

COMPREHENSIVE PLAN UPDATE

WHERE AM I?

LEGEND

- Frisco City Limit
- Frisco ETJ Limit
- Railroad
- Lake / Pond
- River / Creek
- 100 Year Floodplain
- 500 Year Floodplain
- = WHERE YOU LIVE
- = WHERE YOU WORK

City of Frisco - April 10, 2014



JACOBS TOWNSCAPE

Other Topic Notes:

- Incorporate a vision for creating a vibrant historic downtown in Frisco. Along the lines of Bishop Arts or something similar
- Define a unique look for the entry portals into Frisco and then implement at every major thoroughfare

Vibrant & Vital Center:

Development/Activities/Investments

- Prioritize retail developments – currently have Frisco Square, Frisco Market Center, Starwood and will be doing Cowboys and Whole Foods Development. All are aiming for the same thing but the first two mentioned still haven't taken off. We don't need numerous ½ developed centers
- Frisco needs a top tier University
- Need a 21st Century Community Learning Center that attracts top tier Universities/local Universities/private and public school students, home school students – create an urban campus feel for a variety of schools and students
- Develop Chism Trail – Brinkmann Ranch
- More parks needed, including progress on Grand Park
- Beautify old downtown Frisco – awnings, storefronts, trees
- Create outdoor shopping centers with multi-family living – like Shops of Legacy
- More businesses along with restaurants and shopping in downtown Frisco to attract people all times of day
- Splash park for families



COMMUNITY OPEN HOUSE - DRAFT

COMPREHENSIVE PLAN UPDATE

A VIBRANT & VITAL CENTER

ADDITIONAL NOTES:

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Image Notes

Row 1 – Image 1

- Make Main Street one way
1 Dot

Row 1 – Image 2

- Restore homes – Mainstreet USA (goal)
- B&B district with downtown development to give a “back home feel”
- Allow lots of freedom to architecture to stimulate regrowth
3 Dots

Row 1 Image 3

- Entry Fixture
- Large sidewalks, shade, one way street
- Beautiful street tree program
- Street lights over sidewalks not in center median
5 Dots

Row 1 Image 4

- Patios/Entertainment
2 Dots



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Row 1 Image 5

1 Dot

Row 2 Image 1

- Tiny

Row 2 Image 2

1 Dot

Row 2 Image 3

2 Dots

Row 2 Image 4

- Walkability around Grand Park, particularly pedestrian crossings across 6 lane streets
- Quality Architecture

5 Dots

Row 2 Image 5

1 Dot

Row 3 Image 1

- Walkable shopping and dining
- Pavers to define pedestrian areas (like near ballpark)

3 Dots

Row 3 Image 2

1 Dot

Row 3 Image 3

- Has anyone ever set or enjoyed any of this space? Stark
- Designed by machine. Make it look natural
- The building is not a visual attraction

