

PROJECT

BLACKLAND

Vision Shareout

Friday, June 30th

Thank you!

In the early summer, IDEO and Frisco embarked on a design collaboration to **shape a cohesive, actionable, and inspiring vision for Grand Park and the people who'll use it for decades to come.**

Along the way, we talked to City Council members, Frisco residents of all ages and backgrounds, community advocates in group workshops, and many more. We got inspired by our research trip to Frisco, walking the existing Grand Park Big Bluestem trail, and even had time to have a local dinner at Paul's house with friends, neighbors and kids.

After many workshops, feedback sessions, and iterations, what you'll see today is **a collection of concepts, principles, and branding designed to take advantage of the unique landscape of Grand Park, to set the stage to meet the diverse needs of Frisco residents.** This project is a step in building towards the full realized future vision of this expansive green space.

On behalf of the IDEO team, **thank you to everyone from Frisco for helping us achieve this work together** and providing invaluable insights along the way. A special thank you to Shannon and Paul for all the help coordinating our sessions, the entire Parks & Rec team for supporting our requests on the ground and aiding our research process, the City Council for sharing so much local knowledge with us across multiple sessions, and of course all the people of Frisco generous enough to spend their time talking about this incredible city. Thank you all!

Sincerely,

CORY
Jemina *BRIAN* *3*
Conor *Emily Mo*





IDEO



IDEO is a **global innovation** consultancy committed to creating **positive impact** through design.

For over **40 years**, we've worked with our clients to solve some of the world's most **complex challenges**.

TEAM



CORY SEEGER

Sr. Environments Design Lead
Project Lead



JENINA YUTUC

Design Researcher



BRIAN STANDEFORD

Sr. Communication Designer



EMILY MO

Data Scientist



CONOR FARESE

Business Design Director
Project Guide



ZACH HOBBS

Communication Design
Director



BRYAN WALKER

Executive Managing Director
Project Guide



MAYRA MADRIZ

Director @Gehl
Project Guide



IDEO & Gehl are part of **kyu**, a **network of creative companies** who work together on key issues to propel the economy and society forward.

Collaborators in communication, design, digital marketing, strategy and more are close by.

We brought our friends.



GEHL

Our extended team includes IDEO's sister company, **Gehl**, an urban strategy and design firm.



MAYRA MADRIZ

Director @ Gehl
Project Guide



Gehl is a global urban strategy and design firm that understands how people and place shape one another.

Gehl helps companies thrive in shared purpose with communities to make cities more equitable, healthy and sustainable.



Jan Gehl pioneered **human-centered city making**, improving the quality of urban life by placing people at the heart of urban design and planning

We build on a legacy of 45 years of evidence-based design



The City of Copenhagen, our urban laboratory, is a **world-renowned model for urban quality** and sustainable urban development

Agenda

01 Introductions & Context 15m

02 Vision 10m

03 Key Behaviors 40m

04 Experience Principles 10m

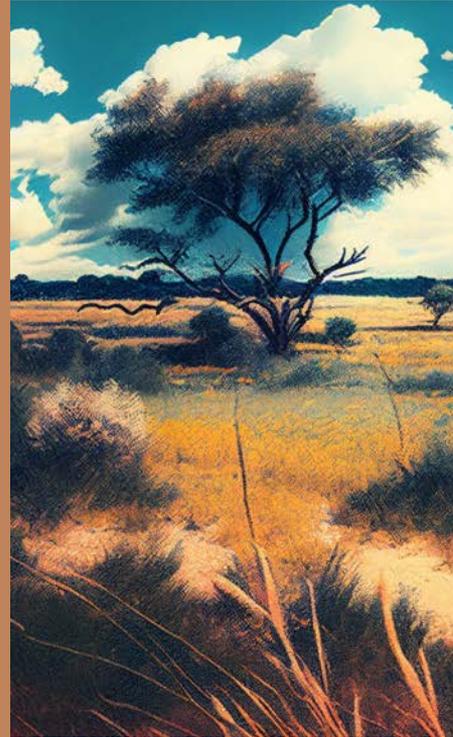
05 Brand Expression 20m

06 Discussion 15m

07 Roadmap / Comm Dev 10m



Context & Timeline

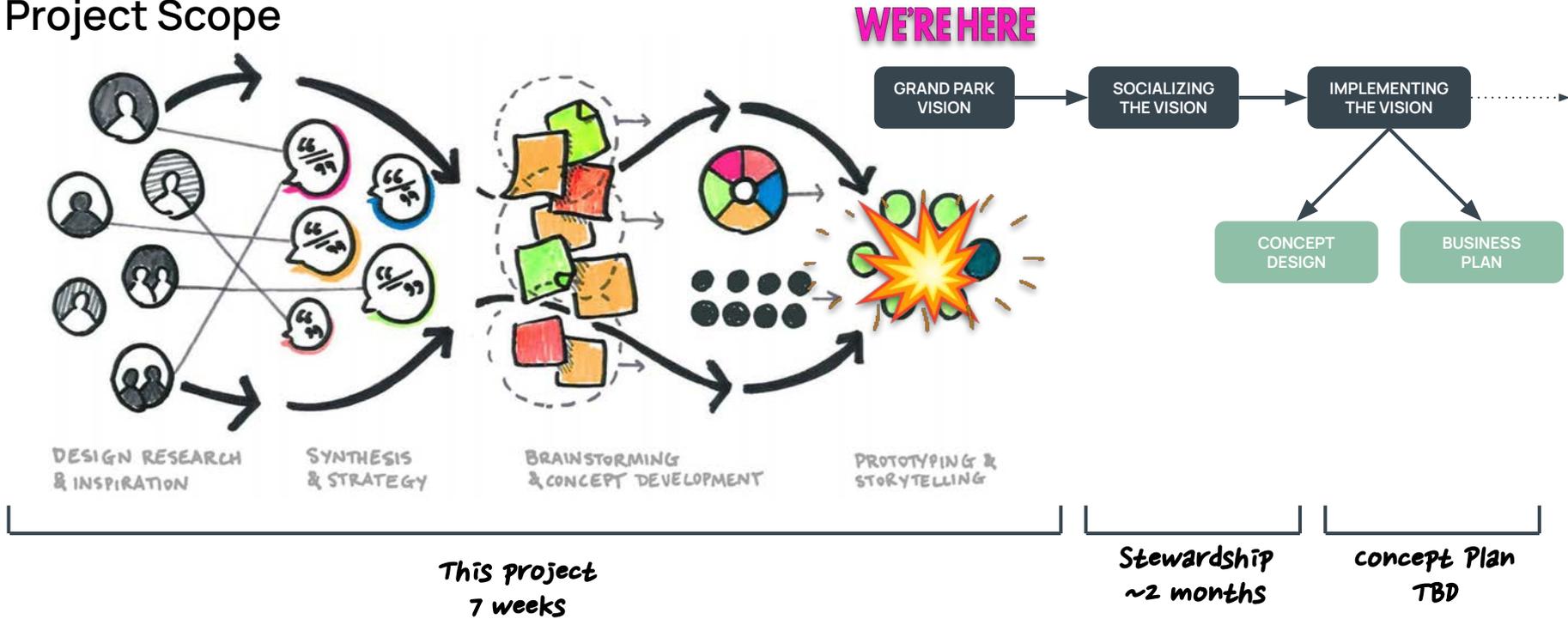


How might we shape a
cohesive, actionable, and
inspiring vision for Grand Park
and the people who'll use it
for decades to come?

PROJECT SCHEDULE

WEEK 0 4.24–4.28	WEEK 1 5.01–5.05	WEEK 2 5.08–5.12	WEEK 3 5.15–5.19	WEEK 4 5.22–5.26	WEEK 5 5.29–6.02	WEEK 6 6.05–6.09	WEEK 7 6.12–6.16
Prep & Planning	Looking Ins & Virtual Research	IRL Research	IRL Research & Synthesis	Synthesis & Midphase	Design & Iteration	Production	Storytelling & Shareout
Desktop Research	<p>Deep dive into existing research</p> <p>Secondary research</p> <p>KICKOFF</p>	<p>Travel Week!</p> <p>Looking-in Interviews</p> <p>Expert Interviews</p> <p>In-person workshop session with community ambassadors</p> <p>Data collection and analysis</p> <p>Dinner at Paul's?</p> <p>TEAM IN FRISCO</p> <p>WEEKLY</p>	<p>Travel Week!</p> <p>In-person workshop session with stakeholders</p> <p>Data analysis</p> <p>Synthesis</p> <p>WEEKLY</p>	<p>Synthesize and share research</p> <p>Develop early designs to test in research</p> <p>Outline moments that matter for residents</p> <p>Align on directions for the vision</p> <p>WEEKLY</p>	<p>Develop concepts and get feedback</p> <p>Visualize concepts that align with moments that matter</p> <p>MIDPHASE</p> <p>WEEKLY</p>	<p>Refine vision, visual direction, and concepts</p> <p>Design Reviews with Frisco team</p> <p>WEEKLY</p>	<p>Share final vision and designs that bring it to life</p> <p>SHARE</p> <p>WEEKLY</p>

Project Scope



What We Made Together



SYNTHESIZED INSIGHTS

A recap of our synthesized research findings that center the needs and desires of the Frisco community. These translate existing research into themes and allow stakeholders to get fully immersed in the insights. Sets a strong foundation for the work and decisions going forward.



EVERGREEN EXPERIENCE DESIGN PRINCIPLES

Decision-making tools and guardrails that reflect the values, needs, and desires of residents, local business owners and employees. These inform policy decisions, landscape design, and ensure that spatial and programmatic decisions today and in the future are aligned with the overall vision.



KEY BEHAVIORS, SPATIAL DIAGRAMS, SIGNATURE MOMENTS

Demonstrates how proposed key experiences come to life through visualizations, articulation of what these experiences entail, and how they activate the design principles in relation to user needs. Builds confidence in the design and ensures the design intent is kept through implementation.



VISION STATEMENT & BRAND STRATEGY

A compelling story and foundation for Grand Park's visual identity, communications, and community engagement that builds pride in Grand Park and its place in Frisco today and in the future. Can be built to be used in targeted fundraising efforts and conversations with potential donors.

TODAY

WHAT YOU'LL SEE TODAY

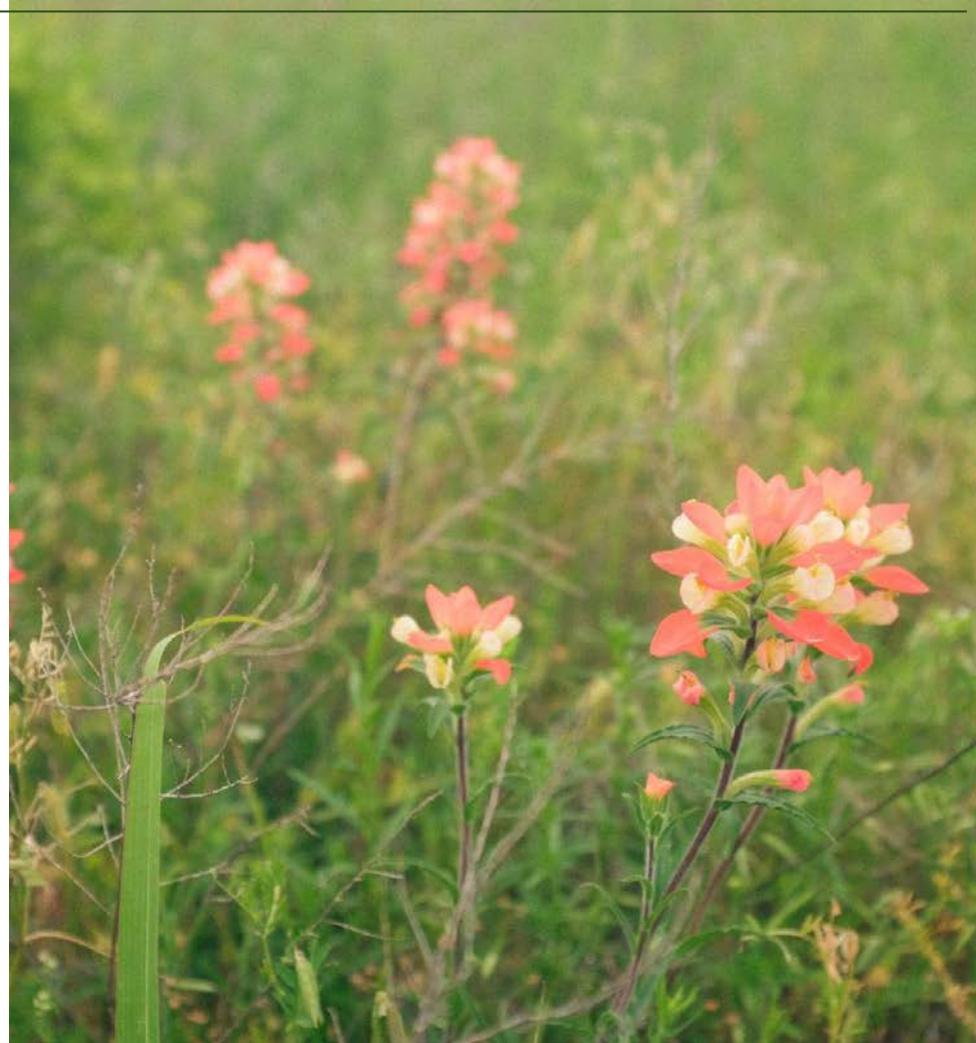
A Vision for Grand Park

A translation of the **needs and aspirations** of the community and stakeholders into a tangible, inspiring and achievable future for Grand Park.

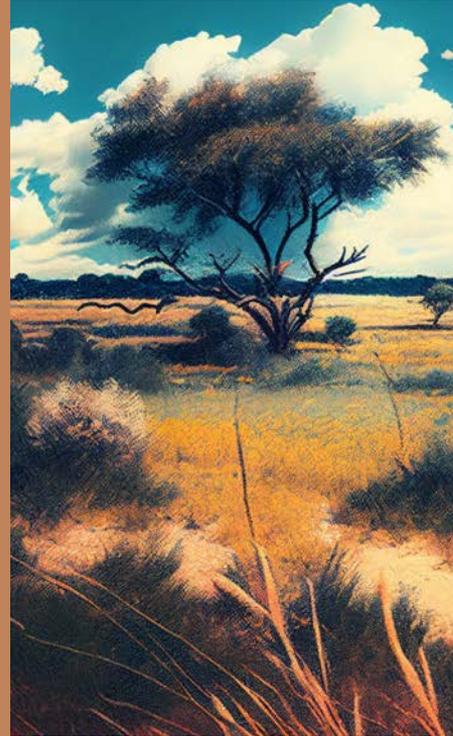
WHAT COMES NEXT

A Concept Plan & Business Plan

An outline for future development and implementation featuring a spatial framework plan, location of amenities and proposed programs. The business plan will detail financial considerations including cost estimates (capital + operations), proposed governance model and other development assumptions.



Design Research



Project Blackland

Frisco, Texas Research Trip
May 2023

What We Know To Be True

YEARS IN THE MAKING

Part of a 20+ year evolving **lineage** of development

PRIME LOCATION

Grand Park is located at the **heart of the city** and has grown in acres over 20 years, allowing development to come up around it.

RAPID GROWTH

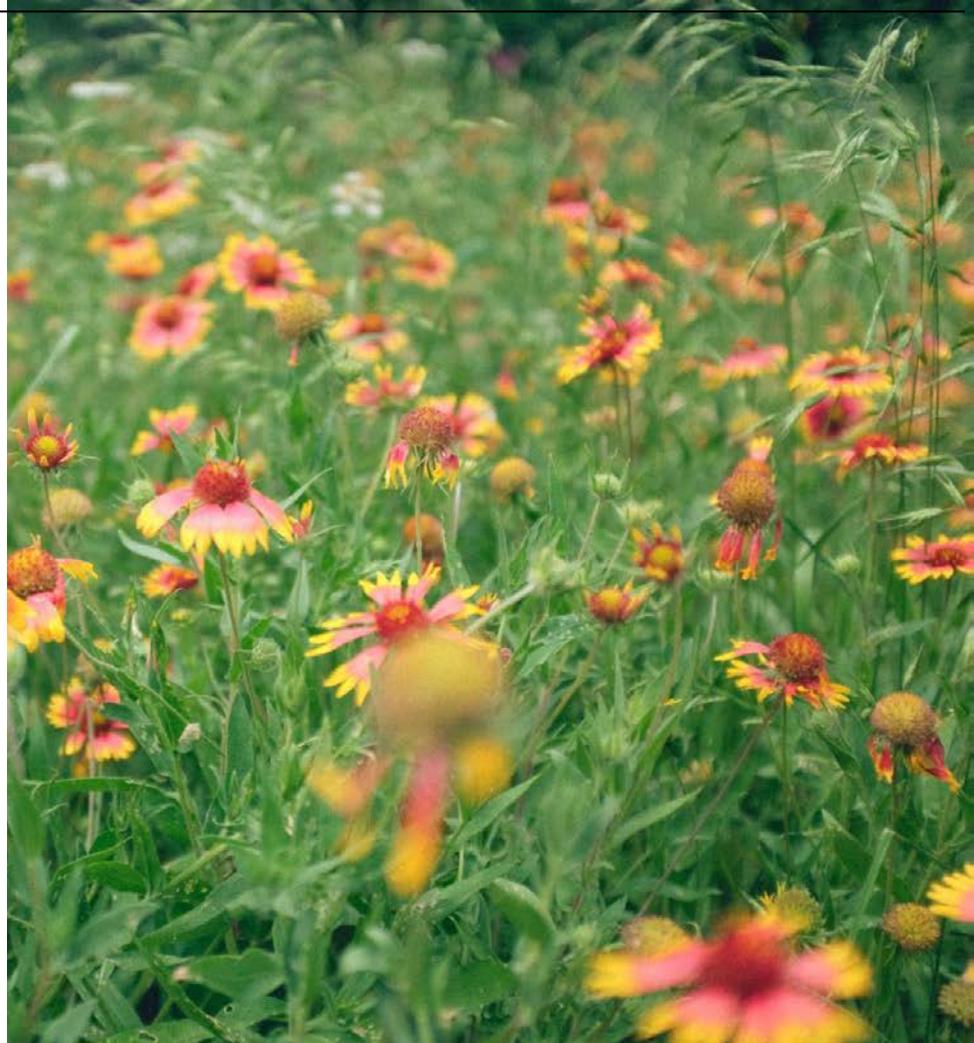
Frisco's population has grown **516% since 2000**. The current population is approximately 225,000. The current buildout population is expected to be +/- 329,000.

