City of Frisco

Comprehensive Plan

CPAC Meeting #6 | November 29, 2023

Today's Agenda

1. Welcome
2. Draft Econ. Development Strategies
3. Draft Transportation Strategies
4. Draft Public Facilities & Services Strategies
5. Next Steps

Tonight's Purpose:

Confirm **ED**, **Transportation**, and **Facilities** strategies

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)
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Tonight's Focus

Project Timeline

Major Engagements	Date	2023							2024									
		J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
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Draft Economic Development Strategies

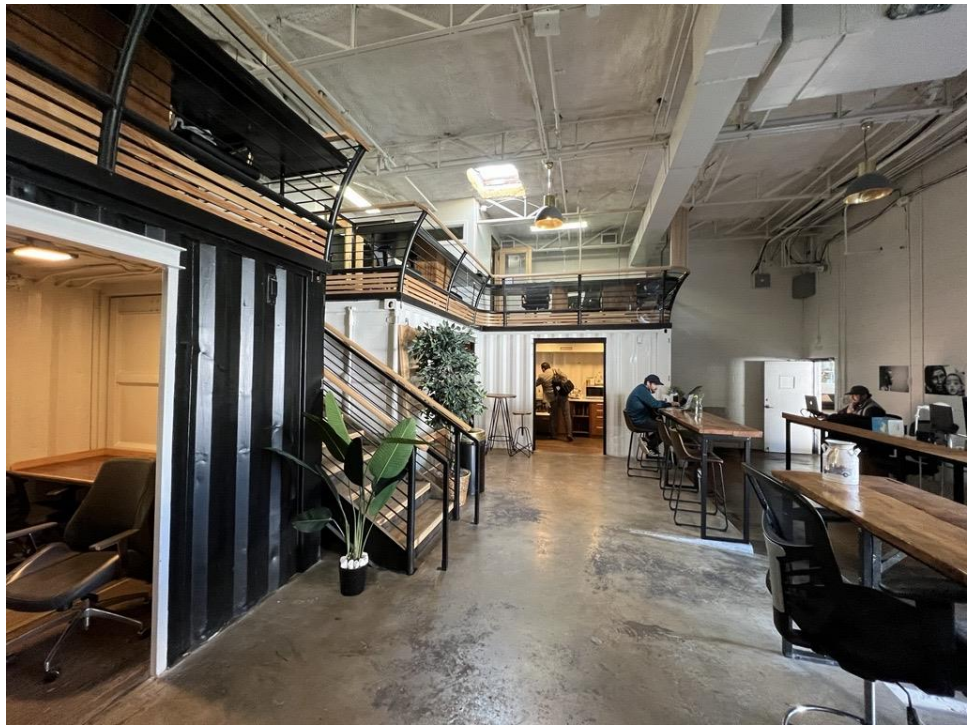
ED.1: Continue to pursue national and global employment targets.

a. Support policies that encourage mixed-use environments that can attract talent and choice companies to locate in Frisco.

Source: Frisco EDC

ED.1: Continue to pursue national and global employment targets.

b. Promote space that can cater to startups, investors, corporate partners, small businesses, and incubators that support acceleration in technology, human performance, and other leading targeted industries.



ED.1: Continue to pursue national and global employment targets.

c. Monitor and support business attraction targets that best provide opportunities to resident skillsets and average County salary ranges.

ED.1: Continue to pursue national and global employment targets.

d. Focus on advanced technologies, professional and informational services, business of sports, and digital gaming industries.

ED.1: Continue to pursue national and global employment targets.

e. Continue to build competitive advantages and support strategic clusters within Frisco's defined targeted industries to support and grow local economic wealth and enhance first-class employment opportunities.

Source: Frisco EDC

ED.1: Continue to pursue national and global employment targets.

f. Support and leverage educational opportunities to maintain access to competitive talent.

ED.1: Continue to pursue national and global employment targets.

FRISCO

g. Continue to partner with higher educational institutions and technical programs to create first-class educational environments.

ED.1: Continue to pursue national and global employment targets.

h. Develop sophisticated media campaigns and missions to targeted corporations and talent to relocate to Frisco.

ED.2: Support business retention and expansion efforts.

a. Support thriving developments that accommodate mixed use, multimodal options, and adequate commercial space that accommodates targeted businesses.

ED.2: Support business retention and expansion efforts.

b. Develop and monitor key performance indicators to maintain partnerships with targeted businesses.

