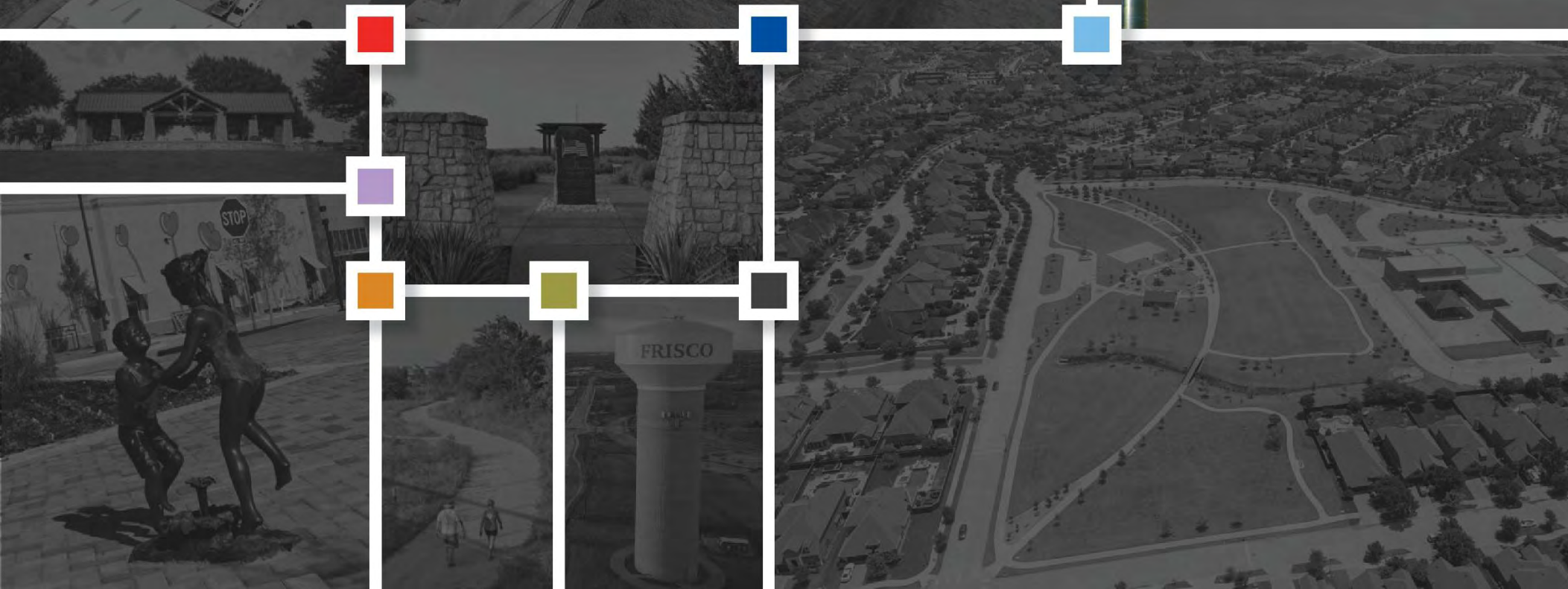
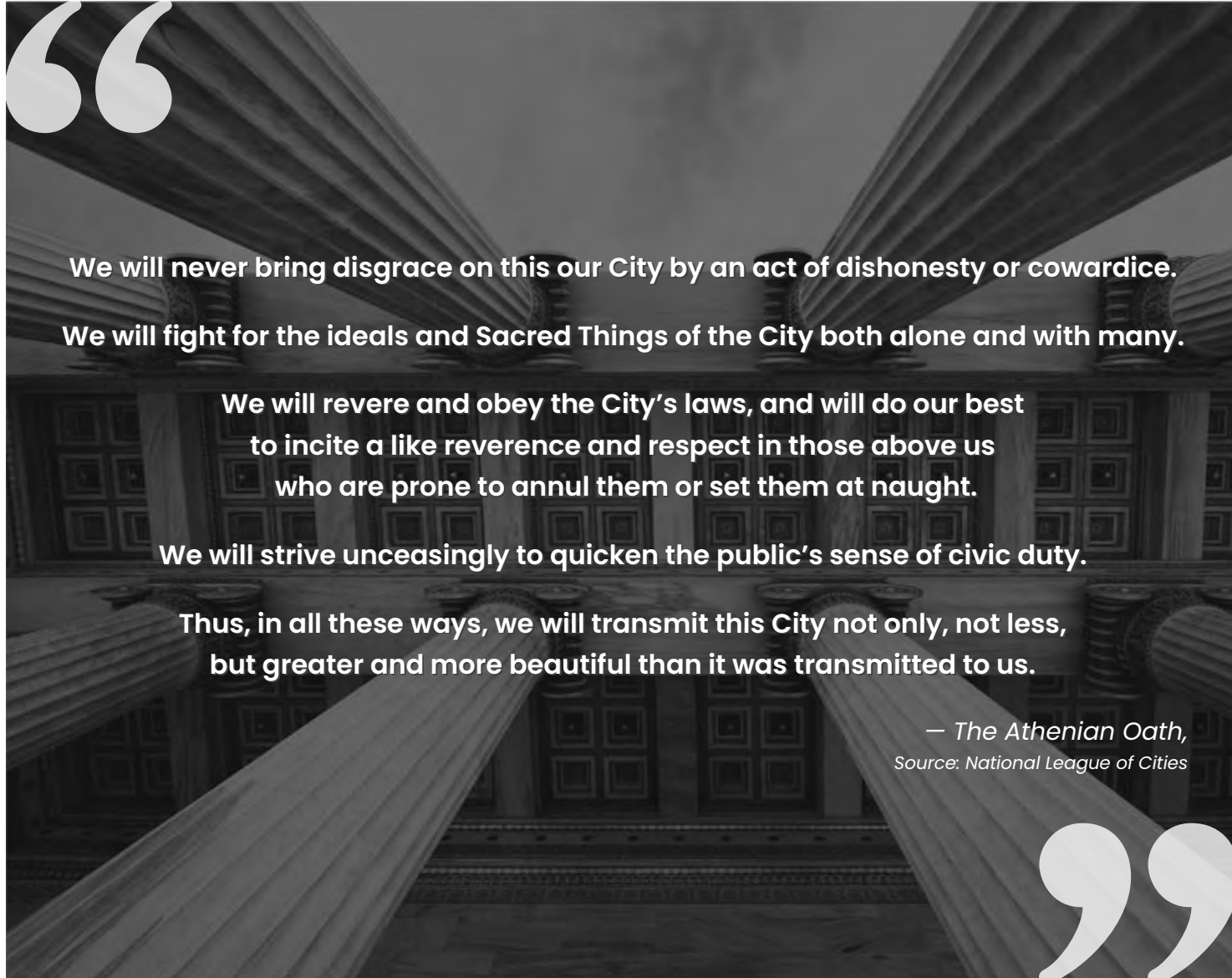


City of Frisco, Texas

2040 Comprehensive Plan

ADOPTED: APRIL 2025





We will never bring disgrace on this our City by an act of dishonesty or cowardice.

We will fight for the ideals and Sacred Things of the City both alone and with many.

We will revere and obey the City's laws, and will do our best
to incite a like reverence and respect in those above us
who are prone to annul them or set them at naught.

We will strive unceasingly to quicken the public's sense of civic duty.

Thus, in all these ways, we will transmit this City not only, not less,
but greater and more beautiful than it was transmitted to us.

— *The Athenian Oath,*
Source: National League of Cities



Acknowledgments

City Council

Jeff Cheney	Mayor
Bill Woodard	Mayor Pro-Tem, Place 4
Tammy Meinershagen	Deputy Mayor Pro-Tem, Place 2
John Keating	Council Member, Place 1
Angelia Pelham	Council Member, Place 3
Laura Rummel	Council Member, Place 5
Brian Livingston	Council Member, Place 6

Planning & Zoning Commission

Jon Kendall	Chair, Place 7
Brittany Colberg	Vice Chair, Place 3
Steve Cone	Secretary, Place 2
Warren Ruiz*	Commissioner, Place 1
Tiffany Wells	Commissioner, Place 4
Michael Howard	Commissioner, Place 5
Sean Merrell	Commissioner, Place 6
Bryan Morgan	Previous Commissioner
Edward Kelly	Previous Commissioner

* Appointed while serving on the CPAC

March 18, 2025

To the Citizens of Frisco,

It is my pleasure to present the new 2040 Comprehensive Plan for the City of Frisco, an essential roadmap for our City's future.

Over the last 19 months, the Comprehensive Plan Advisory Committee (CPAC) and project team engaged in a thorough planning process with input from the City Council, Planning & Zoning Commission, EDC, CDC, Parks & Recreation Board, and the public. Our engaged community is an invaluable resource in developing our long-range plans. The input from the two Open Houses and virtual online opportunities shows how active involvement of our residents and businesses gives them a voice in the planning process. Through these engagement efforts, we examined key issues related to land use, transportation, public facilities, housing, and economic development, resulting in a forward-thinking plan to guide Frisco's growth and development.

With an emphasis on transforming Frisco's position as a regional and influential hub in North Texas while continuing to foster an exceptional quality of life, this plan lays the foundation for the future of our City. I am confident that with the support and collaboration from our City Council, community partners, and staff, we will embrace the opportunity for this plan to be our guiding tool to grow strategically and resiliently over the next two decades and beyond.

On behalf of the City Council, I express our sincere appreciation to all residents, business owners, community leaders, CPAC members, consultant team, and City staff who contributed their ideas, challenges, and hopes for Frisco. Our community's robust participation ensures that our City continues to evolve while staying true to the values of our community.

Respectfully yours,

Jeff Cheney
Mayor, City of Frisco

Letter from the Chairman

Twenty-seven Frisco residents were appointed by City Council in 2023 to represent the Frisco community in the development of the Frisco 2040 Comprehensive Plan. The Comprehensive Plan Advisory Committee (CPAC) equally represents the four quadrants of our 69-square-mile city. Comprised of residents who have served in many city volunteer roles, though also including those residents newer to Frisco, in order to provide a broader spectrum of resident input on how best to develop Frisco's remaining 13% of undeveloped land.

We have held 20 CPAC meetings. And we've also collected individual resident input through public open houses and online surveys yielding suggestions from over 500 additional residents. In addition, we appreciate the substantial input from the many city committees and boards who met with us. We have in particular, worked very closely with the Frisco Development Services department, in order for us to collectively develop the Frisco Future Land Use Plan. Their professional knowledge and guidance has been paramount in the planning process. This 2040 Comprehensive Plan becomes a valuable tool for development staff to guide future Frisco developments.

Thank you to Freese and Nichols, who so well illustrated the "Frisco story", making this plan document more readable by a larger swath of Frisco residents. They've helped lift the presence of the 2040 Comprehensive Plan from being viewed not just as a set of land planning guidelines used primarily by city staff and developers - to also becoming an interesting, easy-to-read document for our residents to better understand the development direction of Frisco.

— Rick Fletcher

Chair, Comprehensive Plan Advisory Committee

Comprehensive Plan Advisory Committee (CPAC)

Rick Fletcher*

Lynn Slaney Silguero*

Judy Adams

Ann Anderson

Humayun Arif

David Bickerstaff

Karen Cunningham

Cynthia Flores

Ken Hodes

Lorie Medina

Michael Novendstern

Jeanne Patterson*

Warren Ruiz

Brad Sharp

Stephanie Spies-Cunningham

Raghu Tadimeti

David Wang

Chair

Vice Chair

Chad Brubaker

Steve Cone

Megan DeWolfe

Christal Howard

Lisa Kirby

Stefanie Wagoner

Frisco Community Development Corporation

Planning & Zoning Commission

Frisco Independent School District

Chamber of Commerce

Parks & Recreation Board

Frisco Economic Development Corporation

*** Indicates previous 2015 CPAC appointments**



Front Row: Sean Aucoin, Jonathan Hubbard; AICP, Brad Sharp, Steve Cone, Judy Adams, Holly Martin, Lisa Kirby, Rick Fletcher, Lynn Slaney Silguero, David Wang, Raghu Tadimeti, Jeanne Patterson, Lorie Medina, Ann Anderson
 Second Row: Darell Bagley; RLA, Kala Krishnan, Joel Fitts; P.E., Samantha Browne; AICP, Stefanie Wagoner; AICP, Humayun Arif, Warren Ruiz, Ken Hodes, Karen Cunningham, Michael Novendstern
 Third Row: Connor Roberts, Daniel Harrison; AICP, Erica Craycraft; AICP, Dan Sefko; FAICP, John Lettelleir; FAICP, Chris Leonard; AICP, David Bickerstaff
 Not Pictured: Stephanie Spies-Cunningham, Megan DeWolfe, Cynthia Flores, Christal Howard



March 17, 2025

To Frisco residents, businesses, and visitors

As the Director of Development Services for 26+ years, I have had the unique opportunity to play a pivotal role in Frisco's leadership in guiding the city's growth in its early stages. Arriving in 1998, one of my first assignments was updating the 1991 Comprehensive Plan. The plan had become outdated due to the unexpected fast-paced growth and an evolving economy. The 2000 Millenium Plan focused on the newer economy and on the preservation of natural features and quality of life elements. Two subsequent comprehensive plans, 2006 and 2015 furthered refined these elements to adjust to an ever-changing world.

Coincidentally, Frisco was 14% developed in 1991 and 14% undeveloped today. These prior plans made most of what you see today possible and played a pivotal role in Frisco becoming internationally known for its leadership in addressing planning and growth. The Comprehensive Plans provided the vision for development standards that incentivized the preservation of natural features, established greenbelts along the city's major creeks, turned natural areas into amenities for neighborhoods, created architectural standards to strengthen Frisco's identity, guided mixed use developments thoughtfully to specific regional corridors to maximize property values and minimize traffic on local streets, and emphasized the connectivity of hike and bike trails to neighborhoods and commercial developments for walkability and walkability throughout Frisco. The past Comprehensive Plans also ensured that infrastructure was built according to projected growth like thoroughfares, parks, schools, and water and sewer.

It has been an honor and a privilege to be part of a successful city like no other. Frisco has had consistent leadership from City Council, city manager(s), Comprehensive Plan Advisory Committee members, directors, Planning & Zoning Commissioners, and other boards who supported the implementation of these Comprehensive Plans, making Frisco what it is today.

My ambition and personal pledge have been to hand over Frisco's development in a better state than I received it leaning on the past plans of 2000, 2006, 2015, and this one adopted in 2025. As the city transforms, I am confident my department's work will bring Frisco into the next stage prepared for challenges and opportunities.

Sincerely,

John Lettelleir, FAICP
Director of Development Services

City of Frisco Staff

John Lettelleir, FAICP	Director of Development Services
Jonathan Hubbard, AICP	Assistant Director of Planning
Chris Leonard, AICP	Planning Manager
Samantha Browne, AICP	Senior Planner
Darell Bagley, RLA	Principal Landscape Architect
Kala Krishnan	Senior Planner
Dana Baird-Hanks	Director of Communications & Media Relations
Jason Brodigan, P.E.	Director of Engineering Services
Shannon Coates	Director of Parks & Recreation
Derrick Cotten	Chief Financial Officer
Daniel Ford	Director, Administrative Services
Lee Glover	Fire Chief
Shelley Holley	Director of Library Services
Gabe Johnson	Director of Public Works
Kristi Morrow, TRMC, MMC	City Secretary
Marla Roe, CDME, CTA	Director of "Visit Frisco"
David Shilson	Chief of Police

Parks & Recreation Board

Amer Gaffar	Chair
Lisa Kirby	Vice Chair
Frank Mesina	Secretary
Ashley Miller	
Jennifer Luney	
Sangita Datta	
Chinasatyam Veernapu	

Economic Development Corporation

Shanna Keaveny	Chair
Jason Dudley	Vice Chair
Jason Denton	Secretary/Treasurer
Jason Ford	President
Gary Carley	Director
Kimberly Y. Evans	Director
Michael Barber	Director
Mark Hill	Director/FISD Representative
Rick Fletcher	Board Member

Community Development Corporation

Chad Brubaker	President
Joshua Meek	Vice President
Ed Mahoney	Secretary
Sadaf Haq	
Craig Wax	
Tracie Shipman	
Ed Szczebak	

Consultant Team

Freese and Nichols, Inc.

Daniel Harrison, AICP	Project Manager
Erica Craycraft, AICP	Assistant Project Manager
Dan Sefko, FAICP	Senior Advisor
Connor Roberts	Project Planner



Catalyst Commercial

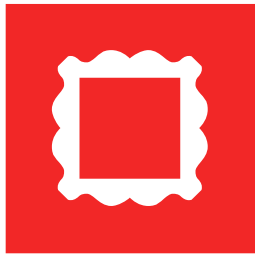
Jason Claunch	Economic Development Lead
Chris Branham	Economic Development Planner
Blake Parnell	Economic Development Planner



Joyful Urbanist

Arti Harchekar	Housing & Neighborhoods Lead
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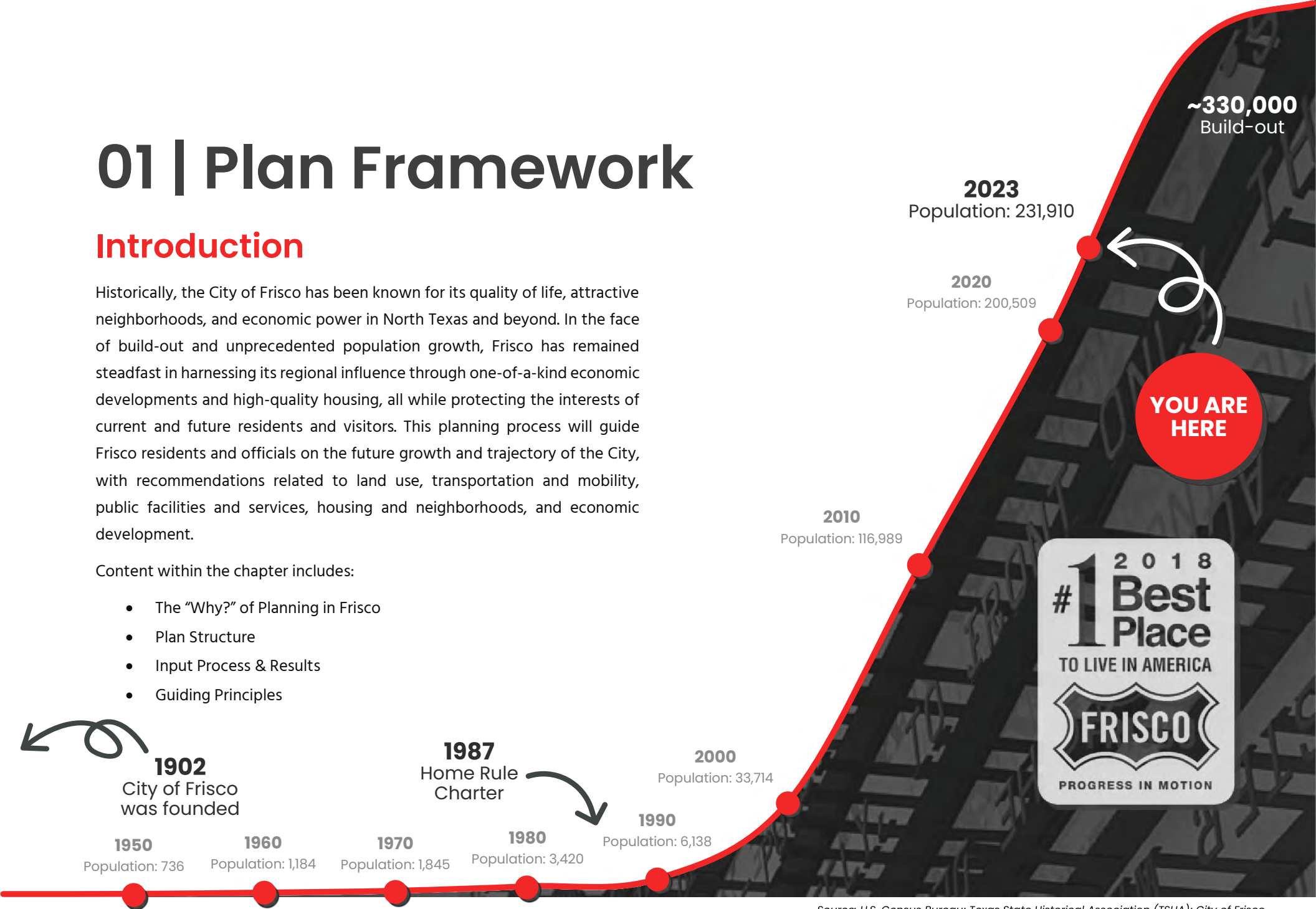
01 | Plan Framework

Introduction

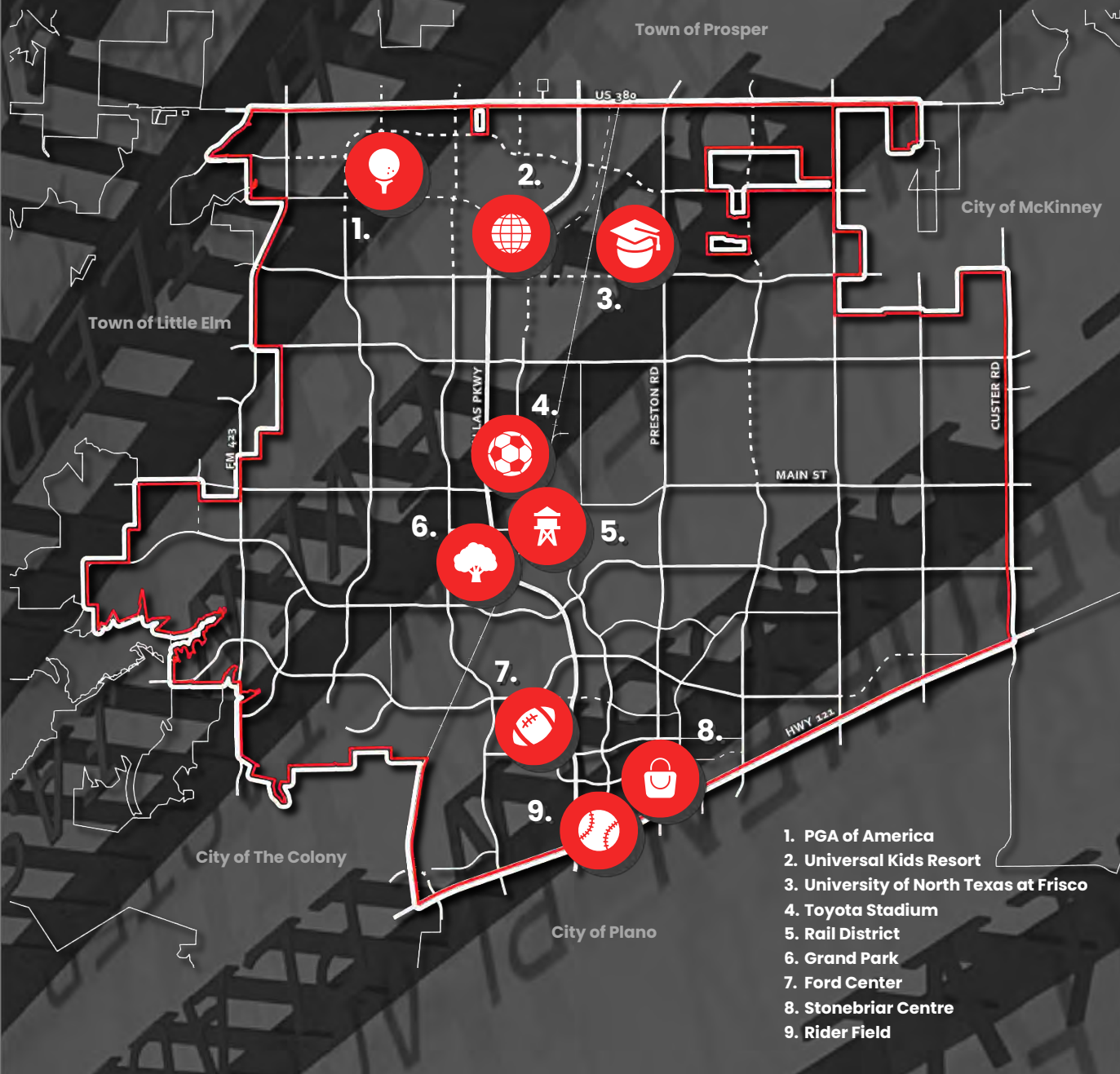
Historically, the City of Frisco has been known for its quality of life, attractive neighborhoods, and economic power in North Texas and beyond. In the face of build-out and unprecedented population growth, Frisco has remained steadfast in harnessing its regional influence through one-of-a-kind economic developments and high-quality housing, all while protecting the interests of current and future residents and visitors. This planning process will guide Frisco residents and officials on the future growth and trajectory of the City, with recommendations related to land use, transportation and mobility, public facilities and services, housing and neighborhoods, and economic development.