LEGACY OF INNOVATION

Frisco's city leaders are lauded as **responsive and proactive innovators** to serve residents' evolving needs.

IMPACT OF DEVELOPMENT AND AGRICULTURE

Less than 1% of Blackland Prairie exists across the region.



Small Group Sessions



VIDEO INTERCEPTS

Before our in-person research, we gathered 20, short vignettes in video format from Frisco residents that offer insights into their **stories, memories, and experiences** and how they relate to Frisco's natural landscape and public spaces.



HIGH SCHOOL GROUP

We interviewed a combination of juniors and seniors from high school to learn about their experiences growing up in Frisco, and what their **aspirations** are for the city and Grand Park.



DINNER AT PAUL AND LEAH'S

Friday evening we had a small gathering at Paul's house **where neighbors and kids joined up to discuss their hopes for Grand Park** and just generally share their perspective on Frisco.



AAPI LEADERS

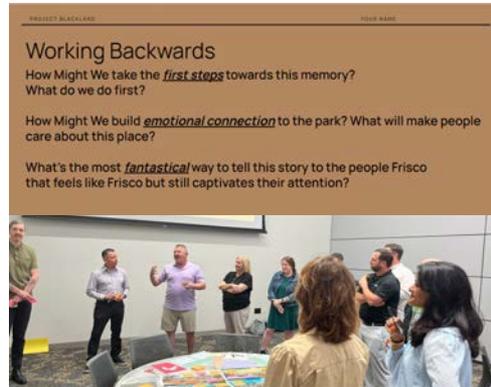
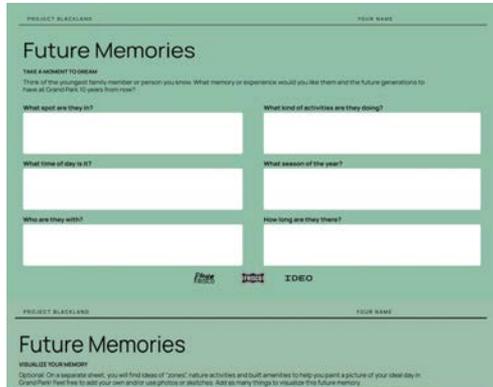
We spoke with Asian American and Pacific Islander (AAPI) leaders to discuss their aspirations for Grand Park. The AAPI community makes up about **30% of Frisco residents**.



Workshops



Workshops



FUTURE MEMORIES

This activity asks participants to **envision** a future memory at Grand Park for the youngest person they know in 10 years.

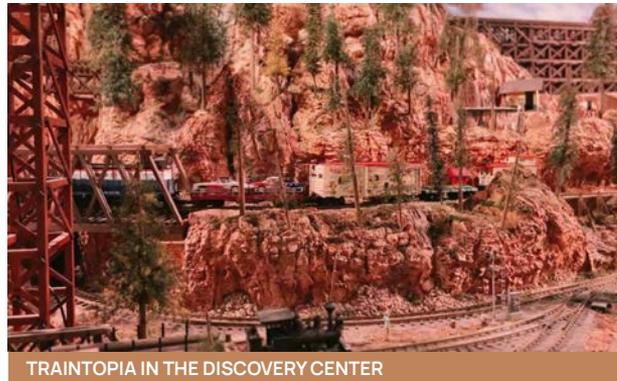
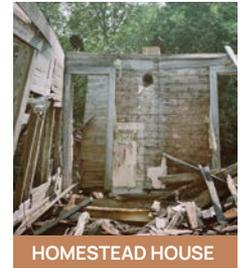
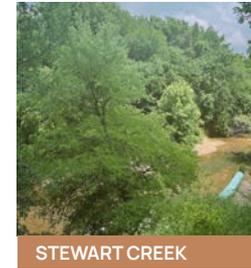
TOWARDS ACTION

Participants brainstormed three How Might We statements that re-oriented the discussion toward **action and tangibility**.

GRAND PARK AS A PLACE OF _____

We captured a portrait of each participant and asked them to write **one aspirational word** to describe what kind of place they want to describe Grand Park when the vision is realized.

Frisco Immersion



Public Feedback Box

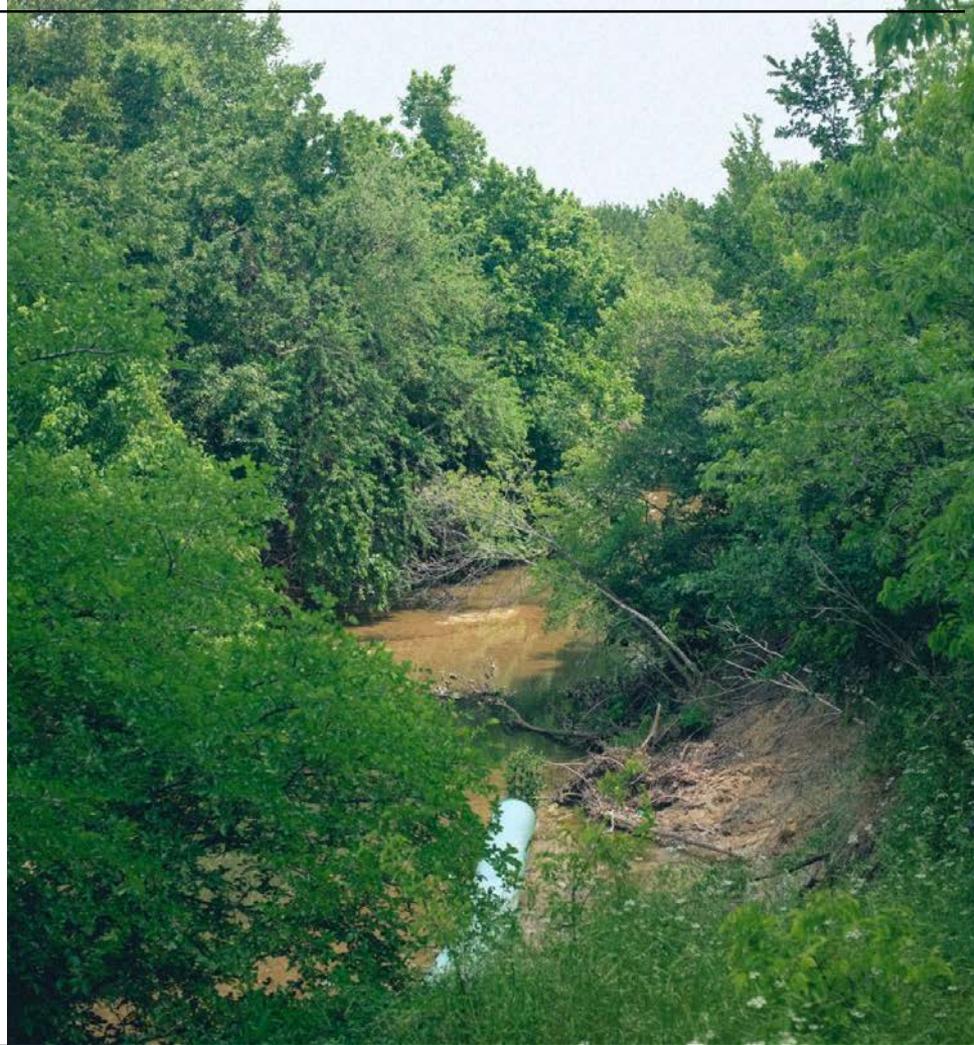
We sent out and analyzed a open-ended public feedback survey to Frisco residents, which included **211 responses!**

This survey was intended to:

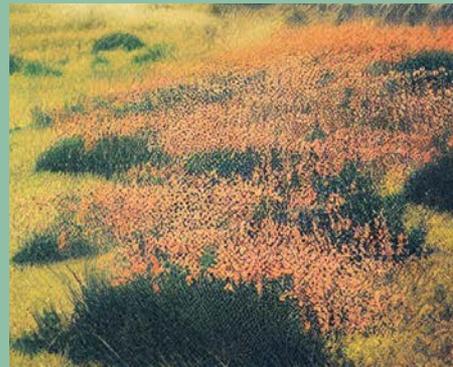
- Reach out to a wide range of demographics and community groups in Frisco to confirm or complicate what we heard in-person from key stakeholders and community representatives.
- Mirror the questions we asked at in-person sessions.
- Understand critical mass around park amenities and features.

There was an overwhelming consensus across our in-person research and survey research.

**For more details on methods and survey results, see the Appendix at the end of this deck.



The Vision





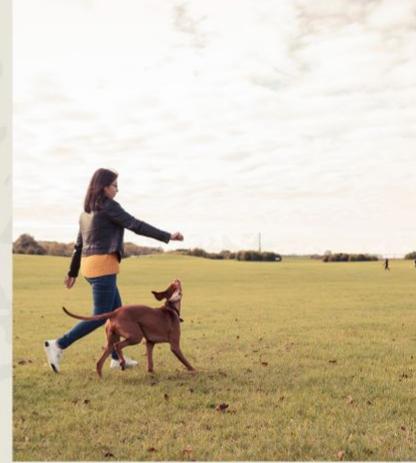
**If we care for the land, the land will
care for us.**

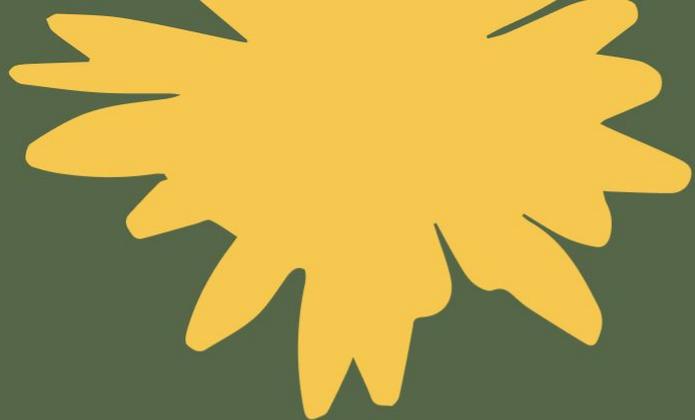


The natural landscape of Frisco provides us with opportunities to immerse in nature, play, connect with our community, and discover something new around each bend.



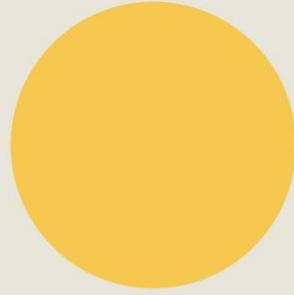
**These things are important to the
well-being of our community**





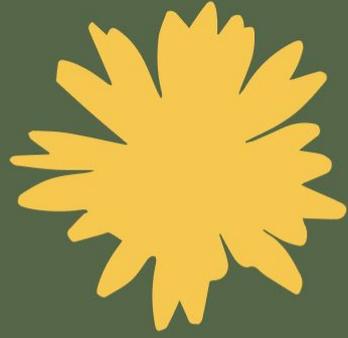
because they give us balance from the structures and stresses of everyday life.





**Grand Park provides us with an
opportunity to bring back this landscape—**





the Texas Blackland Prairie that
Frisco was founded upon,



so that generations to
come can discover the gifts
it has to give.





What will **you** discover?

OUR VISION

We aspire to make Grand Park a treasured resource for the city of Frisco by creating an experience that changes with the rhythms of nature and the needs of our residents. With opportunities to **immerse** in nature, **play, connect** with the community, and **discover** something new with each visit, we will give the residents of Frisco a reason to keep coming back for generations to come.



What does this vision mean for the design of Grand Park?

There are **four key elements** that we have to keep in view as we design this experience for Grand Park. These elements help us ensure that we are creating an experience that lives up to **our vision of realizing a dynamic landscape attuned to the needs of nature, Frisco residents, and the promise of discovering something new with each visit.** As a whole, these individual pieces builds on the existing foundation of the 20+ year development while making room for evolving needs.

- 1/ Key Behaviors
- 2/ Signature Concepts
- 3/ Experience Principles
- 4/ Brand Expression

Experience Blueprint

This blueprint outlines the relationship between these parts. There are 4 key behaviors that define activity and Grand Park, each with concepts that enable the behavior. Underlining both the behaviors and the brand are experience principles that define how Grand Park can fulfill resident needs that we identified in research – the overarching vision.

Why

VISION

What

KEY BEHAVIORS

IMMERSE

PLAY

CONNECT

DISCOVER

SIGNATURE CONCEPTS

How

EXPERIENCE PRINCIPLES

BRAND EXPRESSION

Key Behaviors



What are Key Behaviors?

There are **4 key behaviors** Grand Park must design for across it's landscape.

Based on our research, these four key behaviors focus on **the core needs of people living in Frisco and their relationship to natural spaces, community spaces, and the city at large.**

The signature concepts within each category are meant to be a set of **starting examples** that illustrate how we could satisfy the public's desire for these behaviors.

1

People desire **Immersion** in nature & the Blackland Prairie

2

People desire **Play** across a wide range of activity levels

3

People desire **Connection** with themselves and with one another

4

People desire **Discovery** that reveals something new with each visit

1

GRAND PARK IS

A Space for Immersion

Grand Park creates habitable outdoor spaces, hands-on learning moments, and active preservation experiences throughout the Blackland Prairie, organized around Stewart Creek.



INSIGHT

In light of Frisco's rapid urban development, individuals of all generations crave the **freedom to roam in green spaces**, and seek a **deeper relationship with their natural surroundings**.

“

*“I've been in Frisco for 17 years. When we first moved to Frisco it was a still a semi-rural community with lots of open agricultural space. **As it's developed, public space has disappeared.** Development is oriented towards sports facilities, baseball, football, soccer.”*”

- Long-time Frisco Resident



SIGNATURE CONCEPT

Shade Gradients

Interwoven with the existing tree corridor along Stewart Creek, **a gradient of microclimates** is created using a variety of shade strategies. Visitors **modulate between different temperatures** as they weave in and out of shaded and unshaded spaces.

CASE STUDIES

- [See Appendix](#) ↗

WHY IT MATTERS

The goal is to create an environment that allows visitors to stay for a long period of time as they transition between different activities. Due to the intensity of the Texas heat, this means utilizing existing, natural elements, such as the tree corridor along Stewart Creek, and infilling it with built elements that extend the cooler spaces by the creek further beyond it.



SIGNATURE CONCEPT

Learning Spaces

Whether explicitly through a Grand Park Nature Center, or implicitly through curated encounters with natural surroundings, **immersing in nature means making space to learn from it and experience it first hand.**

CASE STUDIES

- *Nature and Environmental Learning Center* [↗](#)

WHY IT MATTERS

The goal with Grand Park is to create an experience that is more than just a space for sports and outdoor activities. Explicit moments like the nature center play a key role in providing a great touch point for events, sponsors, activities and branding both in the center of and throughout the park.



SIGNATURE CONCEPT

Regenerative Areas

While a large portion of Grand Park requires remediation, regeneration, and preservation, moments where visitors are encouraged to **directly interact with the prairie** build a shared understanding of place and ecology.

CASE STUDIES

- *Studio MLA*
Riverfront California
[↗](#)

WHY IT MATTERS

Engagement with the native prairie centers visitors as active participants in the various stewardship processes of Grand Park. Taking this awareness home, beyond the border of the park, permeates knowledge of the local system to other parts of Frisco, such as at home, other parks, or other private spaces.



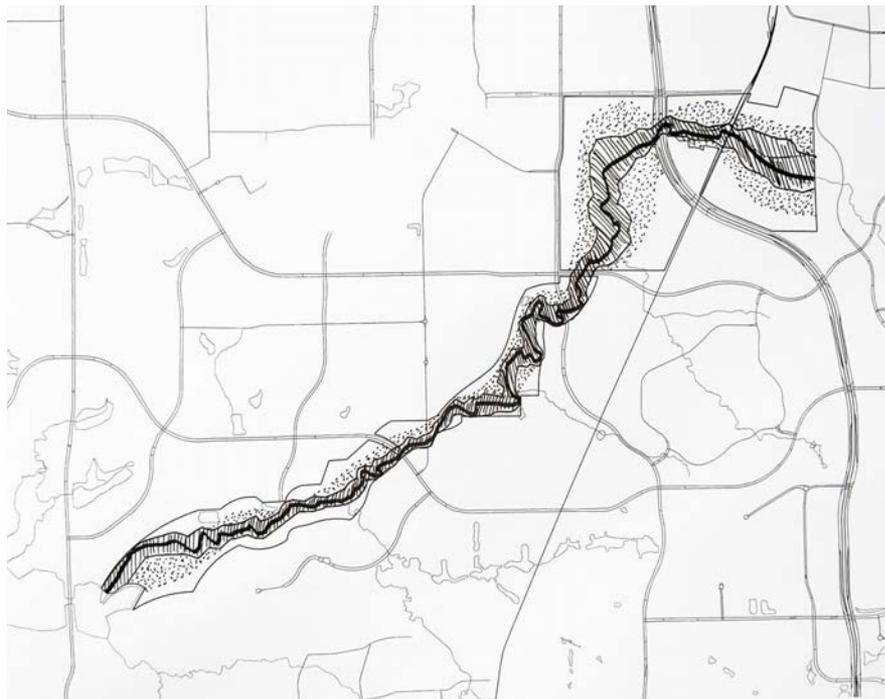
SPATIAL STRATEGY

Stewart Creek As Organizer

Centered around water, **all circulation and programming responds to the natural flow and arrangement of Stewart Creek**, enabling unbroken travel from one end to the other as visitors **weave in and out of the lush tree corridor**.

WHY IT MATTERS

Due to the rapid pace of development, Frisco's built environment is characterized by sprawling, car-centric amenities that prioritize convenience, family and sports-oriented entertainment. The park provides the balance of natural green spaces amid the backdrop of highly planned yards and buildings. By honoring and organizing around the existing site condition, Grand Park plays into the strength of its context, immersing visitors in the natural, untouched landscape.



