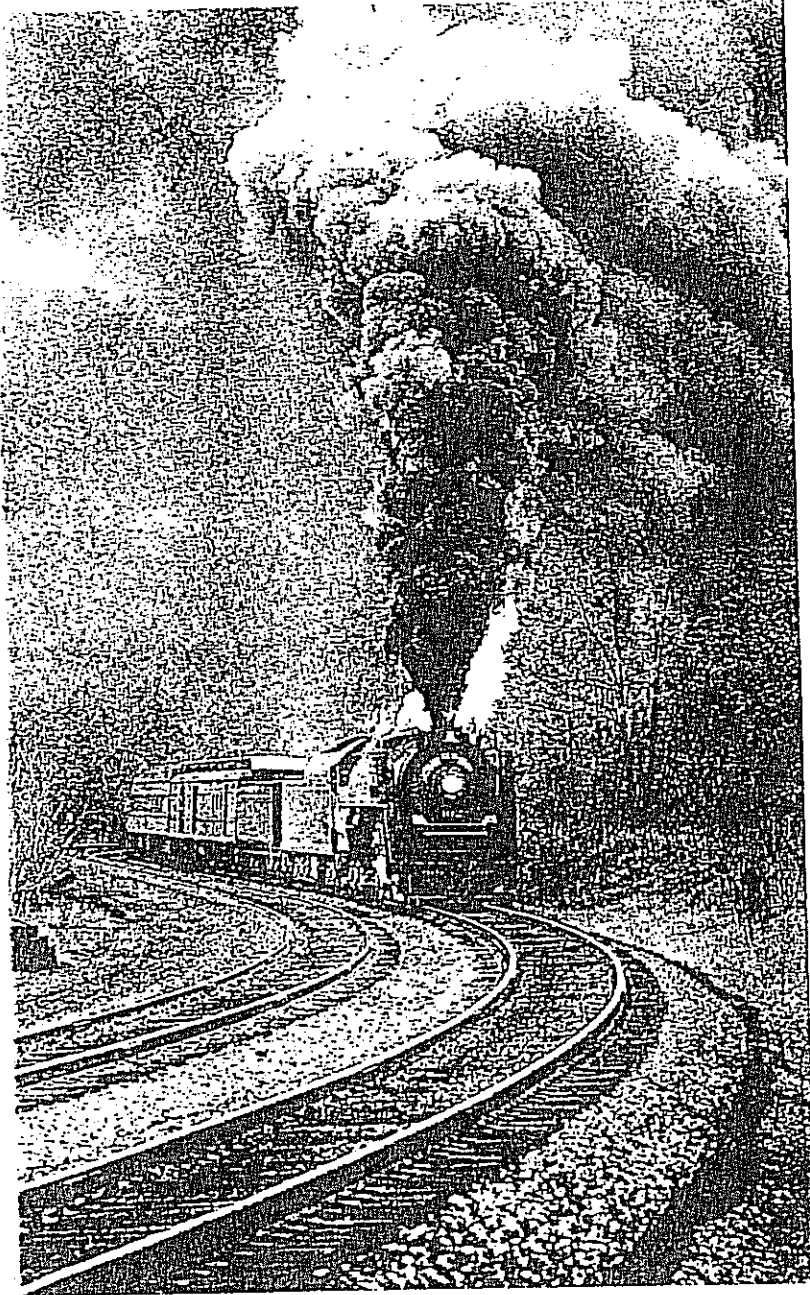


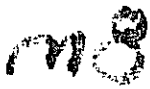
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HISTORIC DOWNTOWN MASTER PLAN



FRISCO, TEXAS



FRISCO

DOWNTOWN MASTER PLAN

Acknowledgments

Adopted _____, 1997 Resolution No. 98-04-12R

City Council

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Mayor Pro-Tem Buddy Minett
Deputy Mayor Pro-Tem Jim Robel
Councilman Gary Downey
Councilman Linda Feld
Councilman Brett Carson
Councilman Ray Smith

Planning & Zoning Commission

Barbara Carpenter, Chairman
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Master Plan Consultants

MESA Design Group
ArchiTexas
Barton Aschman

Participating Organizations

Frisco Chamber of Commerce
Downtown Merchants Association

**A RESOLUTION BY THE CITY OF FRISCO, COLLIN COUNTY, TEXAS
ADOPTING THE HISTORIC DOWNTOWN MASTER PLAN; PROVIDING
FOR SAVINGS, REPEALING AND SEVERABILITY CLAUSES; AND
PROVIDING FOR AN EFFECTIVE DATE.**

WHEREAS, the City Council of the City of Frisco, Texas ("City Council") has investigated and determined that a adoption of the Historic Downtown Master Plan of the City of Frisco, Texas ("Frisco") should be adopted to preserve the remaining historic fabric of downtown Frisco; and

WHEREAS, Frisco has complied with all notices and public hearings as required by law; and

WHEREAS, the City Council finds that it will be advantageous, beneficial and in the best interest of the citizens of Frisco to adopt the Historic Downtown Master Plan as set forth below.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FRISCO, TEXAS:

SECTION 1: FINDINGS INCORPORATED:

The findings set forth above are incorporated into the body of this Resolution as if fully set forth herein.

SECTION 2: ADOPTION:

The City Council hereby adopts a Historic Downtown Master Plan as described and set forth in Exhibit "A" attached hereto and incorporated herein by reference.

SECTION 3: SAVINGS/REPEALING CLAUSE:

Frisco's Comprehensive Plan Resolution No. 91-04-08R shall remain in full force and effect, save and except as amended by this or any other Resolution or Ordinance. All

provisions of any ordinance or resolution in conflict with this Resolution are hereby repealed; but such repeal shall not abate any pending prosecution for violation of the repealed ordinance, nor shall the repeal prevent a prosecution from being commenced for any violation if occurring prior to the repeal of the ordinance.

SECTION 4: SEVERABILITY:

Should any section, subsection, sentence, clause or phrase of this Resolution be declared unconstitutional or invalid by a court of competent jurisdiction, it is expressly provided that any and all remaining portions of this Resolution shall remain in full force and effect. Frisco hereby declares that it would have passed this Resolution, and each section, subsection, clause or phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses, and phrases be declared unconstitutional or invalid.

SECTION 5: EFFECTIVE DATE:

This Resolution shall be effective immediately upon its passage.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF
FRISCO, TEXAS, on this 21st day of April 1998.



ATTESTED AND CORRECTLY
RECORDED:

Nan Parker
NAN PARKER,
City Secretary

Kathleen A. Seei
KATHLEEN A. SEEI, Mayor

APPROVED AS TO FORM:

Richard M. Abernathy
ABERNATHY, ROEDER, ROBERTSON
BOYD & JOPLIN, P.C.
RICHARD M. ABERNATHY
City Attorney

HISTORIC DOWNTOWN MASTER PLAN

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This Historic Downtown Masterplan prepared by:

MESA
DESIGN GROUP

With assistance from:
ArchiTexas
Barton-Aschman

INTRODUCTION

HISTORIC DOWNTOWN MASTER PLAN

FRISCO, TEXAS

In 1996 the City of Frisco initiated a study of its original downtown area, otherwise known as the Old Donation. This study was seen as an attempt to preserve both the cultural and structural heritage of Frisco and to

INTRODUCTION

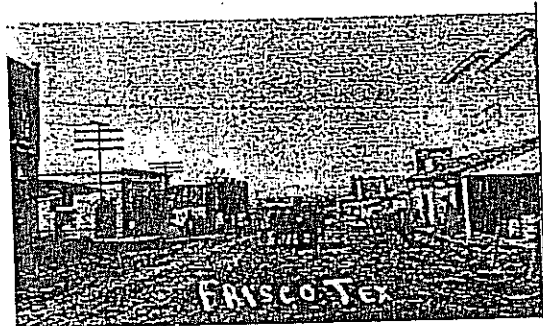


Figure 1: Main Street about 1915.

facilitate the development of a strong historic downtown core. The area was envisioned to serve as a viable alternative to the on-coming patterns of suburban commercial growth and to provide an important link to a strong sense of community identity for all Frisco citizens, ultimately helping to set Frisco apart from other North Dallas Suburbs.

The purpose of the Historic Downtown Master Plan is to provide a vehicle for change for future development patterns in the downtown. It will be used as a guideline, with further ordinances to be discussed in public forum. The general organization of this plan involves:

- 1) An introduction to the history and development of "Downtown Frisco";
- 2) A summary of the current conditions of the downtown, both in commercial and residential areas;
- 3) A vision statement for future programs, both public and private, for the Old Donation;
- 4) Goals and objectives to accomplish this vision;
- 5) Recommendations; and
- 6) A funding and action plan that assesses priorities and costs associated with the recommendations.

Within this general framework, the Downtown Plan examines each of the following topics throughout the study:

Historic preservation
Infill and growth around the downtown area
Zoning
Land and building use
Parking and transportation
Public works such as streetscape
Public buildings and park improvements
Programs which support the downtown effort

In the analysis and resolution of each of these areas, the master plan forms a blueprint for the future of "Downtown Frisco".

PROPOSAL SUMMARY The Downtown Plan formulates a number of proposals that are the basis for the overall recommendation for preservation and improvement in the downtown area. A summary of these general proposals is outlined below:

1. Designate historically important structures relative to the "period of significance" (1900-1922) throughout the downtown area and initiate a Historic Commission review process for future improvements or changes to these structures. Initiate the use of Design Guidelines and designate a historic district. Provide incentives for preservation and restoration of these structures.
2. Provide a mechanism for encouraging architecturally sensitive infill in the historic area, both commercial and residential, through Historic Commission review and the use of Design Guidelines.
3. Expand the Original Town (OT) Zoning District to encompass more commercial areas within the Old Donation. Create more restrictive zoning standards within the OT district that require development that is sensitive to the historical integrity of the downtown area. Investigate the application of the concepts outlined within this plan to the area located along Main Street west of the railroad tracts to the Tollway. Implement an overlay district for the OT and Single-family-6 (SF-6) zoning districts in the downtown area that incorporates design guidelines for new structures and redevelopment.

4. Implement parking and circulation improvements in the downtown that support the "village" concept. Limit traffic flow on Main Street in the downtown commercial core to two lanes in order to decrease speeds and increase congestion. Consider the development of hike and bike trails in the Old Donation to connect it with the rest of the City. Explore future mass transit options to connect "Downtown Frisco" with the rest of the Metroplex via the railroad tracks.
5. Adopt a master plan for public improvements and restoration of historic structures to include renovation of the original Frisco water tower and replication of the San Francisco passenger train depot, once located at the end of Main Street. Consider the permanent location of City Hall in the Old Donation or its relocation to the area immediately west of the railroad tracks at the end of Main Street. Consider building a community hall and library in the downtown.
6. Implement a Main St. street and landscape improvement project from County Road to the railroad tracks. Future landscape improvements should be considered for Main Street east of County Road to Preston and west of the railroad tracks to the Tollway. Initiate improvements to downtown parks to help revitalize the neighborhoods around the downtown core.
7. Submit application for consideration as a Texas Main Street City as designated by the Texas Historical Commission; including the addition of a "Downtown Coordinator" position for economic development and historical preservation in the downtown area.

The Downtown Plan study area extends from just west of the Burlington Northern Railroad (BNR) tracks east to County Road, and from Maple Street on the north to the southern boundary of Ash Street. (See Figure 2) This study area is approximately seven blocks east-west and six blocks north-south. The study focused on the property fronting Main Street from John W. Elliot Street to County Road. Commercial and residential areas peripheral to Main Street were included and areas along Main Street outside the study area from the Dallas North Tollway to Preston Road were looked at in order to acquire an understanding of their effect on the downtown area.

STUDY AREA

blocks north-south. The study focused on the property fronting Main Street from John W. Elliot Street to County Road. Commercial and residential areas peripheral to Main Street were included and areas along Main Street outside the study area from the Dallas North Tollway to Preston Road were looked at in order to acquire an understanding of their effect on the downtown area.

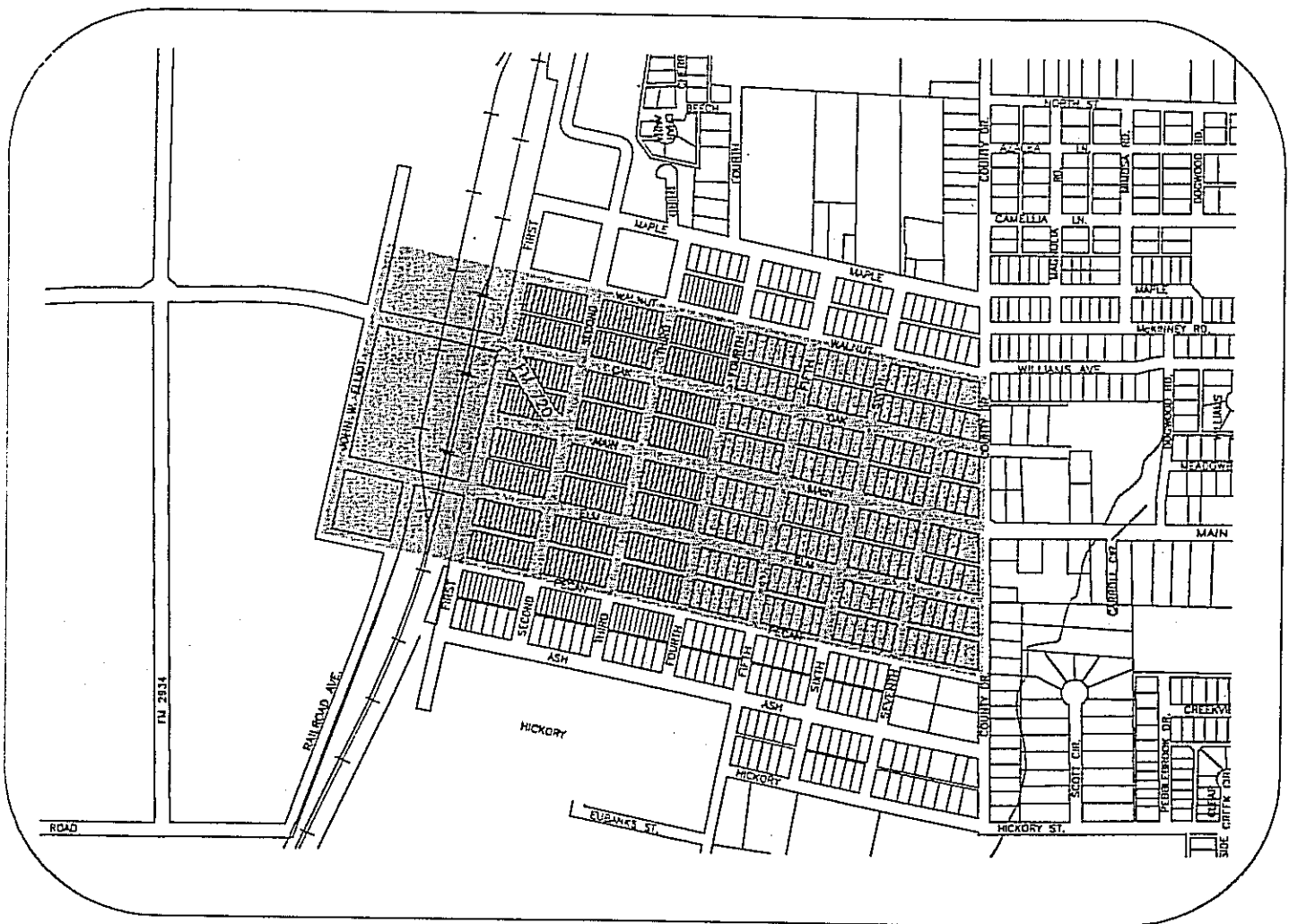


Figure 2: Study Area Map.

HISTORY

In March of 1849, the Pacific Railroad Company of Missouri (PRCM) was granted a charter by the Missouri Legislature to allow expansion of the railroad system into other states. The PRCM began laying tracks throughout Texas, constructing the St. Louis and San Francisco Railroads in North Central Texas. When surveying potential track routes through Western Collin County, the decision was made to place the route on the west side of what was known then and now as the Preston Ridge.

RAILROAD INFLUENCE

The Ridge itself is a geological formation that contains the highest point in Collin County and runs north-south through the heart of Frisco's current City boundaries. The western boundary of the ridge includes a sharp change in elevation that levels out onto flat, agricultural land. Because of the drop in elevation, storm water runoff could easily be captured at the foot of the ridge and channeled into a lake. At that time, the Preston Ridge provided enough water runoff to fill "Lake Frisco," a now nonexistent lake that would have been located southwest of the existing downtown. Since steam engines require water, the train stops and depots were located near lakes to utilize this power source.

Shortly after the completion of the railroad tracks in 1901, Frisco became a regular stop for trains because of Lake Frisco and its central location between Dallas and Tulsa, Oklahoma. Frisco's first general store was opened by Frank Witt of Little Elm in the summer of 1901. A little later A.G. McAdams and the Conway Leeper Company opened lumberyards. Eventually Frisco was settled in 1902 under the name of Emerson, Texas. However, due to the similarity in name of Emerson and the town of Emberson, Texas in Lamar County, the town name was changed to Frisco City and later to Frisco in honor of the railroad. Originally incorporated in 1908, tracts in the Old Donation were

Development Years Of Prosperity

subdivided into lots 25 foot wide and auctioned to the highest bidder at rates of \$20 to \$50 per lot. These lots and the majority of the buildings on them were sited with their lengths parallel to the railroad tracks, creating a gridiron pattern. This historic gridiron town layout, being a railroad oriented plan, typically was focused on the passenger depot location for the alignment of Main Street which became the central business corridor. During this time Frisco's Main Street housed a post office, The Journal newspaper, a gin and flourmill, a livery stable, churches, a grain company, and a schoolhouse. Frisco was soon inhabited by merchants and their families who moved from nearby areas to take advantage of the new rail trade brought by the direct link between Dallas/Fort Worth and Tulsa, Oklahoma, with some trade going as far north as Kansas City. As Frisco developed and then stabilized in this form, the historic townscape was essentially fixed, reflecting the first half of the twentieth century.

Frisco lies on the fringes of the "Grand Prairie", one of the most fertile farming areas in the Central United States. The fertile soil and underlying hardpan, which retained water, proved ideal for an agriculture community. Frisco as part of the Grand Prairie soon became a major center of grain and cotton production. In addition, great quantities of livestock, poultry and farm products were shipped annually through the town. From early settlement until well into the 1900s, cotton was the principal cash crop in Frisco and throughout north Texas. Old historic photographs show hundreds of bales of cotton, ready for shipment, lined up by the depot awaiting delivery.

The activity in the downtown area concentrated between the railroad tracks and North County Road where Main Street dead-ended. This area was a transportation center for the downtown because of the railroad. The depot, built at the turn of the century when the railroad came through town, was the focal point for all transportation and shipping. The blocks between 2nd and 5th Streets became the core retail business area with buildings fronted on Main Street on both sides. As the agricultural prosperity flourished in Frisco, local traders began to beat a

common path between Dallas and Frisco. These trips were a full day by buggy and soon hotels were constructed to meet this business and travel demand. In 1921, spurred by continued commercial activity, Frisco began constructing more permanent roads. The Dallas Pike, completed in 1922, was a road with nine one-way bridges and six right angle turns that served Frisco as a link to Dallas. With this development Frisco became a hub of activity on the map.

Overall in Frisco, the years from 1900, when Frisco was first settled to 1922, proved to be by far the most significant period of prosperity for both merchants and citizens. It was a great time of abundance and thriving community development. Unfortunately, this time of prosperity came to an abrupt end in 1922 when a devastating fire destroyed all non-masonry buildings within the downtown area. A fire that started in the back of a building on the south side of Main Street between 4th and 5th Streets destroyed almost all of the downtown businesses, leaving only the brick shells of buildings to stand as a reminder of the past. Although development was quick to rebuild the downtown core, the town never reached the prosperous stage it had held up until that point.

DOWNTURN OF EVENTS

A few years after the 1922 fire, when the town had just reestablished itself, the 1929 Depression hit Frisco. No crops or livestock were sold and a town, which once thrived off agricultural trade, was now faced with keeping all its agricultural commodities for its own self sustainability. When the Depression eventually wore off with President Roosevelt's new programs, Frisco began rocking its streets, installing a sewer system and constructing a new high school. By 1935, Frisco was somewhat stabilized again and on the road to complete recovery. However as luck would have it, Frisco experienced one more fire in the 1940s that destroyed the original lumberyard, a home and the Methodist church, slowing the climb back to prosperity. The town never really began to prosper again until roads were improved in 1956. This was the year when the State constructed Highway 24, a paved road to McKinney,

giving Frisco and the surrounding area a boost in agricultural trade, which had for so long been the sustaining force for the town.

1922 To Present

Frisco has remained a rural farming community until very recently when the construction industry began to boom in the area. Whereas Frisco was originally settled because of the proximity to the railroad, now citizens are drawn to Frisco because of its proximity to major thoroughfares such as the Dallas North Tollway, Preston Road and State Highway 121. Trains still transport materials and

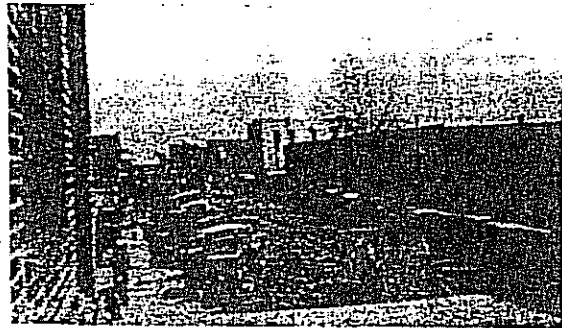


Figure 3: Typical Saturday Street Scene in 1920's.

trade through the town, however passenger trains have not traveled through the town since the late 1960s.

CURRENT CONDITIONS

CURRENT CONDITIONS & ANALYSIS

In order to prepare proposals for guiding future development of the study area, it was important to consider current issues, trends and conditions in Downtown Frisco. This section is a summary of relevant background information for the study area as follows:

- Demographics
- Historic Preservation/Districts/Survey
- Infill/Growth
- Landuse/Building Use
- Zoning/Setbacks
- Parking & Transportation
- Streetscape/Infrastructure
- Public Buildings/Parks
- Programs

In January 1997, Frisco had an estimated population of approximately 22,000 residents. This is a 300% increase from the 1990 Census population count of 6,141 citizens. The population within the study area is approximately 1,500, concentrated into three distinct areas: 1) The Northern Residential District, 2) The Southern Residential District, and 3) The Flats Area.

DEMOGRAPHIC BASE

Despite the lack of precise information, certain conclusions about demographics can be drawn from available estimates based on 1990 Census data and City estimates. The study area's median household income is less than half of the citywide figure. Housing values for the study area, both owner- and renter-occupied, are significantly lower than for most areas of Frisco. This is generally a function of the older age and poorer condition of the residential structures in the Downtown area. Frisco's Housing Authority operates a small complex of public housing units in the study area in what has historically been described as the Flats area.

Most of Frisco's new residential development has occurred toward the East side of town and along Preston Road. The existing residential communities around the downtown core include older historic areas and newer public housing.

COMMERCIAL BASE

Currently operating along Main Street in "Downtown Frisco", there are approximately 45 merchants and 11 offices, including City Hall. Industry surrounding the Downtown area includes agriculture, construction, and limited manufacturing. A local lumberyard near the railroad tracts has continued to experience increased activity with the regional boom in construction, and serves as a reminder of Frisco's historic past and ties to the railroad. Some 14 trains per day still pass through the downtown area keeping that economic transportation link alive.

With most of the new residential development happening outside of the downtown and east of Preston Road, new commercial construction has pulled away from the central downtown core, as shown by the number of new commercial structures built along Preston Road over the last year versus the number of vacant structures in the downtown. Another commercial development that could draw business from downtown is a proposed regional shopping center at the northwest corner of the Preston Road and State Highway 121 intersection. This new development center could also reduce the need for residents to utilize the downtown merchants unless the public, semipublic and unique retail facilities continue to anchor the area.

PRESERVATION / RESTORATION

Frisco's heritage is represented by the historic structures remaining today that serve as landmarks in the downtown. Several historic structures have survived through history and now create the historic fabric of Downtown Frisco.

Preservation Groups & Activities

Currently there is no organized historic preservation activity in Frisco. There are no non-profit citizen groups or City appointed boards or commissions charged with the task of preserving, restoring, educating and recording the history of Frisco and its heritage. The City took a proactive approach in 1996 when it established a Historic Landmark District, however since this ordinance's adoption no applications for this designation have been made.

An old Historic Sanborne Insurance Map compiled years after the 1922 fire, (see appendix & Figure 5) shows which buildings remained within the downtown after this destructive event. These historic elements such as the water tower, jail depot and grain silos currently serve as historic landmarks. In 1965, the once familiar sight of the blue-gray depot with its loading platform located at the West End of Main Street at the railroad tracks was torn down. Other structures in this area that did not survive include the old railroad water tower, the cotton loading dock, an old stock pen, a hotel, and a large cotton gin. Buildings still present around the railroad tracks include the old Frisco Grain Company Elevators and the buildings just west of the tracks that were used to house town grain and feed companies and a hardware store.

The blocks between 2nd and 5th Street were the core retail business areas with buildings fronting onto Main Street. Most of the buildings in this area were destroyed in the fires of 1920s and 1940s. Significant historic buildings that still remain in this area include structures that used to house a lumber company, an automotive dealership and a tractor sales and service building. (See Figure 4)



SIGNIFICANT HISTORICAL COMMERCIAL STRUCTURES:

(Past & Present)

- 1) Railroad Water Tower
- 2) Cotton Loading Dock
- 3) Methodist Church
- 4) Community Hall
- 5) Tractor Sales*
- 6) Frisco Grain Company*
- 7) Grain & Feed Companies*
- 8) School*
- 9) Lumber Company*
- 10) Ford Dealership*

*Structures North of
Main Street*

- 11) Hotel
- 12) Railroad Depot
- 13) Cotton Gin
- 14) Fire Department*
- 15) Dance Hall*
- 16) Textile Print Factory*
- 17) First Bank Building
- 18) Livery Stable
- 19) Two-story Lodge Hall
- 20) Second Bank Building*
- 21) Jail*
- 22) First Baptist Church*
- 23) Frisco Water Works*
- 24) Miscellaneous Retail*

*Structures South of
Main Street*

**denotes still remaining*

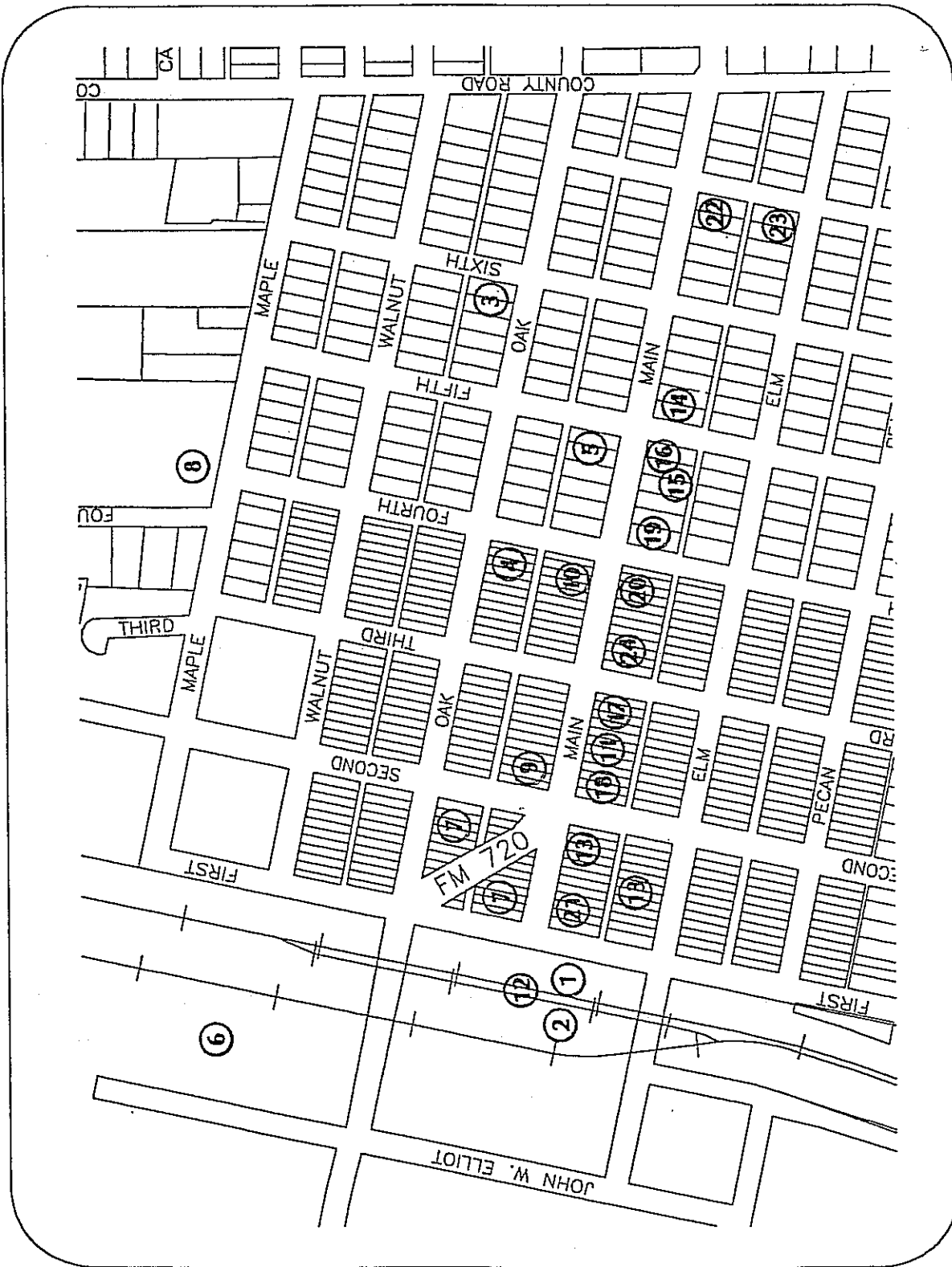


Figure 4: Significant Historic Structures Location Map

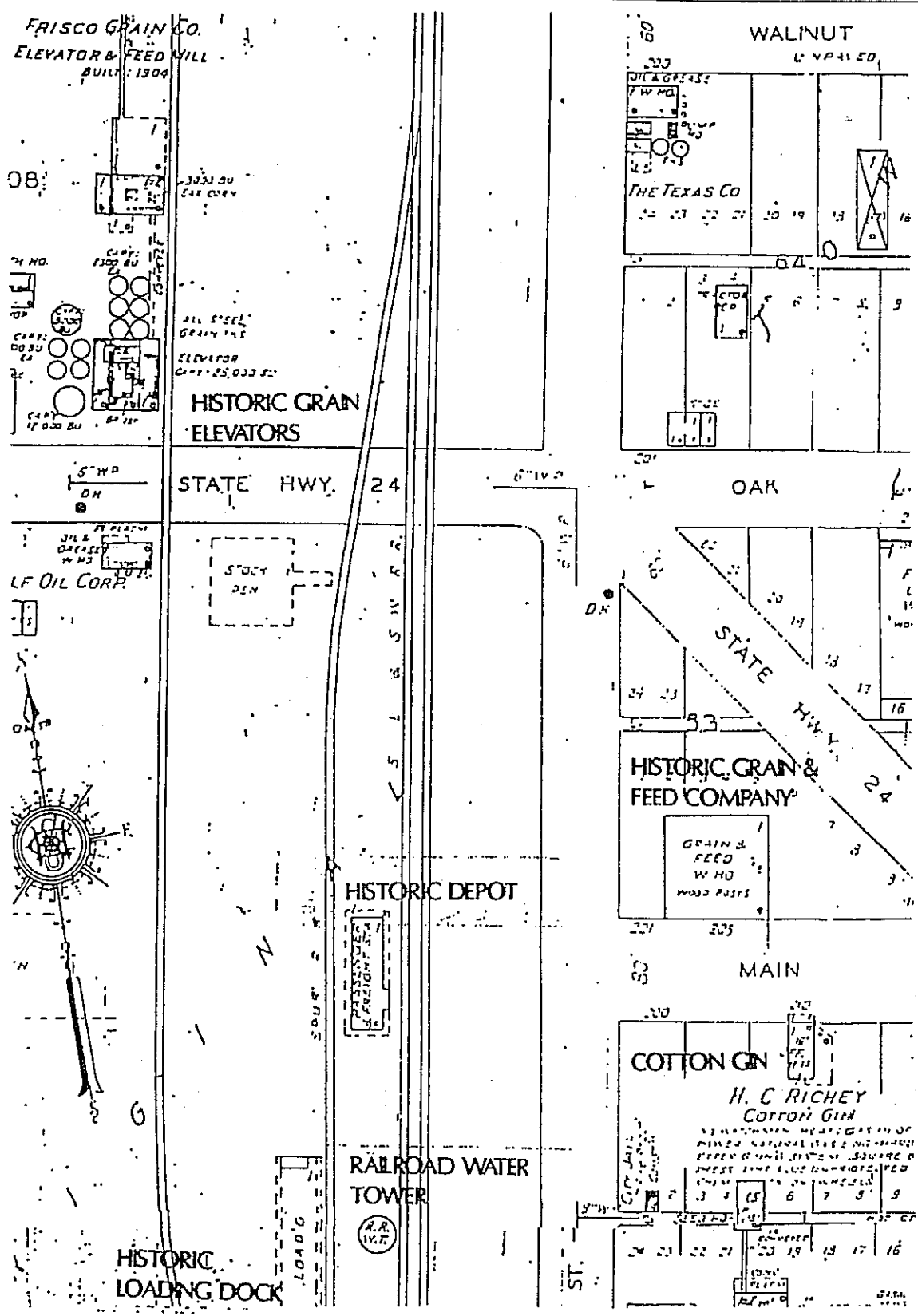


Figure 5: Sanborne Insurance Map Enlargement

1949

On the south side of Main Street, the entire block between 2nd and 3rd has changed. The jail that once sat on this block has been moved to the old cotton gin block. A parking lot and convenience store now sit where the first bank and livery stables once stood before they were destroyed in the 1922 fire. All of the buildings on the block between 3rd and 4th Streets remain intact. Facades have changed over the times, but the structure sizes and shapes have not. The last central commercial district block to the south of Main Street, between 4th and 5th Streets has almost all of the buildings remaining, such as the old post office, the movie theater, some retail and the textile print factory. In fact, the 1922 fire started in the middle of this block and destroyed two building located in the center, but those vacancies have since been filled. A two-story lodge hall that was located at the southeast corner of Main and Fourth Streets is now a gazebo and parking lot, serving the current city offices.

