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2015 Comprehensive Plan Vision Statement

A vision statement is an overall declaration of what a community desires to be in the long-term. The Comprehensive Plan Advisory Committee (CPAC) created this vision statement and a set of supporting guiding principles to provide overall direction to help guide City policy and decision-making thus shaping this community's future over many years.

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.

The City Council prepares Council Goals at its Strategic Work Session each year. Council's priorities for 2014 were reviewed by CPAC during the development of the Comprehensive Plan vision and guiding principles. These Goals and the Council's *Strategic Focus Areas* played an important role in the construction of this Comprehensive Plan. The relationships between the City Council's Goals and *Strategic Focus Areas* is shown in *Appendix A1, Strategic Focus Areas*.

Guiding Principles

- 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.

Principles by Strategic Category

The Vision Statement and 12 Guiding Principles presented provide the overall policy direction for this Comprehensive Plan. More specific guidance is provided by a set of strategies that focus on seven important substantive categories. These seven categories are:

- *Placemaking & Resiliency*
- *Land Use*
- *Economic Policies*
- *Public Health & Safety*
- *Ecology & Natural Resources*
- *Infrastructure*
- *Transportation & Mobility*

Principles that address particular aspects of these categories are cited below, as well as in the seven strategy chapters that follow. The strategies provide detail and direction for the implementation plan, which is the pathway to achieving the community’s vision for the future of Frisco, (*see also Chapter 10, Implementation*).

Placemaking & Resiliency

(See also Chapter 3, Place Making & Resiliency)

- PRINCIPLE 1: Create distinctive destinations that attract people and encourage social interaction.
- PRINCIPLE 2: Create great streets with human-scaled architecture, walkability, attractive amenities and an engaging street wall.
- PRINCIPLE 3: Build for the long term value of both the development and the community with safe streets and neighborhoods, high-quality buildings that can adapt easily to the changing demands of the marketplace, a range of housing options and a variety of gathering spaces.
- PRINCIPLE 4: Encourage a mixture of land uses in an active pedestrian environment and a network of sidewalks and trails that links people that link people of all ages and physical abilities to their destinations.
- PRINCIPLE 5: Encourage environmental responsiveness, preserving and enhancing natural areas for the health, aesthetic, infrastructure and economic benefits the community will receive.

Land Use

(See also Chapter 4, Land Use)

- PRINCIPLE 1: Encourage the most desirable, efficient use of land while maintaining and enhancing local aesthetics.
- PRINCIPLE 2: Encourage a balance of land uses to serve the needs of citizens and to ensure a diverse economic base.
- PRINCIPLE 3: Ensure that land use recommendations for development and redevelopment respect environmental factors and support innovative design.
- PRINCIPLE 4: Create dedicated land use and infrastructure policies that focus on Center City.

Economic Policies

(See also Chapter 5, Economic Policies)

- PRINCIPLE 1: Continue to diversify the local economic base and strengthen and stabilize the tax base.
- PRINCIPLE 2: Create quality working environments that foster an attractive sense of place.
- PRINCIPLE 3: Encourage a full-service array of retail and service opportunities.
- PRINCIPLE 4: Ensure that a broad range of housing alternatives are available for employees, employers and residents transitioning to various lifestyle stages.
- PRINCIPLE 5: Encourage dialogue between local colleges and universities, private sector businesses and the City's partner agencies to create programs that will develop a high-quality workforce by making opportunities for life-long learning accessible.

Public Health & Safety

(See also Chapter 6, *Public Health & Safety*)

- PRINCIPLE 1: Promote community well-being by designing Frisco’s neighborhoods, thoroughfares and public facilities so that residents can choose an active, healthy lifestyle.
- PRINCIPLE 2: Provide access to walking and biking trails for people of all ages and physical abilities within and close to Frisco neighborhoods
- PRINCIPLE 3: Use Code Enforcement and the Housing Rehabilitation Program, which provide assistance to those with special needs—elderly, disabled and economically disadvantaged persons—as part of the strategy for helping Frisco neighborhoods remain desirable over time.
- PRINCIPLE 4: Use Code Enforcement and the Affordable Housing Division as tools to implement the City’s *Neighborhood Partnership Plan (NPP)*, including a focus on older neighborhoods, and evaluate the NPP every five years for its effectiveness and any needed updates.
- PRINCIPLE 5: Continue to use the City’s annual inspection of multi-family units to ensure that apartments and urban living units are code compliant.
- PRINCIPLE 6: Address the desire of all people in Frisco, including those with special needs, such as the elderly, disabled and economically disadvantaged, to live active lives and find the resources necessary to meet their daily needs.
- PRINCIPLE 7: Identify services and programs that can help Frisco residents who are struggling meet their most pressing needs—transportation, affordable housing and mental health services—in an efficient and economical way.
- PRINCIPLE 8: Train staff to work with applicants in the design of Frisco’s neighborhoods and business areas for safety using the principles of *Crime Prevention through Environmental Design (CPTED)*—a technique that uses design features such as fencing, lighting, open views and access control to deter crime and enhance the police department’s efforts to maintain a secure community.

