City of Frisco

Comprehensive Plan

CPAC Meeting #4 | October 11, 2023

Today's Agenda

1. Welcome
2. Transportation Objectives
3. Economic Development Objectives
4. Facilities & Services Objectives
5. Next Steps

Tonight's Purpose:

Confirm **Economic Development, Transportation,** and **Facilities & Services** objectives

Plan Structure

Public Feedback | Staff Experience | CPAC Input | City Council Guidance

Guiding Principles

Plan Chapters

Land Use	Housing & Neighborhoods	Economic Development	Transportation	Facilities & Services
Objective LU.1	Objective HN.1	Objective ED.1	Objective TR.1	Objective FS.1
○ Strategy LU.1(a)	○ Strategy HN.1(a)	○ Strategy ED.1(a)	○ Strategy TR.1(a)	○ Strategy FS.1(a)
✓ Action LU.1(a)(i)	✓ Action HN.1(a)(i)	✓ Action ED.1(a)(i)	✓ Action TR.1(a)(i)	✓ Action FS.1(a)(i)
✓ Action LU.1(a)(ii)	✓ Action HN.1(a)(ii)	✓ Action ED.1(a)(ii)	✓ Action TR.1(a)(ii)	✓ Action FS.1(a)(ii)
○ Strategy LU.1(b)	○ Strategy HN.1(b)	○ Strategy ED.1(b)	○ Strategy TR.1(b)	○ Strategy FS.1(b)
✓ Action LU.1(b)(i)	✓ Action HN.1(b)(i)	✓ Action ED.1(b)(i)	✓ Action TR.1(b)(i)	✓ Action FS.1(b)(i)
✓ Action LU.1(b)(ii)	✓ Action HN.1(b)(ii)	✓ Action ED.1(b)(ii)	✓ Action TR.1(b)(ii)	✓ Action FS.1(b)(ii)
Objective LU.2	Objective HN.2	Objective ED.2	Objective TR.2	Objective FS.2
○ Strategy LU.2(a)	○ Strategy HN.2(a)	○ Strategy ED.2(a)	○ Strategy TR.2(a)	○ Strategy FS.2(a)
✓ Action LU.2(a)(i)	✓ Action HN.2(a)(i)	✓ Action ED.2(a)(i)	✓ Action TR.2(a)(i)	✓ Action FS.2(a)(i)
✓ Action LU.2(a)(ii)	✓ Action HN.2(a)(ii)	✓ Action ED.2(a)(ii)	✓ Action TR.2(a)(ii)	✓ Action FS.2(a)(ii)

Plan Structure

Public Feedback | Staff Experience | CPAC Input | City Council Guidance

Guiding Principles

Tonight's Focus

Land Use

Objective LU.1

- Strategy LU.1(a)
  - ✓ Action LU.1(a)(i)
  - ✓ Action LU.1(a)(ii)
- Strategy LU.1(b)
  - ✓ Action LU.1(b)(i)
  - ✓ Action LU.1(b)(ii)

Objective LU.2

- Strategy LU.2(a)
  - ✓ Action LU.2(a)(i)
  - ✓ Action LU.2(a)(ii)

Housing & Neighborhoods

Objective HN.1

- Strategy HN.1(a)
  - ✓ Action HN.1(a)(i)
  - ✓ Action HN.1(a)(ii)
- Strategy HN.1(b)
  - ✓ Action HN.1(b)(i)
  - ✓ Action HN.1(b)(ii)

Objective HN.2

- Strategy HN.2(a)
  - ✓ Action HN.2(a)(i)
  - ✓ Action HN.2(a)(ii)

Economic Development

Objective ED.1

- Strategy ED.1(a)
  - ✓ Action ED.1(a)(i)
  - ✓ Action ED.1(a)(ii)
- Strategy ED.1(b)
  - ✓ Action ED.1(b)(i)
  - ✓ Action ED.1(b)(ii)

Objective ED.2

- Strategy ED.2(a)
  - ✓ Action ED.2(a)(i)
  - ✓ Action ED.2(a)(ii)

Transportation

Objective TR.1

- Strategy TR.1(a)
  - ✓ Action TR.1(a)(i)
  - ✓ Action TR.1(a)(ii)
- Strategy TR.1(b)
  - ✓ Action TR.1(b)(i)
  - ✓ Action TR.1(b)(ii)

Objective TR.2

- Strategy TR.2(a)
  - ✓ Action TR.2(a)(i)
  - ✓ Action TR.2(a)(ii)

Facilities & Services

Objective FS.1

- Strategy FS.1(a)
  - ✓ Action FS.1(a)(i)
  - ✓ Action FS.1(a)(ii)
- Strategy FS.1(b)
  - ✓ Action FS.1(b)(i)
  - ✓ Action FS.1(b)(ii)

Objective FS.2

- Strategy FS.2(a)
  - ✓ Action FS.2(a)(i)
  - ✓ Action FS.2(a)(ii)

Project Timeline

Major Engagements	Date	2023							2024									
		J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
~~#1: CPAC/Council Issue Identification & Visioning~~	~~Thurs., June 22 @ 6pm~~																	
~~#2: CPAC Guiding Principles~~	~~Thurs., August 10 @ 6pm~~																	
~~#3: Open House~~	~~Thurs., Aug. 24 @ 6-8pm~~																	
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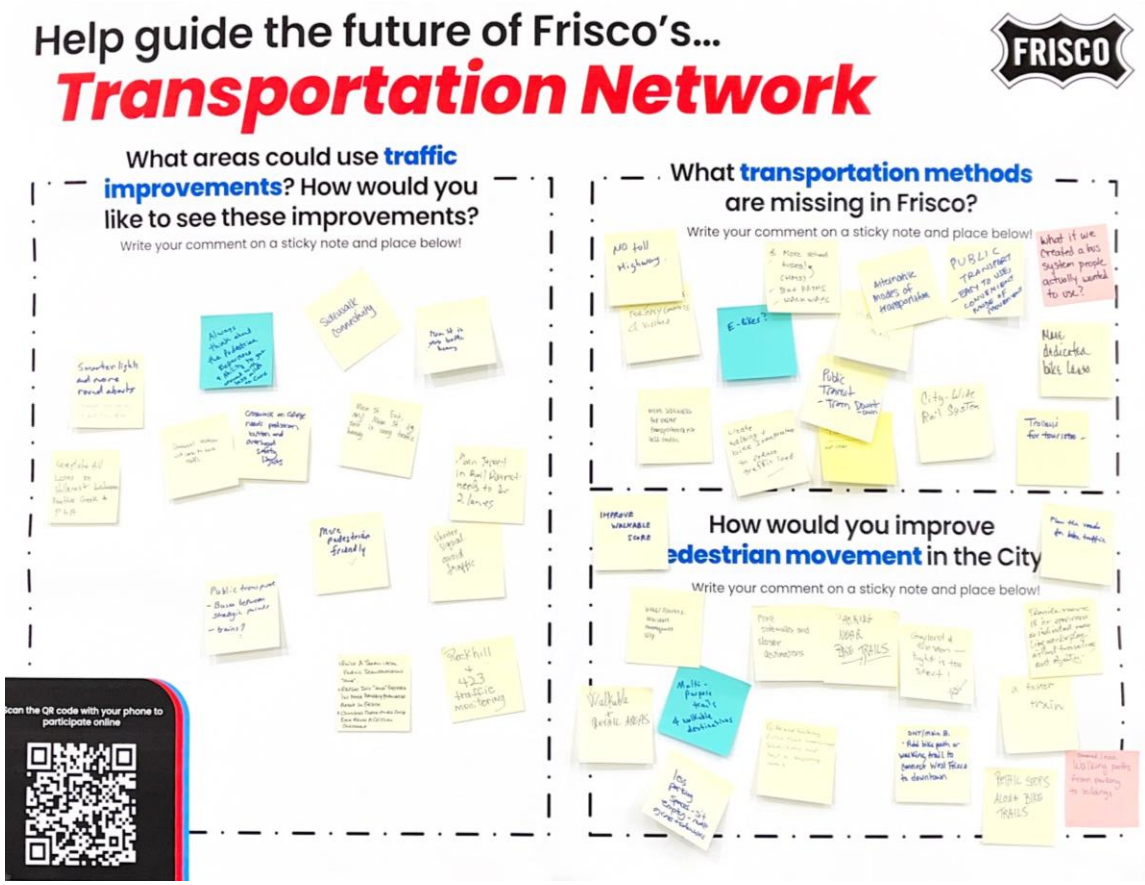
#5: CPAC Objectives (Part 2 – ED, Transportation, Facilities)	Wed., Oct. 11 @ 6-8pm *City Hall*																	
#6: CPAC Strategy Concepts (Part 1 – Land Use, Housing)	Wed., Nov. 15 @ 6-8pm																	
#7: CPAC Strategy Concepts (Part 2 – ED, Trans., Facilities)	Wed., Nov. 29 @ 6-8pm																	
#8-14: CPAC Draft Reviews (Up to 7)	Jan. – May TBD																	
#15: CPAC/Council Approves Plan for Open House	June TBD																	
#16-17: Open House Feedback on Draft Plan (Up to 2)	July – Aug. TBD																	
#18: CPAC Plan Final Review and Recommendation	Aug. TBD																	
#19: CPAC/Council Plan Workshop Discussion	Sept. TBD																	
#20: P&Z Commission Public Hearing	Oct. TBD																	
#21-22: City Council Public Hearing (Up to 2)	Oct. – Nov. TBD																	

