



1 EXECUTIVE SUMMARY

“... The plan shall be made with the general purpose of guiding and accomplishing a coordinated, adjusted, and harmonious development of the municipality and its environs which will, in accordance with present and future needs, best promote health, safety, morals, order, convenience, prosperity, and general welfare, as well as efficiency and economy in the process of development.”

- Jay M. Stein, Classic Readings in Urban Planning

Importance of Comprehensive Planning

The City of Frisco has a strong tradition of planning. Comprehensive Plans were completed or updated in 1982, 1991, 2000 (the Millennium Plan) and 2006, and City leaders have stated openly that the Comprehensive Plan may be the most important tool the City has for guiding the future of Frisco. This awareness of the importance of a plan and a well-thought-out implementation strategy has helped Frisco become one of the most noted and notable places in the Dallas-Fort Worth Metroplex, in Texas and even in the nation.

City officials have been true to many of the guidelines and recommendations in these plans over the years and have also recognized the need to update related plans and programs, such as the Park Master Plan and the Downtown Revitalization Plan. The responsibility for implementing the Comprehensive Plan involves a number of departments and crosses departmental boundaries within the City organization.

It is also important for the City to be able to respond to unique opportunities that the Comprehensive Plan has not anticipated. When these opportunities—specifically, development proposals or special projects—present themselves, this document will be an important reference for the Planning & Zoning Commission and City Council as they consider the impacts of these proposals based on the approved Future Land Use Plan for the property in question as well as the vision for surrounding properties.

The latest update, the 2015 Comprehensive Plan, continues the City’s planning tradition and sets the stage for the City of Frisco as a great place to live, work, play and visit. Growth within Frisco is inevitable, but the reasoned and thoughtful planning that form the basis for this Plan will allow the City to manage this growth, maximize benefit for the citizens of Frisco and fulfill the destiny the community envisions.

The Comprehensive Plan is intended to be a dynamic, adaptable guide.

The 2015 Comprehensive Plan Process

As was the case in previous comprehensive planning efforts, the update process was predicated on the involvement of Frisco officials, staff and the cornerstone of any comprehensive planning process—public participation. Frisco has a highly-involved citizenry, and many individuals took part in the 2015 update of the Comprehensive Plan, partly because previous planning efforts have been so successful and partly because they wanted to be certain that the Frisco of the future is a desirable, resilient place.

The City Council appointed a representative group of 23 interested and motivated citizens to serve as the Comprehensive Plan Advisory Committee (CPAC). The committee was integral to the planning process:

- Serving as the primary public interface with the consultant team,
- Serving as a sounding board for key concepts and strategies,
- Providing input in terms of visioning and updating recommendations, and
- Reviewing drafts of the Plan components prior to their submittal to the general public, the Planning & Zoning Commission, and the City Council for consideration.

As a result of this process, portions of the (2006) Comprehensive Plan document were validated, others were updated, and still others appear in this planning document for the first time.

The 2015 Comprehensive Plan is the official planning document of the City, but finalizing the Plan does not represent the end of the process. Planning is not a single event; it is an ongoing endeavor. **The Comprehensive Plan is intended to be a dynamic, adaptable guide** for citizens and officials as they work to shape Frisco’s future on a continual, proactive basis. The City has recognized this, and planning will continue in

Frisco as it has in the past, long after any update to the 2015 Comprehensive Plan is adopted.

The Importance of Public Participation

This community-based planning process was carried out in six phases from initial meetings in January 2014 to the City Council’s adoption of the Plan in March 2015.

The six planning phases include:

- Phase 1: Project Initiation
- Phase 2: State of the City (Analysis)
- Phase 3: Community-Wide Vision
- Phase 4: Vision Framework
- Phase 5: Implementation
- Phase 6: Adoption

Each of these elements built upon the previous phases and was important to keep the process integrated and on schedule. Public participation is integral to any comprehensive plan. In large part, the citizens have made Frisco what it is today. They have elected leaders with foresight, voted for the financing necessary for special developments and public improvements and been highly engaged in planning for the City’s future.