Content within the chapter includes:

- The “Why?” of Planning in Frisco
- Plan Structure
- Input Process & Results
- Guiding Principles



Source: U.S. Census Bureau; Texas State Historical Association (TSHA); City of Frisco



1. PGA of America
2. Universal Kids Resort
3. University of North Texas at Frisco
4. Toyota Stadium
5. Rail District
6. Grand Park
7. Ford Center
8. Stonebriar Centre
9. Rider Field



Frisco context:



The City has over 231,000 people, with nearly a 600% growth rate since 2000 and an anticipated build-out of 330,000 people based on City entitlements.

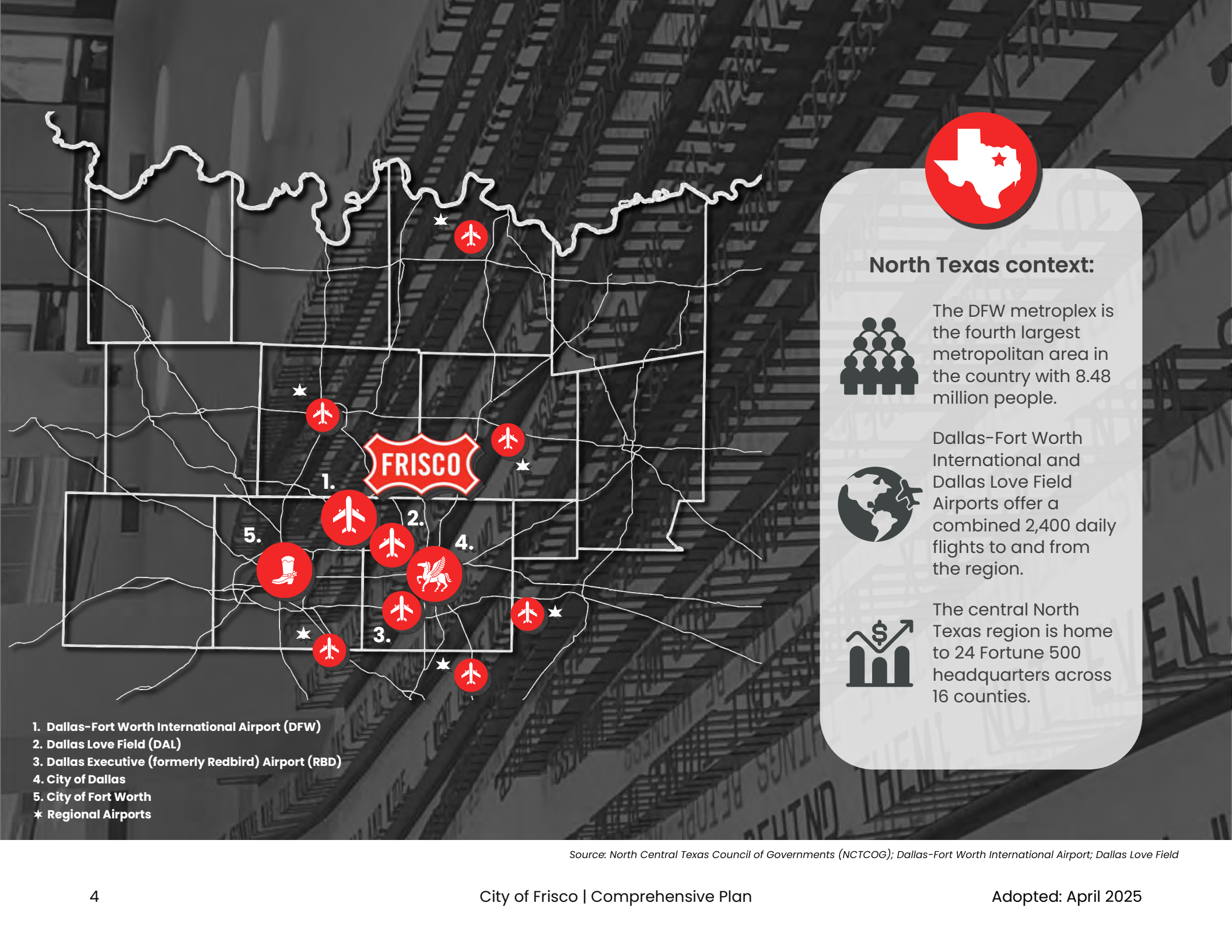


Of the City's 44,876 acres, approximately 13% (5,834 acres) remain undeveloped.



Direct frontage along three significant regional connectors: Dallas North Tollway (DNT), Highway 121, and US 380.

Source: City of Frisco



North Texas context:



The DFW metroplex is the fourth largest metropolitan area in the country with 8.48 million people.



Dallas–Fort Worth International and Dallas Love Field Airports offer a combined 2,400 daily flights to and from the region.

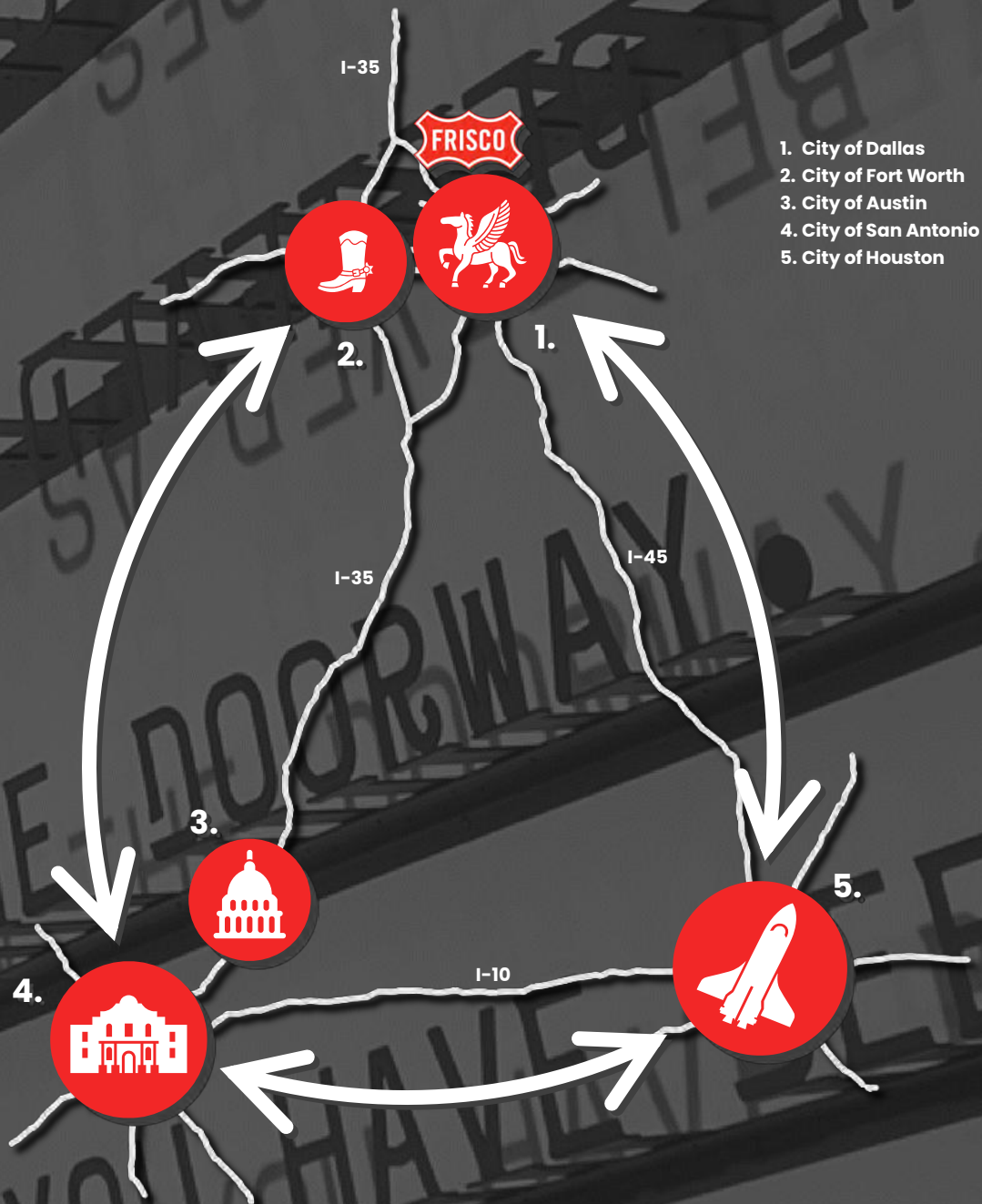


The central North Texas region is home to 24 Fortune 500 headquarters across 16 counties.



- 1. Dallas–Fort Worth International Airport (DFW)
- 2. Dallas Love Field (DAL)
- 3. Dallas Executive (formerly Redbird) Airport (RBD)
- 4. City of Dallas
- 5. City of Fort Worth
- ★ Regional Airports

Source: North Central Texas Council of Governments (NCTCOG); Dallas–Fort Worth International Airport; Dallas Love Field



Texas Triangle context:



Home to Texas' 5 largest cities: Houston, San Antonio, Dallas, Austin, and Fort Worth.



Houses roughly 68% of the state's approximately 30.03 million residents.



Includes 6 of the largest 100 US counties by gross domestic product (GDP): Harris (5), Dallas (7), Travis (19), Tarrant (22), Bexar (28), and Collin (58).

Source: U.S. Census Bureau; Bureau of Economic Analysis (BEA); The San Antonio Report

The “Why?” of Planning in Frisco

Frisco’s Historical Approach

Many factors, including consistent leadership, healthy school districts, the use of Tax Increment Reinvestment Zones (TIRZ), and high-quality development, have historically given Frisco an advantage in managing its explosive growth and rise as a top destination to live, work, and play. As much as sports have shaped Frisco’s growth, the City is redeveloping into a multicultural location looking to expand its amenities including parks, arts & culture, and entertainment. Looking ahead, the City will be tasked with maintaining momentum and high-quality results.

Consistent Leadership

Since 1908, when the City was incorporated, Frisco has had 22 different mayors, but only two City managers, and one Director of Development Services. The first City Manager, George Purefoy was hired in 1987, and has been the constant for much of the City’s explosive growth keeping the vision consistent.

Healthy School District

The “A+” rated Frisco Independent School District (FISD) opted for the Student Opportunity Model when planning for the construction of campuses. The model aims to increase the number of schools therefore giving students more access to opportunities.

Tax Increment Reinvestment Zones

Tax Increment Reinvestment Zones (TIRZ) collect growth in property tax value of a certain area. Money generated within a TIRZ funds public improvements within the area without creating new taxes. Applying this financing mechanism early and often has put Frisco and its partner, FISD, on the map. For example, in 1997, property within the then-new Stonebriar Mall TIRZ was worth \$16.1 million. Today, the land is home to Stonebriar Centre, Riders Field, Comerica Center, and many other commercial properties. In 2023, the property was worth \$2.65 billion. FISD’s return for inclusion in the TIRZ is \$27 million per year and is increasing.

The close relationship between the FISD and the City has resulted in several public-private partnerships that benefit students, residents, and taxpayers. The school district’s contributions toward constructing City-owned facilities, such as Toyota Stadium and the Ford Center, are made possible through the TIRZ.

High Quality Development

As Frisco became more sought after, the City was able to set the bar higher for development standards establishing aesthetically pleasing and well-built neighborhoods and commercial areas. The higher quality housing stock brings more tax revenue giving the City its ability to provide premier services. Ranked among the safest cities in the country for several years and a Fire Department with an ISO Class 1 Public Protection Classification (PPC) rating are some of the results of this planning strategy. Only about 1% of all fire departments nationally achieve the PPC rating of Class 1.

Successful Benchmarking

Frisco's historical approach to comprehensive planning, governance, and strategic growth has resulted in a quality of life above and beyond those reported across the region, state, and country. This success is not only perceived but has been confirmed by residents through self-reporting and overwhelming community pride.

Based on a recently completed National Community Survey (2024), Frisco residents responded "good" or "excellent" to prompts at the following rates. These rates were identified as "higher" or "much higher" when compared to national benchmarking of other communities:

- "The overall quality of life in Frisco," 92% (higher)
- "The overall image or reputation of Frisco," 89% (higher)
- "The overall direction that Frisco is taking," 66% (higher)
- "The overall appearance of Frisco," 89% (higher)
- The presence of "well-designed neighborhoods," 75% (higher)
- "Frisco's success in attracting people from diverse backgrounds," 83% (much higher)

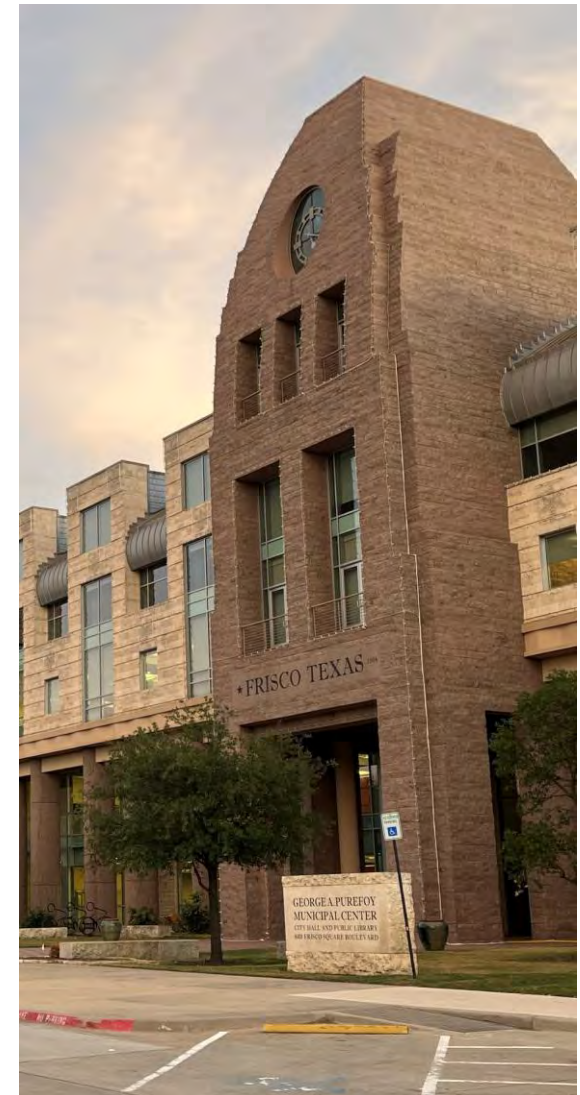
Conversely, the following rates were identified as "lower" or "much lower" when compared to national benchmarking in other communities:

- The "ease of travel by bicycle in Frisco," 20% (much lower)
- The "ease of travel by public transportation in Frisco," 6% (much lower)
- The quality of "bus or transit services," 17% (lower)

By re-embarking on this comprehensive planning process, the City has committed to protecting and improving upon its recorded success for current and future generations to come.

Planning for New Horizons

This Plan is not only intended to celebrate the historical success of planning in Frisco, but to also establish a blueprint for continued success in the face of unprecedented population growth. It is the City's intent to be proactive, not reactive, to growth trends to protect the quality of life of Frisco residents. Each chapter is intended to guide the City when considering matters related to land use, mobility, public facilities, housing, and economic development. Chapters begin by defining the "Why?", "How?", and "Where?" chapter recommendations should be considered and implemented.



Plan Structure

The findings and recommendations of this Plan are derived from the community, the Comprehensive Plan Advisory Committee (CPAC), Frisco Economic Development Corporation (FEDC), Parks Board, the Planning & Zoning Commission, and the City Council. Input directly informed the Plan's guiding principles, guiding each chapter's objectives, strategies, and actions. The structure of this Plan is intended to optimize implementation and generate outcomes consistent with the guiding principles. Like coaching a sports team, this Plan's objectives represent the championship or victory at the end of the season. The strategies represent the game plan, where the lineup is set to put Frisco in the best position to achieve the objectives, and the actions are the plays called to ensure the Plan's objectives remain in focus. A list of this Plan's objectives, strategies, and actions can be found in the Implementation chapter.

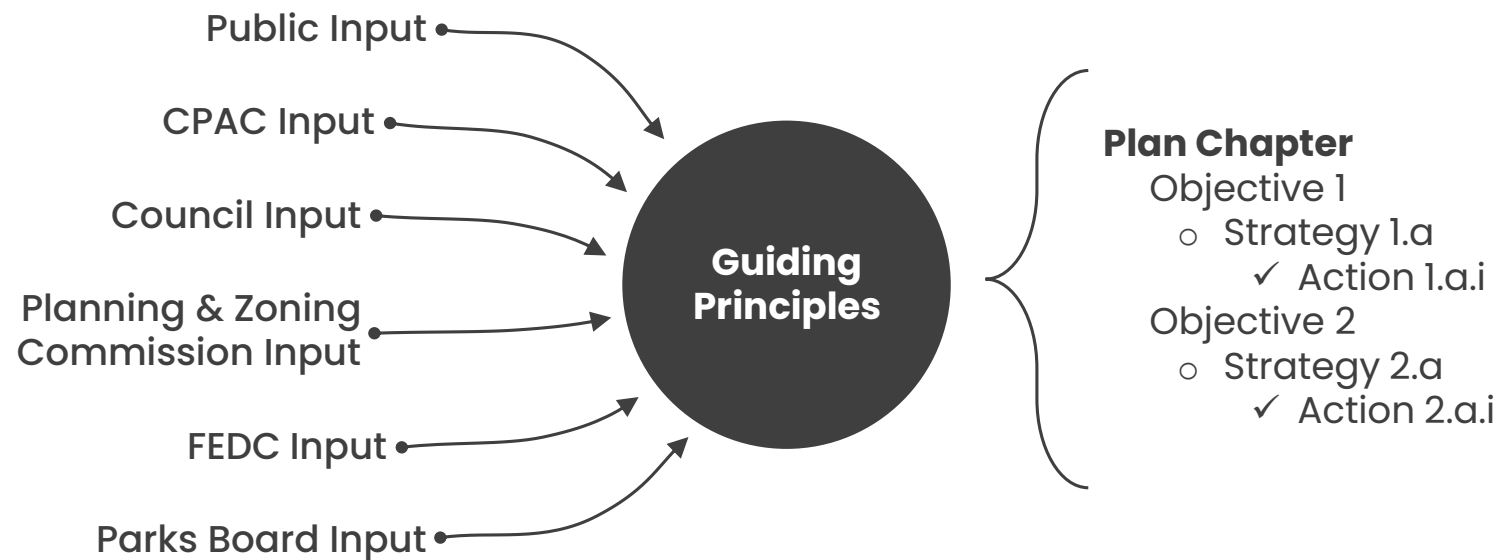


Figure 1. Plan Structure

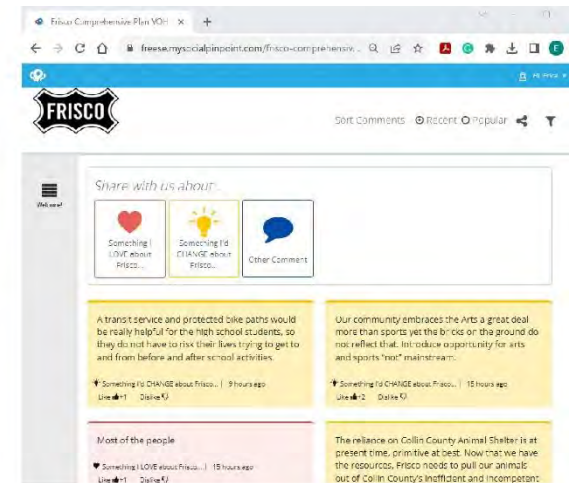
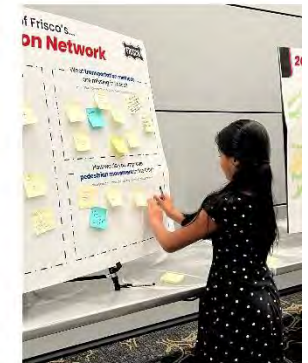
Input Process & Results

Community Input

Throughout the planning process, City of Frisco staff maintained a project website to inform the public of ongoing activities and public meeting opportunities. Additionally, members of the public were given the opportunity to address the CPAC at every meeting.

Two open house events were held during this planning process to receive preliminary and final feedback on the Plan's content. The first was held on August 24, 2023, at the Frisco Public Library, with approximately 100 community members present. A virtual platform was also available for feedback from August 24 to September 7, 2023. The virtual open house received 299 comments from 164 participants. Engagement topics included chapter-specific questions and requested input on the Plan's draft guiding principles.

The second open house was held on November 6, 2024, at the Frisco Public Library, with approximately 40 community members present in addition to members of the CPAC and City staff. A presentation was given by the consultant team and CPAC Chairman Rick Fletcher on the status and key takeaways of the Plan. A virtual open house was also available for feedback from October 30 to November 12, 2024. Across both in-person and online engagements, approximately 130 comments were recorded.



