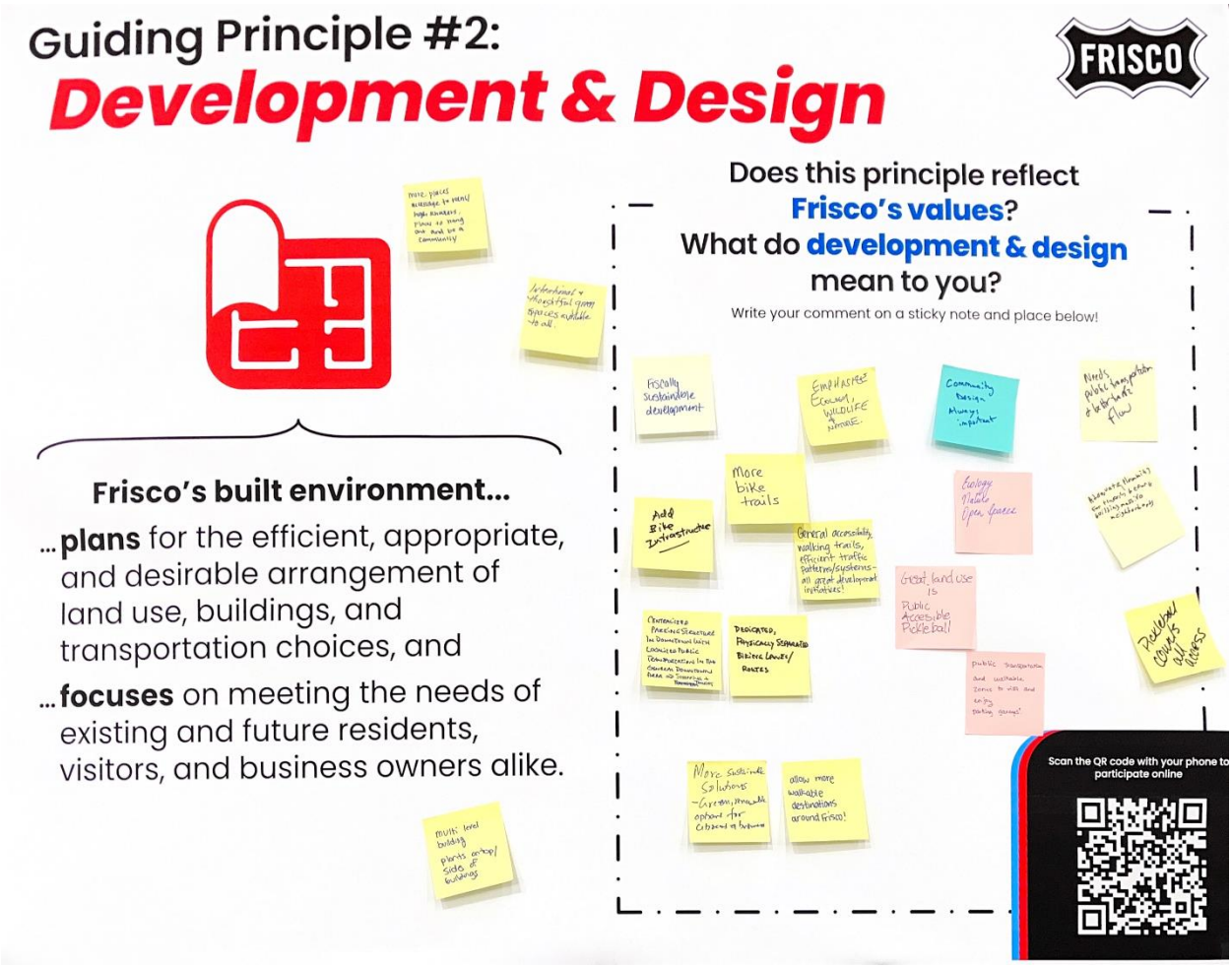

Exercise #2a: Does this principle reflect **Frisco's values**? What do **development & design** mean to you?

#	*In-person Comments*
1.	Fiscally sustainable development
2.	Intentional + thoughtful green spaces available to all.
3.	Emphasize ecology, wildlife + nature.
4.	Community Design Always important
5.	Needs public transportation + better traffic flow
6.	Add bike infrastructure
7.	More bike trails
8.	General accessibility, walking trails, efficient traffic patterns/systems-all great development initiatives!
9.	Great land use is public accessible pickleball
10.	Pickleball Courses all access
11.	Centralized parking structure in downtown with localized public transportation in the general downtown area→shopping tourist
12.	Dedicated, physically separated biking lanes/routes
13.	Multi level building [lants on top/sides of buildings
14.	Public transportation and walkable zones to visit and enjoy. Parking garages!

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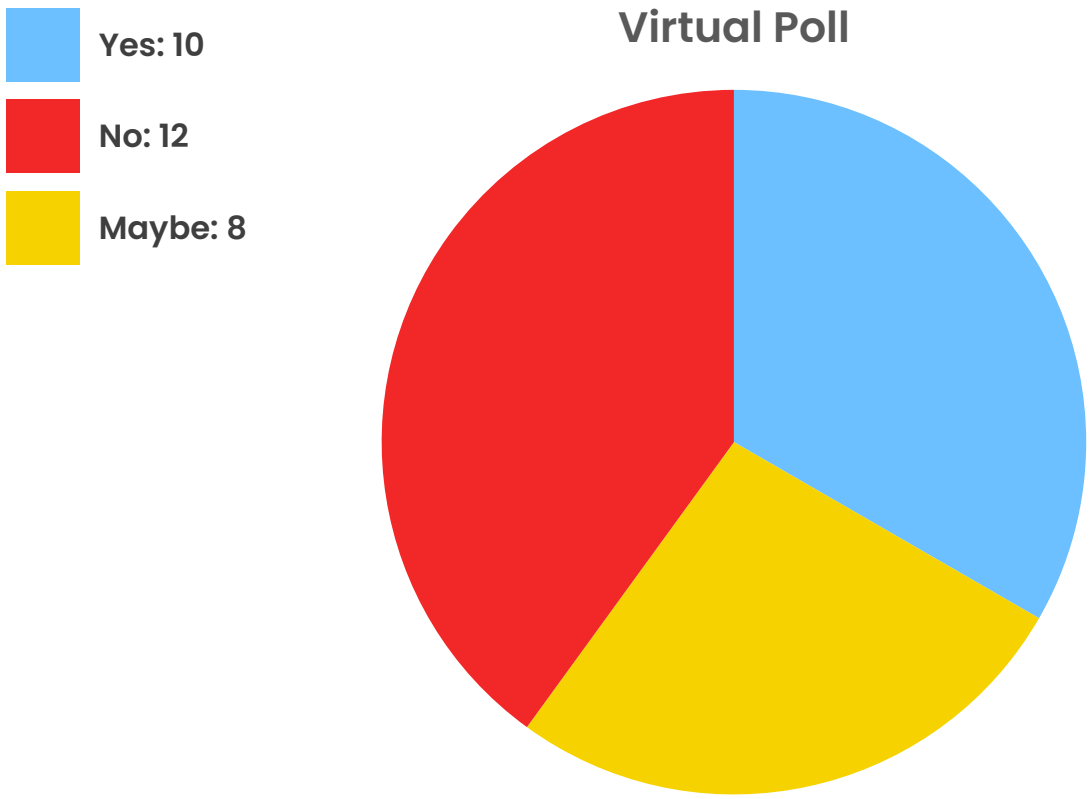
#	*In-person Comments*
15.	More sustainable Solutions-Green, renewable options for citizens + business
16.	Allow more walkable destinations around Frisco
17.	More places accessible to teens/high schoolers, places to hang our and be a community
18.	Ecology nature open space
19.	Adequate plannings For traffic before building massive neighborhoods

Exercise #2b: Does Principle #2 reflect Frisco's values?



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Exercise #2c: What does this Guiding Principle mean to you?

#	*Virtual Comments*
1.	Other than Uber/Lyft, I don't know what other transportation choices Frisco offers.
2.	Frisco is big enough and overpopulated. The infrastructure will be overwhelmed. You don't need to build so much-I moved here bc of the space!
3.	Extra thought on future plans for those living here now: no more 6-8 lane roads, more biking and walking areas. Mothers should always feel safe.
4.	We do not have "transportation choices"
5.	Development is not focused on citizen interest. We have asked to develop an animal shelter and the council does not want it.
6.	This also needs to include language around sustainability vs. implying it.
7.	There is entirely too much building going on. Where are the parks? The trees? A museum? More Art?
8.	Planning of City build out is important to control traffic issues. It is clear a lot of Frisco was not planned efficiently with traffic in mind.
9.	It feels like it's more to attract people to spend money here but not for the citizens
10.	These principles are dynamic and need frequent evaluation. Development and design need to consider the wishes of residents and be modified easily.
11.	Develop and design things that the citizens ask for and add more parks and trails. While development is good, we hate to lose all the open land space
12.	Considering the most efficient traffic flow, and weight on infrastructure- including utilities and quality of life of residents when planning & zoning
13.	Desirable by/for whom?
14.	Development and design mean creating a city where you can easily travel and live peacefully. We need alternate modes of transportation. Too many cars.
15.	To me, they should address the diverse lifestyle needs and desires of all present and potential residents.
16.	Creating a harmonious and consistent policy that remains evergreen
17.	Have business and entertainment options for residents so we don't have to travel too far.
18.	While Frisco caters to the family crowd, other individuals should be able to live here as well. For example, the ability to not need a car to function
19.	Need less apartments to cut down on overcrowding on streets and in schools.

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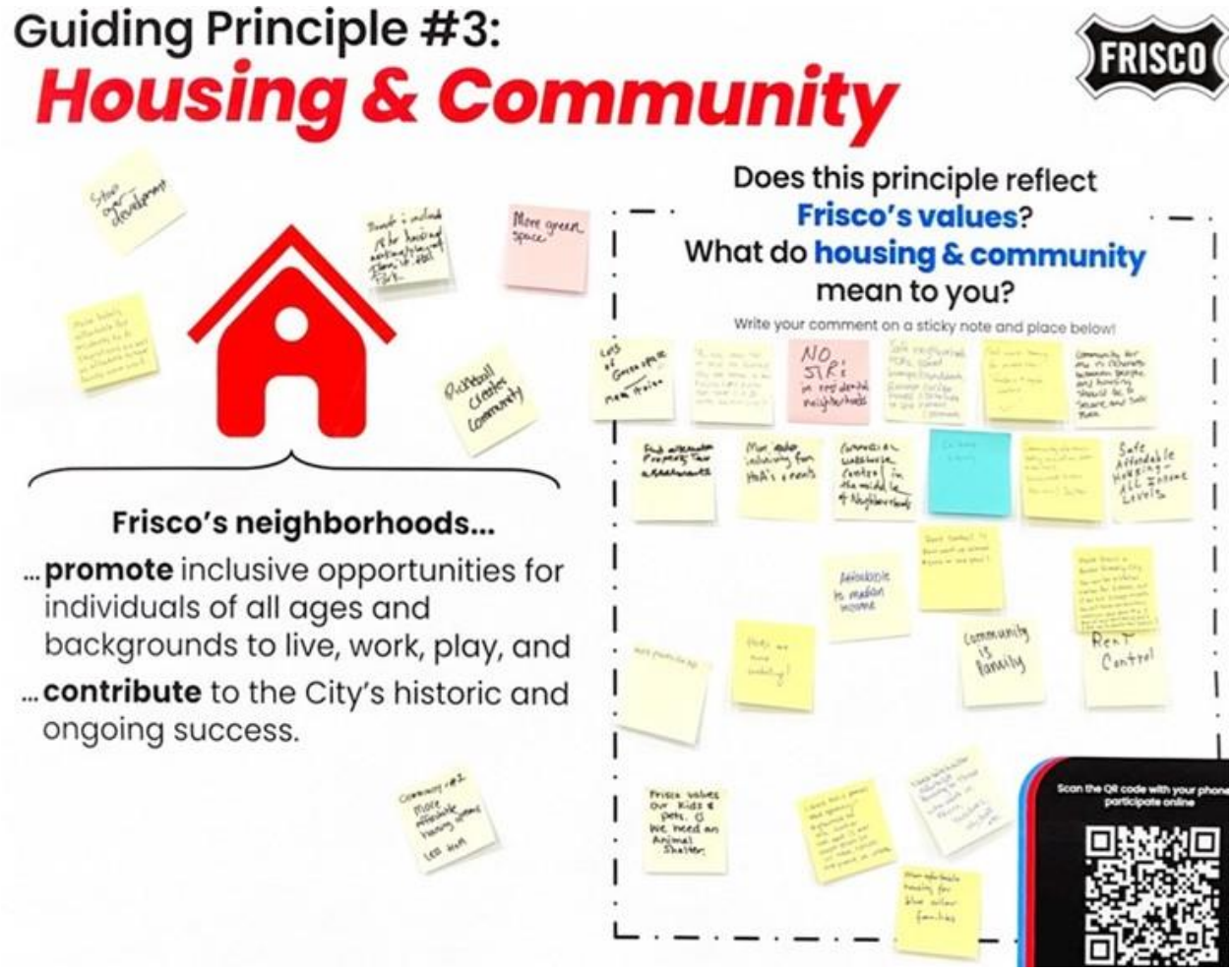

Exercise #3a: Does this principle reflect **Frisco's values**? What do **housing & community** mean to you?