Source: Frisco ED

ED.2: Support business retention and expansion efforts.

c. Monitor tax generation of various districts to serve as a benchmark for performance.

ED.2: Support business retention and expansion efforts.

d. Support the EDC's program for business retention and attraction.

- **Explore tailored initiatives to support small and medium sized companies.**

ED.2: Support business retention and expansion efforts.

e. Explore future opportunities for strategic redevelopment and revitalization.

ED.3: Maintain a world-class economic development ecosystem.

a. Continue engagement in education and investment in public-private partnerships to stay on the leading edge of growth trends and emerging technologies to keep Frisco competitive.

ED.3: Maintain a world-class economic development ecosystem.

b. Evaluate infrastructure and operational requirements of leading-edge companies to ensure Frisco's vision of policies and regulations foster appropriate environments.

ED.3: Maintain a world-class economic development ecosystem.

c. Monitor performance of existing corporate developments to ensure investments and resources to maintain first-class status.

ED.3: Maintain a world-class economic development ecosystem.

d. Evaluate development applications to ensure private investments maximize fiscal opportunities for Frisco and support the City's economic goals.

ED.3: Maintain a world-class economic development ecosystem.

e. Explore programs including accelerators that foster proven innovation and startup companies.

ED.4: Ensure existing and future development accommodates residents, corporate entities, and visitors.

a. Evaluate quality of life elements that can make Frisco competitive to choice talent and thriving businesses (e.g., arts, entertainment, culture, and recreation).

ED.4: Ensure existing and future development accommodates residents, corporate entities, and visitors.

b. Monitor regional needs for commercial, retail, entertainment, cultural, and hospitality to ensure adequate services and goods are available to support a wide spectrum of consumer needs.

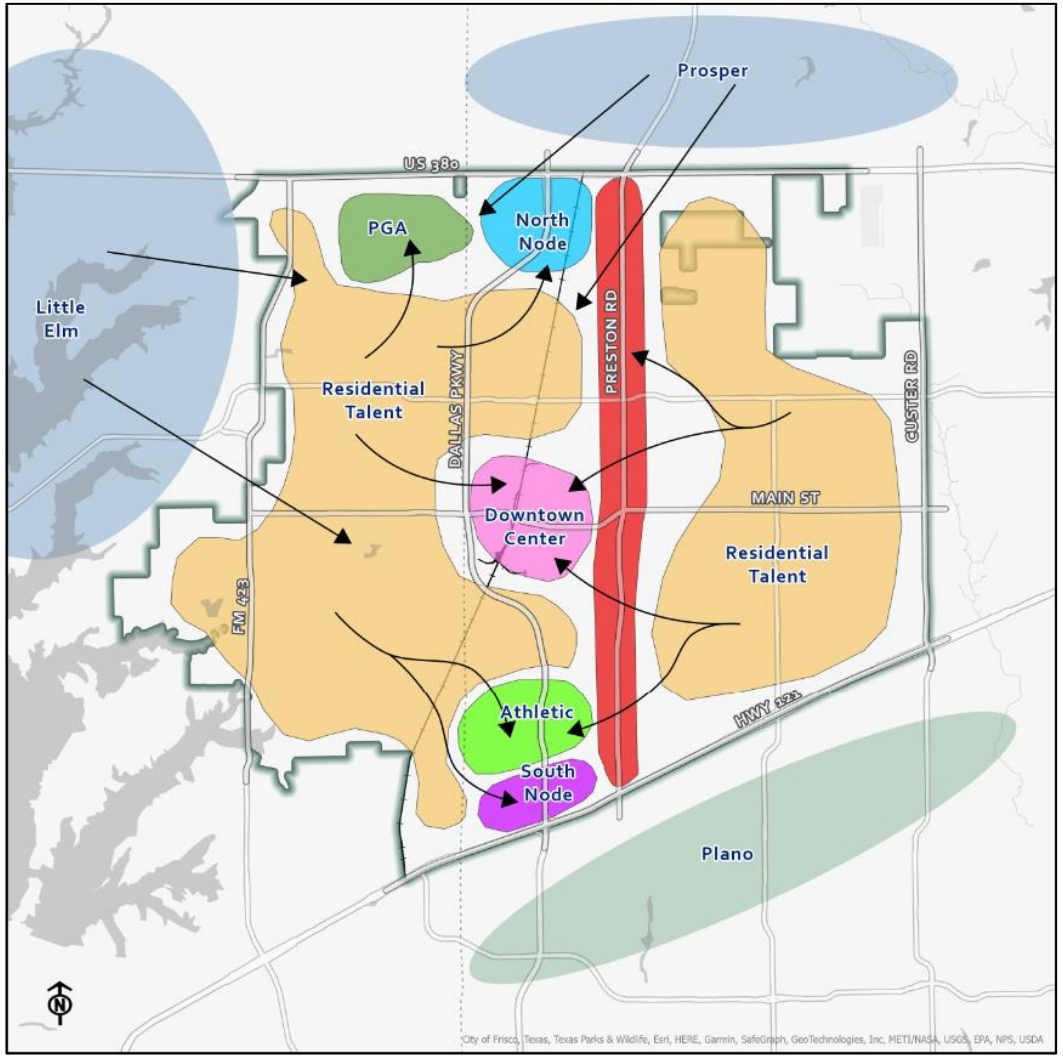
ED.5: Continue to build local employment opportunities to mitigate talent loss to other regional employment nodes.