“Strengths” takeaways

Quality education and medical care
Family-oriented, volunteer, and innovative culture
Favorable investment environment
Parks and open spaces
Sustainable neighborhoods
Financial stability
Diverse business establishments

Geographic location in North Texas and proximity to airports
Tourism
Government partnerships and transparency
Quality building standards

“Weaknesses” takeaways

Art and culture lacking behind
Existing uses not keeping up with recreational needs
Insufficient resources and social services for teens and older adults
Connectivity challenges
Car-dependent and divided by toll roads
Lack of bike trail connections

Inadequate public engagement
Lack of professional jobs
Unaffordable housing options
Downtown is not appealing
Mixed-use neighborhoods are disconnected

“Opportunities” takeaways

Regional hub for office and higher-use development
Youth involvement
Improved bike/pedestrian connectivity
Large walkable areas around mixed-use developments
More parks and green spaces
Vibrant Downtown and Rail District

More pet-friendly environments
More partnership with universities and major corporations
World Cup 2026 in Dallas
Performing art and civic spaces
Entrepreneur sector and start-ups

“Threats” takeaways

Aging national population
Unmanaged development in the extraterritorial jurisdiction (ETJ)
Increasing demand for resources with new population and companies moving to the City
Ability to attract and retain talents
Not planning for the future
Transition of shopping malls

Inadequate public spaces for community events
Remain flexible to new developments and innovations
Sustainability for small owners

CPAC Input

The Comprehensive Plan Advisory Committee (CPAC) was comprised of 27 Frisco residents appointed by the City Council for their active involvement and participation in the community. Additional members of the committee included representatives from the Planning & Zoning Commission, Chamber of Commerce, FEDC, Parks Board, and the Frisco Independent School District (FISD). The CPAC met 22 times throughout this planning effort to guide and review this Plan’s draft objectives, strategies, and actions. Serving as an extension of the public, the CPAC was charged with “thinking big” about the future of Frisco. The CPAC also worked with the City Council during joint meetings for status updates and content review. The CPAC partook in engagement activities, including a Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise (see Figure 2), breakout group discussions on the Plan’s draft actions, and large group discussions to provide consensus and direction on the Plan’s content. CPAC members also contributed to an “aspirational outcomes” activity (see Figure 3), where members discussed their aspirational ideas for the Plan.

Figure 2. CPAC SWOT Takeaways

CPAC and City Council Aspirational Outcomes

1

Grow together, grow wisely

As our population grows, we take actions that help us grow together as a community, enable residents to “age in place,” allow for housing diversity, build a sense of culture, art, and community, and develop quality places.

2

Create economic opportunities, create world-class destinations

As we continue to develop, we take actions to build our community through creating diverse and desirable places, jobs, and business opportunities, focusing on economic stability, and being a destination hub for local, national, and international economic development efforts and arts.

3

Foster human experiences, foster connections

As people are our community's greatest asset, we take action to best plan for how our residents will interact with and enjoy living within Frisco by planning for how people, goods, and services move safely and efficiently through the City and how residents can access places by foot, bicycle, or vehicle.

4

Reinvest in people, reinvest in infrastructure

As our City has exemplified great planning during the last few decades, our community is now shifting from developing vacant land to rethinking, remodeling, and updating existing developments; therefore, our actions focus on reinvesting in our community through well-designed infrastructure systems and having grand visions for how existing developments may continue to make Frisco a top destination for people and jobs.

5

Promote quality of life, promote parks and open spaces

As we have been entrusted with the future of our community, we take actions that increase residents' quality of life in the built and natural environments through enhancing our parks and preserving or providing open spaces that integrate with our neighborhoods and community destinations.

Figure 3. CPAC and City Council Aspirational Outcomes

Guiding Principles

The Plan's five guiding principles were derived from community and CPAC input, and guide the objectives, strategies, and actions within each chapter. These principles should be referenced when making policy decisions, and should be continuously updated as the City's priorities, communities, and goals change.



Culture & People

Frisco's culture of success...

- ...creates a premier, safe, and comfortable place to live,
- ...engages a diverse range of individuals, and
- ...provides innovative opportunities for current and future residents, businesses, and partnerships.



Development & Design

Frisco's built environment...

- ...plans for the efficient, appropriate, and desirable arrangement of land use, buildings, and transportation choices, and
- ...focuses on meeting the needs of existing and future residents, visitors, and business owners alike.



Housing & Community

Frisco's neighborhoods...

- ...promote inclusive opportunities for individuals of all ages and backgrounds to live, work, play, and
- ...contribute to the City's historic and ongoing success.



Jobs & Finance

Frisco's economic environment...

- ...offers a financially stable setting for big and small cutting-edge industries, partnerships, and businesses, and
- ...fosters a resilient job market with diverse opportunities for residents and investors.



Regionalism & Influence

Frisco...

- ...offers world-class opportunities, lifestyles, and experiences,
- ...leads and influences the North Texas region, State of Texas, and country in community planning and design, and
- ...appeals to a global audience as a destination.

02 | Land Use

Introduction

As one of a city's primary assets, land use composition directly impacts the quality of life, available city funds, and necessary expenses for residents and stakeholders, such as business owners and other investors. Land uses may range from residential types to office/warehouse campuses, all influencing the day-to-day life and operations within a municipality and beyond. Frisco's land use composition is no exception; the quality of life and desirable commercial market associated with the City is mainly due to the historic efforts and quality of land planning. Paying continued attention to Frisco's built and natural environments is critical to other topics discussed during this planning effort; land use drives transportation and facility needs, provides a platform for economic development and tax revenues, and serves as the framework for Frisco's neighborhoods and residential communities.

Content within the chapter includes:

- Approach to Land Use Planning
- Assessment
- Future Land Use Plan and Place Types
- Population Estimates and Growth Rates
- Objectives, Strategies, and Actions

more Open
Space
more Green Space
allow more
walkable
destinations
around Frisco!
A BIG Park
like Central
Park NY.
More mixed
Use inside
of neighborhoods

Community Input: *The “Why?”*



Expand Frisco’s network of parks, trails, and bike paths.



Emphasize ecology and environmental protection.



Strike a balance between mixed-use and residential areas.



Create memorable destinations for residents and visitors.



Support local shopping and dining options.

Chapter Objectives: *The “How?”*

#1

Encourage a balance of land uses to serve residents’ needs and ensure a diverse economic base

#2

Ensure land use decisions preserve environmental factors and support innovative design.

#3

Emphasize land uses and development patterns with long-term benefits and appeal to all generations.

#4

Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.

Chapter Highlights: *The “Where?”*



Complement Frisco’s mixed-use developments with quality open spaces and parks.



Encourage mixed-use development along Frisco’s highways and larger roadways, like 121, DNT, and Preston.

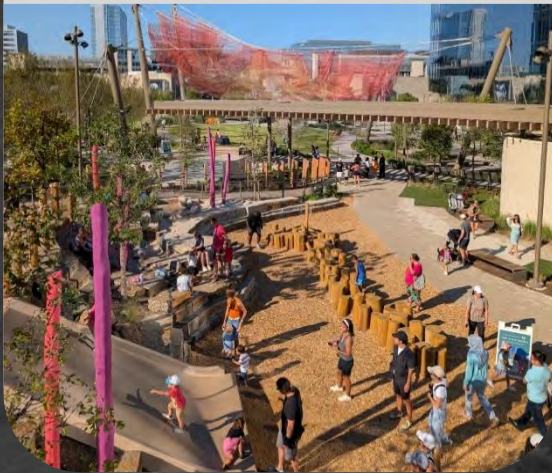


Prioritize reinvestment in Frisco’s aging activity centers, like Stonebriar Centre, the Rail District, and Toyota Stadium.



Quality parks.

Parks should be appropriately located and sized to serve a wide range of users. Examples include Frisco's Kaleidoscope Park (5.7 acres) and Grand Park (1,011 acres).



Mixed-use development.

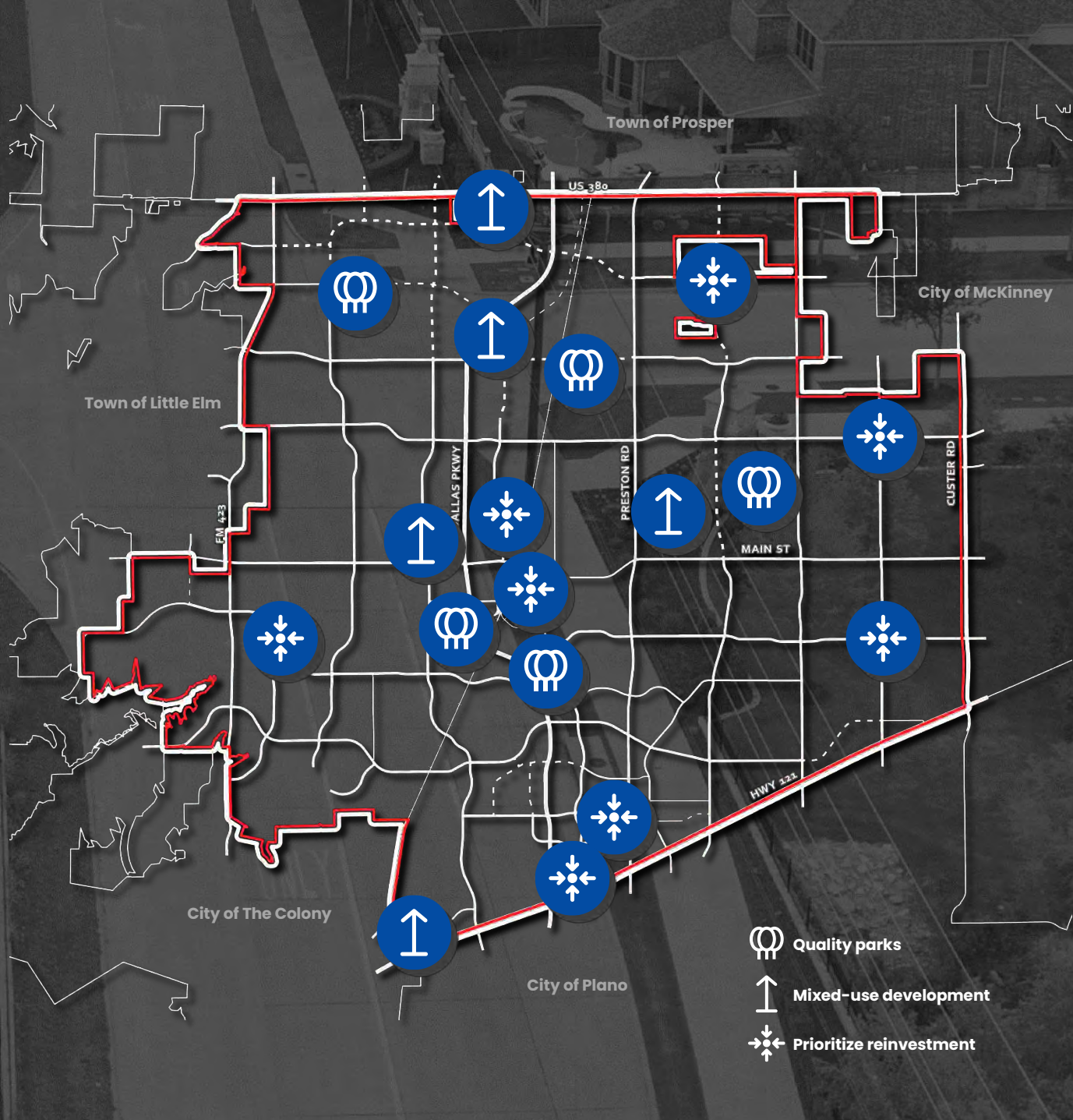
Mixed-use developments include a variety of land uses, like commercial, retail, and different housing styles. Mixed-use developments may require increased traffic and utility considerations.



Prioritize reinvestment.

It is important to reinvest proper resources to maintain Frisco's quality of development. Reimagining some sites, like Stonebriar Centre, may be desirable based on market changes.





Looking forward: land use opportunities...

- 1 Adapting to market trends, like **converting** office or retail spaces into **e-commerce sites** or **housing**.
- 2 Reimagining older developments, like transitioning **Stonebriar Centre** into a new **mixed-use hub**.
- 3 Infilling vacant parcels in the City with compatible uses, like **new housing** units or **commercial establishments**.

Approach to Land Use Planning

Documenting Frisco's Context

Land uses and their context play an important role in the future of Frisco's land development; once a property is developed, changes in entitlement, building orientation, and other improvements may take decades. Consequently, understanding Frisco's development context will ensure the highest and best uses. The Development Services Department serves as the City's land use historian; annual reports from the department inform elected officials and the public on development trends, projections, and areas of interest.

Identifying Key Opportunities

Frisco's designation as a premier place to develop is fueled by policy makers' desire to identify new concepts and areas of interest for Frisco residents and businesses. With approximately 13% of the City undeveloped, the significance of undeveloped properties continues to grow. Frisco's interest in the responsible development of these properties is reflected in recent policies and actions; for example, City Council's priority of activating northern Frisco has been carried out through the proactive construction of roads and infrastructure in the area, mitigating potential traffic impacts felt during site development.

Adapting to New Legislation

Cities are granted land use and subdivision control within municipal limits by Texas Local Government Code (TLGC) Chapters 211 and 212. Cities that implement zoning control are required to have Comprehensive Plans. While this Plan does not constitute a zoning ordinance, it is intended to inform staff and elected officials when enacting Frisco's land development regulations and decisions.

Just as the state grants municipalities the ability to control zoning and subdivisions, the legislature may adapt or reduce allowances from time to time. Examples include the restriction of façade material requirements (HB 2439, 2019) and changes to laws prohibiting involuntary annexation by cities (HB 347, 2019). In the face of recent and ongoing changes in authority, the City must turn to alternative methods regarding growth management, including directly supporting or opposing legislation during biannual sessions.



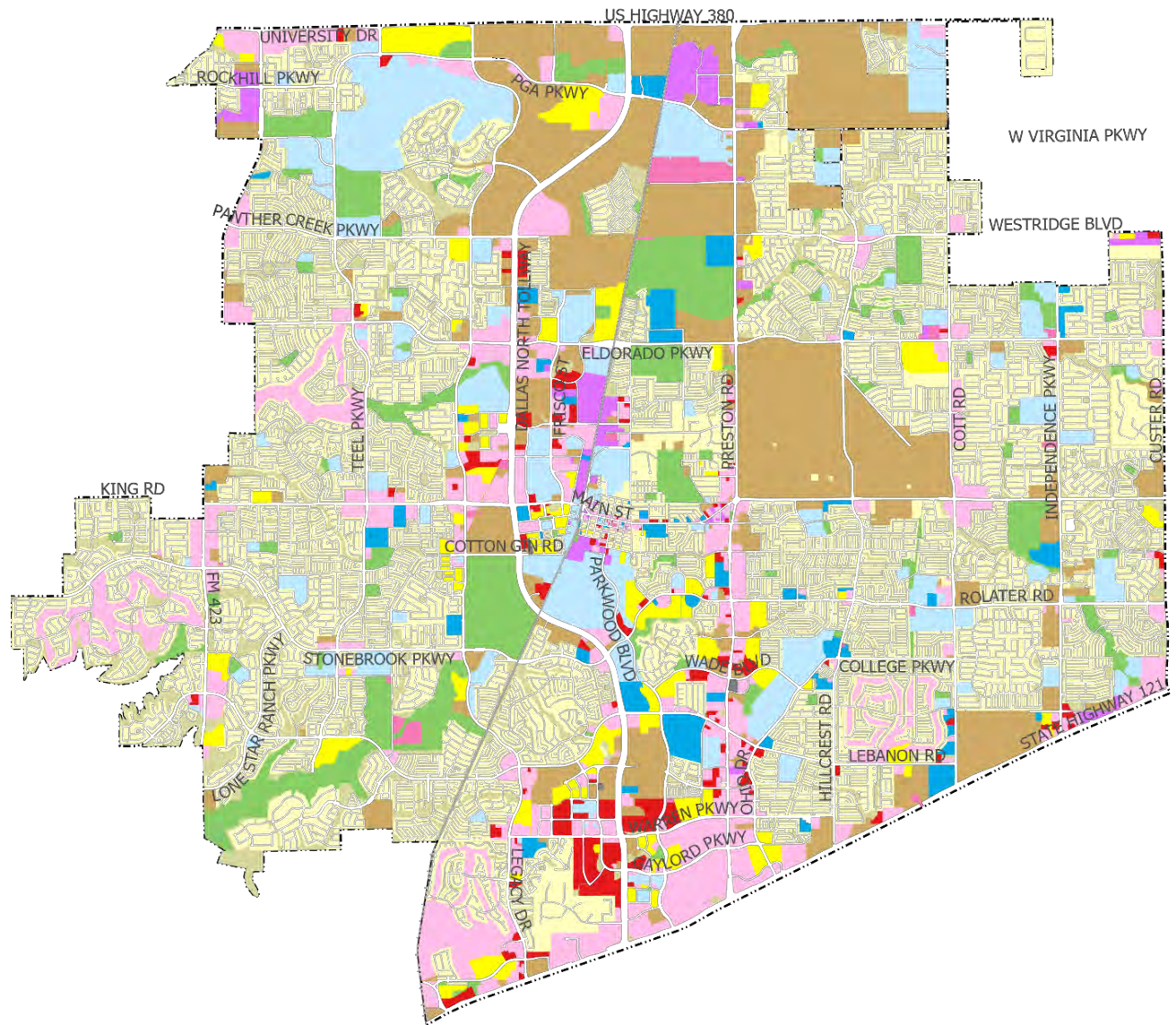
Assessment

Assessment Overview

Understanding the City’s current land use composition and development statistics will inform the recommendations of this chapter and the overall findings of this planning effort. As the amount of available land is exhausted, consideration should be given to the redevelopment—Frisco’s “second wave” of build-out—of sites depending on the market viability and community interests.

Existing Land Use	Acres	%
Residential		
Single-Family	13,680	30.5%
Mix/Multi-Family	1,494	3.3%
Commercial		
Office	676	1.5%
Retail	4,187	9.3%
Industrial	508	1.1%
Parks and Open Space		
Public Parks	2,726	6.1%
Private Open Space	2,825	6.3%
Vacant Land	6,505	14.5%
Public, Institutional, Utilities		
Public Facilities	3,453	7.7%
Institutional Uses	772	1.7%
Utilities	202	0.5%
Right-of-Way	7,846	17.5%
Total	44,876	100.0%

Table 1. Existing (2024) Land Use



Map 1. Existing Land Use Map

Development Application Submittals

Developing a vacant tract into an established business or neighborhood doesn't take place overnight; the development process varies by jurisdiction and can impact the willingness of residents and land developers to spend the time, skill, money, and labor necessary to produce a desirable product. Consequently, Frisco's intake log of development applications illustrates the interest in actively contributing to and investing in projects throughout the City. It should be noted that the submittals in Table 2 are not reflective of different projects; developments may require multiple applications depending on the type, land use allowance, and scale.

Frisco experienced an overall increase in annual development applications from 2022 to 2023, particularly in the subdivision and site development application categories. As the remaining available land within the City continues to be developed, it is anticipated that overall development application submittals for new projects will shift toward redevelopment initiatives, such as rezonings or property subdivisions that improve the opportunity for development of existing sites.

	2021	2022	2023
Zoning/Land Use Applications			
Annexation Requests	0	0	0
Comp. Plan Amendment	0	0	0
Specific Use Permit (SUP)	6	5	15
Zoning Change	28	23	10
Subdivision (Plat) Applications			
Preliminary Plat/Amendments	19	13	16
Replat/Amending Plat	48	38	40
Conveyance Plat	21	35	35
Final Plat	45	50	65
Site Development Applications			
Preliminary Site Plan	58	52	73
Site Plans	209	216	261
Construction Plan Set	123	85	127
Façade Plan	128	178	185
Open Space	122	111	135
Totals	807	806	962

*Table 2. Select Annual Development Application Submittals
Source: 2023 Development Services Activity Report, City of Frisco*

Development Permits Issued

While development applications illustrate the land entitlement and subdivision process, they mostly pertain to stages of development that occur before buildings start going vertical. Once a land use is permitted (i.e., zoning), sufficient property size and infrastructure are confirmed (i.e., platting or subdivision), and the location and type of all improvements are mapped out (i.e., site development and construction plans), development permits may be pulled to build projects according to the approved plans. Development permits are required for various activities, from creating new buildings to renovating or improving existing ones; issued permits indicate that Frisco is receiving continued interest in new and reinvestment in the community. Additionally, the City had the foresight to transition from a paper to an electronic review process in 2018 to improve the customer experience. Figure 4 and Figure 5 illustrate the historic type and frequency of commercial and residential building permits, respectively.