#	*In-person Comments*
1.	Make hotels affordable for residents to do staycations as well as affordable to have family come visit.
2.	Lots of greenspace make it nice
3.	"All ages" means that we value the elderly. Why are there so few assisted living places that there is a 12-month waiting list
4.	No STRs [short-term rentals] in residential neighborhoods
5.	Safe neighborhoods, HOAs, speed bumps/roundabouts. & minor curfew times contribute to the vibrant community.
6.	Need more housing for middle class teachers + regular workers
7.	Community for me is closeness between people and housing should be a secure and safe place
8.	Find alternative property tax assessments
9.	More inclusivity from HOAs + events
10.	Commercial warehouse control in the middle of neighborhoods
11.	Childrens Library
12.	Community also means taking care of our pets + animals. Frisco needs its own Animal Shelter
13.	Safe affordable housing-all income levels
14.	Community = #1 more affordable housing options, less HOA
15.	Pickleball creates community

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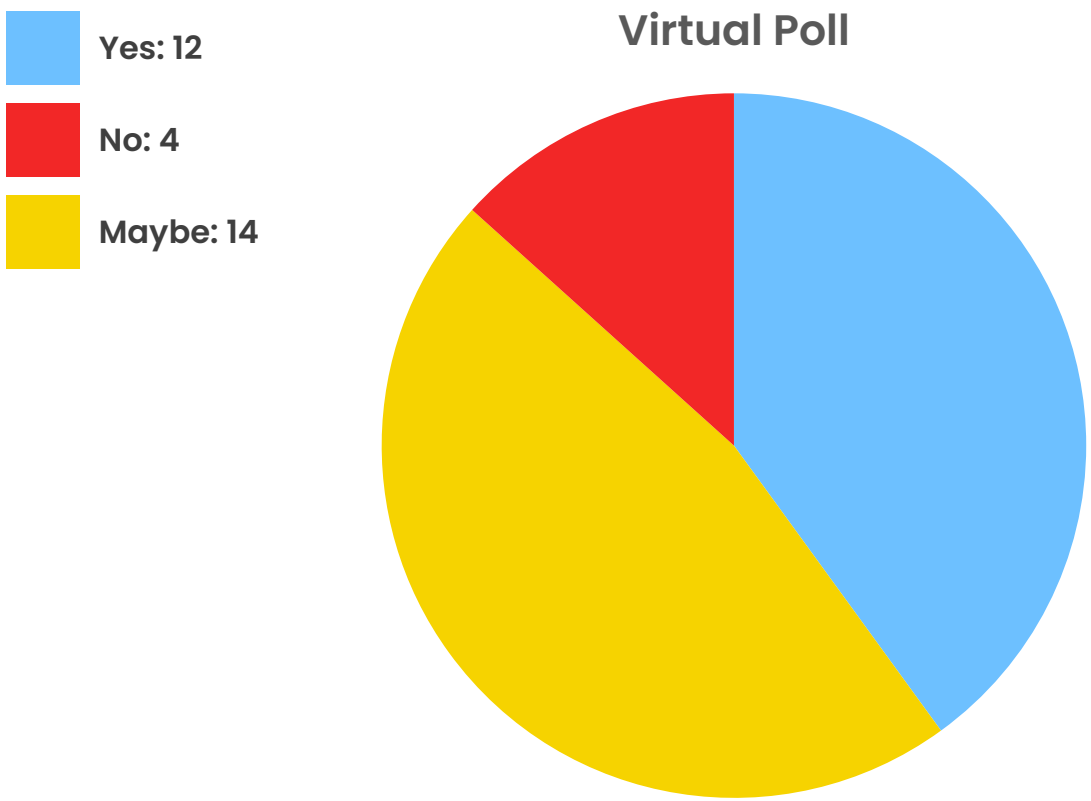
#	*In-person Comments*
16.	Affordable to median income
17.	Rent control!! Rent went up almost $1,000 in one year!
18.	Make Frisco a Renter Friendly City. You can be a stellar renter for 2 years, but if you hit 1 rough month you will have an eviction notice on your door w/in 2 days of your rent being due + it tells you to vacate w/in 3 days!!
19.	More parks for kids
20.	HOAs are more controlling!
21.	More green space
22.	Community is family
23.	Rent control
24.	Frisco values our kids + pets. :) We need an Animal Shelter
25.	Promote + include 18 hr housing working/playing places ie. Hall Park
26.	Stop over-development
27.	I think Frisco promotes equal opportunity!! Neighborhoods are safe, however there aren't as many cheaper options for low income, especially those entering the workforce
28.	More affordable housing for blue collar families
29.	Affordable housing for those who work in Frisco, teachers, city staff etc.

Exercise #3b: Does Principle #3 reflect Frisco's values?



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Exercise #3c: What does this Guiding Principle mean to you?

#	*Virtual Comments*
1.	Having a sense of community within a neighborhood.
2.	Taking care of your yards, no short-term rentals as that turns into inconsiderate people much of the time.
3.	I do not know if we must promote specific races to feel inclusive. We are just people. Affordable housing but kept to safe & clean standards.
4.	I'd like to see more affordable housing in Frisco
5.	If we really "valued" this inclusive opportunity, we would incentivize developers to provide homes at a lower price point.
6.	More places to play besides endless car washes
7.	Yes but almost too much?
8.	Need some smaller homes built so it's more affordable. No more apartments!
9.	Keeping schools/zoning within neighborhoods consistently allows families and children to build/keep a sense of community
10.	Barf! Inclusive doesn't actually mean inclusive in this context. It means divisive.
11.	Safe residential neighborhoods with an abundance of green space and parks.
12.	We need to create a city where families can afford a home and have good jobs close to home. We need to attract more Fortune 500 companies.
13.	We should have housing and communities that can accommodate all.
14.	Standards of development that are consistent with varieties of lifestyle
15.	Master planned communities where people can work, shop, and live. For example, Wade Park is a good start.
16.	Safe environment to walk, play, learn, work, and worship.
17.	Speeding, lack of police presence around common problems, bad drivers, criminal activity higher. High density, ugh. 15-minute city upcoming, it sucks
18.	Affordable living. Not everyone needs a 1M house. We have teachers, nurses, and other employees who need an affordable place to live in.
19.	not only traditional nuclear families, but extended families, singles, retirees/elderly--and all intermixed w/ outdoor spaces, retail, & restaurants
20.	There needs to be more diversity on the City Council but I don't blame that on the City I blame that on the voters.
21.	I guess ongoing could mean future, but would like to see it stated. Housing & Community means to me places for living and areas supporting living.
22.	The foundation of any town
23.	How is the city promoting this? It happens because schools and city is safe. Citizens and volunteers are doing a lot. What is the city doing exactly??
24.	Necessities are within bike or even better walking distance and are safe to get to on foot.

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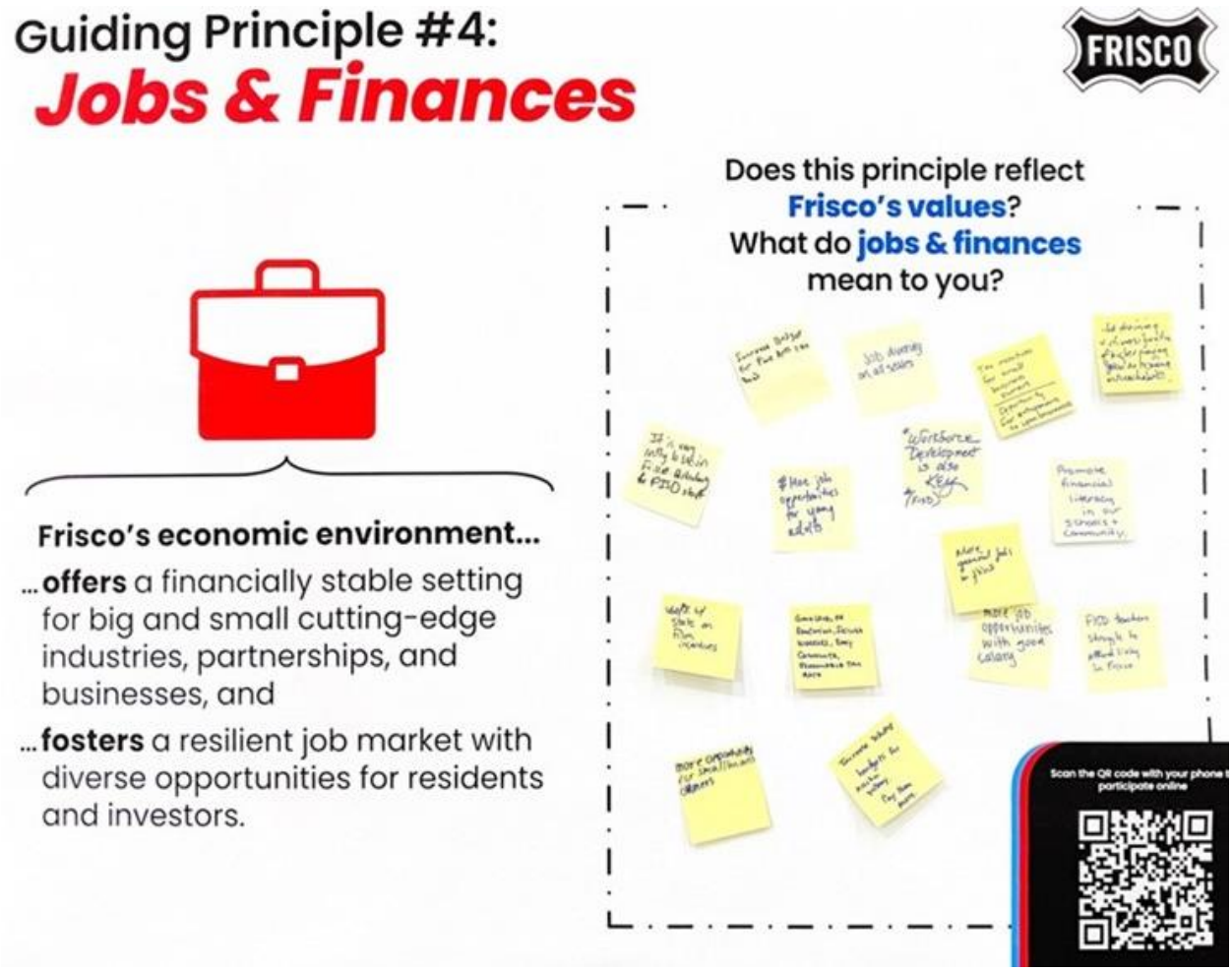

Exercise #4a: Does this principle reflect **Frisco's values**? What do **jobs & finances** mean to you?

