

Stakeholder Engagement

Online Surveys and Participation

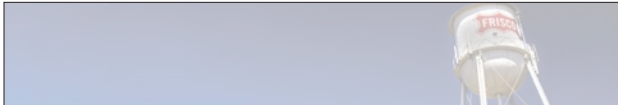
The following graphics indicate the responses to the online surveys posted online and distributed to community members between January and May 2018. These questions allowed stakeholders who were unable to attend any of the public meetings or stakeholder interviews to participate in the planning process, as well as to encourage individuals who could make the meetings to provide additional feedback to the design team.

The responses to the questions helped set the stage for the Master Plan items contained in this document and the corresponding implementation policies and action steps.

SURVEY #1 - JANUARY 2018

1. What about Downtown Frisco do you like?

The mojo...has sooooo much potential!!! The trees. The old school feel.
That it looks different than anything else in Frisco. The neighborhoods look different, storefronts are a welcome change. Nice to have a place that reminds you that life in Frisco did not begin in 1995.
The old town feel and look. The rest of Frisco is very new and so commercialized.
The small town feel of the current restaurants (more are needed)
The variety of merchants found in the downtown area...how many of these merchants are unique to Frisco. I also like the historic feel of this area, but
I love the fact that it still has old Frisco buildings, that it is conducive to foot traffic and I love the water tower - which I think could be used better if turned into a park area where people could sit and listen to outdoor music on weekends - even though I know we need the parking.. I want the City and community to continue to support stores and restaurants going in on Main and on the side streets.
Historic quiet feel about it
Frisco is growing so fast that the history and heritage of Frisco is being forgotten and destroyed. I like the "old fashioned" buildings and facades from another time that reminds us where we began. There needs to be some charm and uniqueness that is different from all of the new construction that is cookie cutter, square, plain, no decorative elements at all. Look at Carmel, CA. Very successful, very different.
The restaurants that are located there.
Architecture Variety of shops
The old store fronts and feeling of home.
There are varied options along Main Street now. I don't personally use many of them and the few I have used, I do not frequent often. The choices may be appealing to many, but they just are not something that appeals to me.



The original architecture of the older buildings. It would be nice to see a total renovation of the buildings to preserve the history.
Where is downtown Frisco? Two different, distinct areas that could be considered downtown.
Old buildings that are being taken care of
The quaint feel and the original storefronts
The shops and the non-chain restaurants, the charm of the old homes, the “feel” of an old country town that is lost as you cross the tracks and enter the square and see nothing but 4-story concrete and brick squares.
The architecture of the older buildings. I like the smaller boutique retailers and restaurants.
The charm, history and character of the old area 8-11 , Randys and Simply Thai are amazing! The Railyard food truck place! Also Mannys and Sam’s appeal to a lot of people. All the new Nack Development plans Plans to create a new pedestrian only plaza on 4th and Main The cute boutiques
Location
It is an intimate space.
The historic feel to it. The potential for high walkability, unique shopping and dining experiences, and a general slow down within a very busy city. I think that while it’s a small area, it can have the potential to be a destination, drawing folks from all over Dallas.
I love the charm, historic and downtown/small town feel you get in Downtown Frisco
The charm; the old buildings provide an attractive, charming enclave that people are drawn to. The fact that most of the businesses are locally owned and independent is also critical to generating that charm and ‘authenticity’ for lack of a better word.
I like the fact that the lanes are limited through downtown, that there are sidewalks on both sides of the street, that more businesses are moving downtown, that I am beginning to see more people walking downtown
I like the close knit community of neighbors, the growth prospects, it’s proximity to parks and recreation and the old time feel of the area with the historic housing. Not to mention the equity I have in my home now.

The growth of unique restaurants and retail that are individually owned.