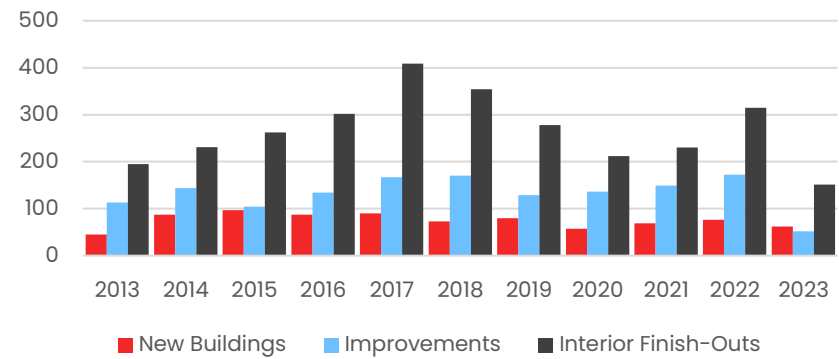


Figure 4. Commercial Building Permits Issued Annually (2013 - 2023)
Source: 2023 Development Services Activity Report, City of Frisco

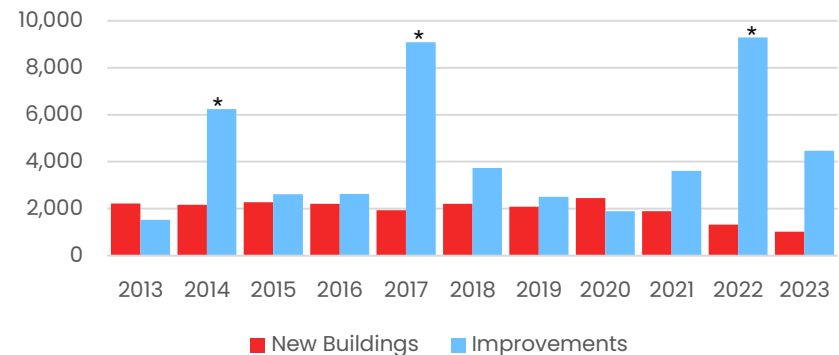
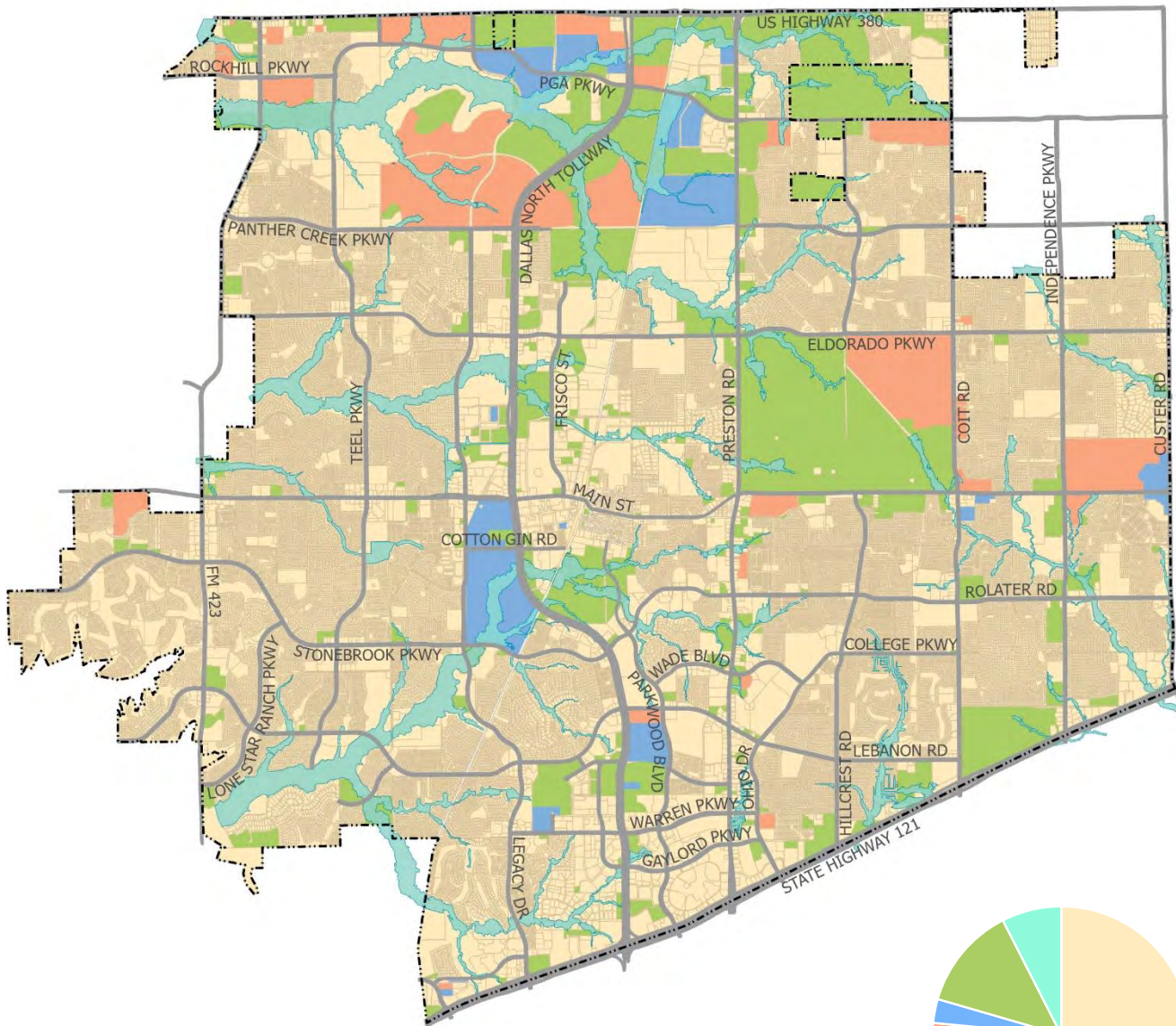


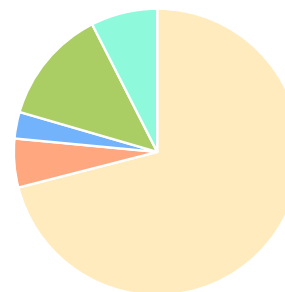
Figure 5. Residential Building Permits Issued Annually (2013 - 2023)
*Indicates weather-related roof repair
Source: 2023 Development Services Activity Report, City of Frisco



Available Land

Frisco's undeveloped land primarily includes and surrounds the Fields development, areas surrounding Grand Park, and northeast of the Preston Road and Main Street intersection. Although designated as undeveloped, all vacant land—except for the ETJ—is zoned or part of a Planned Development (PD).

Once the price of land outweighs the costs of wholly or partially redeveloping sites, Frisco may experience a new wave of retroactive investment given its strong market and regional location; at such time, the City should be prepared to evaluate development requirements to accommodate shifting market trends and new development types.

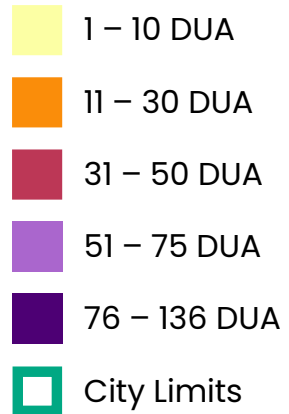
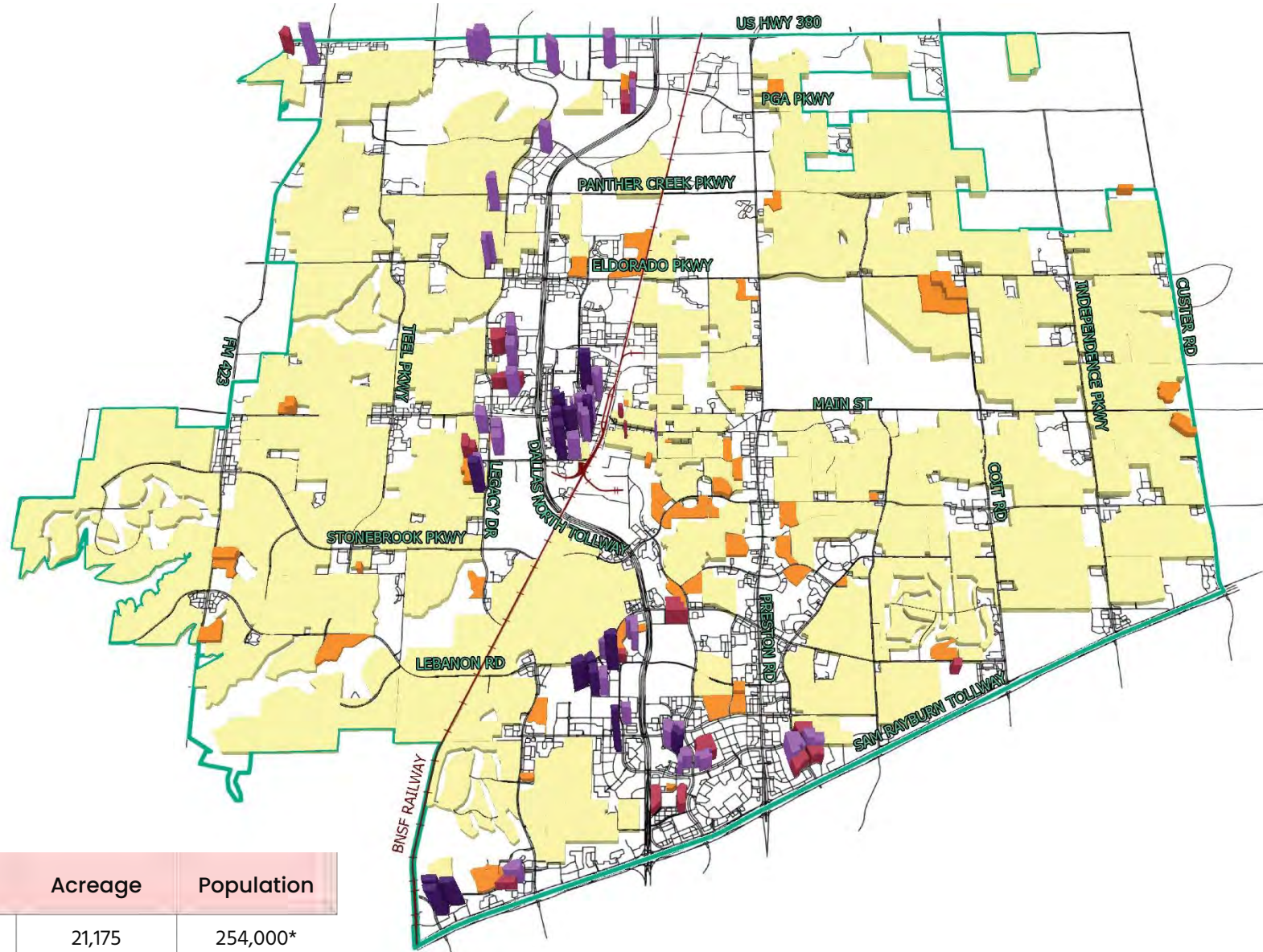


- Developed Land (71%)
- Construction Phase (5.5%)
- Planning Phase (3%)
- Vacant Land (13%)
- Floodplain (7.5%)

Map 2. Available Land Map

Source: City of Frisco 2024 Development Activity Report

**Unit Density
(Dwelling Units/Acre)**



Housing Type	Acreage	Population
Attached/Detached Housing	21,175	254,000*
Urban Living Units	1,291	113,500*

** Population based on theoretical build-out using the Future Land Use Plan*

Map 3. Unit Density

What is a Planned Development (PD)?

A Planned Development (PD) District is a zoning district that accommodates coordinated development in a more flexible way than otherwise possible under the City's Zoning Ordinance. PDs are intended to provide innovative land use concepts that include:

- 1 Planning communities with a range of uses.
- 2 Fulfilling this Plan's objectives and City Council initiatives.
- 3 Regulating mixed-use developments.
- 4 Preserving natural land features and open space.

Reinvestment Philosophy

As the City and development community work to develop the remaining 13% of vacant land in Frisco responsibly and efficiently, increasing attention should be given to reinvesting in existing residential and nonresidential developments. High-quality residential development has been—and will remain—the primary land use within the City. However, built structures have a lifespan that, if poorly maintained, may result in a drop in quality. Similarly, nonresidential areas are subject to disrepair, inclement weather, and increasing maintenance costs. Actions and recommendations from this chapter establish a framework for the sustained improvement and reinvestment in Frisco's residential and nonresidential land uses.

Frisco's residential stock is a primary differentiator from surrounding communities—high-quality housing yields higher-quality schools, services, and overall quality of life. As the City approaches build-out, residential reinvestment strategies should emphasize structural quality, aesthetics, and land use efficiency. Vacant and remnant tracts should be infilled using creative housing solutions that offer additional stock for aging residents and first-time homeowners.

Nonresidential developments in Frisco vary across a diverse spectrum, from aging retail centers along arterial thoroughfares to dense commercial and office developments in PD districts. This range in quality and scale presents an opportunity for the City to pursue incremental and wholesale improvements to nonresidential areas. Emphasis should be placed on removing barriers to adaptive reuse, conversions of existing structures, and infilling extensive parking or paved areas. Reinvestment should not come at the expense of existing facilities and service levels; utilities like water and wastewater capacities should be improved to accommodate wholesale changes in density or land use intensity. The recent \$182 million enhancement of Toyota Stadium is an example of a successful reinvestment effort, which was achieved through a public-private partnership. This initiative ensures the stadium remains a valuable asset to the Frisco community.

Future Land Use Plan and Place Types

Future Land Use Overview

The City's Future Land Use Plan (FLUP) and place types provide a guide to visualize Frisco's land use distribution. The FLUP and place type descriptions shall guide development and land use decisions by City staff and elected and appointed officials. While the FLUP and place types are not considered zoning and, therefore, do not bind any property to a use or standard, they do serve as a tool for the City to guide development in ways that achieve this Plan's objectives. Occasionally, development does not adhere to the Plan, but changes in unforeseen ways that benefit the City. Examples include PGA Frisco, Toyota Stadium, Stonebriar Mall, and the Universal Kids Resort. Place types include:

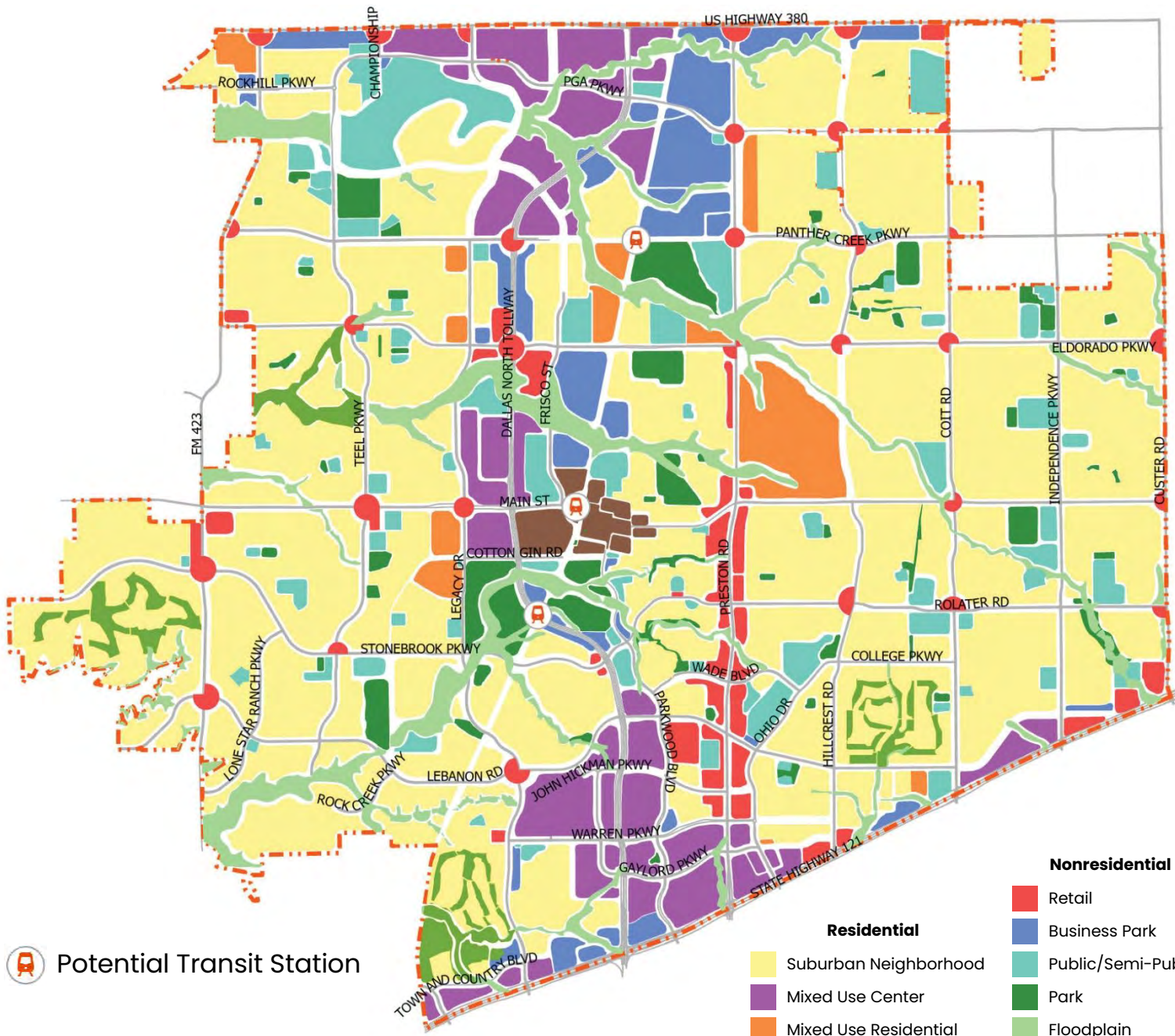
- Suburban Neighborhood
- Mixed Use Center
- Mixed Use Residential
- Town Center
- Retail
- Business Park
- Public/Semi-Public
- Park
- Floodplain

The Public/Semi-Public, Park, and Floodplain place types are informational and are not anticipated to develop in ways that vary from their underlying uses.

FLUP Place Types		Dashboard Page	%
Residential Place Types			
	Suburban Neighborhood	Page 28	57.1%
	Mixed Use Center	Page 29	8.2%
	Mixed Use Residential	Page 30	3.2%
	Town Center	Page 31	1.0%
Nonresidential Place Types			
	Retail	Page 32	3.9%
	Business Park	Page 33	4.8%
	Public/Semi-Public	Page 34	7.5%
	Park*	Page 34	6.2%
	Floodplain	Page 34	8.0%
Total			100%

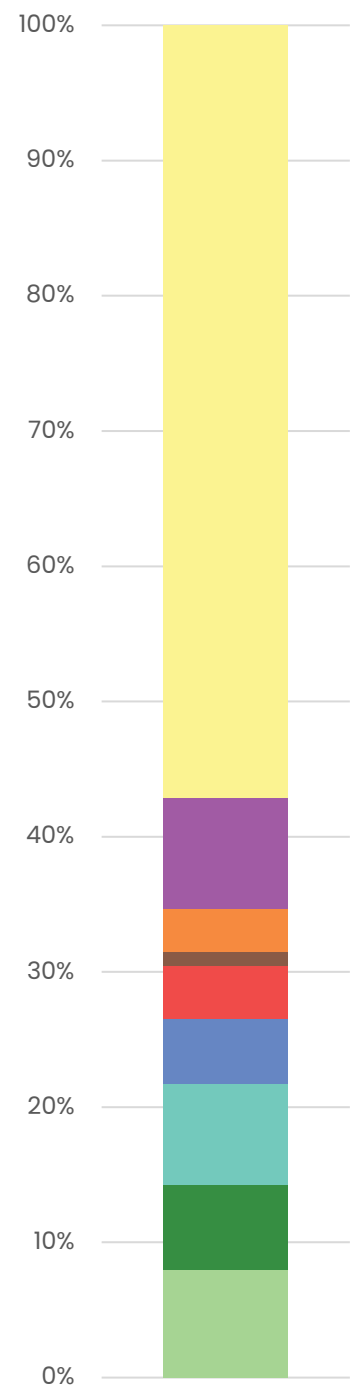
Table 3. FLUP Composition and Place Types

* Includes private golf courses



 Potential Transit Station

- | Residential | | Nonresidential | |
|---|-----------------------|---|---------------------|
|  | Suburban Neighborhood |  | Retail |
|  | Mixed Use Center |  | Business Park |
|  | Mixed Use Residential |  | Public/Semi-Public |
|  | Town Center |  | Park |
| | |  | Floodplain |
| | |  | Private Golf Course |



Map 4. Future Land Use Plan

Place Type Dashboards Overview

Place types depicted on the FLUP come with corresponding dashboards, which include the following descriptions and elements:

Characteristics & Intent

Each dashboard describes the place type's character, intent, the anticipated primary and secondary uses within the category, and local examples in and around Frisco.

Mobility & Reinvestment Priorities

Mobility types are separated between vehicles, pedestrians, and shared mobility types, including rideshares and other transit options. Reinvestment priority topics include supporting existing uses (Support), identifying areas for infill development (Infill), and wholesale land use changes to fulfill the place type's outcomes (Adapt). Priorities range from high (1st), medium (2nd), and low (3rd), and are assigned based on the place type's uses and building form.

Even when designated as second or third, it should be noted that all priorities are essential for consideration—other priorities may need more significant emphasis.

Land Use Composition

Each place type is assigned a land use composition separated between residential and nonresidential uses. Residential sub-uses include single-family detached and attached homes and urban living units. Nonresidential sub-uses include retail, office, and “modern industries,” which may include light industrial uses, distribution centers, office/showrooms, warehousing, and research facilities. Sub-uses are assigned a portion of the overall residential or nonresidential composition.

Compositions should be evaluated on a site-by-site basis, meaning the overall composition should be met within each individual development or project.

Visual Representation

A series of visual representations are provided at the bottom of each dashboard. These images are for reference purposes only and are intended to reflect the overall scale and intensity of anticipated uses within the corresponding place type.



Suburban Neighborhood

Characteristics & Intent

Suburban neighborhoods will continue to be the primary place type in Frisco, supporting multiple generations with housing products ranging from residential estates to townhomes. These neighborhoods will generally be formed as larger subdivisions with residential densities ranging from 3 to 9 dwelling units per acre. This place type includes single-family homes in both detached and attached designs.

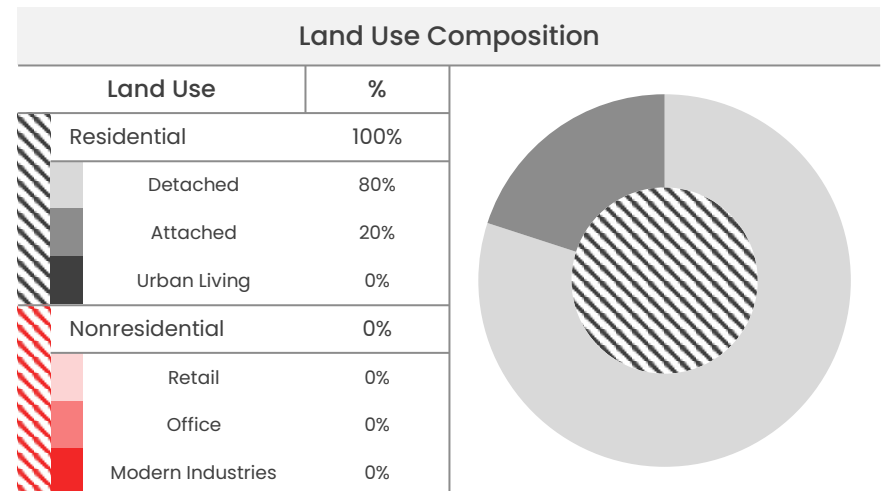
Local examples include the Villages of Stonebriar Park, Newman Village, Plantation, Chapel Creek, The Grove, and Hunters Creek.

Primary land uses within suburban neighborhoods include detached single-family homes and a limited amount of duplexes and townhomes. Secondary uses include civic and institutional uses, as well as parks.