The ultimate success of the 2015 Comprehensive Plan will depend upon whether it truly reflects the needs and desires of these citizens and whether there are appropriate mechanisms for implementing the goals and policies outlined in the Plan.

“The strength of our democracy lies in the sharing of knowledge and in the sharing of our decisions as to how to use it...In the long run, if we do not advance together, we are likely to find that we have not advanced at all.”

*Source: Frederick H. Bair, Jr.;
Planning Cities, pg. 40*

Input collected via public involvement is a key aspect of plan development. There are numerous ways in which public participation was sought during this process:

- Neighborhood workshops
- Key stakeholder interviews
- Open house meetings in locations throughout the city
- Online surveys
- Meeting-in-a-Box workshops
- Discussions with key City staff and partner agencies such as the school districts
- Public hearings

These public participation activities provided multiple and frequent opportunities for the citizens and stakeholders of Frisco to provide input throughout the process and City officials, City staff and the general public were able to review and comment on the draft Plan on a number of occasions prior to its adoption by City Council.

The plan is intended to be used as a strategic policy guide for staff and City for the long term fiscal and built environment of the City. It is intended to be iterative in nature and should be reviewed and updated periodically so that it remains a valid policy document.

The Vision

The vision statement is the overall declaration of what Frisco desires to be in the long-term. Policy and decision-making should be compatible with this statement, (*see also Chapter 2, Principles & Actions*).

Vision Statement

Frisco is vital, desirable and resilient because its strong sense of community is based on:

- High-quality, people-oriented design;
- Celebration of distinctive natural and cultural assets and a unique Frisco identity;
- Effective and sustainable use of limited resources, including public funds; and
- Provision of public facilities, services and amenities that residents and businesses need for their own continuing success.

Guiding Principles

Twelve overarching ideals have been identified as key concepts for promoting Frisco as a desirable place in the future. These Guiding Principles represent the direction received by the planning team from Frisco stakeholders during the planning process, *(see also Chapter 2, Principles & Actions)*. The City should work to achieve these Guiding Principles as it implements the 2015 Comprehensive Plan, *(see also Chapter 10, Implementation)*.

- PRINCIPLE 1:** Frisco is sustainable — desirable and resilient over time — in terms of its residential areas, infrastructure, economy and resource use and contains walkable places that remain distinctive and appealing over time.
- PRINCIPLE 2:** Frisco’s natural assets and open spaces are retained and are valued focal points for the community.
- PRINCIPLE 3:** Frisco invests in infrastructure and facilities to keep pace with its growth in residents and jobs.
- PRINCIPLE 4:** The Frisco community offers quality education and training for children (K-12), college age students and adults.
- PRINCIPLE 5:** Frisco is a high-quality community in terms of its design, amenities and quality of life.
- PRINCIPLE 6:** Frisco is a healthy and safe community.
- PRINCIPLE 7:** Frisco is diverse, with a variety of housing, shopping, arts/culture and entertainment choices.
- PRINCIPLE 8:** Frisco has a strong sense of community.
- PRINCIPLE 9:** Frisco’s neighborhoods—of all types—remain vital and desirable, even as they mature, and provide a variety of housing choices that meet the needs of people at all stages of their lives.
- PRINCIPLE 10:** Frisco has a diverse economy and is recognized as a major DFW employment center and a regional event, sports and cultural destination.
- PRINCIPLE 11:** Frisco is a walkable city where most residents have ready access from their homes to schools, jobs, open spaces, shopping, entertainment, a variety of mixed-use places and other destinations using travel modes in addition to the auto (such as walking, biking and public transportation).
- PRINCIPLE 12:** Frisco coordinates its land use patterns with the City’s mobility network to minimize traffic congestion.

Future Land Use Plan

One of the most important elements of the 2015 Comprehensive Plan is the Future Land Use plan, which serves as the foundation for guiding future land use in the City. The Future Land Use plan identifies 12 unique development styles for the city, branded as Place Types, (*see also Chapter 4, Land Use, pp. 42-47*).