2. What about Downtown Frisco do you dislike?

You have to commit to one area. Mobility is touch unless you bring your own bike or golf cart. Traffic on main is tough by the small shops. Sidewalks are too small.
That it is small and still not really a good place to walk. Traffic on Main is bad, not much to do in the evening (but that is getting better!).
Poor walkability. The labor pool at the gas station. Not enough variety to dine and shop and spend time.
The city HEAVILY discourages small business. The city is very friendly to large businesses but discourages small business in the downtown area. I know that the city manager and planning departments would deny that claim however I own a small business downtown and if I had any idea how hard the city would have been to deal with I never would have started the process. McKinney does an amazing job promoting small restaurants and shops in the downtown area, as does Celina. Frisco’s extended downtown area could thrive but it has very bad leadership at the moment.
The roadways - Main St. is one lane in each direction making it difficult to traverse at busy times of day. Maybe remove the center median to make turn lanes to help traffic flow more smoothly.
I know some people do not like the workers who stand at the gas station. I have mixed feelings. People hire the workers and where else are they going to stand? But I do not like how the Beverage World Parking lot and the Exxon Parking lots get tied up with workers and trucks and trailers each morning. The parking lots and traffic flow is not set up to deal with these types of vehicles. I know this is something beyond City planners - but it is really the only thing that truly bothers me every day.
No energy
The group of day workers that hang out and give the appearance of a mob waiting to tackle your car. Idea that 4 story buildings are allowed to be built on Main Street.
There are no shops of interest for us there.

New construction, multi-story being planned, that would change the hometown ambience
The lack of parking for the business, particularly those on the North side. This shortage leads to patron parking in the residential sections of the Old Donation. Main Street carries a lot of traffic which causes additional traffic through the residential areas because drivers are looking for a way to speed up their journey.
The day laborers at the corners. Unsafe for families to enjoy walking the streets to experience the downtown cafes and shops.
Shops and restaurants aren't contained to a walkable distance
Old buildings in need of repairs
There isn't enough variety yet of shops and restaurants to roam in and out of. It's still more a one and done, but it's certainly getting better!
The lack of public art. The fact that the one piece of public art - the mural by the gazebo - has been turned into a fingerpaint graffiti wall is disturbing. You don't let kids fingerpaint on a historic building.
Not enough retail or restaurants. It is not pedestrian friendly and a plan needs to include landscaping with trees, etc. - not just large flower pots. I think it is hurt by not having an actual square.
The day laborers hanging out on Main Street - I have received very negative feedback about that from lots of people I have met. The fact that so many buildings have been sitting vacant on Main Street for so long. Lack of bars and cool "boutique/unique and different" restaurants to visit.
This area is not a destination. There's just not enough there for people to be attracted to the area. Parking is bad. Many buildings are ugly. Wrong type of businesses for a downtown area looking to attract the community.
Buildings that don't look architecturally like they belong there. School of Rock in the old bank building. Day workers standing in the Depot parking lot.
Not too much. The day workers at the gas station are sometimes far too many folks loitering around, and that's not always. I think my main dislike is how people try to drive through it - you can't get down Main street fast and that tends to annoy folks.

I dislike that a lot of business haven't revamped their exterior and stick out like sore thumbs. I also dislike the workers that loiter on Main St near the gas station
1. It lacks cohesion. It doesn't feel like one space. Part of that is the change in buildings; in 1918 the homes and the old downtown strip were clearly different neighborhoods, but now we need to figure out a way to get Stan's, The Heritage Table, 8-11 and Randy's to have an integrated feel with the old downtown buildings. That would increase the all-desired 'walkability' aspect of it. 2. A lack of vision for the downtown. Yes, downtown McKinney is great, Bishop Arts is great, so on and so forth. But on a larger scale, that's the trap Dallas always falls into - they try to emulate rather than develop organically with the people and businesses they already have. We shouldn't fall into that trap. What we have here is already great - let's not worry about luring different businesses in. Let's focus on increasing the attractiveness of the area. More lights, more walkability, more festivals *on actual Main Street*. Grow what we have, don't force anything, and don't try to be something we're not.
I don't particularly like the on road parking. I think that space can be used for wider sidewalks and/or landscaped buffer zones between vehicles and pedestrians
lack of lighting and basic infrastructure that the rest of the city has (complete sidewalks and streets). Unruly traffic on the grid with some people treating streets as drag strips and our lawns as private parking lots
parking, day workers, traffic flow.

3. What about Downtown Frisco would you like to change?

Mobility. Variety. Parking. Walkability. (its progressing, just feels like another 10 years to really take hold)
Would like to see eating, drinking and gathering places grow. Maybe see the area with shops and restaurants keep expanding beyond just Main Street. A place for live music/free events would be great.
Need more LOCAL businesses - shops and restaurants. Not another place with chains...



The EDC and the city need to work together to bring in small shops and restaurants to open on the east side of the railroad tracks on Main St. A few have opened and all lament the process that the city put them through. At least 3 more restaurants that I know of would have opened in the past year if not for the cities dragging their feet on small business development.

The roadways and add more parking options. I would like to see more of a focus on the history of the area - maybe add in more markers and use an app that can guide people through what the area looked like in the early days of the city, the fire that destroyed downtown and the economic development of the area today.