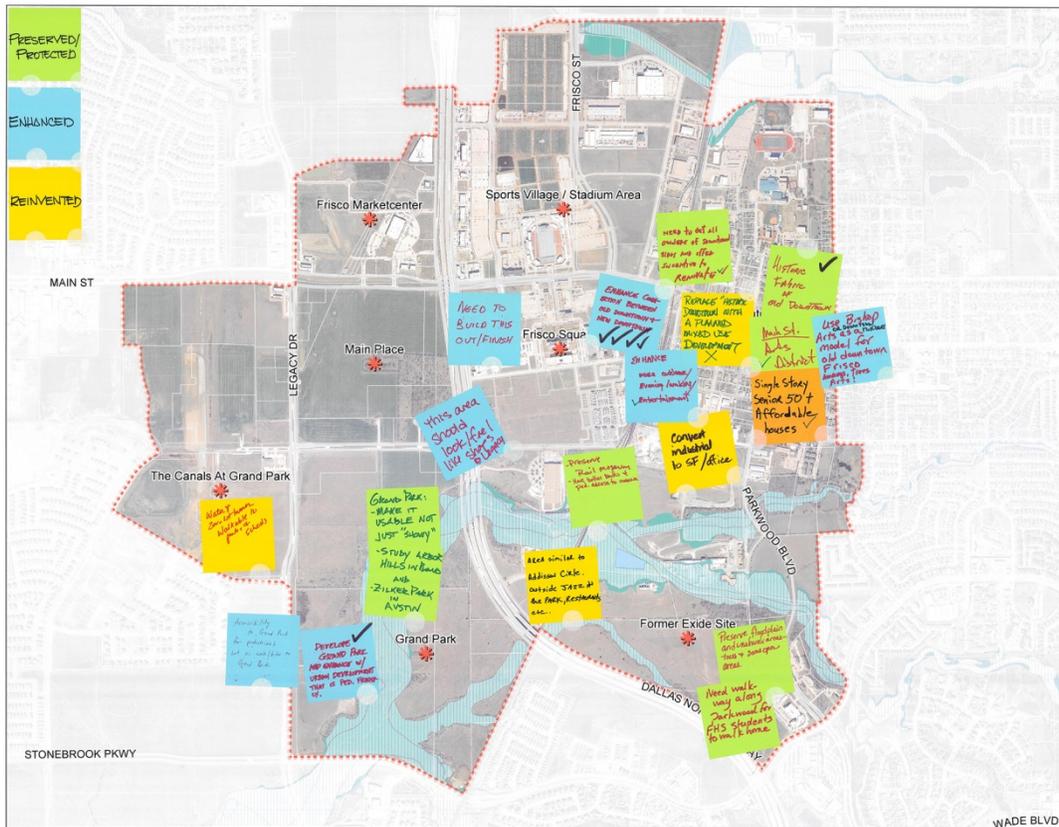
1 Dot

Row 3 Image 4

- Too disconnected and auto dominant

Row 3 Image 5

1 Dot



COMPREHENSIVE PLAN UPDATE

A VIBRANT & VITAL CENTER

LEGEND

- Frisco City Limit
- Railroad
- City Center Area
- Parcels
- 100 Year Floodplain
- 500 Year Floodplain

City of Frisco - April 10, 2014



Map Notes

Preserved/Protected

- Need to get all owners of downtown buildings and offer incentive to renovate - √√
- Historic fabric of old downtown - √
- Main Street – Arts District - √
- Preserve Rail Museum
- Have better auto and pedestrian access to museum
- Grand Park: Make it usable not just “showy” – Study Arbor Hills in Plano and Zilker Park in Austin
- Preserve floodplain and natural areas – trees and some open areas
- Need walk-way along Parkwood for FHS students to walk home

Enhanced

- Need to build this out/finish
- Enhance connection between old downtown and new downtown - √√√
- Enhance more outdoor/evening/walking/entertainment - √
- This area should look/feel like Shops of Legacy
- Use Bishop Arts or downtown McKinney model for old downtown Frisco – awnings, trees, arts
- Accessibility to Grand Park for pedestrians. Let us walk/bike to Grand Park
- Develop Grand Park and enhance with urban development that is pedestrian friendly - √

Reinvented

- Replace “Historic” downtown with a planned mixed use development - √



COMMUNITY OPEN HOUSE - DRAFT

- Single story senior 50+ affordable houses - ✓
- Convert industrial to SF/office
- Area similar to Addison Circle outside Jazz in the Park, restaurants, etc
- Water and zero lot homes walkable to parks and schools

Natural Assets:

How can Frisco make the most of Natural Assets?

- Protect pretty farmland/pastures - ✓✓✓✓✓✓
- Water reservations
- Trees - ✓✓✓✓
- Hike/bike trails. More mountain trails - ✓✓✓✓✓
- Parks adjacent to elementary schools. XX # of people throughout the city
- New development is lacking
- Give incentive to businesses to preserve and plant trees - ✓
- Consider transferable development rights to allow landowners to receive value for open land vs currently only way to receive value is to sell/develop - ✓✓
- Have an area for blue bonnet pictures and pumpkin patch
- Nesting stations for birds in parks, HOA areas and even urban areas (owls vs rabbits) - ✓
- Communities with bar ditches (more “rural”)
- Have a designated area (maybe by the community garden) for classes that teach how to have a garden in your backyard (self-sufficiency) - ✓

What steps should Frisco take to be sustainable/resilient? (green building/renewable energy?)