Ecology & Natural Resources

(See also Chapter 7, *Ecology & Natural Resources*)

- PRINCIPLE 1: Utilize the 1999 Environmental Attributes Analysis in the review of zoning applications and the design of capital infrastructure as a resource for identifying and preserving limited natural resources and unique natural assets and creating amenities for the community.
- PRINCIPLE 2: Adopt and implement planning and development practices that encourage public and private property owners to maintain, or even enhance, the quality of the region’s air, aquifers, streams and lakes, to conserve water and to retain important natural assets as focal points and amenities.

- PRINCIPLE 3: Continue Frisco’s leadership in green design planning and engineering for residential and commercial buildings and encourage the design of City facilities, development sites and neighborhoods based on low life-cycle cost and green engineering principles.
- PRINCIPLE 4: Develop and use Frisco’s floodplain areas to maximize stormwater management, protect surrounding properties from extreme weather events, preserve natural areas as amenities and minimize future costs and liabilities for the community.
- PRINCIPLE 5: Protect, enhance and increase healthy tree cover throughout Frisco to maximize the many benefits that trees bring to the community—lower energy costs, reduced heat island effect, shaded walkways, improved air quality, increased livability and enhanced quality of life.
- PRINCIPLE 6: Use non-renewable energy resources efficiently, take advantage of opportunities to conserve energy, use renewable energy resources when feasible and cost-effective and encourage Frisco businesses and residents to do the same.
- PRINCIPLE 7: Evaluate methods for monitoring the community’s environmental footprint and look for ways to reduce this footprint when doing so is consistent with other quality-of-life objectives.
- PRINCIPLE 8: Continue to play a leadership role in the region’s efforts to maintain and enhance North Texas’ air and water quality and natural assets, particularly among the growing suburban cities in the area.
- PRINCIPLE 9: Take advantage of Frisco’s natural areas and features to create focal points, connect City and regional network of trails and contribute to the identity of Frisco’s neighborhoods and the daily life of Frisco’s residents.
- PRINCIPLE 10: Partner with residents and businesses, schools and outside organizations to offer programs that educate and engage Frisco citizens in the benefits of sharing nature and using resources responsibly.

Infrastructure

(See also Chapter 8, Infrastructure)

- PRINCIPLE 1: Identify, prioritize and adopt a funding strategy, based on preliminary cost estimates, for the infrastructure projects necessary to support new construction so that the improvements are in place when they are needed.
- PRINCIPLE 2: Give the same level of importance and attention to the maintenance of infrastructure as to the construction of new facilities.
- PRINCIPLE 3: Prioritize infrastructure improvements and maintenance projects to provide the best economic return to the City.

Transportation/Mobility

(See also Chapter 9, Transportation/Mobility)

- PRINCIPLE 1: Maximize the capacity of the current mobility network by making improvements within the existing right-of-way where possible.
- PRINCIPLE 2: Upgrade existing roadways and create new streets with aesthetically pleasing features appropriate to the adjacent land use and the roadway type.
- PRINCIPLE 3: Construct new roadways so that they respect the natural environment.
- PRINCIPLE 4: Make future multi-modal mobility choices—walking, biking, transit—available to Frisco citizens to help reduce vehicular trips on city streets.
- PRINCIPLE 5: Integrate planned land uses with the City’s multi-modal mobility network.
- PRINCIPLE 6: Increase the interconnection of roads and trails as feasible.
- PRINCIPLE 7: Design local neighborhood streets to discourage speeding and maximize safety.
- PRINCIPLE 8: Continue to employ Transportation System Management (TSM) strategies to maintain and/or improve mobility.
- PRINCIPLE 9: Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.
- PRINCIPLE 10: Continue to work with outside agencies to promote mobility improvements.