#	*In-person Comments*
1.	Increase budget for fine arts like band
2.	Job diversity on all scales
3.	Tax incentives for small business owners-opportunity for entrepreneurs to open businesses
4.	Job training + diversification of higher paying jobs so housing is reachable
5.	It is very costly to live in Frisco. Particularly for FISD staff.
6.	More jobs opportunities for young adults
7.	*Workforce Development is also key *(FISD)
8.	More general jobs in Frisco
9.	Promote financial literacy in schools + community.
10.	Work w/ state on film incentives
11.	Good level of education, skilled workers, easy commute, reasonable tax rate
12.	More opportunities for small business owners
13.	Increase school budgets for teacher salary. Pay them more.
14.	More job opportunities with good salary
15.	FISD teachers struggle to afford living in Frisco

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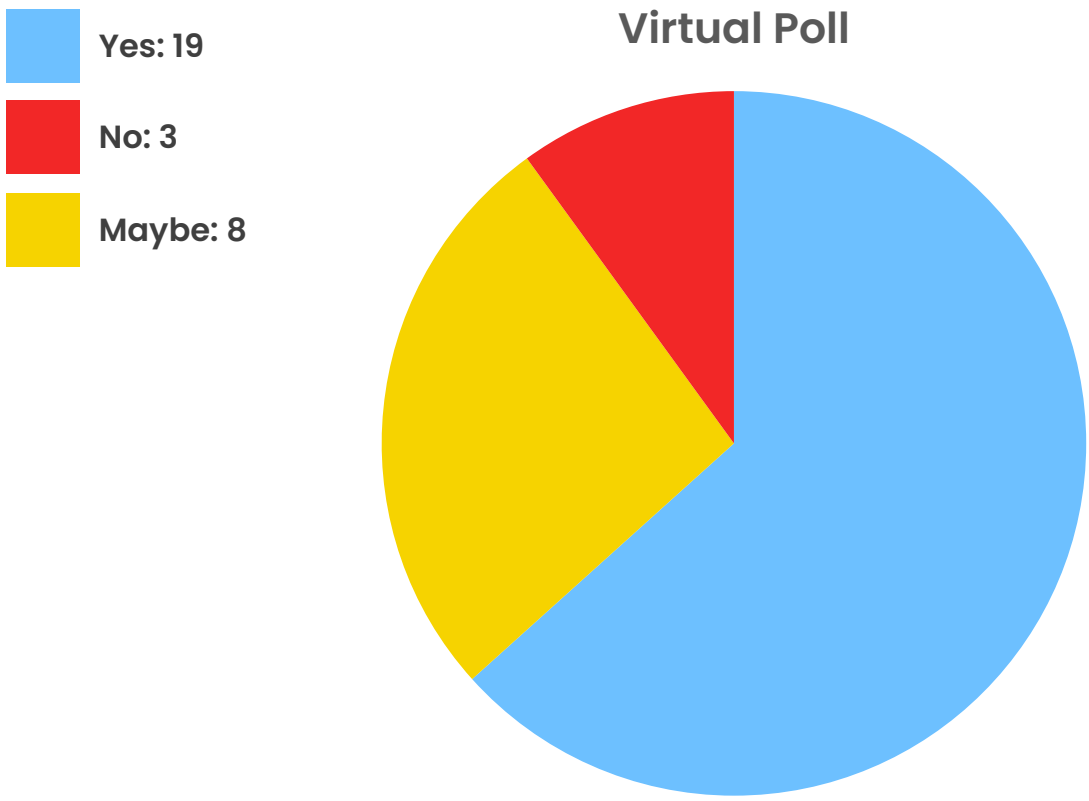
Exercise #4b: Does Principle #4 reflect Frisco's values?



Exercise #4c: What does this Guiding Principle mean to you?

#	*Virtual Comments*
1.	That everyone that wants a job can find one and that people who work in Frisco can actually afford to live in Frisco
2.	The big companies are pricing out the grocery stores and smaller companies so they are always short staffed.
3.	Yes, we must ensure we have businesses to keep our families thriving.
4.	Resilient job market would need to include either transportation options for service workers or more affordable housing options
5.	The absence of mass transit/commuter services in Frisco needs to be addressed.
6.	More jobs in the arts and parks, hiking, maintaining green spaces.
7.	Investors at the sake of the homeowners
8.	Frisco lower wage work force is needed for all of these entertainment venues but not sustainable for most because cost of living here is too high.
9.	got one right
10.	The jobs in Frisco need to reflect the home values and expertise of the residents. People in Frisco shouldn't have to commute to downtown D [Dallas] to work.
11.	We should not leave out any groups of individuals. We should be a city where all can live.
12.	Providing framework that is attractive to development and growth of multiple employment skill levels
13.	Bring in companies to help keep our tax rate low and provide good jobs to residents.

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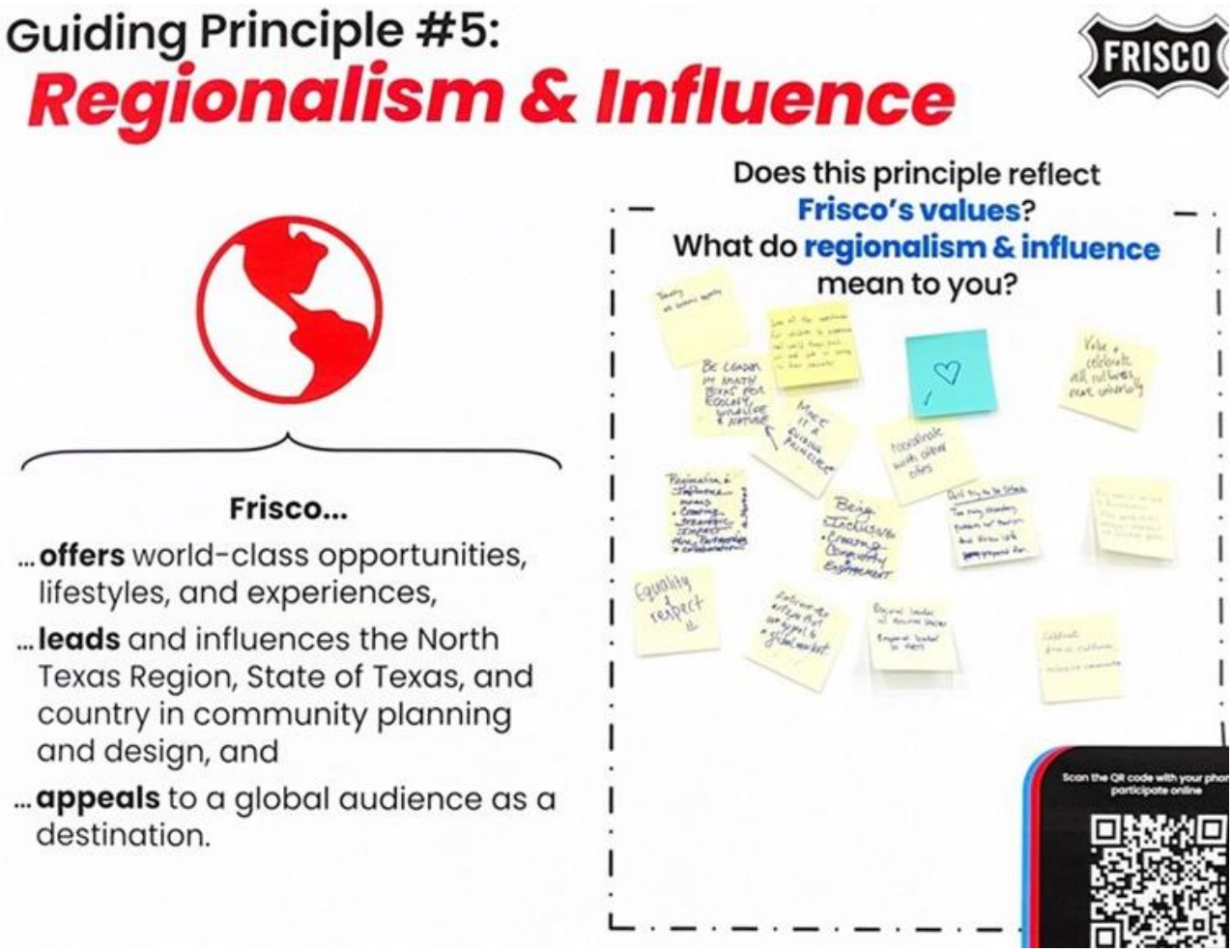
#	*Virtual Comments*
14.	Seriously? The only laundry mat near downtown just closed. Going to Plano to do laundry? And to Plano to find a lost dog…or Little Elm? Ignore basics
15.	Rentals for business are high, therefore only expensive restaurants and services are offered in the community, forcing us to go to other nearby cities
16.	A city that provides for a range of jobs–janitors, CEOs, first responders, teachers, entrepreneurs–the infrastructure that allows ALL of these folks
17.	Frisco is a community that offers jobs from blue collar to white collar which is important to a growing community.
18.	Jobs and Finances means to me working and investing in our community to make it grow and succeed.
19.	Revenue and growth
20.	Jobs for certain standards of living. But how can we help with worker shortages? They can't afford to live here?
21.	The city is doing a good job attracting companies, but not providing adequate infrastructure to support commuters and offers a lack of transit choices



Exercise #5a: Does this principle reflect **Frisco's values**? What do **regionalism & influence** mean to you?

#	*In-person Comments*
1.	Treating all cultures equally
2.	Be leaders in North Texas for ecology wildlife & nature, make it a guiding principle
3.	<3
4.	Coordinate with other cities
5.	Value + celebrate all cultures more universally
6.	Regionalism & Influence means
7.	Creating strategic impact thru partnerships & collaborations
8.	Being inclusive
9.	Creating community engagements
10.	Don't try to be Orlando, too many secondary problems w/ tourism that Frisco isn't prepared for
11.	Regionalism can lead to discrimination. "First among equals" describes leadership and influence better.
12.	Equality & respect.
13.	Embrace the arts, so that we appeal to a global market

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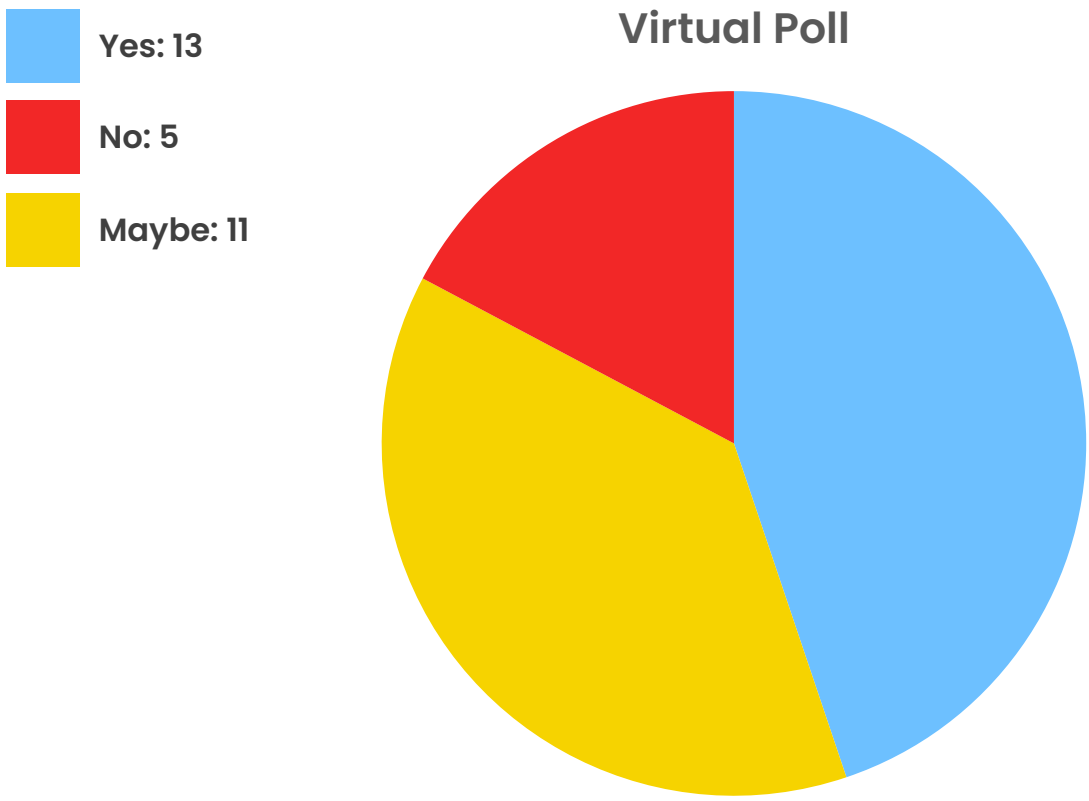
Exercise #5b: Does Principle #5 reflect Frisco's values?



Exercise #5c: What does this Guiding Principle mean to you?

#	*Virtual Comments*
1.	Well, Frisco is definitely trying to fit their guiding principle, but falls short in leading/influencing.
2.	Frisco has enough companies and sports teams here already. We don't need Universal to add to the safety issues.
3.	We are improving our infrastructure on an ongoing basis, staying on the cutting edge of environmental and transportation solutions.
4.	Frisco does well in this area concerning sports, but I'd like to see arts addressed as well
5.	Residents don't want tourists.
6.	Nailed this one!
7.	Lead the nation in combating climate change.
8.	While it's great to have some of the venues that are here, enough is enough.
9.	This part of the vision is not why we moved here 15 years ago- conflicts with the sense of community value. We didn't want to be a tourist destination
10.	a little grandiose but whatever keeps the tax base strong works for me
11.	We need to positively influence the region and set an example for other communities. We need to connect more with nature.
12.	Promoting the natural aspects of region without cookie cutter urban sprawl
13.	Frisco needs more identity besides where rich people live.