Traffic. It becomes very difficult to cross the railroad tracks to get to City Hall from the East Side and there really isn't another direct option if you live between Preston and the Toll Road. Parking -The need for parking is the only reason I didn't protest the three story building at County and Main. I know we need parking. I do think the rooftop restaurant will be a noise issue to people who live on Scott Circle or in the Woodstream Division.

More entertainment and more reasons to be there

I would like to see flashing lights in the street at crosswalks like Grapevine has on their Main Street. Merchants who sell boutique items, specialty unique shops (one of a kind), little bakery, ice cream shops that enjoy the unique location. Parking behind the stores like the block where Chamber is located. Hike and bike trails connect to downtown. Bike racks available.

More diverse shops. The ones currently there are just very specific in nature.

More antique stores More eating places

Traffic and add more stores for shopping.

While realizing that zoning and permits exist, diligence in approving the right fit for businesses along Main Street will set the aesthetic. A good Master Plan should lead to the correct types of businesses that would provide diverse options for service and recreation and entertainment. Finding a way to make Main Street more than just a through fare from the Tollroad to Preston is essential.

Restoration of the old historical architecture still remaining downtown. Any new buildings/construction in the downtown should have historic architecture designs....not overly modern. Thrive to keep the historic downtown charm. The day laborers must be removed/outlawed.

Days and hours open. It would help if all shops would have core days/ hours they commit to being opened to allow shoppers to visit every shop

The neighborhoods surrounding cleaned up some.

Tie it all into Frisco Square? Continue to diversify. Utilize the train tracks and make our own Polar Express at Christmas?

The zoning that permits buildings more than two stories. Putting in three and four story buildings will make Historic Downtown Frisco no different than Frisco Square. The sight-lines to the historic water tower will disappear. It would be nice to have a shuttle system to take people between the public parking in Frisco Square and Historic Downtown Frisco. A walking tunnel under the RR tracks or a bridge over the tracks to tie the old town to the new developments west of the tracks. The lack of festivals in Historic Downtown Frisco. Grapevine does a great job with festivals and shuts down Main Street to allow for vendors and entertainment. Frisco focuses on events in the square - with the exception of Frisco StrEATS. If you want to have more people go to the Historic Downtown, you have to give them a reason. I've heard that businesses in Historic Downtown Frisco feel they are losing customers to other areas of town because Historic Downtown Frisco is not walkable or not appealing or doesn't have enough parking... Well, those businesses need to look at themselves, first. Summer Moon, Harvest Table, 8 Eleven -- they have all proved you can open and run a successful business...if you give the people what they want.

I would like to see downtown become more a destination. It needs to be pedestrian friendly (lower speed limits - more places to cross Main St) with more retail development on the north of Main. I would like to see sidewalk tables with diners and live entertainment. There should be enough parking space and open area for events.

All the things listed under my dislikes! Would definitely like to see the day laborer situation resolved asap. I have been attending meetings with downtown merchants for many years and the problem keeps coming up and nothing changes. Many cities have solved the same issue - there must be a way to move them out of that area. Piped music in the streets would make a huge difference too - like they have at Shops of Legacy and Legacy West. A lot more lighting on 4th Street where we are - we were told that was going to be done throughout downtown with the cool lampposts etc at least 5 years ago. Some streets were done but not 4th.

It needs to become a destination with thriving restaurants, shopping, etc. that encourage foot traffic. Many of the buildings need to go. The buildings do not look historical with the exception of a very few. The entire area needs a major makeover.

More small unique retail shops such as gift shops and boutiques. More consistency in facades to reflect a historic look. Some type of ordinance that controls what businesses locate there.

I'd like to see more unique businesses and shops take over the storefronts, as opposed to service type business (accountants, insurance, etc). I would love to see more businesses move into streets like Pecan, Elm, and Ash. I hope we also see more development, but I do know that is coming. I'd also like to see the streets re-done much like 5th street was, with added sidewalks, street lights, and sewer drains. Pedestrian cross walks, maybe with lights/signs, so drivers slow down.

I would love to see more businesses like restaurants, clothing and decor shops etc open up in Downtown Frisco. I would also like to see more parking structures or lots put in place so people can come, park and make a day out of enjoying everything Downtown Frisco has to offer. Events with music, festivals where streets are blocked off etc. I believe all of this would bring people to Downtown.

