



# 10 | IMPLEMENTATION

## Introduction

A crucial part of any Comprehensive Plan is the Implementation Strategy. This chapter identifies key steps and actions to be taken to further the City of Frisco’s priorities for the future. It discusses priority implementation strategies by each substantive element of the Plan and identifies the time frames for undertaking/ completing the strategy and the parties and partners that will—or could potentially—play an important role in moving the plan forward.

It is important to note that the communities that are most successful at achieving their long-term vision are the ones that establish a tradition and reputation for collaboration, partnership and accountability. In Frisco, supportive, long-term relationships must stem from City Hall and involve Frisco residents, businesses, non-profits, property owners and other local, regional, state and federal government agencies. Strong relationships leads to collaboration, which, in turn creates political will, opens funding opportunities and creates a buzz in local, regional and state discussions. In pursuit of Frisco’s goal of preserving a high quality of life as it continues to evolve as a model urbanized community, these partnerships will be vital for success.

## Implementation Strategy Development Process

Implementation strategies for this Plan were identified, vetted and approved through a combination of methods aimed at gaining the highest possible level of public input and support. 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 complete list of action items, organized according to category and priority/opportunity, with corresponding details regarding a time frame for action and the party or parties that will be responsible. Time frames are established to better schedule a particular implementation strategy 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:

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

## Partnerships

The responsible partners identified below will play an important role in the implementation process.

### City of Frisco

The City of Frisco is the key implementer of this plan. 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. For example, the City does not control the school system; in the majority of the community, educational resources are provided by the Independent School Districts serving Frisco. In those areas, the City should work closely with the Independent School Districts to accomplish any strategy related to public schools and the Comprehensive Plan.

Below are entities at the City of Frisco that are expected to have a lead role in the plan implementation.

- Mayor and City Council
- City Manager
- City Attorney
- Communications and Media Relations Department
- Development Services
- Engineering Services
- Environmental Services
- Finance Department
- Fire Department
- Frisco Economic Development Corporation
- Frisco Social Services and Housing Board
- Health and Food Safety
- Parks and Recreation
- Police
- Public Works

## Community Members

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

### 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. Such local agencies include:

- Frisco Chamber of Commerce
- Frisco Social Services and Housing Board
- Frisco Independent School District
- Lewisville Independent School District
- Prosper Independent School District
- Heritage Association of Frisco, Inc.
- Adjacent municipalities—Little Elm, McKinney, Plano and Prosper
- Little Elm Independent School District
- The Colony

### 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 be part of the implementation plan. These agencies include, but are not limited to:

- North Central Texas Council of Governments
- North Texas Municipal Water District
- TAPS Public Transit and other transit agencies
- The Texas Department of Transportation
- The Regional Transportation Council
- Texas Economic Development and Tourism Office

## Public-Private Partnerships

Public-private partnerships provide an opportunity for the City and its sister agencies to partner with the private and non-profit sectors to jointly participate in the implementation of improvements and programs necessary to meet public and private needs.

with individuals, groups and businesses to advance the Principles of this Comprehensive Plan.

## 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** – Strengthen the visual and functional environment through improvements to City design guidelines.
2. **Regulations** – Strengthen the development pattern in the City through targeted amendments to City standards, particularly the zoning and subdivision ordinances.
3. **Financial Incentives** – Develop programs that provide incentives for developers to build superior projects that comply with the Principles of this Plan and the regulations of the City.
4. **Capital Investments** – Define criteria and establish processes that promote the expenditure of City funds in a fiscally responsible manner.
5. **Education and Communication** – Ensure processes and procedures that communicate the results of the implementation effort and provide a framework for tracking the success of the strategies.
6. **Partnerships** – Identify and forge partnerships

#	Implementation Strategy	Timing
<b>Guidelines</b>		
G01.	Update or enhance design guidelines that support Place Making in key Place Type areas and the use of natural areas and resources in the design of Frisco neighborhoods and amenities.	Mid-Term
G02.	Review and update guidelines for developments at major intersections, particularly to encourage connections with adjacent neighborhoods.	Mid-Term
G03.	Conduct a Gateway Design Study to determine the appropriate characteristics of the development, signage and amenities at the major entrances to Frisco.	Short-Term
G04.	Evaluate design guidelines to ensure that employment centers are developed with the character that attracts highly-skilled, high-income workers.	Short-Term
G05.	Include fiscal impact assessment in the criteria for evaluating development proposals.	Mid-Term
G06.	Develop a Comprehensive Plan checklist for use in evaluating development proposals and zoning applications for consistency with the plan's principles and direction.	Short-Term
G07.	Consider a Transportation System Management (TSM) plan as part of new development and City infrastructure operations.	Long-Term
G08.	Create a Neighborhood Design Strategy to establish policies, standards, and/or guidelines for residential developments.	Short - Term