Transportation Objectives

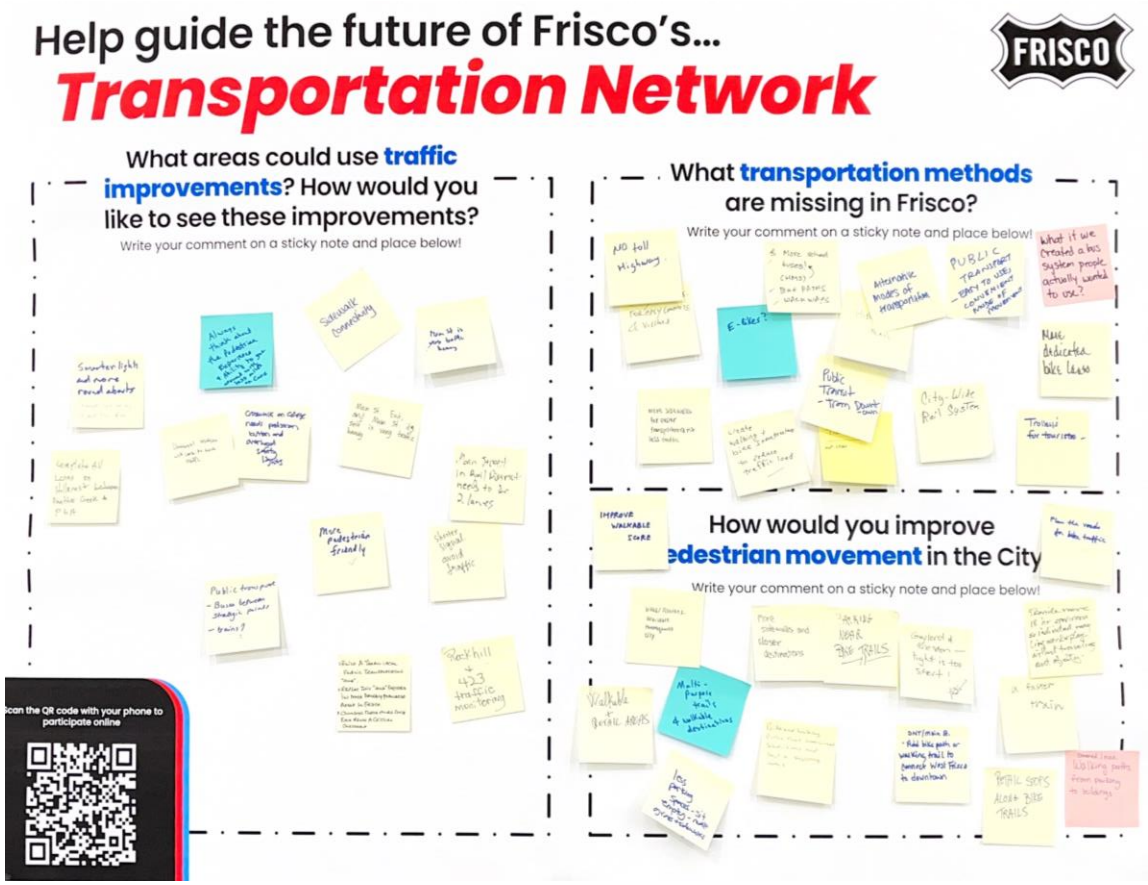
Transportation Feedback



What areas could use **traffic improvements**? How would you like to see these improvements?

In-Person Comments
Always think about the pedestrian experience + ability to get around with less miles on cars
Sidewalk connectivity
More pedestrian friendly
Public transport, Buses between strategic points, Trains?
Main St. Exit, and Main St. itself is very traffic heavy

Transportation Feedback



What areas could use **traffic improvements**? How would you like to see these improvements?

Virtual Comments

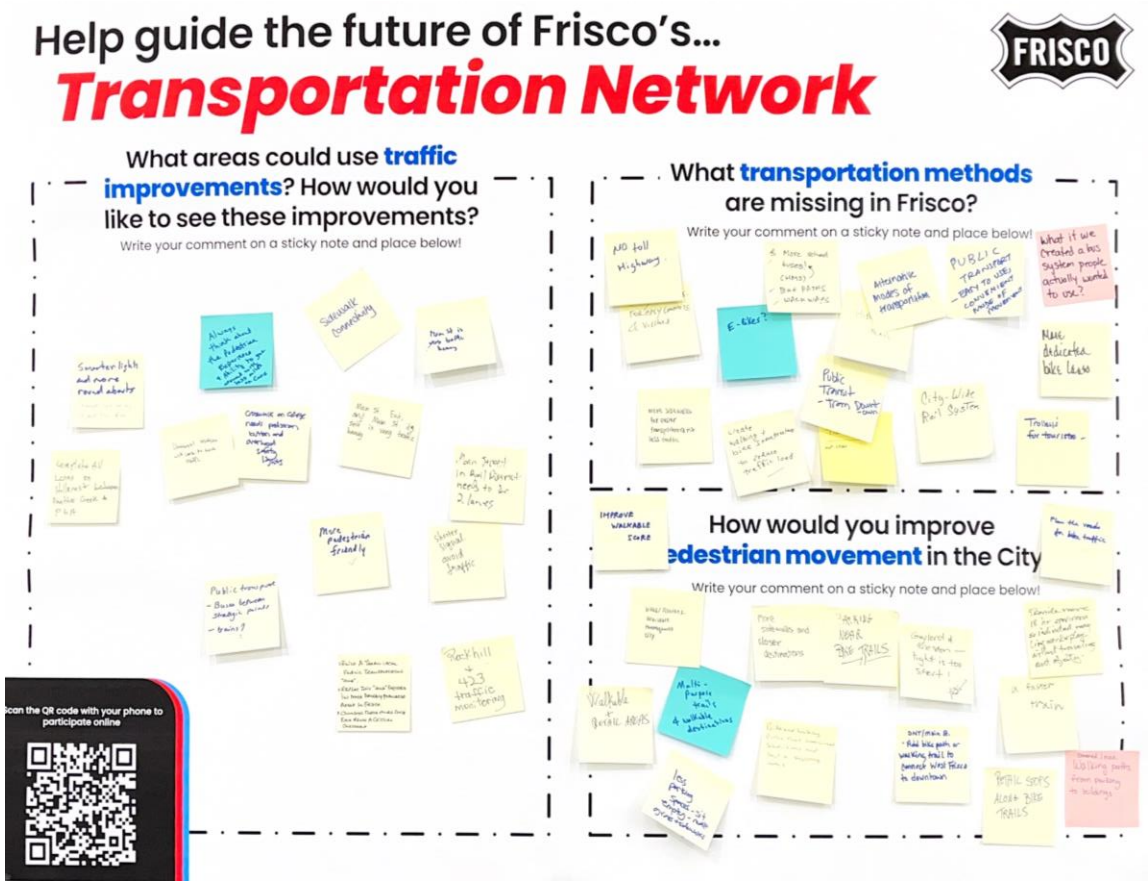
Connecting with DART would be great as well as transit within Frisco. I'd like to be able to safely bike and walk throughout the city.

The crossing of major highways - the ability to cross 121 or DNT on foot without being hit by traffic would be nice.

East-west thoroughfares need help.

Sadly for the west side of Frisco, the original growth, infrastructure was not given the consideration needed to handle traffic of today.

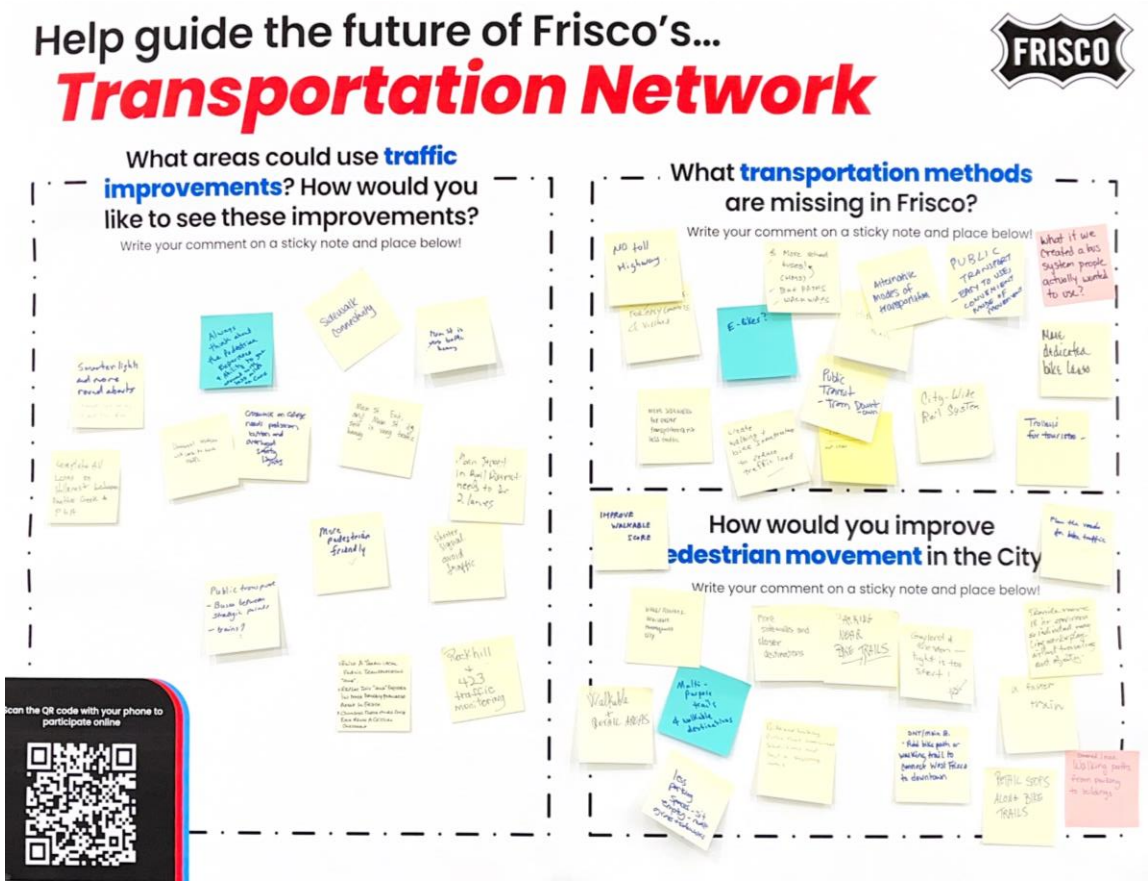
Transportation Feedback



What **transportation methods** are missing in Frisco?