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#	*Virtual Comments*
14.	There should be more infrastructure that shows Frisco's principles of sports and arts. For example – walkability that will cut down on congestion.
15.	Well currently all the other regional shelters except one here. Laundry mats all around but not 1 here.
16.	Appeals to people who wants to be in the FISD and have a high income, otherwise, good luck. Feels like a large city, not a suburb anymore.
17.	Unique experiences and destinations that can't be found elsewhere. Not chain restaurants and experiences.
18.	It gives me an opportunity to experience different sort of events and people right in my community. People that live in more marginalize areas have to
19.	Regionalism and Influence means to me that our community is a leader and is model to other communities.
20.	We are a shining star but myopic is what we bring. Need global interests reflective of population. Downtown improvement & expansion roads needed
21.	Restaurants and event centers are great, however, transit is severely lacking, as there is no transit line to and from the airports to event centers.

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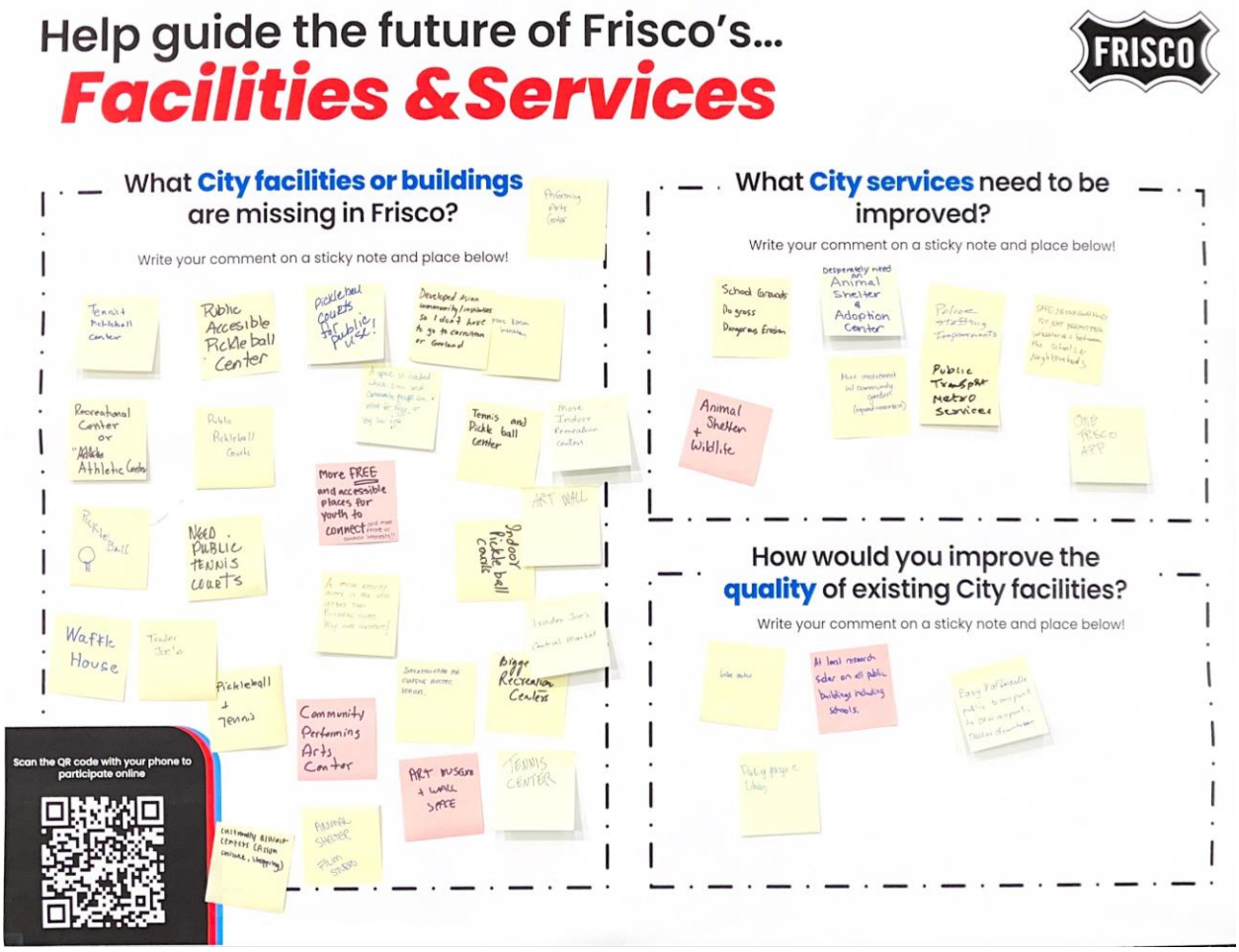
Plan Content Exercises



Exercise #1a: What City facilities or buildings are missing in Frisco?

#	*In-person Comments*
1.	Performing arts center
2.	Tennis pickleball center
3.	Public accessible pickleball center
4.	Pickleball courts for public use!
5.	Developed Asian community/institutions so I don't have to go to Carrollton or Garland
6.	More Korean institution
7.	Recreational center or athletic center
8.	Public pickleball courts
9.	A space is needed where civic and community groups can meet for free or very low cost
10.	Tennis pickleball center
11.	More indoor recreation centers
12.	Pickleball
13.	Need public tennis courts
14.	More free and accessible places for youth to connect and meet people w/ common interests!!
15.	Indoor pickleball courts
16.	Art wall

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#	*In-person Comments*
17.	Waffle House
18.	Trader Joe's
19.	A senior activity center is far more needed than pickleball courts. Way more important!
20.	Bigger recreation centers
21.	Trader Joe's Central Market
22.	Community performing arts center
23.	Infrastructure for charging electric vehicles.
24.	Culinary district centers (Asian cuisine, shopping)
25.	Animal shelter film studio
26.	Art museum + wall space
27.	Tennis center

#	*Virtual Comments*
1.	Frisco needs to build its own animal shelter and adoption center. We are a large enough city to have a local facility built for our beloved pets.
2.	Animal shelter
3.	An animal shelter-CCAs is completely overwhelmed on a daily basis-I was mortified when I recently found a stray, knowing where he was going.
4.	Homeless people and pet shelter. Jack Hamilton Park is missing a safe well-lit playground. Kids should not play on sharp angled square boulders.
5.	Animal shelter
6.	Animal shelter
7.	Frisco animal shelter
8.	Again, we desperately need an animal shelter - whether it's a new building or remodeled existing building.
9.	Animal shelter.
10.	Animal shelter should be in place
11.	An animal shelter for their community.
12.	Animal shelter!
13.	Animal services facility! Maybe a space for food trucks to use to encourage more out of town trucks to come to Frisco for events. Make that easier.
14.	Mountain bike & hiking trails in more parks!
15.	An animal facility/shelter
16.	A state of the art animal shelter. Low cost veterinary services. Spay and neuter facilities.
17.	Small venues for the citizens to be entertained
18.	Animal shelter. Recently attended a le chamber meeting - their shelter is full. Unfair to neighboring cities to take our strays. Be a good neighbor!
19.	None
20.	Pickle ball. YMCA in east Frisco
21.	Tennis courts, basketball courts, parks very limited compared to major cities
22.	Public tennis and pickle ball courts.
23.	Larger parks that connect to food, housing. Public restrooms, you removed them from a park because you never fixed them
24.	None

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#	*Virtual Comments*
25.	Animal no kill shelters and animal services facility are nonexistent. We also need a wildlife sanctuary, the only one I know of is in Denton, Texas.
26.	Was shocked Frisco does not have its own animal shelter/pet adoption center. Doesn't reflect well on us at all- we should be family and pet friendly.
27.	Animal shelter, more museums. Dancing events (folklore, flamenco, ballet, tap, etc.), arboretum

Exercise #1b: What **City services** need to be improved?

#	*In-person Comments*
1.	School grounds no grass dangerous erosion
2.	Desperately need an animal shelter & adoption center
3.	Police staffing improvements
4.	Safe neighborhoods by not permitting warehouses between the schools + neighborhoods
5.	Animal shelter + wildlife
6.	More involvement w/ community garden (expand + maintain)
7.	Public transport metro services
8.	One Frisco app

#	*Virtual Comments*
1.	Animal services should become its own division with heavy emphasis on community input expand with initiatives to promote responsible pet ownership.
2.	Can't think of any in particular
3.	Animal service officers are great but Frisco needs to take responsibility instead of dumping them at CCAs.
4.	Park design dept, trash clean up dept on main street downtown.
5.	Animal welfare
6.	Animal services could use help developing animal shelter
7.	Have neighborhood opportunities to throw away large items, where a truck comes to the neighborhood. And once again. We need an animal shelter
8.	Parks and rec
9.	Second Frisco athletic center
10.	Inconsistent code enforcement. Depending on who shows up for an inspection, you may or may not pass. Very frustrating for projects.
11.	Frisco is not animal friendly.....the citizens and business are....but not the city
12.	Road repair. Dedicated animal services with experienced personnel.
13.	More patrols in school zones. Used to see officers patrolling just to keep neighborhoods safe- don't see that anymore
14.	None
15.	Add more splash pads. McKinney has a lot more splash pads than Frisco. Also add more dog parks.
16.	Trash removal, landscaping and maintenance
17.	Take care of the firemen and policemen. Also, the city needs a better plan for animal health and welfare, to include zoonotic disease control.
18.	Public transit
19.	Road and sidewalk maintenance is terrible. I have tripped and even fallen due to uneven sidewalks. They paint "caution" instead of fixing.
20.	Parks and rec.

Highlighted Topics Key:

Red = Animals & Pets | Green = Parks & Trails | Blue = Transportation | Orange = Affordability | Black = Other Topics

#	*Virtual Comments*
21.	We need more police stationed in shopping centers.
22.	Animal control/welfare should be its own division with prevention programs, and community involvement/oversight. Residents with pets deserve better.
23.	Trash. Not consistent. Water quality
24.	The Frisco fire dept could be a world leader and global example. If you brought in qualified leadership and got four person staffing.

Exercise #1c: How would you improve the **quality** of existing City facilities?

#	*In-person Comments*
1.	Parking garage library
2.	Easy + affordable public transport to DFW airport, Dallas downtown
3.	Bike routes
4.	At least research solar on all public buildings including schools.

#	*Virtual Comments*
1.	Allow community-led citizen committees to assess outcomes and offer input on improving services & efficiency.
2.	I haven't used any city facilities, so cannot comment.
3.	I'm retired-I would love to be a part of an animal shelter here in this town of 250,000 people. It's a shame there isn't one.
4.	The Park design people need to include Moms when making parks. Additional staff to clean up downtown streets daily.
5.	Add a crosswalk across McKinney Rd to Meadow in front of The Commons
6.	I would move animal services to code.
7.	Keep the Senior Center open longer on Friday and Saturday, and possibly open in the afternoon on Sunday.
8.	Parks and Rec needs more money to speed up construction times on trails. A 1–2-mile trail should never take a year to build (Dominion).
9.	Pool at Senior Center
10.	Support expansion of National Videogame Museum and Heritage Village.
11.	Designate a different government body over animal services. The PD has made it clear they do not want the responsibility.
12.	Volunteers to plant trees
13.	I think most of our current facilities are very nice
14.	Please no
15.	Expand Frisco water park to make it bigger.
16.	Added parking at new library
17.	Regular maintenance and upgrades
18.	Mixed use permits. Allow 5-10 story housing buildings. More transit options. Reduce the massive parking lots that are rather pointless.
19.	Updates to facilities every 10 years, some could be minor facelifts, others to make them more current with technology and visual appeal
20.	Facilities are fine.
21.	Instead of tax dollars going to overcrowded CCAs-build our own animal shelter for the thousands of Frisco pet owners that want a long-term solution.
22.	N/A