CASE STUDY

Henry Palmisano Park, Stearns Quarry

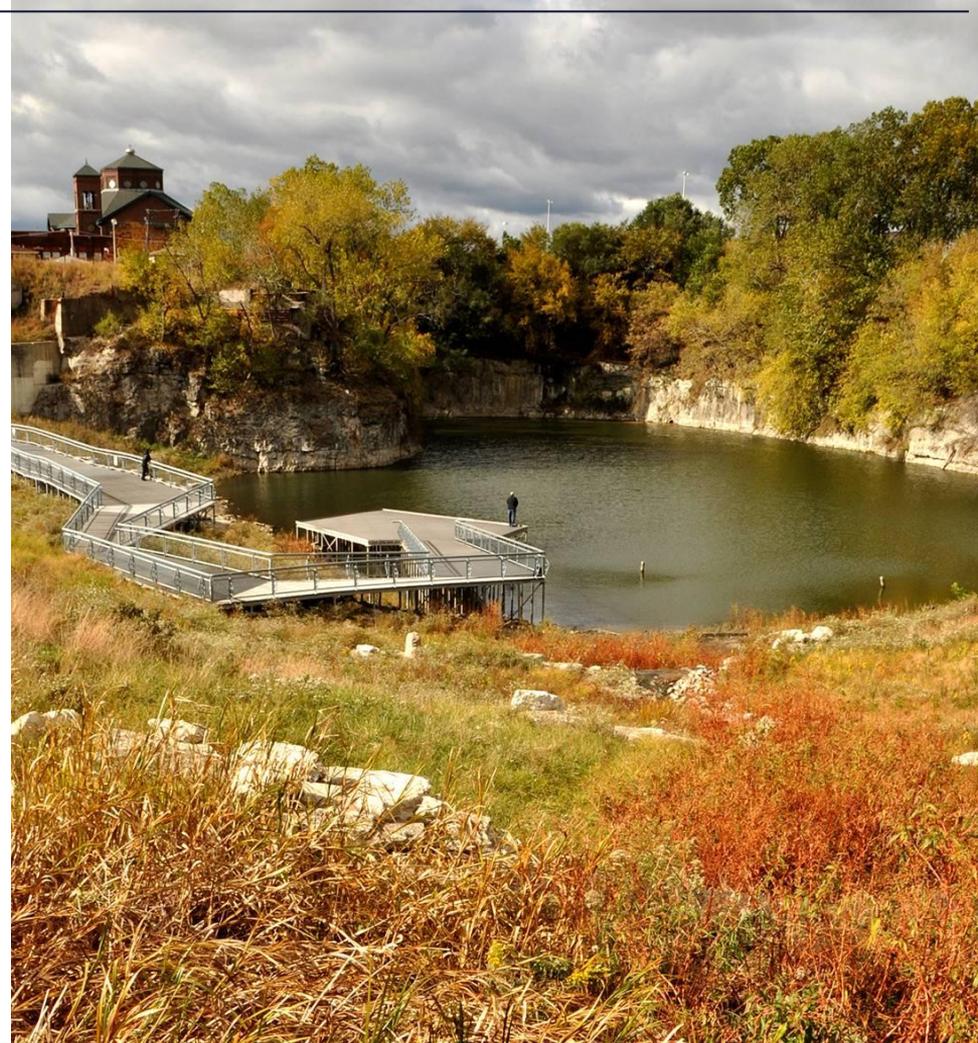
A restored wetland prairie which captures rainwater from sewers to nourish its landscape, this park quickly became a remarkable oasis in one of Chicago's most densely-built areas.

LINK

- [Henry Palmisano Park](#) ↗
- [Depot Park](#) ↗

WHY IT MATTERS

- It saves 10.5 million gallons of potable water and \$34,700 annually by using native prairie plants, which require no irrigation, compared to irrigating an equivalent area of turf.
- It contributed to an average \$34,000 increase in sales price for homes within two blocks of the park, as compared to similar homes 5-8 blocks from the park.
- It saves over \$87,000 in annual maintenance costs by using native prairie plants instead of turf grass.
- It demonstrates prairie as a landscape aesthetic with 46% of survey respondents saying they would use prairie plantings at home.
- It manages all rainfall for a 100-year, 24-hour storm event (5.56 million gallons) onsite, through bioswales, wetland cells and a retention ponds.



IMPACT

Grand Park places **nature at the forefront** as a means to **foster shared responsibility** and desire to nurture and **protect the restoration of the prairie** and its importance to the Frisco community.

ILLUSTRATIVE IMPACT



EXPANDING THE PRAIRIE

Built around the comfort of the creek and the shade of trees, Grand Park is **more habitable** and encourages people to spend more time outdoors by design.



RESILIENT LANDSCAPES

As residents become more aware of the benefits of native plants and species, they appreciate and **foster a deeper sense of pride** for the resilient prairie surrounding them.



INTEGRATED CURRICULUM

Grand Park could enhance the high quality of Frisco schools by **integrating nature-based learning** into the curriculum of local schools in the district.

2

GRAND PARK IS

A Space for Play

Grand Park offers pockets of unstructured space, moments of respite, and makes room for high energy recreational activities across a variety of activity levels dotted throughout the landscape.

INSIGHT

Good “play” looks different for different people. To truly support unity, Grand Park must speak to **individual interests while providing opportunities to come together.**

“*As a mom of three kids at the ages of 1 year old, 7 years old, and 15 years old, there is always a **compromise** whenever we go somewhere. There is no single space in Frisco that satisfies every age. I also want there to be a natural space for me to be alone or to connect with other moms in the area.*”

- Member of Inclusion Committee



SIGNATURE CONCEPT

Unstructured Play Space

Purposefully minimal in design, these interpretive structures and built follies invite visitors to gather in their own ways. **Spread throughout the park and ever evolving**, these spaces allow Frisco residents to **bring their own programs** to a natural setting.

WHY IT MATTERS

Grand Park is a long term, ever evolving project. The space must leave parts of the park 'undesigned' and encourage users to imprint themselves on it. This enables us to understand how and why people are using these spaces, which will allow us to amplify that behavior over the lifespan of the park in new and exciting ways.

CASE STUDIES

- [Park of Reversible Destiny](#)



SIGNATURE CONCEPT

Recreational Activities

Open to all forms of play, Grand Park also provides for more 'traditional' forms of active recreational activities. While **not as direct as providing defined sports fields**, flexible outdoor areas are defined and given focus in order to **accommodate different interests, games, and activities.**

WHY IT MATTERS

Grand Park must be able to provide spaces for people looking for 'non-nature' based outdoor activities, such as traditional sports, in order to be inclusive to all activity levels. Doing so accounts for all interests within the community and accounts for emergent behaviors and activities that the community desires to fill these moments.

CASE STUDIES

- [Central Park Pickleball Pop-Up](#) 



SIGNATURE CONCEPT

Moments of Respite

Balancing active areas with moments of respite, these dedicated spots for serene, stationary activity, accentuated by the **natural backdrop of the prairie**, allow visitors to **recharge before play or wind down after**.

CASE STUDIES

- [Sunset Sala](#) ↗

WHY IT MATTERS

To counterbalance the intensity of high-energy activities with the restorative qualities of nature, Grand Park also offers something for people looking to relax and recover.



SPATIAL STRATEGY

Objects in a Field

Edited out of the landscape, **a series of 'nodes' populate across the entirety of the park.** These pockets can be big or small, natural or built, and structured or unstructured, **creating vastly different play experiences depending on which one you occupy.**

WHY IT MATTERS

Frisco doesn't currently offer many ways to play together with other people of different activity levels, physical ability, or outdoor preferences. Grand Park fills this gap by offering an all-in-one place that gives everyone the ability to modulate and choose their personal level of participation within its outdoor environment.



CASE STUDY

Storm King Art Center

Storm King Art Center is a unique outdoor museum – an expansive series of lawns, trails, fields, groves, and woodlands framed by the Hudson Highlands and set with monumental modern sculptures by notable artists.

LINK

- [Storm King Art Center](#)

Each artwork's **context is defined by both immediate and distant landscapes**; the ever-changing visitor experience encompasses the seasons and weather, as well as the growing collection. **Carved out of the natural environment**, visitors have the **freedom to wonder and craft their own path across the vast landscape**.



IMPACT

Instead of compromising across preferences, Grand Park optimizes for groups and individuals to **play flexibly**, allowing people to remain close to one another or easily reconvene in a central location.

ILLUSTRATIVE IMPACT

**BOUNDLESS FUN**

While walking through an unstructured play space, visitors can **interpret the landscape imaginatively**. There are less constraints and boundaries, uniting people whose outdoor preferences may differ.

**OASIS IN THE CITY**

The park provides many spaces for visitors to feel as if they are stumbling upon a green oasis. These areas allow for moments of relaxation, respite, and meditation as their **attention is redirected to the surrounding nature**.

**FLEXIBLE RECREATIONAL HUB**

Grand Park's central, adaptable recreational hubs accommodate a vast range of casually structured activities. This flexibility makes it easier to **stay together while playing in different ways**, and even allows for serendipitous encounters.

3

GRAND PARK IS

A Space for Connection

Grand Park establishes place-based traditions, constructs monumental moments, and builds unique gathering hubs for individual and group events consistently and often across the park.

INSIGHT

Engagement is not one-size-fits all. By offering different levels of participation in Grand Park's development, community leaders and residents become empowered collaborators.

“

"I think we need **more community events that get people excited to go...** I enjoy going to the Frisco Farmers Market because once a month, they host something different or related to a holiday. They're always doing something unique, and that's why I enjoy going there."

”

- Frisco High Schooler



SIGNATURE CONCEPT

Grand Icons

These landmarks draw immediate association with Grand Park and are **home to both large celebrations** that appeal to all Frisco residents as well as **smaller moments of cultural importance** to specific communities.

CASE STUDIES

- *The Hive* [Z](#)

WHY IT MATTERS

Given the unique location, history, and environment of Grand Park, dotting the landscape with iconic moments builds an emotional attachment to place and the rituals which take place there. These points of interest act as a rallying point, big and small, for residents to cherish as important destinations within their communities.



SIGNATURE CONCEPT

Grand Traditions

A place that centers **traditions, gatherings, and holidays unique to the city**, within the backdrop of the Blackland Prairie. These **regular engagements** allow residents to mingle and learn from different cultures and experiences.

CASE STUDIES

- *Honeycomb Campsite* [Z](#)

WHY IT MATTERS

Grand Park is more than just space. It is a place where unique programs can occur. Crafting unique rituals to Frisco that complement the natural ecosystem of the prairie provides all residents and community groups larger and readily accessible areas to host events. This maximizes Frisco's existing strengths as a trusted ear for communities' needs and allows the city to craft unique events that speak to its identity.



SIGNATURE CONCEPT

Gathering Hubs

While a major role of Grand Park is to allow different modes of engagement, **central nodes at key moments** throughout the park allow for **reconvening opportunities to eat, chat, socialize and recharge** before going off into different activities.

CASE STUDIES

- *The Gathering Place, Tulsa* [↗](#)

WHY IT MATTERS

The total experience of navigating Grand Park is a constant balance of being alone with being together. These central locations allow paths to cross among people who travel to and from different parts of Grand Park and provide basic amenities and resources for visitors, such as food, beverages, and bathrooms.



SPATIAL STRATEGY

Phased in Smaller Chunks

Due to the desire to start small and engage the community consistently and often, the **phasing strategy focuses on gradually building up over time** for continuous engagement. Development can then create a microcosm of the entire park earlier on and **optimize for all types of engagement** rather than starting with one then moving to another.

WHY IT MATTERS

While spaces exist across Frisco already for community gathering of various scales, Grand Park offers the only highly centralized natural space on a massive scale. Filling Grand Park with spaces that satisfy big and small community events builds a strong emotional connection to place and ensures every member of Frisco feels represented in the park. This offers the key advantages of being highly inclusive at every stage of the process, and allows the city to be adaptable and responsive to Frisco residents' needs over a long period of time.



CASE STUDY

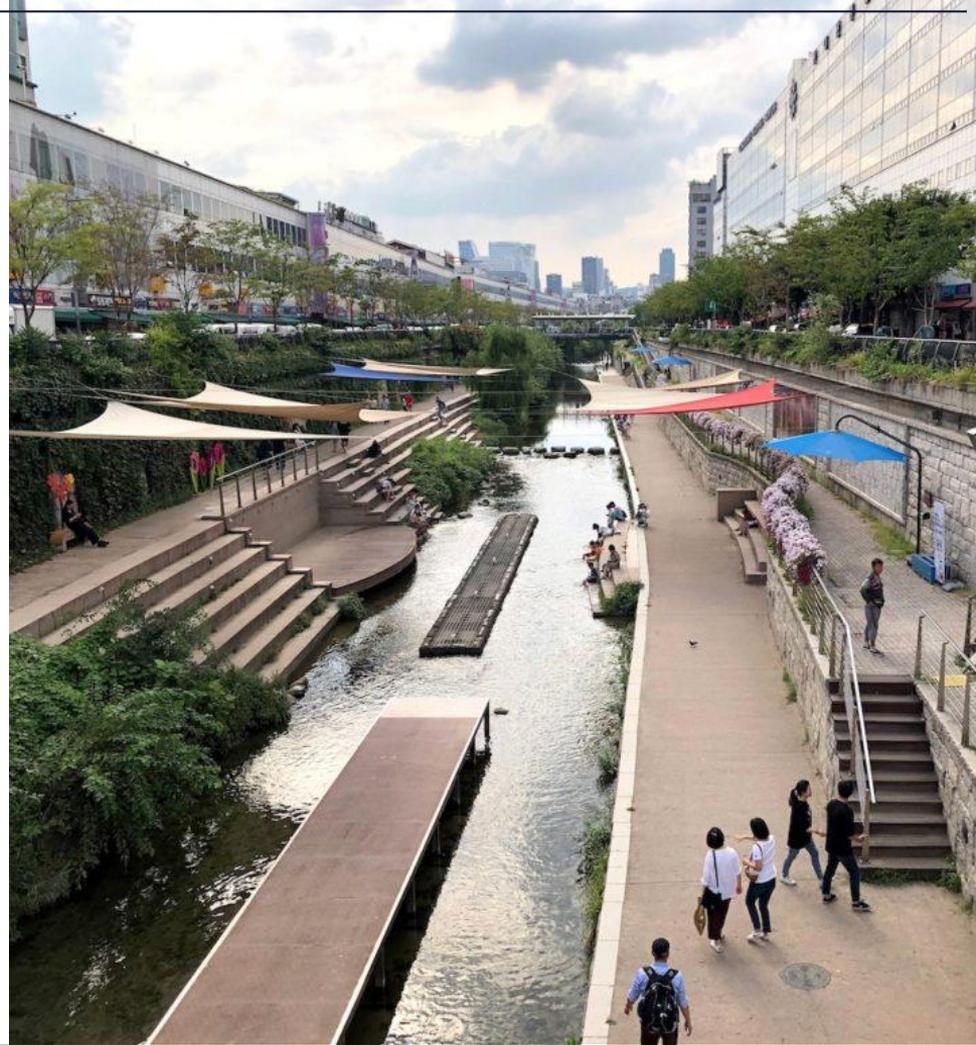
Cheonggyecheon River

This project symbolizes the future unification of the nine provinces of North and South Korea, and celebrates the source point of cleansed surficial and sub grade runoff from the city. The stones, from provincial quarries, frame an extensive urban plaza along a creek corridor, **bringing public access directly to the water's edge.**

The canal design accommodates seasonal flooding, its appearance changing as stones are submerged and reappear. In addition to the environmental restoration effort, **this urban open space has become a central gathering place for the city** which is in dire need of more public landscapes. **As travelers walk it's length, they experience new relationships with the water's edge as the design changes.**

LINK

- [Cheonggyecheon River](#)



IMPACT

Grand Park provides gathering spaces that empower residents to **create meaningful moments** on their own terms – on a large or small scale, **alone and together.**

ILLUSTRATIVE IMPACT



PLATFORM FOR FRISCO CREATIVITY

Because Grand Park is 1,000+ acres, it provides a large **platform for local creativity** to flourish with artists, musicians, and performers exhibited during major events and celebrations in the park.



SHOWCASING FRISCO PRIDE

The size of Grand Park **provides plenty of space for cultural groups and local businesses** to showcase and share their talent with the general public during centralized gatherings.



REPURPOSED SPACE

After large events, **gathering areas can be repurposed so that visitors can interact with the same space in different ways.** This can include spaces converted for nature therapy, small-scale cultural events, and corporate team building retreats.

KEY BEHAVIORS

DISCOVERY

4

GRAND PARK IS

A Space for Discovery

Grand Park reveals something new with each visit through a sinuous trail network, rotating temporary activations, and creative nature-based partnerships.

INSIGHT

Because Frisconians live in a highly-planned urban fabric, hints of mystery and novelty are valued. By consistently rewarding curiosity, residents are drawn to revisit the park.

“

*"When I was growing up, my brother and I would simply hop on our bikes and go to the park **to play, explore, and have fun**. Maybe it's because Frisco is part of a giant metropolitan area with 7 million people, but here, they don't do that very often."*

”

- Ben, Assistant City Manager



SIGNATURE CONCEPT

Sinuuous Trails

As these winding paths follow the river, they allow **unbroken exploration from one end of the park to the other**. This design creates experiences that **weaves between big and small moments** across a variety of surface types, from small foot paths to large thoroughfares.

CASE STUDIES

- [Panorama Trail](#) ↗

WHY IT MATTERS

We want to cultivate a sense of exploration, with many paths to choose from. These trail networks connects into the existing ecosystem surrounding the park and builds off the 'nodes' spatial strategy.



SIGNATURE CONCEPT

Temporary Activations

These **constructed moments** operate at a **fast pace of change** to ensure residents are engaged often. The speed fuels new ideas and allows Grand Park to be highly responsive to resident needs, **allowing the park to adapt and shape its own future** alongside the people who inhabit it.