In-Person Comments
Alternative modes of transportation
Public transport – easy to use, convenient mode of movement
Make dedicated bike lanes
More sidewalks for easier transportations less traffic

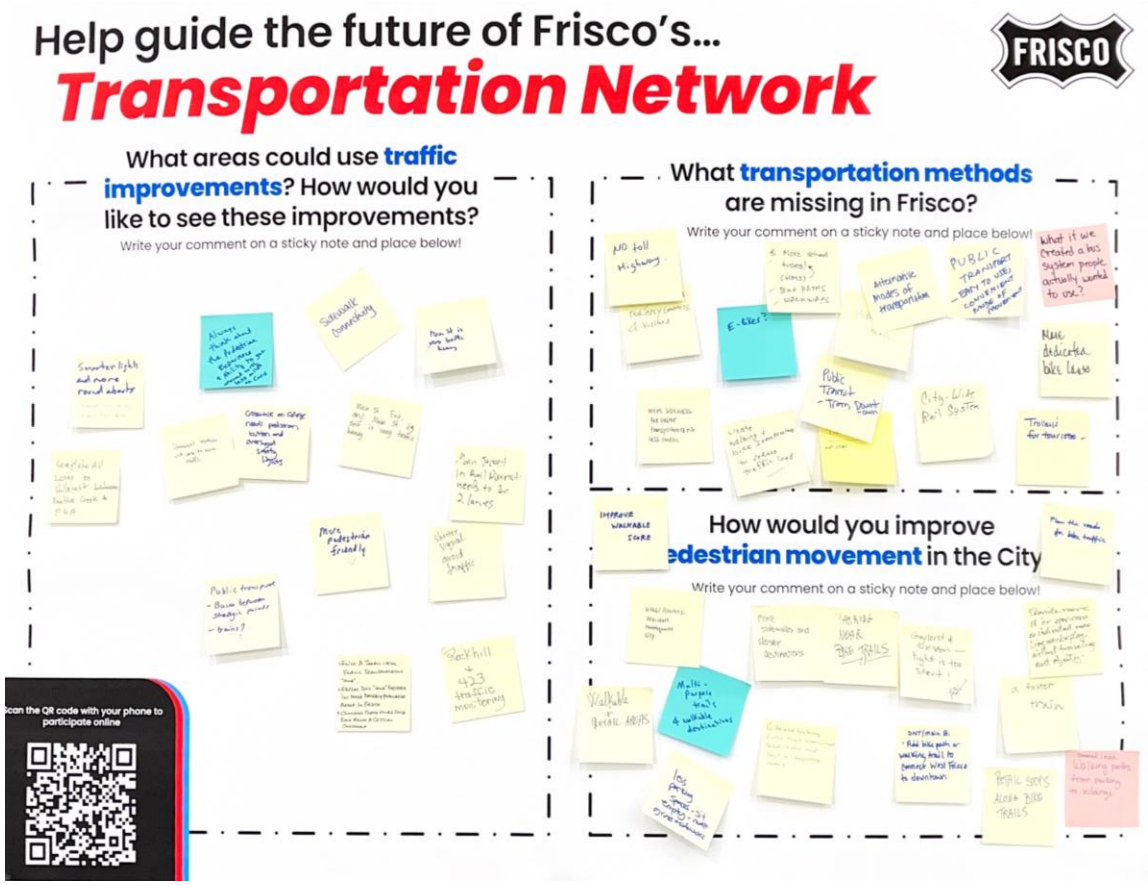
Transportation Feedback



What **transportation methods** are missing in Frisco?

Virtual Comments
Dart, shuttles for specific routes. Maybe have a touristic route.
Trolley/fun people mover to/from hotels/entertainment centers/downtown
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
Bike lanes would be greatly beneficial!

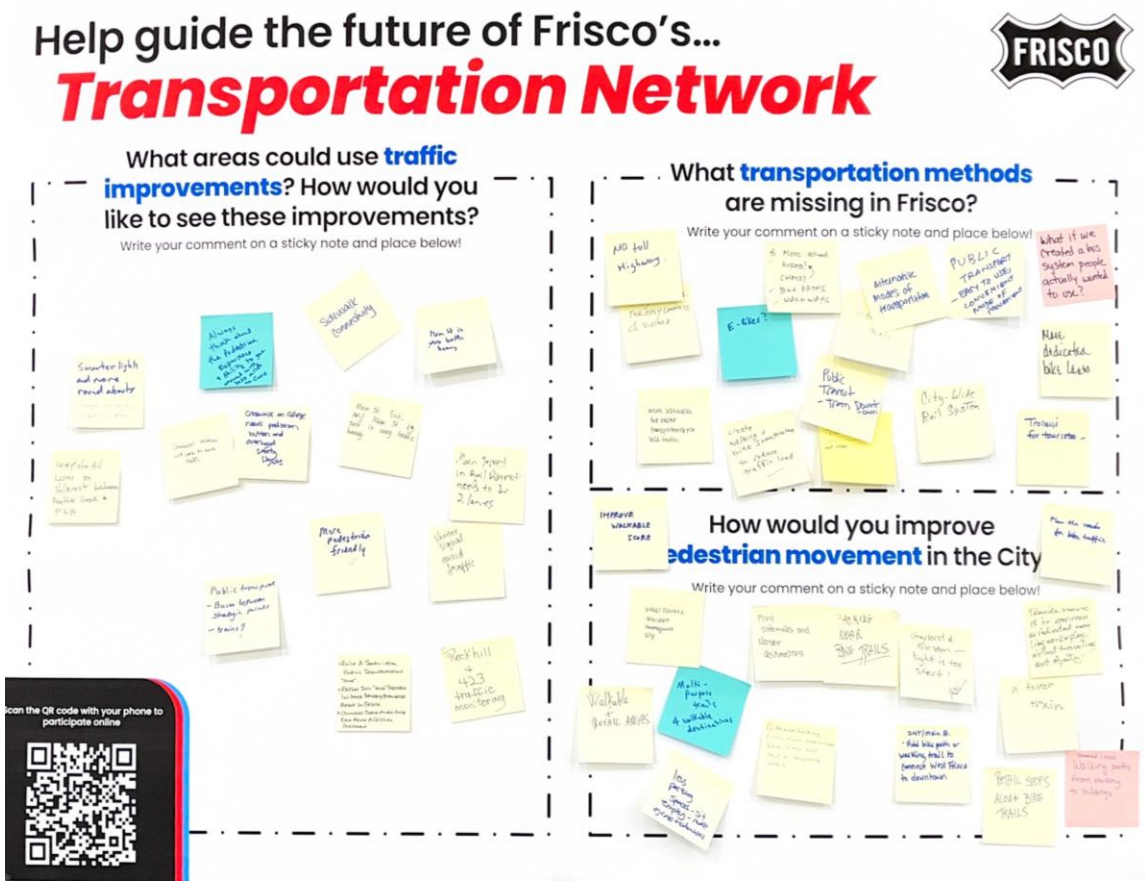
Transportation Feedback



How would you improve **pedestrian movement** in the City?

In-Person Comments
More sidewalks and closer destinations
Provide 18 hr environs so individual may like work + play without traveling out of city
Multi-purpose trails + walkable destinations
Covered/nice walking paths from parking to buildings
Retail stops along bike trails

Transportation Feedback



How would you improve **pedestrian movement** in the City?

Virtual Comments
Crosswalks, lower speed limits-especially in residential neighborhoods
Creating pathways under major streets to connect pedestrians to venues and things to do. Right now, everything requires a car, which is not friendly.
Wider sidewalks that have shade, bright lights, and esthetic features
Frisco is doing well on pedestrian movement however the elderly need more help

Transportation Objectives

Objective #TR.1

Support **alternatives** to automobile transportation city-wide.

… updating street sections to address pedestrian protection.

… light rail, public transportation, micro-mobility options.

Transportation Objectives

Objective #TR.2

Focus on the **pedestrian experience**.

… minimum parking ratios.

… trail- and transit-oriented development.

… pedestrian infrastructure and connectivity.

Transportation Objectives

Objective #TR.3

Improve **mobility**, **access**, and **connectivity**.

… intersection improvements.

… key thoroughfare extensions/improvements.

… curbside management, Avs and EVs.

Transportation Objectives

Objective #TR.4

Support **regional mobility** in surrounding communities and **beyond**.

… leveraging Frisco's location in DFW.

… coordination with regional transportation initiatives.

Transportation Objectives

Do the proposed Objectives reflect **Frisco's needs**, the **community's input**, and the **guiding principles**? What **changes** would you make?

Objective #TR.1

Support alternatives to automobile transportation city-wide.

Objective #TR.2

Focus on the pedestrian experience.

Objective #TR.3

Improve mobility, access, and connectivity.

Objective #TR.4

Support regional mobility in surrounding communities and beyond.

Guiding Principle Alignment

Objective #TR.1

Support alternatives to automobile transportation city-wide

Objective #TR.2

Focus on the pedestrian experience.

Objective #TR.3

Improve mobility, access, and connectivity.

Objective #TR.4

Support regional mobility in surrounding communities and beyond.