Mobility Priority		
Pedestrian	Vehicular	Shared
1st Connecting sidewalks and regional trail networks	2nd Connecting nearby services and residences	3rd Rideshare or other multi-passenger systems not anticipated

Reinvestment Priority		
Support	Infill	Adapt
1st Introduce new technologies to improve quality of life; maintain current quality	2nd Infill development with pocket communities and ADUs	3rd Wholesale transition of uses not anticipated



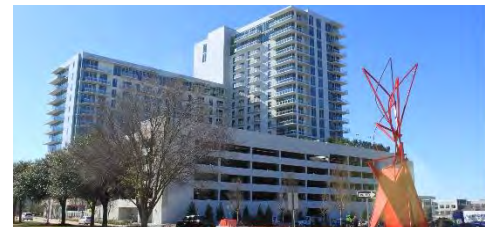
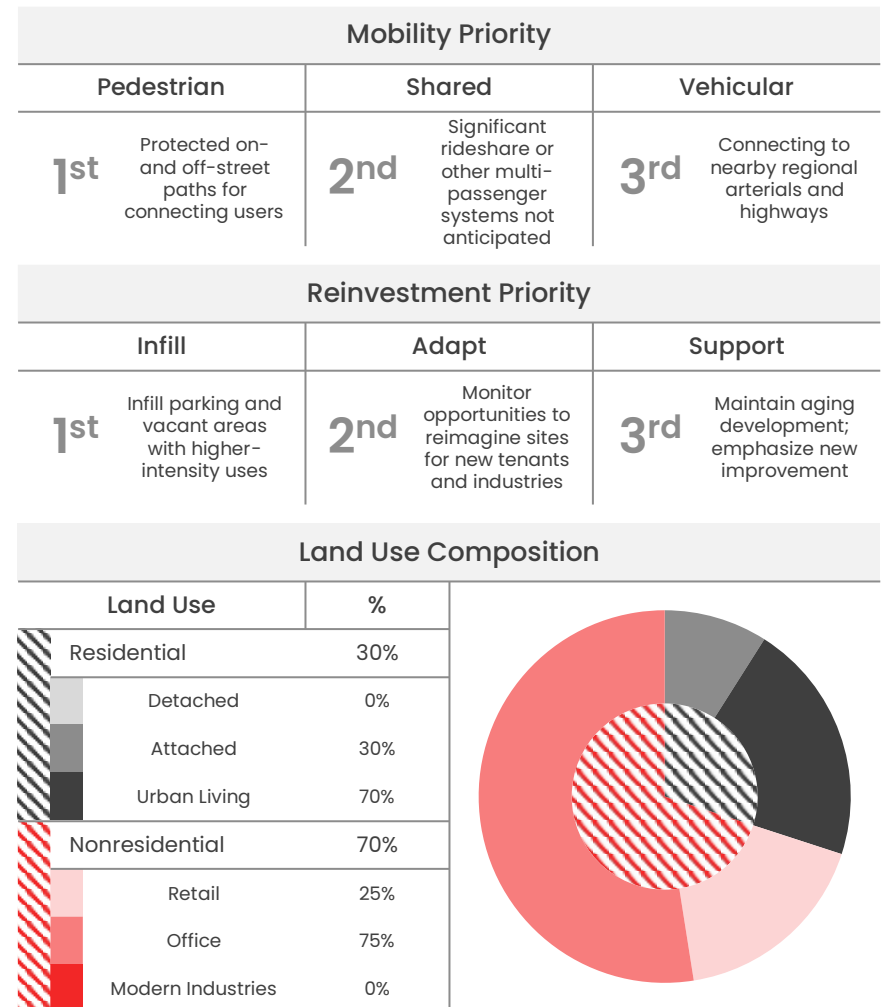
Mixed Use Center

Characteristics & Intent

Mixed Use Centers will provide locations for major corporations, supporting businesses, and smaller, locally-based entities that desire a more urban environment. While these centers will focus primarily on employment, they also offer housing a minimum of 300 feet from highways and a minimum of 15 stories, retail, and entertainment choices on a walkable scale that encourages urban-style living.

Local examples include successful projects like Frisco Square, The Star at Frisco, Hall Park, and Frisco Station.

Primary uses include professional and corporate offices, townhomes, urban living, senior housing, restaurants, and retail. Secondary uses include civic and institutional uses, as well as parks.



Mixed Use Residential

Characteristics & Intent

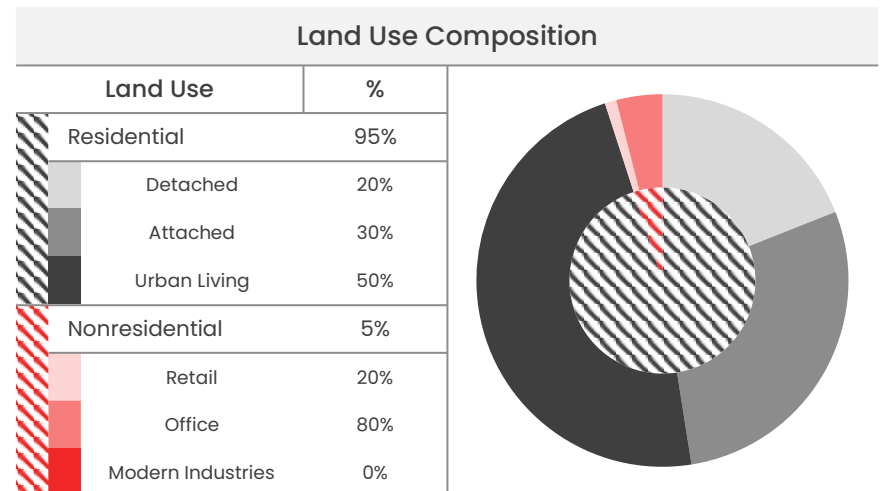
Mixed-use neighborhoods allow residents to live, shop, work, and play within their neighborhood. These neighborhoods offer a mix of housing types and residential densities ranging from small lot single-family detached units to urban living structures within walking distance of the goods and services required for daily living. They will include both vertically and horizontally integrated mixed-use buildings.

Local examples include The Canals at Grand Park and Newman Village.

Primary uses include mixed-use, retail integrated within development, restaurants, townhomes, urban living, professional offices, and live-work units. Secondary uses include civic and institutional uses, parks, community buildings, and single-family detached homes.

Mobility Priority		
Pedestrian	Vehicular	Shared
1st Connecting users to local services and businesses	2nd Secondary to other mobility types	3rd Significant rideshare or other multi-passenger systems not anticipated

Reinvestment Priority		
Infill	Adapt	Support
1st Transition single-use areas to multi-use, mixed-density areas	2nd Adapt to new residential housing types as market trends shift	3rd Maintain aging development; emphasize new improvement



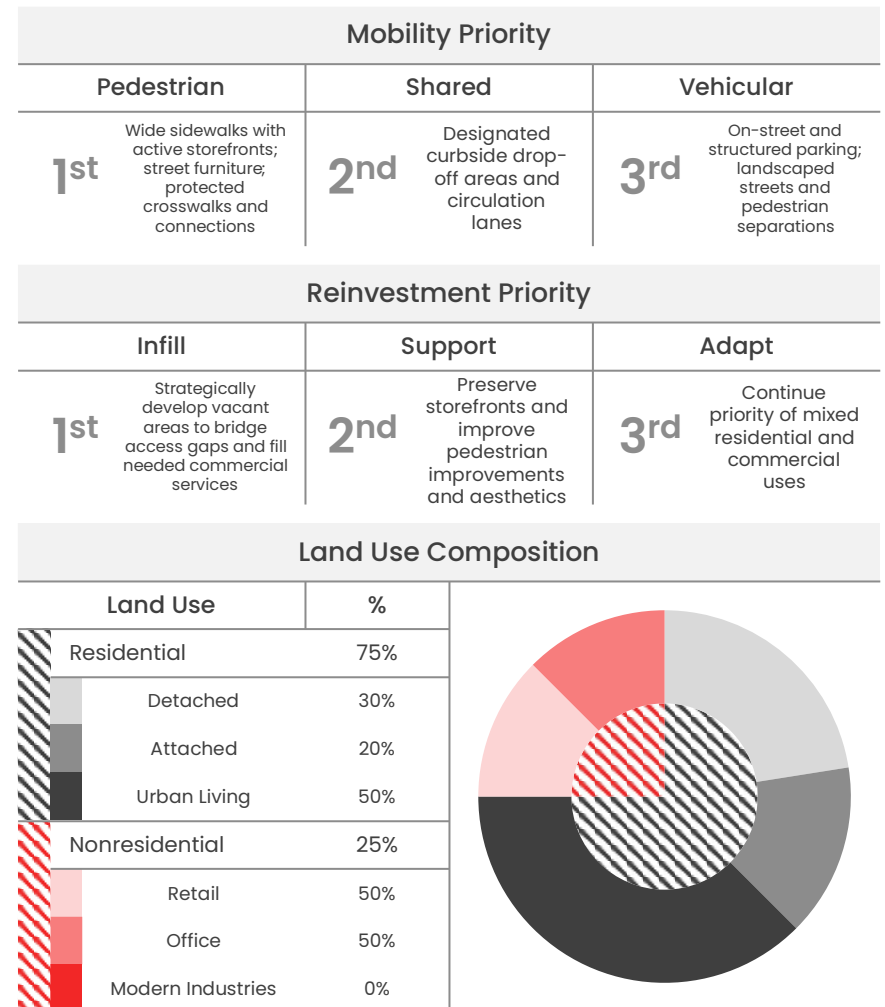
Town Center

Characteristics & Intent

Frisco's Town Center serves as the economic, entertainment, and community activity hub for surrounding areas. The Town Center includes employment centers and shopping destinations for mixed-use and urban neighborhoods, providing a civic opportunity for the community to engage with one another. Buildings are typically two or more stories with urban living units over storefronts. This place type is unique to Frisco Square and the Rail District and will encourage active living with a network of walkable streets.

Local examples include Frisco Square and the Rail District.

Primary uses include single-family detached homes, duplexes, townhomes, urban living, senior housing, restaurants, community-serving commercial, professional office, and live-work units. Secondary uses include civic and institutional uses, parks, and community buildings.



Retail

Characteristics & Intent

Frisco's Retail areas are characterized by single- or multi-tenant commercial centers along major intersections and thoroughfares. Retail areas are typically adjacent to Suburban Neighborhoods and provide for the everyday goods and services the residents need in the surrounding area.

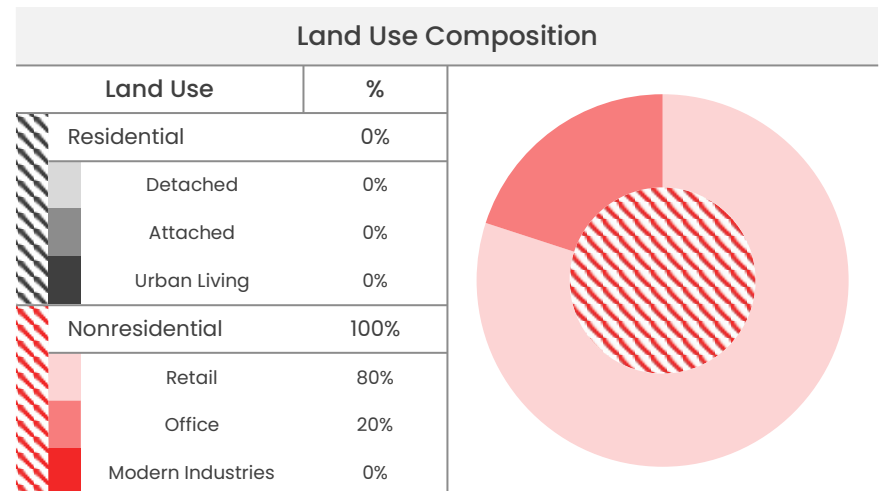
Local examples include Parkway Towne Crossing, South Frisco Village, and Preston-Lebanon Crossing.

Primary uses include retail, restaurants, multi-tenant commercial, and junior anchor commercial establishments. Secondary uses include civic and institutional uses, as well as parks.



Mobility Priority		
Vehicular	Pedestrian	Shared
1st Cross connectivity to surrounding commercial areas to prevent frequent road traffic	2nd Connections to surrounding residential areas via sidewalks and trails	3rd Significant rideshare or other multi-passenger systems not anticipated

Reinvestment Priority		
Infill	Support	Adapt
1st Maximize available land for development, including excessive parking lots	2nd Support investment in existing commercial centers to maintain quality	3rd Allow for adaptive reuse of existing commercial spaces



Business Park

Characteristics & Intent

Business Parks provide a significant employment base for Frisco and the region and a higher level of in-town employment options for Frisco residents. Typical uses include professional offices and limited retail and restaurant uses to support various professional activities.

Local examples include Sinacola Medical Technology Park and Star Business Park.

Primary uses include professional and corporate offices, supporting retail, and restaurants. Secondary uses include retail, restaurants, civic and institutional uses, commercial, and parks. Depending on the zoning use (Industrial, Highway) and City assigned truck route access, as shown on the City's GIS Database, Business Park would be suited for office/warehouse, distribution center, office/showroom, and similar "modern" industrial uses. The representative images below illustrate the following uses from left to right: office, office/warehouse, office, office/showroom.



Mobility Priority

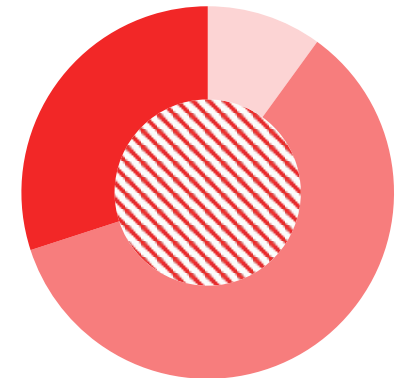
Vehicular	Shared	Pedestrian
1st Frequent connections to surrounding thoroughfares and regional arterials/highways	2nd Designated drop-off and pickup locations for tenants and regional visitors	3rd Connections to surrounding residential areas via sidewalks and trails

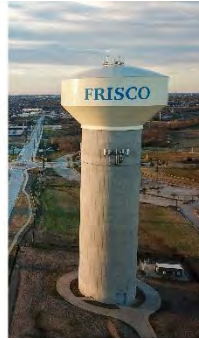
Reinvestment Priority

Adapt	Infill	Support
1st Adapt existing structures for new target industries	2nd Maximize available land for employment uses, including excessive parking lots	3rd Preserve vacant areas for large-scale employers

Land Use Composition

Land Use	%
Residential	0%
Detached	0%
Attached	0%
Urban Living	0%
Nonresidential	100%
Retail	10%
Office	60%
Modern Industries	30%





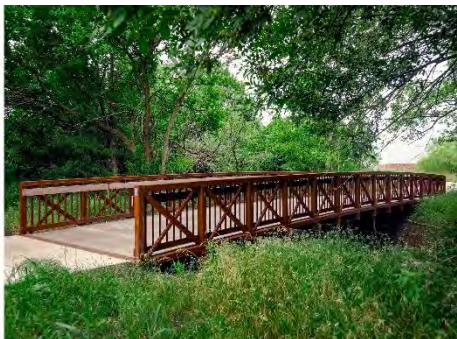
Public/Semi-Public

Public/Semi-Public areas provide for Frisco's civic and institutional uses, including schools, police and fire stations, libraries, hospitals, and stadiums.



Park

Parks encompass standalone parkland owned and maintained by the City. Typical improvements include trails, playgrounds, and sports programming.



Floodplain

Floodplains encompass Frisco's natural drainage areas, including creek corridors and FEMA-designated floodplains and floodways.

Population Estimates and Growth Rates

Build-out population estimates illustrate the population that could result if all the buildable land in a community is developed. Conducting these analyses helps communities understand how their development regulations will affect the future, and how much demand there will be for public infrastructure. For the purposes of this chapter, Frisco's build-out scenarios are separated by "entitled" and "theoretical" methodologies.

Build-Out Based on Current Entitlements

Currently, the City's development and zoning regulations project a build-out population of 330,000 residents. This "entitled" projection is independent of the FLUP, and accounts for existing and entitled units on undeveloped property. This projection serves as a baseline for what Frisco's regulations currently allow in terms of density and population growth.

Theoretical Build-Out

An alternative projection can be derived using the FLUP that is independent of development and zoning regulations. This "theoretical" projection is derived by multiplying the land area by the dwelling units per acre (DUA) established in each residential Place Type. The theoretical projection, as a product of the FLUP, illustrates how the City could develop and redevelop over time. The City should assess the theoretical projection as it relates to land use intensity, quality of life, and demand on public infrastructure, including sanitary sewer, water, roads, fire and police facilities, and parks. The theoretical and entitled population projections are illustrated in Figure 6, in addition to Frisco's recent growth trend of approximately 3% and alternative growth rates of 5% and 7%. Since the last Comprehensive Plan in 2015, Frisco averaged a 6% annual growth rate.

Housing Type	Residential Land (30% of total area)	Acres*	Density (DU/ac)	Units	Persons/ Household (PPH)**	Occ. Rate**	Population (Units x PPH x Occ. Rate)
SF, Detached	0%	0	3	0	3.21	96%	0
SF, Attached	30%	8.1	9	73	3.21	96%	225
Urban Living	70%	18.9	55	1,040	1.97	90%	1,844
Total	100%	27	N/a	1,113	N/a	N/a	2,069

Table 4. Example Calculation for Potential Population (Mixed Use Center Place Type)

* Assumes 90% efficiency coefficient for open space and ROW

** Population factors per recent Census data

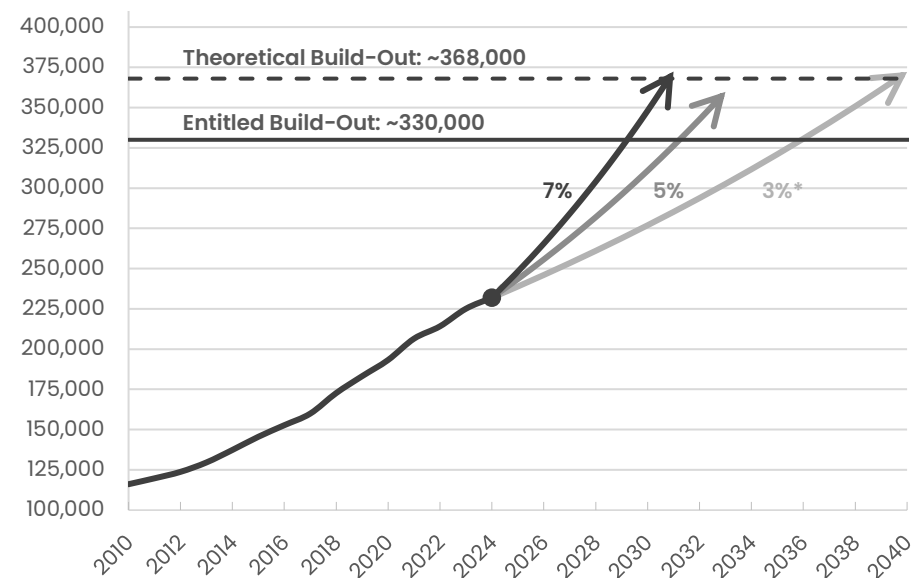


Figure 6. Historic and Projected Population Growth Rates

* Reflects current growth trends

What is the City's urban living housing policy?

As illustrated in Map 3, Frisco's urban living housing stock is largely centered along the Dallas North Tollway. Frisco

City Council adopted a policy on urban living housing in 2017. Policy statements include:

- 1** Maintain distances from the highway of at least 300 feet and height minimums of 15 stories.
- 2** Locate urban living units along the Dallas North Tollway.
- 3** Distribute land uses to encourage 18-hour districts.
- 4** Consider urban living units in mixed-use areas at 55 DUA.
- 5** Provide the greater of 10% of the net project area or 1 acre/200 units as open space.
- 6** Phase housing units with commercial/office development.

Objectives, Strategies, and Actions

Objective LU.1. Encourage a balance of land uses to serve residents' needs and ensure a diverse economic base.

Strategy LU.1.a. *Plan for traditionally designed developments that will reduce the number of vehicle trips by establishing viable alternatives.*

Land use composition and design directly impact how residents and visitors interact with their surroundings; developments that neglect the connectivity of pedestrian infrastructure, such as trails and sidewalks, limit mobility options to vehicles and other less active transportation modes.

Action i. Activate utility infrastructure (e.g., drainageways, utility lines), particularly in residential areas, with pedestrian trails, inviting sidewalks, and other improvements.

Action ii. Require designated walkways between commercial buildings and established or planned sidewalks or trails.

Action iii. Ensure public and private pedestrian routes are protected from vehicular traffic; establish physical barriers like shade trees and concrete or masonry improvements.

Strategy LU.1.b. *Prepare for widescale reinvestment across the City.*

As available land within Frisco becomes scarcer, land prices are anticipated to climb further due to a lack of supply. To recoup costs, the development community often turns to residential or mixed-use development to maximize return. It is important to balance high- and low-intensity land uses; while beneficial to the tax base, mixed-use development should fit into the context of its surroundings.

Action i. Consider policies in the PD process for aging commercial areas to reinvest over time, including small scale mixed use and parking lot developments.

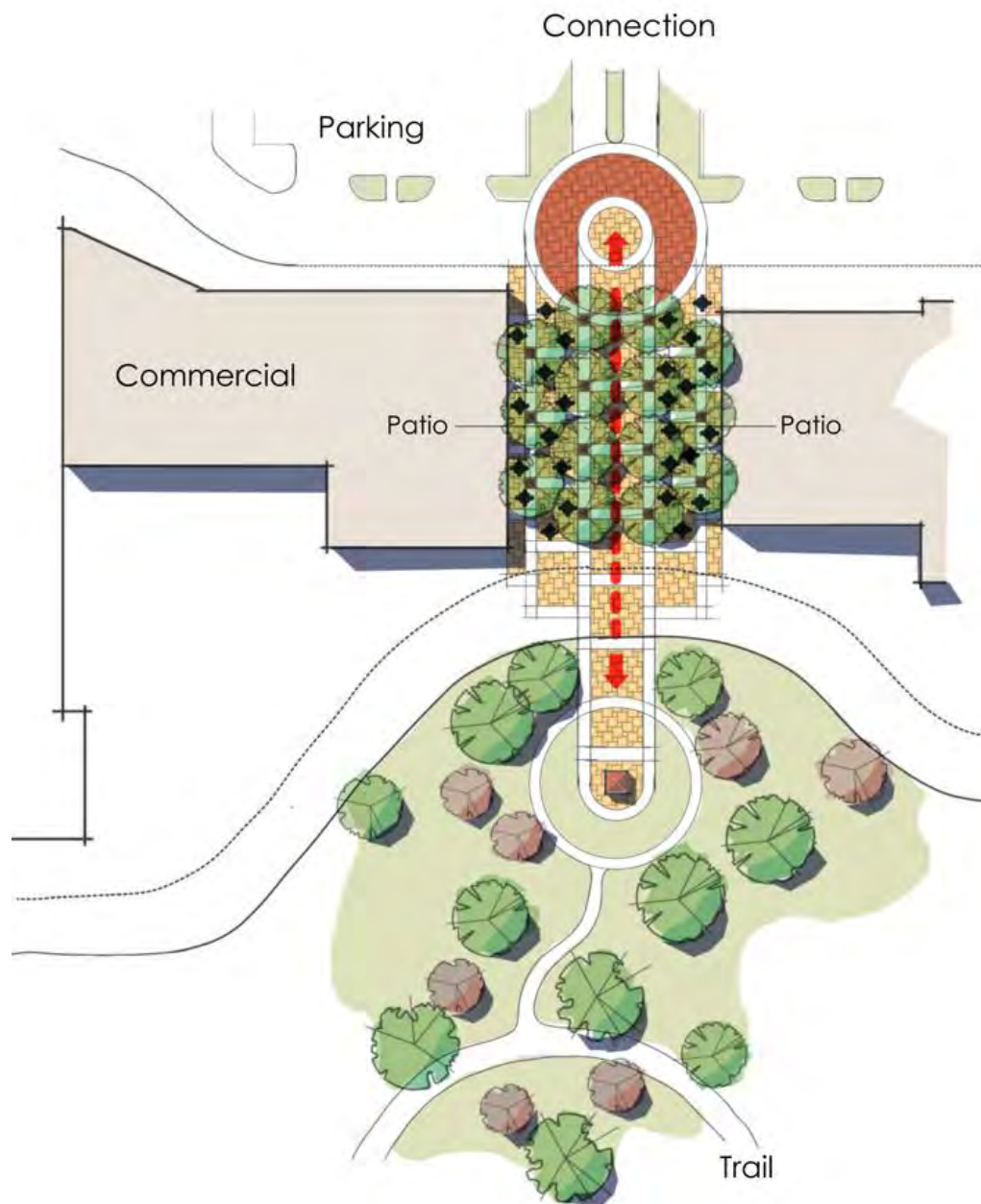
Action ii. Consider policies through PDs to allow for mixed-use developments in targeted areas and in alignment with the City's urban living policy; consider available infrastructure and possible private partnerships when identifying targeted areas.