CASE STUDIES

- [Okinawa Churaumi Aquarium Park](#) 

WHY IT MATTERS

Given the scale and timeline of development for Grand Park, the goal with temporary activations is to build emotional connection to place so that it's not a matter of waiting years for construction to finish, then opening up and hoping people care about it. This builds that connection early and often. These moments also allow the design of the park to be dynamic and adapt to user needs rather than one-and-done engagements.



SIGNATURE CONCEPT

Creative Partnerships

Creative partnerships allow for **mutually-benefitting, unique experiences** with the surrounding prairie land, creating a distinctive, local ecosystem of experiences that **speak to the park's larger mission.**

CASE STUDIES

- [Autocamp](#) ↗

WHY IT MATTERS

Creative partnerships increase revenue and share responsibility of the land with trusted partners. In addition, this can also encourage a balance of visitors within and outside of Frisco while anchoring first on resident needs.



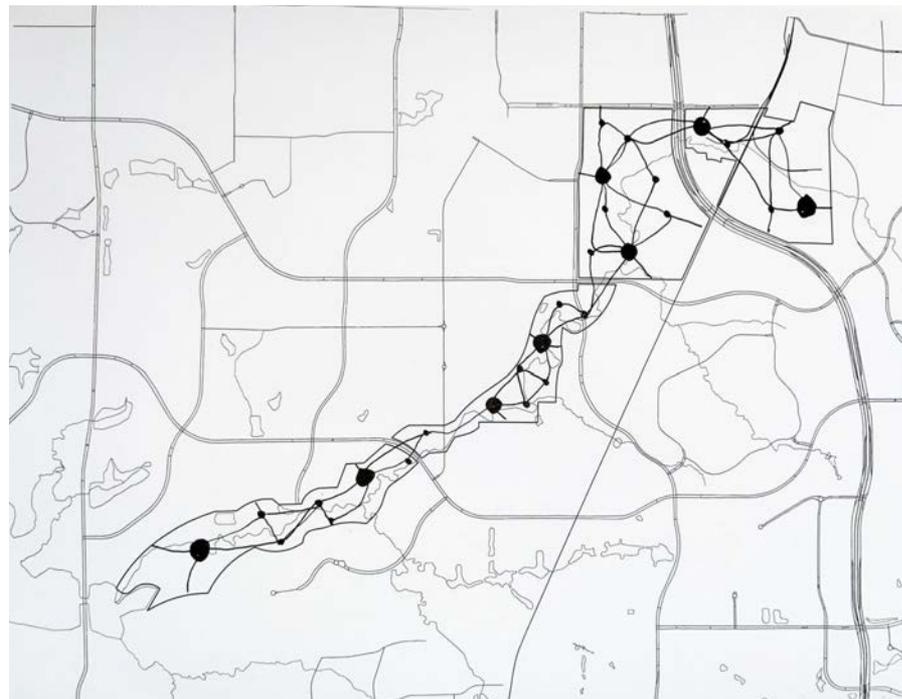
SPATIAL STRATEGY

Many Paths to Wander

Between all the 'nodes' across the landscape, paths are **intentionally designed** for people to explore as they wish across all participation levels. Multiple unscripted paths with different levels of engagement **creates new journeys with every repeat visit.**

WHY FRISCO

In contrast with Frisco's current built environment, Grand Park offers the allure of unexpectedly encountering a "hidden gem" either through intentional exploration or fortunate encounters. The park is a destination for those seeking continuous opportunities for rediscovery. The tacit promise of novelty draws visitors with the prospect of encountering something new with each visit.



CASE STUDY

The Rope Forest, Carlsberg City District

This temporary installation consists of thousands of ropes hanging from the ceiling of a pre-existing porch in the interstitial spaces of an abandoned brewery now opened up as public space. **The idea was to breathe new life into the spatial qualities of the brewery premises** and to bring about their reactivation by means of installations in three adjoining spaces. While it is true that the brewery can glean real-estate revenue from installations that **draw attention to the appeal of private premises that are waiting to become a new neighbourhood one day**, it is no less true that it has approached the project in a **communal and motivating spirit**, working with non-profit-making organisations and joining the cause of making Valby part of Copenhagen's collective consciousness.

LINK

- [Forest of Ropes](#) ↗
- [Big Bluestem Trail](#) ↗



IMPACT

Grand Park creates **new paths for adventure** with each visit, **providing balance** to Frisco residents' daily routines.

ILLUSTRATIVE IMPACT



AN EVER-CHANGING LANDSCAPE

Temporary installations and their shifting locations **noticeably change the way visitors interact with their environment and the people around them.** Residents feel that Grand Park not only stays relevant to their needs, but also introduces them to new interests.



DISCOVERY IN EVERY CORNER

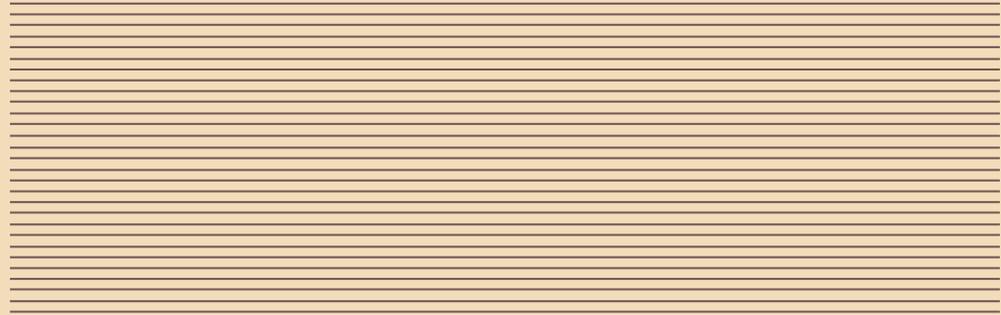
A seemingly unlimited selection of paths can connect the built and unbuilt, or the populated and unpopulated, within minutes. With eye-catching activations that pull you in different directions, **visitors never take the same path twice.**



NATURE AS OUR STAGE

Commercial partnerships can also **create a sense of unity with the environment** through spaces that house a variety of creative uses at different times—such as entertainment, relaxation, health, and more.

Experience Principles



What are Experience Principles?

Experience Principles are a set of **starting guidelines** to ensure that the spatial strategies fulfill **stakeholders' and residents' synthesized needs grounded from the design research**. These principles are designed to feel **specific and actionable**, serving as **evergreen** guidelines to ensure the spatial, programmatic and policy decisions today and in the future are aligned with the overall vision.

1

Account for natural rhythms

Integrate and celebrate human and non-human life stages to create an interdependence with the **nature and water along Stewart Creek**.

2

Landscape with regionally appropriate species

Situate all programming in harmony and stewardship with local climate and the existing natural environment.

3

Design the unplanned

Purposely reward people for their curiosity. Create multiple paths for unplanned discovery that encourage exploration and repeat visits.

4

Build emotional connection consistently and often

Provide consistent opportunities for community input, collaboration, and co-creation throughout the multi-phase development.

5

Provide opportunity for all participation levels through amenities

Enable a gradient of participation by giving ability to branch between individual and collective moments, balancing nature and programs.

6

Curate nature driven partnerships

Vet development with the core criteria of enhancing people's experience in the natural environment and take into account the ecological value of the prairie.

7

Make iconic moments, big and small

Strike a balance between big moments that rally Frisco together and smaller gestures that hold meaning to individual communities.

8

Establish, sustain and evolve core traditions

Fill the space with deliberate events and rituals that define and respond to what's important to Frisco as a community.

1

Account for natural rhythms

Integrate and celebrate human and non-human life stages to create an interdependence with the prairie.

The native prairie is inherently **regenerative**, and teaches us important lessons about adaptation and resilience over time. The prairie guides us in adapting harmoniously with nature throughout the seasons, respecting its history and enabling restoration and regeneration in the future.



2

Keep the landscape native

Situate all programming in harmony and stewardship with the existing natural environment.

The Blackland Prairie is considered as among the richest soils in the world. Residents voiced their desire for Grand Park to provide a **sensory refuge** from the highly planned urban environment. Keeping the prairie's "hidden gems" untouched by development serves the environment and the residents' needs.

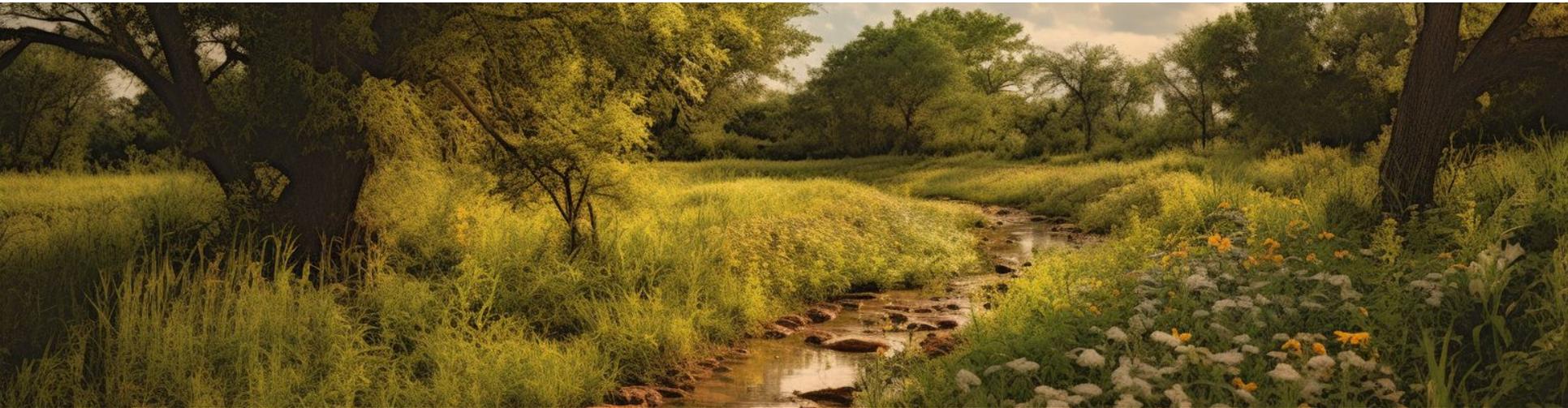


3

Design the unplanned

Purposely reward people for their curiosity. Create multiple paths for unplanned discovery that encourage exploration and repeat visits.

Among various age groups and stages of life, Frisco residents crave a destination where they can unexpectedly encounter a "hidden gem" either through intentional exploration or fortunate encounters, in contrast with Frisco's current built environment.



4 Build Emotional Connection Consistently and Often

Provide consistent opportunities for community input, collaboration, and co-creation throughout the multi-phase development.

Inclusive methods of involving the community at key stages in the process allows the city to be **adaptable and responsive** to Frisco residents' needs over a long period of time.



5 Provide opportunity for all participation levels

Enable a gradient of participation by giving ability to branch between individual and collective moments.

Residents seek an **all-in-one place** that gives them choices on their personal level of participation within outdoor spaces. These choices allow the possibility of deeper connections and sharing natural experiences with those around them, each in their own unique ways.



6 Curate nature driven partnerships

Vet development with the core criteria of enhancing people's experience in the natural environment and take into account the ecological value of the prairie.

Commercial development is not in opposition to creating a desirable and cohesive experience at Grand Park. Frisco is **uniquely positioned** to creatively succeed in fulfilling this vision due to its history of successful and innovative public-private partnerships that can elevate the vision to new heights.



6 Curate nature driven partnerships

Residents welcome commercial opportunities at Grand Park, so long as they contribute to a **cohesive park experience** and keep the **serene green space in the foreground**, rather than viewing development as a box to check off.

Frisco has brought in tons of big business over the past few decades, which is undeniably beneficial for the city's economy. Due to its history of **successful and innovative public-private partnerships**, Frisco is **uniquely positioned to creatively succeed** in creating commercial partnerships that can elevate the vision of Grand Park to new heights.

WHAT THIS COULD LOOK LIKE

A nature museum, nature center, a naturalistic performance space, pop-up shops for local businesses, food trucks and concession stands



"In Grand Park, I don't think they need to do a lot of work to get it good. They are not starting from scratch, **nature has already done a lot of the work.**"

- Rick, Master Naturalist



"The people of Frisco would need to remember that we need more than The Star and another shopping center or sports complex to **live a rich life of community.**"

- Survey respondent



"When you say commercialization, people think strip malls. I see it more as a **development opportunity**: you can run camps, you can do a nature center, or a museum...you can have a large naturalistic amphitheatre. **Something that works with the land and sense of place.**"

- Scott, Executive Director of Kaleidoscope Park

7

Make iconic moments, big and small

Strike a balance between big moments that rally Frisco together and smaller gestures that hold meaning to individual communities.

Frisco residents cited churches, workplaces, and clubs as **transformative places** to meet new people and change their world views. They underscored the importance of having organic social spaces and town halls that allows them to branch out of their immediate network.



8 Establish, sustain and evolve core traditions

Fill the space with deliberate events and rituals that define and respond to what's important to Frisco as a community.

Because Frisco is a growing city, Grand Park can provide multiple avenues for its residents to plug into the community. This can be achieved by activating social spaces that foster rituals and **bring people together** in a centralized location.



8 Establish, sustain and evolve core traditions

The city is making consistent strides in highlighting the growing and diversifying population in Frisco. For example, Mayor Jeff Cheney's Inclusion Committee celebrated many **firsts** – citywide celebrations of Juneteenth, Holi, and Lunar New Year.

We heard across residents and community groups of all backgrounds the need for more robust and reliable spaces to showcase important events and traditions. The availability of these spaces hold profound significance beyond merely providing physical space to gather – **instilling a sense of ownership and belonging in Frisco.**

WHAT THIS COULD LOOK LIKE

Culturally-relevant and respectful statues, dedicated physical spaces for holidays and cultural groups, yearly school campouts, and corporate team-building retreats



A PARK FOR ALL

"If we're going to spend this much money and dedicate this much green space to this park – **there should be something here for everybody.**"

- Laura, City Council Member



SAFE SPACES

"Different cultural groups felt safe enough to share about their culture, and other residents felt safe enough to ask that question. **It opened the door for that question to be asked** and answered in a way that was caring, compassionate, empathetic, and real."

- Sunitha, Vice Chair of the Inclusion Committee



MULTIGENERATIONAL SPACE

"We are jammed currently in the quad outside of City Hall. I want Grand Park to be the core of Frisco as a place you always **revisit for all generations** – with your kids, with the grandparents, or by yourself. It's a place where people go to celebrate holidays like Christmas and the Fourth of July. You don't go to the park for just "one thing" or one event"

– Brian, City Council Member

Brand Expression



Brand is the story we tell the world about who we are and what we offer.

This section contains the following elements to help you tell that story in an engaging and expressive way:

- 1/ Foundation
- 2/ Look & Feel
- 3/ Showcase

Purpose

Purpose is your reason for being. It's a statement that everyone across the organization can connect with and meaningfully answer: why do we do what we do? It's a north star that articulates the impact your brand seeks to have in the world.

To foster the well-being of all current and future residents of Frisco in collaboration with our diverse community and in harmony with nature.

Vision Statement

Vision is what we aspire to be. It's the articulation of where your brand ultimately wants to be. It's an aspirational statement that points a brand to a future destination that describes your hopes and dreams.

We aspire to make Grand Park a treasured resource for the city of Frisco by creating an experience that changes with the rhythms of nature and the needs of our residents. With opportunities to **immerse** in nature, **play, connect** with the community, and **discover** something new with each visit, we will give the residents of Frisco a reason to keep coming back for generations to come.

Value Proposition

A Value Proposition solves a person's pain point. It's the articulation of solving current human needs and what functional, differentiating value your brand offers in solving that problem or challenge.

Grand Park is for every current and future resident of Frisco who seeks well-being through nature, community, and play. Centrally located in the heart of Frisco, Grand Park provides over 1,000 acres of natural landscape to explore and roam.

Unlike other local public green spaces, it is the only **multifaceted, naturalistic park** featuring regenerative **Blackland Prairie** situated along **Stewart Creek**. In a time of rapid growth and development, Grand Park inspires stewardship of our native landscape and harmonious balance with nature.

Brand Personality

Brands are like people – the more interesting their personalities, the more we want to get to know and spend time with them. This is why the Grand Park brand has human characteristics.

Grand Park's personality is always defined by all five traits, yet certain traits may be more prominent than others depending on the context and audience.

Grand Park is...	we're always...	but never...	so people feel...
Calm	Peaceful Serene Grounded	Sleepy Boring Bland	Calm Secure Undisturbed
Wise	Informative Knowledgeable Intelligent	Pretentious Authoritative Long-winded	Informed Inspired Considered
Playful	Fun-loving Lively Spirited	Cheesy Mean-spirited Irresponsible	Entertained Excited Engaged
Curious	Inquisitive Receptive Studious	Intrusive Nosy Prying	Seen Curious Involved
Welcoming	Accepting Equitable Respectful	Patronizing Inauthentic Self-righteous	Safe Respected Included

Core Messaging

Grand Park's messaging should reflect the brand personality featured on previous slide and can be categorized according to the key behaviors we want to inspire in our visitors.

KEY BEHAVIOR

SUGGESTED MESSAGES

Immerse

Come see a different side of Frisco.

Nature awaits.

Play

Find your balance in Frisco.

Find **your** play in Frisco.

Connect

Come be a part of Frisco.

Everyone has a place in Grand Park.

Discover

What will **you** discover in Grand Park?

Surprises around every bend.

The Park Seal

The Park Seal acts as our brand logo. It is constructed using Play Frisco's brand typeface Mission Gothic and is paired with an abstract graphic that signals the Blackland Prairie. Housed within a circle, the mark feels official and acts as a counterbalance to the more energetic and playful elements of the brand's visual language .



556748

437D9C

684738

F7C850

161616

Color

Inspired by the primary colors used in Play Frisco's brand system, we've expanded Grand Park's color palette to encompass options that reflect the unexpected pops of colors seen in the native landscape throughout the park.

5FD49C

AFD4FF

DA97DF

D96F34

E8E5DA

Color Combinations

The color palette can be used to create different colorways that reflect the seasons or represent different activities and programming throughout the park.