Culture & People | Development & Design | Housing & Community | Jobs & Finances | Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #TR.1		○			○
Objective #TR.2	○	○	○		
Objective #TR.3		○		○	
Objective #TR.4		○			○
Total	**1**	**4**	**1**	**1**	**2**

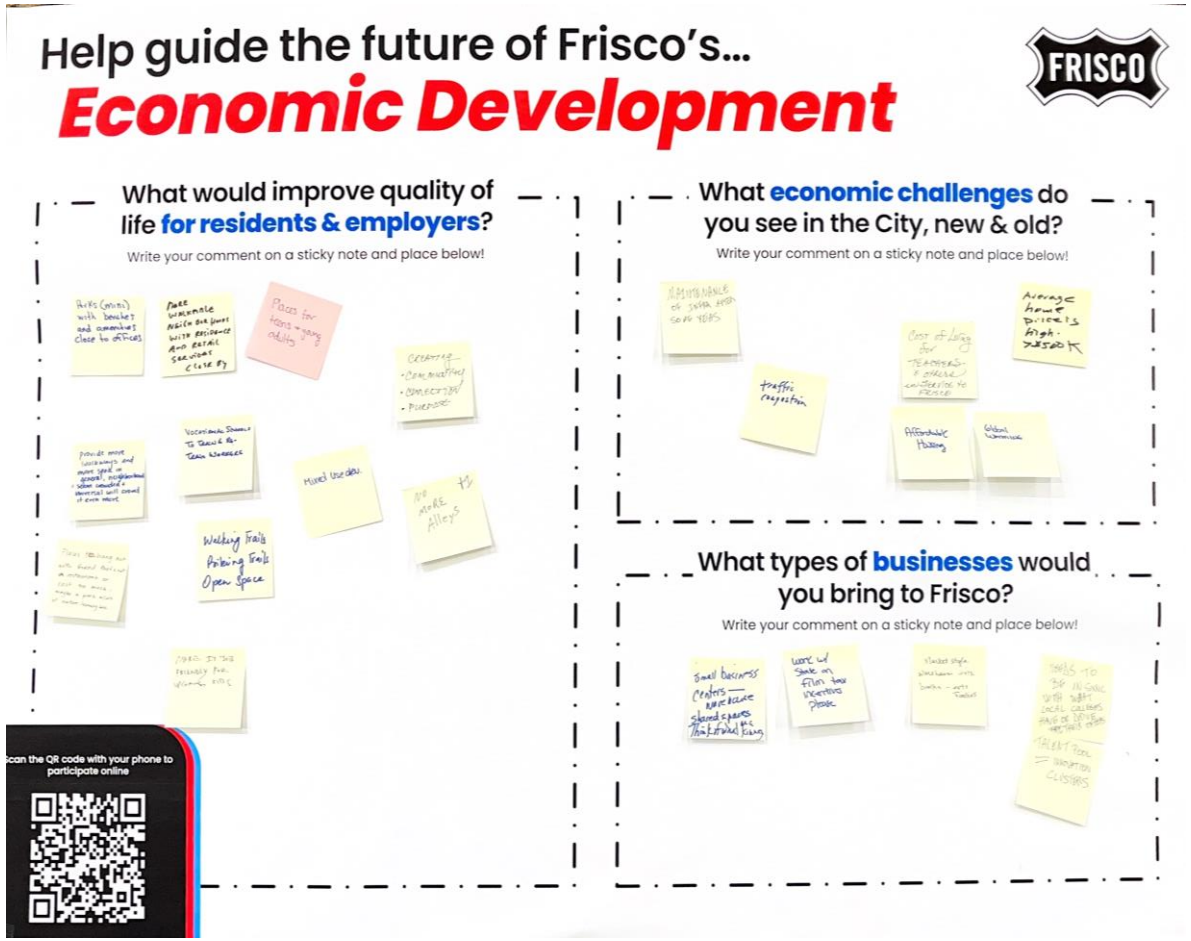
Economic Development Objectives

Frisco’s Economic Success

Frisco EDC Quick Facts:

- 643,000+ potential employees within 30 minutes
- 8 professional/collegiate sports headquarters
- Home to 250+ startups
- 63% of residents 25+ hold a bachelor’s

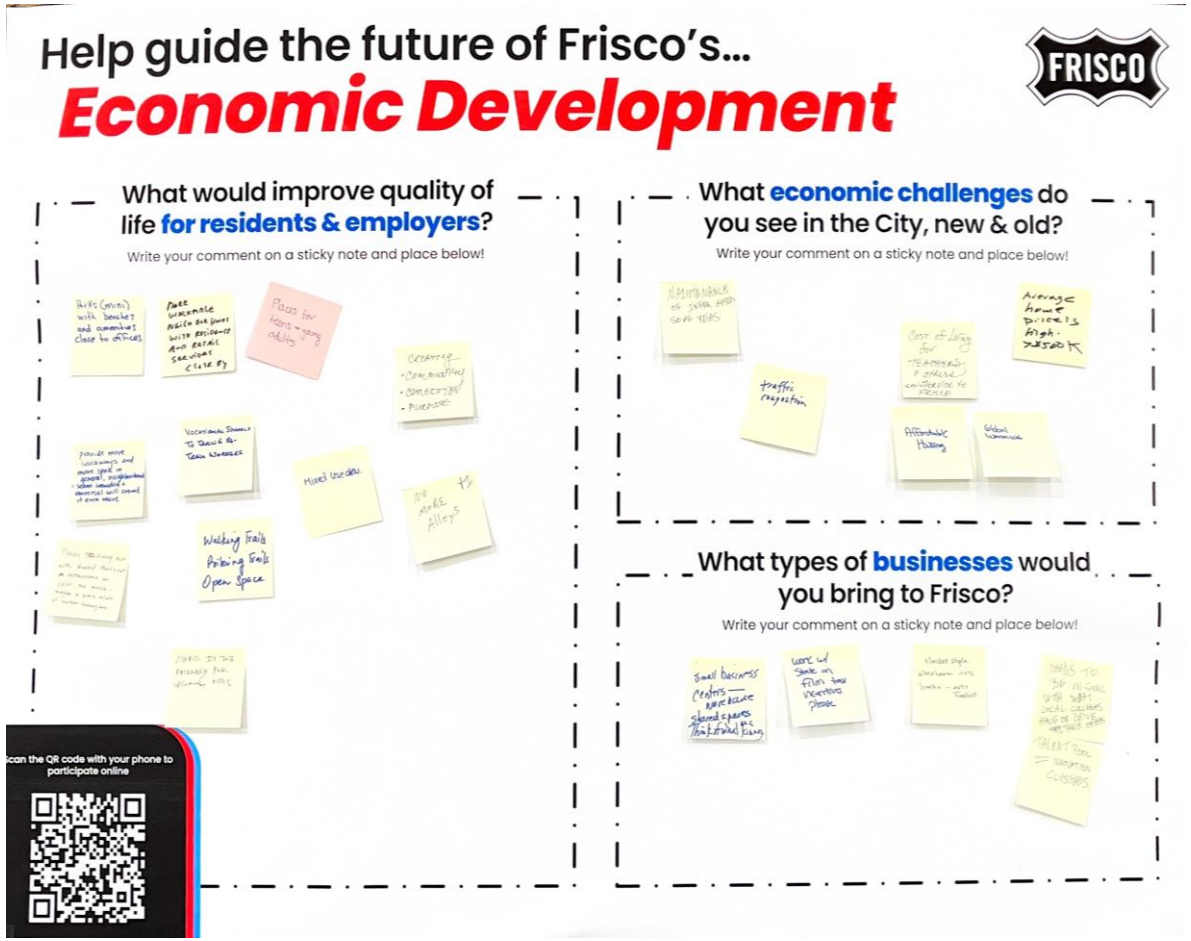
Economic Dev. Feedback



What would improve quality of life **for residents & employers**?

In-Person Comments
More walkable neighborhoods with residences and retail services close by
Places for teens + young adults
Parks (mini) with benches and amenities close to offices
Make it friendly for upcoming kids
Places to hang out with friends that's not a restaurant or cost too much money… maybe a park w/ lots of nature/scenery etc.

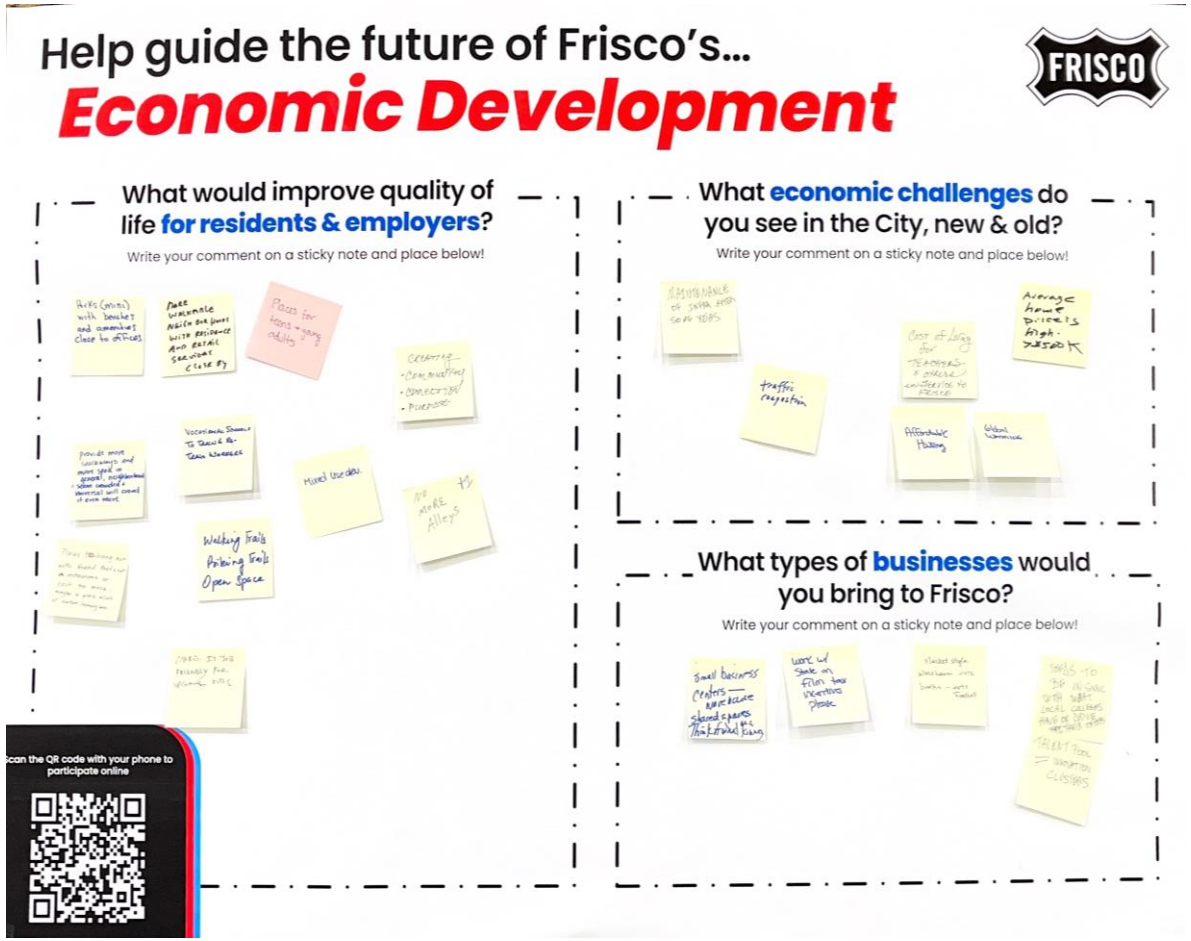
Economic Dev. Feedback



What would improve quality of life **for residents & employers**?