Just past 5th Street on the south side of Main is the old fire department building, which is still standing. The remainder of the blocks between 5th Street and County Line Road are more residential in character and use. The significant structures within this area include the First Baptist Church building (now the Abbey Restaurant), the Frisco Water Works site and several residences. The historic survey in the appendix shows each of these structures. A majority of the residential structures have been converted to commercial uses with some of the structures dating back to the late 19th century including Gothic, Victorian and Craftsman styles.

The residential areas immediately surrounding the downtown area can be historically divided into three distinct districts.

Downtown Residential Areas

- The first of these, the area north of Main Street, is characterized by a number of large historically significant homes, indicating this area was once prosperous and affluent. Geographically, it sits atop the Preston Ridge between 3rd Street and County Road on the east, and between Maple Street and Oak Street on the south. The structural

styles in this area reflect the architecture associated with construction between the 1880s and 1950s. Seventy percent (70%) of the buildings within this area remain as contributing historical structures.

- The second residential area is to the south of Main Street between 4th Street and County Road on the east and Elm Street and Ash Street to the south. This area was historically the medium income residential area and is still characterized by smaller homes. Most of the structures in this area were built after 1922 and are not historically significant.
- The third area is located on the blocks south of Main Street between 1st and 4th Streets, and the blocks facing Elm Street on the north and Pecan Street on the south. This area was characterized by predominantly small and dense shotgun style housing, supposedly originally built for railroad workers. This was historically, the lowest income housing in Frisco. Today, few of the original houses in this area remain having been replaced by predominately rental housing.

Generally speaking, the buildings developed since the 1950s have not reflected the historic character or integrity of downtown that existed from 1900-1922. There is a great opportunity in Frisco for the restoration of existing structures both along Main Street and in the northern residential district, but a comprehensive approach to this preservation effort is needed. This requires a well-organized, ongoing program augmented by City Staff. Individual efforts have been made in the past, but to be successful, it requires coordinated public and private resources in a cooperative effort.

One of the major needs in the downtown commercial core is the construction of infill buildings. These spatial voids along Main Street create interruptions in the visual character of the street, weakening its effect on potential customers and residents. However, because of the existence of these vacant lots, there are great opportunities for new commercial growth within the downtown along Main Street. Infill is especially needed between 1st and 3rd Streets on the south side of Main and between 1st and 4th on the north side. This infill development would create more available retail and office space as well as anchor each block with visual and investment stability.

INFILL/GROWTH OPPORTUNITIES

Commercial

Another major necessity for the downtown area is the need for residential infill development. This becomes extremely important in the activity level of the downtown area, particularly in the evening hours. Since there are several vacant lots, there are great opportunities for new residential growth as well as several potential renovation projects within the downtown area.

Residential

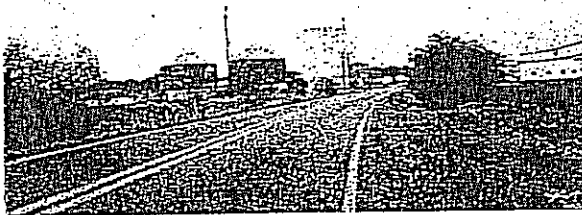


Figure 6: 1996 view of Frisco from West.

The historic Downtown of Frisco contains a large distribution of various land use types. Industrial and agricultural fields embrace the City on the west side of the railroad tracks, while retail uses front Main

LANDUSE

Street and infiltrates some of the surrounding residential areas. Service oriented business such as restaurants and offices occupy once residential structures between 5th and County Road. Along the east side of downtown past County Road, businesses have also begun to occupy houses, transforming this residential area into an extension of the commercial district.

As stated earlier, vacant lots are scattered throughout the study area creating redevelopment opportunities. These vacancies weaken the overall uses of the area causing a scattered distribution of activity. With these vacancies come the opportunities for new infill development and the need for sensitive development standards in order to preserve historic character and revitalize the downtown simultaneously.

The following illustration displays the current land use of the downtown study area.

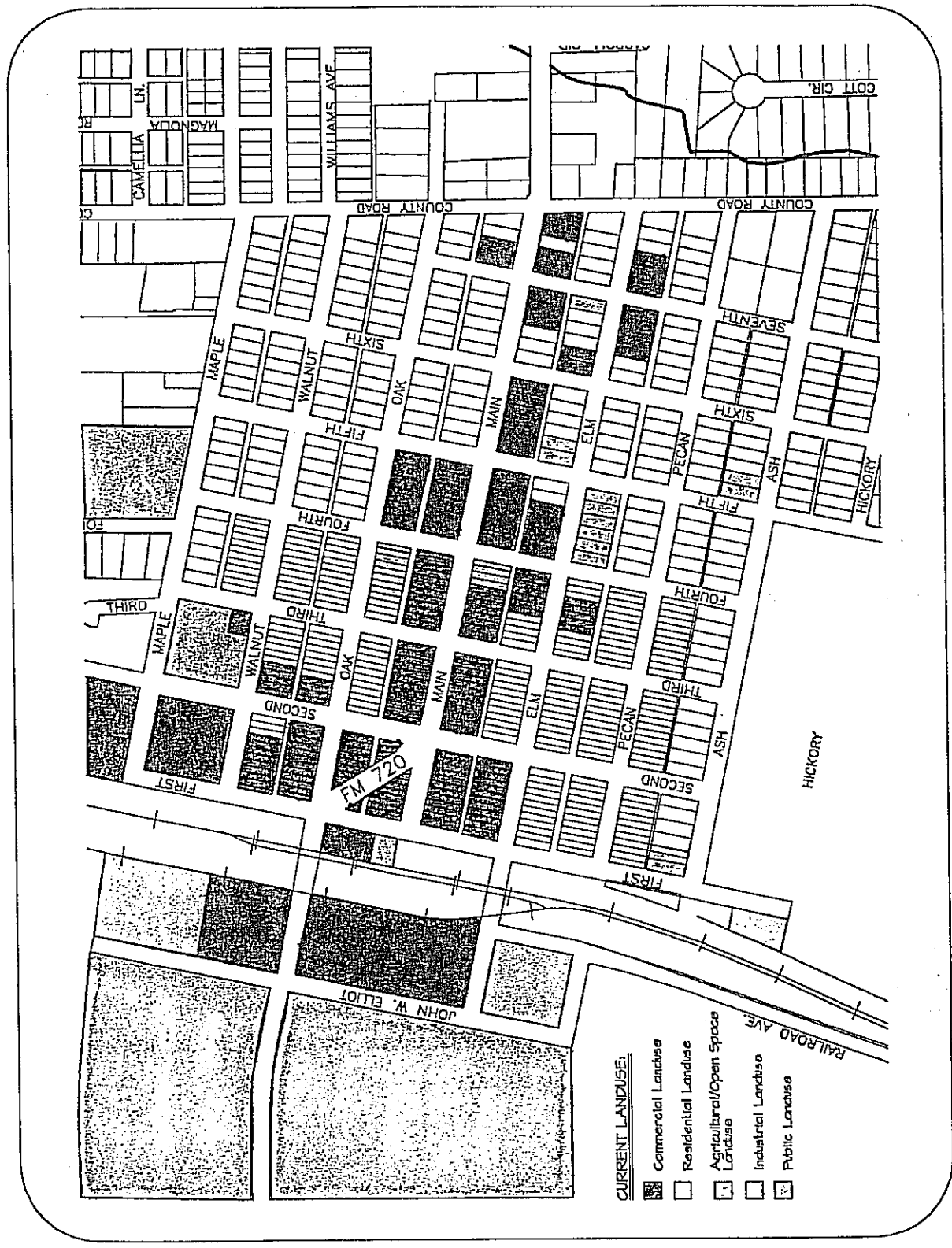


Figure 7: Current Landuse Map.

ZONING

Currently there are five different zoning designations within the Downtown study area. This mix includes:

- Original Town (OT) – A commercial district designed for the original town site, commonly referred to as the Old Donation. Standards for vehicle parking, building setbacks, and building height are similar to those existing on developed properties in this area.
- Single-family-6 (SF-6) – A residential district also designed specifically for the “Old Donation” to accommodate development of the twenty-five foot lot widths, as well as the preferable standard for a minimum fifty-foot lot width or two platted lots constituting a building site.
- Single-family-5 (SF-5) – A residential district providing for a minimum lot area of seven thousand (7,000) square feet.
- Commercial-2 (C-2) – A heavy commercial district for small scale service and commercial related establishments that may require open, but screened, storage areas for materials. The uses envisioned for this District typically utilize smaller sites and have convenient access to thoroughfares and collector streets.
- Industrial (I) – A light Industrial district intended primarily for uses in the conduct of light manufacturing, assembling and fabrication, and warehousing, wholesaling and service operations that do not depend upon frequent customer or client visits.
- Agricultural (A) – This district is intended to provide a location for principally undeveloped or vacant land used for agricultural purposes. The uses permitted shall encourage and protect agricultural uses until urbanization is warranted and the appropriate change in district classification is made.

Although the existing zoning mixture contains a district designed specifically for the downtown commercial core, this area has been unable to strengthen and develop due in part to a lack of specific development standards. One aspect is the lack of established and enforced setbacks for the area. In the standards section of the Frisco

Comprehensive Zoning Ordinance, the OT district is slated as providing standards that are "similar to those existing on developed properties in this section of the city." There is no specified minimum front yard for this district, thus allowing a front building line of zero, but the ordinance does not mandate a zero front yard. This allows development to occur historically up to the front property line, but does not require all new or expanding structures to conform. As a result, a mixture of front setbacks has and could continue to occur along Main Street, creating a zigzag effect that diminishes the pedestrian experience and weakening the commercial core. Another problem could be attributed to the Industrial and C-2 zoning that front Main Street on the west end of the study area. This area has somewhat hindered the image and growth of the downtown due to the heavy uses currently operating there. These areas of zoning are very historic in character, but have not remained historic in use and should be addressed.

The following map shows the current zoning for the Downtown and its immediate surrounding areas:

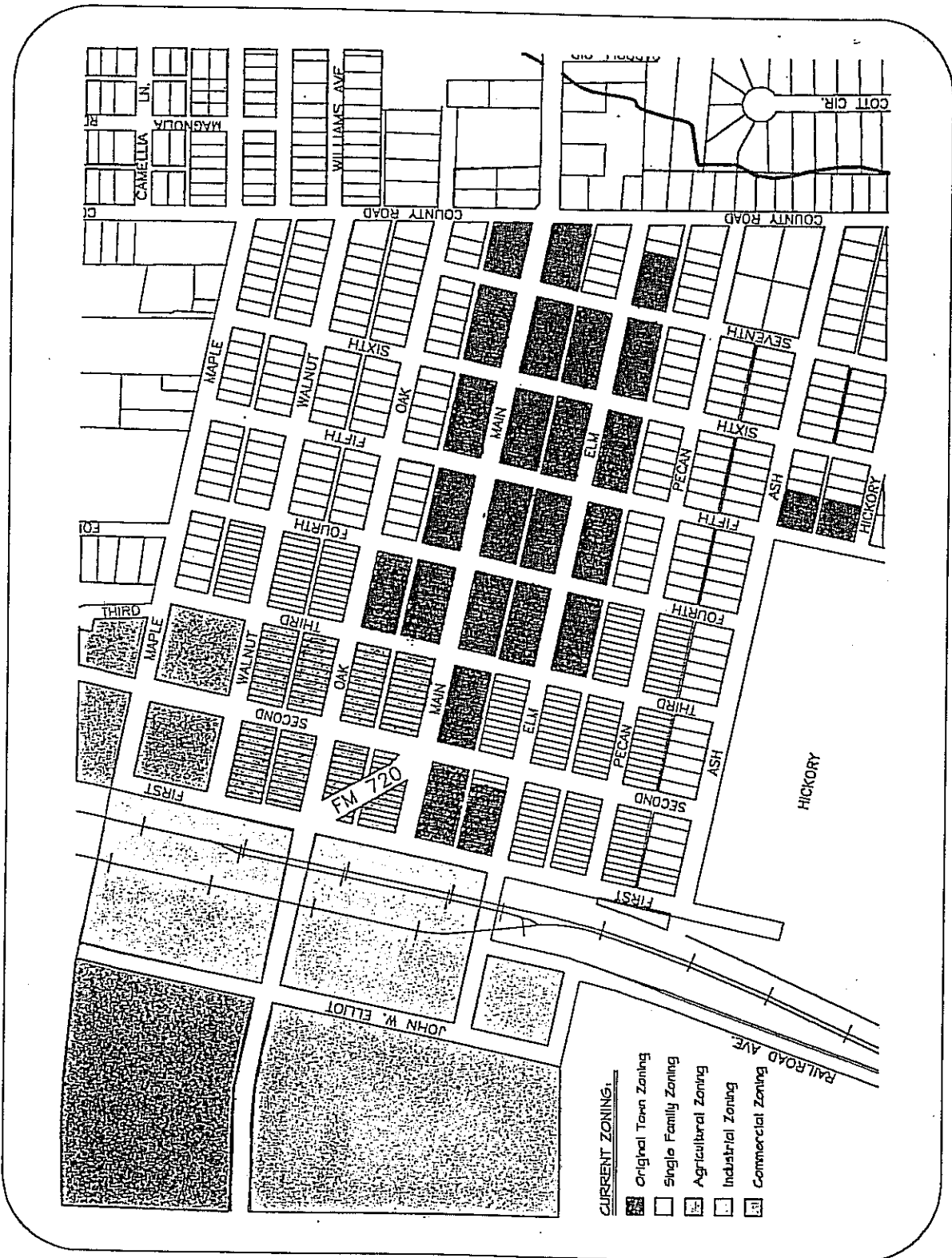


Figure 8: Current Zoning Map

TRANSPORTATION

Transportation in the Downtown area concentrates on FM 720 or Main Street, which is currently a two-lane roadway maintained by the Texas Department of Transportation (xDOT). Traffic is funneled from the extension of the Dallas North Tollway on the west, Preston Road on the east, and 5th Street from the south to Main Street. The existing right-of-way for this thoroughfare is currently only 80 feet. As a part of this study, 24-hour traffic counts were taken east and west of the downtown area and on 5th Street to determine the needed capacity for FM 720 or other nearby thoroughfares. On average at the time of this study, FM 720 carries 5,400 vehicles per day to the west of downtown and 11,900 vehicles per day to the east. Traffic counts for 5th Street were a little lower at 3,000 vehicles per day.

At the present time, the existing roadway system in the downtown area is adequate to accommodate the traffic demand. Although the North Central Texas Council of Governments (NCTCOG) had not completed their 2020 Mobility Plan for the Dallas-Fort Worth region at the time of this study, NCTCOG projections for the year 2010 do not indicate a significant increase in traffic in the downtown area over the current levels. This was determined primarily due to the assumption that planned improvements to major parallel roadways, such as SH 121 and Eldorado Parkway, will be in place by that time.

The control of traffic in the downtown area is primarily through the use of stop signs with one signal light at the intersection of Main and County Road. The traffic on Main Street is given preference over all intersecting streets.

Other transportation related items include the extension of the North Dallas Tollway. Currently this limited access expressway ends just south of SH 121. The planned expansion of this thoroughfare through Frisco from SH 121 to SH 380 will create a strong doorway to the west of downtown. Another issue, is the lack of transit service in Frisco. Although there are proposed park linkages throughout the City, future



transportation systems could include Dallas Area Rapid Transit (DART) or perhaps historic passenger trains. (See Transportation and Parking Report in the appendix for details and traffic counts.)

PARKING

Parking is one of the biggest concerns for merchants, employees and citizens alike in the downtown area. Existing on-street parking in the downtown (131 spaces) is primarily located along Main Street (94 of these spaces). The problem associated with many of these spaces is that they require cars to back directly into streets, a very dangerous scenario. Although there are 34 off-street parking lots in downtown that provide 317 parking spaces, the main problem is that the parking is not evenly distributed among the downtown blocks. This causes an overflow in some areas and vacancies in others. An additional drawback is that these parking lots directly abut Main Street in many areas. This creates spatial voids along Main and reduces the amount of primary retail space that could be attained in the downtown. Ideally, parking should be distributed throughout the downtown area and located at the backs of buildings facing Main Street.

INFRASTRUCTURE

The current infrastructure conditions of the Downtown area are as follows:

- Frisco's water supply comes from Lake Lavon. The current water system in the downtown area was updated five years ago, and is in good working condition at the present time.
- Storm Sewer: Currently, storm water is handled through a combination of curbed streets, bar ditches, and underground storm sewer pipes. With future road improvements that include defining intersections and curbing streets, the storm water on Main Street could potentially back up in parking areas and onto sidewalks. Water is currently collecting in retention areas around the railroad tracks after major storms.

- **Utility Lines:** Most overhead TU Electric and phone utility lines are located off Main Street in alleys behind the buildings or buried underground.

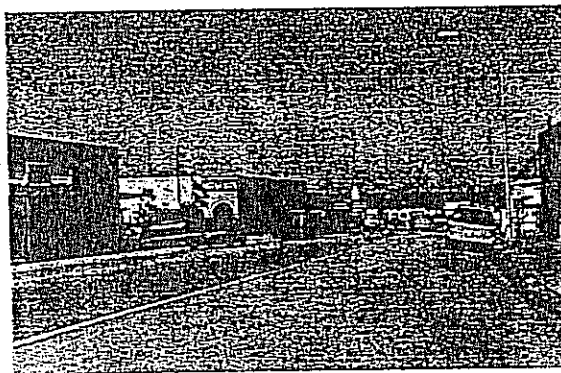


Figure 9: Typical utility lines on Main Street.

- **Streets and Curbs:** All of Main Street has curbed street edges. However, very few other streets in "Downtown Frisco" have curbs or striping, therefore prohibiting efficient on-street parking.
- **Sidewalks:** Sidewalks currently run on both side along Main Street, but do not necessarily border all blocks in the Downtown area.

Streetscape is a term used to include special pedestrian paving, landscape, lighting, signage/graphics, and furniture such as benches and trash receptacles. The current streetscape conditions within the downtown area are not particularly attractive and are insufficient for the desired pedestrian experience in a "village" shopping district.

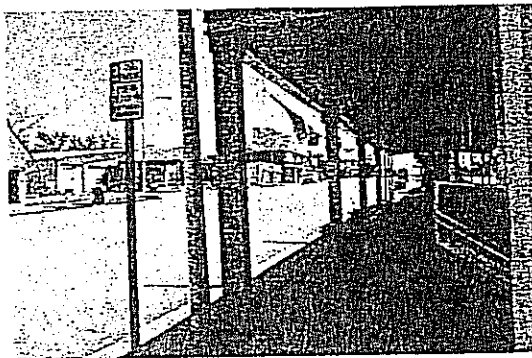


Figure 10: Typical existing streetscape

STREETSCAPE

Public and semi-public facilities play an important role in any downtown area. These facilities help anchor the core business district and create a need for citizens of all residential areas to travel into downtown. A number of public and semi-public facilities are located in the immediate Downtown area or have a direct link to Main Street:

PUBLIC BUILDINGS/ PARK IMPROVEMENTS

- City of Frisco Government Offices
- Frisco Chamber of Commerce
- Frisco Public Works
- Police Department Building/Community Center
- Benton-Staley Middle School
- Frisco Independent School District Administration Offices

The condition of many of these buildings is good; however many of these institutions will be expanding or relocating in the future, so it is important to consider keeping them in the area.

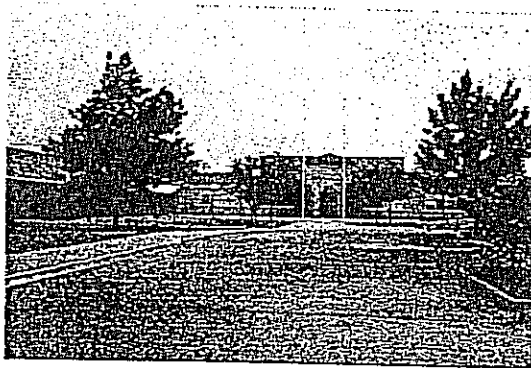


Figure 11: 1939 WPA Frisco High School at end of Fourth Street.

There is also a need for more significant festival space in the downtown area than is currently available.

The only parks or public open spaces in the downtown area are the 1st Street Park and the gazebo area. There is a need for better neighborhood parks in the northern and southern residential districts.

VISION

VISION

The citizens, merchants and elected officials of Frisco have indicated a vision for Downtown Frisco in the 21st Century, other than that existing today. This vision begins with a healthy economic picture of thriving businesses, a government center and residential neighborhoods that create a "village" which is pedestrian friendly and aesthetically pleasing. Downtown Frisco is a memorable place with a history that distinguishes itself in the metropolitan area as a more desirable place to live and work.

With the existing conditions in "Downtown Frisco", how is this vision best realized? Utilizing the strengths and opportunities which history has provided, Frisco should begin by returning to its roots and amassing a strong future image from those beginnings. Using the National Park Service "Standards for Historic Preservation", a *period of significance* should be established as a baseline for the downtown area. In Frisco, this period of significance was from 1900-1922. Buildings built within or before this time frame are designated as historically important; significant structures falling into or before this period would be considered landmarks; buildings added after 1922 but prior to 1945 might be judged on their own merit as to whether they add to the "village" fabric. This new vision could draw upon past elements such as the railroad where Frisco's history derives. The railroad history could become a design theme, logo, trademark or marketing tool for the Downtown area. With the *period of significance* as a baseline, future infill development should occur within that period of architectural design for both commercial and residential structures.

Downtown Frisco should develop and preserve ties to the history of Frisco occurring the period of 1900-1922 with a strong emphasis on the importance of the railroad to the downtown area.

VISION STATEMENT

**GOALS
&
OBJECTIVES**

GOALS

The Downtown Plan is intended to establish a series of goals and objectives to define the general direction needed for the future of the downtown area. These items serve as the basis for the more specific proposals and recommendations in this plan. Some ideas recommend simply continuing what Frisco is already doing, but better. Some require a community will that demands a commitment to pursue a difficult but rewarding end with the results being determined by numerous decisions that will be made over the coming years.

- Goal Number One: Preserve the remaining historic fabric of "Downtown Frisco". *Historic Preservation*
- Goal Number Two: Supplement zoning in order to improve land use patterns and encourage private development that supports the historical interests of downtown. *Zoning/Landuse*
- Goal Number Three: Provide a mechanism for structural infill downtown that is historically sensitive. *Infill*
- Goal Number Four: Increase the efficiency and quality of vehicular circulation and parking. *Parking/Transportation*
- Goal Number Five: Implement streetscape and infrastructure improvements that enhance the visual and pedestrian quality of the downtown area. *Streetscape/Infrastructure*
- Goal Number Six: Encourage future public buildings to remain as anchors in the downtown area. *Public Facilities*
- Goal Number Seven: Create incentive programs that encourage and promote continued redevelopment interest in the downtown in a historically sensitive style. *Programs*

The concepts of these goals were gathered from the citizens and merchants of Frisco at various public meetings. The following chart was derived from a brainstorming session with these citizens:

Historic Downtown Master Plan

First Town Meeting Notes
MESA Design Group

GOALS

- Increase pedestrian use
- \$ Investment into Downtown
- Commercial & Residential Co-exist
- Preserve historic core & allow for future enhancement
- Funding of Hwy. by State
- Control Traffic Flow

FACTS

- Restore Water Tower

NEEDS

- Parking
- Lighting
- Sidewalks
- Beautification
- Roads
- Stop signs
- Community Center (needs attn.)
- Review Signage

CONCEPTS

- Main Street "Village"
- Preservation
- Restoration
- Destination Place
- Entry Portal
- Trolley
- Concentrated Parking (garage)
- Main Street Program
- Depot
- Farm Museum
- Light Office
- Streetscape
- Logo
- Community Theatre
- Small Town Feeling
- Farmer's Market

Figure 12: First Town Meeting Notes.

RECOMMENDATIONS

RECOMMENDATIONS

The following recommendations have been prepared to aid and direct in the accomplishment of the goals of this plan. Some of the recommendations focus on a single goal or objective while other impact two or more related proposals. In some instances, the recommendations provide further details to guide the decision making process. In other cases, they identify specific actions or programs for implementation.

Goal : *Preserve the remaining historic fabric of downtown Frisco.* **HISTORIC PRESERVATION**

1. *Designate Buildings within the Historic District which have unique cultural or historic merit.* **Historic Preservation Specific Recommendations**
2. *Create a Frisco Historic District; Nominate this area to the National Register of Historic Places; Implement Historical District Design Guidelines;*
3. *Create a Historic Commission appointed by the City Council to review development applications; Provide review of development applications by an outside preservation architect by way of application fees or other programs.*
4. *Study the initiation of low interest loan programs for facade, roof and structural renovation of historic structures.*
5. *Provide tax abatement in the historic district for renovation or construction for a period of ten years.*
6. *Create a "conservation district" to the south of the historic district between 4th Street and County Road.*
7. *Renovate the Frisco Water Works and water tower in the historically appropriate manner.*
8. *Replicate the Railroad Depot on the downtown side of the tracks along First Street.*

It is recommended that the remaining historic character be stabilized and preventative measures incorporated to prevent further deterioration through inappropriate development or neglect. Both commercial and residential areas should be addressed, and their

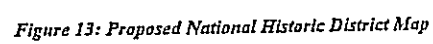
integral linkages strengthened. Mechanisms to accomplish these goals are described in the following paragraphs.

Historic preservation should be viewed as a broad-based community issue and not simply as a Downtown issue. Such examples of historic preservation/renovation projects relating to Frisco could include the following:

- Reconstruction of train depot
- Addition of R.R. museum
- Addition of agricultural/farm museum
- Reconstruction of building styles that mimic historic styles or specific buildings
- Preservation of historic jail site
- Restoration of water tower site
- Addition of historic murals (soft drink logos, gasoline signs, etc.)
- Addition of farmers market
- Addition of historic theater

Other methods of historic renovation could include simple paint color changes, new signage and use of historic building materials.

To identify the most significant historic properties in Frisco, it is recommended seeking to nominate an area to the National Register of Historic Places. This area is indicated on the following map and includes part of Main Street and the residential areas to the north, between 3rd and County Road. This area contains the best and most intact historic fabric in Frisco. Design guidelines would be adopted to protect these structures.





The other element that will have a major impact on the Downtown area is the reconstruction of the Depot and its surrounding area. The Depot, having been removed, should be replicated and located on axis with Main Street. An estimated project budget is located in the appendix for discussion purposes. This structure with its wooden platform can be utilized as a gathering place for special events. The triangular block in front of the depot has been kept for more open space use. This area in turn begins to act as a Downtown city park for merchants, residents, and visitors to enjoy. Along with the depot is the possibility of creating a railroad museum. Several of these have been done across the country and are very successful. They usually consist of several sets of tracks with historic rail cars on them for people to explore. An example of this is at the FRISCO Railroad Museum in Springfield, Missouri.

Another potential amenity for the Depot area is the addition of a farm or agricultural museum. With the grain silos across the highway from the depot, this area is already a visible link to agricultural history in Frisco.

Goal: Supplement zoning in order to improve land use patterns within and encourage private development supporting the historical model of downtown.

ZONING/LANDUSE

1. Expand the Original Town District boundaries to include areas to the west and north of the existing area. (See figure 15)
2. Separate the OT District into two new districts defined by their character. OTC (Original Town Commercial) for areas of commercial character with commercial uses and OTR (Original Town Residential) for areas of residential character with commercial uses.

Zoning Specific Recommendations

3. Revise the OTC District standards as follows:

Permitted Uses:

a. Add:

Residential uses on 2nd floor
Mixed use residential/retail with retail on the first floor.

b. Delete:

Restaurant with drive through
Auto recondition/ body Fender Repair
Auto Repair Major
Trailer Rental
Truck Rental or Leasing
Truck Repair & Overhaul
Drive In Restaurant
New boat Sales
Open or outside storage of products or materials (not screened)
Theaters, more than 2 screens
Tire Dealer (New)

c. SUP:

Plumbing shop and related activities
Convenience store without gas pumps
Convenience store with gas pumps
Auto Glass Sales and Repair
Auto Repair, Minor
Vehicle or Car Wash
Amusement Arcade
Boarding House
Miniature golf, Driving Range, & Putting course
Outside storage (w/ opaque screening)
Theaters, maximum of 2 screens
Auto leasing and renting
Office Showroom/ Warehouse

District Standards

Require buildings to build up to the front property line
Allow canopies or porches to project 10 foot into the ROW along Main west of 5th Street.
Delete sideyard requirement abutting residential property (there will be no residential adjacency)
Delete minimum sideyard abutting a street
No parking allowed in the front yard.

4. Revise the OTR District standards as follows:

Permitted Uses:

d. Add:

Residential uses on 2nd floor
Mixed use residential/retail with retail on the first floor.
All residential uses allowed under SF-6
Community Center, private

e. Delete:

Restaurant with drive through
Auto recondition/ body Fender Repair
Auto Repair Major
Trailer Rental
Truck Rental or Leasing
Truck Repair & Overhaul
Drive In Restaurant
New boat Sales
Open or outside storage of products or materials (not screened)
Theaters, more than 2 screens
Tire Dealer (New)

f. SUP:

Plumbing shop and related activities
Convenience store without gas pumps
Convenience store with gas pumps
Auto Glass Sales and Repair
Auto Repair, Minor
Vehicle or Car Wash
Amusement Arcade
Boarding House
Miniature golf, Driving Range, & Putting course
Outside storage (w/ opaque screening)
Theaters, maximum of 2 screens
Auto leasing and renting
Office Showroom/ Warehouse

District Standards

12 foot sideyard setback abutting a street
Maximum lot coverage 50%
No parking in the front yard setback zone.

5. Revise the existing Single-family-6 District standards as follows:

Permitted Uses:

a. SUP:

Tourist Home (Bed & Breakfast)

6. Revise the Comprehensive Zoning Ordinance Section 36: Special and Additional Supplementary Regulations (36.9) to allow 100% wood frame houses in SF-6/Historic Overlay District with Historic Commission approval.
7. Create a Historic Overlay District to establish historic design guidelines. Apply overlay district to the OT districts and portions of the SF-6 district.
8. Create a Historic Commission to review development applications in the Historic District for conformity to the Design Guidelines.

9. Creation of a conservation and redevelopment district for areas surrounding the historic overlay district that are not eligible for inclusion.
10. Consider relocating the Industrial (I) District zoning, located to the west of downtown, and replacing it with a special zoning district called UC-Urban Center. This area would allow mixed uses including commercial, office, retail, and potentially some residential. Area regulations could require no front yard setbacks, parking requirements to the side or behind buildings. Two story buildings could be encouraged, perhaps higher than three story allowed.

The Original Town District should be expanded to include areas to the north and west of its existing boundaries, as illustrated on the following map. (See Figure 15) This would in effect protect the historic intersection of FM 720 and the railroad where the depot was once located. The OT district also needs to be divided into two separate districts that distinguish between the architectural styles in the downtown. The first district (OT-C) should contain standards for commercial structures with commercial uses whereas the second district (OT-R) should contain standards for residential structures with commercial uses.