Typography

Our typography is based on Play Frisco's brand. We use Play Frisco's signature typeface New Spirit for headlines. It's a soft, organic serif typeface that helps communicate the park's naturalistic qualities. Paired with Neue Haas Grotesque, a sturdy, modern sans serif, it makes for a user friendly type system that feels natural while also modern and clean.

THIS IS A HEADER

We use New Spirit as our headline typeface to communicate the organic, natural qualities of Grand Park.

Neue Haas Grotesk
Bold
18pt

New Spirit
Regular
48pt

We use Neue Haas Grotesk for our body copy because it's a sans serif, easy to read and acts as a nice counter balance to the expressive qualities of our headline type. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris turpis nibh, dictum eu lacinia in, ullamcorper quis nibh. Sed sit amet vulputate arcu. Quisque a blandit orci. Sed diam enim, egestas in ultricies a, interdum et velit. Vivamus at dapibus felis, quis consequat dolor. Praesent leo diam, gravida nec metus sit amet, faucibus tristique enim.

Neue Haas Grotesk
Roman
24pt

The Winding Path

The Winding Path is a simple graphic technique that can be used on its own or combination with photography to communicate the ideas of exploration, wandering, discovery and play. It is reminiscent of the parks meandering layout, trails and Stewart Creek.



Immerse, Play, Connect & Discover

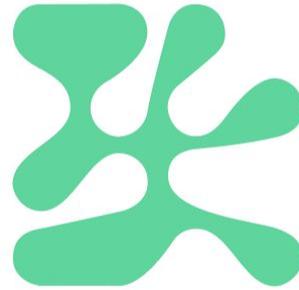
These signature graphics represent the behaviors we want the visitors of Grand Park to engage in. These abstract expressions were inspired by collaborative design sessions with community members and communicate the variety, excitement and opportunity offered by Grand Park.



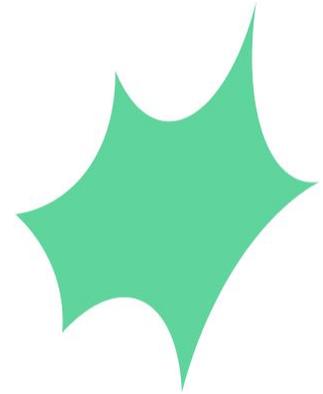
Immerse



Play



Connect



Discover

Natural Graphic Textures

Our graphic language is rounded out by representations of native plants in the park to help amplify it's naturalistic qualities. These graphics are used to provide texture to compositions and balance out the other elements of the brand.





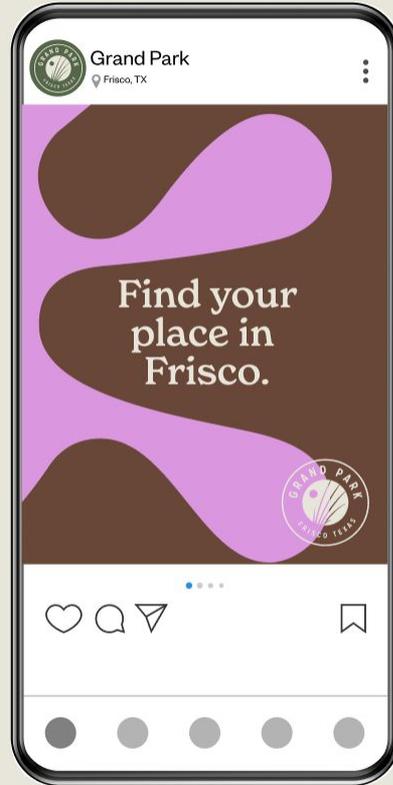
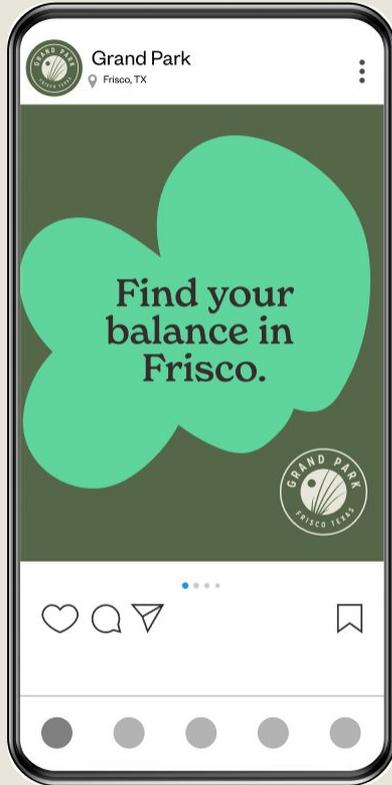


Nature Center

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.







Surprises around every bend.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.



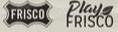
DISCOVER



Will you
discover in
Grand Park?



Surprises
around every
bend.



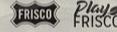
What will you
discover in
Grand Park?



What will you
discover in
Grand Park?



Surprises
around every
bend.



What will you
discover in
Grand Park?



Will you
discover in
Grand Park?



What will you
discover in
Grand Park?



Surprises
around every
bend.

What will you
discover in
Grand Park?



What will you
discover in
Grand Park?



Surprises
around every
bend.



Nature Center

Spring programming guide

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



Nature Center

Summer programming guide

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



Nature Center

Fall programming guide

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



Nature Center

Winter programming guide

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



What will you discover in Grand Park?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



Immerse

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.

Connect

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.



Play

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.

Discover

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean luctus eleifend massa nec viverra. Suspendisse diam sem, maximus at orci in, hendrerit sodales nulla. Nulla nec mauris eros.





Grand Park has lots of places to **immerse, play, connect and discover**. Use this trusty map as your guide or simply go for a wander.



Immerse

Look for places that offer a sense of connection to the community and a chance to learn more about the park's history and mission.



Play

Look for places that offer a chance to play and have fun with friends and family.



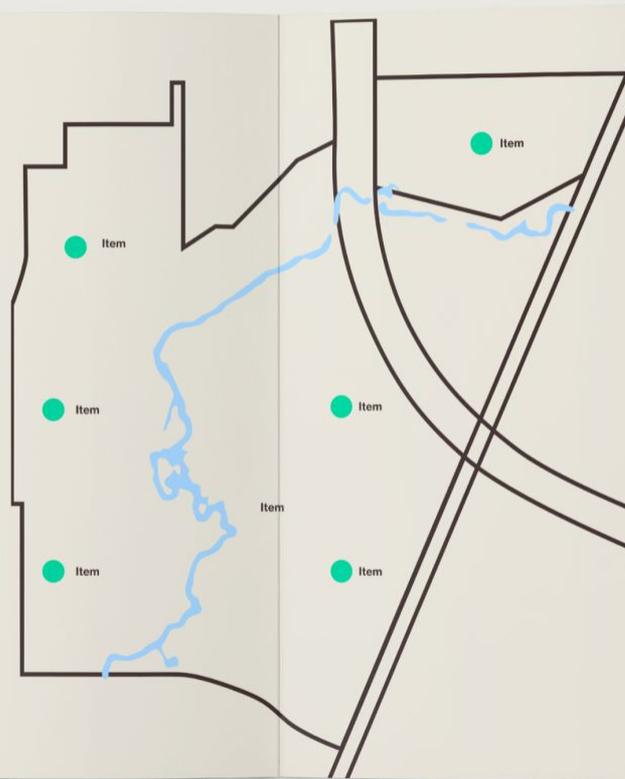
Connect

Look for places that offer a chance to connect with others and share your experiences.



Discover

Look for places that offer a chance to discover new things and explore the park's hidden gems.

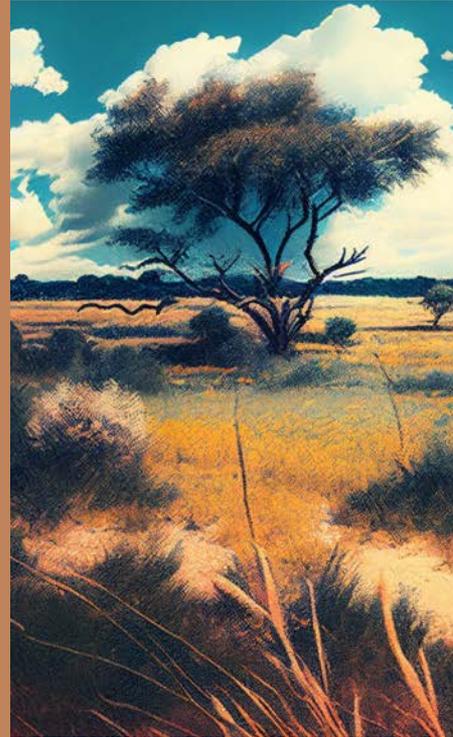


What will you
discover in
Grand Park?



StandardVision

Roadmap



Process Roadmap

Planning Touchpoints

- 1/ Key Behaviors
- ⋮
- 2/ Experience Principles
- ⋮
- 3/ Brand Expression

WE'RE HERE

Vision

1 **Concept Design**

*In this phase engage with **Environmental Planner, Civil Engineer, Landscape Architect***

Spatial framework
Key nodes
Sensitive habitat areas
Location of amenities and facilities
Paths + Circulation
Access + Mobility
Activation program

2 **Business Plan**

Capital costs
Operational assumptions
Financing model
Private sector participation
Governance

Engagement Touchpoints



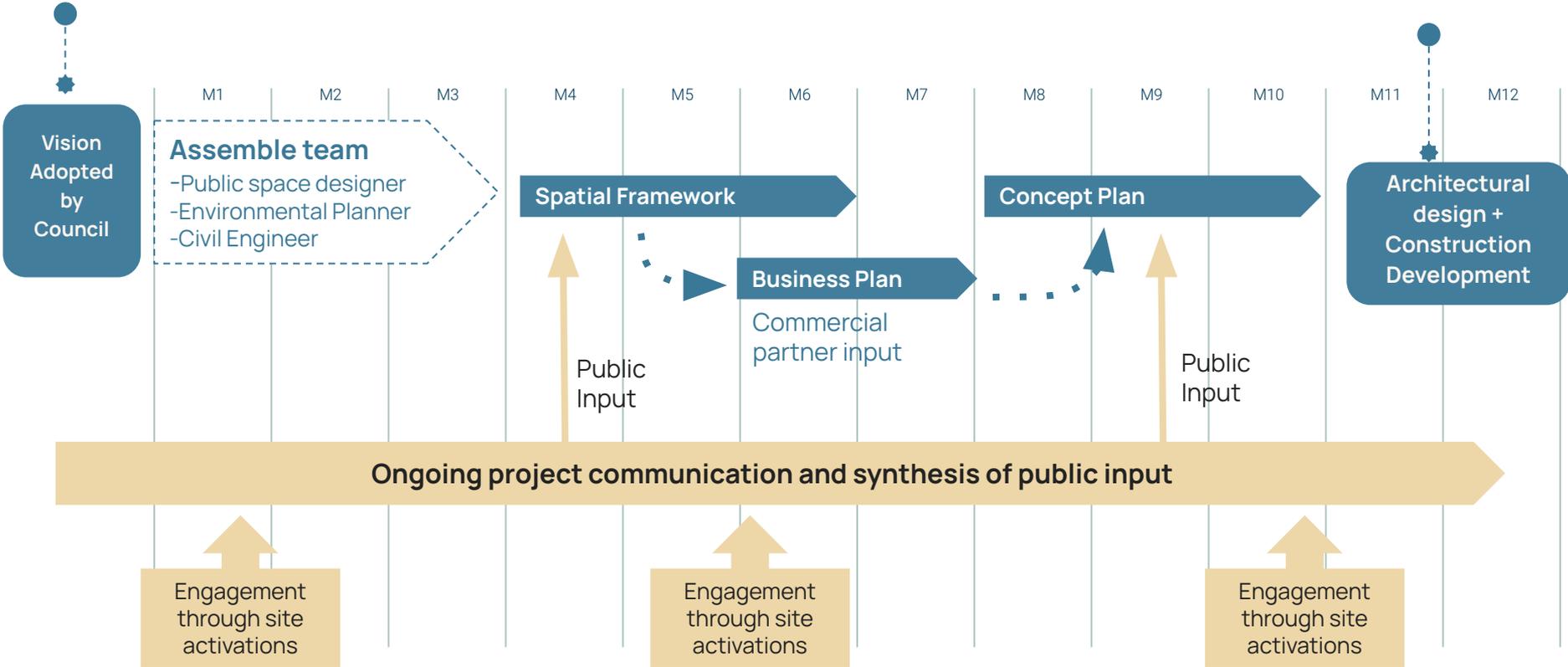
Activate in Small Ways

Engage community advisory committee

Connect with Commercial Partners

Communicate & Socialize

Process - Post Adoption of Vision



Where do we start?

We've created an engagement strategy with 4 key "touchpoints" meant to be leveraged as starting points to carry the vision forward, and involve key stakeholders and residents. Although some of these touchpoints will initiate at different points in time, each kicks off a series of efforts that can be maintained and evolved over the course of Grand Park's future.

Activate in Small Ways

Low-lift "soft openings" and temporary installations will get people excited about the space and provide a bite-sized taste of the park's benefits even before it's fully developed. Once the park is more built-out, future activations can take advantage of new amenities in small but delightful ways.

Engage community advisory committee

A dedicated working group of community leaders, such as the Parks & Recreation Board and City Council, can help relay resident voices, lend a hand in the discussions around selecting developers, and more.

Connect with Commercial Partners

Developers and businesses can be brought into the picture after identifying what kind of development style would be most suited for enacting the Grand Park vision.

Communicate & Socialize

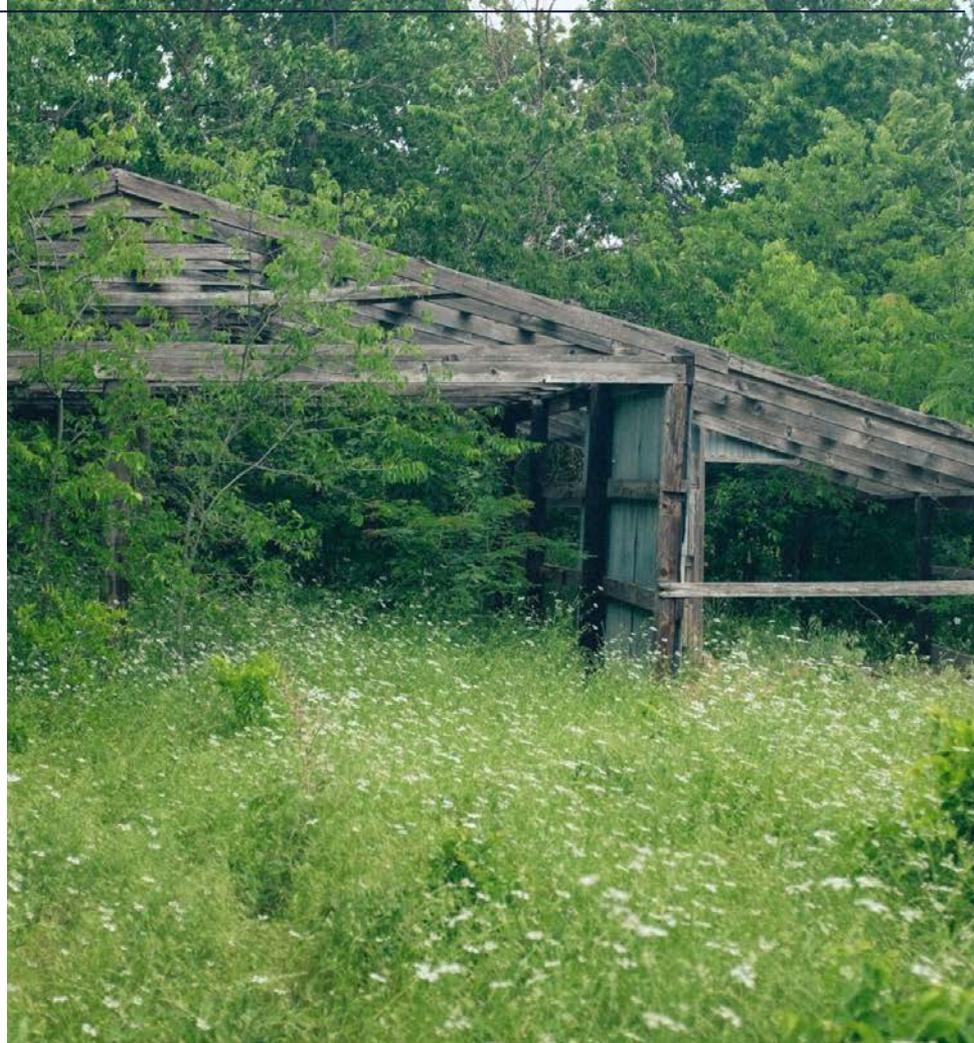
Throughout Grand Park's development, a clear, far-reaching communication strategy is needed across multiple channels to build residents' understanding of progress and awareness of Grand Park's increasing number of amenities, as well as the vision at large.

Touchpoint 1: Activate in Small Ways

Low-lift “soft openings” and temporary installations will get people excited about the space and provide a bite-sized taste of the park’s benefits even before it’s fully developed. Once the park is more built-out, future activations can take advantage of new amenities in small but delightful ways.

WHAT COULD THE NEXT STEPS LOOK LIKE?

- **Now:** Hold “soft openings” on small plots of park land
- **Near:** Host casual gatherings in more developed areas
- **Far:** Bring in periodically-changing, temporary installations that interact with built amenities and draw larger crowds



Touchpoint 1

Activate in Small Ways

WHY SHOULD FRISCO INVEST IN THIS?

Frisco residents want a central place to connect over simple everyday experiences, within the backdrop of nature.

In addition, the interactive aspect of small activations allows visitors to inform the future of the park through participatory iterations or feedback.

HOW DOES THIS FULFILL RESIDENTS' NEEDS?

Grand Park doesn't need to be fully developed to start fulfilling needs for immersion, play, connection, and discovery.

If residents have a delightful experience on their first visit, this sets the expectation of repeated high quality experiences at the park, and they might be more likely to participate in future activations.

WHAT WOULD NEED TO BE TRUE?

Develop and execute a concrete plan around future low-fidelity activations grounded in synthesized resident needs.

Partner with local businesses, community organizations, and artists.