Virtual Comments
Public transportation
Continue to attract unique or at least regionally unique entertainment, recreational, and retail options.
Traffic control, variety of non chain restaurants
A transit system, slower speed limits, and dedicated bike/ hiking paths such as the ones in plano
Easier, safer movement around town

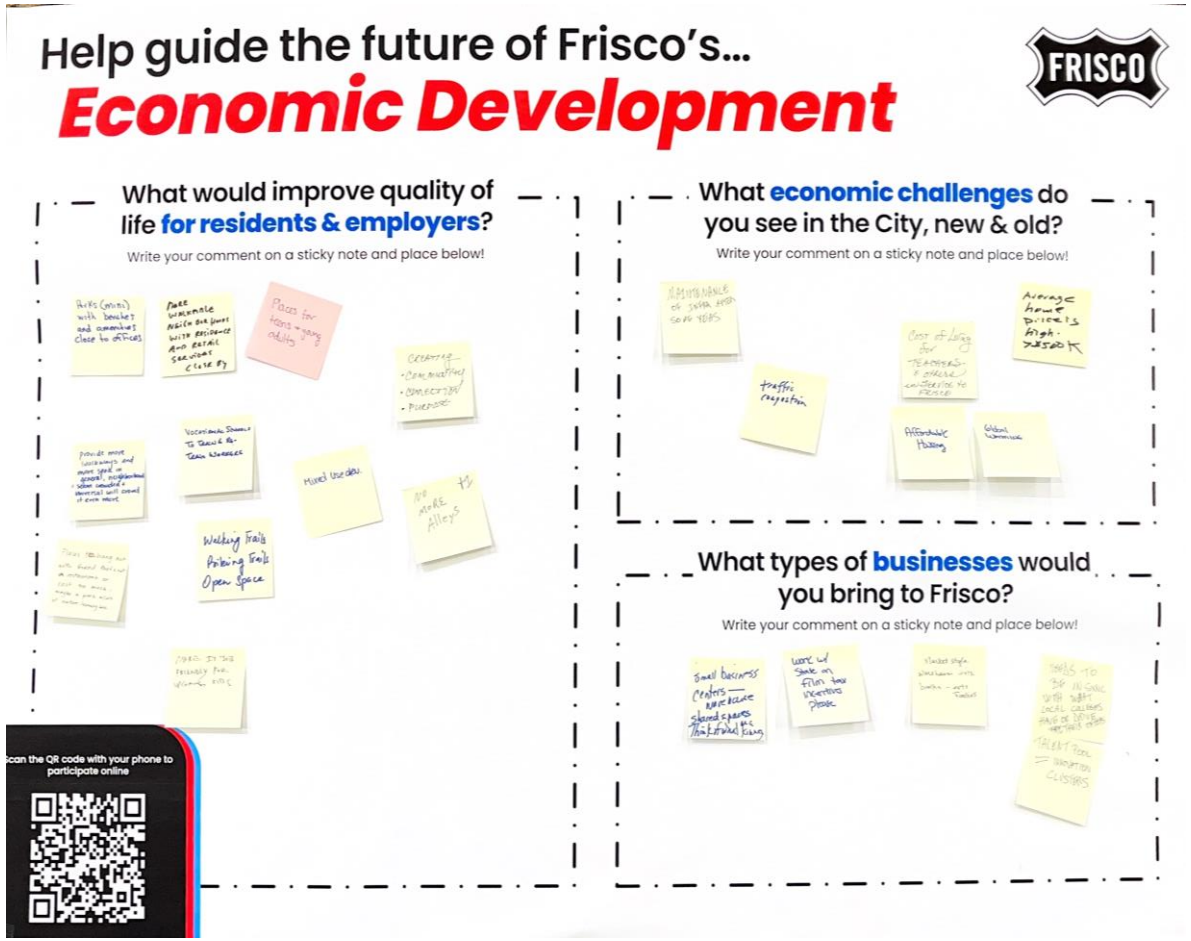
Economic Dev. Feedback



What **economic challenges** do you see in the city, new and old?

In-Person Comments
Maintenance of infrastructure after some years
Traffic congestion
Affordable housing
Cost of living for teachers & others in service to Frisco
Average home prices high. >$500k

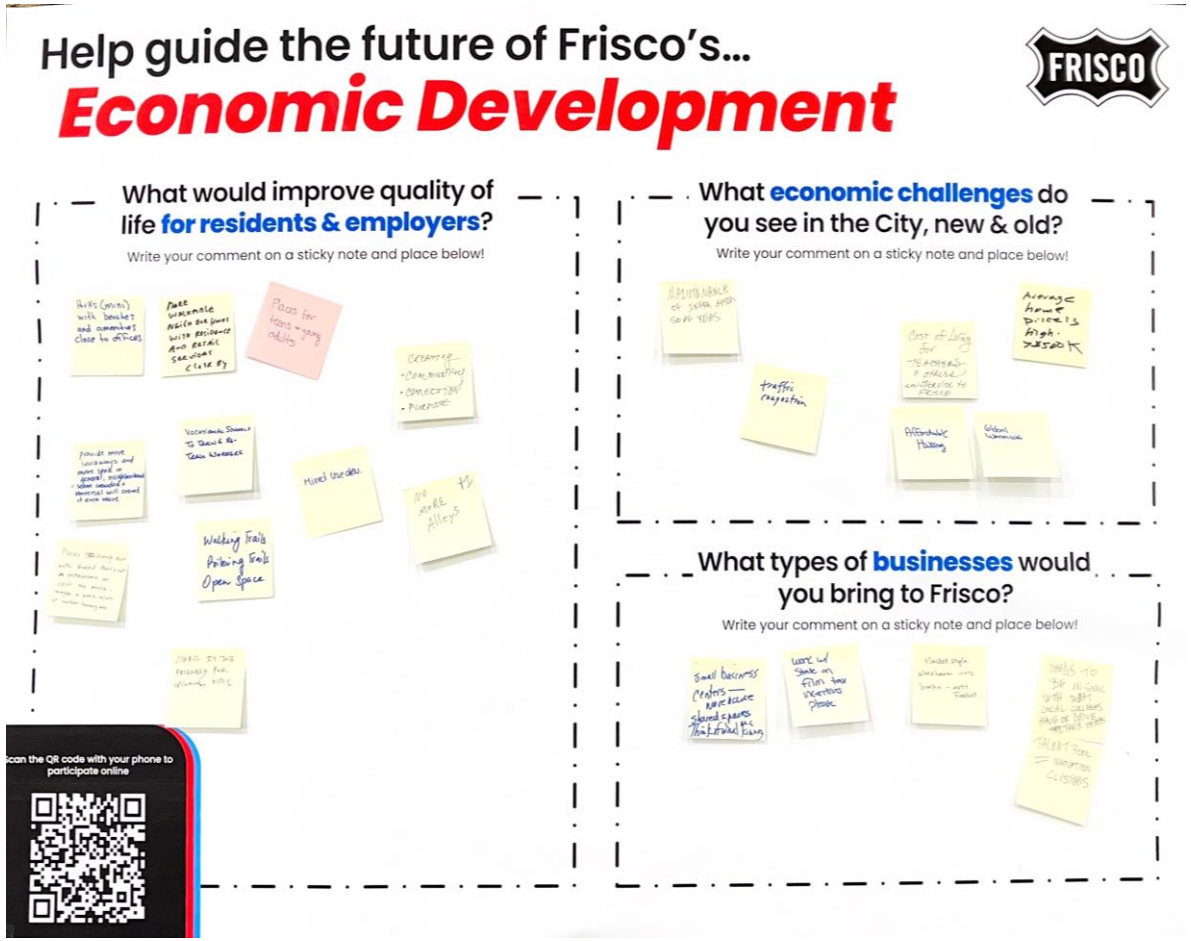
Economic Dev. Feedback



What **economic challenges** do you see in the city, new and old?