a. Target employment opportunities that cater to local commuting talent, which will reduce labor shed that could support local employment needs.

ED.5: Continue to build local employment opportunities to mitigate talent loss to other regional employment nodes.

b. Continue to support the EDC to align a workforce that mitigates talent losses and increases employment opportunities in Frisco.

- **Note: Only 18% of employed people both live and work in Frisco** (Census OnTheGo, 2020)**.**



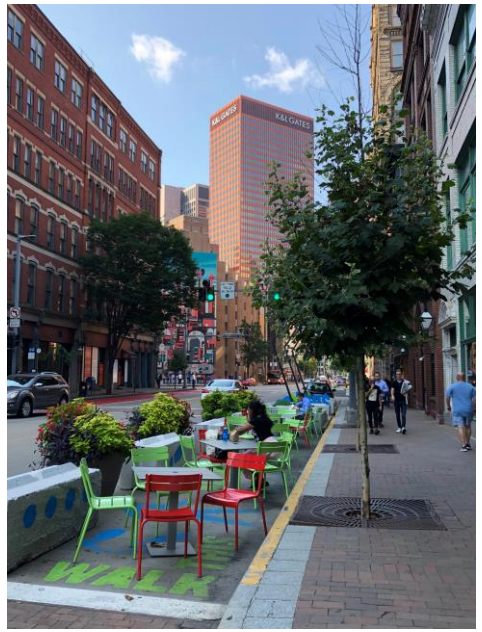
Draft Economic Development Strategies

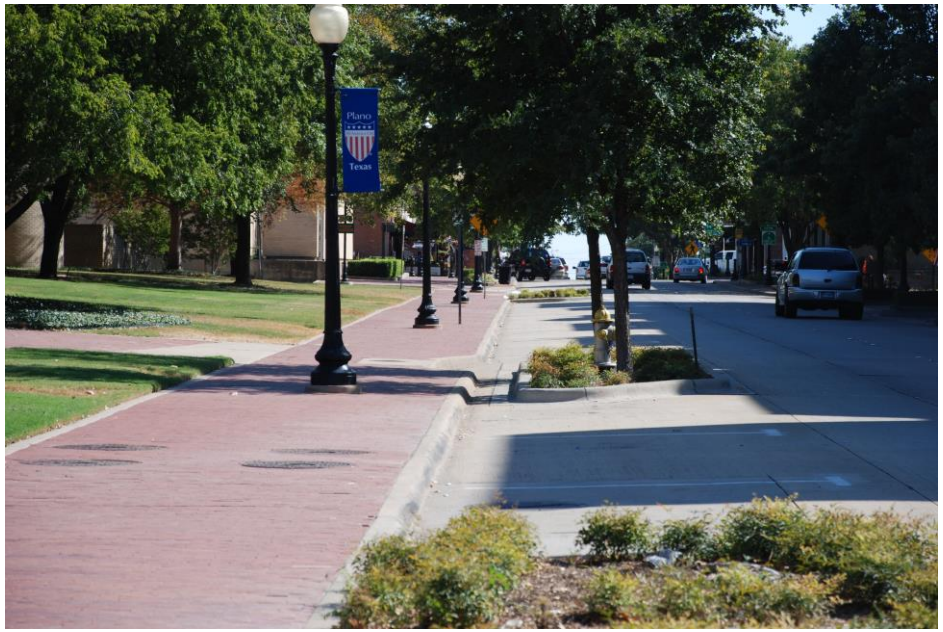
CPAC Thoughts | Any Additions?