Bring in a dedicated volunteer group to run events.

CASE STUDY: Bignik [↗](#)

Bignik is an ongoing installation in Appenzel, Switzerland that aims to source local used textiles to create a massive picnic blanket with one blanket per person in the region. Each year, the community installs the picnic blankets in a new area, ranging from neighborhood walkways to grassy fields. It started in 2013 and has since become a yearly ritual that excites residents both to set up and to participate in.

How might Grand Park temporarily transform a green space using simple creative prompts and invitations?

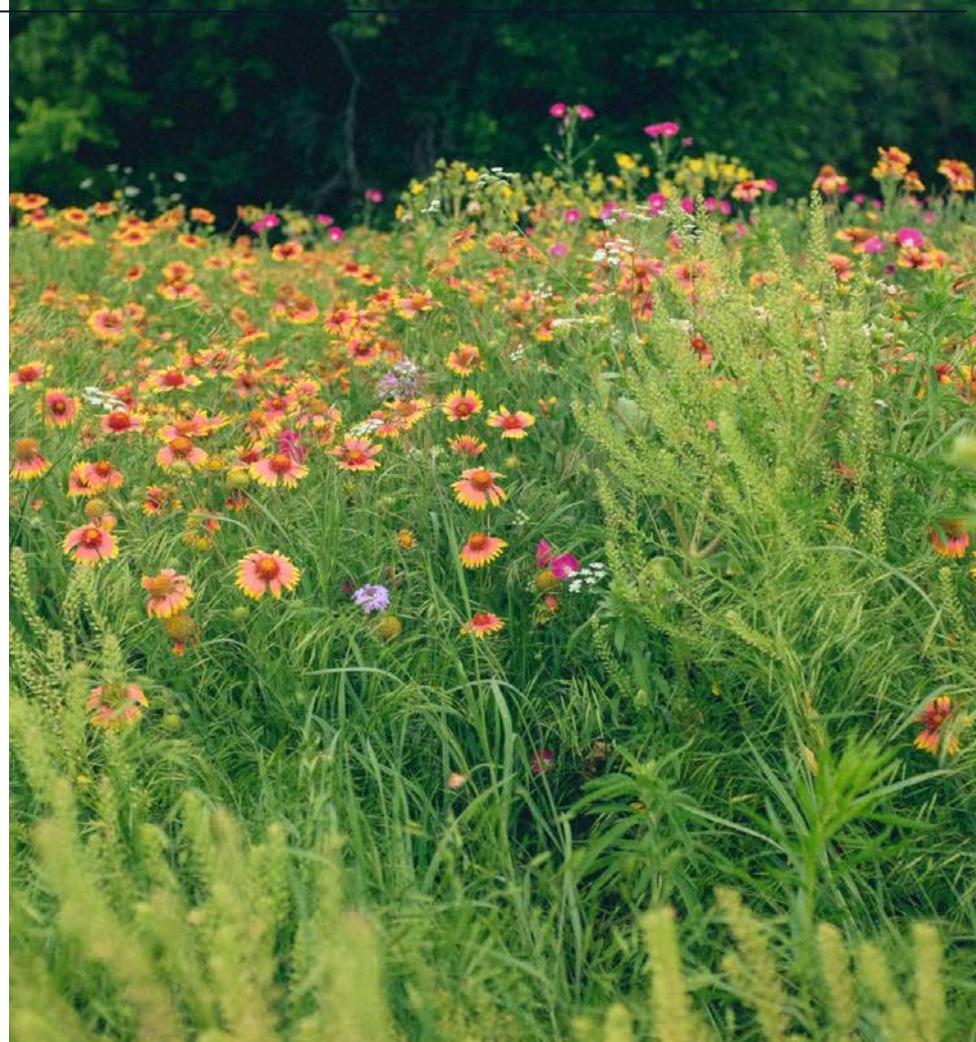


Touchpoint 2: Communicate and Socialize

Throughout Grand Park's development, a clear, far-reaching communication strategy is needed across multiple channels to build residents' understanding of progress and awareness of Grand Park's increasing number of amenities, as well as the vision at large.

WHAT COULD THE NEXT STEPS LOOK LIKE?

- **Now:**
 - Engage in-person with residents about early activations in high-foot-traffic areas.
 - Familiarize the public with Grand Park's unique branding.
- **Near:** Provide transparency and rationale around the decision-making process through city communications.
- **Far:** Maintain up-to-date communications calendar online and in physical form as Grand Park starts hosting more frequent activities.



Touchpoint 2

Communicate and Socialize

WHY SHOULD FRISCO INVEST IN THIS?

Keeping residents looped into each step of development **builds excitement** among a wider variety of residents as the park opens new amenities.

An accessible communications strategy is especially important when rolling out a step-by-step activation strategy.

HOW DOES THIS FULFILL RESIDENTS' NEEDS?

Residents **want to feel plugged in** to the many events and opportunities around Frisco's communities.

Currently, some residents have expressed that their primary means of receiving this information is through word of mouth. Having **regularly updated communications** provides a central place for all residents to access the same information.

WHAT WOULD NEED TO BE TRUE?

Maintain clear, consistent brand guidelines starting from even the small and early activations

Activate the brand vision when providing rationale of decisions to the general public.

Coordinate between event planners and city staff to update and distribute event communications

CASE STUDY: Underline Miami [Story > Brand >](#)

Underline is an urban park situated underneath Miami's Metrorail system. It originally started as an idea from just a single person, but Hamish Smyth's **distinctive branding** gave it visual legitimacy and made the concept seem **larger than life**. This bold branding ultimately **attracted millions in funding**, and helped turn the park from a dream to a reality.

How might Grand Park use branding in eye-catching ways to attract vision-aligned commercial partners and make residents feel welcome even before it opens?



Touchpoint 3: Engage Community Advisory Committee

A dedicated working group of community leaders, such as the Parks & Recreation Board and City Council, can help relay resident voices, lend a hand in the discussions around selecting developers, and more.

WHAT COULD THE NEXT STEPS LOOK LIKE?

- **Now:** Establish a plan to continuously collect and synthesize residents' input as new decisions are made around Grand Park.
- **Near:** Hold regular meetings with community leaders and members to identify key park amenities and ideal developer qualifications.
- **Far:** Continue to regularly discuss upcoming park programming and renewal of amenities even as Grand Park becomes more built-out.



Touchpoint 3

Engage Community Advisory Committee

WHY SHOULD FRISCO INVEST IN THIS?

It is crucial to have a team of dedicated leaders who represent various community needs during the development of Grand Park.

The **community advisory committee** can play a pivotal role in maintaining its success. This can be achieved through regular meetings where resident input is heard and synthesized, and plans are made for the ongoing upkeep of Grand Park in a manner that is both relevant and feasible to stakeholder and community needs.

HOW DOES THIS FULFILL RESIDENTS' NEEDS?

If this community advisory committee are actively collaborating alongside residents, residents will have made **active contributions to realizing the vision** for Grand Park.

This is important because it **provides residents with options on how and where they can participate** in current and future engagements, which can strengthen the relationships between residents and city leaders.

WHAT WOULD NEED TO BE TRUE?

Form the core community advisory committee by selecting key leader stakeholders who are directly accountable to the realizing the vision

Identify core stakeholders and community leaders from various community groups, neighborhood associations, businesses, and other interest groups that will serve as support for the community advisory committee

Collect and synthesize community input data to make informed decisions centered around residents' needs

CASE STUDY: BIKES NWA PILOT PROJECT [↗](#)

To promote various forms of mobility, the non-profit organization Bike NWA supervised a series of month-long pilot infrastructure projects for bikeways in cities across Northwest Arkansas. These installations were meant to encourage community participation and raise awareness about the tangible benefits of enhancing connectivity. Throughout the implementation of these projects, public input was gathered, with the aim of fostering more engagement and involvement. The initiative received funding from the Walton Family Foundation and was spearheaded by Street Plans, an urban planning firm that specializes in place-making and mobility.

How might we test and iterate promising ideas quickly as a form of hands-on community engagement to build momentum and belief quickly and often?



Touchpoint 4: Connect with Commercial Partners

Developers and businesses can be brought into the picture after identifying what kind of development style would be most suited for enacting the Grand Park vision.

WHAT COULD THE NEXT STEPS LOOK LIKE?

- **Now:** Partner with developers that will be able to stay true to the Grand Park's vision.
- **Near:** Select revenue opportunities that can enhance the nature-centered park experience.
- **Far:** Maintain a long-term relationship with developers for potential upkeep or renovation.



Touchpoint 4

Connect with Commercial Partners

WHY SHOULD FRISCO INVEST IN THIS?

Frisco has the opportunity to leverage its current strengths in **public-private partnerships** to attract distinctive and innovative commercial opportunities that harmonize with the prairie land.

By harnessing the valuable intersection between nature and commercial partnerships, these activations will not only generate revenue but also ensure sustained growth for the park in decades to come.

HOW DOES THIS FULFILL RESIDENTS' NEEDS?

Development that **complements and coexists with nature** will ensure that the park does not conflict with stakeholders' and residents' desires for Grand Park.

This can contribute to the **quality of life and social and economic well-being** of the surrounding communities.

WHAT WOULD NEED TO BE TRUE?

Ensure that any development occurs in suitable areas to preserve the prairie land

Give priority to low-maintenance strategies that integrate with the park's environment, minimizing the impact on its natural ecosystem.

Maintain transparency with the public regarding the decision-making process of these public-private partnerships.

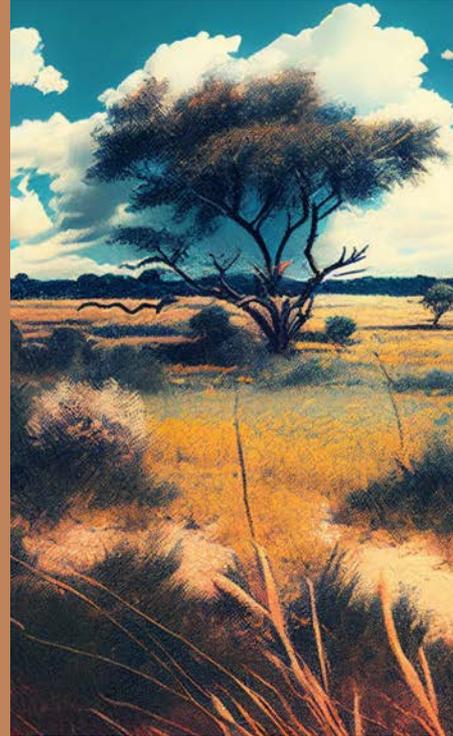
CASE STUDY: THE GORGE AMPHITHEATER [↗](#)

The Gorge Amphitheater in Washington is a renowned outdoor concert venue managed by Live Nation, attracting concert enthusiasts and best-in-class musicians and artists worldwide. In addition to enjoying performances, **visitors can take part in the many outdoor activities amid the surrounding nature** – swim in the Columbia River and hike in the Ancient Lakes. As an example of **incremental development**, Live Nation expanded the venue in 2014 with new amenities including a restaurant, cabins, an outdoor cinema, a grocery and camping store, additional RV and camping spaces, and an expanded stage space.

How might we elevate the traditional large-scale experience and offer something extraordinary to attendees by working with the natural space?



Discussion



Appendix



PUBLIC FEEDBACK BOX: Methods

We sent out an open-ended public feedback survey to Frisco residents and got back **211 responses!**

How we analyzed it:

1. Skimmed the responses to identify frequently-mentioned topics that might inform the design of park amenities. We identified 4 prominent topics of interest:
 - **Skepticism about development in Frisco**
 - **Relaxation/rest**
 - **Refuge from the urban environment**
 - **Organized sports**
2. “Tagged” the qualitative responses that mentioned each of the topics, in order to turn them into structured data (see next page for criteria for identification of these topics).
3. Computed basic statistics on the prominence of the topics as a whole
4. Analyzed differences in topic prominence across demographics
5. Identified individual quotes that helped illustrate and contextualize the statistics
6. Synthesized qualitative and quantitative research findings

Criteria for Identifying Topics in Qualitative Survey Responses

- **Skepticism About Development in Frisco** - tagged if ANY of the following were true:
 - Respondent expressed opposition to recent heavy commercialization in Frisco
 - Respondent expressed impatience at the delay of Grand Park
 - Respondent expressed skepticism that Grand Park would ever be completed
 - Respondent expressed that their needs have been historically neglected by the city when it comes to development
- **Relaxation / Rest** - tagged if ANY of the following were true:
 - Respondent expressed a desire to perform a stationary activity (involves sitting / standing) that might benefit from a dedicated space for such activities, such as picnicking or yoga, in Grand Park
 - Respondent expressed desire for a dedicated place in Grand park for rest, relaxation, meditation, or napping
- **Refuge from the Urban Environment** - tagged if ANY of the following were true:
 - Respondent expressed an explicit desire to feel visually, sonically, or emotionally secluded from the city when in Grand Park
 - Respondent expressed an explicit desire for Grand Park to look or feel like one is in the woods, a forest, etc.
- **Organized Sports:**
 - Respondent expressed desire to have spaces for any ground-based organized sport at Grand Park

Things to keep in mind about the survey data:

We kept the survey open-ended for a good reason: to let Frisco residents express themselves as clearly and boundlessly as possible!

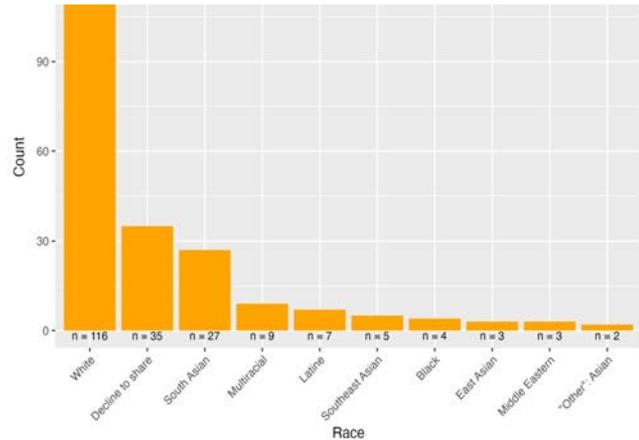
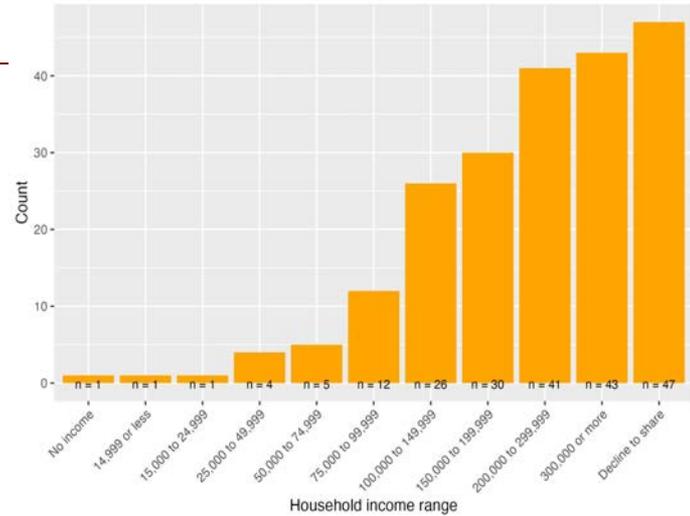
However, because we didn't ask every person the same multiple-choice questions about their preference for each amenity, our statistics don't necessarily tell us how many people would *prefer* an amenity, park quality, or activity—they only tell us how many people *explicitly mentioned* them.

We can assume that if a person REALLY wanted a certain feature for Grand Park, it would be top-of-mind and they would mention it in their response. However, there are other factors that could impact whether a topic is mentioned: a person's general verbosity, language barriers, degree of interest in the survey, etc.

PUBLIC FEEDBACK BOX: Representation

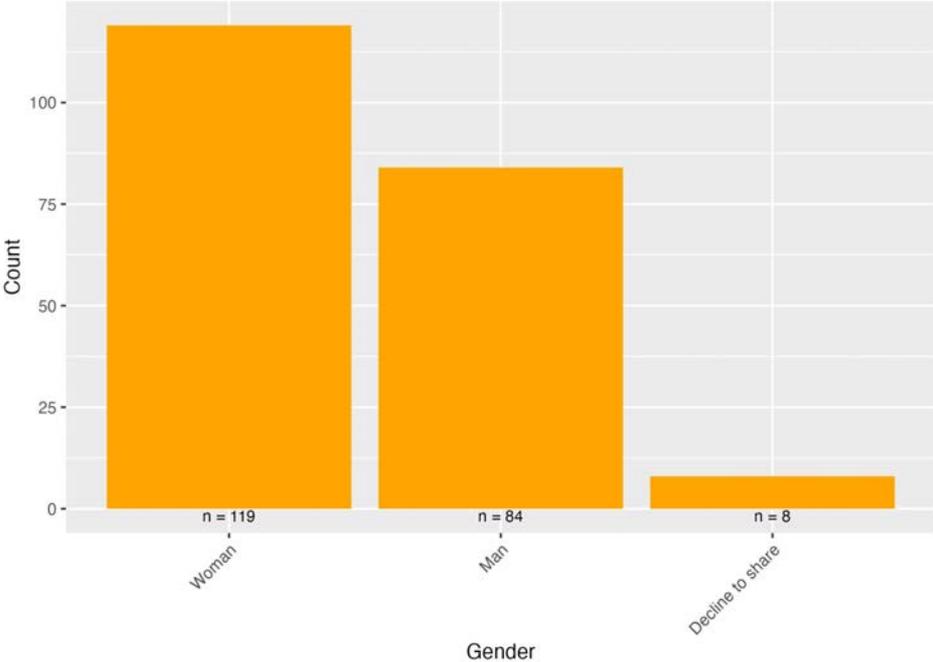
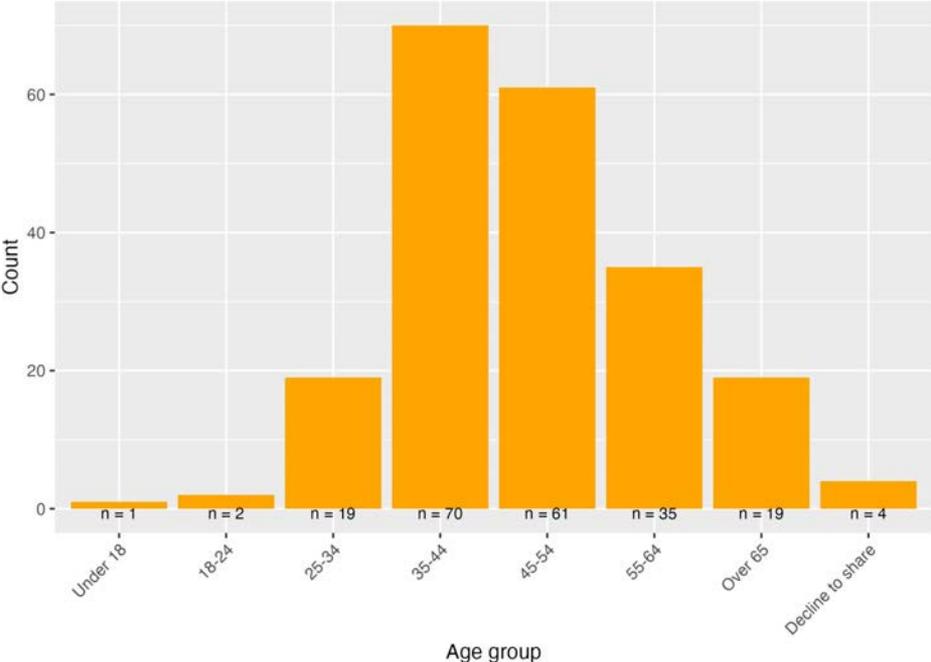
Overall, we captured a variety of demographics in our research through deliberate outreach to diverse community groups. However, there were low numbers of certain racial groups and income groups. **It's important to keep this context in mind while viewing statistics from the feedback box.**

When there are larger sample sizes within demographic groups, **it's easier to come to meaningful statistical conclusions about these groups' preferences**, or whether those preferences differ. We would encourage Frisco leaders to deliberately engage less-represented groups as we turn Grand Park into a reality.