Virtual Comments
Cost of living increases
Affordable housing and lack of service employees
Maintaining roads and keeping older neighborhoods up to date with as many modern amenities as the newer neighborhoods.
Road maintenance costs

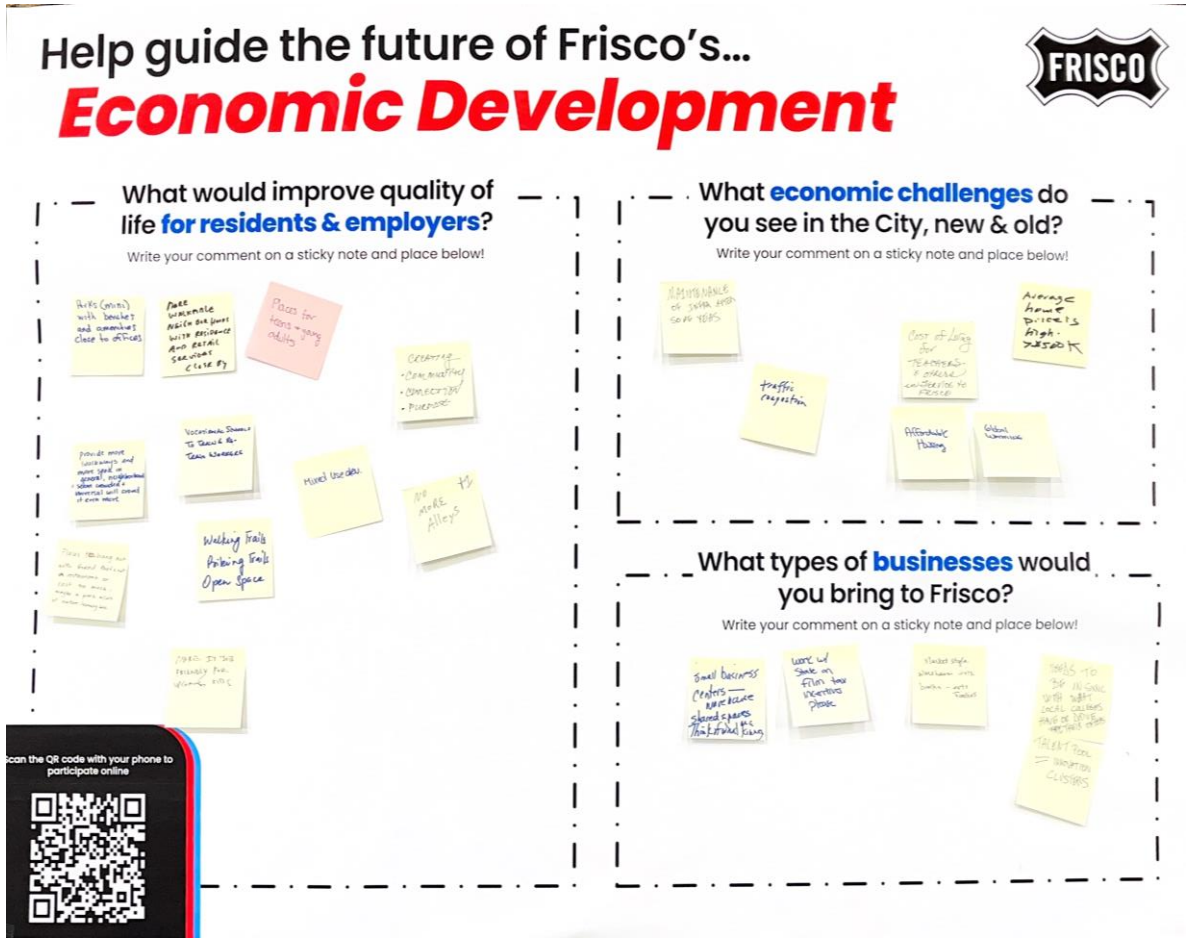
Economic Dev. Feedback



What types of **businesses** would you bring to Frisco?

In-Person Comments
Market style warehouse with booths- Arts Facilities
Small business centers- warehouse shared spaces
Needs to be in sync with what local colleges have or drive their offers
Talent pool = innovation clusters

Economic Dev. Feedback



What types of **businesses** would you bring to Frisco?

Virtual Comments
Central Market; more game-type of business/experiences that would be good for family outings, dates, friends
Bodegas and general small grocery stores along most/all busy intersections would be great.
Non-corporate businesses. Local or state specific companies.
Would love to see more small businesses- art galleries, boutiques and upscale shops.

Economic Dev. Objectives

Objective #ED.1

Continue to pursue **global employment** targets.

… tech., informational services, sports, digital gaming.

… strategic clusters of target industries.

… partnerships with higher education institutions.

Economic Dev. Objectives

Objective #ED.2

Support **business retention** and **expansion** efforts.

… maintain existing business partnerships.

… start-up support.

… recruitment efforts to strategy sectors.

Economic Dev. Objectives

Objective #ED.3

Maintain a **world-class economic** development **ecosystem**.

… evaluate operational reqs. of target industries.

… monitor performance of existing corporations.

… investments to maximize fiscal opportunities.

Economic Dev. Objectives

Objective #ED.4

Ensure **design regulations** accommodate **corporations**, **tourists**, and **residents**.

… monitor regional needs for various industries.

… quality-of-life elements to attract choice talent.

Economic Dev. Objectives

Objective #ED.5

Continue to **build local employment** opportunities to **mitigate talent loss** to other employment nodes.

… target industries that cater to local talent.

… focus on commute/congestion reduction.

Economic Dev. Objectives

Do the proposed Objectives reflect **Frisco's needs**, the **community's input**, and the **guiding principles**?
What **changes** would you make?

Objective #ED.1

Continue to pursue global employment targets.

Objective #ED.2

Support business retention and expansion efforts.

Objective #ED.3

Maintain a world-class economic development ecosystem.

Objective #ED.4

Ensure design regulations accommodate corporations, tourists, and residents.

Objective #ED.5

Continue to build local employment opportunities to mitigate talent loss to other employment nodes.

Guiding Principle Alignment

Objective #ED.1

Continue to pursue global employment targets.

Objective #ED.2

Support business retention and expansion efforts.

Objective #ED.3

Maintain a world-class economic development ecosystem.

Objective #ED.4

Ensure design regulations accommodate corporations, tourists, and residents.

Objective #ED.5

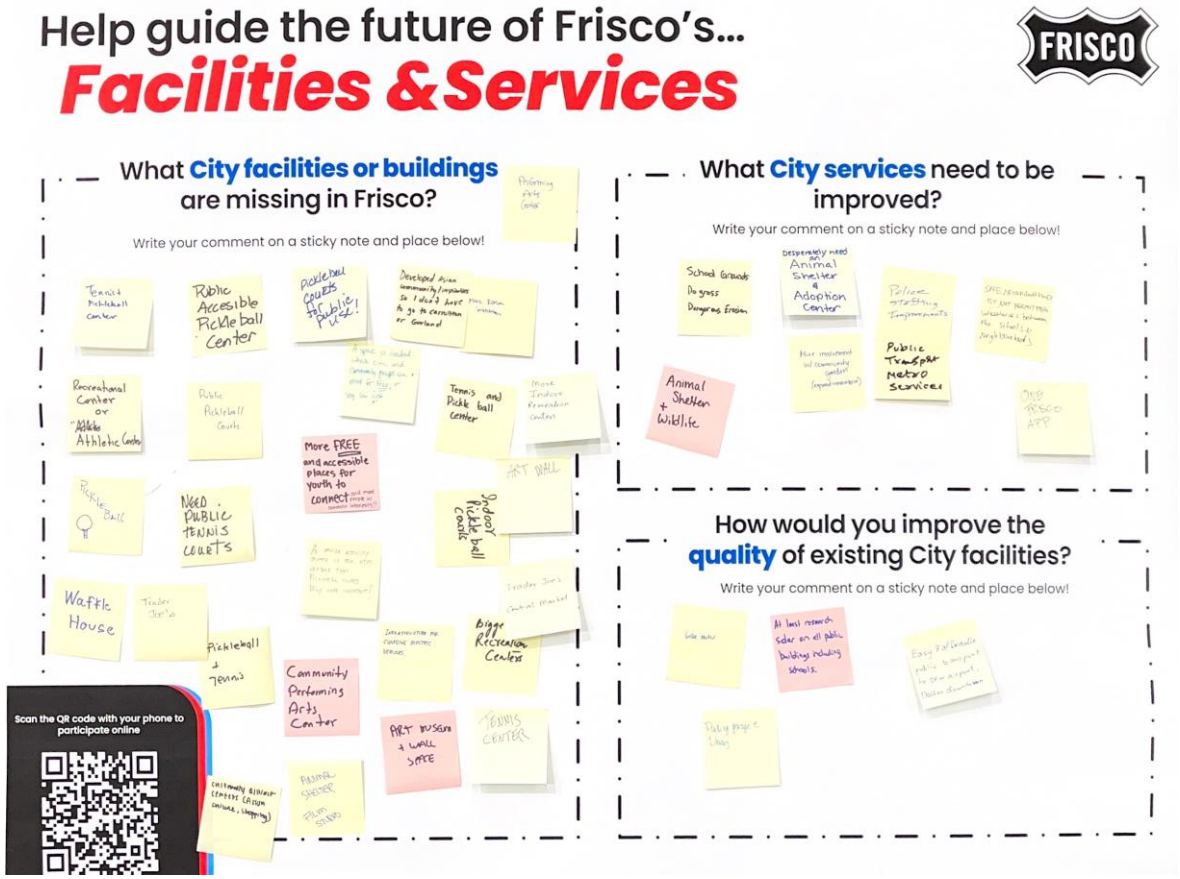
Continue to build local employment opportunities to mitigate talent loss to other employment nodes.

Culture & People | Development & Design | Housing & Community | Jobs & Finances | Regionalism & Influence

Proposed Objective	GP Alignment				
	CP	DD	HC	JF	RI
Objective #ED.1	○	○		○	○
Objective #ED.2				○	
Objective #ED.3				○	○
Objective #ED.4	○	○	○	○	
Objective #ED.5	○			○	
Total	**3**	**2**	**1**	**5**	**2**