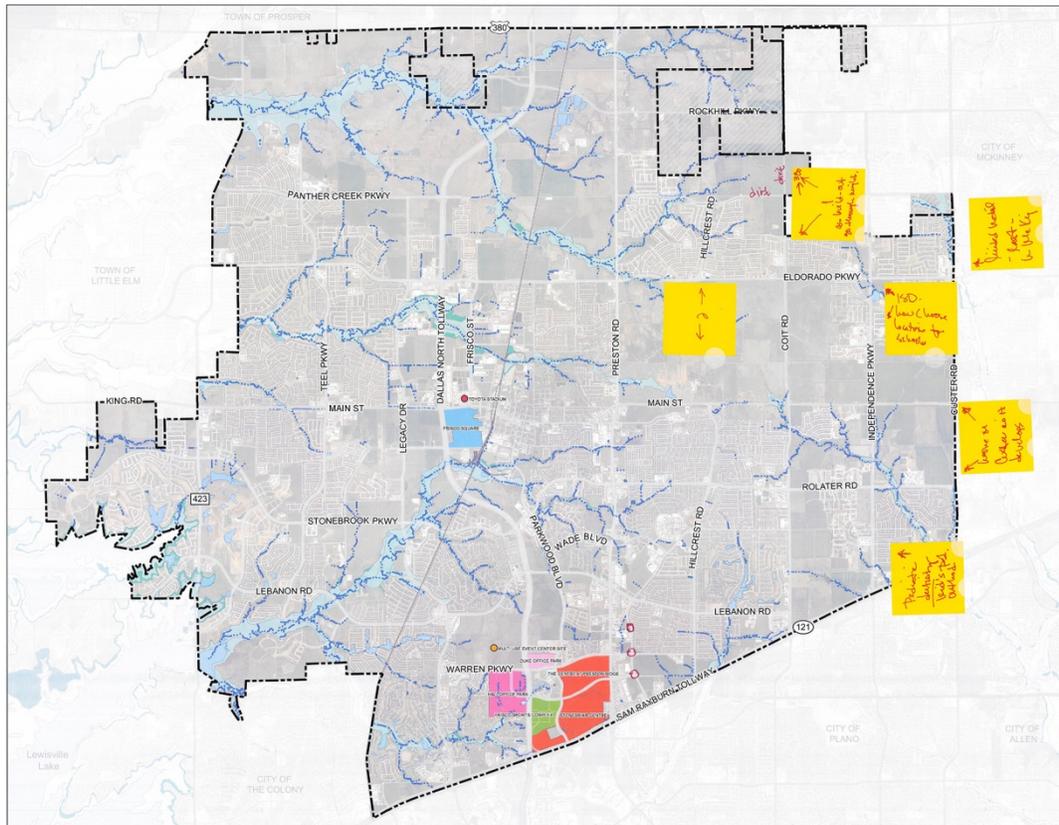
- NW Frisco floodplain has a potential to create a mixed use development tied into the 380 Frisco N hall and community park to create a managed habitat and bird sanctuary
- Arboretum or conservatory (Grand Park or elsewhere/Brinkmann Ranch) - ✓✓✓
- Use natural terrain to work into hike and bike trails - ✓✓✓✓
- The tribute already doing green building.
- Education on how irrigation should be used - ✓
- Rainwater use and education to residents
- Rail system – transporting people downtown, new park, old downtown - ✓

COMMUNITY OPEN HOUSE - DRAFT

Resilient Economy:

- Provide ability to develop housing desirable for younger workforce
- Main Street designation
- What can't slip
- Protect floodplain
- Lots of stay at home workers – give them a networking/hub
- Educational extension programs
 - UT Austin – Training for companies
 - SMU – Executive MBA'S
 - Collin Co CCD – Campus
 - Collin Co CCD – Expansion?
- Education CRTs connected with incubators
- Incubator space for small business
- Late night hour – Regulation hard to attract younger people
- Frisco has outstanding development of areas like Frisco Square, Cowboys Forum, Hall Office Park, Grand Park, Sports Village. Now we need to connect them and entice and encourage a sense – district identity/unique i.e. Grapevine – it is a seamless destination
- Sports marketing
- Small business in old town – Main Street
- Main Street – diagonal parking
- Preserve older buildings
- Downtown advisory board
- Needs someone at top
- Demonstration project with housing
- 8/11 Wine bar
- Incentives not regulations







COMPREHENSIVE PLAN UPDATE

RESILIENT ECONOMY

LEGEND

- Frisco City Limit
- Frisco ETJ Limit
- Railroad
- River / Creek
- Lake / Pond
- Duke Office Park
- Frisco Sports Complex
- Frisco Square
- Hall Office Park
- Stonebriar Centre
- Multi Use Event Center Site
- Toyota Stadium
- 100 Year Floodplain
- 500 Year Floodplain

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0 2,500 5,000 7,500 10,000 Feet NORTH