1. Better, more uniform lighting. More street lamps, more string lights year-round. 2. Better residential neighborhood integration. We rely on our neighbors, and we need them to know that. And we need to let them know there is benefit to having us so close to them - the parking situation can suck; we (The Heritage Table) want to be a net benefit to our neighbors. 3. I started this business too late to voice my concern about the name The Rail District - rather than Historic Downtown Frisco - but I suppose that ship has sailed and I've made peace with it. 4. More retail. More bars. Actual bars. Open-til-2 bars. Restaurants add culture. Bars drive it. 5. Something worthwhile should be done around the Water Tower. Like a green space or park where small concerts/community theater (think Shakespeare in the Park) could be held. 4. Everything I mentioned in the "What about Downtown Frisco do you dislike" section.

I think downtown can be more inviting for pedestrians

Add complete sidewalks, newly repaved streets with drainage and street signs (i.e. speed limits, children at play, etc), and street lights to make the neighborhood more visible and inviting at night

Better parking and add some type of branding so you feel you are in a "district".

4. What about Downtown Frisco would you keep the same?

I think it has to remain pretty flexible on zoning and change if it is going to meet its full potential.

The look; I think if you could expand to the south and north the key would be to use existing buildings where possible - would not want to see it all look generic and new.

Historic feel...but still need to update it to feel safer and more comfortable to visit. More events too.

The small town feel

The focus on unique merchants and the historic feel.

I wouldn't allow construction that changes the basic look of the the look of old Downtown as it is now. We already lost some of our old storefront looks when we allowed City Hall offices to take up the old Martin's Dry Goods store front and Wall's drug Store "The Enterprise Office" store front. While done in a very attractive way - those old looks are now gone. Interior changes to buildings are fine - just try to maintain an historic look to facades.

The historic quaint feeling

The facades of the buildings to maintain the charm. Summer Moon and Heritage café and Randy's steak house are good examples. All buildings should not look the same.

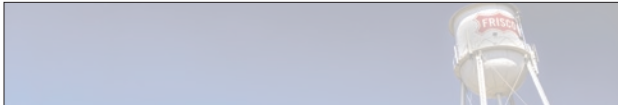
The "small town" charm.

Walk ability. Family friendly atmosphere

There is not anything located in Downtown Frisco currently that causes me great excitement. The few remaining old buildings should remain and be maintained, while being utilized for a current business.

The original architecture of the older buildings. It would be nice to see a total renovation of the buildings to preserve the history.

Landscape along main and Christmas decorations



The small town feel and look.
The height of the buildings. Nothing over two stories. I'd also like to keep the name "Historic Downtown Frisco". By using "The Rail District" you are essentially removing any sense of history. I would not put apartments and townhomes in the Historic Downtown. It completely changes the "feel" of the old town. If Historic Downtown Frisco ends up looking no different than the rest of Frisco, then it's not "historic", is it? There are 68 other square miles in Frisco. Can't one square mile in Historic Downtown Frisco have a building code that preserves the look of a historic town? Why allow up to 4 stories?
Old town look, while upgrading/rebuilding some of the worn down buildings
All the things listed under my "likes". Keep the character of the old buildings - work with contractors and developers creatively to help and encourage them. Treat every project individually and make exceptions for old buildings. They often cannot be developed to meet new construction codes.
Very little. There is little architecture that is worth preserving. Before the NEW coffee shop opened there was hardly any foot traffic or "life" downtown. Things like planters, Christmas lights, advertising banners on the streetlights are good and should continue.
The "old downtown" feel.
The charming houses and storefronts, I'd like to see Main street remain the same too-we can't change much about traffic going through downtown.
Mainly the small/hometown feel and charm.
1. The Buildings. They're great. Character and charm. 2. The independently owned businesses. People want that. They notice. Particularly in this swath of new-build suburbia, people want something that's 'theirs' rather than just some chain or hand-me-down retail or restaurant from Dallas. 3. The business owners here know this area can grow, and want it to. But we need a shared vision - not a corporate, five-year-what's-our-demographic-and-let's-move-from-there vision, but a 'what do we want the character of this area to be? What do we want people to feel when they think of Historic Downtown Frisco?' Vision.
One lane both ways