Strategy LU.1.c. Design the edges of development to be compatible and integrated into the surroundings.

In surrounding communities, zoning practices have led to rigidly defined barriers between different use classifications—particularly around residential areas—resulting in disconnected development. In such cases, fringes meet with defined barriers, such as screening walls, rather than gradual transitions, ultimately creating pedestrian and vehicular circulation issues. Historically, Frisco has designed with connectivity in mind and should continue to do so in new and redeveloping sites.

Action i. Consider modifying buffers and increasing connections between use types where intensities will not adversely affect quality of life.

Action ii. Provide multi-modal connections between developments, including stub-outs and pedestrian paths at cul-de-sacs, where future connections may be possible through adjacent development.



Potential design for connecting Cottonwood Branch Trail to Parkway Towne Crossing by creating a visual interest at important thresholds and intersections by tree plantings, pavers, and tables.



Example of making pedestrian connections between the fringes of development and natural features, emphasizing focal points for interest

Strategy LU.1.d. *Ensure future land use categories incorporate targeted businesses from Frisco's economic development efforts.*

The Future Land Use Plan and categories established in this chapter are intended to work in concert with this Plan's other findings and recommendations. For example, economic development strategies include identifying and attracting new industries to Frisco; the anticipated land use throughout the City may help or hinder this attraction if it is too prohibitive.

Action i. As new targeted industries are identified, ensure that the Future Land Use Plan and categories generally accommodate these industries in appropriate locations.

Action ii. As needed, update the zoning ordinance's definitions and land uses to implement changes to the Future Land Use Plan and categories.

Strategy LU.1.e. *Promote entertainment options that attract sports, active lifestyles, arts, and culture, representing diversity within Frisco and focusing on cultural appreciation.*

As "Sports City USA," Frisco residents and visitors enjoy a unique environment and atmosphere unlike other cities throughout the state and beyond. Additionally, Frisco has growing arts and cultural communities that reflect its diverse people. The City should continue leveraging this asset, celebrating the residents and community that makes Frisco, Frisco.

Action i. Continue to encourage mixed-use development where appropriate, including but not limited to around Frisco's professional sports venues, arts, and cultural assets.

Action ii. Encourage developments, public-private partnerships, zoning, and land use decisions that support the arts and culture.



How did Frisco earn its “Tree City USA” recognition?

In 2003, Frisco was designated as a “Tree City USA.” This designation is given by the Arbor Day Foundation and the National Association of State Foresters. To earn this title, Frisco had to promote tree planting and maintenance using four standards:

- 1 Establishing a tree board or department (est. in 2001).
- 2 Adopting a tree care ordinance or set of regulations.
- 3 Establishing a forestry program and budget of \$2 per capita.
- 4 Making an Arbor Day Observance and Proclamation.

Objective LU.2. Ensure land use decisions preserve environmental factors and support innovative design.

Strategy LU.2.a. *Protect, enhance, and increase healthy tree cover in Frisco to maximize its benefits to the community.*

The benefits of tree canopy include lower energy costs, reduced heat island effect, shaded pedestrian walkways, improved air quality, and reduced stormwater runoff.

Action i. Continue emphasizing tree preservation within residential and commercial developments.

Action ii. Prioritize spending tree mitigation funds within public rights-of-way (street trees) along City-owned riparian areas to provide trail cover and floodplain stabilization.

Action iii. Partner with homeowner’s associations (HOAs) to establish an inventory of Frisco’s tree stock; identify diversification opportunities to protect against disease.

Action iv. Continue participating in and providing tree preservation and planting programs, including the Urban Forestry Program and “Tree City USA” recognition.

Action v. Continue with a local landscaping education program to inform property owners of best practices related to planting and maintaining a healthy landscape.

Action vi. Identify and establish funding mechanisms for installing street trees in older neighborhoods, including grants or fund-matching techniques.

Strategy LU.2.b. *Identify opportunities to conserve energy, and implement renewable energy resources when feasible, safe, and cost-effective.*

Renewable energy technologies continue to evolve, resulting in effective and reliable alternatives to conventional energy sources. Frisco should remain on the leading edge of implementing and integrating new energy systems as global markets continue identifying and adopting renewable technologies.

Action i. Encourage the use of renewable energy sources when considering building standards and regulations.

Action ii. Continue implementing renewable energy systems in municipal buildings.

Action iii. Continue to evaluate City codes and ordinances for barriers to residential applications of renewable energy sources; remove barriers where no adverse impacts to neighboring properties are anticipated.

Strategy LU.2.c. *Continue to lead the region's efforts to maintain and enhance North Texas' natural assets.*

It is anticipated that suburban cities in the North Texas area, including Frisco, will continue seeing increased interest in development as the region experiences unprecedented growth. A regional approach to preserving the natural environment is important to prevent detrimental impacts on air and water quality across the DFW metroplex.

Action i. Continue the City's partnership and coordination with the North Central Texas Council of Governments (NCTCOG) regarding the Integrated Stormwater Management (ISWM) program and other urban air quality and water body protection efforts.

Action ii. Coordinate efforts with municipalities up and downstream of Frisco's major creeks (Reference Map 7) emphasizing preservation and sound stormwater management.

Action iii. Utilize the Natural Resources Division or other tools to highlight the City's current efforts in natural preservation and promote education and best practices.

Action iv. Incentivize the implementation of grey water systems in homes and businesses to conserve potable water.

Action v. Continue following recommendations from the Water Management Plan to use water efficiently to help prevent waste.

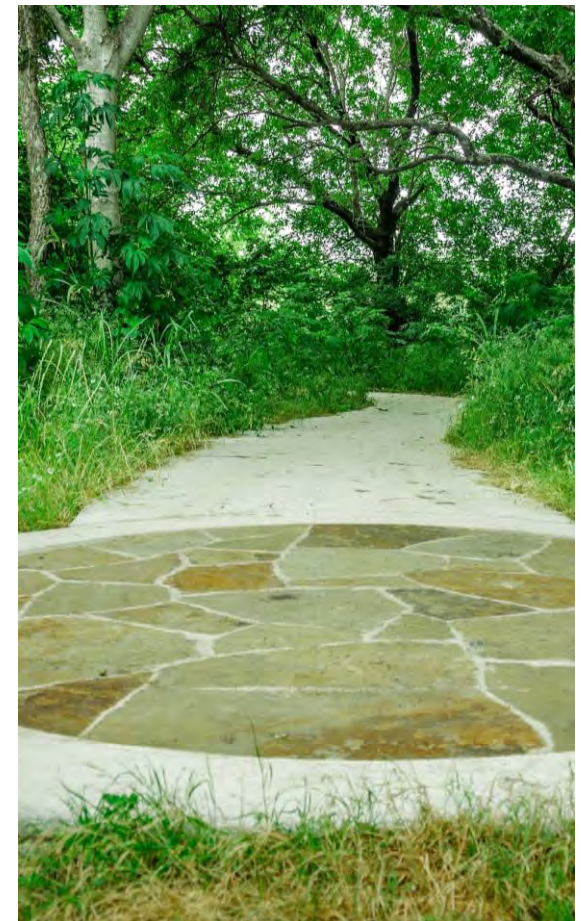
Strategy LU.2.d. *Encourage environmental responsiveness, preserving and enhancing natural areas for the community's health, aesthetics, infrastructure, and economic benefits.*

Most frequently, private investment and development of property pose the most immediate threat to environmental assets. The City should continue working with the development community to mitigate adverse impacts or mismanagement of natural resources.

Action i. Continue to monitor and protect local and regional floodplains through the Federal Emergency Management Agency's (FEMA) Flood Insurance Rate Maps (FIRM) updates.

Action ii. Prioritize environmental scanning in the early stages of land development; inform decision-making bodies of any adverse impacts before use entitlement.

Action iii. Continue enforcing standards like the erosion hazard setback policy in environmentally sensitive areas or floodways.



Objective LU.3. Emphasize land uses and development patterns with long-term benefits and appeal to all generations.

Strategy LU.3.a. *Encourage corporate headquarters or significant employment generators to integrate residential opportunities.*

While attracting and retaining significant employers has been a longstanding goal in Frisco, adverse implications for residents remain a concern.

Action i. Continue to leverage Frisco's quality of life, including public amenities, schools, safety, and healthcare services, to attract and retain headquarters and corporate employers.

Strategy LU.3.b. *Encourage a mixture of land uses in a walkable environment and a network of sidewalks and trails that link people of all ages and physical abilities to their destinations.*

As Frisco's significant generational groups continue to age, emphasis on pedestrian infrastructure becomes increasingly important; older generations are less mobile and may require access to more readily available services.

Action i. Continue to ensure new development provides critical connections to surrounding pedestrian infrastructure.

Action ii. Build upon trail-oriented development requirements when development abuts a regional trail, including increased trail connections and fronting homes or businesses along trail links.

Action iii. Provide a park-once experience around Frisco's entertainment venues, where visitors can access work, leisure, and accommodation within a single car ride.

Action iv. Ensure developments have accessible surfaces, transitions, and distances to accommodate different physical abilities and limitations.

Strategy LU.3.c. *Ensure development along Frisco's highly trafficked thoroughfares is high-quality and contributes to the positive perception of the City.*

Frisco is bounded on the north and south by high-traffic thoroughfares—US 380 and Highway 121—that serve residents and surrounding communities. Consequently, Frisco should leverage development along highly trafficked thoroughfares for their contribution to the City's tax base, public amenities, and visual appeal.

Action i. Continue to assess and implement the US 380 Overlay Design District regulations (Reference Ordinance No. 2020-08-45).

Action ii. Consider a series of design guidelines or an overlay along the Highway 121 corridor, focusing on supporting appropriate land uses and visual aesthetics.

Objective LU.4. Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.

Strategy LU.4.a. *Require quality design standards for (re)development to ensure compatibility with surrounding areas.*

New development within the City shall contribute to the overall quality of life that residents and stakeholders enjoy.

Action i. Continue to evaluate development compatibility using the City's land use policies in Appendix C during zoning applications, particularly in residential areas; in areas of compatibility concern, consider physical separation, incorporation of a transitional land use, or a building or site design measure (or combination of measures) appropriate to the specific situation.

Action ii. Assess the City's development standards for commercial businesses (e.g., the nonresidential open space requirements); identify and adopt revised requirements where existing standards are found insufficient.

Action iii. Continue assessing traffic implications with development inquiries as part of the 'alternative design standards' development process.

Strategy LU.4.b. *Create distinctive destinations that attract people and encourage social interaction.*

Frisco residents enjoy unique developments and amenities not seen elsewhere across the North Texas region or state. New developments in the City should build on Frisco's culture as a premier place to live, work, and play.

Action i. Encourage private art installations in new developments throughout Frisco.

Action ii. Encourage integration of Frisco's branding and tourism marketing in new developments.

Action iii. Establish consistent gateway markers and district monumentation along boundary entries.

Action iv. Encourage public/private redevelopment projects and expansions.

What are the City's nonresidential open space requirements?

Open space within commercial properties must include amenities to make it interactive and usable.

Amenities may include:

- 1 Sculptures and/or pedestrian entry monuments or gateways
- 2 Water features, such as ponds or fountains
- 3 Preserved or planted tree groves or orchards
- 4 Shade structures such as pavilions or pergolas
- 5 Raised planters with plants of seasonal color or native species

Strategy LU.4.c. Support positive experiences by emphasizing "gifts to the street" in the pedestrian realm, such as sidewalk cafes, welcoming entrances, landscaping, and other streetscape features.

Pedestrian activation is essential to limiting vehicular trips between destinations; people are more likely to walk in areas where they feel comfortable doing so. Activation strategies include pedestrian-scale improvements in commercial areas, including awnings, porches, protected sidewalks, seasonal decorations, and tree canopy cover where space allows.

Action i. Identify opportunities for sidewalk activation in new and existing developments; examples of activation may include sidewalk cafe seating or pop-up retail opportunities.

Action ii. Identify key intersections that would benefit from commercial activation (e.g., pedestrian improvements, place-making); evaluate and revise code allowances for activation strategies.

Action iii. Continue to implement sidewalks within mixed-use developments, with ideal widths of 25-feet for commercial areas and 18-feet for residential areas.

Action iv. Continue integrating holiday decorations along pedestrian paths and infrastructure.

Strategy LU.4.d. Require high-quality, durable building construction that is flexible and encourages reinvestment over time.

The state legislature has recently restricted the ability to control building materials across the state; however, the City may turn to collaboration and partnership with developers to ensure Frisco's high quality of life is reflected in commercial and residential buildings.

Action i. Consider establishing incentives or other funding programs for selected areas to reinvest in aging buildings.

Action ii. Identify areas where reinvestment is necessary; establish incentives or other funding programs for property owners to maintain high-quality developments with a defined set of criteria.



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03 | Transportation & Mobility

Introduction

The safe and efficient movement of people, traffic, and goods throughout a city contributes to the residents' quality of life, the success of local businesses and markets, and the overall perception of visitors and passers-by. Transportation in Frisco ranges from ground-based improvements for vehicles, pedestrians, and cyclists to aerial mobility of passengers and goods. The success of Frisco's transportation network equally hinges on the continued implementation of proven approaches and adaptation to new technologies.

Content within this chapter includes:

- Approach to Transportation Planning
- Assessment
- Emerging Trends in Transportation
- Objectives, Strategies, and Actions

Multi-Purpose trails
4 walkable destinations
Alternative Modes of transportation
- Buses between strategic points
1. Build A Small Local Public Transportation "Hub".

Community Input: *The “Why?”*



Prioritize pedestrian experience through design.



Improve safety and awareness for bikers and walkers.



Establish viable and reliable alternatives to driving.



Increase access to pedestrian and bike facilities.



Connect key areas and neighborhoods across the City.

Chapter Objectives: *The “How?”*

#1

Focus on the pedestrian experience.

#2

Improve safety, mobility, reliability, and connectivity.

#3

Increase the availability of alternatives to automobile transportation.

#4

Support regional mobility in surrounding communities and beyond.

Chapter Highlights: *The “Where?”*



Create “smart” transit hubs that integrate technology and connectivity in Frisco’s mixed-use areas and town centers.



Create connections over or under roadways to better connect Frisco’s assets.



Establish a circulator route to connect Frisco’s entertainment districts, reduce the need to drive, and increase connectivity.



Smart transit hubs.

Areas where different transportation methods meet and connect using technology and automated systems to improve efficiency.



Tunnels and bridges.

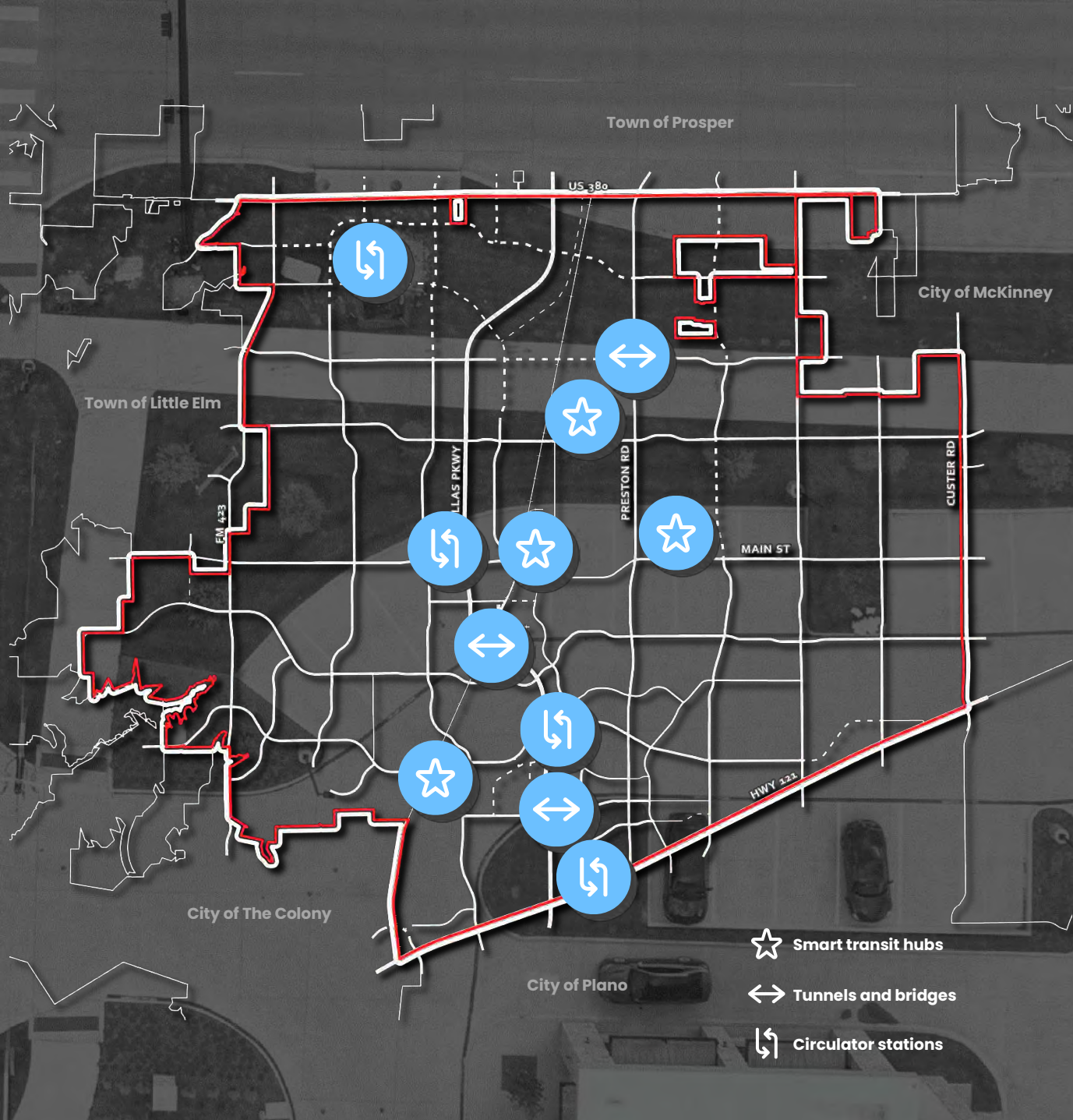
Large roadways, like DNT and Preston, present chances for crossings like deck parks or tunnels. Deck parks, like Dallas' Klyde Warren Park, cross highways to boost connectivity and access to green space.



Circulator stations.

Getting to and from Frisco's greatest assets should be a unique and enjoyable experience. A circulator bus or tram will provide residents and visitors with flexible options to enjoy Frisco's marquee areas.





Looking forward: transportation & mobility opportunities...

1

More **autonomous** and **automated vehicles** and functions, like **self-driving cars** and hands-free options.

2

New mobility technologies, like aerial **drone** deliveries, **flying passenger vehicles**, and **people movers**.

3

Expanded regional connections, like **highway improvements** and **high-speed** transit opportunities.

Approach to Transportation Planning

Leveraging New Connections

Located in one of the fastest-growing metro areas in the U.S., Frisco's proactive approach to transportation planning is essential to prevent overextending critical services and roadway capacity. Access to adequate transportation methods, including roads, trails, and bikeways, is considered during the entitlement phase of all new projects rather than retroactively installing infrastructure following development. The City's ongoing impact fee policy ensures that all new residential, commercial, and industrial projects pay their fair share in improving Frisco's roadways and other infrastructure that may be negatively impacted by new development.

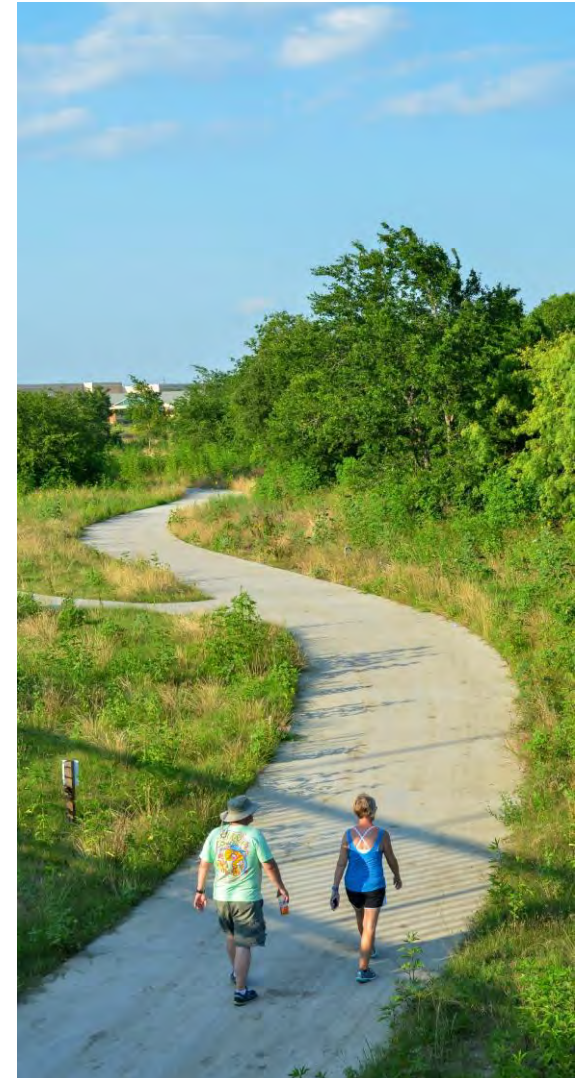
Providing Mobility Options

The benefits of Frisco's continued emphasis on expanding critical bike and pedestrian infrastructure are twofold: residents are given access to recreational activities and outlets, and fewer vehicle trips are necessary between local and cross-town locations. Previous planning efforts, including the City's Downtown Master Plan (2018, Ordinance No. 18-11-67) and Hike and Bike Master Plan (2019, Ordinance No. 19-09-76),

emphasize the need and desire for targeted transportation improvements to improve connectivity and pedestrian safety. These objectives are further supported through the City's capital improvement projects, including pedestrian improvements to Main Street, Elm Street, and select intersections across Frisco.