To further enhance and protect the historic core of Frisco, a historic overlay district should be created with specific guidelines for redevelopment and new construction. Design guidelines should specifically address critical historic structure issues such as building materials, architectural style of buildings, doors, windows, exterior color scheme, and signage. This overlay district is recommended for the OT districts, the National Register District and portions of the SF-6 district. The guidelines within the overlay district should be administered through a Historic Commission through a review process. With design guidelines in place, the OT and surrounding neighborhood areas can be protected in the same method as the National Register District, but administered locally.

The residential area to the south of the proposed OT districts, between 1st Street and County Road, is an area that is recommended to be stabilized. Although attrition over the years has left the

neighborhood severely eroded, this low-income neighborhood can be improved and upgraded to provide close-in housing for low-income families. This area can be separated into two sections. The first is recommended for a Conservation District or other official designation that is intended to preserve residential character and structure to stabilize its sense of community and ownership. This encourages historic preservation/replication but does not require that it be developed in this pattern. The second is a Redevelopment District which encourages economic redevelopment and new construction. Hopefully this would be in a historic vernacular, but this is not required either.

The future zoning on the land between the Downtown and the Tollway is the last area to address. This area will soon become a major entrance portal to the downtown area. It is important to plan the uses that will occur in this area in conjunction with their effects on the desired end for the downtown. The development of this area can "make or break" the downtown and its relationship to the Metroplex in terms of access, expansion and character. It is recommended that the land use in this area become one of non-residential uses other than straight Industrial zoning. Instead, an extension of the character of the downtown area could enhance this district while potentially preserving some of the open agricultural land. The following map illustrates the proposed zoning recommendations:

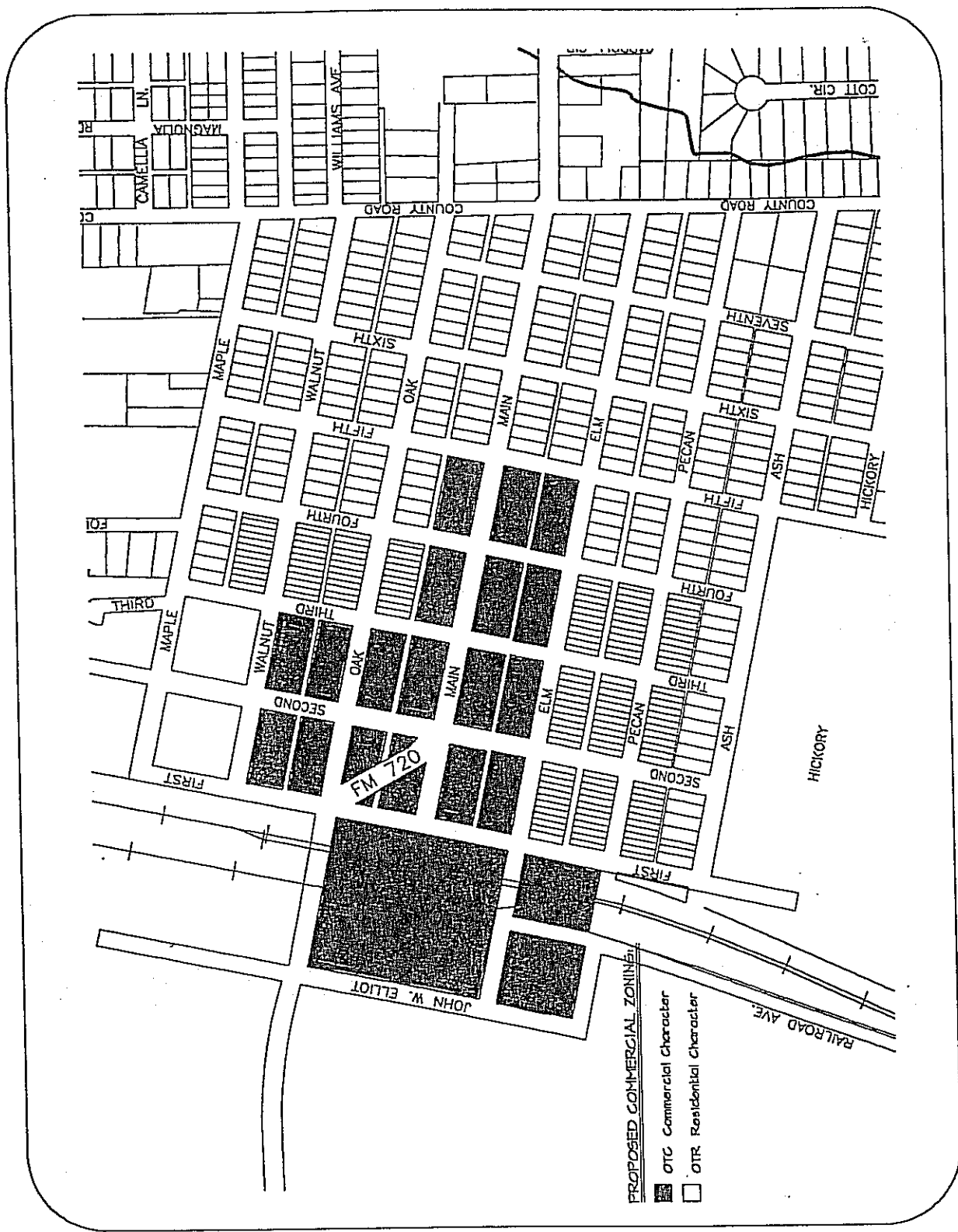


Figure 15: Proposed Commercial Zoning Map

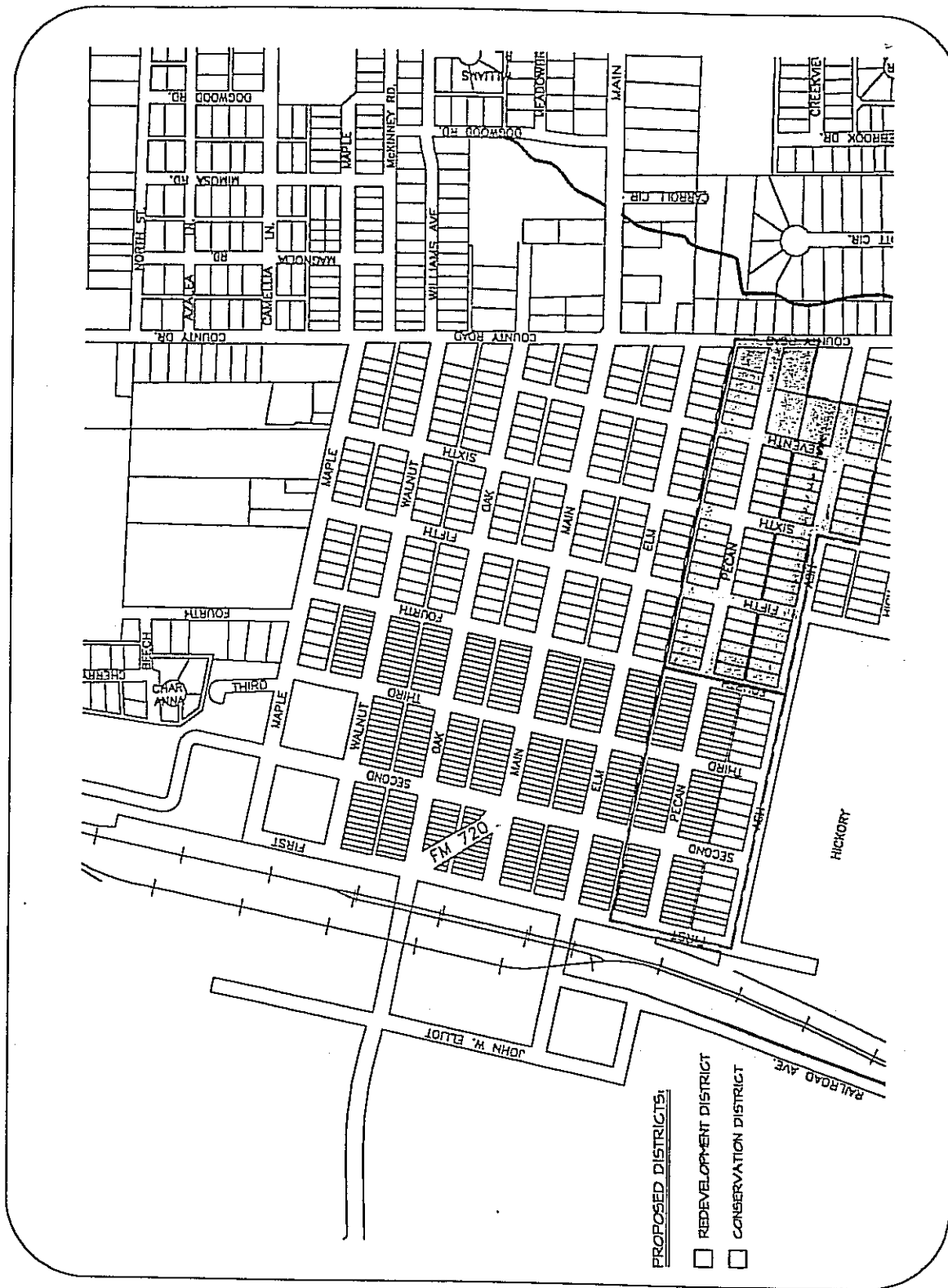
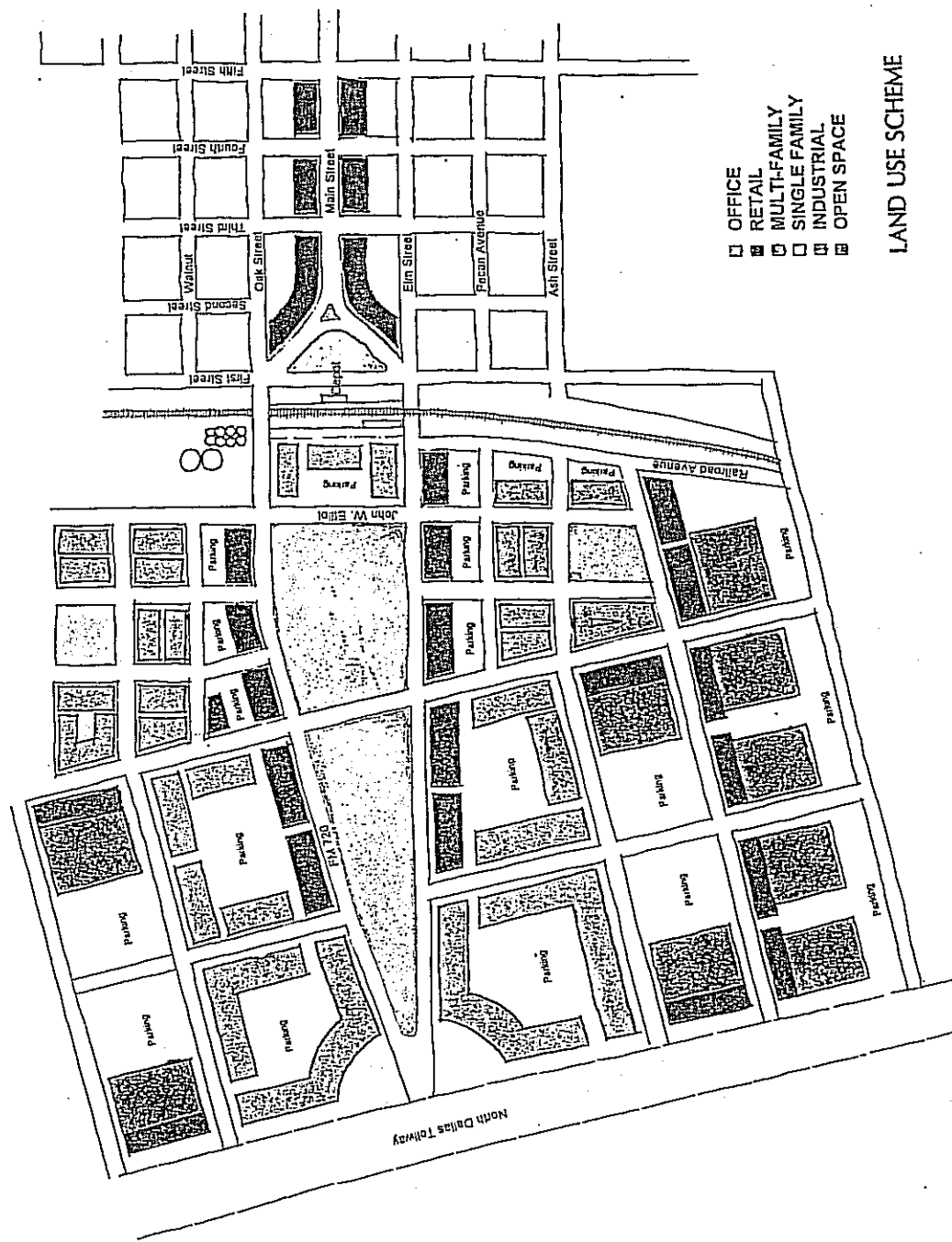


Figure 16: Proposed Conservation/Redevelopment District



- OFFICE
- ▨ RETAIL
- ▤ MULTI-FAMILY
- ▦ SINGLE FAMILY
- ▧ INDUSTRIAL
- ▩ OPEN SPACE

LAND USE SCHEME

Figure 17: Potential Landuse Scheme

INFILL

Goal: Provide a mechanism for structural infill downtown that is historically sensitive.

- 1. Establish Infill Guidelines for future development in the downtown area.*
- 2. Create incentive programs, which encourage commercial infill along Main Street such as tax abatement, low interest loans or enterprise zones.*
- 3. Consider public/private joint venture in constructing infill projects with guidelines.*
- 4. Consider building public buildings such as libraries, meeting halls, and Postal facilities on Main Street.*
- 5. Consider a redevelopment district and a conservation district south of the Historic District in the downtown area.*

The element that will impact the downtown plan the most will be the addition of infill buildings along Main Street. Of the blocks that face Main Street, nine are suitable for recommended infill. Eight of these blocks occur between the railroad and 5th Street. This allows an opportunity and availability for future commercial space in the Downtown area.

Non-conforming uses or structures that currently exist should be allowed to continue until their economic usefulness is expended or the land use is converted. It is recommended that these structures and sites be, in general, allowed to co-exist without attempts to camouflage or theatrically screen inappropriate facades. It is in Frisco's interest to seek appropriate redevelopment strategies at these sites when appropriate and to create infill projects that reinforce the historic town character, rather than break it down. Frisco should pursue projects that are not merely "slipcovers" or "faux historic".

Frisco should also actively seek residential infill to shore up neighborhood densities to their maximum allowed. The sense of commitment that new infill projects bring to historic areas is an essential ingredient to the achievement of Frisco's new-formed sense of identity within the Downtown area. Some examples of infill

approaches are attached and suggest building types that are appropriate for commercial and residential districts for both low-income and middle-income housing.

Design guidelines can encourage infill buildings be more prominent and interesting than before. Infill could even combine retail or office uses on the first floor with residential use on the second floor. Its important to encourage a well-rounded mix of uses within the downtown such that every segment of the population will find a reason to come downtown, once they find a reason to stay downtown and in return find a reason to return downtown. The downtown area needs to be a place where a person can fulfill all elements - shop, eat, drink, entertainment, live, or do business.

The following pages illustrate infill development for both commercial and residential areas.

Scheme A

gross area	parking on-site	parallel parking	Scale	
8,650 sf	53	8	0	25 50 100 200

Scheme B

gross area	parking on-site	parallel parking
12,875 sf	35	8

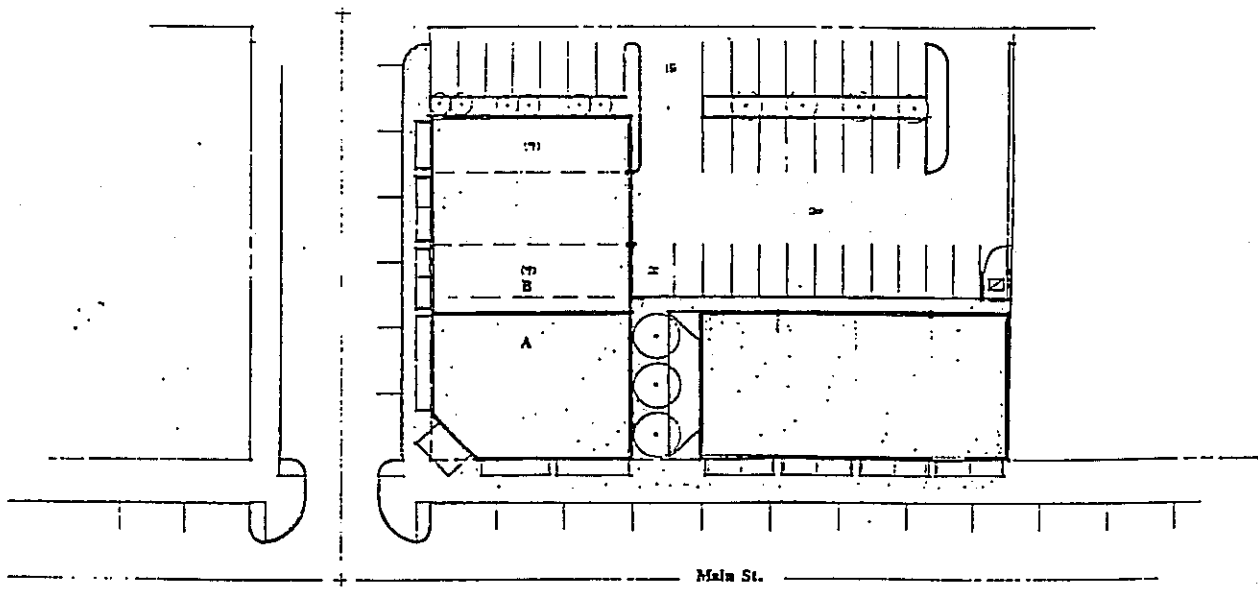
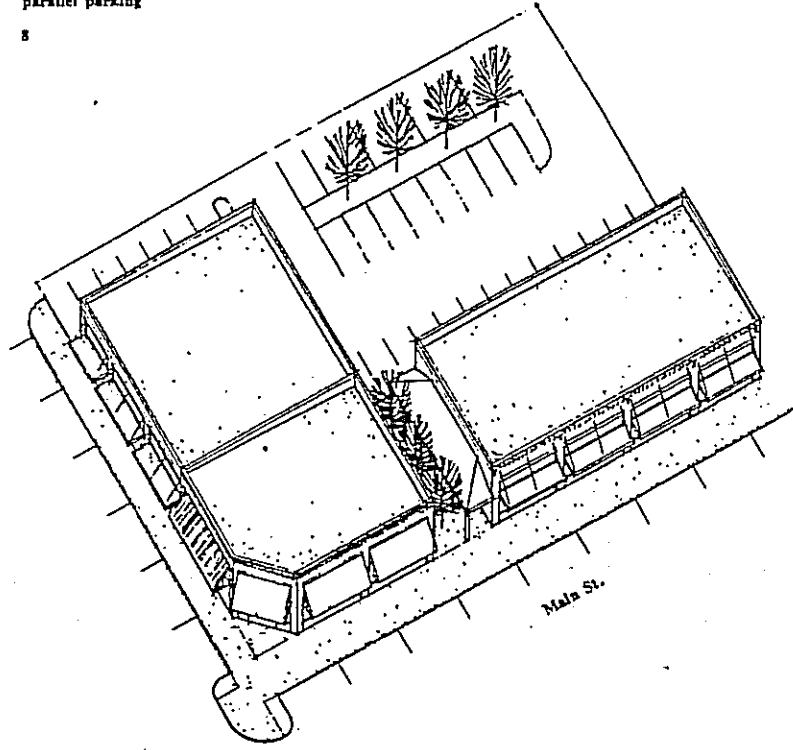


Figure 18: Proposed Commercial Form Commercial Infill



Scheme C

gross area	parking on-site	parallel parking	Scale	
73580 sf	35	5	0 25 50 100	1"=90'

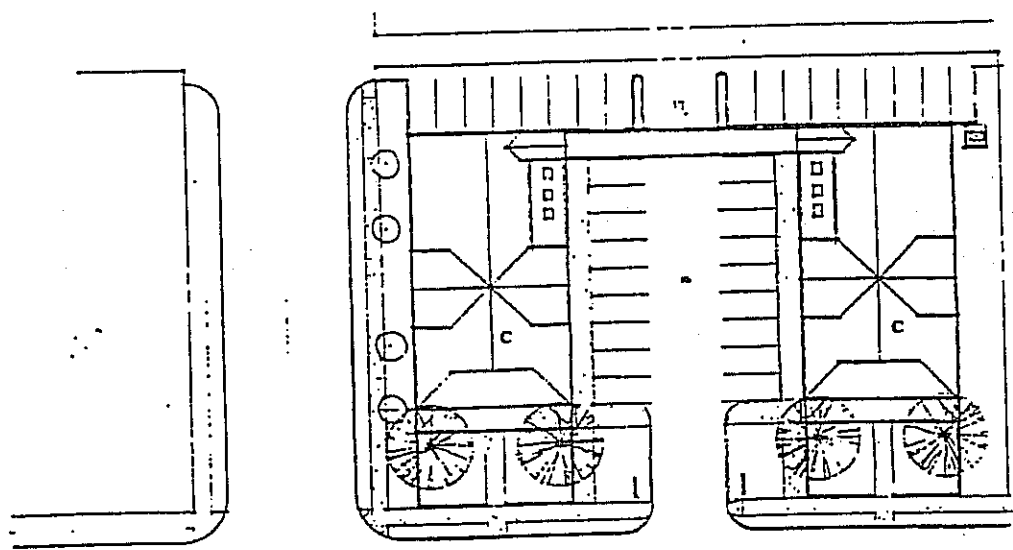
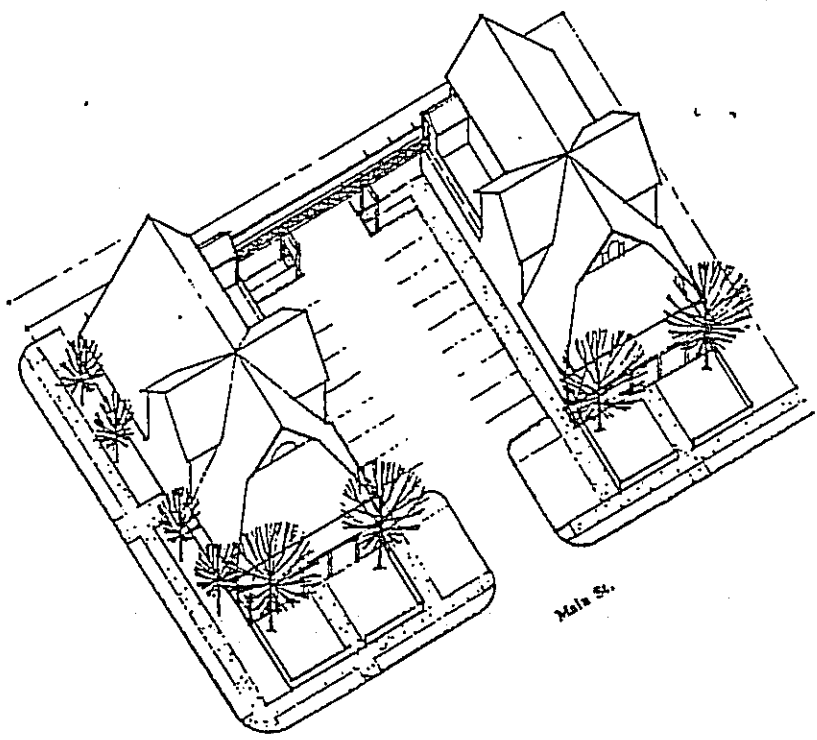


Figure 19: Proposed Residential Form Commercial Infill

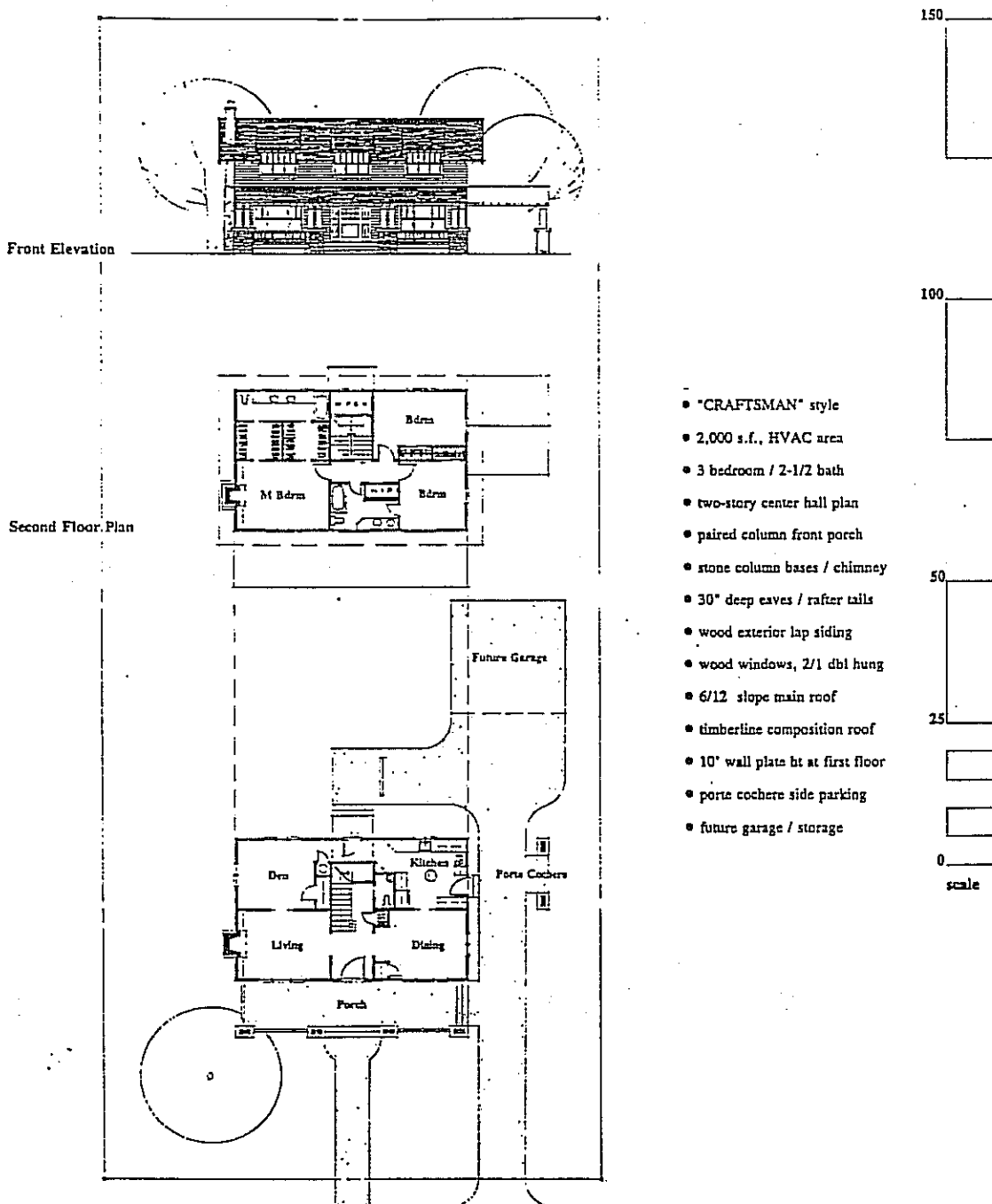
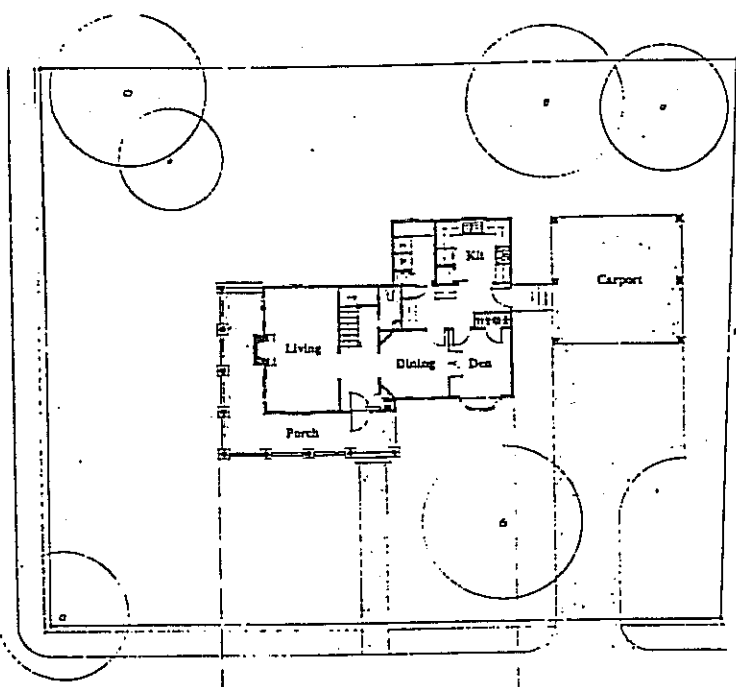
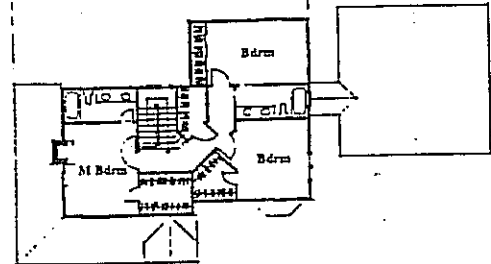


Figure 20: Proposed Residential Infill-Medium Size

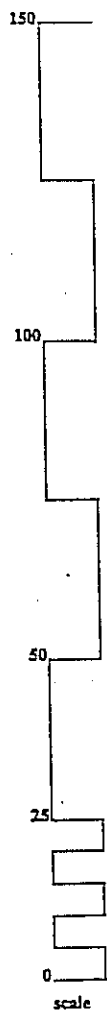


Site Plan



Second Floor Plan

- "QUEEN ANNE" style
- 1,800 s.f., HVAC area
- 3 bedroom / 2-1/2 bath
- two-story asymmetrical plan
- corner, wrap-around porch
- brick column bases / chimney
- 2' deep enclosed eaves, fascia bands
- wood exterior lap siding / shingle gables
- wood windows, 1/1 dbl hung
- 12/12 slope roofs
- gable dormers
- timberline composition roof
- 12"/10" wall plate hrs
- side carport, set back