Facilities & Services Objectives

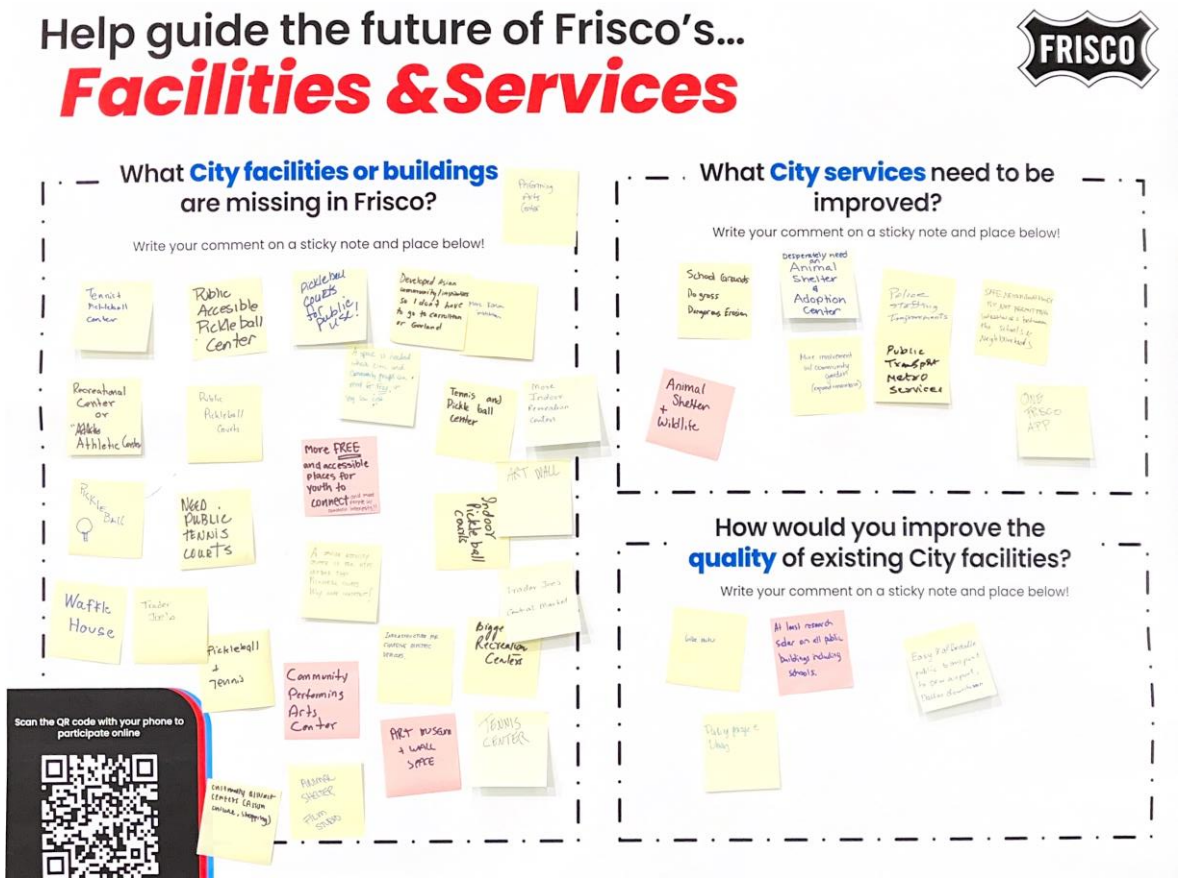
Facilities & Services Feedback



What **City facilities or buildings** are missing in Frisco?

In-Person Comments
Community Performing Arts Center
A space is needed where civic and community groups can meet for free or very low cost
More free and accessible places for youth to connect and meet people w/ common interests!!
Infrastructure for charging electric vehicles
Tennis, pickle ball center

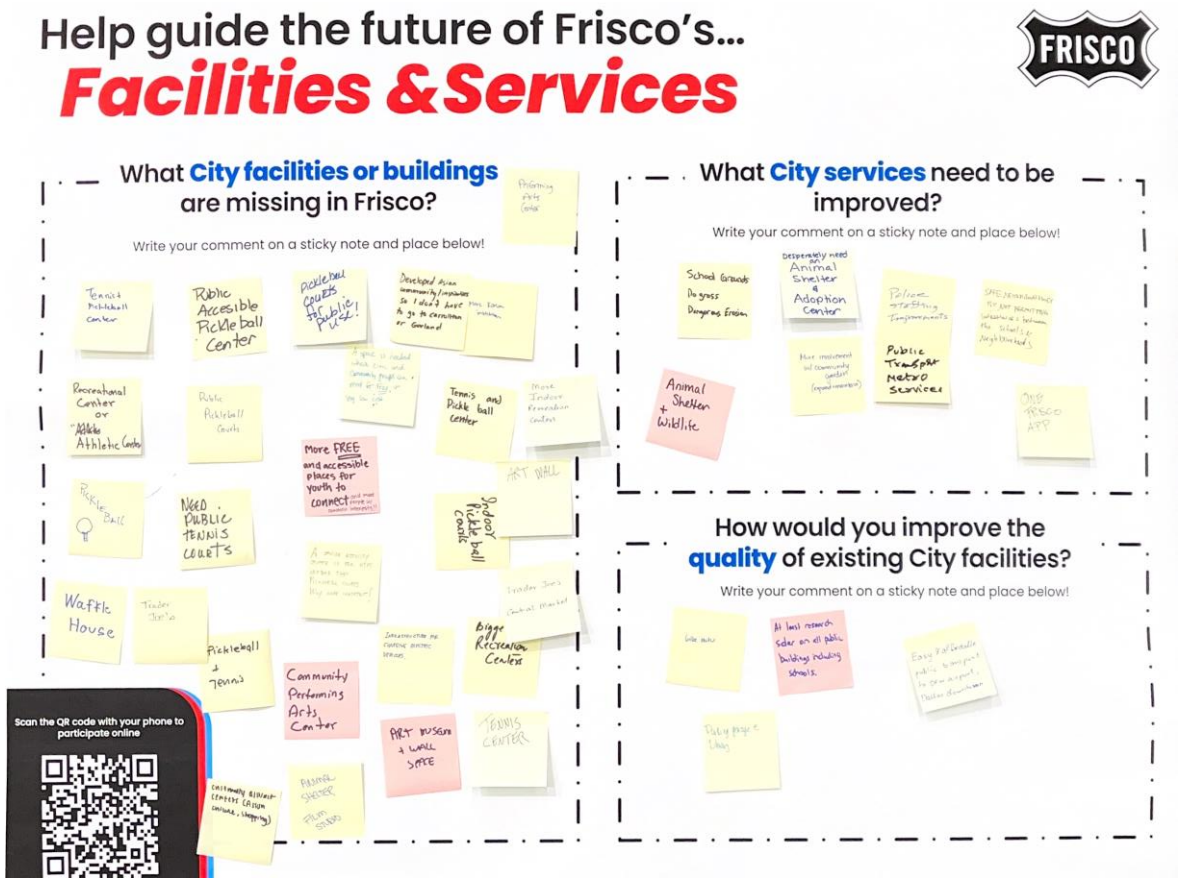
Facilities & Services Feedback



What **City facilities or buildings** are missing in Frisco?

Virtual Comments
Animal shelter, more museums. Dancing events (folklore, flamenco, ballet, tap, etc.), arboretum
Small venues for the citizens to be entertained
Mountain bike & hiking trails in more parks!
Tennis courts, basketball courts, parks very limited compared to major cities

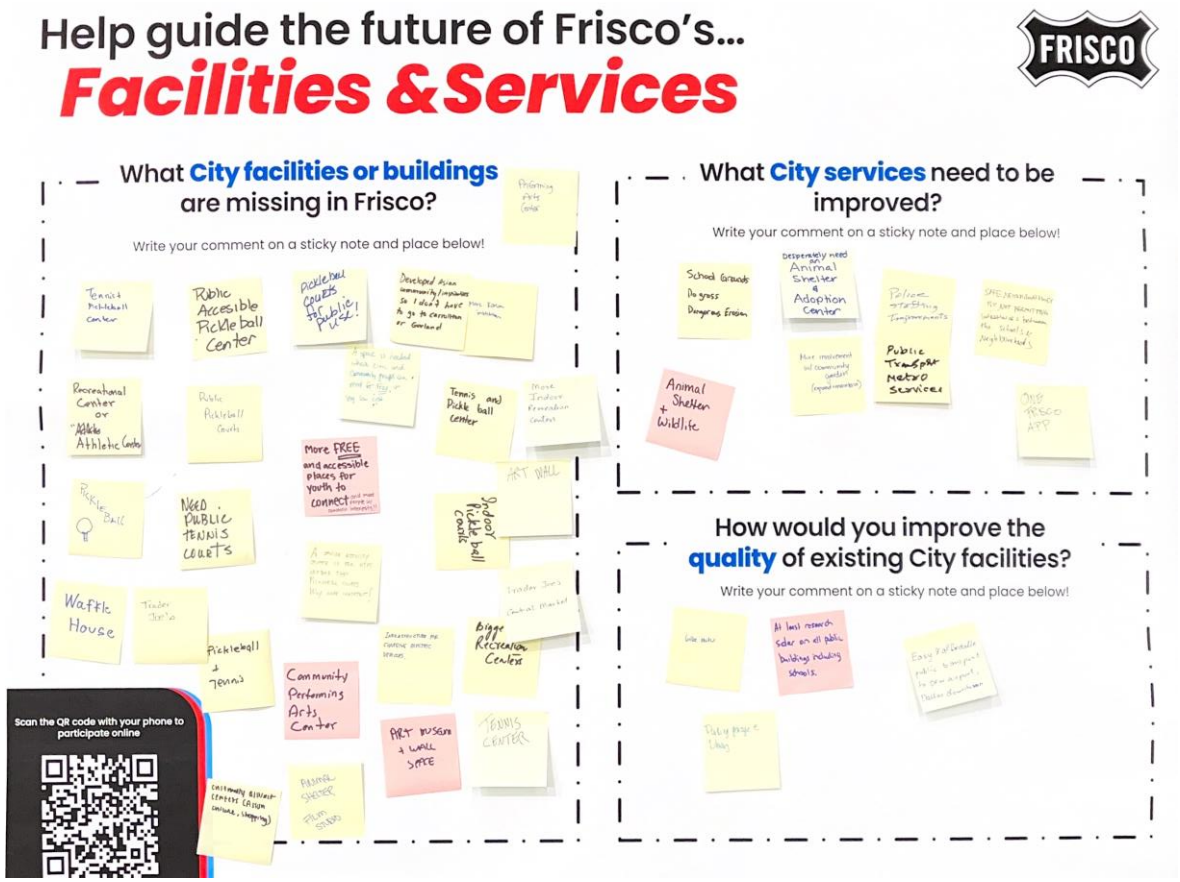
Facilities & Services Feedback



What **City services** need to be improved?