Draft Transportation Strategies

TR.1: Focus on the pedestrian experience.

a. Design new and improved streets to include appropriate context-sensitive elements to discourage speeding, improve the pedestrian experience, and maximize safety (e.g., traffic calming devices, landscaping, street furniture, pedestrian-oriented lighting).





TR.1: Focus on the pedestrian experience.

b. Prioritize safe pedestrian infrastructure and connectivity within and around neighborhoods and key destinations (including crossing highways).

TR.1: Focus on the pedestrian experience.

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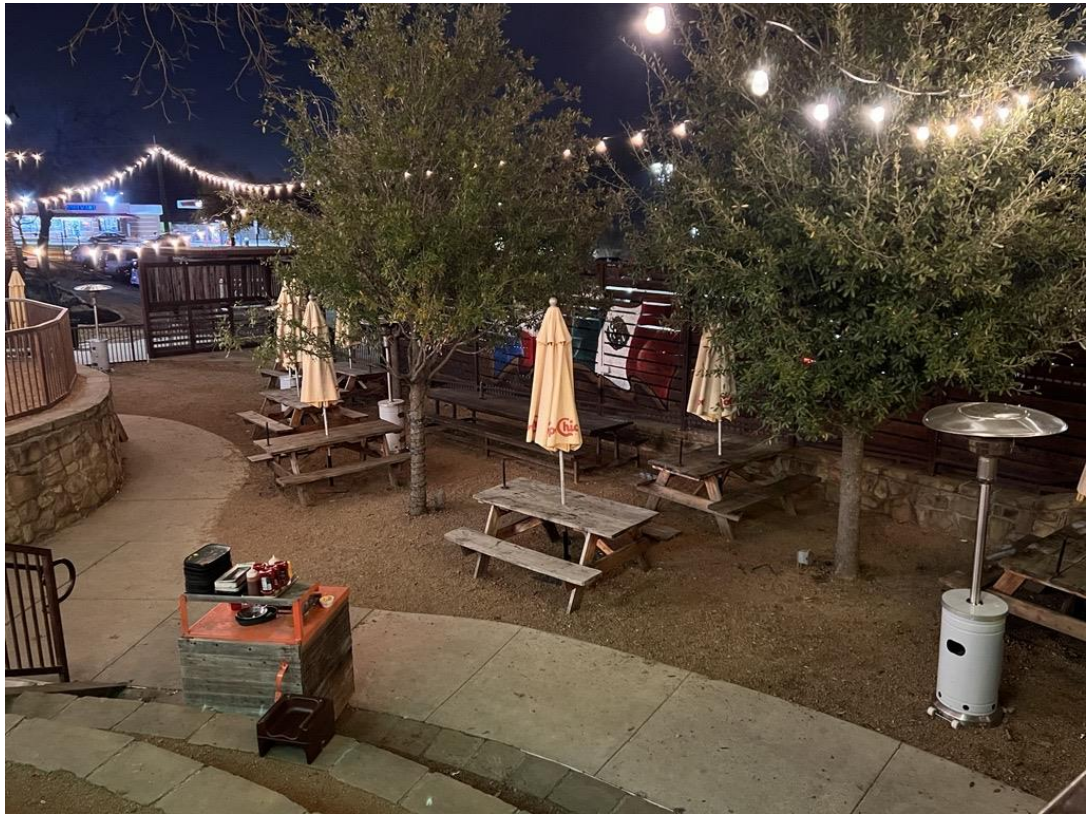
c. Integrate planned land uses with the City's multimodal mobility network with trail- and transit-oriented development.



TR.1: Focus on the pedestrian experience.

d. Ensure future developments are welcoming to pedestrians (e.g., evaluate parking requirements, require shaded pedestrian walkways in larger lots).

TR.1: Focus on the pedestrian experience.

e. Review the City's roadway design standards using the design guidelines for pedestrians and bicyclists in the Hike and Bike Master Plan.

TR.2: Improve safety, mobility, access, reliability, and connectivity.

a. **Continue to complete key roadway extensions and improvements in accordance with the latest Transportation Master Plan, maximizing the existing right-of-way where possible.**

TR.2: Improve safety, mobility, access, reliability, and connectivity.

b. Employ Transportation Demand Management (TDM) techniques to reduce traffic demand (e.g., carpooling, ridesharing, bike/ped, park and ride, education; evaluate transit services and potential shuttle, trolley, or multimodal services connecting key destinations in Frisco).