Test-Driving New Technology

Integrating new technology within existing and future transportation infrastructure can be daunting; familiarity with proven solutions often outweighs the perceived risk of adopting new methodologies. However, recent technological advancements offer unique and cutting-edge opportunities to address some of Frisco's ongoing transportation challenges. Understanding these opportunities, the City has already begun pilot programs and implementation of autonomous vehicle compatibility, "smart" traffic monitoring and reporting applications, and aerial rideshare opportunities.



Assessment

Assessment Overview

To provide residents and businesses with a higher quality of life, Frisco has emphasized sound transportation planning and engineering practices, laying the groundwork for future development while improving the quality of life for current residents. The City's Thoroughfare Plan (Map 5) identifies planned and existing roadways ranging from highways, major and minor thoroughfares, and significant collectors. Thoroughfare Plan designations include:

Highway and Tollway

Limited access roadway designed for high-speed, long-distance travel and large traffic volumes; tollways and highways are typically the jurisdiction of regional, state and federal agencies rather than municipalities.

Major

Relatively high-speed, long-distance surface street with up to six lanes designed to move large volumes of traffic across an urbanized area as part of a network of six-lane roads spaced about one mile apart.

Minor

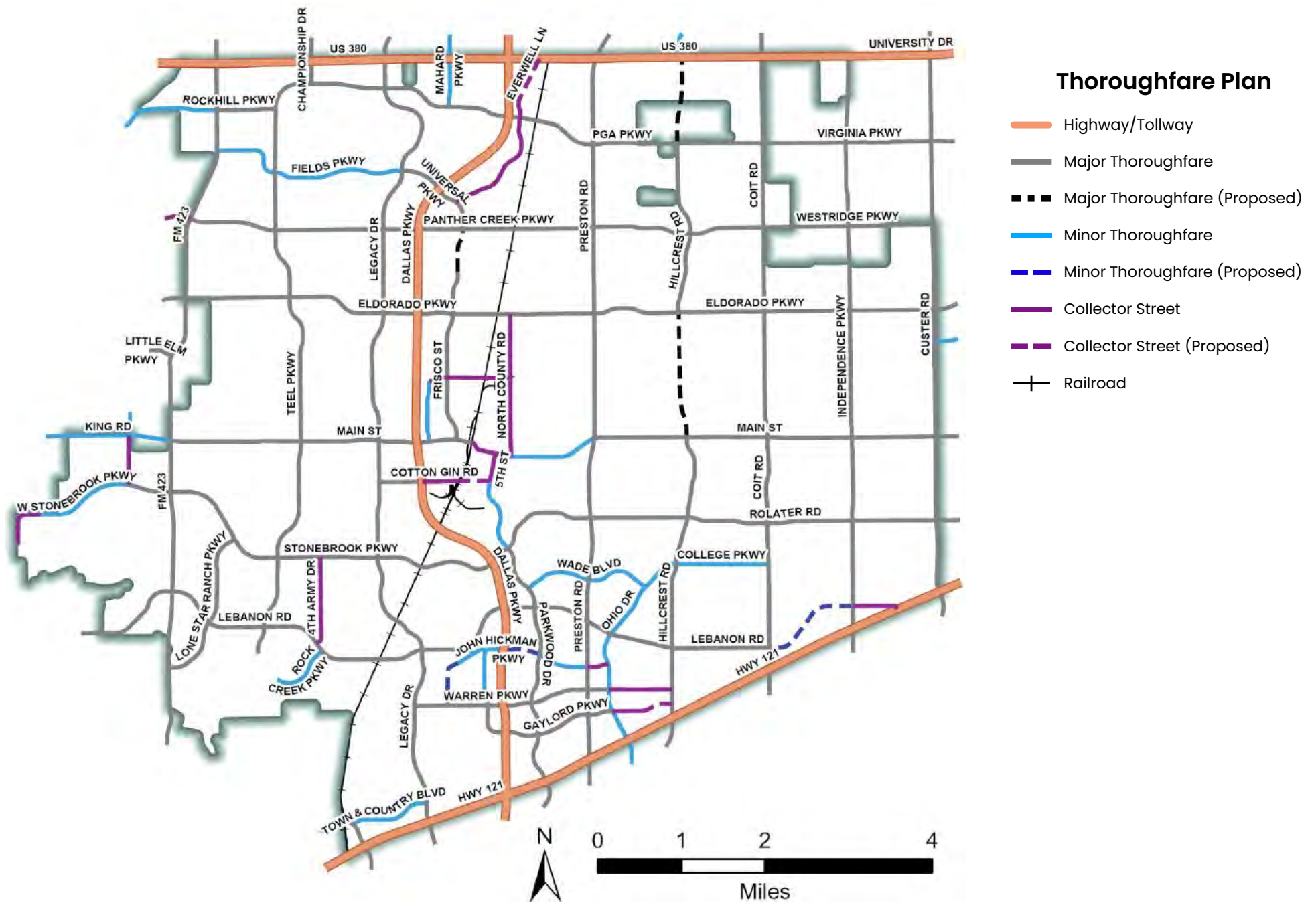
Medium-speed, moderate-capacity surface street with four lanes designed to distribute traffic from the major throughfare network into large residential areas, employment centers, retail centers, and entertainment venues.

Collector (Residential/Commercial)

Relatively low-speed, low-volume street used for neighborhood and commercial circulation and access to private property; collects traffic from local streets for distribution to the thoroughfare system.

Local

Low-speed, low-volume roadway primarily providing access directly to residences; often characterized by multiple driveways and on-street parking.



Map 5. Thoroughfare Plan

Regional Transportation Partners

Regional and other local entities beyond the City's jurisdiction impact Frisco's transportation network, initiatives, and policies. As the northern Dallas-Fort Worth communities continue to grow, Frisco's role as a critical link and key destination is anticipated to become more prevalent. Coordination with surrounding municipal and regional partners is paramount to ensure efficient and safe mobility options for residents and visitors alike.

Serving as the region's centralized metropolitan planning organization, the North Central Texas Council of Governments' (NCTCOG) Transportation Department is essential in

allocating federal and state funds for local and regional transportation improvements. Additionally, NCTCOG coordinates member cities—including Frisco—counties and state agencies to identify critical infrastructure projects that positively impact the region. The latest Metropolitan Transportation Plan (*Mobility 2045*, 2022) identifies five regionally significant arterial improvements within or abutting Frisco's incorporated limits by 2045.

In addition to NCTCOG, coordination between Frisco, the Texas Department of Transportation (TxDOT), and the North Texas Toll Authority (NTTA) is essential to fulfilling transportation

initiatives and policies. TxDOT owns and maintains several state roadways through Frisco (such as US 380, FM 423, Preston Road, Custer Road, etc.), and NTTA operates the Dallas North Tollway and the Sam Rayburn Tollway. Frisco operates the traffic signals along the TxDOT roadways and coordinates with NTTA regarding daily traffic flow and incident management. Frisco, TxDOT, and NTTA work together as they plan improvements to their interconnected facilities.

For example, US 380 is under construction at this writing to expand to six lanes, including overpasses. The highway is under design to be reconstructed as a freeway, starting as early as 2026. The coming freeway is an important regional improvement requiring cooperation between Frisco and regional transportation partners related to alignment, localized traffic improvements, and cross-jurisdictional rights-of-way.



Sharing the Road: Ranking Texas in terms of “bicycle friendliness”

The League of American Bicyclists is a grassroots movement dedicated to protecting and promoting cyclists across America. As a state, the League ranks Texas as:

#32 in overall “bicycle friendliness,” and #7 of 13 in the southern region

#40 in overall biking safety, with 16.2 fatalities per 10k bike commuters

#45 in overall spending, with \$1.57 of federal funds spent per capita on biking

Minding the Gap: Alternative Mobility Options

While Frisco’s automobile use as the primary means of transportation is anticipated to continue, Frisco is committed to providing transportation alternatives for residents and visitors to reduce traffic congestion and promote healthier lifestyle choices. Frisco’s vigilance in completing its pedestrian and bicycle network, as identified in the Hike and Bike Master Plan (2019, Ordinance No. 19-09-76), illustrates the overall desire to walk, run, or bike to Frisco’s vibrant activity areas and neighborhoods. New connections are achieved by leveraging private development, municipal or regional funding sources, or partnerships; the Mountain Bike Trail, for example, was completed through a joint effort between Frisco, the Dallas Off-Road Bicycle Association (DORBA), and the Shawnee Trail and Frisco Cycling Clubs. The City’s commitment to connecting residents contributes to Frisco’s destination status and has brought recognition as one of 12 “Bicycle Friendly Communities” in Texas by the League of American Bicyclists.

Regionally, mobility improvements are focused on improving and expanding roadways and transit alternatives. Regional authorities, including the Denton County Transportation Authority (DCTA) and Dallas Area Rapid Transit (DART), are

responsible for planning and implementing public transit services to member communities. Through a partnership with the DCTA, Frisco provides curb-to-curb, demand-based transit services within the City and portions of Plano to residents who are 65 years or older, disabled, or require transportation for medical care-related purposes.

For local mobility, Frisco is exploring a phased public expansion of its demand-based (on-call) system, and a potential transit option to link entertainment and business areas. For regional mobility, NCTCOG oversees a long-range planning effort to consider implementing commuter rail service along the BNSF railroad from Irving to Frisco and Prosper and Celina. Such service to Irving would allow a transfer to DART’s light rail network. Regional assessments illustrate sufficient ridership to support future rail lines, including the Irving-to-Frisco (I2F) Corridor Report and Collin and Denton County Transit Studies. However, funding and organizational discussions are in the very early stages. As the DFW Metroplex grows, a regional transit alternative to the automobile will become more important. Monitoring the development of regional transit services will allow Frisco to plan for eventual participation when the time is right.

Emerging Trends in Transportation

Urban Air Mobility

Urban air mobility refers to emerging transportation concepts involving aircraft capable of taking localized trips to deliver goods, services, and passengers. Air mobility breaks free from the rigid limitations of vehicular and transit transportation routes, offering direct and on-demand solutions by leveraging underutilized low-altitude airspace. Recent advancements in battery and hydrogen fuel cell technology have made air mobility more viable by expanding vertical takeoff methods instead of traditional horizontal runways.

Frisco partnered with Wing to establish some of the first drone delivery services in the nation. Also, Frisco and some of its business leaders have expressed interest in potential pilot programs for passenger service and are waiting for a viable company to emerge. While certain obstacles still exist, such as the management of airspace and potential nuisances for nearby residents, technological advancements increasingly make air mobility safer and a potentially viable alternative to automobile travel.

Ridesharing Services

Reliance on rideshare services has become increasingly popular as it offers users the hands-free ability to travel between destinations, eliminating the hassle of finding parking. While generally privatized, ridesharing provides safe, on-demand alternatives to personal vehicle trips.

As these services continue to grow in popularity, the proper orchestration of pick-up and drop-off maneuvers will become increasingly important; cars queuing for passengers pose safety and efficiency risks to surrounding transportation infrastructure. Properly accommodating rideshare services using slip lanes and designated drop zones will maximize service levels, particularly in Frisco's frequented commercial and tourism areas.

The Sky's the Limit: Urban Air Mobility Systems

The first manned flight took place over a century ago. Today, urban air mobility concepts range from conventional airplanes to drone-like passenger vehicles. Systems include:



Conventional takeoff and landing (CTOL), like traditional airplanes on a runway



Vertical takeoff and landing (VTOL), often powered by battery propulsion



Uncrewed aircraft systems (UAS), like recreational and delivery drones

Automotive Technology

Electric vehicle (EV) technology is becoming increasingly prevalent in the automotive industry, and Frisco has the fifth highest number of registered electric vehicles in Texas despite being 14th in population. Generally, EVs reduce the amount of localized carbon emissions caused by conventional gas-powered vehicles, resulting in improved air quality. Integrating necessary infrastructure—like high-speed charging ports—in the built environment will be essential to supporting alternatives to gas power. Additionally, the necessary training and resources should be provided for first and second responders when dealing with emergencies involving alternative fuel sources.

Autonomous vehicle (AV) technologies can operate a vehicle without the need of a human driver. In partnership with artificial intelligence (AI), AVs are adapting to improve efficiency and environmental awareness for pedestrians and other drivers. Optimizing infrastructure design will be essential to support widespread adoption. Proper street conditions, lighting, lines of sight, and access to high-speed internet will ensure AVs are effective and safe. Frisco's involvement with the Driverless Car Pilot Program and Audi Connect Program has laid the groundwork for AV adoption

in the City. By collecting and sharing data, the efficiency of traffic monitoring systems and AV alternatives will yield safer conditions for pedestrians and drivers. It is worth noting that AV alternatives do not necessarily provide reduced traffic demand for roadways.

Micromobility

Micromobility refers to lightweight, transportable, and often electric-powered vehicles such as bicycles, scooters, and other personal crafts. Micromobility options provide viable alternatives to walking and driving, connecting residents to nearby locations without the need to get behind the wheel. Most commonly, micromobility solutions are seen through rental or ridesharing models where users pay a fare to access vehicle functions momentarily. While this model offers connectivity options, particularly in urban settings, it poses enforcement and accessibility issues due to the reliance on self-reporting and proper placement.

Micromobility methods may provide vehicular alternatives to connecting Frisco's mixed-use areas and town centers while contributing to pedestrian vibrancy and capabilities. Consideration should be given to establishing designated docking stations and geofencing to encourage centralized use. For personal vehicles,

accommodation should be made in existing infrastructure to provide safe separation for slower-speed pedestrian traffic.

Curbside Management

Curb space has remained historically underutilized compared to other components of the public right-of-way (e.g., sidewalks and street pavement). This is particularly true for suburban and low-density residential areas where curb space is almost exclusively reserved for overflow parking and bulk waste removal despite being publicly owned and maintained. With the advent of rideshare services and micromobility alternatives, the public's evolving use of the curbside could be better accommodated.

Proper curbside management can yield positive economic and pedestrian safety impacts for the City, particularly in Frisco's urban centers and tourism areas. Pay-to-park structures generate revenue and discourage localized parking. In underutilized spaces, curbside parklets and pop-up dining offer separation between vehicular traffic and pedestrian areas while increasing revenue opportunities for surrounding businesses.

Objectives, Strategies, and Actions

Objective TR.1. Focus on the pedestrian experience.

Strategy TR.1.a. *Design new and existing streets to include appropriate context-sensitive elements to discourage speeding, improve the pedestrian experience, and maximize safety.*

According to TxDOT, pedestrian traffic fatalities account for one in five of all roadway deaths. Appropriately designing roadway facilities for comfort and safety is paramount to protecting motorists and pedestrians.

Action i. Ensure that pedestrian lighting is adequate for safety and comfort while being mindful of adjacent residential areas and driver sight lines.

Action ii. Establish a menu of permitted traffic calming strategies (e.g., bulb-outs, smooth textured pavement, raised crosswalks, narrow lane markings, roundabouts) for new and existing street designs.

Action iii. Identify areas where pedestrian infrastructure is unshaded or exposed to uninterrupted sunlight; install natural or structured shading along extended lengths and corners of intersections.

Strategy TR.1.b. *Prioritize pedestrian safety through practical infrastructure and operations in neighborhoods and key areas.*

Frisco's continued success as a regional destination for hiking and biking depends on proper pedestrian safety considerations. While the intent of this Plan is not to hinder or limit vehicular travel, advocating for practical safety measures may improve the overall experience of those moving within and through Frisco.

Action i. Identify areas where pedestrian or cycling accidents happen frequently or have the potential to; establish a Safety Action Plan to introduce safety improvements where risk factors are apparent.

Action ii. Continue requiring street trees between local streets and their sidewalks and encouraging the same along arterials where there is space to do so safely.

Action iii. Leverage new development to improve pedestrian and cycling safety.

Action iv. Continue to identify potentially unsafe pedestrian conditions during development review and correct the design through mitigation or redesign before project entitlement.

Action v. Continue to implement and maintain the latest pedestrian safety and accessibility features, such as audible walking cues at traffic signals, protected crosswalks, and grade-separated crossings where warranted.

Action vi. Improve the streetscape in Frisco's older neighborhoods.



Strategy TR.1.c. Continue to ensure future developments are welcoming to pedestrians of all capabilities.

The vibrancy and success of the pedestrian experience rely heavily on the built environment; developments that account for pedestrians through proper scale, shade, and protection are more likely to be perceived as pedestrian-friendly. Designing for pedestrian vibrancy is a key strategy in creating desirable destinations for Frisco residents and visitors.

Action i. Evaluate parking requirements to prevent underutilized pavement and separation for perimeter paths and sidewalks.

Action ii. Establish shaded pedestrian walkways through parking lots, connecting sidewalks and parking areas to building entrances, where feasible.

Action iii. Emphasize multimodal connectivity, both internally and externally, within commercial and residential developments.

Action iv. Where adjacent to off-street hike and bike facilities, ensure that buildings and open spaces front on trails and paths.

Strategy TR.1.d. Continue to align the City's roadway design standards and the Hike and Bike Master Plan (2019, Ordinance No. 19-09-76).

This planning effort aims to coordinate the City's past and ongoing master plans. Through coordination, consideration of pedestrian and cyclist improvements may further the objectives and strategies of this Plan regarding land use, housing, and economic development.

Action i. Review Frisco's Subdivision

Regulations for opportunities to incorporate connectivity improvements for all pedestrians and bicyclists outlined in the Hike and Bike Master Plan.

Action ii. Continue to regularly update and implement the City's Hike and Bike Master Plan using public input.

Action iii. Review Frisco's Engineering Standards to incorporate design guidelines for pedestrian and bicycling infrastructure outlined in the Hike and Bike Master Plan.

Objective TR.2. Improve safety, mobility, reliability, and connectivity.

Strategy TR.2.a. *Continue to complete key roadway extensions and improvements in accordance with the latest Thoroughfare Plan.*

Frisco's Thoroughfare Plan identifies existing and planned major and minor thoroughfares and significant collectors. As property develops or redevelops along these roadways, it is essential to communicate and enforce improvements and connections to ensure a cohesive network across the City.

Action i. Continue to leverage private development to complete critical roadway extensions when developing along the future right-of-way.

Action ii. Continue to evaluate the Thoroughfare Plan annually for relevancy and applicability.

Action iii. Prioritize funding for roadways and intersections that experience high traffic volumes and accidents.

Action iv. Continue to review city-wide traffic counts annually and assess the need for capital improvement projects (e.g., widening a road to the level shown on the Thoroughfare Plan or making intersection improvements).

Strategy TR.2.b. *Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.*

Transportation Demand Management (TDM) is a planning philosophy that works to create less concentrated vehicular traffic by encouraging carpooling, telecommuting, offset scheduling, and the choice of a different mode of travel. These choices can include bicycle, pedestrian, or micro-transit options and should be made reliable to be attractive to commuters. While vehicular travel will continue to be the primary method of choice in the foreseeable future, Frisco should continue to plan on establishing effective alternatives to cater to residents and visitors, regardless of physical or financial ability.

Action i. Prioritize the implementation of non-vehicular modes and routes along frequented roadways.

Action ii. Consider incentivizing carpooling between municipal services and facilities; encourage private partners to establish carpooling and offset schedule incentives.

Action iii. Use data analytics to determine the time and location of demand so TDM solutions can be properly tailored and targeted.

Action iv. Continue offering on-demand micro-transit services to Frisco residents; continuously evaluate ridership and frequented destinations for potential transit routes in the future.

Strategy TR.2.c. *Continue to employ Transportation System Management and Operations (TSMO) strategies to maintain and improve mobility.*

Transportation System Management and Operations (TSMO) strategies seek to maximize the available level of service of existing or ailing transportation infrastructure. From a budgetary and operations standpoint, TSMO strategies provide iterative improvements before significant investments are needed.

Action i. Continue partnering with navigation providers to integrate live traffic alerts and monitoring systems in private vehicles.

Action ii. Continue to use dynamic message signs in Frisco's mixed-use areas and town centers and during events to inform the public on preferred routes and parking conditions.

Action iii. Continue to improve traffic signal timing through the increased use of internal and external data collection and analysis.

Action iv. Continue expanding the use of data analytics to understand traffic delays and travel time patterns as they change over time to make optimal operational and construction decisions.

Strategy TR.2.d. *Lead the region in ensuring the built environment accommodates emerging transportation technologies.*

Frisco's historic approach to seeking and implementing new thoughts, ideas, and processes has contributed to its culture of innovation and problem-solving. The City should remain vigilant in pursuing practical and reliable implementation as global technologies evolve.

Action i. Continue to monitor global technological advancements for opportunities to improve traffic flow and safety in Frisco.

Action ii. Continue to work with the IT Steering Committee to review and consider interest in implementing emerging technologies.

Action iii. Encourage the installation of electric vehicle (EV) charging stations in new parking lots. Continue to install charging stations at municipal facilities.

Action iv. Continue to optimize conditions for autonomous vehicles (AV) (e.g., clear lane striping, driver line of sight to pedestrians and cyclists).

Action v. Coordinate with transportation companies and private developers to plan optimal routes for eventual airborne passenger routes. Prioritize existing structures and rooftops for potential landing zones.

Action vi. Prioritize Frisco's mixed-use areas and town centers for airborne passenger routes and consider acquiring or preserving areas for landing and transition zones.

Action vii. Continue to implement drone services for real-time emergency response monitoring and to conduct traffic studies (augmenting the City-wide network of over 800 traffic cameras).

Objective TR.3. Increase the availability of alternatives to automobile transportation.

Strategy TR.3.a. *Continue to integrate planned land uses with the City's multimodal mobility network.*

Transportation systems are primarily driven by the land uses around them; conversely, the practicality of certain land uses is dependent on an available and efficient transportation network. This relationship requires consistent and thoughtful decisions and policies to ensure the mutual success of development and transportation outcomes.

Action i. Initiate a pilot program for a trolley or bus that circulates between Frisco's key mixed-use areas and town centers. Establish branding for the circulator that promotes the City's forward-thinking approach and quality of life.

Action ii. Develop Frisco's key mixed-use areas and town centers as "smart" transit hubs, where vehicular, pedestrian, micromobility, and potentially transit transportation methods intersect to connect residents and visitors.

Action iii. Establish minimum standards (e.g., centralized location, shaded, physically separated from vehicular travel ways) for rideshare pickup and drop-off locations in mixed-use settings.

Action iv. Plan for grade-separated crossings across major thoroughfares (e.g., Preston Road, Dallas North Tollway (DNT)) to provide multimodal connectivity between Frisco's mixed-use areas and town centers.

Strategy TR.3.b. *Consider the appropriateness of micromobility options to encourage non-automobile mobility.*

Micromobility refers to lightweight, transportable, and often electric-powered vehicles such as bicycles, scooters, and other personal crafts where permitted. Micromobility options provide viable alternatives to walking and driving, connecting residents to nearby locations without the need to get behind the wheel.

Action i. Establish a pilot program to introduce shared micromobility options, such as electric bikes, in Frisco's mixed-use areas and town centers. Establish geo-fencing to prevent immediate use outside targeted areas.



Objective TR.4. Support regional mobility in surrounding communities and beyond.