JACOBS TOWNSCAPE

Map Notes

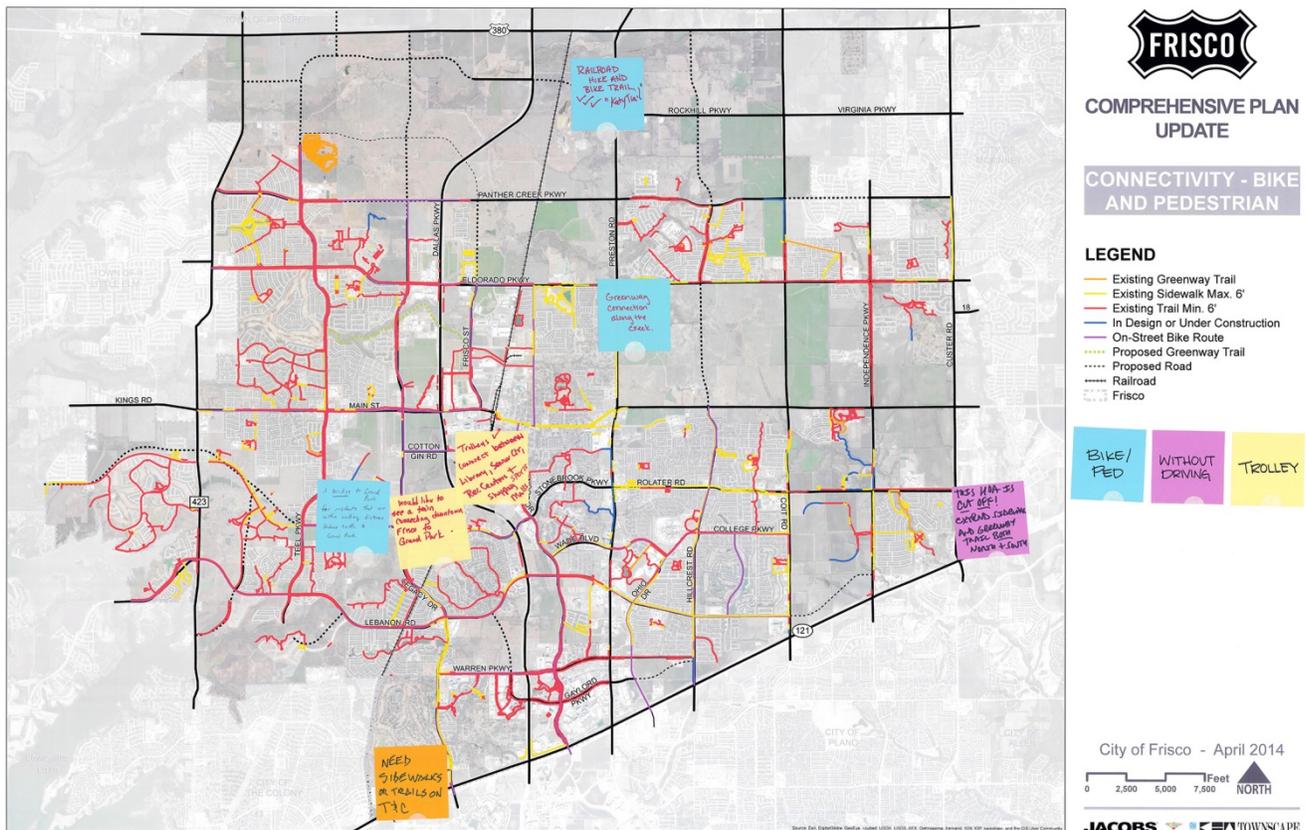
- ISD – how to choose locations for schools
- Retail sales are lost to McKinney since no commercial development along Custer
- As development continues to grow east plan for retail along Custer

Connectivity:

- The connections between developments need to provide a flow instead of box-like development.
 - Continuous look/feel of some form of path
 - Don't let the roads separate this character
- Don't focus just on moving people – give them something to do/see along the way
- Trail heads and gate entry monuments
- Cooperation with The Colony to make hike/bike trails from Frisco to the lake
- Rec center should be connected and built within subdivision vs commercial
 - Kids should be able to walk within their neighborhoods to the center for safety (Addison Athletic Center or Fritz Park)
- Trolley service connecting downtown, museums, etc. at Frisco Square and Grand Park
- Local public transit route
- Limit number of 6-lane thoroughfares
- Focus on intersection redesign – Frequency of need

COMMUNITY OPEN HOUSE - DRAFT

- Legacy South of Warren/Parkwood between Warren and Gaylord – Beautiful road still able to handle traffic
- Preston Road-Congestion keeps residents from stopping/shopping along the road
- Avoid increased congestion by maintaining green areas around Preston Road
- Change emphasis – car mobility at expense of all else to use streets that people will use instead of acting as traffic sewers
- Some kind of sound barrier for neighborhoods from 121
- Focus on corridor design
 - Natural road landscapes
 - Pedestrian realm – lighting/sidewalks



Bike and Pedestrian Map Notes

Bike/Ped

- Railroad hike and bike trail – “Katy Trail” - vvv
- Greenway connection along the creek
- A bridge to Grand Park for residents that are within walking distance. Reduce traffic to Grand Park