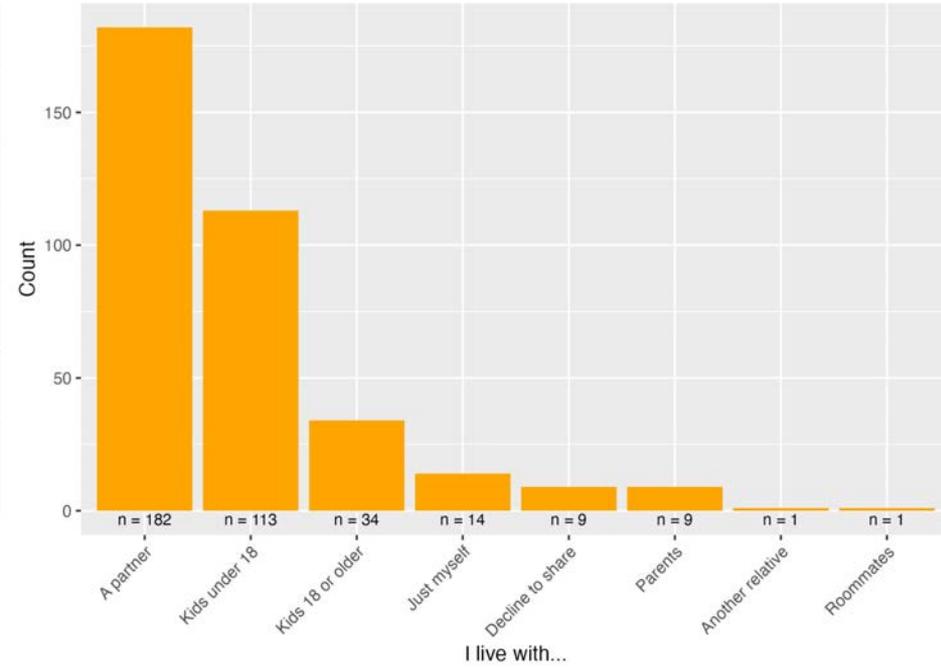
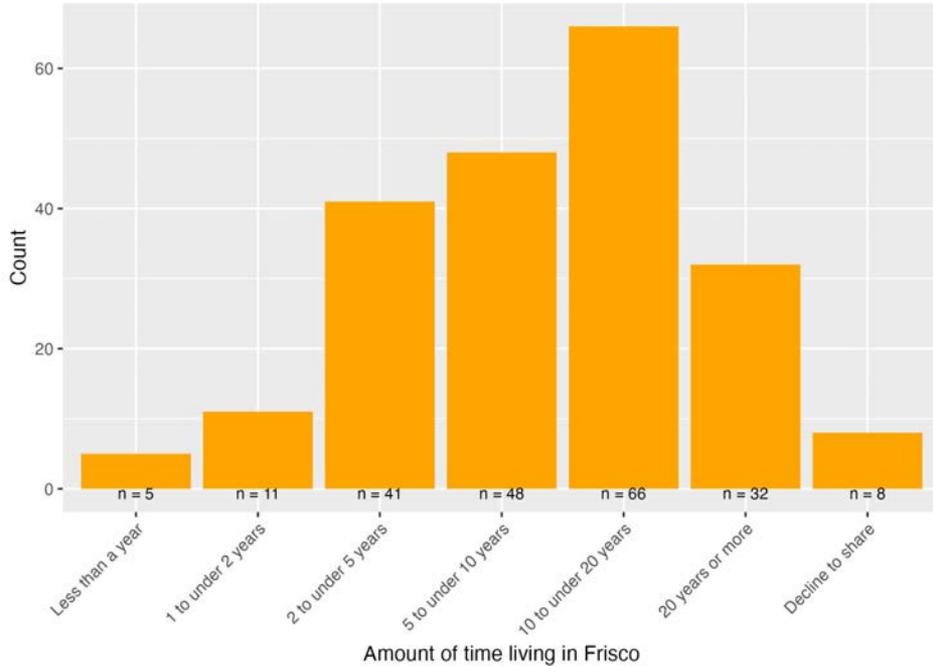


**For more details on methods and survey results, see the Appendix at the end of this deck.

PUBLIC FEEDBACK BOX: Representation



PUBLIC FEEDBACK BOX: Representation

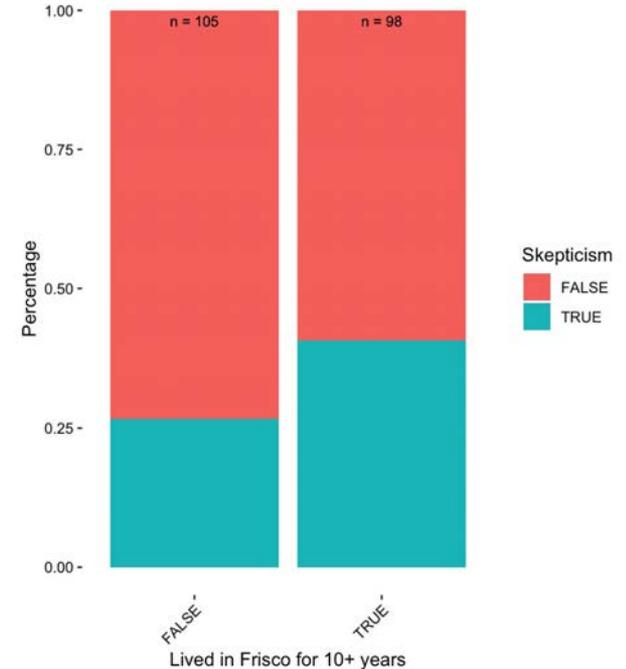


Skepticism About Development in Frisco

The level of skepticism around recent development was prominent across the board, with **35%** of respondents expressing skepticism in their survey response—**there were no demographic groups that seemed to be prominently driving the skepticism.**

However, we did see a significantly higher level of skepticism towards development among those who have been in Frisco for over 10 years compared to those who have been in Frisco for less than 10 years. **41%** of those 10+ year residents expressed skepticism, vs. **27%** of those who had lived in Frisco for under 10 years.

Looking at the individual skeptical responses, residents were often skeptical that Grand Park would be kept natural, or disappointed about their kids growing up without having experienced Grand Park. **Both of these desires are addressed in our experience principles** by keeping the park nature-first and allowing for play that encompasses a variety of participation levels.



PUBLIC FEEDBACK BOX: Findings

Relaxation and Refuge from the Urban Environment

27% of respondents included an opportunity for relaxation, rest, or stationary activities in their ideal vision for Grand Park.

17% of respondents explicitly mentioned that their ideal vision of Grand Park would provide refuge from the urban environment. This included wanting to feel separated from the city from multiple sensory standpoints: sight, vision, feeling.

Grand Park looks/sounds/feels like:

“Tall trees, forest setting, honeysuckle, native Texas plants. Quiet and shielded from the noise of traffic.”

Grand Park looks/sounds/feels like:

“Like you aren't in a 'city'...that the city is far away, and that this is like an oasis of tranquility and happiness. Lots of happy sounds and smells---trees, flowers, birds singing, people laughing.”

“We need to have a place to enjoy that's outside connecting with nature due to the stress and pressures of daily life.”

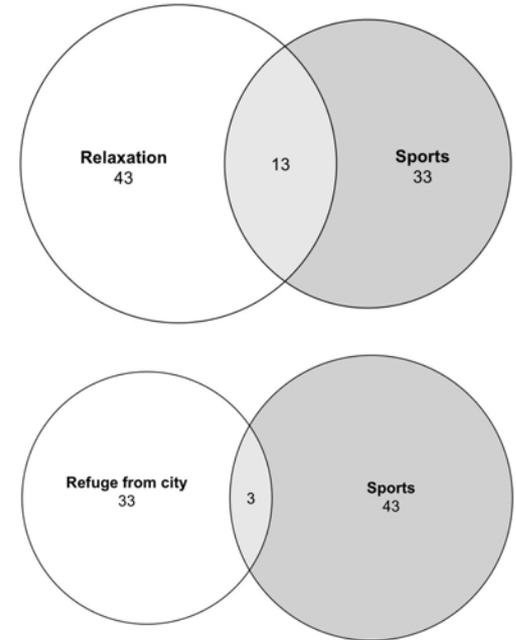
PUBLIC FEEDBACK BOX: Findings

Organized Sports

22% of respondents mentioned playing organized sports as part of their vision for Grand Park. However, there was also a vocal minority who said they did not want sports at all in the park.

Out of the 46 respondents who saw sports as an element of their vision for Grand Park, and out of the 56 respondents who saw relaxation as an element of their vision for Grand Park, **13 people mentioned both relaxation and sports**. This suggests that the desire for one or the other in a park is not mutually exclusive—**there is a balance between rest and activity**.

On the other hand, out of the 46 people who mentioned organized sports and the X people who mentioned explicit refuge from the city, **there was only an overlap of 3 people**. This makes sense because you can imagine it would be hard to escape the city noise if tons of people are all playing sports and shouting like in a bustling urban park. However, with the size of Grand Park, there is potential for spatial compromise between these desires (and there are still people who want both)!



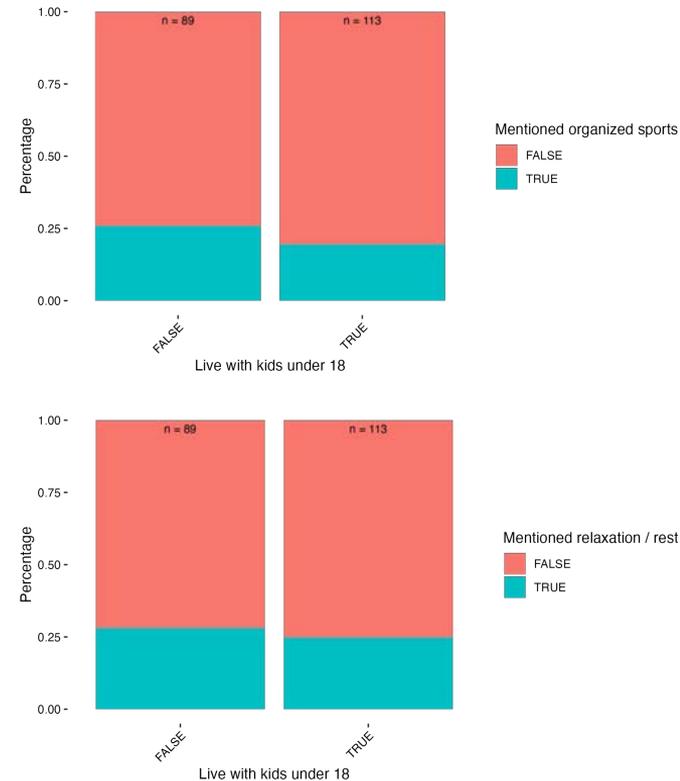
PUBLIC FEEDBACK BOX: Findings

Preferences Across Family Structure

20% of survey respondents who had young kids mentioned organized sports in their ideal vision for Grand Park, while 25% of those who did not have young kids mentioned organized sports. This was a statistically insignificant* difference. We already know parents value sports fields for their children, but **there is no evidence that allowing for sports would be alienating to childless adults**—as long as we ensure **people of all ages can participate**.

25% of survey respondents who had young kids mentioned relaxation / rest in their ideal vision for Grand Park, while 28% of those who did not have young kids mentioned relaxation / rest. This was a statistically insignificant* difference. Although **folks might participate in different types of relaxing activities at Grand Park depending on whether they have kids**, from napping to picnicking, we at least know that **general spaces that support any of these activities** will be equally welcomed by both groups.

*Technically these numbers could become “statistically significant” if we had a larger sample size, but those differences in percentages are already pretty inconsequential when it comes to planning a park (from a purely pragmatic standpoint), and they’d be unlikely to shift much if we had a larger sample size.

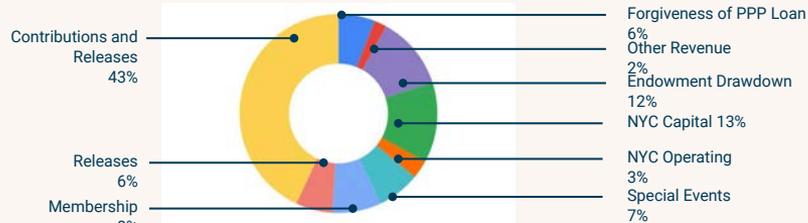


Public Park Financing

In the care of the Conservancy

Central Park, New York City

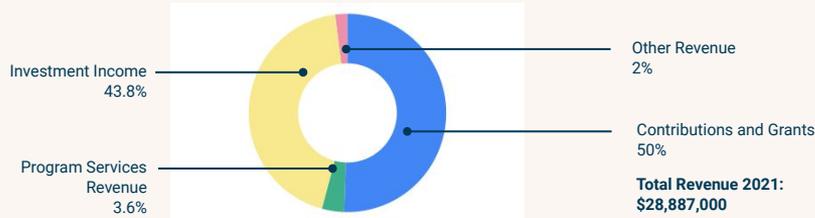
- **Funding Structure:** Public Private Partnership
- **Parties Involved:** City of New York + Central Park Conservancy
The Central Park Conservancy is responsible for the management, restoration, and enhancement of Central Park and raises the Park's nearly \$74 million annual operating budget
- **Size:** 843 acre urban park
- **Park attractions:** Art installations, performances, museums, cafes and restaurants, water features, carousels, chess and checkers house
- **Financial Stats:**
Friends of the High Line report that nearly " 100% of the annual budget comes through donations"



A nonprofit that's also a park

The High Line, New York City

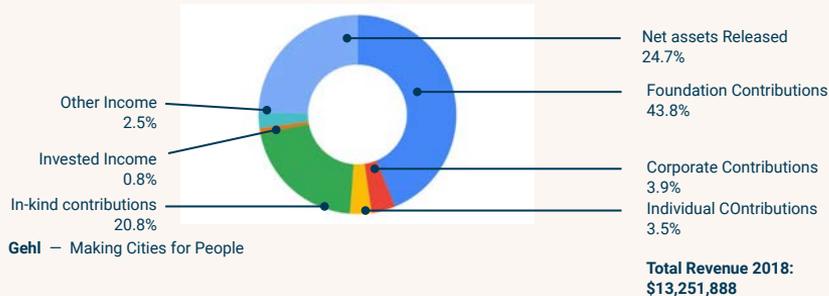
- **Funding Structure:** Public Private Partnership
- **Parties Involved:** City of New York + Friends of the High Line
The city owns the underlying viaduct as part of the city Parks system while the nonprofit, Friends of the High Line, maintains and operates the park under and licence agreement with NYC Parks.
- **Size:** 1.45 mile long elevated rail structure
- **Park attractions:** Gardens, overlooks, public programming, art installations, restaurants and cafes
- **Financial Stats:**
Friends of the High Line report that nearly "100% of the annual budget comes through donations"



An Urban Riverfront

Detroit Riverfront, Detroit

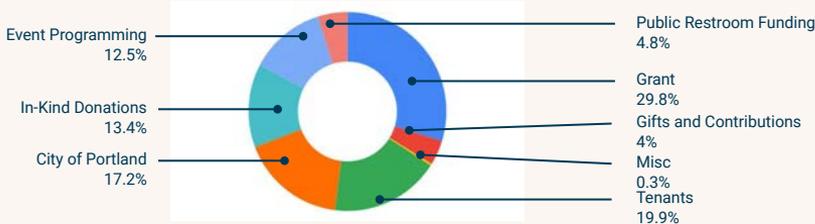
- **Funding Structure:** Public Private Partnership
- **Parties Involved:** The Detroit Riverfront Conservancy + Ralph C. Wilson, Jr. Foundation
The Detroit Riverfront Conservancy (DRFC), a 501(c)(3) organization, is responsible for the establishment, improvement, operation, maintenance, security, programming and expansion of the Detroit RiverWalk and associated green spaces.
- **Size:** 3 miles from Rosa Parks Blvd. to Belle Isle Bridge
- **Park attractions:** Public programming, greenways, playscapes, pedestrian plazas
- **Financial Stats:**



Portland's "Living Room"