Front Elevation

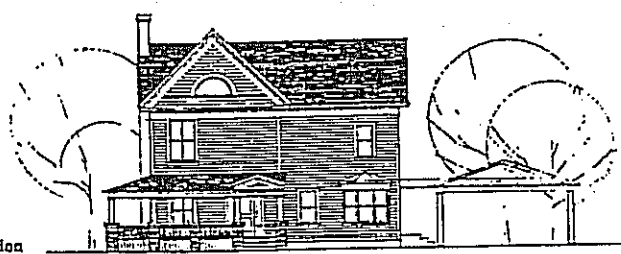


Figure 21: Proposed Residential Infill-Medium Size

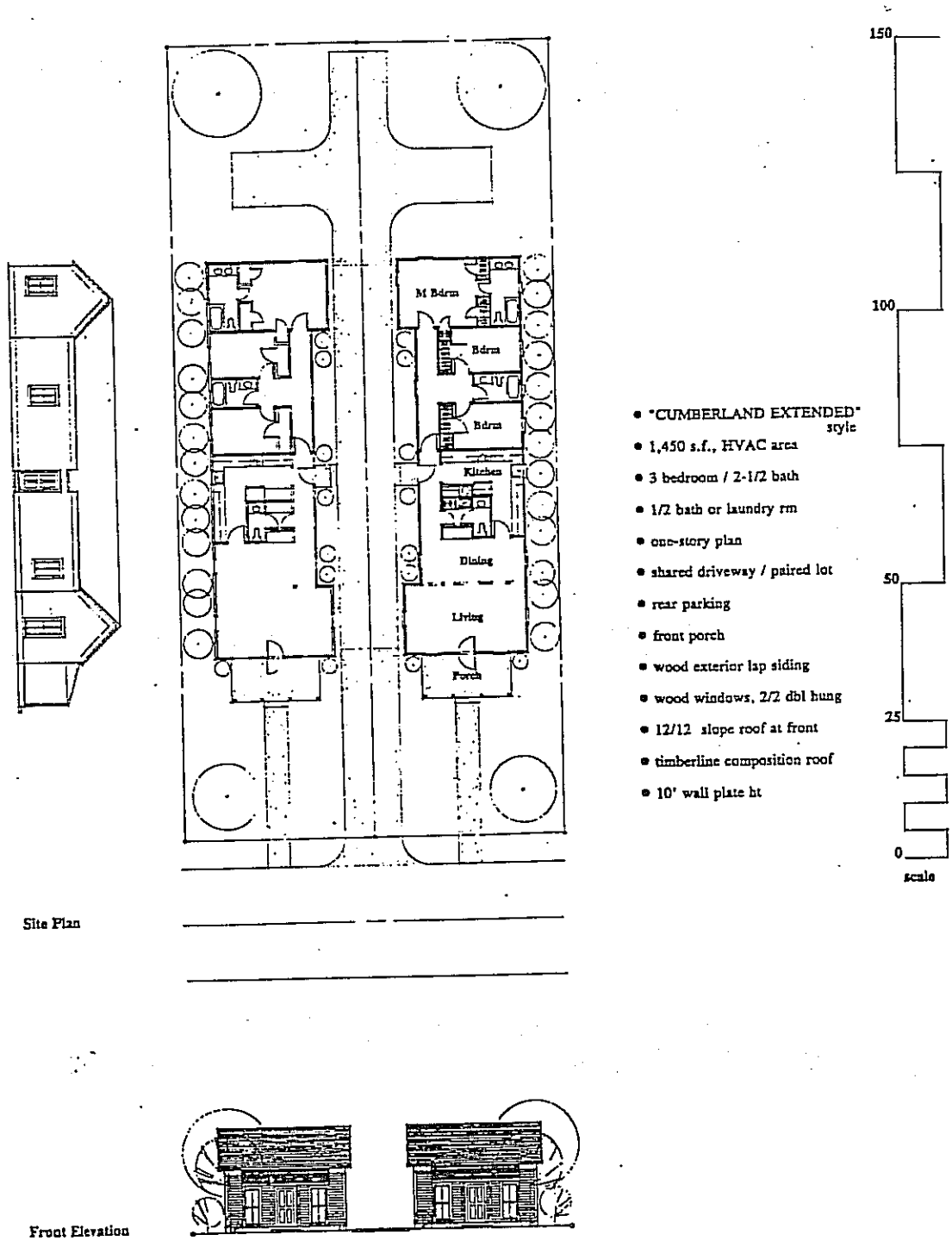


Figure 22: Proposed Residential Infill-Small Size

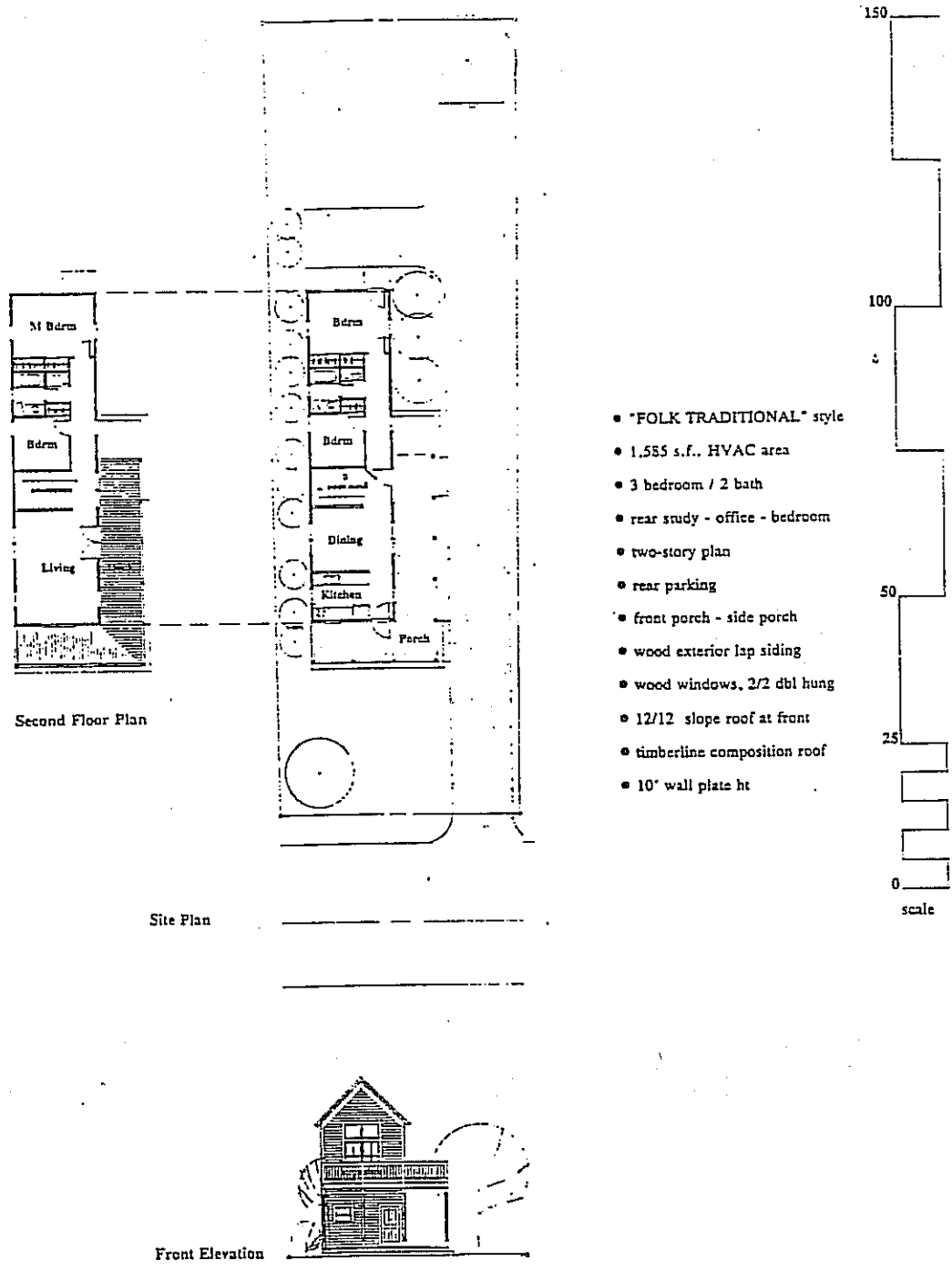


Figure 23: Proposed Residential Infill-Small Size

PARKING & TRANSPORTATION

Goal: Increase the efficiency and quality of vehicular circulation and parking.

Parking Specific Recommendations

1. *Change parking dimensions in zoning code to smaller sizes pursuant to today's smaller size cars.*
2. *Require that parking in the OTC District be located behind the building on Main Street.*
3. *Allow off-site parking to be constructed for Main Street structures in the rear 60' of lots fronting Oak and Elm Streets in the OTC and OTR Districts.*
4. *Improve on-street parking conditions on Main Street via striping, time limits and the Streetscape Master Plan.*
5. *Improve and/or construct on-street parking on all north-south streets in the Historic District one block north and south of Main.*
6. *Formalize parking construction/lease-back plan for all OTC properties and offer publicly.*

In order to accommodate existing and anticipated development, several parking improvements are recommended. As shown on Figure 34, on-street parking spaces can be increased from 131 to 475. According to this plan, Main Street will have 165 spaces; the streets south of main will have 178 spaces; and the ones to the north will have 132 spaces. (See figure 34.)

Off-street parking can also be significantly increased. By making better utilization of vacant land adjacent to the alleys behind Main Street, an additional 313 off-street surface parking spaces can be added to the downtown core area. This would increase the number of off-street parking spaces to 630 from the existing inventory of 317. Of the new spaces, 76 would be located north of Main Street and 237 to the south. Figure 37 in the Appendix displays the proposed locations for additional off-street parking lots.

The current zoning ordinance specifies that the minimum size of an off-street automobile parking space should be 9' by 20'. It is important to note, however, that the proportion of smaller, "compact

cars" has been increasing over the years. Current data indicate that small cars now constitute over one-half of all cars manufactured. A small "compact car" requires a parking bay of 17' by 8'6", nearly 20% less space than a large car. Through a slight reduction in the parking module to 19' by 9', better utilization of available off-street parking space in the downtown area would occur. The minimum size for truck spaces of 40' by 50' should be maintained.

It is also recommended that additional on-street parking be provided on Main Street. Research has shown that retail markets derive significant economic benefit from curb parking. Providing motorists with an opportunity to make quick stops contributes to a thriving downtown. It also serves the interim parking demand while off-street parking lots are being constructed. On-street parking, on the other hand, can reduce roadway capacity and safety. A substantial reduction in travel speed and an increase in accidents are sometimes attributed to on-street parking maneuvers.

In order to minimize the potential negative impacts of on-street parking, it is recommended that parallel parking design be used for curb parking on both sides of Main Street. Although angular parking provides more parking per unit of curb length, it encroaches upon a larger area of the pavement, thus reducing the width for through movement. A typical parallel parking spaces requires 8' to 9' of pavement width; whereas a 30 degree parking space requires 16'4" of pavement width; a 45 degree parking space requires 18'7" of pavement width; and a 60 degree parking space requires 19'8" of pavement width. In addition, the greater the angle, the larger the maneuvering width that is required. Research has also shown that angular curb parking is more hazardous than parallel curb parking, due to the poor visibility for vehicles backing out of parking spaces; sudden stopping of oncoming drivers as cars back up; and slow drivers seeking vacant parking spaces. It is also recommended that time limitation be placed on all on-street parking to force greater

turnover. Long term parkers should be required to use one of the off-street lots or be ticketed.

*Transportation Specific
Recommendations*

1. *Leave Main Street between County Road and the railroad as a two lane, two-way street section with parallel parking on both sides in order to maintain traffic volume and accommodate pedestrians.*
2. *Improve Main Street from Preston to County Road to a five lane road section with two lanes each way and a center turn lane.*
3. *Improve Main Street from downtown to the Tollroad to a five lane road section with two lanes each way, a center turn lane and parallel parking.*
4. *Improve 5th Street in the first block south of Main to a two lane street with a center protected left turn lane north. Reduce parallel parking appropriately in those two blocks.*
5. *Add a traffic signal at Main and 5th to slow traffic and accommodate 5th street as a thoroughfare to the south.*

When considering transportation issues, Main Street can be divided into three distinct sections based on the type and intensity of the adjacent development. These are as follows:

- a) From Preston Road to County Road;*
- b) From County Road to the Railroad tracks; and*
- c) From the Railroad tracks to the Tollway extension.*

*Preston Road to
County Road*

The mile long section of Main Street between Preston Road and County Road is surrounded by loosely defined larger lots with an assortment of land uses. It is outside the core downtown area and is designated on the Comprehensive Plan as commercial, neighborhood services and residential.

In this section, it is recommended that 60 feet of the existing 80 feet of firth-of-way be utilized to accommodate five lanes, each 12 feet wide. Four of these lanes would provide for through movement, whereas the fifth, or center lane, would facilitate turning movements. The remaining 10 feet on either side of the curb should be used to

accommodate pedestrian walkways. Figure 24 displays the recommended design for this section of the downtown area.

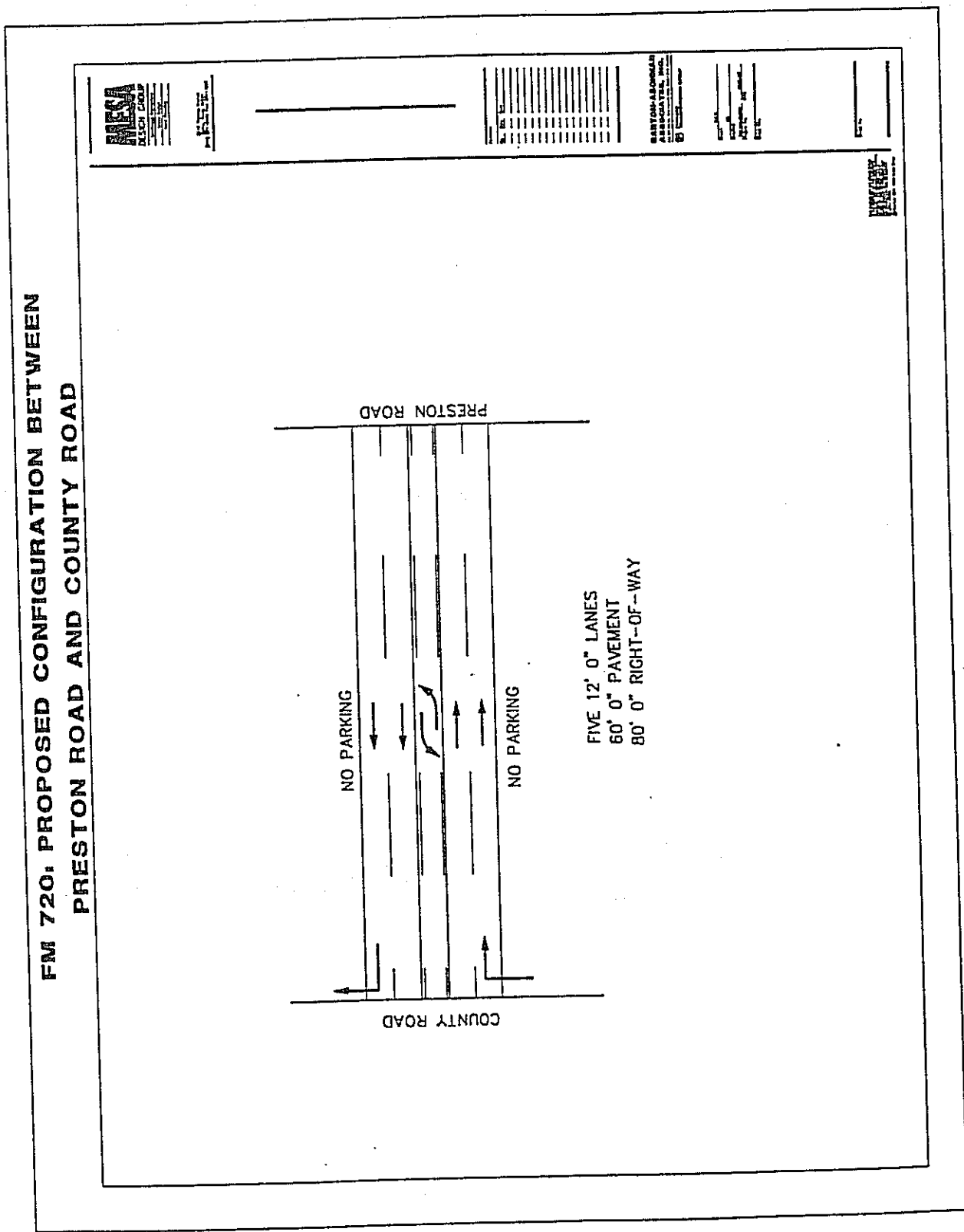


Figure 24: Proposed Vehicular Circulation
(Preston Road to County Road)

*County Road to
Railroad*

The half-mile section between County Road and the rail road constitutes the downtown commercial core. The western portion of this section, between the railroad and 5th Street, is more intensely developed in terms of people-oriented retail uses. Therefore, it is recommended that the roadway in this area be designed for an urban core, to include wider sidewalks with on-street parallel parking. Only two 12-foot lanes would be utilized for through traffic in this section. An on-street parallel parking bay width of 13'6" on either side of the road would provide for safe and convenient maneuvering. A 10-foot wide sidewalk should be constructed on each side of the road for pedestrian activity. These features will help define this area as a major activity center.

The eastern portion of this section has residential character. For this section, three lanes are recommended, two for through movement and one for turning movements. Parallel parking with 12 foot bay width and five foot sidewalks are recommended for this area. This section of Main Street must be designed to ensure a smooth transition to and from the area east of County Road. Figure 25 displays the recommended configuration for the downtown core area.

[illegible]

**Figure 25: Proposed Vehicular Circulation
(County Road to Railroad)**



Railroad to Tollway

There are three recommended options for the roadway section between the railroad and the Dallas North Tollway. Figures 25, 26, and 27 display the three alternatives for this roadway section. It should be noted that all three options would require a second at-grade crossing of the railroad. Depending on the volume of future rail operations, consideration may need to be given to the construction of a grade separation.

The first option would consist of converting FM 720 to a one-way westbound facility from the railroad to just east of the Tollway. An eastbound one-way facility would be constructed south of the existing alignment to form a couplet. This couplet would have two 12 foot lanes in each direction with parallel parking on both sides. This is the most exciting option from an urban design point of view and would tend to maximize land values because of increased street frontage but has land acquisition and additional cost associated with it.

For the second option, FM 720 would remain as a two-way road, but would be widened to four travel lanes, plus a continuous center turn lane or channelized median after the railroad tracks. Elm Street would be extended to the Tollway in order to provide a secondary access to and/or from the downtown. Sixty- feet of right-of-way would be required for the extension of Elm Street in order to accommodate two 12 foot travel lanes. Parallel parking could be provided on both sides of the road for both Elm and Main Street. Option three is similar in design to option one, however it would move the point of convergence of the couplet to a point west instead of east of the railroad tracks. This would enable the roadway to be constructed in an area which is currently vacant and thereby preserve additional land in the downtown core for other purposes.

Another issue is the need for a signalized intersection at 5th Street and Main Street. This intersection is highly utilized by both pedestrians

and cars, becoming hazardous for pedestrians attempting to cross to
rely merely on stop signs.

FM 720, PROPOSED CONFIGURATION BETWEEN DALLAS NORTHTOLLWAY EXTENSION AND DOWNTOWN - OPTION 1

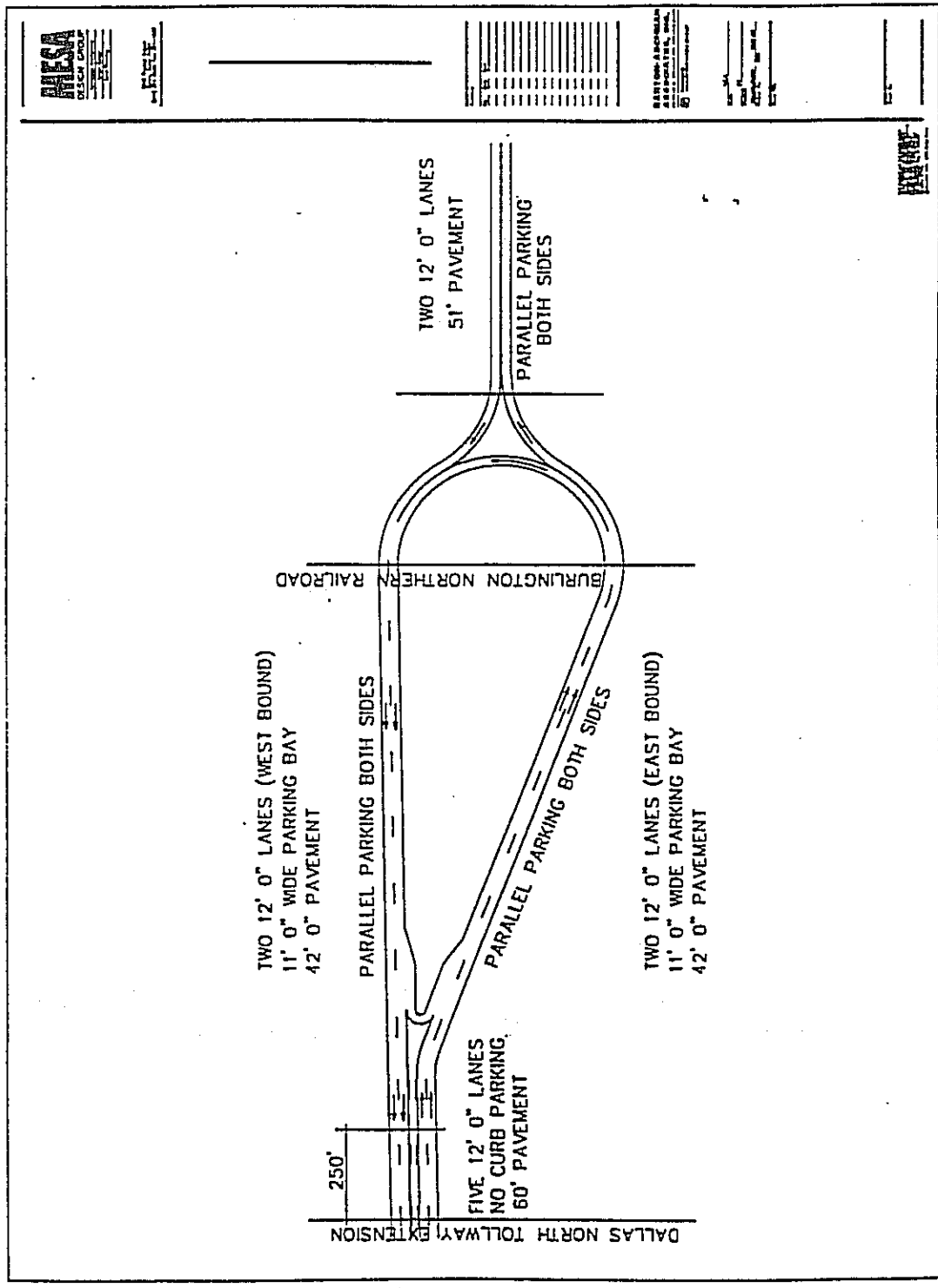


Figure 26: Proposed Vehicular Circulation

FM 720: PROPOSED CONFIGURATION BETWEEN DALLAS NORTH TOLLWAY EXTENSION AND DOWNTOWN - OPTION 2

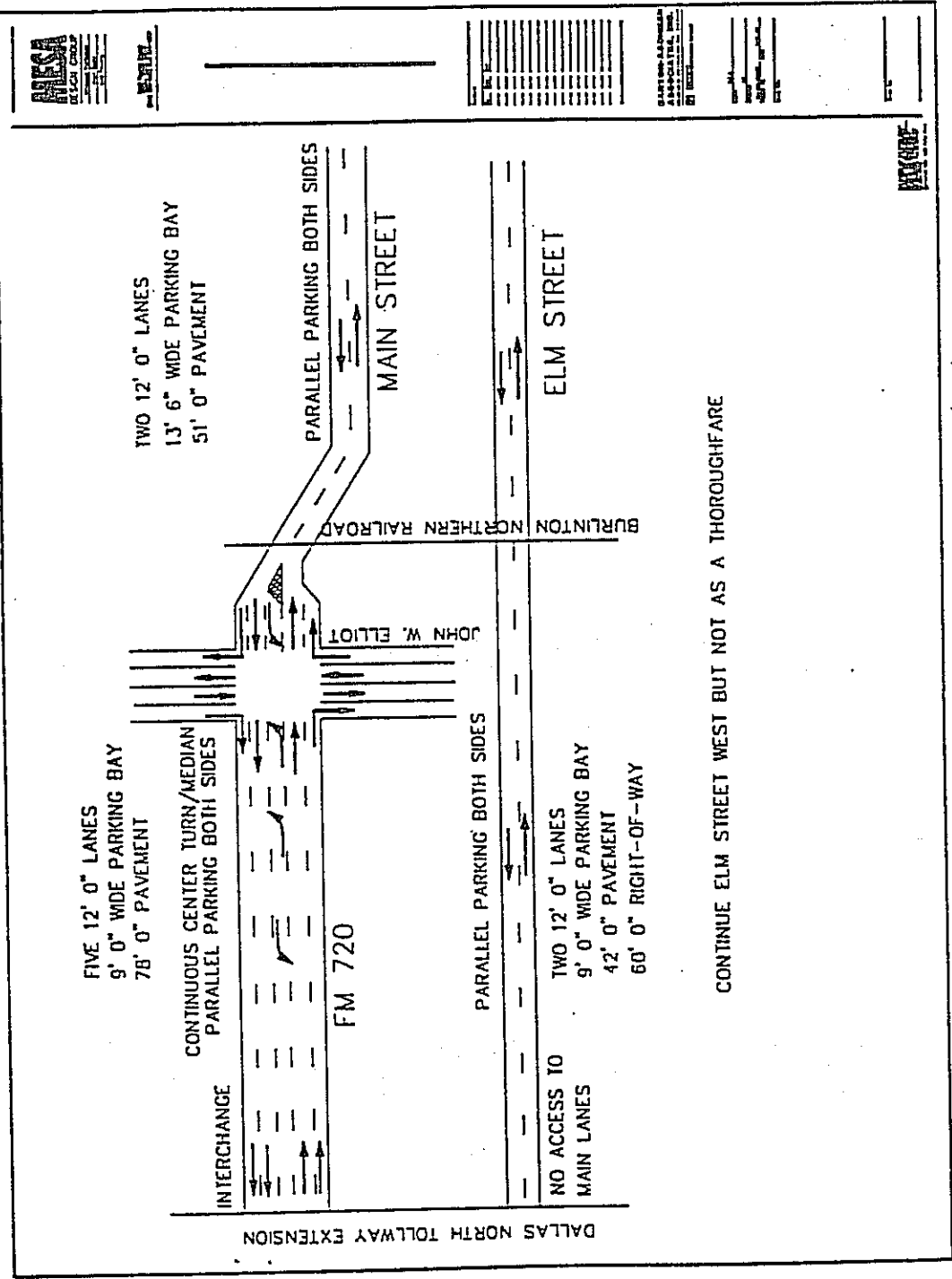


Figure 27: Proposed Vehicular Circulation

**FM 720: PROPOSED CONFIGURATION BETWEEN DALLAS NORTH TOLLWAY
EXTENSION AND DOWNTOWN - OPTION 3**

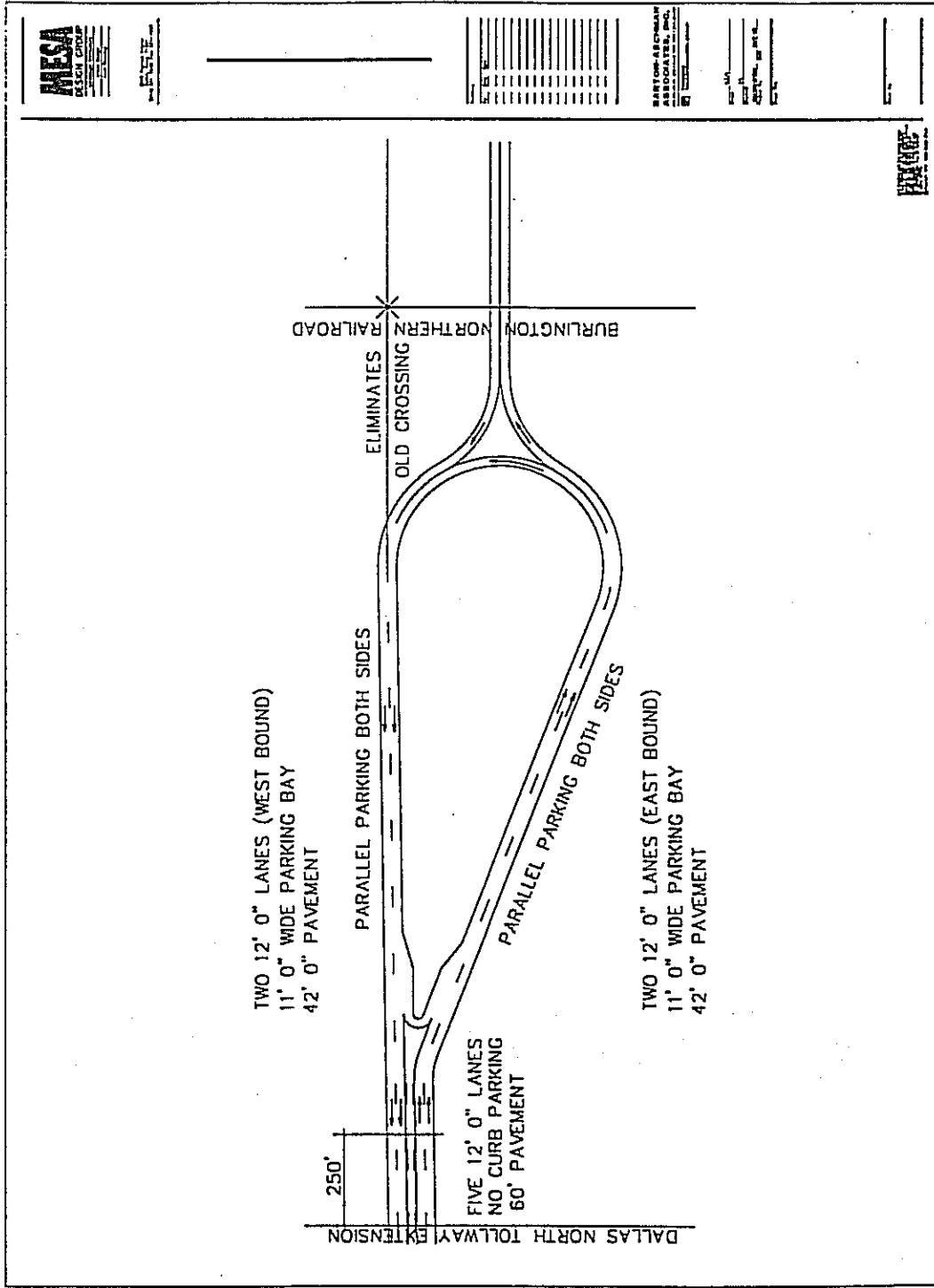


Figure 28: Proposed Vehicular Circulation

Goal: *Implement streetscape and infrastructure improvements to enhance the visual and pedestrian quality of the downtown area.*

**STREETSCAPE
IMPROVEMENTS**

1. *Implement an immediate street signage change in the Historic District incorporating the new downtown Frisco logo.*
2. *Implement the addition of new period street lighting fixtures along Main St. as quickly as feasible.*
3. *Implement a new signage ordinance as part of the design guidelines for the historic district.*
4. *Purchase period street furniture such as benches and trash receptacles as quickly as feasible.*
5. *Construct new Main Street section from Fifth St. to the railroad tracks with expanded sidewalks, block end noses and trees as capital development programs allow.*
6. *Install new storm sewer in Main Street with new street section construction.*
7. *Seek to implement the new downtown logo on the grain silos west of the railroad tracks.*
8. *Construct entrance portal signage/icons at the limits of the Historic District on Main Street in order to welcome visitors to downtown.*

*Streetscape Specific
Recommendations*

Streetscape improvements are an easy and relatively inexpensive way to change or soften the appearance of an area without rebuilding the surrounding architecture. It is important that the streetscape developments respond to the existing building uses, and signage. The addition of streetscape improvements would improve the image of the downtown Frisco Historic District. Typical streetscape elements include the following: Lights, tree grates, benches, special paving area, kiosks, crosswalks, sidewalks.

The most notable streetscape improvements recommended for the downtown include the construction of sidewalks and addition of vegetation to the study area. Widened concrete sidewalks with brick insets should be built along Main Street between 5th Street and the Railroad tracks. These landscaped walkways will improve and

encourage pedestrian use in the commercial areas as well as buffer pedestrians from vehicular traffic. (Figures 30 & 31 illustrate the two proposed streetscape concepts.) Trees with seasonal color such as red oaks are recommended at major intersections to differentiate them from a distance. Native street trees such as cedar elms are recommended for the rest of the blocks, planted in line with party walls of buildings on 50' centers. This will allow business signage visibility and enhance but not hide the historic architecture that is important to the revitalization of downtown. Lighting and street furnishings are also recommended at regular intervals as noted in the Streetscape Master Plan. (See figure 34.)

Signs & Graphics

Streetscaping can also include sign and graphic elements. The number one recommendation for signage and graphics is the adoption of the old historic FRISCO Railroad logo. This can be used as a promotional tool and symbol for the Downtown. The next recommendation is to create entrance portals to the Downtown with entrance icons. These entry features should be of a historic material type and style. These features could also be repeated at the 5th Street and Main Street intersection to signify the difference in historic features of these two downtown areas.

It is strongly encouraged that the design guidelines adopted within the historic overlay district include parameters for commercial sign design and location. Several of the items listed below have been described in more detail in the guidelines section (appendix) of this report.

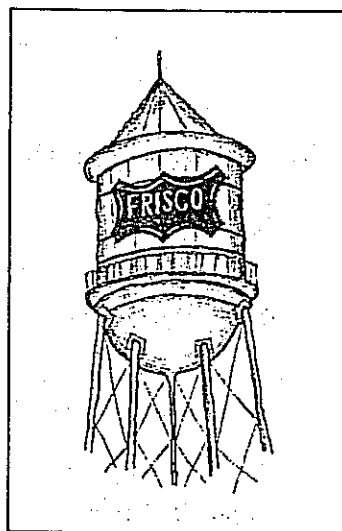


Figure 29: Water Tower Sketch

Railroad to 5th Street

1. Signs should be Perpendicular to buildings hanging as illustrated in Figure 32 with a maximum size of 4' x 1' and a maximum 7' clearance and 0' overhang.
2. No back-light plastic signs.
3. Limit number of type styles so signs remain historic.
4. Historic use of paint color and materials.

5th Street to County Road

1. Signs be maximum of 4' high and 4' wide in front yards perpendicular to buildings setback 25' from road.
2. No back-light plastic signs.
3. Limited number of type styles so signs remain historic.
4. Historic use of paint colors and materials.

