TABLE OF CONTENTS

1 | EXECUTIVE SUMMARY

Importance of Comprehensive Planning9
The 2015 Comprehensive Plan Process
The Importance of Public Participation
The Vision
Guiding Principles
Future Land Use Plan
Implementation

2 | PRINCIPLES & ACTIONS

2015 Comprehensive Plan Vision Statement 15
Guiding Principles15
Principles by Strategic Category16

3 | PLACEMAKING & RESILIENCY

Placemaking and Resiliency Principles21
Introduction
The Value of Placemaking
Placemaking and Resiliency
Great Streets
Great Places
Image
Placemaking Examples

4 | LAND USE

Land Use Principles
Introduction
Land Use Policies
Future Land Use Plan
Place Types

5 | ECONOMIC POLICIES

Economic Strategy Principles
Economic Strategy
Detailed Market Analysis
Economic Policies

6 | PUBLIC HEALTH & SAFETY

Public Health & Safety Principles		•	•	•	•	•	•	•	•	•	•	•		55
-----------------------------------	--	---	---	---	---	---	---	---	---	---	---	---	--	----

Community Well-Being56
Healthy Places
Healthy Lifestyle
Social Connection
Green Building
Code Enforcement
Healthy Natural Environment
Human Services
Public Safety63

7 | ECOLOGY & NATURAL RESOURCES

Ecology and Natural Resources Principles 67
Introduction
Stewardship of Limited Resources
The Quality of Frisco's Natural Assets
The Design of the Built Environment $\hfill \ldots \ldots .75$
Community Engagement, Education and Involvement . 79

8 | INFRASTRUCTURE

Infrastructure Principles	81
Components of the City's Infrastructure	81
Existing Infrastructure	82
New Infrastructure	82
Conclusions	84

9 | TRANSPORTATION/MOBILITY

Transportation Principles	85
Introduction	85
Existing Transportation/Mobility System	86
Existing Mobility Network	87
Existing Mobility	87
Observations about Mobility in the City	88

10 | IMPLEMENTATION

Introduction	91
Implementation Strategy Development Process	91
Partnerships	92
Key Implementation Strategies	93

APPENDICES

A1 | STRATEGIC FOCUS AREAS

Council Strategic Focus Areas	5.	•	•	••	•	 •	•	•	•	•	 101
Council Goals, 2014		• •				 •			•	•	 101

A2 | PLACEMAKING & RESILIENCY

Introduction	3
Trends – Past and Present 10.	3
The Importance of Creating Long-Term Value 10.	5

A3 | LAND USE

Introduction	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	111
Existing Land Use .	•	•	•	•		•	•	•	•	•	•	•	•	•	•		•	•		•	•	111
Population	•	•	•	•		•	•	•	•	•	•	•	•	•	•		•	•		•	•	114
Land Use Policies .	•	•	•	•		•	•	•	•	•	•	•	•	•	•		•	•		•	•	115
Land Use Scenarios																						121

A4 | SCHOOL DISTRICT IMPACTS

Implications of Changes to Future Land Use Plan 125
School Enrollment Projections
School Enrollment - Multi-Family vs Urban Living 129

A5 | MARKET CONTEXT

Market Context
Industry Trends
Demographics and Psychographics
Market Supply and Demand
Residential
Retail
Office
Industrial
Market Share 140
Frisco Market Capture
Frisco Market Implications

A6 | PUBLIC HEALTH & SAFETY SERVICES

Introduction	143
Public Safety	143
Public Health	146
Housing and Social Services	148

A7 | ECOLOGY & NATURAL RESOURCES

$Introduction \ . \ . \ . \ . \ . \ .$	•	•	•	•	•	•	•	•	•	•	•	•	•	151
Assessment of Natural Assets	•	•	•	•	•		•	•	•	•	•	•		151
Natural Asset Programs	•			•	•		•	•	•		•			156

A8 | TRANSPORTATION/MOBILITY

Urban Design	159
The Concept of Realms	159
Mixed-Use and Multi-Modal Streets	162
Street System Continuity	164
Traffic Systems Management	166
Traffic Calming	167
Traffic Calming Devices	167

FIGURES

TABLES

Table 4.1: Future Development Areas, Vacant Land 50
Table A3.1: Frisco Existing Land Use 113
Table A3.2: Decennial Census Population (April) and January Estimates
Table A3.3: Population Capacity at Build-Out Highest Density Scenario 114
Table A3.4: Housing Unit Capacity at Build-Out Highest Density Scenario 114
Table A4.1: Areas with FLUP Place Type Changes by School District 126
Table A4.2: Frisco ISD, Net School Enrollment from changes to FLUP 127
Table A4.3: Prosper ISD, Net School Enrollment from changes to FLUP 128
Table A4.4: Lewisville ISD, Net School Enrollment from changes to FLUP 128
Table A4.5: School Enrollment Ratio by Unit Type 129
Table A4.6: Proportion of Studio, 1 Bed, 2 Bed, 3Bed Units129
Table A4.7: Comparison of Residential ProductType (2014)Type (2014)
Table A4.8: 2015 Tax Assessors Value per Acre, by Residential Product Type 131
Table A4.9: School District Tax Implications, by Residential Product Type 131
Table A5.1: Market Demand Summary Frisco Comprehensive Plan Update (15-Year)
January 2015
Table A7.1: Species at Risk, Collin and Denton
Counties