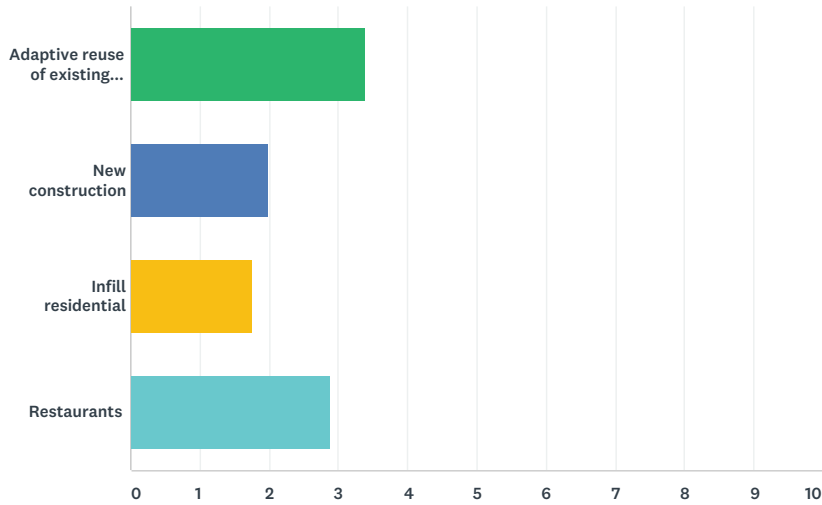
zoning requirements to maintain architectural standards for historic housing
Keep allowing businesses to be in the older homes.

5. Downtown Frisco is located on Main Street east of the railroad tracks and does not include Frisco Square. Did you know before this statement that was the historic downtown?

Yes I knew it, but I bet that most people do not. Downtown East of the tracks still has a really long way to go, it needs more small shops and restaurants
Yes, of course! Frisco Square was built recently and is not historic Frisco. However - making it possible to get from one to the other easily is still something I would like to see happen.
Yes, I realize Frisco Town Square is not part of historic downtown.
Yes the old donation.
Sort of
Yes. Would be nice to tie them together. Except Frisco Square seems to be falling on hard times...
Yes only because I have made a point of going to meetings and being informed. Many residents I have met do not know this. The area needs its own unique identity. I love the Rail District concept and name.
Yes, but only because I am on the Frisco Downtown Advisory Board. I think the majority of folks think Frisco Square is downtown, and don't give much thought to the historic area.
Yes, I did know this.
Yeah. And that's cool. It's interesting. It's compelling. It's all these 100-year-old buildings that are the HISTORICAL FREAKING CORNERSTONE OF THE CITY! Which is why calling it 'The Rail District' doesn't make any sense to me.
Yes (x17)

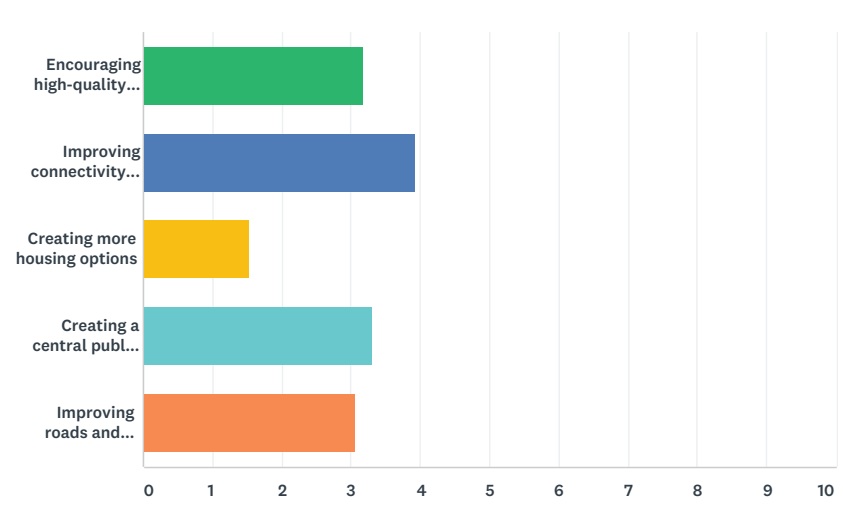
SURVEY #2 - MARCH 2018

1. What type of development do you think is most important to address in Downtown’s future? (Rank the choices in order of most important to least important)



Type	1	2	3	4	Responses
Adaptive Reuse of Existing Buildings	63.10%	20.17%	9.31%	7.41%	580
New Construction	10.28%	14.46%	38.15%	37.11%	574
Infill Residential	4.15%	13.47%	36.10%	46.29%	579
Restaurants	22.93%	51.55%	16.55%	8.97%	579