- Note: Existing transit services through DCTA:
  - Available to:
    - Frisco residents who are 65 years of age and older;
    - Frisco residents who are disabled;
    - Frisco residents, who are younger than 65 years of age or not disabled, but require transportation for medical care-related purposes.
  - Monday through Friday (no holidays), 6 a.m. to 6 p.m.
  - $3 one-way in Frisco, $5 outside Frisco (Plano only)
  - Schedule 24 hours in advance

TR.2: Improve safety, mobility, access, reliability, and connectivity.

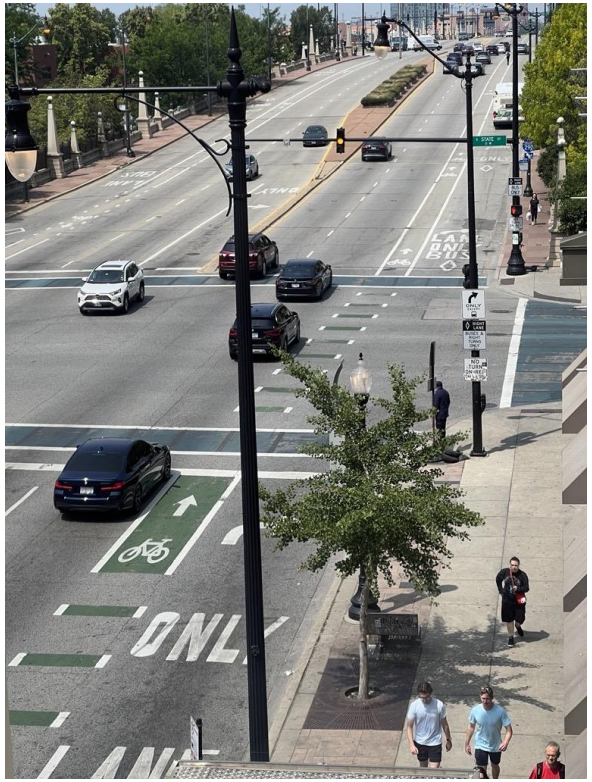
c. Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility (e.g., traffic signal coordination, smart parking solutions, dynamic message signs, sensor/camera monitoring, incident and special event management).

TR.2: Improve safety, mobility, access, reliability, and connectivity.

d. Lead the region in ensuring the built environment accommodates emerging technologies, like electric vehicles (EVs), autonomous vehicles (AVs), personal delivery devices (PDDs), working with first responders, etc.

TR.2: Improve safety, mobility, access, reliability, and connectivity.

e. Develop a Safety Action Plan that focuses on reducing fatalities and injuries.



TR.3: Increase the availability of alternatives to automobile transportation.

a. Evaluate transit alternatives to promote connectivity and reduce congestion (e.g., public-private partnerships, circulator route, Bus Rapid Transit, microtransit).

TR.3: Increase the availability of alternatives to automobile transportation.

b. Consider the appropriateness of micromobility options, such as an electric bike-share program, to encourage non-automobile mobility.

TR.3: Increase the availability of alternatives to automobile transportation.

c. Continue to regularly update and implement the City's Hike and Bike Master Plan.

TR.4: Support regional mobility in surrounding communities and beyond.

a. Continue to evaluate and plan for long-term regional transportation opportunities (e.g., continue to preserve the existing rail right-of-way, potential future connection to the airport(s)).

TR.4: Support regional mobility in surrounding communities and beyond.

b. Continue to work with outside agencies to promote regional mobility improvements and transportation initiatives (TxDOT, NCTCOG, DCTA, NTTA, DART).

Draft Transportation Strategies

CPAC Thoughts | Any Additions?

Draft Facilities & Services Strategies

FS.1: Provide first-rate municipal services to address existing and future needs and desires.

a. Continue to provide an excellent level of services to Frisco residents as the community grows.

FS.1: Provide first-rate municipal services to address existing and future needs and desires.