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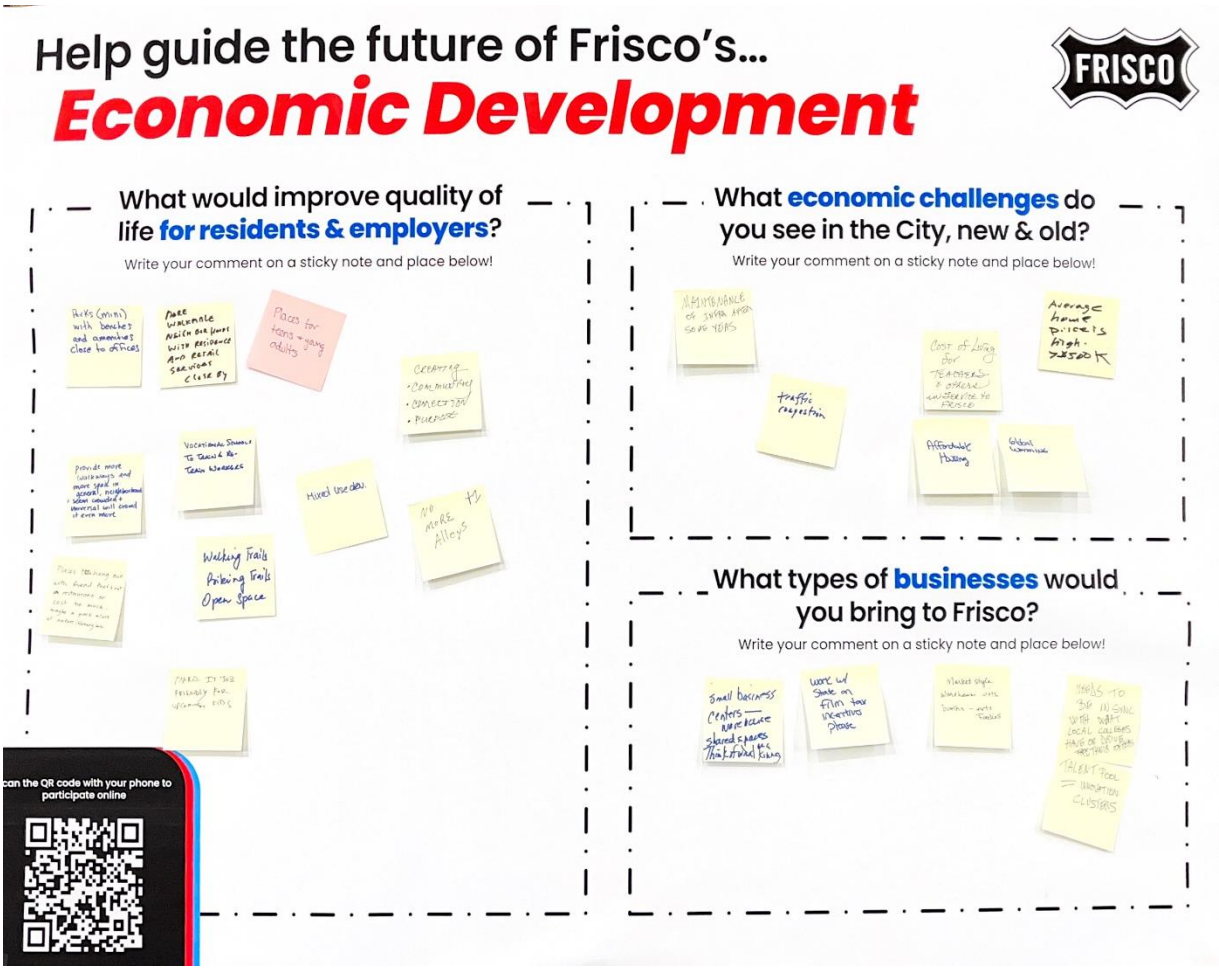

Exercise #2a: What would improve quality of life for **residents and employers**?

#	*In-person Comments*
1.	Parks (mini) with benches and amenities close to offices
2.	More walkable neighborhoods with residence and retail services close by
3.	Places for teens + young adults
4.	Creating Community, Connection, Purpose
5.	Provide more walkways and more space in general, neighborhood seems crowded + universal will crowd it even more
6.	Vocational schools to train + re-train workforce
7.	Mixed use dev.
8.	No more alleys
9.	Places to hang out with friend that's not a restaurant or cost too much… maybe a park w/lots of nature/scenery etc.
10.	Walking Trails biking Trails Open Space
11.	Make it friendly for upcoming kids

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#	*Virtual Comments*
1.	Making more hiking/biking/walking trails. In particular, biking trails that aren't on the roads where we have to be concerned with distracted drivers
2.	An animal shelter to prove you really care about the family aspect of Frisco residents- majority of residents have animals- Disgraceful that we don't.
3.	Make our town a place for walkers, bikes, and scooters separate from cars. Do not keep making the roads BIGGER provide buses, a rail line instead.
4.	I would like to see more pet friendly businesses, green space as well as a shelter.
5.	an animal shelter
6.	Animal shelter
7.	Do something to take care of the horrible traffic we're experiencing.
8.	Public Transit and lowering speed limits along busy arterials while still maintaining throughput via protected bike lanes, sidewalks and bus lanes.
9.	Traffic control, variety of non chain restaurants.
10.	Smart stop lights that sense cars so they don't come in if a car isn't present.
11.	The biggest struggle I see in town right now is availability of service employees. We need to find ways to get service employees into/around town.
12.	Businesses that are dedicated to combating climate change and have a low carbon footprint.
13.	Natural surface hiking & mountain biking trails in more parks. This could be achieved by creating these trails alongside concrete trails. Dallas is.
14.	Trails. Nature. Beauty
15.	No more apartments. Traffic management that works.
16.	Continue to attract unique or at least regionally unique entertainment, recreational, and retail options.
17.	Discount for Frisco residents to sporting events that are in Frisco. For example the Roughriders.
18.	public transportation
19.	Walk, Bike friendly communities, plenty of green spaces, plenty of Trees all along roads
20.	Easier, safer movement around town.
21.	interconnected multi-use paths. Public transports.
22.	Walkability and public transportation. The ability to safely cross areas without being hit by cars.
23.	Street repairs/improvements, parks and recreation upkeep and remodeling after years of use.
24.	Residents number one concern are their children and employees understand that, knowing all members of their families are safe makes a great employee.
25.	As a Frisco resident & pet owner I find it ridiculous that Frisco lost pets are shipped off to other cities. Way overdue to build our own shelter!!
26.	More affordable/ethnic restaurants, no politics in the FISD - stop censuring books and spending time on conspiracy theories. No religion in schools.
27.	Traffic management.
28.	A transit system, slower speed limits, and dedicated bike / hiking paths such as the ones in Plano.

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Exercise #2b: What **economic challenges** do you see in the City, new & old?

#	*In-person Comments*
1.	Maintenance of infrastructure after some yeas
2.	Traffic congestion
3.	Cost of living for teachers & others in service to Frisco
4.	Affordable housing
5.	Global warming
6.	Average home prices high. >$500k

#	*Virtual Comments*
1.	Cost of living increases
2.	Too many people and not enough roads, electricity, water to support the influx.
3.	Loitering. start a plan now. Police need to be visible in populated areas with women, kids & old. If moms feel safe, then our economy stays safe.
4.	It's very hard for young adults to afford to live here
5.	Downtown could use revamp
6.	I don't see many challenges, but for a city as "wealthy" as Frisco, I challenge you to do something to build an animal shelter within the City.
7.	Road maintenance costs.
8.	Affordable housing and lack of service employees
9.	Frisco's infrastructure.
10.	Fewer Republicans would be good.
11.	Housing prices + taxes are becoming infeasible
12.	Rising property taxes- mortgage increases are pushing people out of their homes. I personally know many. The wealthiest residents don't feel this.
13.	Going to have to pay thru the nose for O&M for all the schools. Incredible admin overhead from said schools.
14.	Maintaining roads and keeping older neighborhoods up to date with as many modern amenities as the newer neighborhoods.
15.	Citi need to reduce tax burden to encourage growth by balancing with commercial investments
16.	Attracting workers who cannot afford most housing.
17.	Businesses already increase their charges because of existing in Frisco while paying the same as other cities.
18.	As the population gets older, I see more senior centers being needed.
19.	Maxing out available land and city codes around improving old structures and buildings instead of them becoming and eyesore or vacant.
20.	Our City is the #2 place in America to live, we have so much wealth why would we not have no kill shelters and Animal Service facility.
21.	Downtown Frisco has an abundance of music & vaping stores. Why prioritize a parking garage there? For shopping & great food we have the Star and PGA.
22.	We need affordable restaurants for casual moments. It's either fast food or super expensive, no middle ground. Traffic is an issue.
23.	Fire department and police staffing. Learn from happened in Allen in May, be prepared stop kicking the can down the road.
24.	Transportation is awful, there is no public transit, the roads are congested, and not safe for peds, only expensive toll roads to get in and out.

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Exercise #2c: What types of **businesses** would you bring to Frisco?

#	*In-person Comments*
1.	Work w/state on film tax incentives please
2.	Market style warehouse with booths-arts facilities
3.	Needs to be in sync with what local colleges have or drive their offers
4.	Talent pool = innovation clusters
5.	Small business centers – warehouse shared spaces think of what (ineligible)

#	*Virtual Comments*
1.	Central Market; more game-type of business/experiences that would be good for family outings, dates, friends
2.	None!!!
3.	Handmade clothing & jewelry, art & furniture. Real authentic products that you cannot find on amazon or online.
4.	Not sure. I think we've already got just about everything.
5.	Bodegas and general small grocery stores along most/all busy intersections would be great.
6.	Non chain restaurants
7.	Funky book shop
8.	An animal facility/shelter
9.	Investing in parks and an animal shelter. Low cost spay and neuter.
10.	Entrainment for citizens. Small venues. Not just concert & arenas
11.	Unique or at least regionally unique entertainment, recreational, and retail options.
12.	Trader Joe's and sandwich shops, and ice cream shops near Coit & Main Street.
13.	AI and software companies, renewable energy, sports, healthcare, entertainment
14.	Non-corporate businesses. Local or state specific companies.
15.	The bringing in of health businesses is a good start. I think there might be more senior centers needed.
16.	More tech, more breweries/vineyards
17.	Why not bring a facility for families and individuals to help with discounted pet services such as vaccines and medical care to the citizens of Frisco.
18.	Would love to see more small businesses- art galleries, boutiques and upscale shops.
19.	Affordable ethnic restaurants, everything is a chain or super expensive. We have to drive to other suburbs for good Mexican, Colombian, Peruvian food
20.	What are we missing? Duck boat company?

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Exercise #3a: What housing types are **missing** in Frisco?

#	*In-person Comments*
1.	Condos
2.	Affordable all income levels
3.	Condos are missing in Frisco
4.	Houses w/plants on roofs modern design
5.	Affordable housing for those working in Frisco
6.	Affordable
7.	Affordable houses for people
8.	Townhomes with yards (pets) & garages
9.	Brownstone urban living
10.	Not STRs (short term rentals)
11.	Affordable
12.	Affordable house
13.	Affordable town houses or individual houses
14.	Housing for teachers, city workers Too expensive to live in Frisco now
15.	Comprehensive plan to secure younger workforce
16.	Mixed use
17.	Affordable townhomes for downsizing empty nesters.
18.	Affordable housing for young professionals, those working in Frisco, recent college grads, teachers, etc.

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#	*In-person Comments*
19.	Housing that is better for low income and the next generation to vibe out in
20.	Home Buyer Program for college grads retiring to Frisco

#	*Virtual Comments*
1.	There seems to be a good mix of housing types. We are starting to get way too many apartment complexes close to housing developments.
2.	None - stop building!!!
3.	Housing for handicapped, mentally ill, drug-addicted homeless people. A place for lost and abandoned animals.
4.	I believe we have all types available but too much multi-unit housing
5.	Affordable "starter" homes
6.	Affordable housing for seniors.
7.	Rowhouses and general attached home types, like you see in older parts of Philadelphia or Brooklyn
8.	Low cost single family homes
9.	Affordable for fixed income seniors and new homeowners. Tiny homes?
10.	Ones that don't require you to have grass. Ones that don't have an HOA. Ones that allow you to have native Texas plants and trees
11.	Single family quality homes that are 2500-3200 sf as new development
12.	Smaller single family home options to support lower wage workers to staff all this stuff y'all keep building.
13.	Smaller sq ft single-family homes. We need purpose zoned smaller i.e. Affordable single-family housing options.
14.	The type of housing is good. More green space is needed.
15.	Affordable houses, condos/townhouses, and apartments, especially for the retired
16.	Mixed use communities
17.	I'm not sure of all the possibilities, but we should have housing that fits the financial capabilities of all workers.
18.	High rise apartments. You have high rise businesses but somehow housing is an eye sore. Mixed use lots.
19.	Apartments and mixed-use.
20.	Townhomes like in Plano near the Shops of Legacy
21.	The city of Frisco is in desperate need of animal shelters to house and serve our community.
22.	Everything is covered except maybe 55+ communities.
23.	Not all houses need to be $1m+ houses. Stop building too many houses in little space, respect green space, sidewalks, and have enough parking
24.	None all bases are covered.
25.	Transit and bike oriented development is missing.

Exercise #3b: How will future generations **live and thrive** in Frisco?