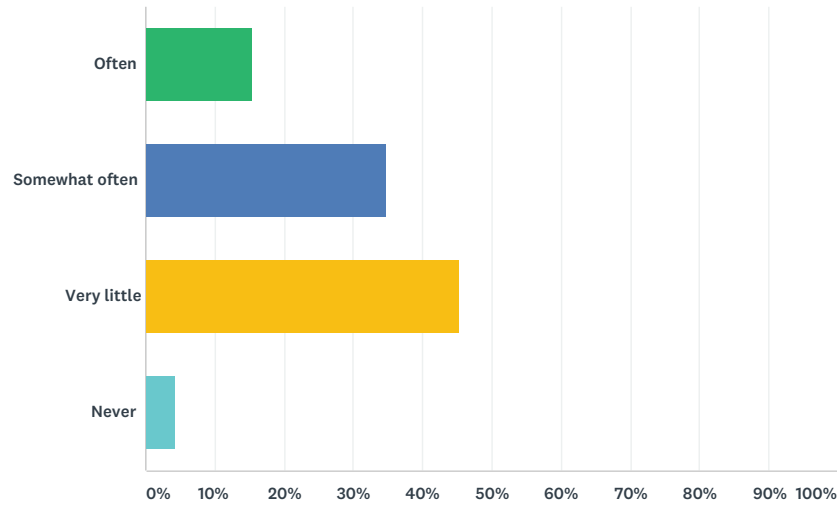
2. Which priority do you think is highest when considering development in Downtown? (Rank the choices in order of most important to least important)



Type	1	2	3	4	5	Responses
Encouraging high -quality architecture and development standards	22.49%	16.26%	25.61%	28.72%	6.92%	578
Improving connectivity and walkability	35.41%	34.37%	19.00%	10.02%	1.21%	579
Creating more housing options	3.45%	3.62%	6.55%	15.69%	70.69%	580
Creating a central public space	19.28%	28.92%	23.58%	20.48%	7.75%	581
Improving roads and streets	19.90%	16.81%	25.21%	24.87%	13.21%	583

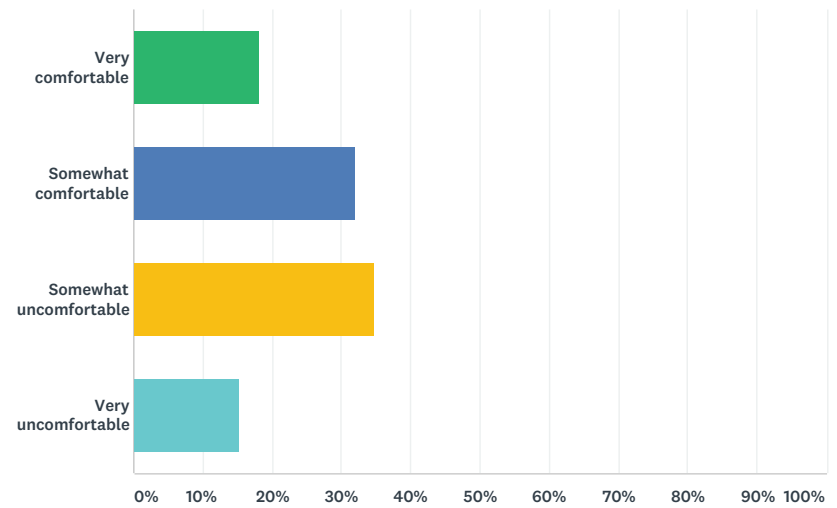


3. How frequently do you shop or dine in Downtown?



	Responses	Percentage
Often	91	15.53%
Somewhat Often	203	34.64%
Very Little	266	45.39%
Never	26	4.44%

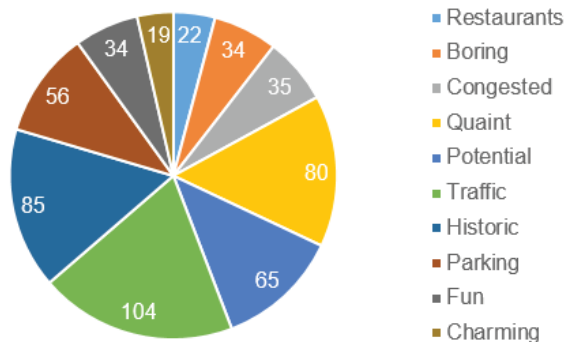
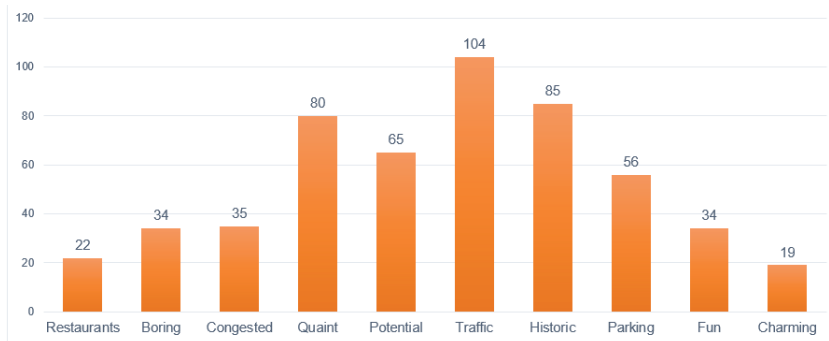
4. How comfortable do you feel walking or biking in Downtown?