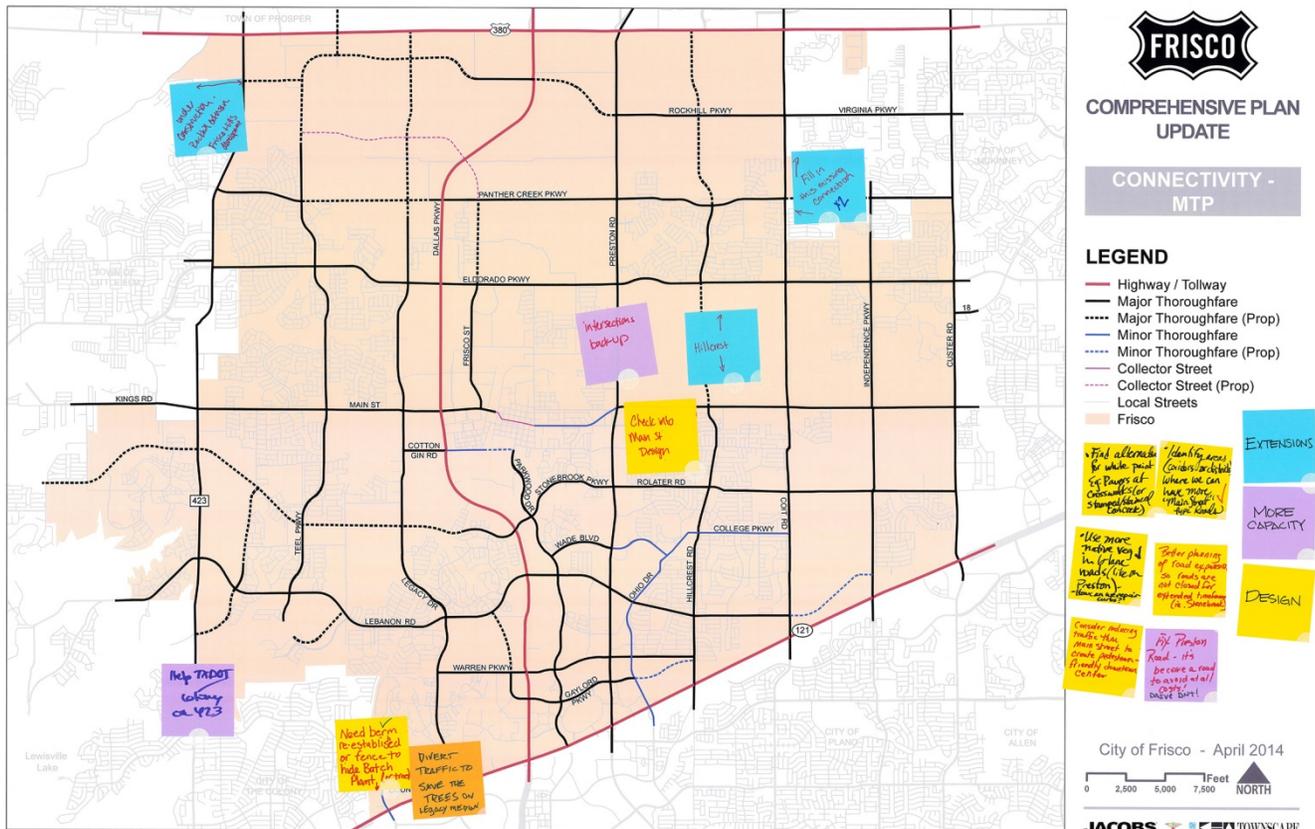
Without Driving

- This HOA is CUT OFF. Extend sidewalk and Greenway Trail both North and South

Trolley

- Would like to see a train connecting downtown Frisco to Grand Park
- Trolleys connect between Library, Senior Center, Recreation Center, Sports and Shopping malls
- Need sidewalks or trails on T&C





MTP Map Notes

Extensions

- Under construction – Rockhill Extension – Frisco Hills development
- Fill in this missing connection - v/v
- Hillcrest

More Capacity

- Intersections backup
- Help TXDOT/Colony on 423
- Fix Preston Road – it’s become a road to avoid at all costs! Drive Don’t!

Design

- Need berm re-established or fence to hide Batch Plant (or Trees) - v
- Divert traffic to save the trees on Legacy median
- Check into Main Street design
- Find alternative for white paint Eq. pavers at crosswalks (or stamped/stained concrete)
- Identify areas (corridors or districts) where we can have more “Main Street” type roads - v
- Use more native vegetation in 6-lane roads (like on Preston)
- How can we repair curbs?
- Better planning of road expansions so roads are not closed for extended time frame (ie. Stonebrook)
- Consider reducing traffic through Main Street to create pedestrian friendly downtown center

COMMUNITY OPEN HOUSE - DRAFT

Distinctive Community Identity:

Distinctive Identity

- Keep doing what it's doing - √√
- More jobs that are career jobs
- Vibrant old downtown (OTC) - √√√√
- Old town – more like McKinney or Spring, Texas or Breckenridge CO or Aspen Co or StCharles Sans Riverwalk
- Minimize mega-developments (Walmart/Targets, etc) - √√
- Walkable retail/dining - √√
- Not same old restaurants – need individual owner/restaurants - √√
- Get the next generation involved, taking ownership to retain a distinctive identity, hometown pride
- “Green thinking” – not too broad and becomes diluted without specifics
- Walkability
- Small town feel – more granularity to housing/green areas/commercial/industrial – not such big chunks so far apart
- Keep schools good
- Focus on SW Gateway to provide distinction for visitors coming from DFW airport (instead of car dealerships)
- Equestrian Center – trails (park and rec), boarding
- Roundabouts – Fountains - √
- Good looking corridors (overlay districts) – DNT,121, 380, Legacy, 423, Custer

Iconic Features

- I raised my kids near the water tower
- Water features
- Sculptures – Cattle and horses
- The arts
- Trees - √√√√
- Museums
- Old and historic buildings – historic downtown - √
- Museum of the American Railroad - √ plus a dot
- Green space – a remembrance of old - √
- Downtown/walkable unique restaurants - √√
- The old snow cone place - √
- Keep the plan centered around districts – old historic walkable, conveniences on thoroughfares, open space green acres
- Legacy is the gateway into Frisco, keep the tree lined median streets
- Main Street arts district
- Grand Park/Canal District - √ plus one dot
- Grain silos – Beer Garden - √√√√
- Trees – Trails (water features)
- Bike trails – present new mountain bike trail = thumbs up √
- Walkable – connected
- Christmas lights/festivities – make sure these can continue as Frisco Square develops