In-Person Comments
Police staffing improvements
More involvement with community garden (expand + maintain)
Public transportation, metro services

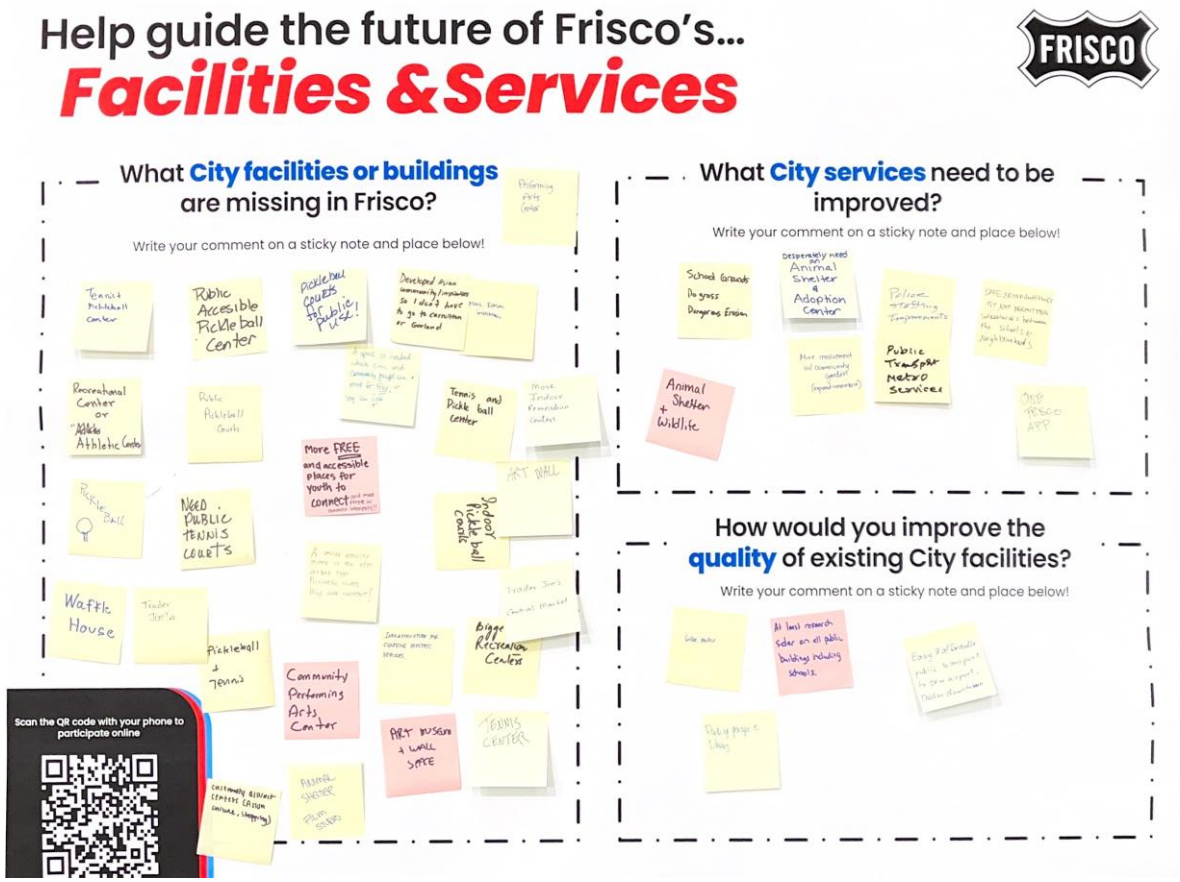
Facilities & Services Feedback



What **City services** need to be improved?

Virtual Comments
Park design department, trash clean up department on Main Street downtown.
Road repair. Dedicated animal services with experienced personnel.
Have neighborhood opportunities to throw away large items, where a truck comes to the neighborhood. And once again. We need an animal shelter
Public transit

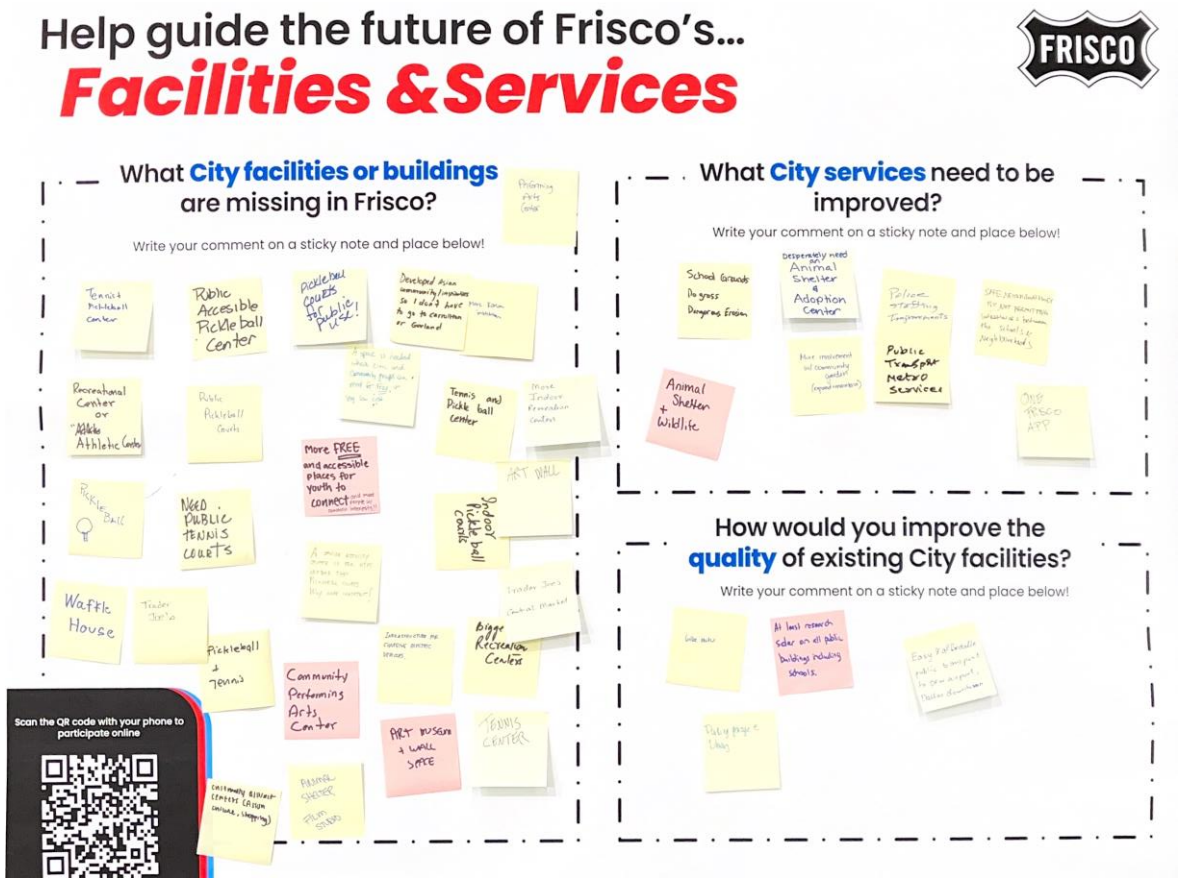
Facilities & Services Feedback



How would you improve the **quality** of existing City facilities?

In-Person Comments
Bike routes
Parking garage library
Easy + affordable public transport to DFW airport, Dallas downtown

Facilities & Services Feedback



How would you improve the **quality** of existing City facilities?

Virtual Comments
Allow community-led citizen committees to assess outcomes and offer input on improving services & efficiency.
Regular maintenance and upgrades
Updates to facilities every 10 years, some could be minor facelifts, others to make them more current with technology and visual appeal
I think most of our current facilities are very nice

Facilities & Services Objectives

Objective #FS.1

Provide **first-rate municipal services** to existing and future residents.

… minimum service levels.

… design criteria for development.

… facilities assessments.

Facilities & Services Objectives

Objective #FS.2

Support an **active**, **safe**, and **healthy** community.

… available parks systems and connections.

… recreational opportunities for all ages.

… access to a variety of sports.

Facilities & Services Objectives

Objective #FS.3

Showcase Frisco's **cultural diversity**.

… art installations and requirements.

… performance arts.

Facilities & Services Objectives

Objective #FS.4

Plan for the community's **future needs** and **desires**.

… facilities assessments.

… establishing new services.

Facilities & Services Objectives

Do the proposed Objectives reflect **Frisco's needs**, the **community's input**, and the **guiding principles**? What **changes** would you make?

Objective #FS.1

Provide first-rate municipal services to existing and future residents.

Objective #FS.2

Support an active, safe, and healthy community.

Objective #FS.3

Showcase Frisco's cultural diversity.

Objective #FS.4

Plan for the community's future needs and desires.

Guiding Principle Alignment

Objective #FS.1

Provide first-rate municipal services to existing and future residents.

Objective #FS.2

Support an active, safe, and healthy community.

Objective #FS.3

Showcase Frisco's cultural diversity.

Objective #FS.4

Plan for the community's future needs and desires.

Culture & People | Development & Design | Housing & Community | Jobs & Finances | Regionalism & Influence

Proposed Objective	GP Alignment				
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Objective #FS.1	◌				◌
Objective #FS.2	◌		◌		
Objective #FS.3	◌				◌
Objective #FS.4			◌		◌
Total	**3**	**0**	**2**	**0**	**3**

Next Steps

Next Steps

Major Engagements	Date	2023							2024									
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#6: CPAC Strategy Concepts (Part 1 – Land Use, Housing)	Wed., Nov. 15 @ 6-8pm																	
#7: CPAC Strategy Concepts (Part 2 – ED, Trans., Facilities)	Wed., Nov. 29 @ 6-8pm																	
#8-14: CPAC Draft Reviews (Up to 7)	Jan. – May TBD																	
#15: CPAC/Council Approves Plan for Open House	June TBD																	
#16-17: Open House Feedback on Draft Plan (Up to 2)	July – Aug. TBD																	
#18: CPAC Plan Final Review and Recommendation	Aug. TBD																	
#19: CPAC/Council Plan Workshop Discussion	Sept. TBD																	
#20: P&Z Commission Public Hearing	Oct. TBD																	
#21-22: City Council Public Hearing (Up to 2)	Oct. – Nov. TBD																	

Comments or Questions?

Thank you!