The following sections graphically illustrate the two proposed streetscape concepts:

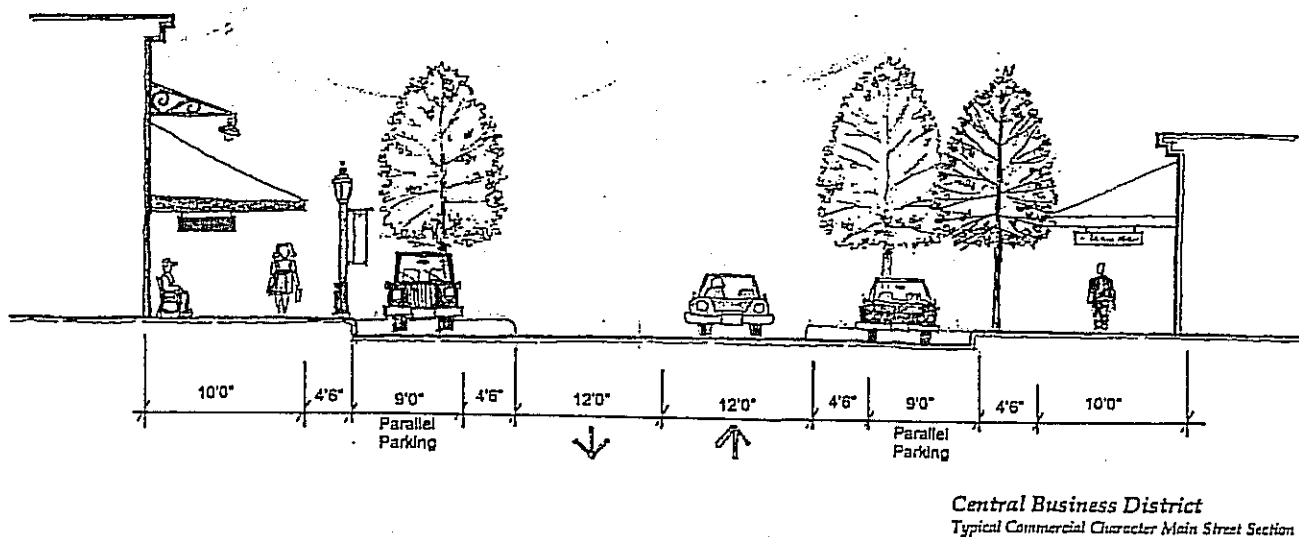


Figure 30: Typical Commercial Main Street Section
(Railroad to 5th Street)

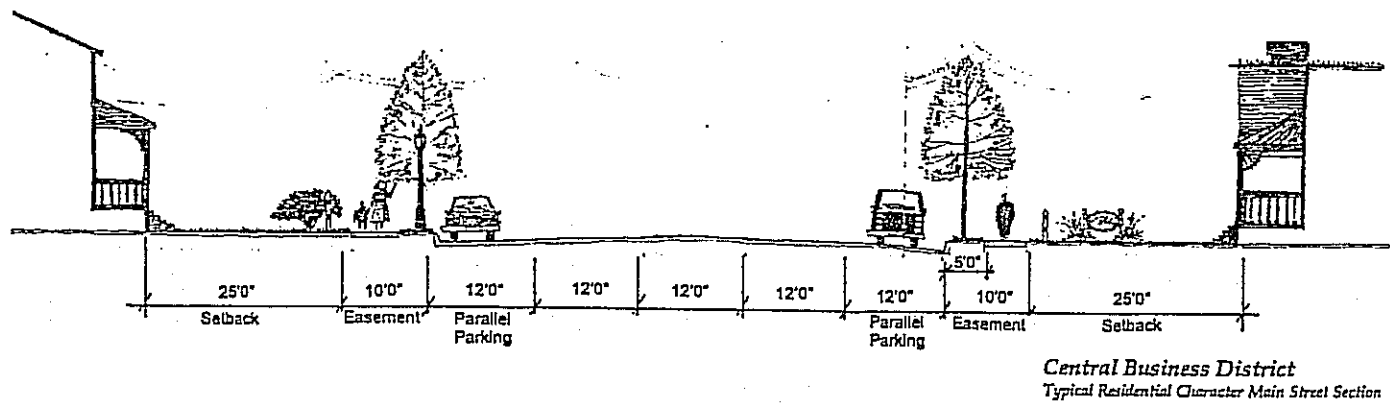


Figure 31: Typical Residential Main Street Section
(5th Street to County Road)

Infrastructure is an important element necessary for convenience and functionality of a downtown area. Usually when infrastructure is lacking, new development tends to find another area in which to develop and invest. Infrastructure improvements have been shown to encourage reinvestment into historic areas in many other towns and large neighborhood cities.

Infrastructure

Overall, the infrastructure in downtown Frisco is in very good condition. The first recommendation is for the installation of a storm sewer system to divert drainage away from curbs and sidewalks in order to avoid water collection problems. This would require 3500 linear feet of new storm sewer pipe between County Road and the Railroad tracks. The second recommendation is to remove all overhead utility lines from Main Street and place them underground or behind buildings in the alleys. All future development should include subsurface infrastructure as well. This would improve the overall visual appearance and safety of Main Street.

Goal: *Encourage future public buildings to remain as anchors in the downtown area.*

PUBLIC FACILITIES

1. *Consider building new City Hall facilities immediately west of the railroad tracks at the end of Main Street as a landmark structure for the City*
2. *Consider building a rail museum near the railroad tracks as a tourism anchor for downtown.*
3. *Consider building public parks in the residential districts north and south of Main Street as a neighborhood quality of life improvement for that area.*
4. *Consider linking the downtown area with surrounding neighborhoods via the construction of hike and bike trails along the rail corridor and then into creek greenbelts to the north and south of downtown to the west.*

Public Facilities Specific Recommendations

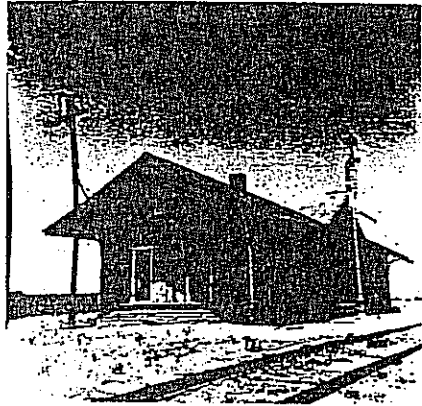


Figure 32: Historic photograph of depot.

It is recommended that Frisco restore the most visible and historic symbols of the agriculturally-based railroad town. The passenger depot at the foot of Main Street, the water tower and the silos at the railroad tracks and FM 720, are symbols that are civic in nature and monumental in scale. These along with public facilities can act as landmarks or visual anchors that visitors can see from several approaches, signifying the central historic heart of Frisco.

The most important element for the City is to commit to being a presence in the downtown area. This commitment is key to maintaining the vitality of the historic downtown. Residents and merchants are concerned about public facilities moving out of Downtown. Local citizens have a strong desire to keep the public/government facilities within downtown, and have suggested that even more facilities be added here. These facilities will sustain the need for residents to utilize the area on a regular basis. With the addition of these amenities in a historical form, the character and image of Frisco would be reinforced for definition and the facilities would anchor the Downtown area. Such future public facilities could include:

- Municipal Center or City Townhall/Courthouse
- Library
- Youth/Community Center
- Community Theater/Symphony Hall
- Indoor Recreation Facility
- Town Commons/Central Park

Goal: Create incentive programs that encourage and promote continued redevelopment interest in the downtown area in a historically sensitive style. PROGRAMS

1. Apply for Texas Historical Commission Main Street Designation as soon as possible. Program Specific Recommendations
2. Consider implementing a management and promotion program for the downtown area including the addition of a "downtown coordinator" position.
3. Consider a subsidized architectural assistance program for Historic District properties.
4. Consider implementing a public improvement district as a joint venture with downtown property owners.
5. Consider utilizing Community Development Corporation funds for downtown public improvements.
6. Consider applying for TxDOT landscape beautification funds as a source of street trees along the entire length of FM 720 from Preston Road to the Tollroad.
7. Consider traditional capital budget expenditures for street and public improvements via bond elections.
8. Consider applying for ISTEAFunds for streetscape improvements, the Depot replication project and hike and bike trails.
9. Consider implementing a targeted loan program for improvements in the Historic District.

**FUNDING
&
ACTION PLAN**

FUNDING AND ACTION PLAN

FINANCING APPROACHES AND DEVELOPMENT INCENTIVES

The principal financial tools that can be used to encourage development and support the associated costs are summarized in Figure 33. The use of these mechanisms is described below in greater detail.

The most important tool to support the actions and to achieve the results that are needed in the downtown is the targeted loan program. This is a relatively modest effort in terms of costs, but one that can have a dramatic long-term impact on both residential and commercial properties in the project area.

TARGETED LOAN PROGRAM

The City should join forces with local financial institutions to create a lending program in which the interest rate on loans for certain eligible purposes, would be reduced by a special subsidy program. The subsidy might be created through the use of federal funds, city revenues, corporate and philanthropic contributions or a combination of these and other sources. One serious drawback to the use of federal funds is that they trigger Davis-Bacon wage requirements and result in labor costs that are significantly higher than non-union levels. The use of federal funds could also trigger Section 106 requirements. Other funding sources may result in a more competitive program.

This program could be operated in an open loan review process, with City participation. The financial institutions would make the loans and administer their repayment. City staff would maintain an active role to ensure that the program continues to meet the objectives of public policy.

An interest rate reduction of two or three points below the normal lending rate is generally a sufficient incentive to attract investors.

The rate, once set, could easily be adjusted to secure an appropriate level of interest, within the capabilities of the program.

There are numerous issues to be resolved in detailed planning for this program. These should be addressed by the City and participating financial institutions as the program itself is created. The primary matters to be decided include:

- organizational responsibilities—assignments for marketing the program, evaluating loan applications and providing general staff services;
- eligible purposes (major maintenance, facade upgrades, home ownership, business start-up, etc.);
- funding sources and amounts;
- use of subsidy (rate reduction, principal reduction, etc.);
- geographic area to be targeted; and
- method of distributing/allocating loans among participating institutions.

A subsidized loan program available to the study area would be ideal to encourage investment in two areas. First, the program should be used to facilitate home improvements by owner-occupants. This would result, over the long-term, in the steady upgrading of the area as a neighborhood and a consequent beneficial tax impact on the City. Second, the program could be directed towards encouraging the start-up of new, small businesses in the commercial areas, thereby supporting downtown redevelopment objectives.

TAX ABATEMENT

Cities can enact a tax abatement program as a historical renovation incentive. Typically there is a ten-year cap on the extent of the abatement, such as the one that the City of Dallas used for the State-Thomas Historic District.

This tool could have a significant impact on the desirability of making major home repairs. As an illustration, an improvement that

added \$20,000 to the value of a home would result in an additional tax bill of approximately \$95.10 per year. The abatement allowed by law would yield an immediate benefit of approximately \$500 to the value of the unity (the \$95 per year converted to a present value).

A tax abatement program would be an excellent vehicle to encourage the improvement of homes by their owner-occupants. The program could be specifically targeted to those who resided in owned homes. It could also be extended, on a more limited basis, to encourage improvements to rental housing and the rehabilitation of commercial structures. Overall a tax abatement program would be an important tool in the process of upgrading the quality of the neighborhood.

Special assessments can be established through the public improvement districting (PID) process in order to fund certain organizational efforts and capital investments that are beyond the level of "ordinary" public actions or improvements. Eligible types of activities include "soft" costs such as organization and programming expenses as well as "hard" costs associated with construction of streets, sidewalks, curbs and sewers. Assessments, can also be used to pay for landscaping, distinctive street lighting, pedestrian malls, parks and off-street parking facilities.

PUBLIC IMPROVEMENT DISTRICTING

A PID can be created by local government ordinance following a petition that addresses the following:

- nature of proposed improvements;
- estimated costs;
- boundaries of the assessment district;
- proposed method of assessments;
- apportionment of costs between district and municipality;
- management approach;
- concurrence of petitioners.



The petition is sufficient if it is signed by (1) owners of more than *50% of the appraised value* of taxable real property in the area and (2) owners representing (a) at least *half of all owners* in the area or (b) owners of property that represent more than *50% of the area* of all taxable property in the area.

The procedure for implementation of a PID is straightforward. The District can be created by ordinance following presentation of an acceptable petition. The local government must prepare a feasibility report on all aspects of the proposed District, followed by a public hearing. Authorization by local ordinance may follow. The amount of the assessment cannot exceed the increased market value of the property as a result of the improvement. Therefore the assessment are usually limited to 10-15% of the total cost of the work.

The PID mechanism would be a direct way for property owners to support service and organization enhancements in the downtown area. For example, additional programming of activities related to historic and cultural resources, expanded marketing of commercial businesses in the downtown, higher levels of maintenance of downtown infrastructure, more intensive security and other improvements could be programmed and supported through this means.

Properties owned by local governments can be jointly developed with private investment support and development expertise by means of a development solicitation process. Under this approach the owner, the City or other governmental unit, prepares a market and financial analysis that establishes a basis for attracting development interest and negotiating terms of a sale or lease. Information about the opportunity is turned into a prospectus, or solicitation document, that is made available to qualified and potentially interested parties.

The current market may require a fairly aggressive approach on the part of the City to secure interest. However, the Dallas Metroplex is a place with a relatively large contingency of capable and experienced developers. The range of expertise in the Metroplex would seem to make this an attractive development opportunity.

Collin County is the home of a number of national and multi-national corporations that actively seek out strong community causes and that have effective staffs and programs to accomplish this community outreach. Sometimes this is done through philanthropies or other non-profit subsidiaries. In other cases, it is a line of responsibility within a headquarters organization. The opportunity to provide monetary and in-kind contributions would give local corporations favorable exposure in their own community. Contributions in cash or direct aid would be most valuable, but hands-on participation in home improvement and fix-up/clean up programs could be instrumental in accomplishing downtown redevelopment objectives. This latter category of in-kind participation could extend to the provision of both products, such as paint, streetlights, etc., and professional expertise—architectural expertise, accounting, legal services, marketing advisory services and other valuable forms of participation.

*TARGETED CORPORATE
CONTRIBUTIONS*

This Act was originally signed in December 1991 to support highway construction, highway safety and mass transportation over the next six years and is expected to be reinstated. The original funding level of \$155 billion covered such an extensive panorama of transportation subjects that the Act could be expected to have some applicability to the potential replication of the depot or Main Street improvements. The full implications of ISTEA need to be understood in the context of regional transportation planning.

*INTERMODAL SURFACE
TRANSPORTATION
EFFICIENCY ACT OF 1991
(ISTEA)*

Funds may potentially be allocated for historic-related project activities, such as the relocation of historic structures and the

enhancement of open space in the area of the depot. There are other applications such as development of recreational trails, north and south along the railroad from Downtown. The range of options should be discussed with the North Central Texas Council of Governments (NCT-COG) who is responsible for prioritizing and allocating these funds.

THE TAX REFORM ACT OF 1986 (TRA)

The TRA provides certain tax credits that have some bearing, although limited, on the redevelopment of the downtown. The Act allows a 20% tax credit on "qualified rehabilitation expenditures" of a certified historic structure. To be certified, it must be listed on the National Register of Historic Places, or be certified as meeting the requirements for such listing.

Of even more use, the Act authorized a 10% credit for structures built before 1936. The structures eligible for these credits must be either commercial or rental residential properties, not owner-occupied homes. This benefit is a limited one but would be somewhat helpful in encouraging certain kinds of renovation.

Pre-1936 structures in the study area could be renovated with the benefit of tax credits under this law.

CAPITAL BUDGET PROCESS

Like most cities, the City of Frisco has a multi-year capital budgeting process that provides for prioritizing and programming expenditures for infrastructure, repairs and other types of customary expenses. Expenditures from a city's capital budget are taken from revenue sources such as property taxes and bond proceeds. In the budgeting process, city wide needs are analyzed and then prioritized through the allocation of funds.

STATE HIGHWAY LANDSCAPE COST SHARING PROGRAM

The State Department of Transportation ("TxDOT") supports landscape beautification projects on the State Highway system, where there is cost sharing with local governments or private interests. The Program provides support for beautification efforts on

designated permanent state highways, with certain restrictions on placement, treatment and other factors. The Program normally provides greater support for projects classified as highway landscaping versus pedestrian landscaping. In the latter type of project the City would have sole responsibility for preparing the project design plan and for carrying out all maintenance activities, and the State could only furnish material at a value of to 50% of the cost of the project, excluding the cost of the design plan and maintenance. The Program allows the inclusion of "specialty items" such as lights, benches and trash receptacles within the project although the City would have to take full responsibility for their costs, installation and maintenance.

This funding source could have application on Main Street (FM 720), the designated State Highway that defines the core of the downtown and provides gateways at both east and west entries to the project area. While the restrictions on funding of pedestrian-oriented landscaping will somewhat limit the use of this resource, there should still be sufficient latitude for a cost sharing approach on this key street.

This financing vehicle has been used successfully in a number of cities in Texas, notably Galveston, Grapevine, Corpus Christi and Dallas. The TIF process allows local government to raise money to finance public improvements. The operation of the TIF is premised on the projection that a new project in a redevelopment area will increase the tax base in that area. This "tax increment" is the difference in the amount of taxes that would be raised as a result of the completed project and that generated prior to development or redevelopment. The increment can be used to pay off bonds that support necessary project area improvements. The procedure for establishing a TIF is fairly simple. The local government first prepares a "preliminary reinvestment zone financing plan" that describes the purpose and feasibility of the effort. This is followed by a public hearing. The local government then passes an ordinance to

*TAX INCREMENT
FINANCING (TIF)*

create the zone, providing a board of directors, zone boundaries, termination date and other detailed aspects of the effort. One constraint is that the mechanism cannot be used if more than ten percent of the privately owned property in the zone is in residential use. The TIF is typically applied in development situations where large commercial investments are likely to result from public improvements.

This situation is already in place around the regional shopping center site and includes the right-of-way on Main Street/FM 720 only in the downtown area. The boundary of this TIF district in the downtown should be tailored to the commercial area and the area west of the railroad tracks to the Tollroad.

In conclusion, there is a range of tools available to implement the downtown plan. These as well as other specific methods need to be considered in relation to estimated project costs in order to determine the most workable approaches toward funding implementation costs.

Recommended Public and Private Tools to Leverage Redevelopment in Downtown Frisco

PROGRAM	PURPOSE	APPLICATION	ACTION
Targeted Loan Program	Focus investor attention on selected geographic/market sectors	Home purchase; Housing improvements; Retail recruitment	City and financial institutions work to structure effective program
Tax Abatement	Encourage investment in repairs/renovations	Home and Commercial property improvement (owner occupied)	City staff structure proposed Tax Abatement for the study area
Public Improvement District	Secure property owners' support for enhanced public investments/services	Enhanced landscaping, amenities, maintenance, security, etc.	Main St. Program works with property owners to structure program
Public Property Leveraging	Expand use of property in public ownership	Lease buildings to tenants	City solicits development interest in property use
Corporate Contributions	Obtain public sector commitments to neighborhood stabilization	Home and Business Improvements	Main St. Program works with Chamber of Commerce and Economic Development Foundation
ISTEA of 1991	Fund surface transportation improvements	Construction of recreational trails and enhancement of historic resources	City evaluates funding opportunities
Historic Tax Credits	Encourage restoration of historic properties	Tax credit for substantial rehabilitation of pre-1936 structures	Property owners work through State Historic Preservation Office
Capital Budgeting	Provide for normal capital construction and repair	Landscaping of local streets and other urban design improvements	City programs phased improvements
State Highway Landscape Cost Sharing	Encourage joint beautification of State highways	Landscaping of the FM 720	City and State (TEXDOT) identifying funding approach

Figure 33: Funding Programs and Actions

The greatest resource for implementing the plan are the citizens of Frisco. Volunteer programs, fund raisers and strong vocal support are all important aspects of local responsibility for implementing this masterplan for the future of Frisco.

The following action plan prioritizes the specific duties needed to achieve completion of this mater plan according to funding and difficulty. It focuses on making the most impact for the dollar.

SPECIFIC ACTION PLAN

Historic Preservation

Priority

Goal: Preserve the remaining historic fabric of downtown Frisco.

1. *Designate Buildings within the Historic District which have unique cultural or historic merit.* 1
Cost: Implementation Time, survey complete
2. *Create a Frisco Historic District; Nominate this area to the National Register of Historic Places; Implement Historical District Design Guidelines;* 1
Cost: Preparation Time
3. *Create a Historic Commission appointed by the City Council to review development applications. Provide review of development applications by an outside preservation architect by way of application fees or other programs.* 1
Cost: Nothing
4. *Study the initiation of low interest loan programs for façade, roof and structural renovation of historic structures.* 1
Cost: Preparation Time
5. *Provide tax abatement in the historic district for renovation or construction for a period of ten years.* 1
Cost: Preparation Time
6. *Create a "conservation district" to the south of the historic district between 4th Street and County Road.* 1
Cost: Implementation Time
7. *Renovate the Frisco Water Works and water tower in the historically appropriate manner.* 1
Cost: Short term loss of revenue
8. *Replicate the Railroad Depot on the downtown side of the tracks along First Street.* 1
Cost: See cost estimate in appendix.

Zoning/Landuse

Goal: Supplement zoning in order to improve land use patterns within and encourage private development supporting the historical model of downtown.

1. *Expand the Original Town District boundaries to include areas to the west and north of the existing area.* 1
Cost: Council and staff time
2. *Separate the OT District into two new districts defined by their character. OTC (Original Town Commercial) for areas of commercial character with commercial uses and OTR (Original Town Residential) for areas of residential character with commercial uses.* 1
Cost: Council and staff time
3. *Revise the OTC District standards as described in the Zoning Recommendations section(p. 35) of this Master Plan.* 1
Cost: Council and staff time
4. *Revise the OTR District standards as described in the Zoning Recommendations section (p.36) of this Master Plan.* 1
Cost: Council time
5. *Revise the existing Single-family-6 District standards as described in the Zoning Recommendations section (p.36) of this Master Plan.* 1
Cost: Council and staff time
6. *Revise the Comprehensive Zoning Ordinance Section 36: Special and Additional Supplementary Regulations (36.9) to allow 100% wood frame houses in SF-6/Historic Overlay District with Historic Commission approval.* 1
Cost: Council and staff time

Priority

7. *Create a Historic Overlay District to establish historic design guidelines. Apply overlay district to the OT districts and portions of the SF-6 district.*
Cost: Council and staff time 3
8. *Create a Historic Commission to review development applications in the Historic District for conformity to the Design Guidelines.*
Cost: Council and staff time 3
9. *Creation of a conservation and redevelopment district for areas surrounding the historic overlay district that are not eligible for inclusion.*
Cost: Council and staff time 3
10. *Consider relocating the Industrial (I) District zoning, located to the west of downtown, and replacing it with a special zoning district called UC-Urban Center. This area would allow mixed uses including commercial, office, retail, and potentially some residential. Area regulations could require no front yard setbacks, parking requirements to the side or behind buildings. Two story buildings could be encouraged, perhaps higher than three story allowed.*
Cost: Council and staff time 2

Infill Recommendations

Goal: Provide a mechanism for structural infill downtown that is historically sensitive.

1. *Create incentive programs which encourage commercial infill along Main Street such as tax abatement, low interest loans, or enterprise zones.*
Cost: Varies 2
2. *Consider public/private joint venture in constructing infill projects.*
Cost: Varies 2
3. *Consider public/private joint venture in constructing infill projects with guidelines.*
Cost: Varies 2
4. *Consider building public buildings such as libraries, meeting halls, and Postal facilities on Main Street.*
Cost: Varies 2
5. *Consider a redevelopment district and a conservation district south of the Historic District in the downtown area.*
Cost: Varies 3

Parking and Transportation

Goal: Increase the efficiency and quality of vehicular circulation and parking.

PARKING

1. *Change parking dimensions in zoning code to smaller sizes pursuant to today's size cars.*
Cost: Staff time 2
2. *Require that parking in the OTC District be located behind the building on Main Street.*
Cost: Zoning Change 1
3. *Allow off-site parking for Main Street structures to be constructed in the rear 60' of lots fronting Oak and Elm Streets in the OTC and OTR Districts.*
Cost: Zoning Change 1
4. *Improve on-street parking conditions on Main Street via striping, time limits, and the Streetscape Master Plan Improvements.*
Cost: Variable 1
5. *Improve and/or construct on-street parking on all north-south streets in the Historic District one block north and south of Main.*
Cost: See Cost Estimate 2

- | | Priority |
|--|----------|
| 6. <i>Formalize Downtown parking construction/ lease back plan for all OT, OTC, and OTR properties and offer publicly.</i> | 2 |
| Cost: Varies | |

TRANSPORTATION

- | | |
|---|---|
| 1. <i>Leave Main Street between County Road and the railroad as a two lane, two-way street section with parallel parking on both sides in order to maintain traffic volume and accommodate pedestrians.</i> | 1 |
| Cost: None | |
| 2. <i>Improve Main Street from Preston to County Road to a five-lane road section with two lanes each way and a center turn lane.</i> | 3 |
| Cost: Unknown | |
| 3. <i>Improve Main Street from downtown to the Tollroad to a five-lane road section with two lanes each way, a center turn lane and parallel parking.</i> | 3 |
| Cost: Varies with options | |
| 4. <i>Improve Fifth Street in the first two blocks south of Main to a two lane, two way street with a third center turn lane going north. Reduce parallel parking appropriately in those two blocks.</i> | 3 |
| Cost: Unknown | |
| 5. <i>Add a traffic signal at Main and 5th to slow traffic and accommodate Fifth St. as a thoroughfare to the south.</i> | 2 |
| Cost: \$70,000 | |

Streetscape / Infrastructure

Goal: Implement streetscape and infrastructure improvements to enhance the visual and pedestrian quality of the downtown area.

- | | |
|---|---|
| 1. <i>Implement an immediate street signage change in the Historic Downtown Area incorporating the new downtown Frisco logo.</i> | 1 |
| Cost: \$15,000 | |
| 2. <i>Implement the addition of new period street lighting fixtures along Main St. as quickly as feasible.</i> | 1 |
| Cost: Downtown: \$150-200,000
See cost estimate for details | |
| 3. <i>Implement a new signage ordinance as part of the design guidelines for the historic district.</i> | 1 |
| Cost: Council and staff time | |
| 4. <i>Purchase period street furniture such as benches and trash receptacles as quickly as feasible.</i> | 1 |
| Cost: \$45,000 | |
| 5. <i>Construct new Main Street section from Fifth St. to the railroad tracks with expanded sidewalks, block end noses and trees as capital development programs allow.</i> | 2 |
| Cost: See cost estimate | |
| 6. <i>Install new storm sewer in Main Street with new street section construction.</i> | 2 |
| Cost: \$100,000+ | |
| 7. <i>Seek to implement the new downtown logo on the grain silos west of the railroad tracks.</i> | 1 |
| Cost: \$10,000 | |
| 8. <i>Construct entrance portal signage/icons at the limits of the Historic District on Main Street in order to welcome visitors to downtown.</i> | 1 |
| Cost: \$30,000 | |

Public Facilities

Priority

Goal: Encourage future public buildings to remain as anchors in the downtown area.

1. *Consider building new City Hall facilities immediately west side of the railroad tracks at the end of Main Street as a landmark structure for the City* 2
Cost: Unknown
2. *Consider building a rail museum near the railroad tracks as a tourism anchor for downtown.* 3
Cost: Unknown
3. *Consider building public parks in the residential districts north and south of Main Street as a neighborhood quality of life improvement for that area.* 3
Cost: \$250,000 + land
4. *Consider linking the downtown area with surrounding neighborhoods via the construction of hike and bike trails along the rail corridor and then into creek greenbelts to the north and south of downtown to the west.* 3
Cost: ISTE A Matching

Programs/Implementation

Goal: Create incentive programs that encourage and promote continued redevelopment interest in the downtown area in a historically sensitive style.

1. *Apply for Texas Historical Commission Main Street Designation as soon as possible.* 1
Cost: Commitment
2. *Consider implementing a management and promotion program for the downtown area including the addition of a "downtown coordinator" position.* 1
Cost: One salaried position
3. *Consider a subsidized architectural assistance program for Historic District properties.* 1
Cost: \$500-1,000/property
4. *Consider implementing a public improvement district as a joint venture with downtown property owners.* 2
Cost: Management
5. *Consider utilizing Community Development Corporation funds for downtown public improvements.* 1
Cost: Loss of revenue to other property
6. *Consider applying for TXDOT landscape beautification funds as a source of street trees along the entire length of 720 from Preston Rd. to the Tollroad.* 1
Cost: 50% of improvements
7. *Consider traditional capital budget expenditures for street and public improvements via bond elections.* 2
Cost: Staff time
8. *Consider applying for ISTE A Funds for streetscape improvements, the Depot replication project and hike and bike trails.* 1
Cost: Staff time, matching share 20%
9. *Consider implementing a targeted loan program for improvements in the Historic District.* 1
Cost: Interest Subsidy

STREETSCAPE MASTER PLAN

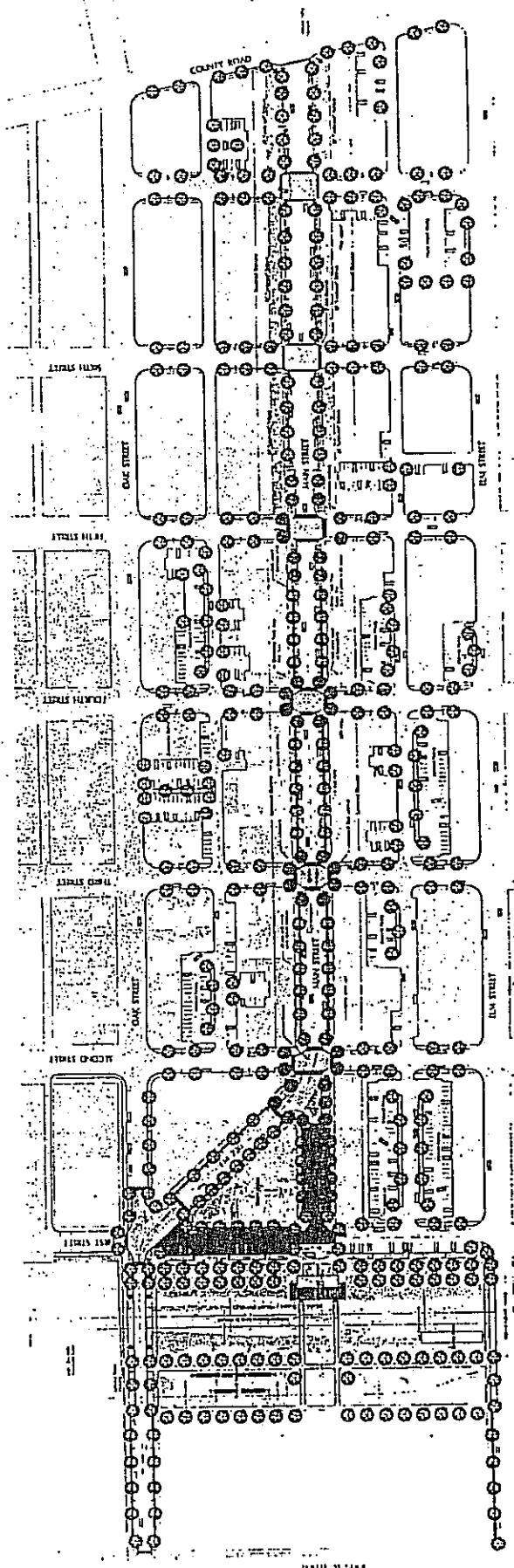
DOWNTOWN FRISCO

STREETSCAPE MASTER PLAN

The Downtown Frisco Streetscape Master plan is the graphic depiction of specific improvements along Main Street. The purpose of this plan is to visually communicate the goals and objectives for the Downtown Masterplan. (See Figure 34.)