COMMUNITY OPEN HOUSE - DRAFT

- DNT driving North – Gateway – lighting, lakes. East side from ballpark to Warren – Frisco Bridges plus one dot

Great Neighborhoods

- Safety – able to walk/play in street
- Connection to parks/trails
- Utility/implement traditional neighborhood frameworks
 - Community vs 6-lane divided roads between individual subdivisions
 - More street connectivity
 - No cul-de-sacs (at least very few)
 - Don't force curvilinear streets
- Streets connecting neighborhoods have unlit sidewalks because all the streetlights are down the median, soon to be blocked by the trees as they mature. Street lights need to be on the sides over the sidewalks
- Less demanding HOAs
- Sidewalks – nice neighborhoods - v (some in need of repair - v)
- Consider survey results from west Frisco
- Centers for congregation
- Nature/jogging/horse trails
- Safe pathways for kids to walk home from school - vvvv
- Strong HOA's
- Sidewalks, meandering green zones, random open space
- Update street repair within neighborhoods
- Schools within neighborhoods/walkable with very few apartments
- Great neighborhoods are up of friendly people
- Continue curvilinear streets
- Developers should maintain the lands natural “topography” – (not fill in creeks or flatten out – cut trees) - vvvv
- Libraries (local)
- Larger lots for homes

COMMUNITY OPEN HOUSE - DRAFT



COMPREHENSIVE PLAN UPDATE

DISTINCTIVE COMMUNITY IDENTITY

ADDITIONAL NOTES:

City of Frisco - April 10, 2014

JACOBS TOWNSCAPE

Image Notes

Row 1 – Image 1

Row 1 – Image 2

1 Dot

Row 1 – Image 3

- Cattle and horse sculptures

1 Dot

Row 1 – Image 4

Row 1 – Image 5

4 Dots

Row 2 – Image 1

4 Dots

Row 2 – Image 2

3 Dots



COMMUNITY OPEN HOUSE - DRAFT

Row 2 - Image 3

Frisco Schools

1 Dot

Row 2 – Image 4

Row 2 – Image 5

2 Dots

Row 3 – Image 1

1 Dot

Row 3 – Image 2

Row 3 – Image 3

2 Dots

Row 3 – Image 4

Row 3 – Image 5

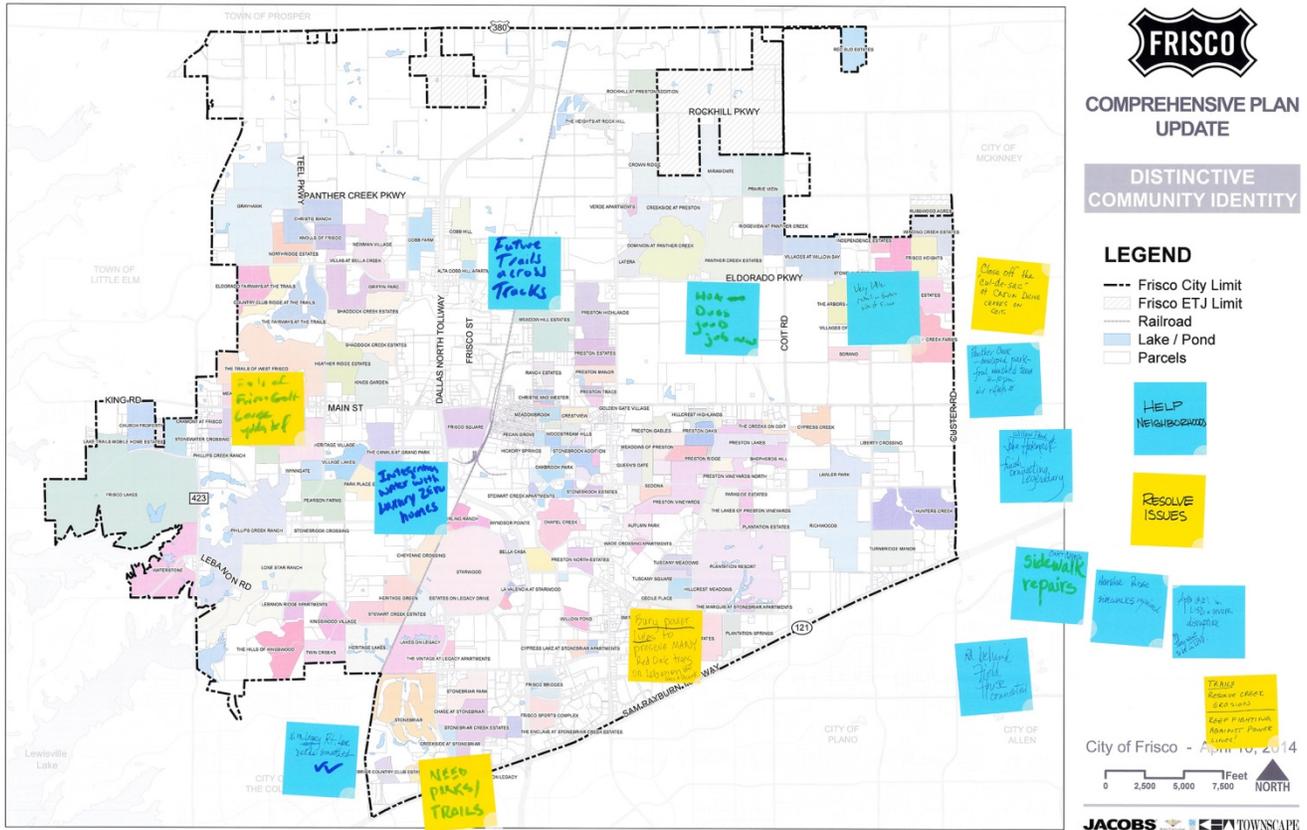
7 Dots

Row 3 Image 6

Nature

1 Dot





Map Notes

Help Neighborhoods

- Future trails across tracks
- HOA does good job now
- Very little retail in Eastern side of Frisco
- Integrate water with luxury zero homes
- North Legacy right lane needs smoothed/v
- Panther Creek – developed park – foul mouthed teens 4-10 pm – air rifles
- Willow Pond – John Hickman – finish connecting Legendary
- Oak and Maple – sidewalk repairs
- Heather Ridge – sidewalk repaired
- Apartments at 121 in LISD – sever disruption – they want to be in LISD
- Road behind field house - connected

Resolve Issues

- Close off the “cul-de’sac” at Cajun Drive creeks on Coit
- Trails of west Frisco Golf course
- Bury power lines to preserve many Red Dale trees on Lebanon between Ohio and Hillcrest
- Trails – resolve creek erosion.
- Keeping fighting against power lines
- Need parks/trails

COMMUNITY OPEN HOUSE - DRAFT

Life/Long Community:

What will make Frisco attractive to people of all ages?

- Venues for party rental, receptions, etc. - vV
- Live music/the arts/culture - vV
- Support for student arts
- Sponsor student competitions – regionals, nationals – look at Herman Park in Houston. Miller outdoor theater is very cool. Lots of good activities on the weekends.
 - Science
 - Arts
 - Music
 - Sports
- Diverse housing types
- Sustainability
- DART station (train) - v
- Have free rental bikes with Frisco I.D. – “Like a Google campus” Bike around town - v
- 21st Century education centers open to all ages – high school students, college, graduate level, continuing ed. for all ages
- More distinctive local restaurants vs chains - v
- High quality mixed use like Waters Creek, Shops of Legacy - vVv
- A “Klyde Warren” park with activities for all ages - v.
- Outdoor stage for concerts - vV

What will make Frisco attractive to out-of-town visitors?

- Affordable hotels
- The arts - vVv
- Lots of distinctive non-chain restaurants near popular areas that are affordable - vVvVvV
- Hotels with walking activities/live music/food - vVv
- Non-traditional hotel clusters – “Frisco, the place to stay when visiting North Dallas” – attract NFM/Grandscape Visitors to base their stay in Frisco
- Sports, Keep them coming - vVvVv
- Walkable areas around conference hotels that provide dining, entertainment and shopping, trolley system for events. Not just walkable integrated, seamless areas that extend through Frisco- v
- Upscale Hotels
- A destination public park with lake/water features – Arboretum meets Grand Park - vV
- River Walk
- Recognize the importance of the SW Gateway along 121
- Promote high quality development to compete with Plano (Legacy)

What will make Frisco attractive to seniors?

- Senior Center – Expansion – Enclosed pool - vVv
- More senior- oriented activities (outside of Senior Center) - vV
- 1 story homes – for seniors - v
- Golf cart crossings and use within commercial areas inside community zonesv
- Senior based living subdivisions with access design open areas – civic open spaces - v
- A place to live near a University campus



COMMUNITY OPEN HOUSE - DRAFT

- Connected (walking) Senior Living (fewer stand-alone)
- Senior conducive homes/MF integrated into “regular” subdivisions vs being segregated

What will make Frisco attractive to young singles?

- 2 am bar closings - v
- Live music - vV
- Lively downtown - vV
- Moderate night life
- I have returned to community college after a 30 year hiatus, I am surprised by the complacency of young adults with regard to feeling disenfranchised. Yesterday, my TX Gout class was excited to hear that they were old enough to run for Mayor (too late to apply this time around). Get young people excited about the political process, placements on various boards, etc. “INVOLVEMENT”
- Career oriented jobs vs. retail/restaurants, etc. - v
- Late bars, sidewalk dining districts
- Jobs with true upside
- Multi use developments with apartments/townhouses and active shopping restaurants – Shops of Legacy/Watters Creek - v
- University - v
- Business incubators corrected with the campus
- U.N.T Health Science Center
- Housing they can afford
- Night life - v

What will make Frisco attractive to diverse ethnic groups?