	Responses	Percentage
Very Comfortable	106	18.18%
Somewhat Comfortable	186	31.90%
Somewhat Uncomfortable	202	34.65%
Very Uncomfortable	89	34.65%

5. What three words come to mind when you think of Downtown?

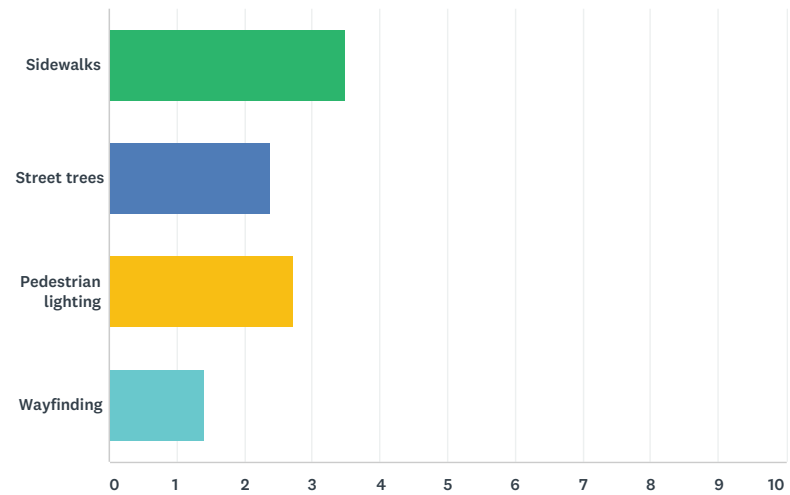
TOP 10 WORDS USED TO DESCRIBE DOWNTOWN



- Restaurants
- Lacking
- Boring
- Opportunity
- Congested
- Cute
- Quaint
- Character
- Potential
- Busy
- Traffic
- Needs
- Historic
- Disconnected
- Parking
- History
- Fun
- Cozy
- Run-down
- Charming
- Crowded
- Friendly
- Community
- Disjointed
- Coffee
- Outdated
- Dirty
- Food
- Shopping

SURVEY #3 - MAY 2018

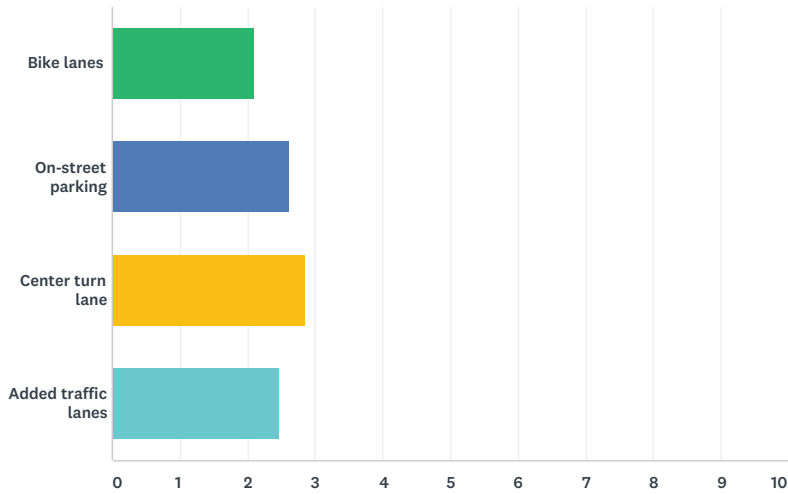
1. Which of the following pedestrian improvements would you most like to see Downtown? (Rank them in order of most important to least important)