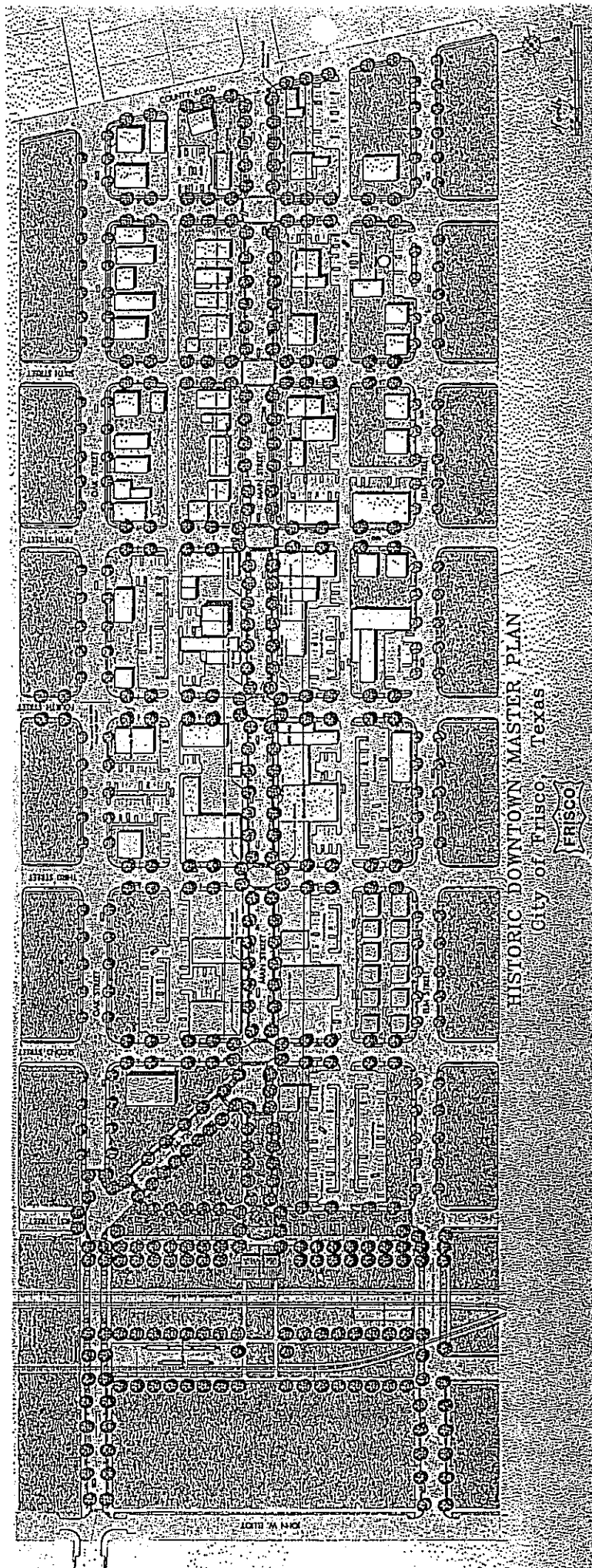
In order to emphasize pedestrian activity within the downtown core between 5th Street and the railroad, only two travel lanes are recommended with no center turn lane or median. The objective is to make this area pedestrian oriented with the convenience of on-street parking and wide pedestrian walkways. This is accomplished with the construction of a 10' wide sidewalk with a 4'6" landscaped buffer adjacent to a 13'6" wide parallel parking bay on both sides of Main Street. The buffer area could be used for street furniture such as street lamps, benches, trees and shrubbery, trash cans, mailboxes, etc. As shown on Figure 35, pedestrian crosswalks would be added at all intersections. Curbing at intersections would extend out in order to decrease pedestrian walking distances and create more landscaping opportunities.

At this time there are no improvements recommended for the local residential streets in the neighborhood near the downtown area, however curbs should be constructed in conjunction with any future repaving. Figures 29 and 30 display typical commercial and residential street sections for the Frisco downtown core area.



HISTORIC DOWNTOWN MASTER PLAN
CITY OF FRISCO, TEXAS
FRISCO

Figure 14: Historic Downtown Frisco Streetscape Master Plan



PROPOSED TRAFFIC CONTROL DEVICES AND SIGNAGE

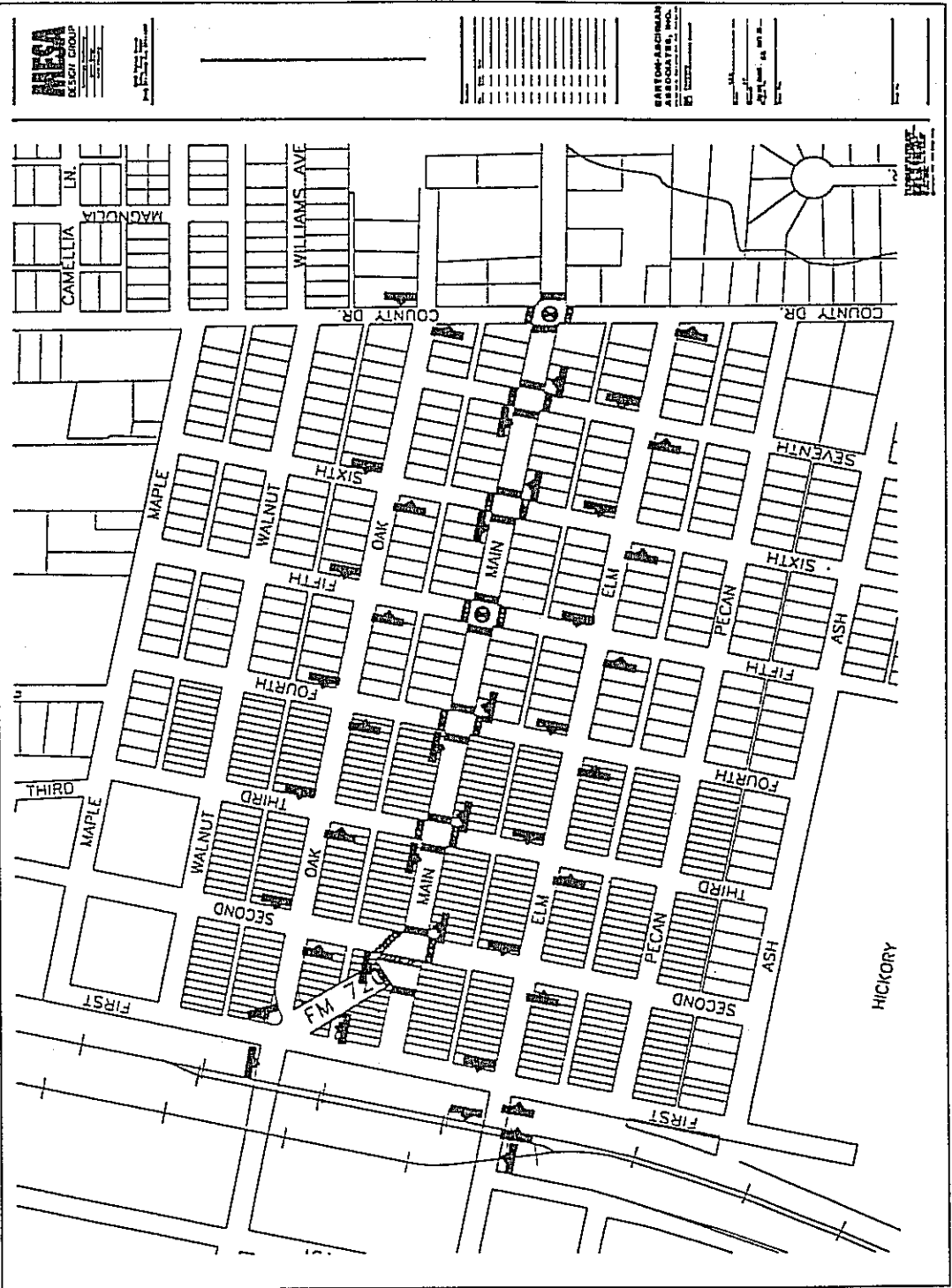


Figure 35: Proposed Traffic Control Devices and Crosswalks

PROPOSED ON-STREET PARKING LOCATIONS



Figure 36: Proposed On-street Parking

PROPOSED OFF-STREET PARKING LOCATIONS

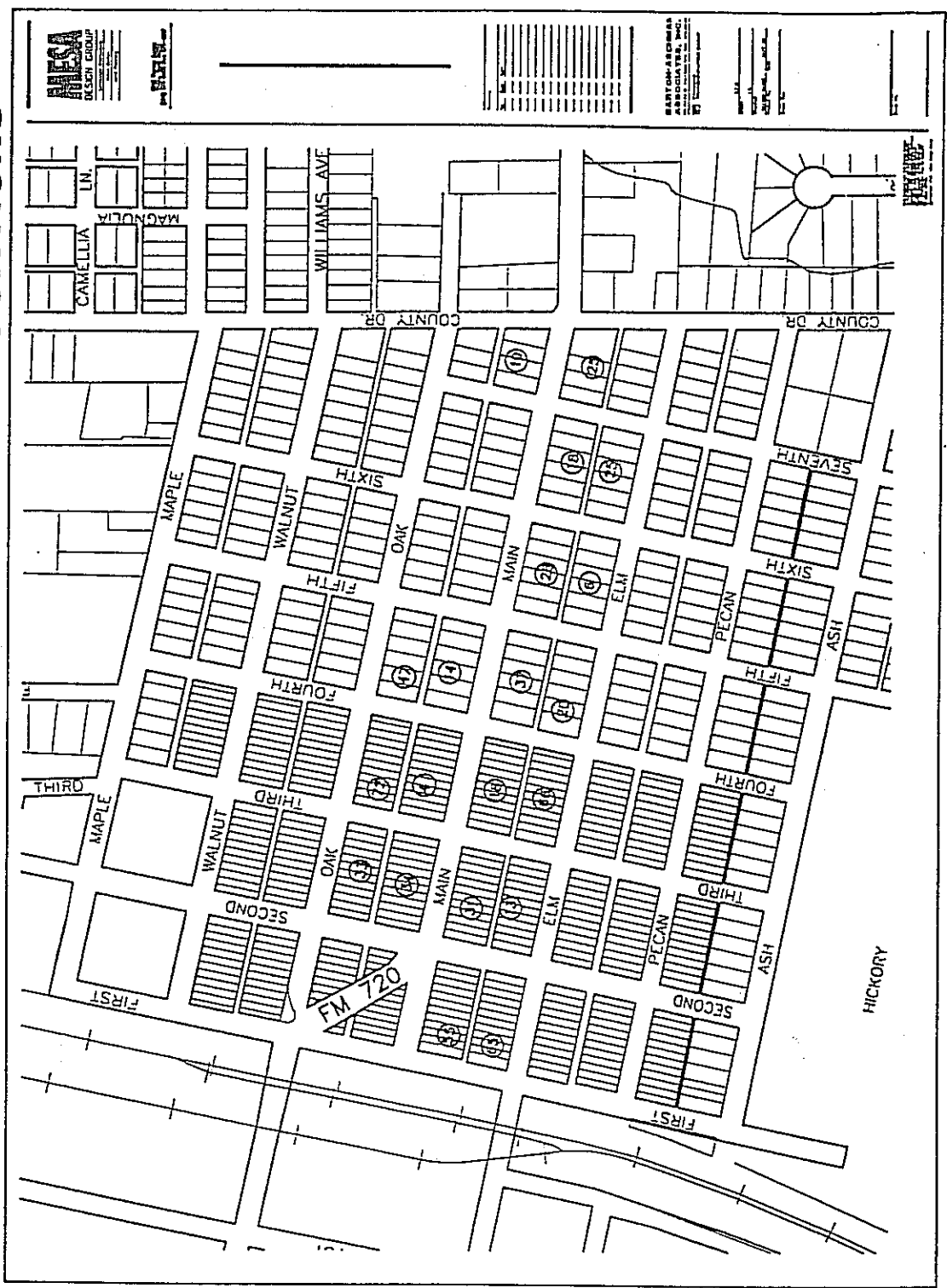


Figure 37: Proposed Off-street Parking



SIDEWALK IMPROVEMENTS

Sidewalk improvements proposed in the Downtown Streetscape include widening sidewalks between the railroad tracks and 5th Street by 4'6". This additional 4'6" width becomes a landscape buffer zone with trees at 50'0" minimum on center. (These trees should be aligned with parting walls in order not to block store front signage.) Brick paver insets are placed between these trees. This allows the concrete walk areas to be 9' wide, with a total width of 13'6". All other sidewalk improvements in this area are located on the side streets and are typically 8'-10' concrete walks as shown in the masterplan. For the blocks between 5th Street and County Road, existing 5' walks should continue around the blocks connecting the side streets to Main Street. These walks are set back from the street 5' to continue this landscape buffer along Main Street. However, there are no brick insets in this area.

LANDSCAPE IMPROVEMENTS

Landscaping is significantly increased since there are currently no street trees along the commercial areas of Main Street. From the railroad to 5th Street, 159 street trees can be added to improve the streetscape. Ornamental trees should be placed at all intersections in order to designate these street crossings to pedestrian users as well as add appearance. Also, brick crosswalks should be located at all major intersections for pedestrian traffic. From 5th Street to County Road, 79 trees can be added along Main Street and other side streets. Trees added include those in new parking areas and sidestreets on the blocks facing Main Street only.

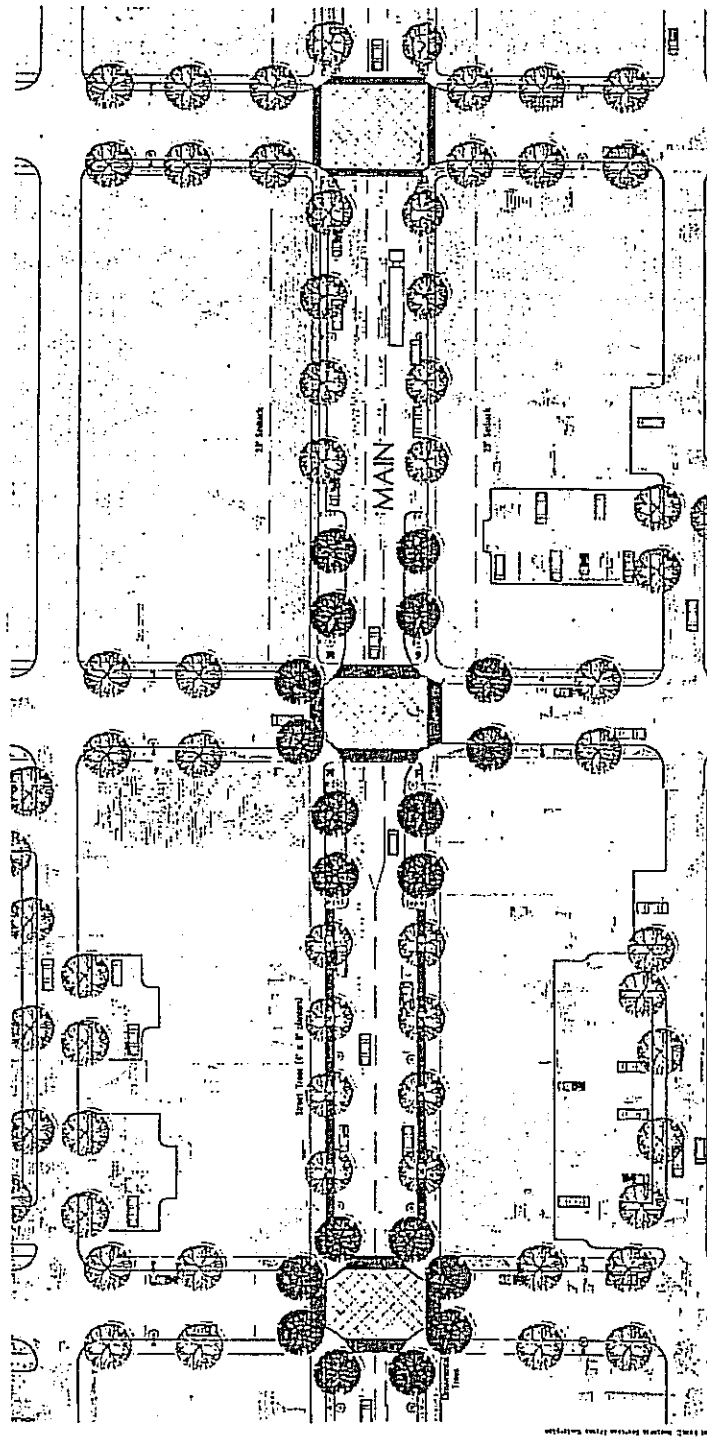


Figure 38: Proposed Streetscape



STREET FURNISHINGS IMPROVEMENTS

Street furnishings such as benches, trash receptacles, signage, and lighting should be added for pedestrian use. These items are located at various positions in the masterplan and are included in the cost estimate.

ENTRANCE IMPROVEMENTS

The final detail of the masterplan to be pointed out is the placement of entrance icons. The entrances to the Downtown area are very important features, yet they are not currently well defined. It is important to designate and outline this Downtown Historic area so that residents and visitors alike can recognize when they have entered this district, giving this area definition or boundary. There are ten of these entrance icons total. Four are located at the West entrance to town at the railroad tracks (two on either side). Two are located on either side of Main Street at County Road, the East entrance to the Downtown. The remaining four would be miniaturized versions to be placed on all four corners of the intersection at 5th Street and Main Street. This would designate the difference between the commercial and residential architectural styles on Main Street. Below is a potential example of what an icon could look like, however, there are numerous designs that could take shape. This is an entirely different design process that should be later explored when these icons are implemented.



Figure 39: Potential Entrance Feature

Appendix

APPENDIX

- *Aerial Photograph*
- *Historic Resource Survey*
 - Historic Depot Plan*
 - Sanborne Insurance Map*
- *Master Plan Cost Estimate*
- *Design Guidelines*
 - Proposed Commercial Form Guidelines*
 - Proposed Residential Form Design Guidelines*
 - Proposed Residential/Commercial Infill Site Guidelines*
- *Parking & Transportation Report*
 - Existing On-street Parking*
 - Existing Off-street Parking*
 - Existing Traffic Signals*

FRISCO OLD TOWN HISTORIC RESOURCE SURVEY FOR THE NATIONAL REGISTER OF HISTORIC PLACES

Prepared by: ArchiTexas

An architectural survey of Historic Downtown Frisco residential and commercial areas was completed to determine if there exists an area or areas that are potentially eligible to the National Register of Historic Places (NRHP). Individual properties were recorded by photograph, address and graphically on 1"=200' field maps. Recorded properties were considered contributing to a potential residential or commercial historic district.

METHODOLOGY

A contributing property is a property that maintains its essential historical integrity and is included in the Period of Significance (1900-1922) established for that district.

Mapped properties indicate concentrations of historic properties that could constitute a historic district. To have a potentially eligible NRHP District, 60% of the properties must be contributing to the historic district. With this data, district boundaries were drawn to clearly define an area that could potentially be eligible for the National Register of Historic Places.

A total of 136 residential and commercial properties were recorded in the Downtown Frisco Area which encompasses the most concentrated and intact collections of late nineteenth and early twentieth century structures. The survey revealed two historic residential districts divided by a central historic commercial district on Main Street.

FINDINGS

*NORTHERN RESIDENTIAL
DISTRICT*

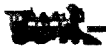
The Northern Residential District is described as those properties fronting Oak Street on the south and fronting Maple Street on the North from 3rd Street on the west and County Road on the east. A one block area on Oak Street east of County Road is also included in the district. This district is generally a cohesive grouping of 115 residential buildings, set in a historically appropriate natural and man-made landscape that represents the late nineteenth century and early twentieth century residential history of Frisco. Surviving basically intact are dwellings representing a variety of vernacular forms and nationally popular domestic architectural styles from the 1880s to the 1950s. The architectural fabric along Oak Street and Maple Street provides some of the City's best examples of buildings associated with people and events that most likely made significant contributions to the history of Frisco. The structures are primarily residential with a few commercial intrusions, one historic church and one historic school. Of the 115 buildings, 72 are contributing in the district. The noncontributing buildings are residential properties that have been significantly altered or have been built since 1940.

The Northern Residential District is potentially eligible based on two criteria of the National Register Criteria. Under the first criteria, properties must be associated with events that have made a significant contribution to the broad patterns of our history. Under the second criteria, properties must embody the distinctive characteristics of a type, period or method of construction or must represent the work of a master craftsman or possesses high artistic value, or represent a significant and distinguishable entity whose components lack individual distinction.

Further research should be undertaken to develop the Northern Residential District Area's historical context and complete the required NRHP forms.

*CONTRIBUTING PROPERTIES TO A POTENTIAL NRHP DISTRICT
(Northern Residential District)*

<u>SITE NO.</u>	<u>ADDRESS</u>	<u>ROLL/FRAME</u>
1	7659 Oak	1/1
2	7579 Oak	1/2
3	7527 Oak	1/3
4	7511 Oak	1/4
5	7546 Oak	1/5
6	7604 Oak	1/6
7	7243 Oak	1/7
8	7211 Oak	1/8
9	7191 Oak	1/9
10	7175 Oak	1/10
11	7159 Oak	1/11
12	7127 Oak	1/12
13	7110 Oak	1/13
14	7126 Oak	1/14
15	7158 Oak	1/15
16	7190 Oak	1/16
17	7200 Oak	1/17
18	7210 Oak	1/18
19	7059 Oak	1/19
20	7043 Oak	1/20
21	7011 Oak	1/21
22	7010 Oak	1/22
23	7042 Oak	1/23
24	Methodist Episcopal Church (ca. 1915)	1/24
25	6911 Oak	1/25
26	6974 Oak	1/27
27	9089 5th	1/28
28	9121 5th	1/29
29	9140 5th	1/30
30	Frisco Community Center	1/31



31	6711 Oak	1/32
32	8981 3rd	1/33
33	9021 3rd	1/34
34	6838 Oak	1/35
35	6858 Oak	1/36
36	6880 Oak	1/37
37	9281 4th	2/2
38	9080 4th	2/3
39	9060 4th	2/4
40	6910 Walnut	2/5
41	6942 Walnut	2/6
42	6958 Walnut	2/7
43	7110 Walnut	2/8
44	7158 Walnut	2/9
45	7190 Walnut	2/10
46	7191 Walnut	2/11
47	7127 Walnut	2/12
48	7111 Walnut	2/13
49	9081 6th	2/14
50	9121 6th	no photo
51	9280 County Road	2/15
52	7510 Maple	2/16
53	7127 Maple	2/17
54	7059 Maple	2/18
55	7011 Maple	2/19
56	6991 Maple	2/20
57	6959 Maple	2/21
58	6943 Maple	2/22
59	6911 Maple	2/23
60	6873 Maple	2/24
61	6839 Maple	2/25
62	6928 Maple	2/26
63	7000 Maple	2/27
64	7020 Maple	2/28
65	7090 Maple	2/29

66	7110 Maple	2/30
67	7180 Maple	2/31
68	9351 4th	2/32
69	9421 4th	2/33
70	9451 4th	2/34
71	9511 4th	2/35

A potential Southern Residential District exists, described generally as those properties within County Road on the east, Elm Street on the north, Third Street on the west and Ash Street on the south. While some very important and significant properties exist in this area there is a high percentage of non-contributing buildings and some commercial intrusions in the district. The non-contributing buildings are historic properties that have been significantly altered and do not retain historical integrity or contemporary residential and commercial structures that have been built since 1940. A total of 36 properties were recorded. (35 residential properties and a historic water tower.) Because of the high percentage of non-contributing structures, this district does not appear eligible to the NRHP at this time. If a program for restoration of historic properties and new historically appropriate infill construction is implemented in the area it could become eligible to the NRHP.

*SOUTHERN RESIDENTIAL
DISTRICT*

*CONTRIBUTING PROPERTIES TO A POTENTIAL NRHP DISTRICT
(Southern Residential District)*

<u>SITE NO.</u>	<u>ADDRESS</u>	<u>ROLL/FRAME</u>
72	8481 5th	3/1
73	8621 5th	3/2
74	8721 5th	3/3
75	7210 Pecan	3/4
76	7227 Pecan	3/5
77	7242 Pecan	3/6
78	7258 Pecan	3/7
79	7291 Pecan	3/8
80	7091 Pecan	3/9

81	7043 Pecan	3/10
82	7027 Pecan	3/11
83	7011 Pecan	3/13
84	6911 Pecan	3/12
85	6943 Pecan	3/14
86	6881 Pecan	3/15
87	6781 Pecan	3/16
88	6910 Pecan	3/17/18
89	7126 Pecan	3/19
90	7176 Pecan	3/20
91	7275 Ash	3/21
92	7211 Ash	3/22
93	7159 Ash	3/23
94	7149 Ash	3/24
95	7059 Ash	3/24A
96	6810 Ash	3/25/26
97	6942 Ash	3/27
98	7158 Ash	4/0
99	8660 Ash	4/1
100	8628 Ash	4/2
101	7111 Elm	4/3
102	7091 Elm	4/4
103	7075 Elm	4/5
104	7043 Elm	4/6
105	Water Tower	4/7
106	7210 Elm	4/8
107	7274 Elm	4/9
108	7510 Main	4/10

DOWNTOWN COMMERCIAL DISTRICT

The Frisco Downtown Commercial Historic District consists of two rows of one and one and a half story commercial buildings which are located along two block faces on the north and south of Main Street. There are also three continuous blockfaces of residential properties that have been converted to commercial use over the last ten years. The district extends along two blockfaces of Main Street, with County Road as the eastern boundary and Third Street on the western boundary. The one and one and a half story block faces constitute the remaining mercantile center of the Town of Frisco. These remaining resources were built primarily from 1890-1930 and were built in the dominant one-and two-story vernacular commercial style. *(Some structures were moved to Frisco from other towns settled previous to Frisco's founding in 1903.)* The buildings in this area are typically constructed of masonry with a detailed cornice of simple decorative brickwork. There are some buildings which have varying degrees of alterations which compromise their architectural integrity such as overpaint brickwork, replaced storefronts and awnings covering transoms. However, the collection typifies the architecture of Main Street in an agricultural community that developed and flourished during the late nineteenth and early twentieth century in North Central Texas.

The residential structures date from the late 19th century to the early 20th century with some having been converted to commercial use. Several of these properties have been moved into the district and are sited in a manner that retains the essential residential character of eastern Main Street.

The residential structures in the district consist of three continuous blocks encompassing intact collections of late nineteenth and early twentieth century houses. Erected between 1885 and 1930, the contributing buildings represent both vernacular and popular designs including Gothic Revival, central hall pyramidal, L-plan Folk Victorian and Craftsman which were homes of prominent citizens in the development of Frisco. Most of these homes are basically intact



and have been sensitively converted to commercial use and retain their original historical integrity. Restoration and adaptive use of these buildings and sensitively designed infill could strengthen this area.

*CONTRIBUTING PROPERTIES TO A POTENTIAL NRHP DISTRICT
(Downtown Commercial District)*

<u>SITE NO.</u>	<u>ADDRESS</u>	<u>ROLL/FRAME</u>
109	8941 N. County	4/11
110	7258 Main	4/12
111	7242 Main	no photo
112	7210 Main	4/13
113	7158 Main	4/14
114	7110 Main	4/15
115	7080 Main	5/1
116	7074 Main	5/2
117	7058 Main	5/3
118	7026 Main	5/4
119	6990 Main	5/5
120	6942 Main	5/6
121	6916 - 6932 Main	5/7
122	Not Used	
123	6874 Main	5/8
124	6817 Main	5/9
125	6831 Main	5/10
126	6843 Main	5/11
127	6859 Main	5/12
128	6875 - 6865 Main	5/13
129	6927 - 6943 Main	5/14
130	6947 Main	5/15
131	6915 Main	5/16
132	6991 Main	5/17
133	7075 Main	5/18
134	7127 Main	5/19

135	The Abbey Restaurant	5/20/21
136	Frisco Grain Company	individual photo

Overall the Northern Historic District is the only district which is considered potentially eligible for the NRHP because of the excessive number of non-contributing properties in the other areas. All three surveyed areas could be combined into one large multiple property listing or the Frisco Old Town Historic District. Further research and completion of National Register of Historic Places Registration forms should be undertaken.