- Affordable housing
- The arts – music, art, culture!
- Multi-cultural center - v
- International business presence – HQ, conference
- Education/learning center focused on National and International issues
 - Incubator for Frisco citizens to become “World Changers”
 - Create international organizations based in Frisco
 - Bring other in for conferences, send Frisco residents out to the world

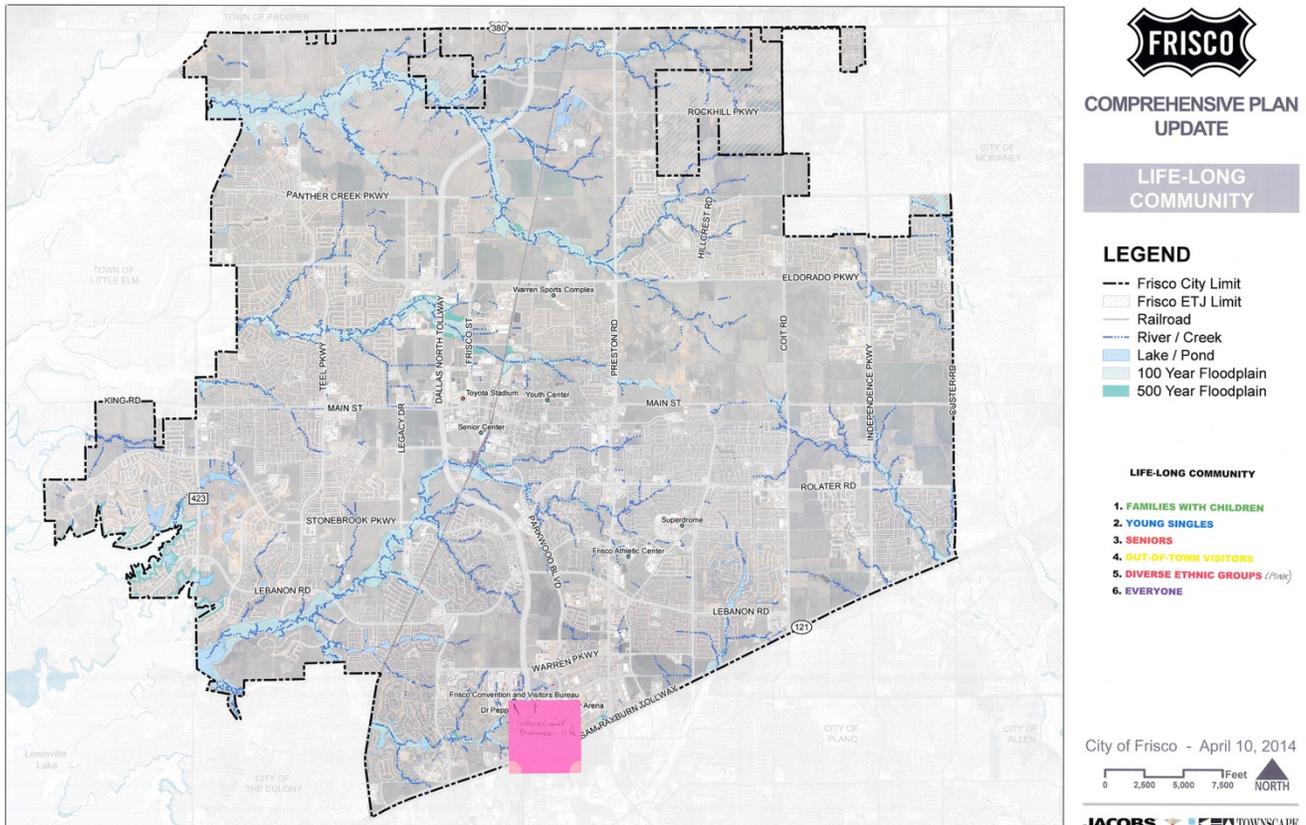
What will make Frisco attractive to families with children?

- Low-cost recreational activities - vVv
- Keep on improving our already great schools - vVvV
- More “meet the neighbor” nights - vV
- FISD attraction, particularly between schools. Teachers leave to teach at another school - v
- Affordability, can’t move here if we can’t afford it - v
- Continue developments with family focus (e.g. Frisco commons, ice skating at Frisco Square, etc.) - vV
- High availability of quality activities
 - Music
 - Sport
 - Art
 - Open Spaces



COMMUNITY OPEN HOUSE - DRAFT

- More parks/trails (not just ball fields). More like Arbor Hills in Plano - V
- 21st Century education/learning communities. Beyond traditional school districts (combine online, in person, public, private, home school). Expand beyond current great school systems – create 1st of a kind education consortium.
- Connected neighborhoods vs subdivisions
- Place for education – flowers, butterflies, etc.



Map Notes

- International Business HQ