Pioneer Courthouse Square, Portland

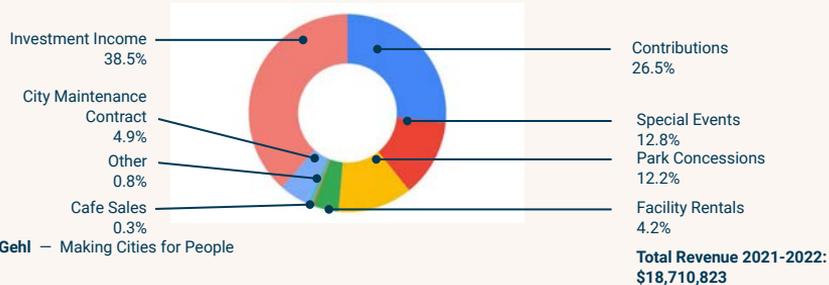
- **Funding Structure:** Public Private Partnership
- **Parties Involved:** Houston Parks Department + City of Portland + Portland Parks and Recreation
The Board of Trustees consists of a minimum of 25 elected members who serve two consecutive three-year terms. The members are representatives of the Community, the Region at-large and Downtown Businesses. The City Commissioner in charge of Portland Parks & Recreation automatically serves on the Board.
- **Size:** 400,000-square-foot city block in the center of downtown Portland
- **Park attractions:** Art installations, performances, museums, cafes and restaurants, water features, carousels, chess and checkers house
- **Financial Stats:**



A Large Scale Urban Park

Hermann Park, Houston

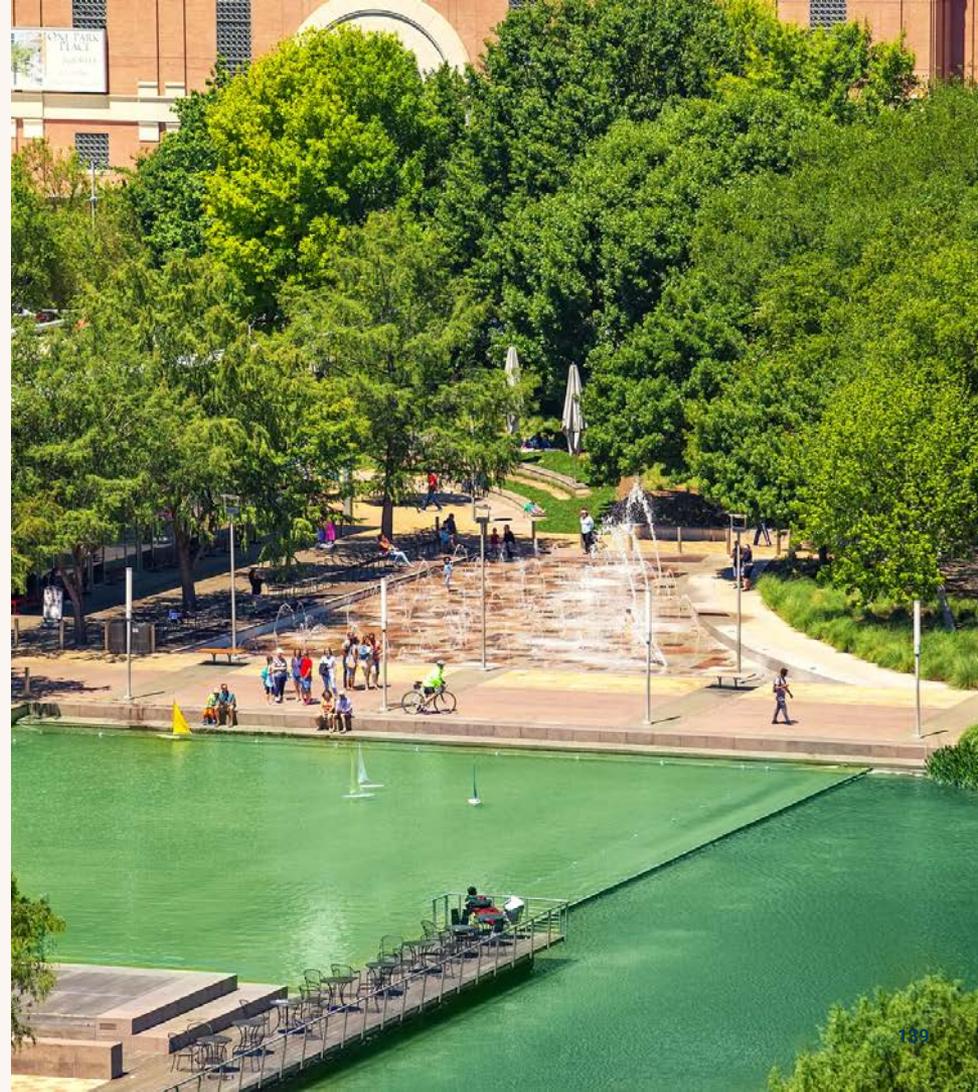
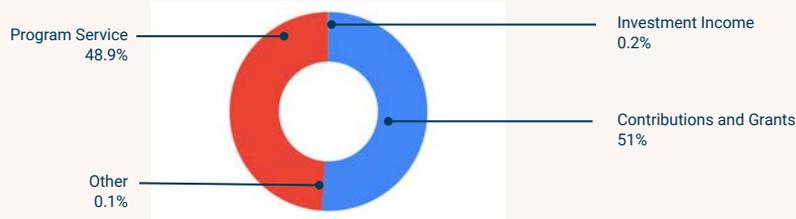
- **Funding Structure:** Public Private Partnership
- **Parties Involved:** Houston Parks Department + Hermann Park Conservancy
The Conservancy raises millions of dollars each year to enhance and maintain the Park. The Conservancy also manages the design of projects, and then shares construction costs with the City of Houston.
- **Size:** 445 acre urban park
- **Park attractions:** Public programming, community and private events, fun runs, children's story time
- **Financial Stats:**



Green in the City

Discovery Green, Houston

- **Funding Structure:** Public Private Partnership
- **Parties Involved:** City of Houston + Non-profit Discovery Green Conservancy
The Conservancy fulfills its mission by offering continuous programming, attracting a diverse crowd, and maintaining a beautiful park. It works with numerous community partners to present three dynamic programming seasons each year most of which are free and open to the public.
- **Size:** 12 acre village green
- **Park attractions:** Restaurants, water activities, 1 acre lake for kayaking, dog runs, multi-use amphitheater, event lawn etc.
- **Financial Stats:**



Public Improvement District

Klyde Warren Park, Dallas

- **Funding Structure:** Public Private Partnership
- **Parties Involved:** City of Dallas + Woodall Rodgers Park Foundation + Klyde Warren Park + Dallas Arts District Public Improvement District
The Klyde Warren Park and Dallas Arts District Public Improvement District (PID) was created in 2014 to invest in the beloved 5.2 acre green space and the largest contiguous urban arts district in the nation. The Klyde Warren Park and Dallas Arts District PID continues to have the lowest assessment rate of all Dallas PIDs at a rate of 0.025 cents per \$100 valuation.
- **Size:** 5.2 acre downtown park over freeway
- **Park attractions:** Promenades, children's park, great lawn, pavilions, fountain, reading and game room, restaurant and cafe, dog park etc.

- **Financial Stats:**

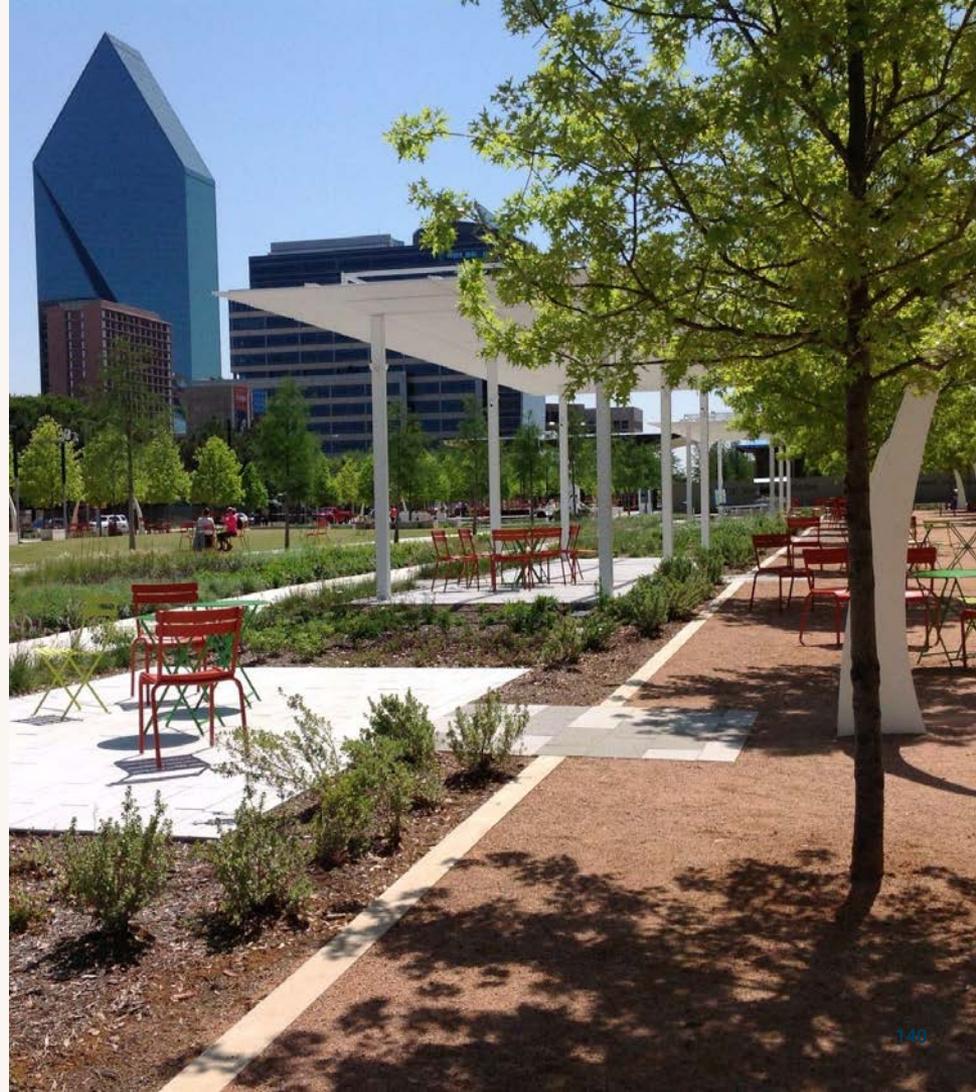
Cost: Phase I \$110 Million

City of Dallas: \$20M (bond funds)
Texas DOT: \$20M (highway funds)
USDOT: \$16.7M (stimulus funds)
Private donations: \$50M

Phase 2: Estimated 60 Million

Funding Sources:

Bond funds from the City of Dallas
Highways funding from the State of Texas
Stimulus funding
Individual donors directly to the Woodall Rodgers Park Foundation
Real Estate Council



Night Programming

Night Programming: Urban



Azikiwe Mohammed: First Excursions First Horizons - High Line



Bonfires - Dockweiler Beach



Night Picnic - Rosario



Stargazing - High Line



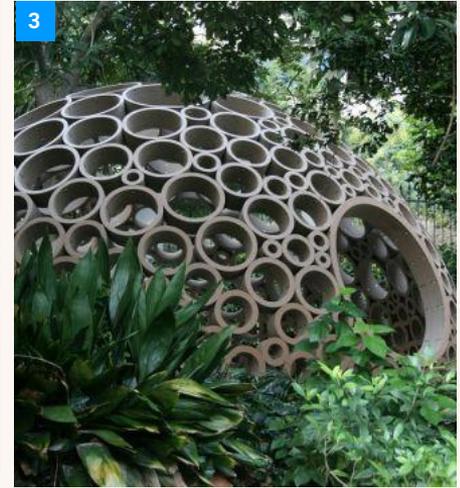
Night Farmers Market - SLO



Movie Night - Walter B. Jacobs Memorial Nature Park

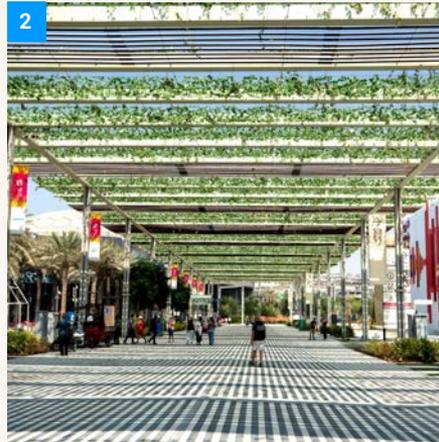
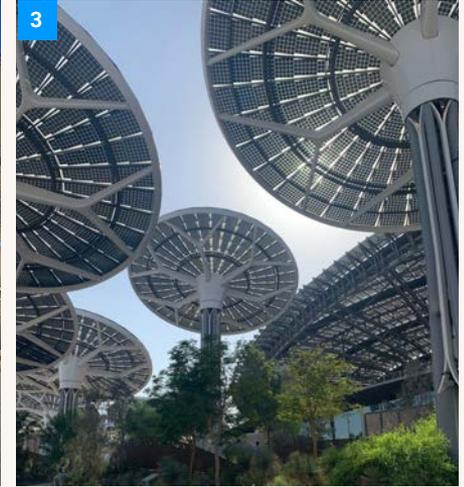
Comfort in Hot Weather

Enclosed Shading Structures



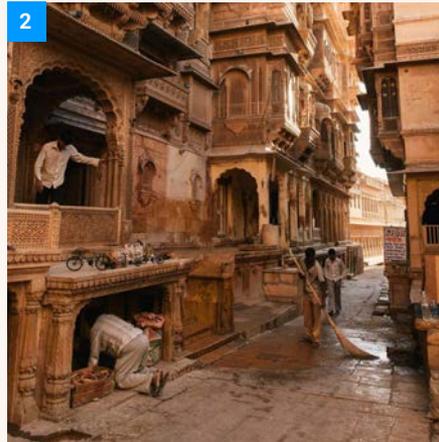
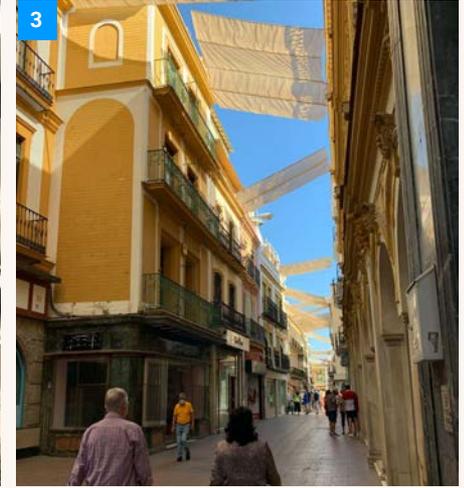
1. De Young Museum, San Francisco
2. Design for 3D printed pavilion, Jordan
3. Packed, ETH Zurich
4. Design for Oman Botanical Garden

Shading in the Desert



1. 250 Sunshades for Pilgrims, Medina, Saudi Arabia
2. Expo 2020 Dubai
3. Expo 2020 Dubai
4. Expo 2020 Dubai

Shade between buildings



1. Al-Nouq Square, Msheireb Downtown, Doha, Qatar
2. Jaisalmer, India
3. Madrid
4. Seville

Orquideorama Jardín Botánico

Medellin, Colombia

- **Structure:** Steel columns and beams with wood lining creates a hexagonal canopy structure and hollow columns housing plants
- **Size** 43,000 SF
- **Programming:** Botanical garden and multi use event space



Metropol Parasol

Seville, Spain

- **Structure:** Six large timber parasols with a latticed network of beams
- **Size** 23,000 SF
- **Programming:** Shaded marketplace and plaza in the center of Seville



Native Landscapes

Laura W. Bush Native Texas Park

- **Location:** SMU Campus, Dallas
- **Size:** 15 Acres
 - The Laura W. Bush Native Texas Park, open year round, reflects President and Mrs. Bush's love of the native Texas landscape. **Visitors can explore native Texas environments such as Blackland Prairie, Post Oak Savannah, and Cross Timbers Forest.** Indigenous limestone is visible throughout the Texas landscape as the unifying material for both the building and the park, including the Carolyn and David Miller Amphitheater, providing a perfect place to pause and enjoy the urban oasis in any season.
- **Landscape Elements:**
 - Blackland Prairie
 - Buffalograss, blue grama, Texas grama, poverty dropseed, and curly mesquite, Turk's cap, Shrubby Boneset, Poke weed, Goldenrod,



Belo Garden

- **Location:** Downtown Dallas
- **Size:** 1.7 Acres
 - Where once stood a gray and dreary parking lot is now a lush, vibrant garden with shade trees and green grass. **Taking its inspiration from the Texas prairie, the park features flowing bands of native and ornamental grasses and flowers.** In the heart of the park, an interactive fountain captivates and delights park goers and provides relief from the Texas heat.
- **Landscape Elements:**
 - Perennial Phlox, Pink guara, Mexican milkweed, Pink Muhly, Inland sea oats, Zexmenia etc.



Confluence Park

- **Location:** San Antonio
- **Size:** 3.2 Acres
 - The Ball-Nogues team, along with the local landscape architecture firm, Rialto Studio, developed a master plan for the **park that celebrated water, exhibited four ecosystems of the South Texas region**, and created an incredible place to gather.
- **Landscape Elements:**
 - TransPecos/Chihuahuan Desert, Grasslands, Live oak savannah
 - Water catchment system



“Maintenance costs are 80 percent to 90 percent lower than average commercial landscapes, and are even less than a typical residential property in the area.”

– The EPA reports about the success of Century Park in Central Oregon, a park which utilizes native landscaping.

“A sustainably designed, drought-tolerant native garden can use **85 percent less water per year** than a traditional landscape with turf and high-water use plants.”

– Save Our Water

The installation cost of native grasses is about **50% less** than that of turfgrasses.

– Ernst Seeds

“Planting turf grass seeds may cost in the range of \$4,000 to \$8,000 per acre. This contrasts with installation costs of **\$2,000 to \$4,000 per acre for seeding native prairie grasses and forbs.**”

– EPA