Type	1	2	3	4	Responses
Sidewalks	64.33%	23.25%	10.09%	2.22%	585
Street Trees	15.58%	27.23%	37.67%	19.52%	584
Pedestrian Lighting	16.72%	43.62%	33.97%	5.69%	580
Wayfinding	3.45%	6.04%	18.13%	72.37%	579

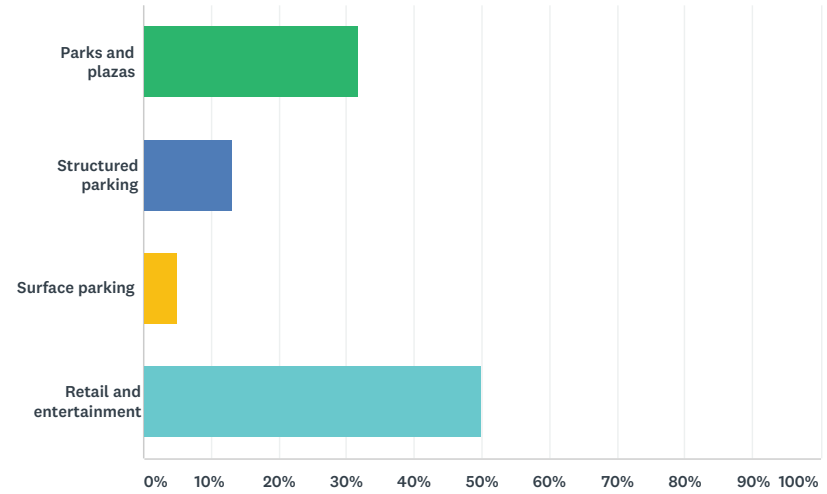


2. Which of the following traffic improvements would you most like to see in Downtown? (Rank them in order of most important to least important)



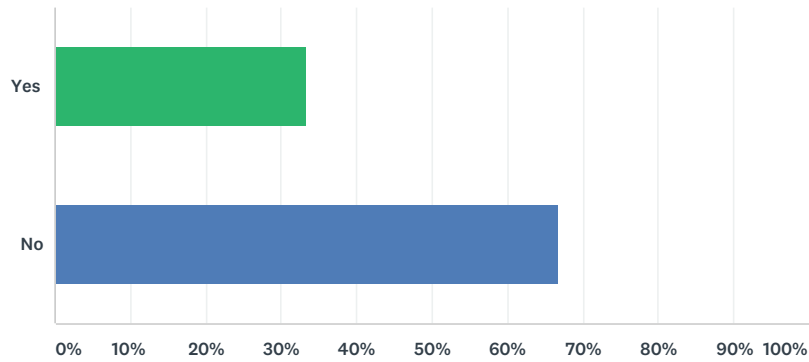
	1	2	3	4	Responses
Bike Lanes	21.39%	13.22%	19.48%	45.91%	575
On-Street Parking	24.61%	27.56%	33.10%	14.73%	577
Center Turn Lane	23.86%	38.47%	26.34%	8.32%	577
Added Traffic Lanes	28.20%	20.59%	20.59%	30.62%	578

3. Which of the following elements would you like to see better connected Downtown?



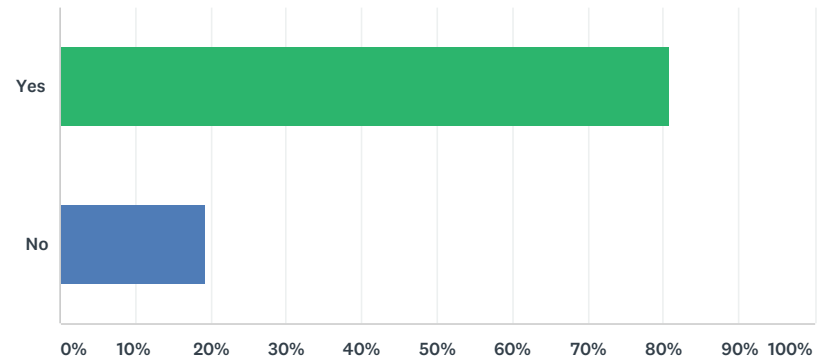
	Responses	Percentage
Parks and Plazas	187	31.75%
Structured Parking	78	13.24%
Surface Parking	29	4.92%
Retail and Entertainment	295	50.08%

4. Have you ever walked or biked between Downtown and Frisco Square?



	Responses	Percentage
Yes	197	33.22%
No	396	66.78%

5. If connectivity were improved, would you walk or bike between Downtown and Frisco Square?



	Responses	Percentage
Yes	479	80.78%
No	114	19.22%