#	*In-person Comments*
1.	Walkable living/Shopping areas (apartments, grocery store, clothing store, convenience store, etc. all in a walkable area)
2.	Connecting with community
3.	If there is room for the future generation to live in Frisco
4.	Walkability connected communities work→home→entertainment
5.	IDK… global warming

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#	*Virtual Comments*
1.	The only way future generations can live and thrive in Frisco is to keep the cost of living affordable or increase the pay for those working in Frisco
2.	They won't-when normal middle class people who want to live here, have to rent. That is a huge problem!!!
3.	Creating communities where only walking is required for daily needs and do not permit schools on 4 lane roads. Please put them in neighborhoods.
4.	Those who have money will thrive; those who don't have money will suffer.
5.	Being able to walk to basic amenities, and taking transit, biking or walking to work or to commute out of the city.
6.	(see above!) The entertainment districts will also attract and retain multi-generations. Need even more green space/trails for healthy/fit community
7.	Future citizens should be able to live, shop, work, volunteer and enjoy entertainment in the same city, Frisco!
8.	Only if we have clean air can we survive.
9.	Figure out what to do with all the schools as the community ages?
10.	This cost of living is not sustainable. Look at California and ask why people are leaving.
11.	If it remains a can-do city that attracts and supports business, entertainment and retail it will have a chance of being somewhere people can 'thrive'
12.	Make the future Rolater/Independence Park next to Fire station #8 a First Responders themed park. Similar to Allen's Green Park.
13.	Bike, walking and Travel friendly communities, plenty of green spaces and water bodies
14.	Live, work and play mostly within our city.
15.	Walkability and public transportation. More young people will be able to take daytrips around Frisco without needing a car.
16.	More family oriented experiences and places for pre-teen, teens to hang out constructively.
17.	Frisco pets are loved and cared for but at times get loose. We need to keep them safe for the Citizens of Frisco and surrounding areas.
18.	Future generations will thrive if Frisco leaders prioritize and listen to citizen's values- our homes, families, children and pets.
19.	With respect, respect red lights, respect your neighbor, respect the authority, respect our differences.
20.	That's going to be a challenge the push to build out has left very little opportunity to adapt to a changing world.

Exercise #3c: What makes living in Frisco a **unique experience**?

#	*In-person Comments*
1.	Art focus murals paintings
2.	Everything is nice place amenities, neighborhoods, trees, water features sports! Food! Friendly!
3.	Mixed use living, work, play
4.	Lack of greenery
5.	Frisco ISD + community infra

#	*Virtual Comments*
1.	Theres a little bit of everything in Frisco....except an animal shelter.
2.	Farmers Market, Downtown, Veterans Day Parade.
3.	Just about everything you need/want is in Frisco (ie sports, shopping, etc.)
4.	The city seems very open to implementing good thinking while not getting caught up in bureaucracy like Dallas.
5.	The multiple area attractions and close vicinity to Dallas
6.	The people! Neighbors know neighbors. Small school model gives kids opportunities and connects people. People are engaged at high levels

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#	*Virtual Comments*
7.	?
8.	You can get to any Target in 5-10 minutes.
9.	The uniqueness is gone, sadly.
10.	The sports and entertainment options
11.	Close proximity to sporting events.
12.	Young and dynamic communities, sports, entertainment, commercial spaces
13.	My parents and I were native born, and I have seen amazing growth and progress in my 66+ years of connection here. It is a special place.
14.	It fails in a lot of ways Plano go right 15 years ago. Just a lame newer Plano.
15.	All the retail/shopping, plus the events, the library, parks.
16.	Small town feel, easy access to so many things.
17.	People of Frisco are very caring and have such compassion for one another and their pets. Our children can learn empathy, love and care.
18.	Our city has rapid growth and is exceptional in some areas (library, PGA) and intentionally negligent in others (no city animal shelter).
19.	We are here because of schools, but stop censoring books. There's shopping, love HEB. It needs more art. Close to the airport. It's more diverse now.
20.	Geography on the globe. There's a reason why DFW is American Airlines hub and United Airlines hub is also in Texas (Houston).
21.	Hall Park is a beautiful office park, and Nerdvana is a wonderful restaurant.

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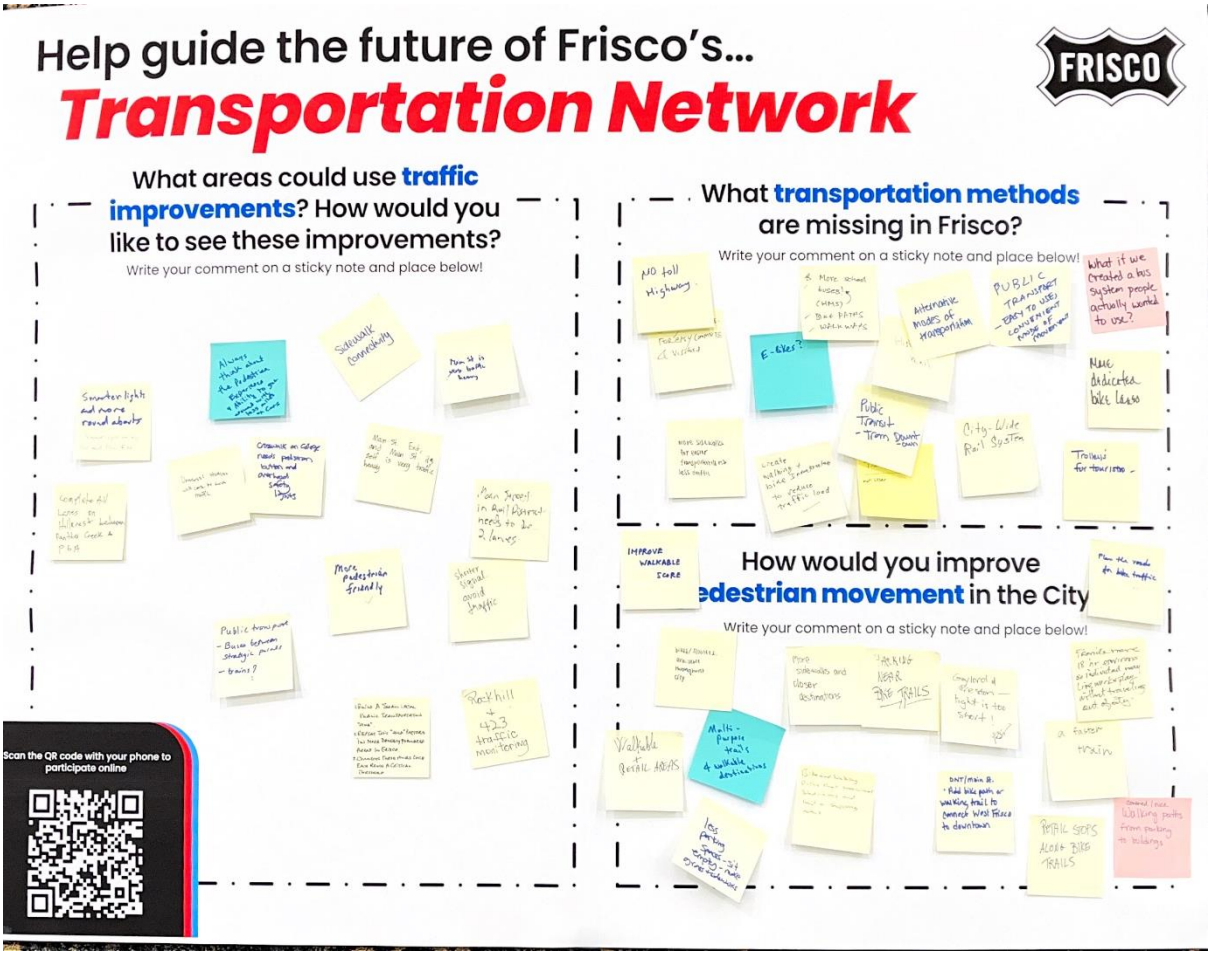

Exercise #4a: What areas could use **traffic improvements**? How would you like to see these improvements?

#	*In-person Comments*
1.	Smarter lights and more roundabouts 4-minute lights are long but must flow fine
2.	Always think about the pedestrian experience + ability to get around with less miles on cars
3.	Sidewalk connectivity
4.	Main St is very traffic heavy
5.	Complete All Lanes on Hillcrest between Panther Creek + PGA
6.	Universal studio with cars too much traffic
7.	Crosswalk on College needs pedestrian button and overhead safety lights
8.	Main St. Exit, and Main St. itself is very traffic heavy
9.	Main Street in Rail District needs to be 2 lanes
10.	More pedestrian friendly
11.	Shorter signal. avoid traffic
12.	Public transport; Buses between strategic points; Trains?
13.	1) Build a small local public transportation "hub"; 2) Repeat this "hub" pattern in more densely populated areas in Frisco; 3) Connect these hubs once each reach a critical threshold
14.	Rockhill + 423 traffic monitoring

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#	*Virtual Comments*
1.	Traffic is getting pretty bad, so widening/adding lanes is a must.
2.	Stop the high speed racing, especially on Main Street. Patrol officers stopping the loud cars and the racers.
3.	Downtown Frisco needs 4 way Stops on all side streets 5,6,7th & North County from Hickory to Main.
4.	Connecting with DART would be great as well as transit within Frisco. I'd like to be able to safely bike and walk throughout the city.
5.	HEB area, Preston, Main, Main & Tollway
6.	Just about everywhere in Frisco there's a traffic problem. Something needs to be done, but I'm not sure what. talking/texting on cell phones
7.	Preston and Warren is always a complete nightmare with how short the green arrow is coming eastbound on Warren. 3-5 cars run it every time at rush.
8.	Eldorado and the toll way intersection, main and the toll way intersection
9.	Smart traffic lights needed.
10.	Eldorado and DNT is a nightmare almost all the time. Traffic movement around big events at Toyota Stadium needs work.
11.	Sadly for the west side of Frisco, the original growth, infrastructure was not given the consideration needed to handle traffic of today.
12.	Anywhere on Custer between 380 and 121
13.	Most of Preston & most of areas off DNT
14.	The whole Panther Creek area is a complete mess. Not sure how bringing universal in is going to help that. There are schools nearby- it's dangerous!
15.	The whole city
16.	Mainstreet. Connect Rolling Brook to Hickory. Connect First Street to DNTW.
17.	The long red lights on Preston & Warren and Preston & Main Street. More parking to access the Main Street shops.
18.	Public transportation
19.	West Frisco, have corporates maintain landscape, treen along the roadways
20.	East-west thoroughfares need help.
21.	Slap NTTA around to make the toll road cheaper as Frisco is bordered by 2 toll roads so you are just kind of screwed
22.	The crossing of major highways - the ability to cross 121 or DNT on foot without being hit by traffic would be nice.
23.	Legacy is terrible right now, bad patches and the road work is never ending it seems. I would like Legacy to be better for morning commutes.
24.	Literally all of Frisco. Traffic flow based on time of day improved, roads repaired well and timely, pushing flow of traffic based on need.
25.	We are doing great on our traffic improvements.
26.	Preston Road has so many businesses lining it the speed limit should be lower. Also better signage/enforcement for school zones.
27.	All intersections!! People run the red lights like crazy!!! We need speed limit signs in the neighborhoods so people don't speed there too.
28.	All of it.

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Exercise #4b: What **transportation methods** are missing in Frisco?

#	*In-person Comments*
1.	No toll highway
2.	More school buses! (HMS); Bike paths; Walkways
3.	Alternative modes of transportation
4.	Public transport – easy to use, convenient mode of movement
5.	What if we created a bus system people actually wanted to use?
6.	City trams for easy commute + visitors
7.	E-bikes?
8.	High speed rail
9.	Make dedicated bike lanes
10.	More sidewalks for easier transportation less traffic
11.	Create walking + bike infrastructure to reduce traffic load
12.	Need public transportation not uber
13.	City-wide rail system
14.	Trolleys for tourist stop

#	*Virtual Comments*
1.	Having a public bus type of system. Maybe a shuttle service versus like a DART Bus. DART makes me think dirty Dallas. We would need nicer/classier.
2.	None
3.	Dedicated Bike Lanes that cars cannot swerve into. Downtown Trolly or Bus System, Tram, DART.
4.	Buses
5.	DART
6.	Bus service
7.	Public transport (buses, trains, trams etc.), and effective biking. Don't waste city money on gadgetbahns (Vegas Loop, Gondolas, Monorails etc.)
8.	Public transport
9.	Trolley/fun people mover to/from hotels/entertainment centers/downtown
10.	Commuter buses/trains
11.	Dart to areas North, South, East and West
12.	None
13.	Zero. Do not even think of wasting tax dollars on public transit. Ask Irving how that worked out for them. Just say no.
14.	Bike lanes would be greatly beneficial!
15.	Easy to reach train service
16.	Public transportation especially rail connectivity to airport and city
17.	Anything other than cars and bicycles.
18.	Bus and train. You can't ride a bike across town because multi-use paths don't connect
19.	Bus! The ability to get around on bike and foot is limited. Adding a bus system will make it easier to get to major shopping venues.
20.	I don't know of any public bus service or good bike lanes to help keep cars off the roads.
21.	None! Do not bring transit to Frisco!!!!!! Crime always increases when you bring mass transit to outlying cities. Park and ride in Plano is fine.
22.	We need transportation for the elderly to grocery stores, medical facilities including pet care transportation for their fur babies
23.	Bicycle lanes.
24.	DART, shuttles for specific routes. Maybe have a touristic route.