#	Implementation Strategy	Timing
<b>Regulations</b>		
R01.	Review and update landscape regulations for private developments and City infrastructure projects to ensure wise water use.	Short-Term
R02.	Determine necessary revisions to the zoning ordinance to facilitate development according to this Comprehensive Plan.	Short-Term
R03.	Determine necessary revisions to subdivision regulations to facilitate development according to this Comprehensive Plan.	Mid-Term
R04.	Establish policies to guide the appropriate mix, intensity and design of projects that redevelop properties in key areas of Frisco (i.e., downtown and commercial along major arterials).	Mid-Term
R05.	Review design requirements and modify them as necessary to incorporate CPTED principles.	Mid-Term
R06.	Complete a 'greenprint' map and use this mapped information in the development review process.	Long-Term
R07.	Review and update the City's Thoroughfare and street design standards to incorporate this Comprehensive Plan's direction in the development process.	Mid-Term
R08.	Update the Preston Road Overlay District to respond to land use changes envisioned by the 2015 Comprehensive Plan with a focus on the areas north of Main Street in the Rural Corridor Zone	Short-Term
R09.	Prepare an Overlay Zoning Ordinance and District Standards for the US 380 Corridor	Mid-Term
R10.	Prepare an Overlay Zoning Ordinance and District Standards for the SH 121 Corridor	Mid-Term

#	Implementation Strategy	Timing
<b>Financial Incentives</b>		
F01.	Review and refine EDC incentive programs to maximize their support for Comprehensive Plan implementation.	Short-Term
F02.	Create programs that encourage developers to incorporate natural assets, green infrastructure, xeriscape, and enhanced green building design in projects.	Mid-Term
F03.	Consider creating programs to encourage developments that diversify the housing stock and incorporate subdivision features and elements that respond to City Council goals.	Short-Term

#	Implementation Strategy	Timing
<b>Capital Investments</b>		
C01.	Review and revise City's street design standards as necessary to follow Place Making principles.	Mid-Term
C02.	Invest in facilities that support alternative means of travel as part of the multi-modal network within Frisco.	Long-Term
C03.	Establish criteria for City capital investments that consider: the economic return on the investment, important resources identified on the Frisco 'greenprint' map, and the life-cycle costs of the facilities.	Mid-Term
C04.	Invest in completion of pedestrian and bicycle routes connecting Frisco neighborhoods with destinations in the City.	Long-Term
C05.	Establish a process for regular review of the City's infrastructure policy and Capital Improvements Program.	Short-Term

#	Implementation Strategy	Timing
<b>Partnerships</b>		
P01.	In collaboration with educational entities, conduct a study to determine potential locations for higher education facility in Frisco.	Mid-Term
P02.	Partner with ISD's and the Frisco Chamber of Commerce to ensure that Frisco residents have the skills employers need.	Mid-Term
P03.	Assist FEDC in developing collaborations to supplement the capital markets in funding business start-ups, retention and expansion.	Long-Term
P04.	Work with public and private transportation providers to evaluate methods to provide public transportation in Frisco.	Long-Term
P05.	Use partnerships with neighborhood organizations to encourage and achieve code compliance.	Short-Term
P06.	Implement the development-related aspects of the Social Service and Housing Board's action plan in partnership with health and social service providers.	Long-Term
P07.	Continue Frisco's leadership role in regional air and water quality and natural resources.	Short-Term
P08.	Partner with other organizations to educate and engage residents about using resources responsibly.	Mid-Term
P09.	Work with NTMWD to continue or enhance programs that support water conservation.	Mid-Term
P10.	Evaluate opportunities to partner with non-profits such as the Connemara Conservancy to provide property owners with options to retain natural areas.	Long-Term
P11.	Expand and enhance cost-sharing programs with other public entities that fund needed Frisco infrastructure.	Long-Term
P12.	Continue partnerships with apartment managers using the City's annual inspection program to ensure code compliance in all apartments & urban living units.	Short-Term

#	Implementation Strategy	Timing
<b>Education &amp; Communication</b>		
E01.	Establish a process for regular review of progress on plan implementation.	Short-Term
E02.	Communicate regularly with the Frisco community about the results of plan implementation.	Short-Term
E03.	Use City programs to help Frisco residents improve well-being and health.	Mid-Term
E04.	Develop appropriate measures to measure and track Frisco's environmental footprint.	Long-Term
E05.	Monitor and communicate the energy savings and other benefits of the City's green building and green infrastructure policies.	Long-Term
E06.	Monitor and communicate the condition of City infrastructure and facilities.	Mid-Term
E07.	Encourage partnerships between Homeowner Associations to investigate the replacement of high-flow irrigation heads with low-flow heads.	Short-Term