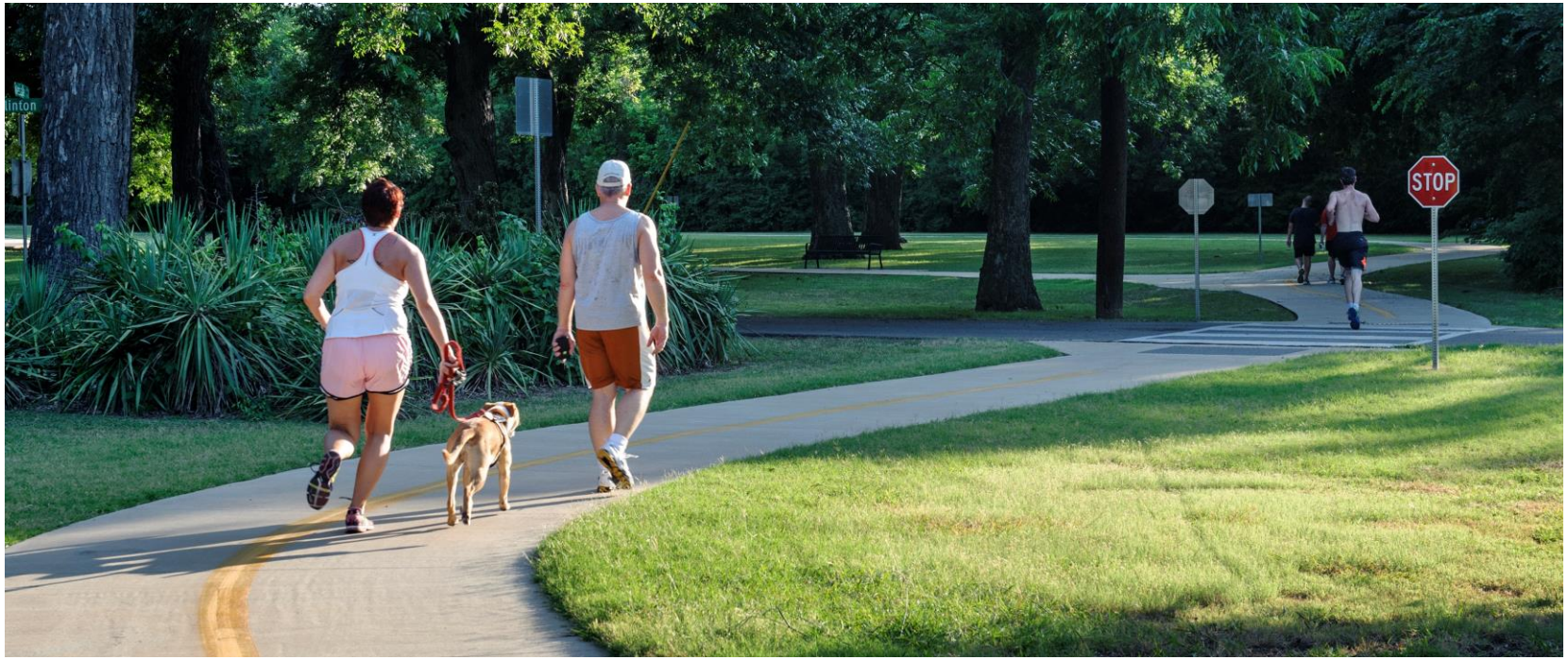
b. Ensure City facilities exemplify the quality of design standards desirable for future development throughout Frisco.

FS.1: Provide first-rate municipal services to address existing and future needs and desires.

c. Continue to evaluate whether new services or facilities are needed as the community grows (e.g., new fire stations, a local animal shelter, satellite libraries).

FS.2: Support an active, safe, and healthy community.

a. Continue to regularly update and implement the City's Parks, Recreation, and Open Space Master Plan, and evaluate whether additional all-age activities, sports, or other recreational opportunities are needed.



FS.2: Support an active, safe, and healthy community.

b. Work with local healthcare resources to support community outreach for public health (e.g., consider participating in the Blue Zones Project).

FS.2: Support an active, safe, and healthy community.

c. Identify services and programs that can help Frisco residents who are struggling to meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.

FS.2: Support an active, safe, and healthy community.

d. Encourage incorporation of the principles of Crime Prevention through Environmental Design (CPTED) in future development.

- Note: CPTED is a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department's efforts to maintain a secure community.

- Continue providing staff training on the importance of CPTED.

FS.3: Showcase Frisco's cultural diversity.

a. Continue to regularly update and implement the City's Public Art Master Plan.

FS.3: Showcase Frisco’s cultural diversity.

b. Consider expanding the City’s special events calendar to highlight Frisco’s cultural diversity.

FS.3: Showcase Frisco's cultural diversity.

c. Evaluate whether the City's performance arts facilities (e.g., Black Box Theater) meet the community's needs.

Draft Facilities & Services Strategies

CPAC Thoughts | Any Additions?

Next Steps

Next Steps

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