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#	*Virtual Comments*
25.	I strongly recommend never engaging with DART. Unless the city wants to contend with a homeless population.
26.	A commuter rail line utilizing the existing freight rail tracks near Toyota stadium, PGA, and Universal and connect to DFW as well as more bike paths

Exercise #4c: How would you improve **pedestrian movement** in the City?

#	*In-person Comments*
1.	Improve walkable score
2.	Plan the roads for bike traffic
3.	Bikes/scooters available throughout the city
4.	More sidewalks and closer destinations
5.	Parking near bike trails
6.	Gaylord and Preston light is too short
7.	A faster train
8.	Provide 18 hr environs so individual may like work + play without traveling out of city.
9.	Walkable + retail areas
10.	Multi-purpose trails + walkable destinations
11.	Less parking spaces- sit empty – more grass + sidewalks
12.	Bike and walking paths that interconnect subdivision and lead to shopping areas
13.	DNT/Main St. Add bike path or walking trail to connect west Frisco to downtown
14.	Retail stops along bike trails
15.	Covered/nice walking paths from parking to buildings

#	*Virtual Comments*
1.	Definitely need more walkways. I'd love if Frisco were a more walkable city.
2.	Wider sidewalks that have shade, bright lights, and esthetic features. Complete the 7th ST sidewalk from Pecan to Hickory. No more 4-6 laned roads.
3.	sidewalks along major roadways, not just within neighborhoods
4.	Bus service
5.	Slowing cars down via traffic calming, leading pedestrian signals, fixing the light at Gaylord and Mall Rd to allow for a complete crossing in one go.
6.	Wider sidewalks with trees/shading to encourage walking
7.	More sidewalks and trees and green spaces
8.	Mark crosswalks with buttons for lights. Add more
9.	School walkers are in danger along Panther Creek/Teel. Heavy traffic & construction took away the safe walkability that made our schools desirable
10.	When exactly is this walking supposed to be taking place? Oct to May?
11.	Connect Taychas trail under West Rowlett Creek so pedestrians don't need to cross Independence Pkwy to continue to the Harold Bacchus side.
12.	Rail transport
13.	More and wider sidewalks.
14.	Mandate sidewalks be placed on ALL property within 3 years. Don't increase speed limits. Busses every 15 minutes on major roads

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#	*Virtual Comments*
15.	Creating pathways under major streets to connect pedestrians to venues and things to do. Right now, everything requires a car, which is not friendly.
16.	I don't recall seeing any pedestrian bridges or underpasses in the city. It is hard to go anywhere without crossing major roads which is dangerous.
17.	More Town Square type areas
18.	Frisco is doing well on pedestrian movement however the elderly need more help.
19.	Crosswalks, lower speed limits-especially in residential neighborhoods.
20.	Have sidewalks EVERYWHERE. Some areas there are NONE
21.	Partner with The Colony and Plano on a monorail system (like Disney) would make getting between Legacy West, Grandscape, Stonebriar, Star easier.
22.	Add a transit system serving busy event and business areas, lower the speed limits, add speed bumps in school zones, and fix the broken street lights

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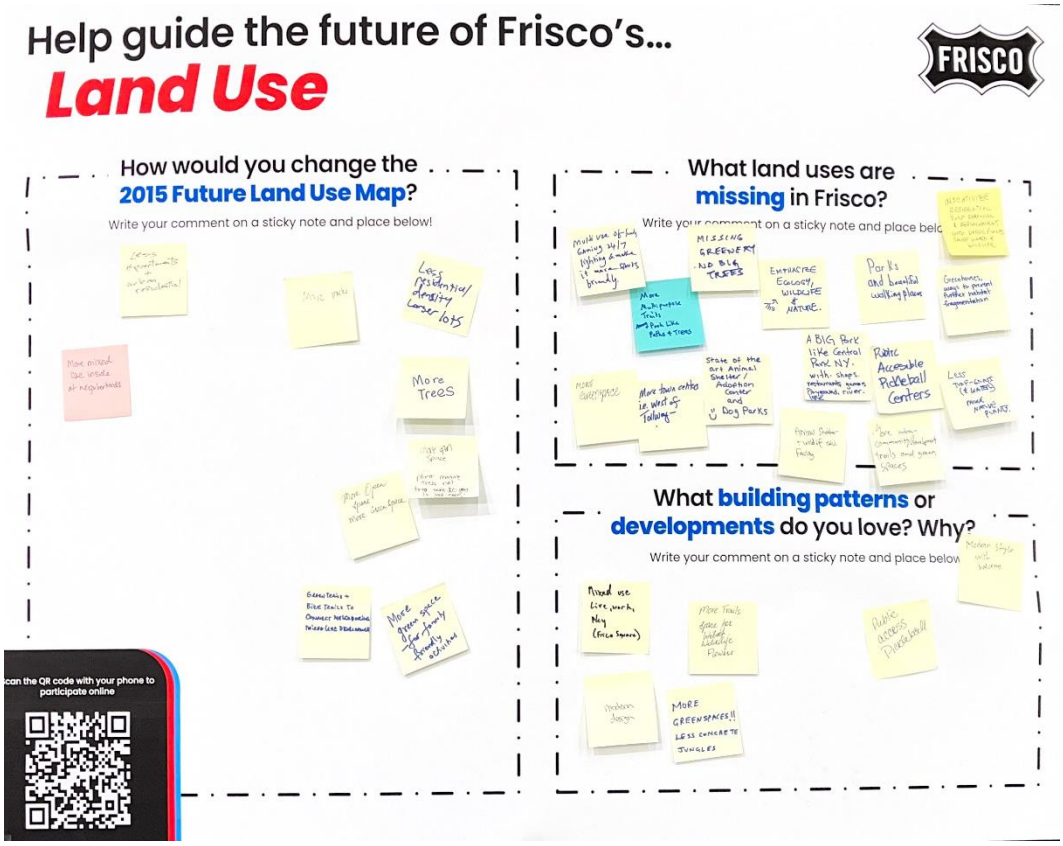

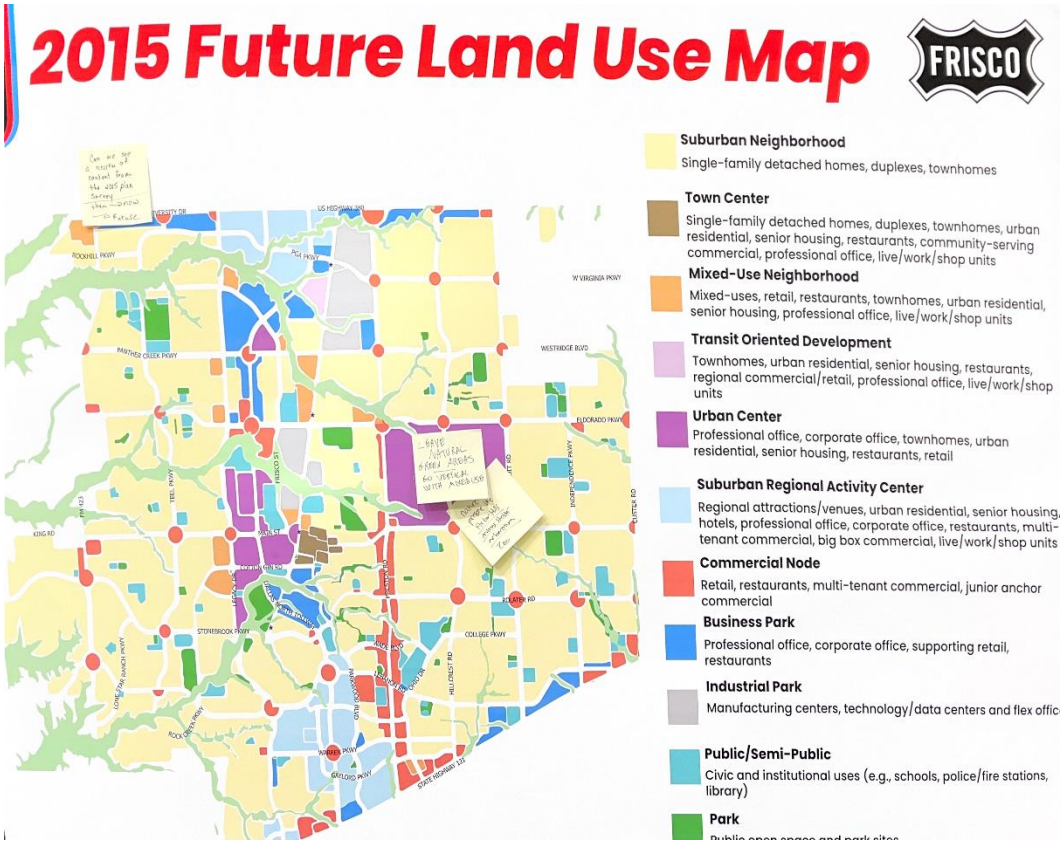

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Exercise #5a: How would you change the **2015 Future Land Use Map**?

#	*In-person Comments*
1.	Less apartments + urban residential
2.	More mixed use inside of neighborhoods
3.	More parks
4.	Less residential density larger lots
5.	More trees
6.	More open space … plant mature trees not trees take 10 years to look good
7.	More open space more green space
8.	Green trails + bike trails to connect neighborhood mixed use development
9.	More green space – for family friendly churches
10.	Can we see a review of content from the 2015 plan survey then →now→survey *(On map board itself)*
11.	Leave natural green areas go vertical with mixed use *(On map board itself)*
12.	Nature preserve life arbor hills animal shelter arboretum zoo *(On map board itself)*

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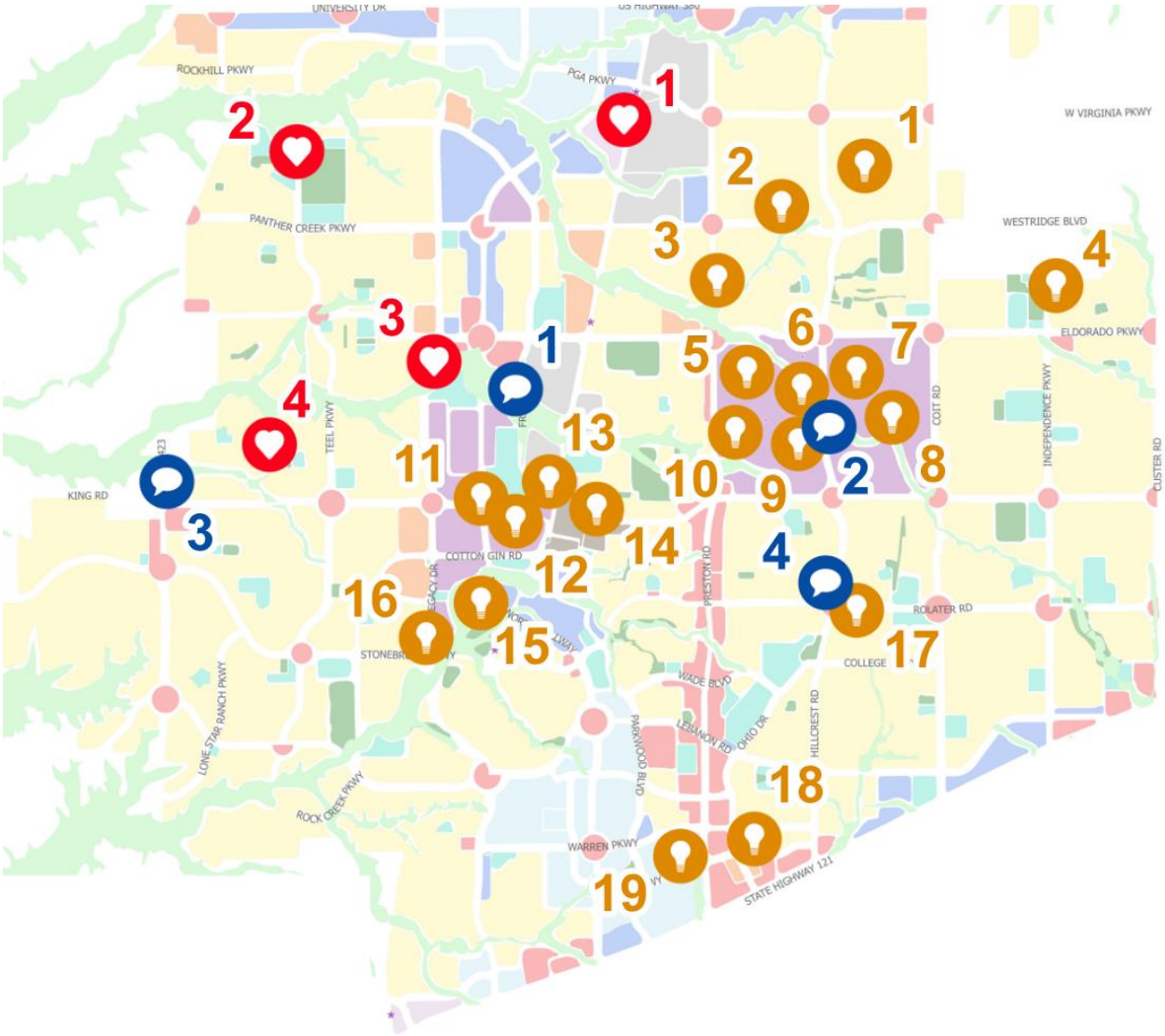