Two of the Place Types are residential in nature, and seven are activity centers of varying intensity envisioned as locations for jobs, entertainment, mixed-use and a live-work-play environment. The remaining three focus on public/semi-public uses, park/open space and the floodplain areas. For each Place Type, there is a corresponding description of intent, character and appropriate land uses. It is important to note that the Future Land Use Plan must be seen as advisory in nature; the City's zoning ordinance is the official legal guide for development controls.

	Suburban Neighborhood
	Town Center
	Mixed-Use Neighborhood
	Transit Oriented Development (TOD)
	Urban Center
	Suburban Regional Activity Center
	Commercial Node
	Business Park
	Industrial Park
	Public / Semi-Public
	Park
	Floodplain

Implementation

The implementation of any Comprehensive Plan requires the identification of key steps and actions required to further the City of Frisco's priorities for the future. It prioritizes implementation strategies according to the substantive elements within the plan and identifies a time frame for undertaking the strategy and the parties and partners responsible for moving the plan ahead, (*see also Chapter 10, Implementation*).

Implementation Strategy Development Process

Implementation strategies for this Comprehensive Plan were identified, vetted and approved through a combination of methods aimed at achieving the highest level of public input possible.

These methods included:

- Input and brainstorming with the public via public meetings, online surveys and individual discussions
- Stakeholder interviews
- Planning team technical analysis and review of best practices from other communities
- Coordination with concurrent planning efforts involving the City and other agencies and direction from staff
- Review, prioritization and consensus agreement with the Comprehensive Plan Advisory Committee (CPAC)

The Implementation Strategies matrix provides a list of action items organized by category. Time frames are established to better schedule particular actions since not all strategies can be implemented at once, or because the actions need to occur in a certain order to achieve efficiency and success. Time frames in the matrix have been generalized into three groups subject to workload and budget:

- Short-Term – 0 – 2 Years
- Mid-Term – 2 – 5 Years
- Long-Term – 5+ years

Partnerships

The partners identified below will play an important role in implementing the Comprehensive Plan.

City of Frisco

- For all items in the Implementation Strategy matrix, the City of Frisco will have a role. If a strategy was viewed as a priority by the community but not seen as within the City’s purview, the City would be expected to be a key participant in working with the lead entity to accomplish that task.

Community Members

- Community members are an important and integral piece of Comprehensive Plan implementation. The City Vision and Guiding Principles should be championed by community members, including property owners, businesses, residents, homeowners associations and other organizations investing in the community in order for the Plan to be achieved.

Local Agencies

- Coordination with local agencies will assist with the provision of the quality community services and facilities necessary for the prosperity of the City.

County-level Agencies

- Partnerships with Collin County and Denton County will assist Frisco in the coordination of City, County and regional implementation efforts.

Regional and State Agencies

- Coordinating with regional and State-level agencies will also be part of the implementation plan.

Public-Private Partnerships

- Public-private partnerships provide the opportunity for the City and its partner agencies to work with the private and non-profit sectors to meet public and private needs, jointly participate in the implementation measures.

Key Implementation Strategies

The implementation strategy is a means of linking the priority needs and opportunities, identified through the public engagement process, to specific actions, programs and policies that the City should undertake to address them. This section highlights key implementation strategies being recommended as a part of the Comprehensive Plan’s 10-year (2015-2025) work program. These Implementation Strategies are provided from a community-wide standpoint. The key action themes for the next 10 years include:

1. Guidelines

- Update or enhance design guidelines to support Place Making in key Place Type areas and the use of natural areas and resources in the design of Frisco neighborhoods and amenities.

2. Regulations

- Review and update landscape regulations for private developments and City infrastructure projects to ensure wise water use.

3. Financial Incentives

- Review and refine FEDC incentive programs to maximize their support for Comprehensive Plan implementation.

4. Capital Investments

- Review and revise City street design standards as necessary to follow Place Making principles.

5. Education and Communication

- Establish a process for regular review of progress on plan implementation.

6. Partnerships

- In collaboration with educational entities, conduct a study to determine potential locations for higher education facilities in Frisco.