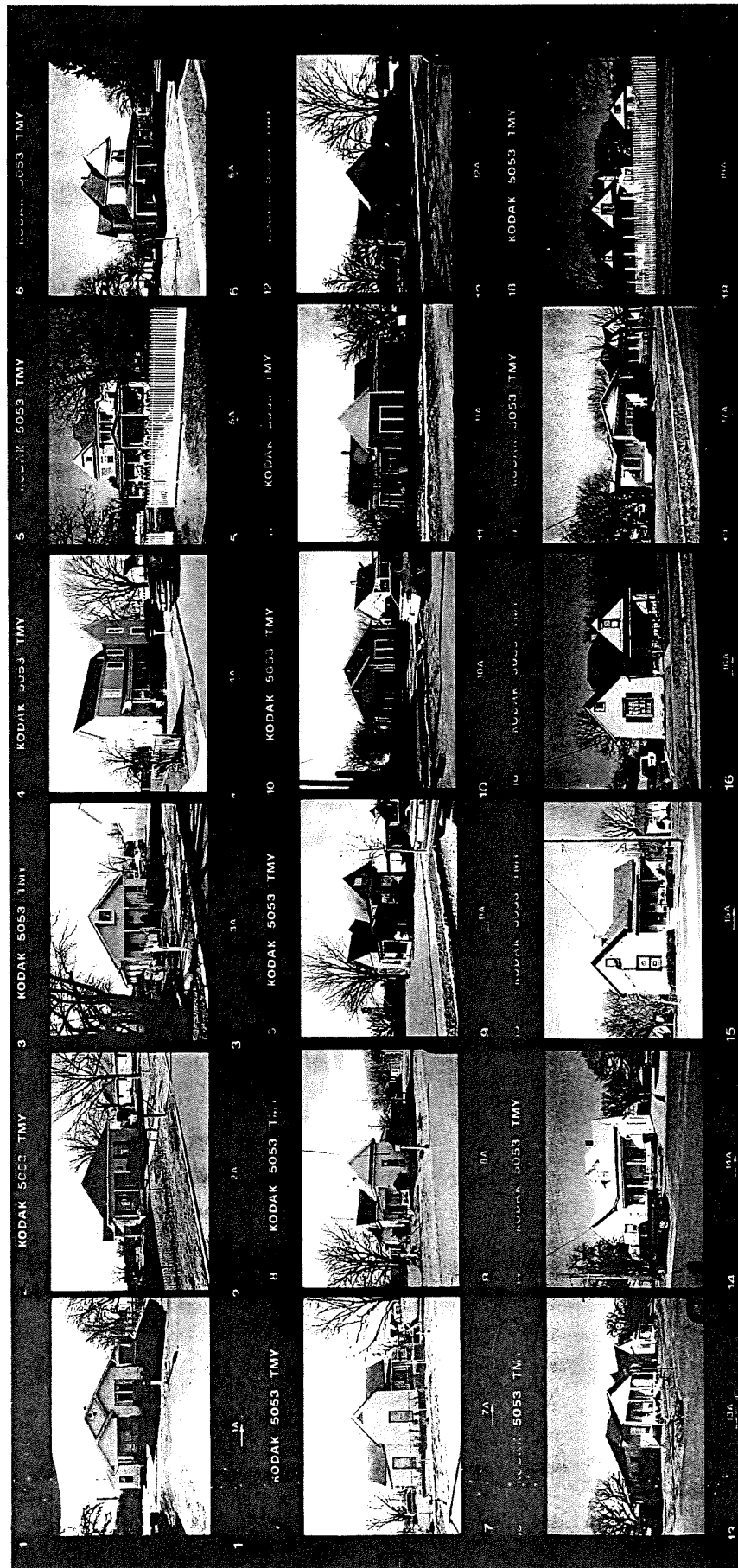
*OLD TOWN
HISTORIC DISTRICT*



Original Frisco Grain Company Site

Roll No. 1

Frames 1 through 18

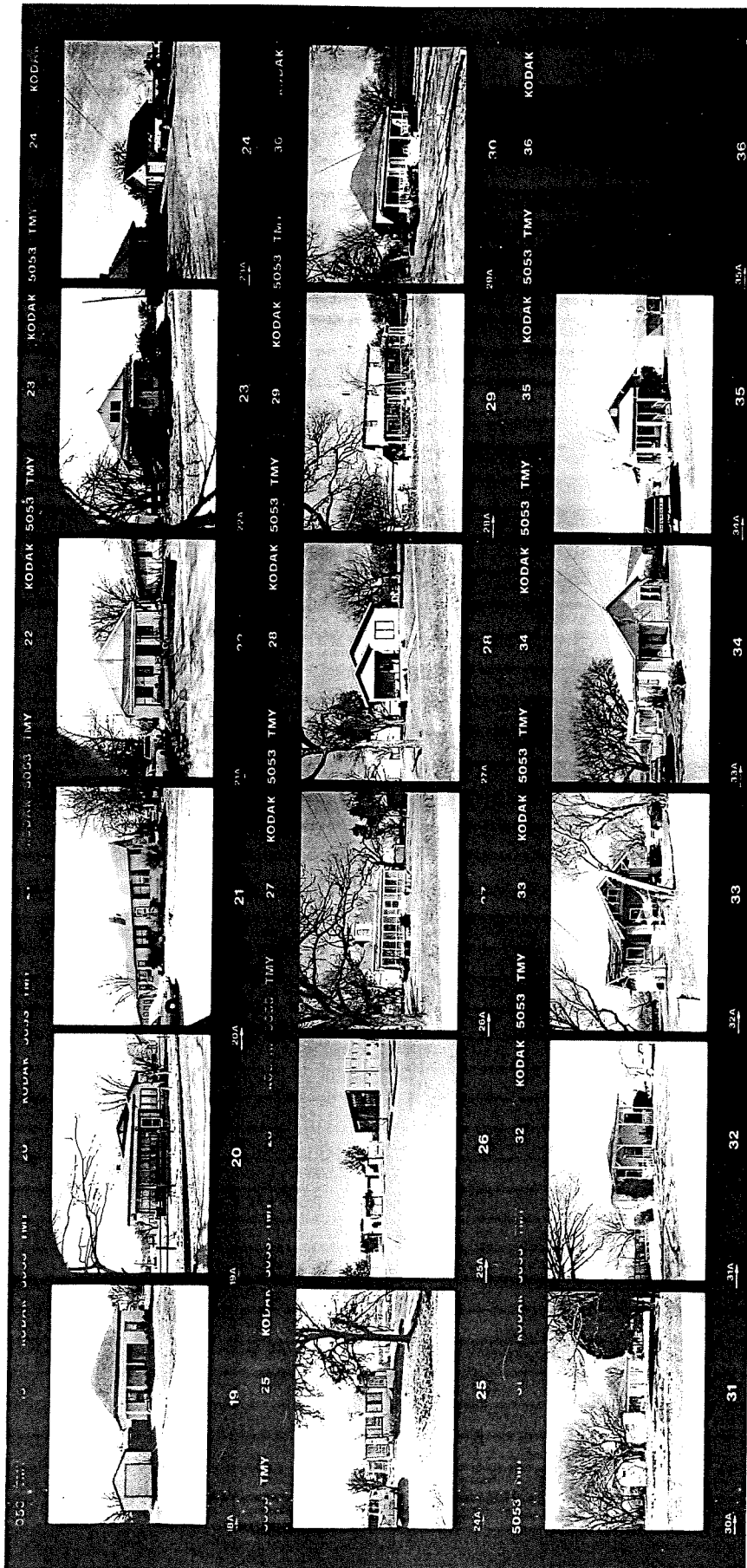






Roll No. 2

Frames 19 through 35





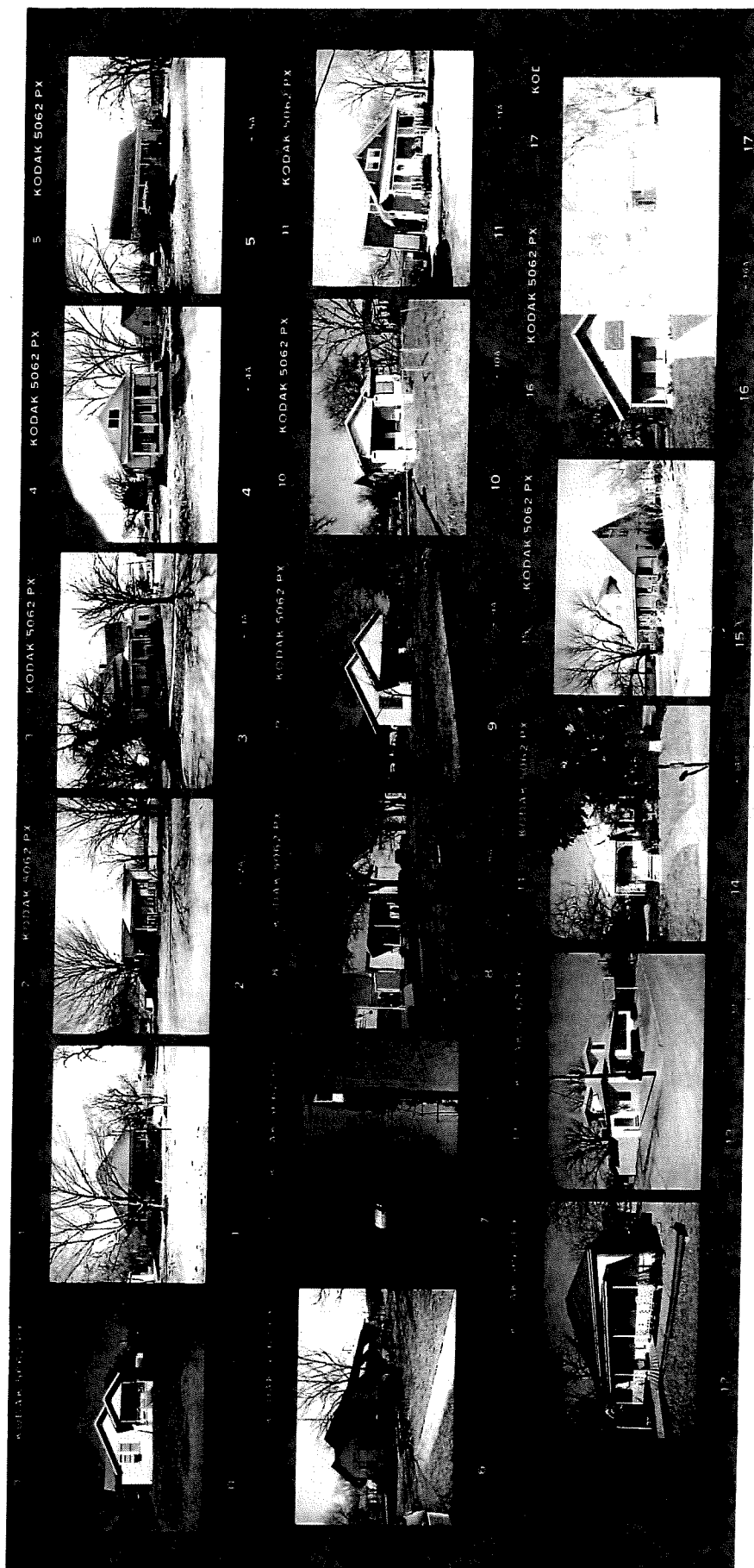
Roll No. 3

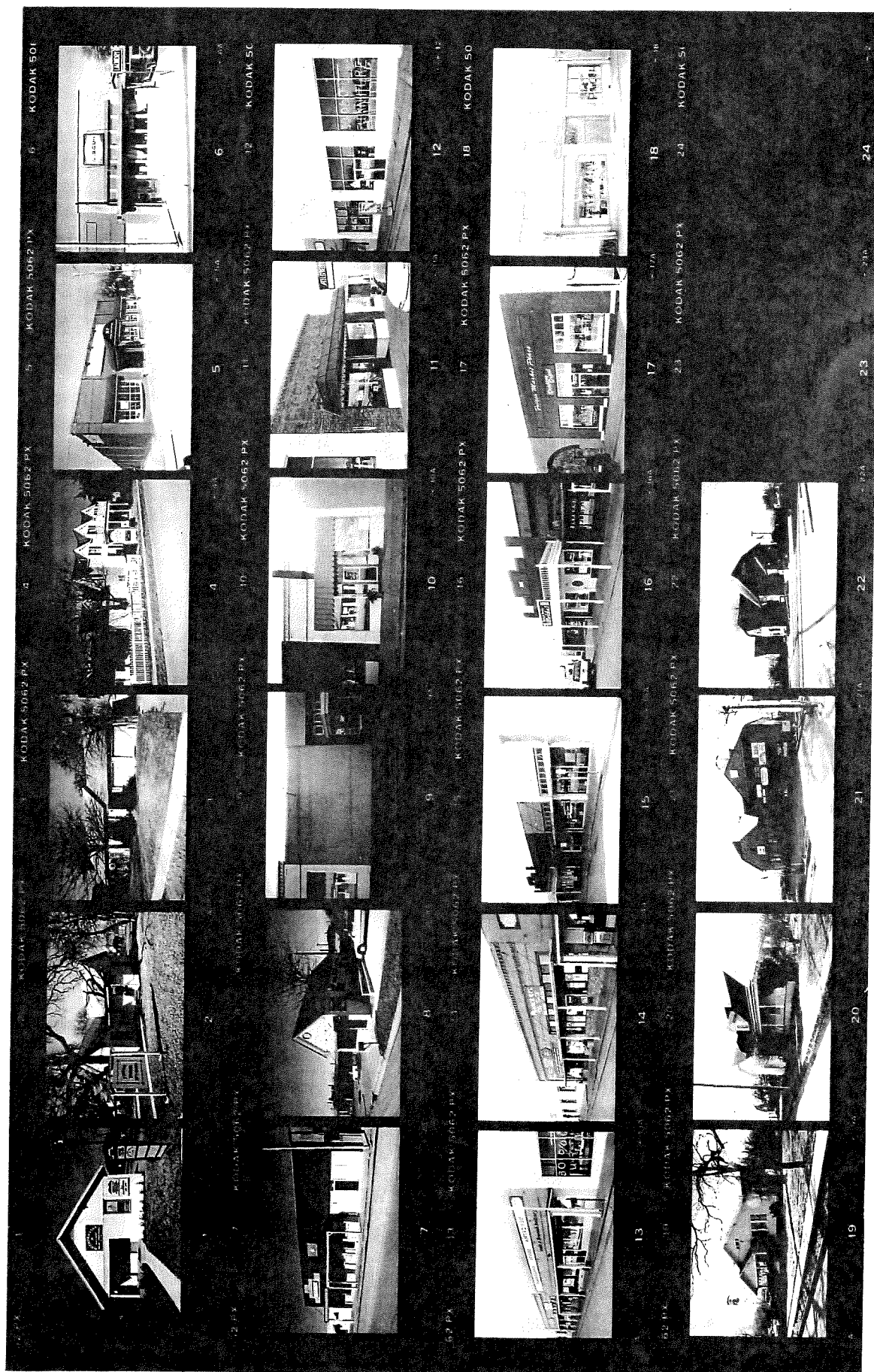
Frames 1 through 24A



Roll No. 4

Frames 0 through 17





FRISCO DEPOT REPLICATION

IMMEDIATE SITEWORK

Site Preparation	\$ 5,500
Landscape/Irrigation	18,000
Pavers/Decomposed Granite	15,000
Temporary Facilities	5,000
Metals (Fence)	<u>20,000</u>
	\$ 63,500

DEPOT

Foundation/Piers	\$15,500
Framing	33,500
Masonry	2,500
Carpentry/Drywall	54,500
Roof/Insulation	14,600
Doors/Hardware/Windows	31,000
Finishes	22,800
Specialties	1,200
Mechanical/Plumbing	23,560
Electrical	<u>46,450</u>
	245,610

SUBTOTAL DIRECT COSTS

\$ 309,110

General Conditions	(7.00%)	21,638
Overhead/Profit	(9.00%)	27,820
Bond	(1.75%)	5,400
Contingency	(10.00%)	<u>30,910</u>
		\$394,878

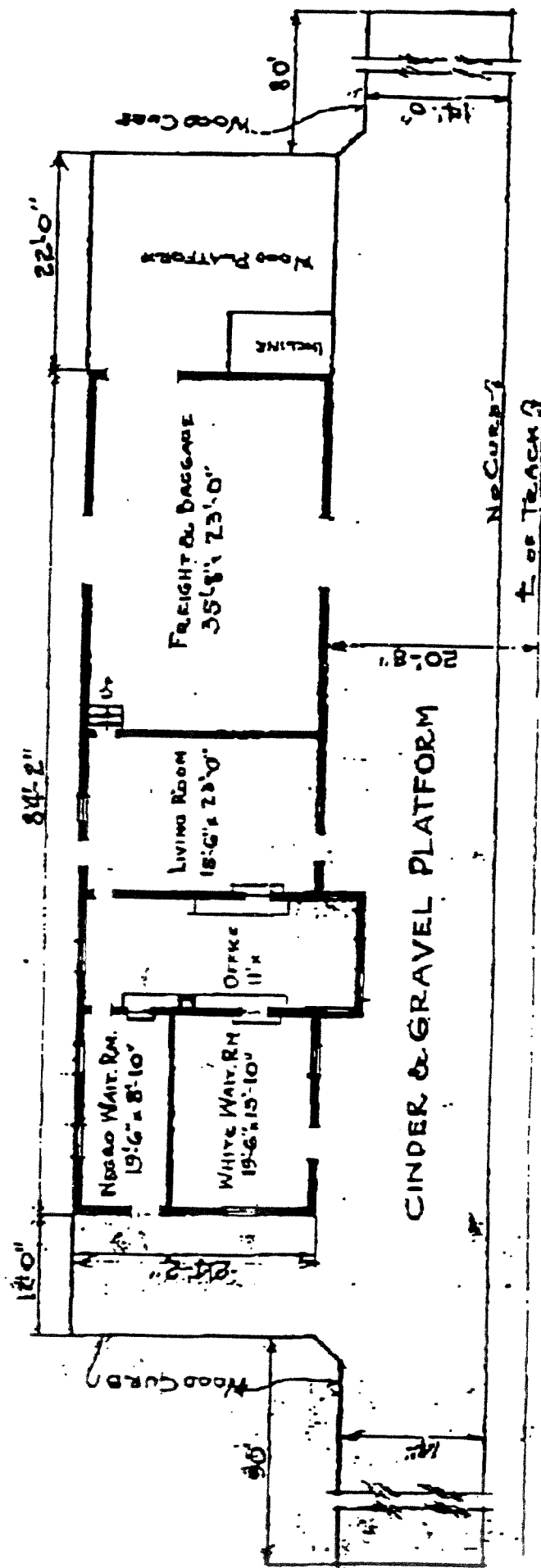
Soft Costs @ 16%

63,180
\$458,058

TOTAL DEPOT AND SITE REPLICATION COSTS \$ 458,058

ERECTED 1900
 TYPE AS FRAME
 FOUNDATION: PILE HEADS
 WALLS 2x6
 ROOF TYPE GABLE SHINGLES
 PITCH 3
 HEATING STOVES

FLOOR 7" 3x8
 FINISH { INSIDE 2x3x8 M. & D.
 OUTSIDE BOX & BATT. DROP SIDING
 CEILING HEIGHT WAIT ROOM 14' 1"; FREIGHT ROOM 13' 0" OPEN
 LIGHTING ELECTRIC
 SANITARY FACILITIES OUTSIDE TOILETS



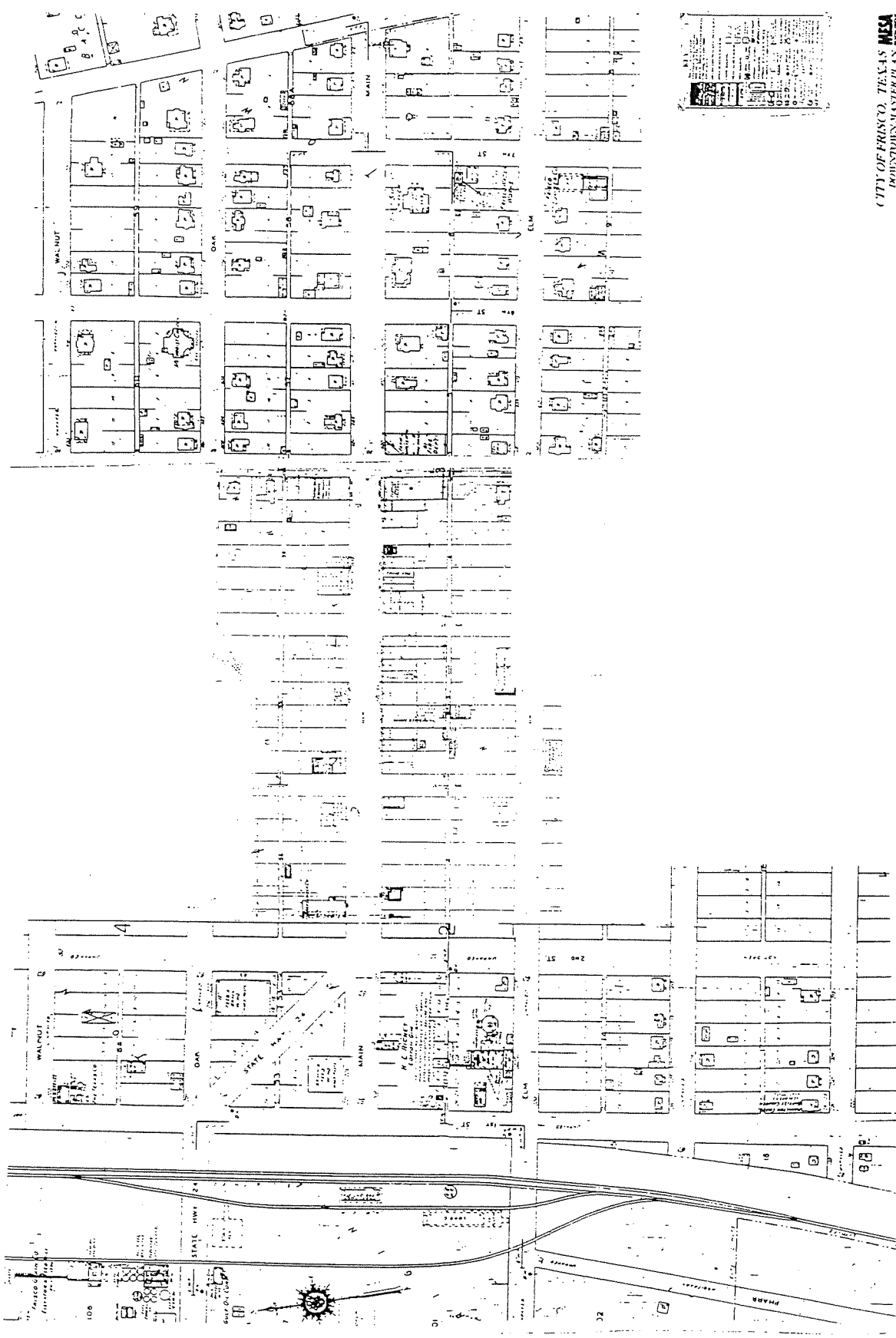
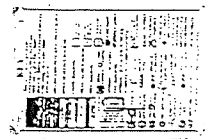
FLOOR PLAN
 SCALE: $\frac{1}{16}'' = 1'-0''$

COMBINATION STATION
 FRISCO, TEX.

FILE 19, 1920



CITY OF FRISCO, TEXAS
MESA
DOWNTOWN MASTER PLAN



PRELIMINARY COST ESTIMATE

MESA DESIGN GROUP, INC.

Project Name: 96058

Historic Downtown Frisco Masterplan

DESCRIPTION	QUANTITY	UNIT PRICE	COST	SUBTOTAL
Phase One-Water Tower				
Water Tower Renovation	1 lump sum	\$55,000.00	\$55,000.00	
Sidewalks	5,440 sf	\$4.00	\$21,760.00	
Street Trees (4" cal.)	23	\$420.00	\$9,660.00	
Bermuda Hydroseed	4,320 sf	\$0.10	\$432.00	
Irrigation	4,320 sf	\$0.27	\$1,166.40	
Phase One Subtotal				\$88,018.40
Phase Two-Depot Area				
Depot Building Renovation	1 lump sum	\$458,058.00	\$458,058.00	
Wooden Platform	3,624 sf	\$15.00	\$54,360.00	
Special Paving	22,310 sf	\$5.00	\$111,550.00	
Sidewalks	33,052 sf	\$4.00	\$132,208.00	
Curb and Gutter	1,585 lf	\$12.00	\$19,020.00	
Historic Lighting (100' o.c. w/footing)	8	\$2,350.00	\$18,800.00	
Benches	12	\$900.00	\$10,800.00	
Trash Receptacles	12	\$450.00	\$5,400.00	
Signage	18	\$100.00	\$1,800.00	
Street Trees (4" cal.)	81	\$420.00	\$34,020.00	
Bermuda Hydroseed	38,625 sf	\$0.10	\$3,862.50	
Irrigation	38,625 sf	\$0.27	\$10,428.75	
Phase Two Subtotal				\$860,307.25
Phase Three-Streetscape (John W. Elliot to 5th Street)				
Roadway Improvements	2,500 lf	\$443.00	\$1,107,500	
Storm sewer (36")	2,500 lf	\$35.00	\$87,500.00	
Street signal	1 lump sum	\$70,000.00	\$70,000.00	
Entrance Icons	10	\$3,000.00	\$30,000.00	
Special Paving in street	36,375 sf	\$5.00	\$181,875.00	
Sidewalks	55,660 sf	\$4.00	\$222,640.00	
Curb and Gutter	14,000 lf	\$12.00	\$168,000.00	
Historic Lighting (100' o.c. w/footing)	32	\$2,350.00	\$75,200.00	
Benches	12	\$900.00	\$10,800.00	
Trash Receptacles	12	\$450.00	\$5,400.00	
Signage	42	\$100.00	\$4,200.00	
Street Trees (4" cal.)	159	\$420.00	\$66,780.00	
Bermuda Hydroseed	25,000 sf	\$0.10	\$2,500.00	
Irrigation	27,320 sf	\$0.27	\$7,376.40	
Special Paving in walks (4'6" brick)	8,280 sf	\$5.00	\$41,400.00	
Tree grates	55	\$1,000.00	\$55,000.00	
Street Murals	400 sy	\$45.00	\$18,000.00	
Phase Three Subtotal				\$2,154,171.40
(Does not include new street cost or offsite utility extensions.)				

DESCRIPTION	QUANTITY	UNIT	PRICE	COST	SUBTOTAL
Phase Four-Streetscape (5th Street to County Road)					
Roadway Improvements	1,000	lf	\$427.00	\$427,000.00	
Storm sewer (36")	1,000	lf	\$35.00	\$35,000.00	
Special Paving in street	320	sf	\$5.00	\$1,600.00	
Sidewalks	36,960	sf	\$4.00	\$147,840.00	
Curb and Gutter	5,050	lf	\$12.00	\$60,600.00	
Parking Surface (6" Asphalt)	8,400	sf	\$3.00	\$25,200.00	
Historic Lighting (100' o.c. w/footing)	18		\$2,350.00	\$42,300.00	
Benches	12		\$900.00	\$10,800.00	
Trash Receptacles	12		\$450.00	\$5,400.00	
Signage (7 blocks)	42		\$100.00	\$4,200.00	
Street Trees (4" cal.)	79		\$420.00	\$33,180.00	
Bermuda Hydroseed	23,360	sf	\$0.10	\$2,336.00	
Irrigation	23,360	sf	\$0.27	\$6,307.20	
Tree grates	8		\$1,000.00	\$8,000.00	
Phase Four Subtotal					\$809,763.20
Phase Five-Streetscape (County Road to Preston Road)					
Historic Lighting (200' o.c. w/footing)	51		\$2,350.00	\$119,850.00	
Signage	5		\$100.00	\$500.00	
Street Trees (4" cal.)	103		\$420.00	\$43,260.00	
Bermuda Hydroseed	61,200	sf	\$0.10	\$6,120.00	
Irrigation	61,200	sf	\$0.27	\$16,524.00	
Phase Five Subtotal					\$186,254.00
Phase Six-Streetscape (North/South Streets, Oak and Elm)					
Curb and Gutter (Side streets only)	6,480	lf	\$12.00	\$77,760.00	
Curb and Gutter (Oak and Elm streets)	4,920	lf	\$12.00	\$59,040.00	
Street Trees (4" cal.)	60		\$420.00	\$25,200.00	
Phase Five Subtotal					\$162,000.00
Subtotal for all Phases					\$4,260,514.25
Contractor's Fee (15%)	0.15		\$639,077.14	\$95,861.57	\$95,861.57
Consultant's Fee (10%)	0.10		\$426,051.43	\$42,605.14	\$42,605.14
TOTAL					\$4,398,980.96
** Does not include City permit fees and Construction Administration and Observation. All unit prices, allowances, and total costs are valid for thirty (30) days. MESA Design Group reserves the right to revise this estimate after such time. This estimate should not be used to set budgets for capital improvements without consulting with MESA for updates.					

Design Guidelines



DESIGN GUIDELINES

*Sample for consideration
Prepared by: ArchiTexas*

The design guidelines that follow and are meant to assist property owners in renovation of their structures and to provide general guidance for the design of new buildings on vacant property so that the historical integrity of the area is not diminished. Since there are different styles throughout the proposed historic districts, the guidelines will vary depending on the area in question. The application of the particular set of guidelines (commercial or residential) to the specific site is noted in the opening paragraph of each of the two sets of guidelines. It is recommended these guidelines be the basis for the design criteria included in the ordinance for the district's historic designation. They also are consistent with guidelines for National Register properties.

ARCHITECTURE

The guidelines are summarized in two parts; commercial buildings and residential buildings. Since a significant portion of the area is already zoned to permit commercial use of the property, there is no implication of restricting usage but only guiding renovation and infill. Because historic design guidelines do not always fit the zoning code, there are some height and landscaping requirement differences between these guidelines and the existing zoning.

The commercial guidelines are designed primarily for buildings fronting Main Street. They are appropriate for purposes of general building form and overall compatibility for buildings not on Main, but because the use of the property along other streets is different, those features that address pedestrian oriented aspects, such as canopies, etc. or typically residential construction, may be modified where deemed appropriate. The design guidelines show the restoration technique for a typical existing commercial facade and a new commercial infill facade.

Commercial Buildings

*Residential Buildings*

These guidelines are to apply to Main Street, east of County Drive and residential areas North and South of Main Street. Those areas contain residential structures, which, in some cases, have been renovated for business use. The guidelines in these tracts will apply to both residential and commercial uses of the property, with sign and other commercial applications applied where appropriate. The residential guidelines show illustrations for existing and new construction.

DOWNTOWN FRISCO DESIGN GUIDELINES

These guidelines have been constructed to fit two (2) main areas:

- Historic commercial types
- Historical residential types.

Renovations, repairs, new construction and maintenance to all buildings and sites within the districts shall conform to the following guidelines and be approved through a proposed Certificate of Appropriateness process of a proposed Frisco Landmark Commission.

Preservation and restoration materials and methods shall conform to those defined by the Preservation Briefs published by the United States Department of the Interior as listed herein unless specifically noted otherwise in these Criteria.

Design criteria have been developed for the two typical building types in the district, Commercial and Residential. The existing structure type and block type determines applicability; they are:

Criteria for Commercial Types (Refer to Frisco Historic District Boundary Map)

COMMERCIAL

1. Site and Site Elements:

- 1.1 Original, existing, contributing building setbacks along the frontage shall be preserved and maintained.
- 1.2 Landscape, exterior lighting, and site furnishings shall enhance the structure and surroundings without obscuring significant views of the building or from the building.

1.3 Public and Right-of-Way Improvements shall be reviewed and approved through a Certificate of Appropriateness process prior to commencement of work.

2. Facade:

2.1 Protected Facades: All facades of the Contributing Buildings in the District shall be protected by these Criteria. All reconstruction, renovation or repair projects within the district shall conform to the following guidelines.

Surface Materials:

2.2 Any reconstruction, renovation or repair of the opaque elements of the building facades shall employ only materials matching the original materials in texture, color, pattern and module size as much as practicable.

2.3 Existing historic finish materials should be uncovered and restored wherever practicable.

2.4 Color of original materials shall be preserved and maintained whenever practicable. Paint and other color schemes for non-masonry elements should be based upon any available documentation as to original conditions and shall be reviewed through a Certificate of Appropriateness process.

2.5 Brick shall match in color, texture, module size, bond pattern and mortar color. Original face brick shall not be painted. Existing painted brick to be restored to original finish shall be cleaned per Department of Interior Standards for Rehabilitation.

- 2.6 Masonry cleaning shall be accomplished in accordance with Department of Interior Standards for Rehabilitation. Sandblasting or other mechanical abrasive cleaning processes will not be allowed.
- 2.7 Any renovations or reconstructions of existing trim and detailing on protected facades shall employ materials (concrete, cut stone, etc.) similar in color, module size and texture to the existing trim and detailing. Existing trim elements should not be painted.
- 2.8 Stone, cast stone and concrete elements shall be renovated or repaired only with materials similar in size, grain, texture and color to the original materials.
- 2.9 Wood trim and detailing shall be carefully restored wherever practicable. Replace historic materials only when necessary. Badly deteriorated paint should be removed in accordance with Department of Interior standards prior to refinishing. All exposed wood shall be painted, stained or otherwise protected. Repairing or resurfacing with vinyl or aluminum siding, wood or metal paneling, will not be allowed.

Fenestration and Openings:

- 2.10 Existing original historic door and window openings shall remain intact and be preserved and renovated as much as practicable. Where replacement is proposed, doors and windows shall express mullion and muntin size and light configuration to match existing. Replacement of windows and doors which have been altered and no longer match the historic appearance is strongly recommended.



2.11 New door and window openings are permitted where there is evidence that original, historic openings have been filled with other material.

2.12 Refer to Department of Interior Standards for acceptable techniques to improve the energy efficiency of historic fenestration.

2.13 Glass and glazing shall match original, historic materials as much as practicable. Tinted, stained, filmed or reflective glazing will not be allowed.

3. Roof:

3.1 The massing, configuration and materials of the roof shall be preserved and maintained. Existing parapets, cornices and coping shall be retained and repaired or replaced with material matching them in size, finish, module and color.

3.2 No new vertical extensions of the existing parapet coping heights will be allowed. New construction shall set back from front facade; Refer to Section 7.

3.3 Mechanical equipment shall be screened from view from surrounding public R.O.W.'s as determined through a Certificate of Appropriateness process. Equipment screen material and methods shall be compatible with the existing roof. Penthouse designs, deck areas and shading devices shall be subject to requirements in Section 7.

4. Canopies:

4.1 Original existing canopies, frame mechanisms and attached housings on protected facades shall be

maintained and preserved. Canopies should not be enclosed, nor have a head clearance any lower than the original existing height or 7' above the sidewalk.

4.2 Original existing architectural character and configuration shall determine the most appropriate design, placement and color ranges.

4.3 New canopies shall be either suspended, fixed, horizontal metal units or attached, sloped canvas or metal units. Sloped units may be fixed or retractable. Translucent synthetic awning fabric, with or without back-lighting, will not be allowed. Color/patterns should be appropriate to the historic context.

5. Embellishments and Detailing:

5.1 The following embellishments and detailing should be preserved and maintained. Any replacements due to maintenance, renovation or reconstruction shall be compatible to the original in terms of size, shape, materials and color.

- a. cornices
- b. parapets and gables
- c. columns and railings
- d. decorative detailing
- e. window mullion
- f. window sills and heads
- g. transoms
- h. masonry detailing
- i. unique materials, design or details
- j. art/sculpture
- k. front door and hardware



6. Signs:

- 6.1 All signs shall be designed to be compatible with the architectural composition, nor obscure any architectural accent pattern or object on the original structure. Signs shall be approved by the Landmark Commission and conform to appropriate City codes, prior to the issuance of a sign permit.
- 6.2 Sign type, placement, style, color and lighting design shall be appropriate to the architectural composition of the building facade and the historical context of that block. Back-lighting plastic or translucent fabric signs are prohibited.
- 6.3 Finish materials shall be metal sheet, painted or enameled; lighting shall be cold cathode tube (neon) or incandescent.
- 6.4 Individual letter signs may be flat-mounted above the canopy line on the facade, but flat-mounted panel signs above the canopy line are prohibited.
- 6.5 Painted signs on a building surface are allowed only on side and rear facades and should be appropriate in character to the district's historic context. Original or historic signs painted on walls shall be retained unless deemed non-contributing.

7. New Construction:

- 7.1 Exterior Appearance: Buildings are encouraged to be designed to conform to adjacent setback lines; the front/public facade is the primary design. The design character should be selected according to the location

style and placement resulting in consistency in the relationship of solids (exterior walls) to voids (window openings). Unique design solutions within an overall framework of compatibility are requested. Flat, blank, opaque walls on Main Street will not be allowed.

- b. Window openings on street facades shall not be greater than 80% nor less than 30% of the total facade, and shall be "punched openings" rather than continuous bands.
- c. Glass walls are not allowed, either with or without frames.
- d. Window openings shall be two-way, clear glass; tinted, filmed or reflective glass shall not be used in the district.

7.7 Appearance of Parking Structures:

- a. All parking garage facades that front on public R.O.W., pedestrian walkways, parks or plazas and adjacent residential yards will be architecturally finished and complementary with adjacent buildings.
- b. Parking structures that front on plazas or pedestrian walkways will be encouraged to provide service retail or commercial space at grade.
- c. The grade level of all parking structures shall have evergreen plant materials and canopy trees to screen parked cars from the public R.O.W. or adjacent residential yards. This standard shall

apply wherever service retail or commercial space is not integrated into the parking structure.

- d. The solid to void ratio of facade openings on garage facades should not create vertical or horizontal banding.
- e. Parking structures shall not be located closer than 100' to Main Street.
- f. Pedestrian and vehicular entrances (tenant and visitor) shall be clearly defined with architectural features, appropriate signage and security lighting.

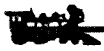
7.8 Site Standards:

- a. Surface parking fronting on Main Street shall not be allowed, but if existing, shall be screened by a continuous fence, wall or shrub mass installed at a minimum height of 30 inches. An aisle curb-cut, leading to an off-street parking rear lot is allowed when for the use of multiple tenants. The opening shall be 25' maximum in new construction.
- b. New service or storage areas, service bays or docks shall not be permitted to front on Main Street.

along the street and its historic era context, in that block. The maximum height to the top of the parapet shall not exceed 40'. After a horizontal 20' step back, a building tower may reach the height allowed by zoning. The building base shall be architecturally differentiated from the tower via attention to pedestrian-scaled features and forms. Canopies or covered public walkways are encouraged to be incorporated into the building base design.

7.2 Exterior Appearance - General: The design of any new structure shall be compatible with the character, colors and design of any adjacent existing, original, contributing buildings.