#	*Virtual Comments – **Something I like***	*Upvotes*	*Downvotes*
1.	Love that the city is zoning for TOD! Great cities have well utilized transit and build for it, not the car.	12	1
2.	NW Community bike and hike trails are a gem. Can't wait to see how the city redevelops this area while maintaining the natural beauty. Need more natural spaces like this to get into nature.	1	0
3.	Love that this trail goes under the major Legacy road and connects the neighborhood to the Eldorado retail area in a walkable bikeable way.	5	0
4.	Love the additional bike lanes added along Trails Parkway!	3	0

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#	*Virtual Comments – **Share another comment***	*Upvotes*	*Downvotes*
1.	Looking forward to extension of Cottonwood Creek Trail - Under N Dallas Tollway @ Wakeland HS vicinity.	4	0
2.	Having more single family would hurt the prospects of a park, having more apartments or even 2 story townhomes/rowhouses would allow for more housing in a smaller space and free up room for parks.	13	3
3.	What are plans for future development of this parcel - Main @ 423 once property is sold?	1	0
4.	In addition to making it more walkable, doing so makes it nicer. It becomes a place to be, a part of the city instead of an isolated destination you have to take a trip to	2	0

#	*Virtual Comments – **Something I would change***	*Upvotes*	*Downvotes*
1.	There needs to be more parks and trails on this part of the city.	2	0
2.	There needs to be protected bike lanes along Panther Creek, I see tons of bikers biking along here already, we should make it safe for them considering traffic regularly goes 45-50+ MPH.	3	0
3.	What are the plans for the Preston Rd. frontage north of Eldorado and Panther Creek? There are commercial for sale signs at the intersections on the east side north of the new mini-shopping center across from UNT.	1	0
4.	Make this crossing safer! Its dangerous here, children regularly cross! Someone died here Limit through traffic, remove free rights. Same should apply at ANY crossing regularly involving children	4	0
5.	As the owners of Brinkman have requested more single family over apartments, we should develop this in a New Urbanist style with smaller homes on smaller lots and easy connections to bike/ped/transit infrastructure & local neighborhood serving businesses. Maybe put a park in the western side, in the middle of the trail, to honor the ranch/preserve some of the parts it's known for.	5	0
6.	There should not be large single family homes here. Smaller single family homes are acceptable, anything else would be preferable. If anyone wants a large single family home, almost all of Frisco is exclusively zoned for that	2	0
7.	I wish this was actually being built as an urban center, not just more Single Family sprawl with some apartments sprinkled in.	17	3
8.	I desire to see more apartments/mixed use centers than single family homes. Frisco has too many single family homes - it is hard to get around because single family homes run for miles and miles.	3	2
9.	I would like to see this huge acreage developed with more single family homes than apartments and no 2-story+ buildings. I recommend a large park similar to Central Park honoring the many decades that the area was a working ranch. It should be considered a Frisco Heritage site.	2	9
10.	I moved here in 1999, and my house backed up to Brinkman Ranch. I could watch the horses every day. It's beyond heartbreaking to see what the city is doing to this amazing ranch! The land along Coit south of Main has already been overtaken by oversized houses, and now you are doing the same to the Brinkman property. The last thing we need in this city are more apartments and definitely no more huge houses on tiny lots! Shame on you for destroying this unique part of Frisco!	6	8
11.	Rail connections between various employment centers and tourist destinations would make Frisco much more appealing to commute and visit.	13	1
12.	We have a lovely Mixed use development here, but too much traffic. I end up preferring to go to Plano or further because the amount of cars makes driving slow and biking dangerous. Make it safer for bikers, and I will be able to justify coming here much more often!	2	0
13.	This would be an ideal location for a train station to serve events at and around Toyota Stadium.	2	0
14.	I would LOVE a farmer's market downtown. I think the city needs to figure out ways to incentivize certain types of businesses to come downtown. Think of other destination downtowns - what is	2	0

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#	*Virtual Comments – **Something I would change***	*Upvotes*	*Downvotes*
	successful. How can we get them there? How can we incentivize businesses that don't belong on a downtown/main street strip to go elsewhere (i.e. vape shop, laundry, office space - unless it's second floor- places to cash checks?		
15.	Build an arboretum/Botanical garden. Trails with plenty of trees and shade. Have hidden/underground parking to allow for many visitors without ruining the view.	5	0
16.	Trees along legacy road instead of empty islands.	3	0
17.	These commercial nodes should be made to prioritize neighborhood serving uses over regular strip mall uses. Encouraging small grocery stores, cafes, barber shops, restaurants etc with direct connections to the subdivisions would be excellent to encourage more walkable areas.	10	0
18.	We need a traffic light here. Too much traffic for a stop sign. Many people cannot follow and I've almost been hit too man times.	5	0
19.	This light needs to be rebuilt, you seriously expect pedestrians to potentially cross once to get to the actual crosswalk (that's only on one side!), then cross one side before the light changes, then cross one last time to actually get across the intersection? All this light does is encourage dangerous jaywalking and screw over disabled/elderly people.	4	0

Exercise #5b: What land uses are **missing** in Frisco?

#	*In-person Comments*
1.	Incentivize residential turf removal and replacement with native plants; saves water and wildlife
2.	Multi use of lands; Gaming 24/7; lighting and make it more sports-friendly
3.	Missing greenery; no big trees
4.	More multipurpose trails; parks like paths and trees
5.	Emphasize ecology, wildlife and nature
6.	Parks and beautiful walking places
7.	Greenhouses, ways to prevent further habitat fragmentation
8.	More greenspace
9.	More town center; i.e. west of tollway
10.	State of the art Animal Shelter/ adoption center and dog parks
11.	Animal shelter + wildlife education facility
12.	A BIG park like Central Park NY. with shops, restaurants, games, playgrounds, river, lake
13.	Public accessible pickleball centers
14.	Less turf grass (and water); more native plants
15.	More intra-community development; trails and green spaces

#	*Virtual Comments*
1.	Affordable ethnic restaurants. Too many high end restaurants.
2.	Affordable rental houses (not apartments). Affordable senior citizen housing - $100k to $200k
3.	Animal shelter
4.	An animal facility/shelter
5.	Animal shelter
6.	Animal shelter
7.	Animal shelter!!
8.	Animal shelter

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#	*Virtual Comments*
9.	Animal shelter and other pet friendly businesses
10.	Animal shelters, Trader Joe's
11.	A really big park that is open… not just in the dreaming stage.
12.	A train line to reduce road traffic and provide a connection to DFW airport is missing.
13.	Bike lanes, walk paths, sidewalks, buses and commuter train
14.	Connected bike paths. Moving from Plano to Frisco shows how short term the multi-use path system is
15.	Education Center? vs. public/semi-public""
16.	ENOUGH restaurants - everything is always on a wait. Multi-activity places (dine, then shop or dine then games, etc.)
17.	Green spaces. Even when Grand Park does open, the space is getting filled with commerce. Hold on to remaining land for green spaces.
18.	Green space with natural trails, more dirt, more rocks, more trees
19.	Local employers
20.	Local employers, mixed use
21.	Local grocery stores!
22.	Local retail (i.e not in a shopping mall, not in a strip mall, etc.)
23.	more greenspace, more trees/shrubbery, more parks
24.	More mixed use areas. similar to Frisco Square or the Square in McKinney with store/restaurant fronts and apartment living
25.	Natural areas. Trees
26.	Park-Once walkable areas with more things to do than just restaurants
27.	Parks
28.	Parks and Green spaces distributed
29.	Parks and trails. We need more trails and spaces that are for adults and teens.
30.	Parks. Hiking. An Animal Shelter.
31.	Parks in far east and far west aspects of Frisco
32.	Parks insufficient
33.	Pet shelter
34.	Public transportation as well as dedicated pedestrian and bicycle right of ways are missing in this city.
35.	Specialty grocers – Eatzi's, Trader Joe's, Whole Foods. More nature tourist attractions (I.e: Dallas Arboretum, Fort Worth Japanese Garden, etc.)
36.	the actual downtown has few stores that would draw many shoppers
37.	The longhorn pastures
38.	There is no animal shelter. Not much transit oriented development. Not as many parks as I thought there would be.
39.	Upscale dining
40.	Walkability! It would be nice to have a master trail that connects the shopping areas to residential areas.
41.	We are in need of an animal shelter. With the SPCA in McKinney being closed there are so many animals that need help.
42.	We desperately need a Frisco animal shelter that also serves as a community resource for responsible pet ownership.

Exercise #5c: What **building patterns** or **developments** do you love? Why?

#	*In-person Comments*
1.	Mixed use live, work, play (Frisco Square)
2.	Modern style with balcony
3.	More trails space for wildlife flowers
4.	Public access pickleball
5.	Modern design
6.	More green spaces!! Less concrete jungles

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#	*Virtual Comments*
1.	Mixed use with business at the bottom and housing on top, allowing people to not need a car
2.	It's nice that there are some commercial nodes near most suburban neighborhoods.
3.	I love the vacant land that is not used for commercial use.
4.	As much park and green space as possible integrated in all types of developments
5.	Small shops within neighborhoods (coffee, bakery, boutique, etc.)
6.	I love all the parks and playgrounds
7.	Corner stores and coffee shops and things within or on edges of neighborhoods. "Third Spaces" like small bakeries and wine bars to hang out at.
8.	Large enough to accommodate and serve Frisco residents and their pets as well as strays.
9.	mixed use. Will be self contained, less traffic on the roads
10.	Townhouse and condo, work hard to make more affordable housing.
11.	No more apartments.
12.	Mixed use and TOD, Every stop along the Irving to Frisco line should feel like a mini downtown.
13.	Animal shelter
14.	Quiet neighborhoods.
15.	Mixed-Use, Live-Work-Play
16.	Mixed use-as it's the right urban suburban feel
17.	Town Center
18.	None yet. Too much concrete and not enough green. Stop clearing all the trees.
19.	I like areas like Legacy West. Places to eat, shop, and hang out nearby.
20.	We are in need of an animal shelter. We are one of the fasted growing cities with lots of animals that could use some help.
21.	Mixed-use
22.	Subdivisions - urban living - mixed use is no longer what citizens are wanting. Too crowded - poor apartment management companies.
23.	Mixed use but efficient ones
24.	Mixed use
25.	Old school originals that made Frisco special- the Double Dip, original architecture, neighborhood schools.
26.	Single-family housing that is not cookie cutter
27.	I like walkable neighborhoods with retail areas nestled in where it makes sense. Similar to Snider Plaza down in Dallas / University Park / SMU.
28.	Mixed use (apartments over retail, rowhouses over retail, etc.)
29.	Either but ones with walkable trails and biking paths within
30.	Mixed use
31.	Residential and mixed use areas with lots of green space.
32.	Multi-use paths that allow someone to run/bike from one edge of a city to another. More parks.
33.	We need a park center with lots of shade. An underground parking lot so the park is not all cars.
34.	Mixed-use. For example, the Target area near Stonebriar is good. Also the HEB in Frisco area is also excellent.
35.	Mixed use
36.	Mixed use. I'm so sick of the walled off subdivisions.
37.	I love the parks. But we need smaller ones vs one big one
38.	As this city continues to grow, mixed use transit oriented developments would greatly help this city grow to its full potential.
39.	Arbor Hills in Plano - large and in nature with multiple trails, Legacy West - nice shopping and a huge variety of food.
40.	More mixed-use developments should be built.