- a. The building base shall not exceed 40' in height and to provide maximum visibility into the structure at the first and second level through the use of storefronts and window openings; they shall abut the facade plane on the dominant street. Doors may be set back.
- b. Shaft: For buildings over two stories, a balance of horizontal and vertical facade expressions on simple massing shall be required.
- c. Top: The design of penthouses or mechanical screening on building roofs should be incorporated in the overall building design; utilizing a sloping roof, screened by a parapet wall or other architectural device.



7.3 Building Setbacks: Buildings shall conform to setbacks established by original, existing contributing buildings in the corridor. New construction is encouraged to abut a setback line established by those adjacent buildings; it shall not extend beyond or behind those facades. Inset entries are permitted, no greater width than 50% of the frontage.

7.4 Surface Materials: Facade materials for a new construction shall respond to original, existing, contributing buildings in a compatible manner. The following materials are prohibited: aluminum siding, painted galvanized steel, wood or plastic siding, wood, plastic or metal panels. Facade materials shall be reviewed for compatibility.

No more than two building materials, not including fenestration and glass, may be used as exterior cladding, with one material serving as the dominant material. Colors shall be appropriate to the material and overall character of the block, as determined in the review process.

7.5 Massing: Building massing shall be compatible with the existing patterns of historic and compatible buildings along Main Street. Building massing should not overscale the existing buildings, and should try to create a continuous street wall of development in conjunction with existing facades.

7.6 Facade Openings:

- a. The harmony of the corridor's buildings will be reinforced by the use of windows of a similar type,

Criteria for Residential Types

RESIDENTIAL

(Refer to Frisco Historic District Boundary Map)

1. Site and Site Elements:

- 1.1 Existing building setbacks in residential neighborhoods shall be preserved and maintained.
- 1.2 Landscape, exterior lighting, and site furnishings shall enhance the structure and surroundings without obscuring significant views of the building or from the building or call attention to the light sources themselves.
- 1.3 Public and Right-of-Way Improvements shall be reviewed and approved through a Certificate of Appropriateness process prior to commencement of work.
- 1.4 Mechanical equipment shall be screened from view from any street R.O.W. Equipment screen material and methods shall be compatible with the specific existing design as determined through a Certificate of Appropriateness process.

2. Facades:

- 2.1 Protected Facades: All facades of the Contributing Buildings in the Districts shall be protected by these Criteria. All reconstruction, renovation or repair projects within the district shall conform to the U. S. Department of Interior Standards for Rehabilitation and the following specific guidelines.



Surface Materials

- 2.2 Any reconstruction, renovation or repair of the opaque elements of the building facades shall employ only materials matching the original materials in texture, color, pattern and module size as much as practicable.
- 2.3 Any renovations or reconstructions of existing trim and detailing on protected facades shall employ materials (wood, brick, plaster, etc.) similar in color, module size and texture to the existing trim and detailing.
- 2.4 Brick shall match in color, texture, module size, bond pattern and mortar color. Original face brick shall not be painted. Existing painted brick to be restored to original finish shall be cleaned per U. S. Department of Interior Standards for Rehabilitation.
- 2.5 Masonry cleaning shall be accomplished in accordance with Department of Interior Standards for Rehabilitation. Sandblasting or other mechanical abrasive cleaning processes will not be allowed.
- 2.6 Stone, cast stone and concrete elements shall be renovated or repaired only with materials similar in size, grain, texture and color to the original materials and should not be painted.
- 2.7 Wood trim and detailing shall be carefully restored wherever practicable. Replace historic materials only when necessary. Badly deteriorated paint should be removed in accordance with Department of Interior standards prior to refinishing. All exposed wood shall be painted, stained or otherwise protected. Resurfacing with vinyl or aluminum siding will not be allowed.

- 2.8 Existing historic finish materials should be uncovered and restored wherever practicable.
- 2.9 Color of original materials shall be preserved and maintained whenever practicable. Paint and other color schemes for non-masonry elements should be based upon any available documentation as to original conditions and shall be reviewed through a Certificate of Appropriateness process.

Fenestration and Openings:

- 2.10 Existing original historic door and window openings shall remain intact and be preserved and renovated as much as practicable. Where replacement is proposed, doors and windows shall express mullion and muntin size and light configuration to match existing. Replacement of windows and doors which have been altered and no longer match the historic appearance will be strongly recommended.
- 2.11 New door and window openings are permitted where there is evidence that they are original, historic openings filled with new material.
- 2.12 Refer to Department of Interior Standards for acceptable techniques to improve the energy efficiency of historic fenestration.
- 2.13 Glass and glazing shall match original, historic materials as much as practicable. Tinted, filmed or reflective glazing will not be allowed.



3. Roof:

3.1 The massing, configuration and materials of the roof shall be preserved and maintained. Existing parapets, cornices and coping shall be retained and repaired or replaced with material matching them in size, finish, module and color.

3.2 No new vertical extensions visible from a public R.O.W. will be allowed on the facades.

4. Porches and Balconies:

4.1 Existing porches and balconies on protected facades shall be maintained and preserved and should not be enclosed or screened.

4.2 All columns or railings that are part of a porch or balcony configuration shall be preserved, or if replaced, to match original design.

5. Embellishments and Detailing:

5.1 The following embellishments and detailing should be preserved and maintained. Any replacements due to maintenance, renovation or reconstruction shall be compatible to the original in terms of size, shape, materials and color.

- a. cornices
- b. parapets and gables
- c. columns and railings
- d. window mullions and muntins
- e. window sills
- f. decorative detailing
- g. front doors

6. Signs:

- 6.1 All signs shall be designed to be compatible with the architectural composition of, and not obscure any architectural accent pattern or object on the original structure. Signs shall be approved by the Landmark Commission and conform to appropriate City codes, prior to the issuance of a sign permit.
- 6.2 Sign type, placement, style, color and lighting design shall be appropriate to the architectural composition of the building facade and the historical context of that block. Back-lighting plastic or translucent fabric signs are prohibited.

7. New Construction and Relocated Structures:

- 7.1 Exterior Appearance - General: The design of any new structure or relocated structures shall be compatible with the character, design and era of the adjacent existing buildings.
- 7.2 Building Setbacks: Building setbacks shall conform to building setbacks established by existing buildings along the street corridor(s). New construction shall abut to the setback lines in the yard established by adjacent buildings. It shall not extend beyond any original existing facade on that block(s).
- 7.3 Surface Materials: Facade materials for a new construction shall respond to original, existing, contributing buildings in a compatible manner. The following materials are prohibited: aluminum or vinyl siding, painted galvanized steel, or imitation stone.



Stucco is allowed only in Mission, Craftsman or Prairie style projects. Facade materials shall be reviewed for compatibility by the Landmark Commission.

No more than two building materials, not including fenestration and glass, may be used as exterior cladding, with one material serving as the dominant cladding material. Colors shall be appropriate to the overall character of the block and reviewed through a Certificate of Appropriateness process.

7.4 Fenestration Openings:

- a. The harmony of the residential district buildings can be attributed to the use of windows of a similar size, style and placement resulting in consistency of solids (exterior walls) to voids (window openings). Unique design solutions within an overall framework of compatibility are requested. Window division patterns shall be true multi-paned as found in the existing district.
- b. Window openings on street facades shall not be greater than 50% nor less than 10% of the total facade. Consistency in window proportions and "punched openings" are encouraged. "Commercial" frames will not be allowed.
- c. Sheer glass walls facades are not allowed; window openings shall have two lights or more in the upper sash of a single or double hung unit.
- d. Window glass shall be clear in window openings; tinted, filmed or reflective glass shall not be used.

7.5 Roof:

- a. The massing, configuration and materials of the roof shall be compatible with the patterns along the street corridor.
- b. Main structure roofs shall employ one slope in a range of 4/12 to 12/12.
- c. Flat roof systems shall not exceed 50 sq. ft. or be visible from any street R.O.W.
- d. Mansard roofs of any variation will not be allowed.
- e. Roofs shall overhang with minimum of 12" at the eave and rake (or match existing, if an addition).

7.6 Height Limits: New or relocated structures shall not exceed 36'.

7.7 Porches:

- a. All entries shall be defined by either an extended fixed porch or canopy or a recessed entry.
- b. Entry porches and canopies shall remain open; additional porches may be screened if not on the front facade and if the frame is inboard and at the back of the columns.
- c. Column proportions shall be at least 1:14, from base to capital and appropriate to the overall design character.

7.8 Appearance of Parking Structures:



- a. All parking garage facades that front on public R.O.W., pedestrian walkways, parks or plazas will be architecturally finished and complementary with adjacent buildings.
- b. Parking structures that front on plazas or pedestrian walkways will be encouraged to provide service retail or commercial space at grade.
- c. The grade level of all parking structures shall have dense planting of evergreen materials and canopy trees to screen parked cars from the public R.O.W. or adjacent residential yards. This standard shall apply wherever service retail or commercial space is not integrated into the parking structure.
- d. The solid to void ratio of facade openings on garage facades should not create vertical or horizontal banding.
- e. Parking structures shall be located at the rear or sides of building lots, if at all possible.
- f. Pedestrian and vehicular entrances (tenant and visitor) shall be clearly defined with architectural features, appropriate signage and security lighting.

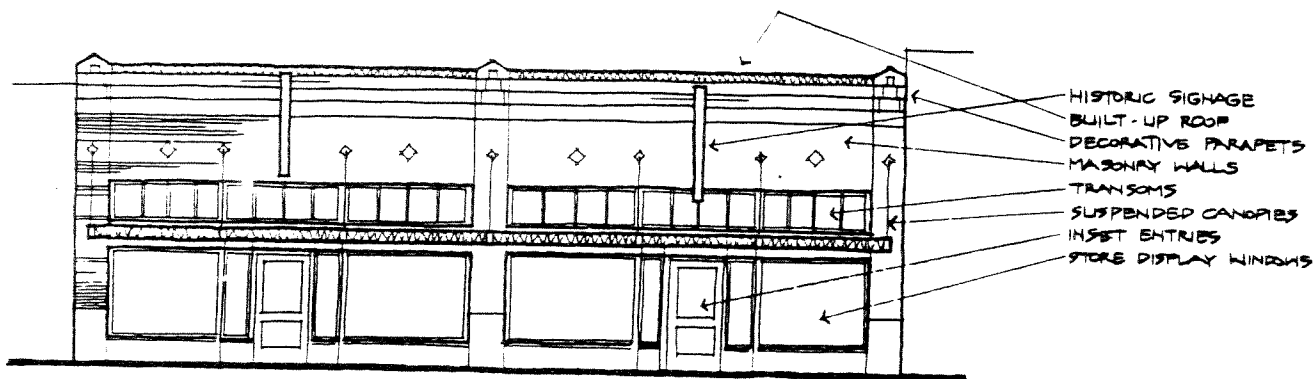
7.8 Parking Structure Site Standards:

- a. Surface parking fronting on Main Street shall not be allowed, but if existing, shall be screened by a continuous fence, wall or shrub mass installed at a minimum height of 30 inches.

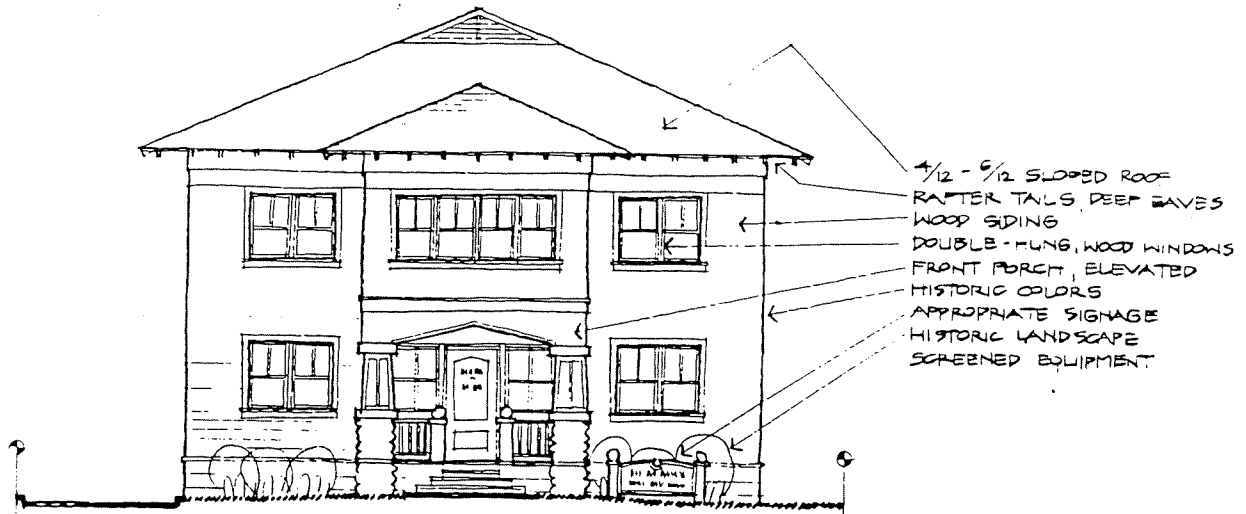
- b. Service or storage areas, service bays or docks shall abut the alley R.O.W. and are not permitted to front on the Street.
- c. The front elevation of a structure shall maintain a screen of evergreen landscaping; front yard fences are allowed; but must be no higher than 36" and no more than 80% solid.
- d. Chain-link fences are not allowed in the front yard; they are allowed on the side yards, but may not go beyond the set back line on that block(s).



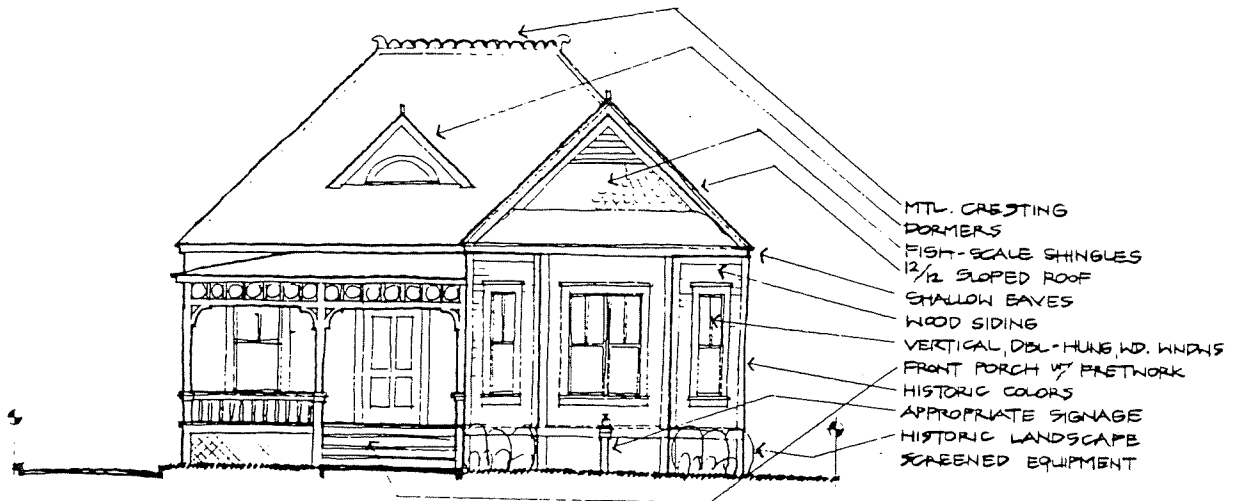
Pre-1900 Commercial Two-Story



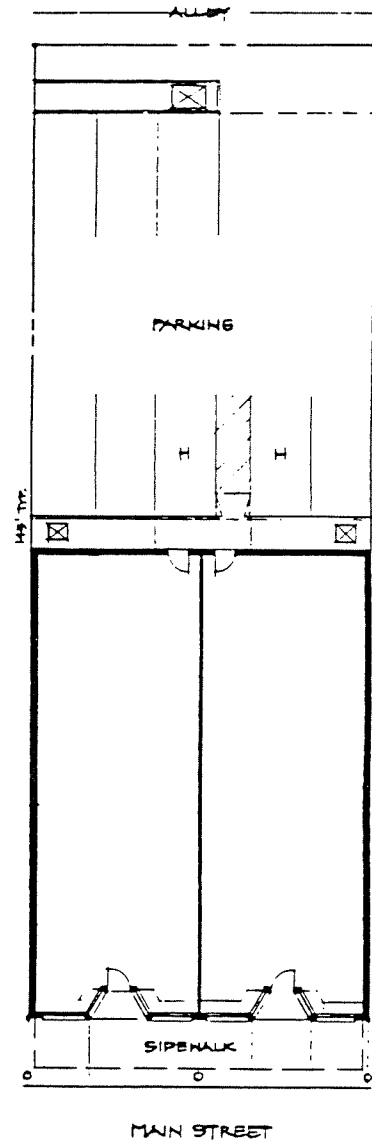
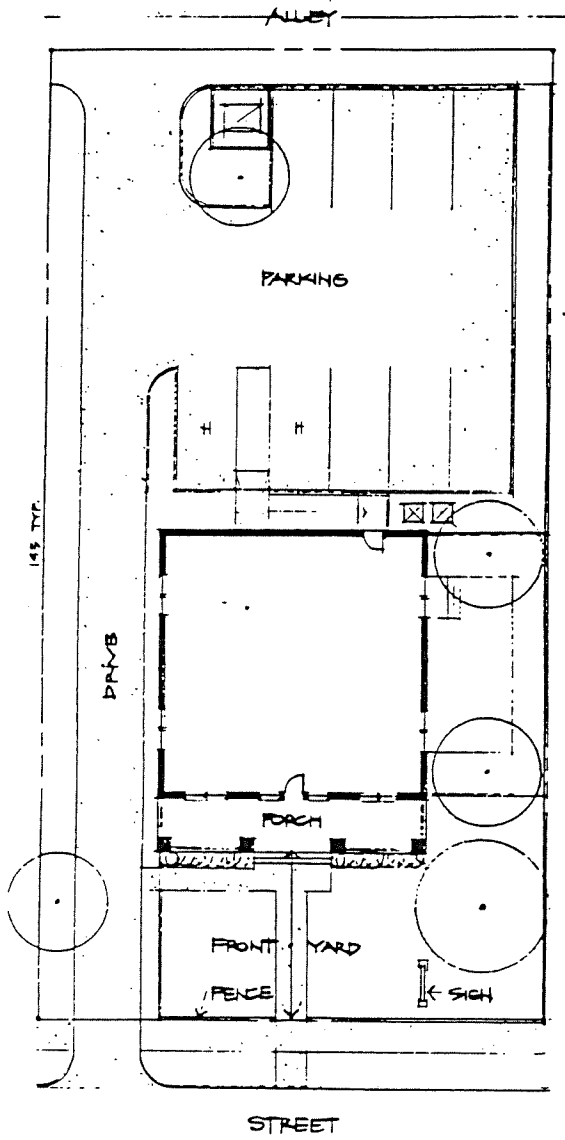
Post-1900 Commercial One-Story



Post-1900 Residential Two-story



Pre-1900 Residential One-story



PARKING AND TRANSPORTATION REPORT

Prepared by: Barotn-Aschman Associates

FM 720 (Main Street) is a State roadway which traverses the center of downtown in an east-west direction. This facility is designated as a Type A Major Thoroughfare on the City's Comprehensive Plan. Fifth Street is designated as a Type B Major Thoroughfare from the intersection of FM 720 to the southern City Limits.

TRANSPORTATION

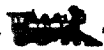
Legacy Road and Preston Road are two north-south thoroughfares which intersect with FM 720. These two roadways are located roughly one mile west and east of downtown, respectively. The planned extension of the Dallas North Tollway to FM 720, less than half a mile west of downtown, will further improve north-south access. At the present time, only the eastern frontage road is in place. However, the western frontage road is planned for completion by mid-1998.

Existing Roadway Configuration and Thoroughfare Plan

FM 720 is a two-lane facility which is currently shown on the Plan as a six lane thoroughfare east of Preston Road and west of Legacy Road. The proposed number of lanes for the section of FM 720 between these two major thoroughfares has not been defined. However, there is only 80 feet of existing right-of-way from the Burlington Northern Santa Fe Railroad to Preston Road which would constrain this section of road to a maximum of four lanes divided, without the taking of additional right-of-way.

The intersection of FM 720 with the BNRR is at-grade. The Railroad currently operates 14 freight trains per day on this line.

Legacy Road and Preston Road are designated as six-lane divided Type A Major Thoroughfares, whereas Fifth Street, currently a two lane road, is designated as a four-lane divided thoroughfare. The Dallas North Tollway extension is planned as an expressway with parallel frontage roads. All other streets in the downtown area will



remain as two-lane local roads.

*Existing and Planned Transit
and Bikeway Facilities*

At this time, there is no existing or planned transit service to downtown Frisco. However, there is a proposed park linkage (hike and bike trail) at the southeastern edge of downtown leading to Lewisville Lake in the southwest, and to Collin County Community College in the southeast. Another proposed park linkage along Cottonwood Creek terminates into a planned neighborhood park one-half mile northeast of the downtown. Potentially, future transportation systems for Downtown Frisco could include Dallas Area Rapid Transit. This would increase the urban link to the metroplex as well as maintain the need to keep Downtown Frisco as a central hub of activity for residents.

**PARKING AND
CIRCULATION**

*Existing Parking: On-street
spaces*

Existing on-street parking in the downtown area is primarily along Main Street. There are presently 131 spaces, of which 94 are on Main Street, the remainder on the side streets. There are numerous potential additional parking spaces which are unavailable along the side streets because of the street and curb conditions. Existing on-street parking throughout the downtown area is shown on one of the following diagrams.

*Existing Parking: Off-
street spaces*

The majority of existing off-street parking in the downtown area is located in lots along Main Street. These parking spaces are accessible from either Main Street or from the adjacent north-south streets. There are a few existing lots on Oak and Elm Streets. Altogether there are 317 spaces contained in 34 lots. Existing off-street parking in the downtown area is shown in the appendix.

Existing signage

Traffic control in the downtown area is exercised primarily through the use of Stop signs. There is one signal at the intersection of Main Street and County Road. The traffic on Main Street is given preference over all intersecting streets. Aside from Main Street, the traffic on north-south local streets is given preference. Through-traffic on Oak and Elm Streets, the east-west streets running north

and south of Main, respectively, is discouraged by the placement of stop signs at every block. (It should be considered to remove signs along Elm in the future to allow more east-west traffic flow.)

Pedestrian crosswalks are located at the signalized intersection and across Main Street at several points. The location of the existing traffic signal, stop signs, and pedestrian crosswalks is shown in the appendix.

As a part of this study, 24-hour traffic counts were taken on FM 720 east and west of the downtown area and on Fifth Street, just south of FM 720. West of downtown, FM 720 carries 5,400 vehicles per day. The morning peak hour occurs between 7:00 a.m. and 8:00 a.m., while the evening peak hour occurs between 5:00 p.m. and 6:00 p.m. On an average weekday, there are 450 vehicles during the morning peak hour (with a peak hour factor of 94 %), and 540 vehicles during the evening peak hour (with a peak hour factor of 95%).

Existing traffic volumes

East of downtown, FM 720 carries 11,900 vehicles per day. The morning peak hour occurs between 7:30 a.m. and 8:30 a.m., while the evening peak hour occurs between 5:00 p.m. and 6:00 p.m. On an average weekday, there are 910 vehicles during the morning peak hour (with a peak hour factor of 90%), and 990 vehicles during the evening peak hour (with a peak hour factor of 96%).

Fifth Street, south of FM 720, carries approximately 3000 vehicles per day. The morning peak hour occurs between 7:00 a.m. and 8:00 a.m., while the evening peak hour occurs between 4:45 and 5:45 p.m. On an average weekday, there are 430 vehicles in the morning peak hour (with a peak hour factor of 69%), and 315 vehicles during the evening peak hour (with a peak hour factor of 90%).

Existing traffic volumes on Preston Road south of FM 720 are significantly higher than those in the downtown area. For example,

Preston Road, between Wesley Street and Hickory Street, carries 22,200 vehicles per day. On an average weekday, 1560 vehicles travel this section during the morning peak hour between 7:00 a.m. and 8:00 a.m., while 1520 vehicles travel this section during the evening peak hour between 5:00 p.m. and 6:00 p.m.

North of FM 720, between Fisher Road and County Route 22, the average daily traffic on Preston Road drops to 9,000 vehicles. The morning and evening peak hours occur during the same time periods as those for the other section of this road, but are characterized by 560 and 810 vehicles per day, respectively.

Projected Traffic Volumes

At the time of this study, the North Central Texas Council of Governments (NCTCOG) was in the process of updating the 2020 Mobility Plan for the Dallas-Fort Worth region. Consequently, 2020 traffic projections for the major thoroughfares in the Frisco downtown area were not available as input to this study. However, NCTCOG projections for the year 2010 do not indicate a significant increase in traffic in the Frisco downtown area over current levels. This is primarily due to the assumption that planned improvements to major roadways parallel to FM 720, such as SH 121 and Eldorado Parkway, will be in place by that time.

Jurisdictional Controls

Section 35 of the Frisco City Code specifies local requirements relative to the number, design, control, and use of parking spaces. The Code has provisions for the surface materials of off-street parking lots, the dimensions of spaces, and vehicle stopping devices which prevent overhang in the public right-of-way or required landscape areas. The ordinance requires proper marking of parking spaces and adequate provision for on-site maneuvering and queuing of vehicles. Depending on the permitted use, each building must provide a specific number of parking spaces adjacent to it.

The ordinance permits the required parking provisions in the Original Town District to be reduced by the Planning and Zoning

Commission and the City Council for reasons of space constraints. However, this special exception is only allowed for previously platted existing structures.

At the present time, the existing roadway system in the Frisco downtown area is adequate to accommodate the traffic demand. Based on NCTCOG projections for the year 2010, there will not be a significant increase in traffic volumes.

*PARKING & VEHICULAR
CIRCULATION*

The current Thoroughfare Plan for the City of Frisco recommends the widening of several existing major thoroughfares and the construction of several new ones. Most of these roadways are designated on the Plan as six-lane divided thoroughfares, with a lesser number designated as four-lane divided thoroughfares. Upon implementation of these projects, the City will be served by an extensive network of roadways on a one-mile grid. The extension of the Dallas North Tollway to FM 720, and eventually to US 380, will also greatly improve mobility throughout the area.

Due to these planned transportation improvements, an opportunity exists to maintain the size of FM 720 as a major two-lane through-route in this area, and thereby to preserve the character of the downtown area. Other roadways will soon be in place with significant capacity to accommodate growth in the area. Consequently, FM 720 can be designed to be an access route to the downtown area, rather than as a road facilitating the movement of vehicles rather than people through the downtown area.

The existing supply of parking spaces, both on- and off-street, is not adequate to serve the needs of this area as redevelopment occurs. Although the City Code permits the provision of less parking in the Old Town Area, additional parking needs be provided to the extent possible.

The following pages diagram the existing parking and transportation

MESA
DESIGN GROUP

Ref	Year	Country	Sample Size	Study Design	Outcome
1	2001	USA	1000	Case-control	OR = 1.5 (95% CI 1.1-2.0)
2	2002	USA	1000	Case-control	OR = 1.2 (95% CI 0.8-1.8)
3	2003	USA	1000	Case-control	OR = 1.1 (95% CI 0.7-1.7)
4	2004	USA	1000	Case-control	OR = 1.3 (95% CI 0.9-1.9)
5	2005	USA	1000	Case-control	OR = 1.4 (95% CI 1.0-1.9)
6	2006	USA	1000	Case-control	OR = 1.2 (95% CI 0.8-1.8)
7	2007	USA	1000	Case-control	OR = 1.1 (95% CI 0.7-1.7)
8	2008	USA	1000	Case-control	OR = 1.3 (95% CI 0.9-1.9)
9	2009	USA	1000	Case-control	OR = 1.4 (95% CI 1.0-1.9)
10	2010	USA	1000	Case-control	OR = 1.2 (95% CI 0.8-1.8)
11	2011	USA	1000	Case-control	OR = 1.1 (95% CI 0.7-1.7)
12	2012	USA	1000	Case-control	OR = 1.3 (95% CI 0.9-1.9)
13	2013	USA	1000	Case-control	OR = 1.4 (95% CI 1.0-1.9)
14	2014	USA	1000	Case-control	OR = 1.2 (95% CI 0.8-1.8)
15	2015	USA	1000	Case-control	OR = 1.1 (95% CI 0.7-1.7)
16	2016	USA	1000	Case-control	OR = 1.3 (95% CI 0.9-1.9)
17	2017	USA	1000	Case-control	OR = 1.4 (95% CI 1.0-1.9)
18	2018	USA	1000	Case-control	OR = 1.2 (95% CI 0.8-1.8)
19	2019	USA	1000	Case-control	OR = 1.1 (95% CI 0.7-1.7)
20	2020	USA	1000	Case-control	OR = 1.3 (95% CI 0.9-1.9)

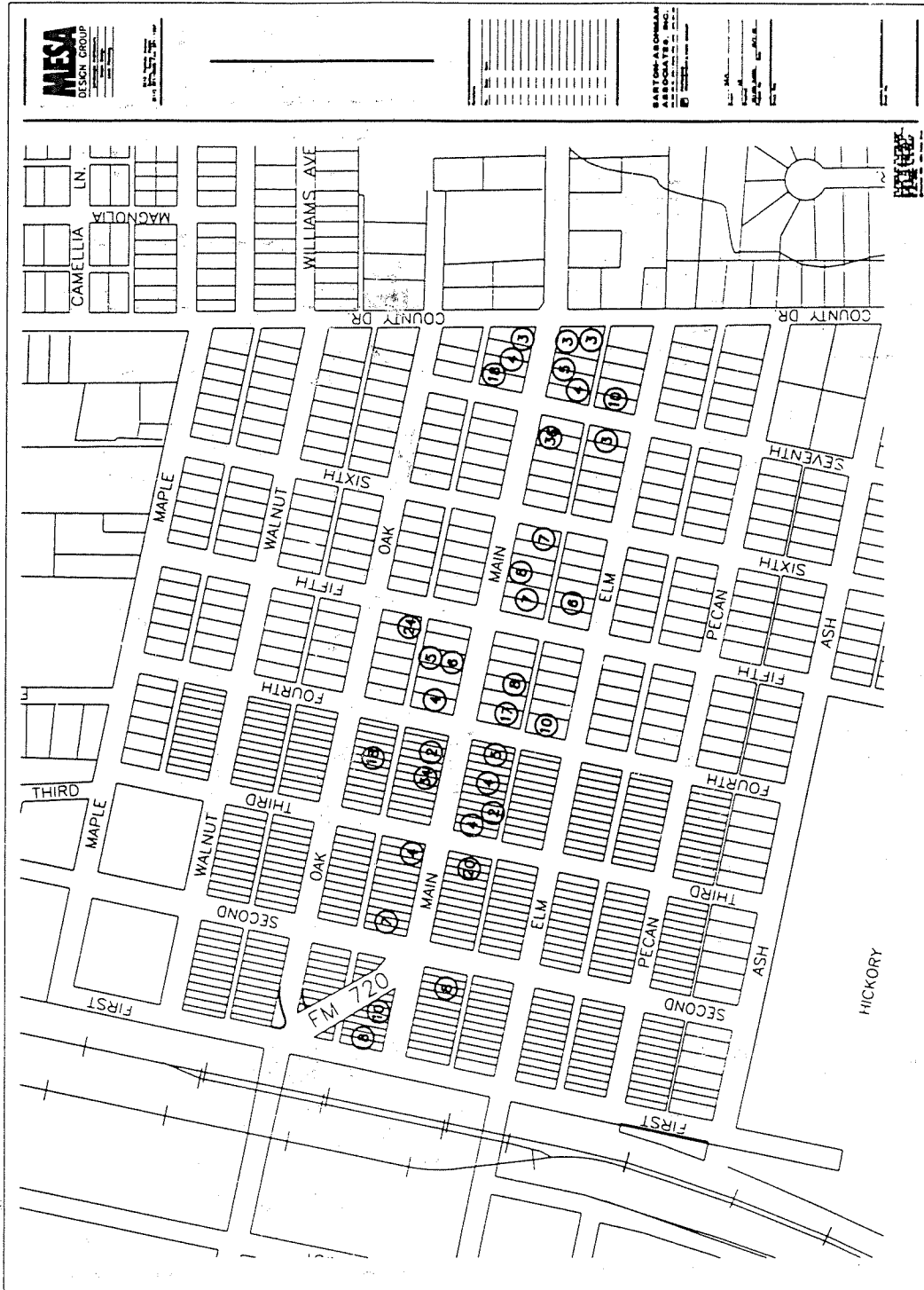
BARTON-ASCHEMAN ASSOCIATES, INC.
 1000 17th St., N.W., Suite 1000, Washington, D.C. 20036
 (202) 462-1000

DATE _____ TIME _____
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____



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EXISTING OFF-STREET PARKING LOCATIONS



EXISTING TRAFFIC CONTROL DEVICES AND SIGNAGE