Strategy TR.4.a. *Continue to evaluate and plan for long-term regional transportation opportunities.*

The success of regional transportation initiatives, particularly those involving communities north of Dallas, is largely dependent on Frisco's continued cooperation and leadership. As the keystone of interest and activity in the region, the City should continue to seek preferable outcomes for residents and visitors while furthering opportunities to expand its market share.

Action i. Continue to preserve the area along the BNSF rail right-of-way for a trail corridor and potential future transit opportunities; ensure proper space is preserved adjacent to potential station locations for parking, drop-off, rideshare, and transit transfer facilities.

Action ii. Continue to use design guidelines, including Crime Prevention through Environmental Design (CPTED) principles, that allow for easy adaptation of properties surrounding potential transit stops, maximizing current market trends while establishing flexibility for future conditions.

Action iii. Continue to coordinate with NCTCOG and the Regional Transportation Council (RTC) regarding regional rail studies and support the City's preferred future train stop locations.

Action iv. Leverage Frisco's proximity to Dallas Love Field Airport and Dallas Fort Worth International Airport by testing shuttle services to and from these global transportation hubs, and preparing for McKinney National Airport.

Strategy TR.4.b. *Continue to partner with outside agencies to promote regional mobility improvements and transportation initiatives.*

Partnerships are essential to fulfilling regional transportation initiatives beyond Frisco's jurisdiction. Continued coordination with the following entities will further Frisco's transportation objectives within the City and beyond: Texas Department of Transportation (TxDOT), North Central Texas Council of Governments (NCTCOG), Denton County Transportation Authority (DCTA), North Texas Toll Authority (NTTA), and Dallas Area Rapid Transit (DART).

Action i. Continue to monitor and participate in regional transportation agencies' studies and reports regarding regional transportation goals and outcomes.

Action ii. Coordinate with applicable agencies to determine the plausibility of establishing grade-separated connections (e.g., deck parks, bridges, tunnels) across key corridors in Frisco, including Preston Road (TxDOT) and the Dallas North Tollway Authority (NTTA).

Action iii. Coordinate with surrounding municipalities regarding the desire and likelihood of public transit expansion; ensure Frisco is positioned to act proactively to changing regional conditions and preferences.

Action iv. Coordinate municipal infrastructure investments with planned or ongoing improvements by other agencies.

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04 | Public Facilities & Services

Introduction

Frisco's public facilities and services include the systems used to provide for the community's health, safety, and welfare, ranging from city-operated functions, such as police and fire response, to educational entities, such as local school districts. Frisco residents and visitors rely on these systems daily to provide opportunity, security, and operational stability, all of which are critical to the City's sustained quality of life. The continued success of Frisco's public facilities and services is key to implementing other goals, strategies, and actions identified during this planning effort; these systems' design, capacity, and placement directly contribute to the City's stewardship of planning policies and outcomes.

Content within the chapter includes:

- Approach to Public Facilities and Services
- Assessment
- Public Art and Cultural Assets
- Objectives, Strategies, and Actions

Always
Encourage
Beauty
in Public
Spaces

Fine Art
opportunities
for the
Community

More options/space
to hang with friends

Add community
green space
& Trees

Community Input: *The “Why?”*



Prioritize recreational activities and facilities across Frisco.



Take care of people and pets through service improvements.



Increase free and attainable activities for all ages.



Maintain Frisco’s standard for public facilities and services.



Celebrate Frisco’s parks, schools, and community.

Chapter Objectives: *The “How?”*

#1

Provide first-rate municipal services to residents to address existing and future needs and desires.

#2

Support an active, safe, and healthy community.

#3

Showcase Frisco’s cultural diversity.

Chapter Highlights: *The “Where?”*



Increase trail connections to Frisco’s neighborhoods and commercial areas using Grand Park as the central hub.



Partner with other agencies, like UNT and local school districts, to increase access to public and recreational spaces.

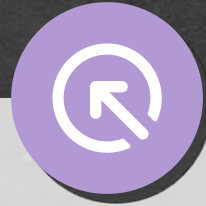


Integrate more public art installations at key roadway intersections, roundabouts, and City facilities.



More trail connections.

Areas where residents and visitors can connect to tourist, destinations, local services, and recreational areas using the City's trail network.



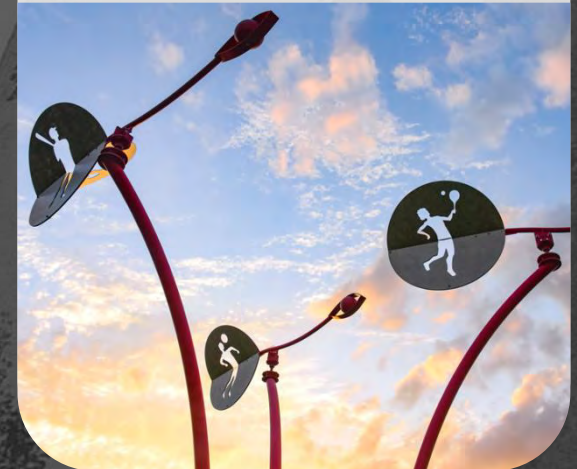
Public partnerships.

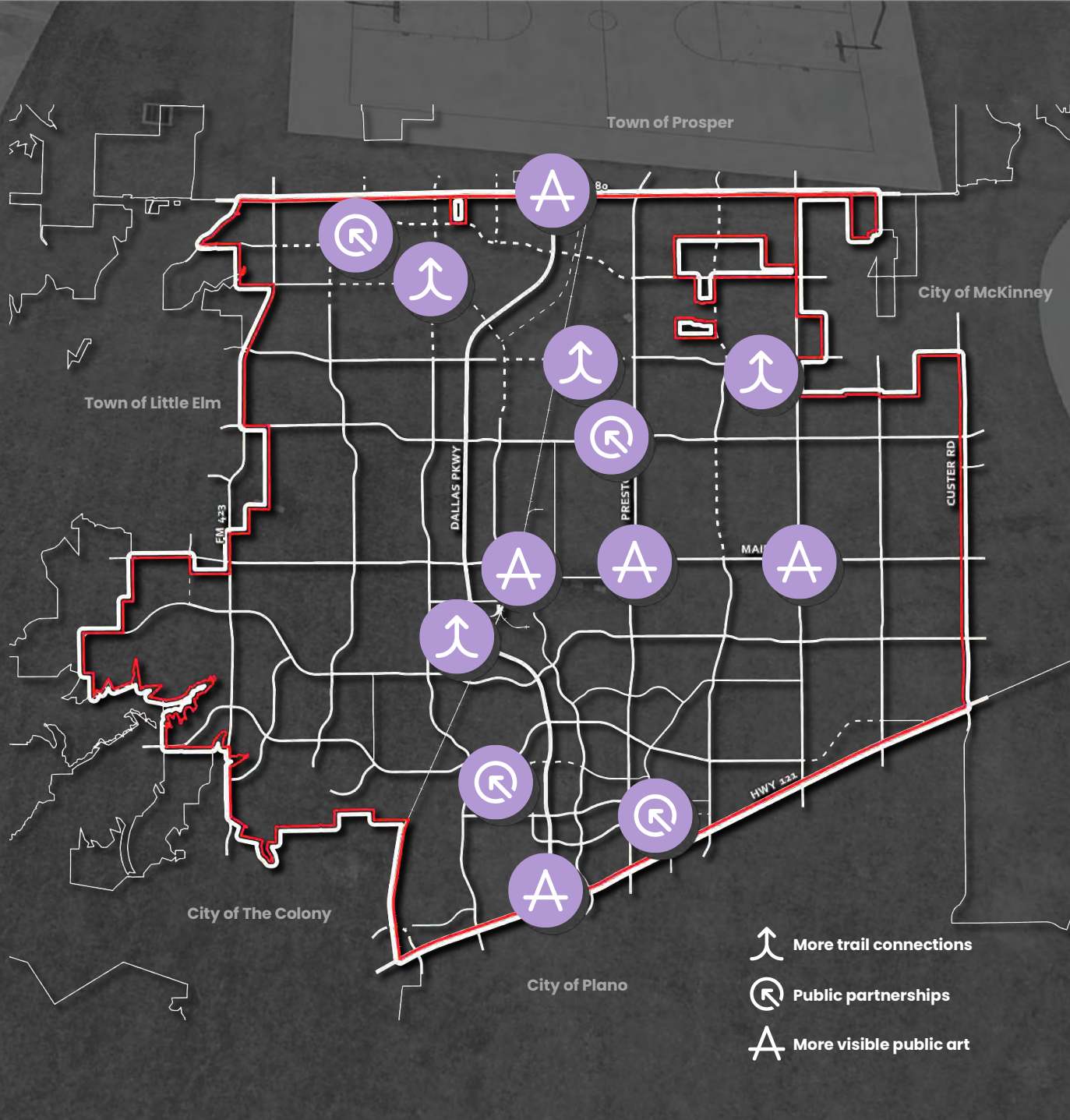
Increase access to public spaces by leveraging partnerships with other agencies in Frisco, like professional sports teams, University of North Texas, and school districts.



More visible public art.

Leverage City-owned properties, including transportation infrastructure, for new opportunities to install public art pieces that celebrate Frisco's diverse population.





Looking forward: public facilities & services opportunities...

- 1 Integrating new technologies in municipal services, like **electric fleet vehicles** and **renewable energy**.
- 2 Creating **new services** as the City grows, like **animal services facilities** or localized **police** and **fire stations**.
- 3 Welcoming new residents and demographics, like **celebrating new holidays** and **cultures**.

Approach to Public Facilities and Services

Staying ahead of the curve

Frisco's historic success at managing growth has brought continued recognition as a premier place to live, work, and play in Texas and beyond. Accolades range from residential quality of life, including Money Magazine's designation of "#1 Best Place to Live in America" in 2018, to economic prowess, such as SmartAsset's recognition as the 2020 top recession-proof city in the U.S.

The national recognition is partly due to the City's continued efforts to prepare for and leverage local and regional population growth. Frisco has committed to sustained investment, expansion, and improvement of its municipal facilities and services to exceed the growing needs of the current and future community. Examples include ISD partnerships with The Star in Frisco, the expansion of Toyota Stadium, and other sporting venues.

Tackling organizational silos

As with any governmental entity or structure, silos may form between departments or other facets of the organization, which can lead to the misalignment of departmental objectives and roles in day-to-day operations. Additionally,

external silos may occur with partner entities beyond the City's jurisdiction, including Frisco and Prosper Independent School Districts, the Texas Department of Transportation (TxDOT), and adjacent municipalities. Continued coordination with these entities will minimize opportunities for miscommunication and conflict, including counteractive policies or priorities related to growth management and facility needs.

Monitoring new technologies

The pace of technological innovation and advancement in the past few decades directly impacts Frisco's ability to provide quality services and public facilities for its residents. The advent of artificial intelligence (AI) is anticipated to impact how people work, travel, and live. Integrating renewable energy production, information and communication technologies (ICT), and AI in municipal infrastructure and procedures may lead to more connected and efficient practices.

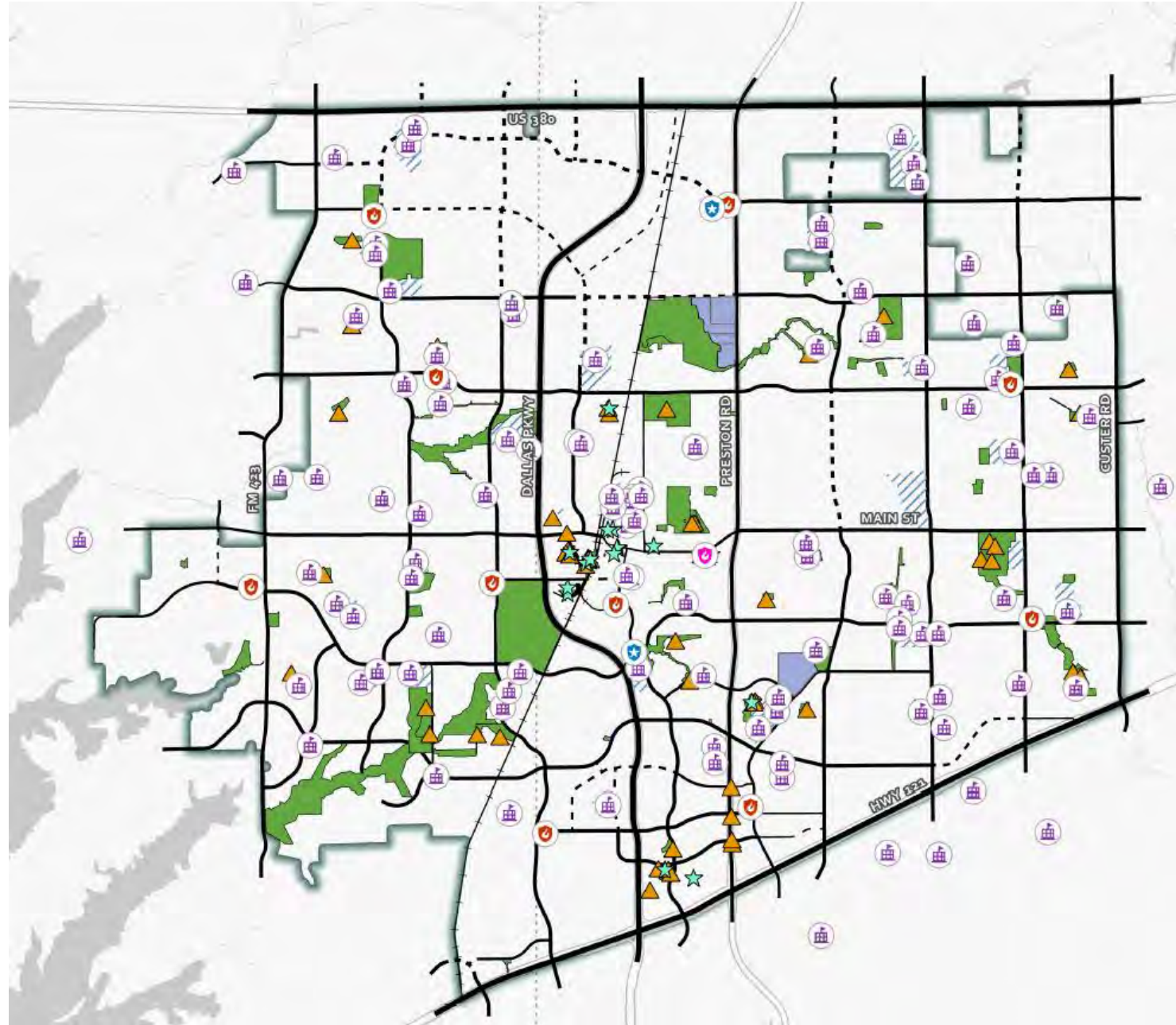


Assessment

Assessment Overview

Comprehensive facility planning is the best way for the City to assess specific departmental and community needs. This chapter provides context regarding select departments within Frisco's jurisdiction and external entities that may be impacted due to the land use and policy recommendations of this Plan. The City's standing policy of coordinating at the departmental level should continue, ensuring adequate facilities and services remain in place to serve residents, businesses, and visitors as illustrated in Map 6.

-  City Facility
-  Central Fire Station & Safety Town
-  Fire Station
-  Police Station & Training Facility
-  Schools
-  Public Art
-  ISD Parcels
-  Colleges
-  Parks



Map 6. Comprehensive Facilities Map

Library

Frisco’s library services span two physical locations: the newly relocated Frisco Public Library along the Dallas North Tollway (DNT) and CONNECTION at Stonebriar Centre. Both sites offer 123 combined hours of operation weekly and provide the public with nearly 100,000 physical book copies, thousands of electronic resources ranging from newspapers to eBooks, and various community gathering spaces and sanctioned events, including spaces for collaborators.

Through the 2024 fiscal year, the library system has 67 full-time employees dedicated to internal operations and customer needs. Like many library systems, Frisco volunteers are important to day-to-day functions; more than 10,700 volunteer hours were recorded during the 2023 fiscal year. Groups such as the VolunTEEN Corps and Friends of the Frisco Public Library donate time and resources to maintain and improve the City’s world-class library services.

Conducted in 2015, Frisco’s “Growing City, Growing Library” Master Plan identifies a target of 1.52 items and 0.55 square feet of building area per capita through the year 2025. Tying these metrics to population growth further supported the relocation of the City’s primary library campus from City Hall to its current location in 2023. With approximately 158,000 square feet, the new library building is expected to serve about 287,000 people. The City is actively pursuing an update to the 2015 Master Plan, including appropriate adjustments to its service philosophy; the Plan’s findings and recommendations should continue to be monitored as Frisco’s population grows.

	FY 2022	FY 2023	% Change
Total Circulation Transactions			
Material Circulation	1,958,476	2,090,313	7%
Digital Circulation	384,975	432,005	12%

	FY 2022	FY 2023	% Change
Other Statistics			
Memberships	111,585	136,376	22%
Library Collection Size	255,373	307,422	20%
Library App Usage	241,636	326,335	35%
Frisco Population*	223,389	229,320	3%

**October 2022 and 2023 population estimates*
Table 5. Select YTD 2023 Library Statistics
Source: City of Frisco

Police and Fire Departments

Frisco's Police and Fire Departments directly contribute to the City's quality of life through their commitment to public safety. Emergency response becomes equally important as it is challenging in communities experiencing consistent population growth; increasing population may dilute available responders if growth is not anticipated or accounted for. Based on a recently completed National Community Survey (2024), the quality of Frisco's fire and police services rank similar (94%) and higher (88%), respectively, compared to other benchmark cities.

The Frisco Police Department (FPD) comprises 407 staff members, with 275 sworn-in and 132 civilian employees. Existing facilities include Police Headquarters and the Frisco City Jail, with funds secured for expanded fleet parking areas, a new gun range, and a training facility capable of hosting Frisco's own police academy. FPD reports an approximately 4-minute 15-second response time to priority incidents; additional staffing and dispatch locations may be appropriate to retain and improve this service level. Additionally, the City will continue to implement development criteria that help prevent crime events in the first place, such as Crime Prevention through Environmental Design (CPTED). CPTED is a set of

community design principles aimed at deterring criminal activity. Certain design features play a role in reducing the opportunity for crime, including fencing, landscaping, lighting, signage, open views, access control, surveillance equipment, and activity centers.

Frisco's Fire Department has 285 authorized positions, including 236 fire suppression responders, and 96 volunteers through the City's Citizens Fire Academy and Helping Hands. Fire suppression individuals are distributed between the City's nine fire stations, with the following improvements in progress at this writing:

- Fire Station #2 remodel, completion estimated in Summer 2025
- Fire Station #10 construction, completion estimated in Spring 2025
- Fire Station #11 construction, in design
- Fire Fleet Facility, in design

Funding has been secured for the remodel of Fire Station #4, Phase 2 of the Public Safety Training Center (PSTC), and expansion of the Fire Prevention and Support Services facility. The location and quantity of future stations should be monitored based on the community's needs and population distribution.

What is Crime Prevention through Environmental Design (CPTED)?

CPTED refers to a set of design guidelines intended to deter an individual from committing a crime. CPTED principles identify several strategies or elements to prevent crime, including:

- 1 Maintaining clear and unobstructed public view to potential crime targets.
- 2 Delineating between public and private spaces, such as sidewalks and porches.
- 3 Ample lighting and property surveillance measures, such as motion-activated cameras.
- 4 Minimizing blind spots in the built and natural environment.

Independent School Districts

Frisco residents are served by four independent school districts (ISDs): Frisco (FISD), Prosper (PISD), Lewisville (LISD), and Little Elm (LEISD). FISD occupies the majority of the City, including portions of surrounding communities. While independent from Frisco’s governing authority, school districts are inextricably tied to their municipal counterparts; people in family-oriented communities, like Frisco, generally seek out high-performing districts and schools, driving up the demand and cost of properties within the City. This cycle leads to a beneficial relationship between educational and municipal entities, particularly amongst the public, who invest time, resources, and investment in both. Public private partnerships with the City also strengthen FISD through successes like Toyota Stadium, The Star, and PGA.

Like the City, ISDs closely monitor their population growth and demographics to project future budgetary, facility, and staffing needs. For example, FISD’s student population by housing type is illustrated in Table 6, which describes the existing and anticipated housing accommodations for the student population. Continued coordination with the districts regarding upcoming housing projects, notable population centers, and even thoroughfare realignments will help to lessen operational growing pains caused by population growth and development.

Type of Development	2022 Students	2023 Students	Actual Change	Percent Change
Recent FISD Student Trends by Development				
Multi-Family	9,140	9,565	425	5%
Mobile Home	217	213	-4	-2%
Single-Family, Built	52,422	51,064	-1,358	-3%
Single-Family, Under Construction	3,590	4,421	831	23%
Other	64	55	-9	-14%

Table 6. FISD 2023-24 Demographic Study, Student Population by Housing Type
Source: Frisco Independent School District (FISD)

Public Art and Open Spaces

Public Art and Cultural Assets

The adoption of the City's first program for the design, engineering, fabrication, and construction of art installations in 2002 marks Frisco's history of public art planning and policy. The first Public Art Master Plan was adopted shortly after in 2004, with the latest update conducted in 2018 (Ordinance No. 18-06-432). Since the inception of Frisco's public art program, the City has commissioned more than 75 installations using more than 4 million dollars in Capital Improvement Projects (CIP) funding.

Art offers a unique outlet to achieve distinction and expression among communities in the Dallas-Fort Worth metroplex and beyond; Frisco's residents, staff, and officials recognize these opportunities, resulting in over two decades of art policy and funding. Policies include establishing the Frisco Public Art Board, a body intended to promote art, select works of art and artists for commissioned pieces, and implement the Public Art Master Plan. Funding is derived from the City's CIP, private partnerships, or grants, with 1% of annual CIP funding designated for public art design, acquisition, and installation.

In addition to public art, Frisco celebrates a robust catalog of cultural facilities and celebrations. Assets include facilities such as the Black Box Theater, Frisco Art Gallery, Discovery Center, and Heritage Center. Annual cultural celebrations include the Calaboose Singer Songwriter Series, Frisco Festival of Colors, StrEATS Festival, Unity Day, and International Day. The City's Cultural Affairs Division works to coordinate and operate these assets for Frisco residents and visitors alike.

Public art and cultural assets remain relevant components of residents' quality of life and Frisco's identity; recognition has been given at the local and state levels, including the Texas Music Office's Music Friendly Texas Community designation. Given the City's robust history of art planning and programming, the objectives, strategies, and actions of this Plan seek to further the recommendations of the City's past and ongoing policies and programs, including the continuing efforts to update and implement the City's Public Art Master Plan and Cultural Affairs Master Plan.

How does Frisco's arts sector impact the local economy?

In 2023, the City participated in the Arts and Economic Prosperity 6 (AEP6) study conducted by Americans for the Arts. This study assessed the economic and social impact of the nonprofit arts and culture industry on Frisco's economy. Key findings include:



\$21.3 million generated in economic activity during fiscal year 2022

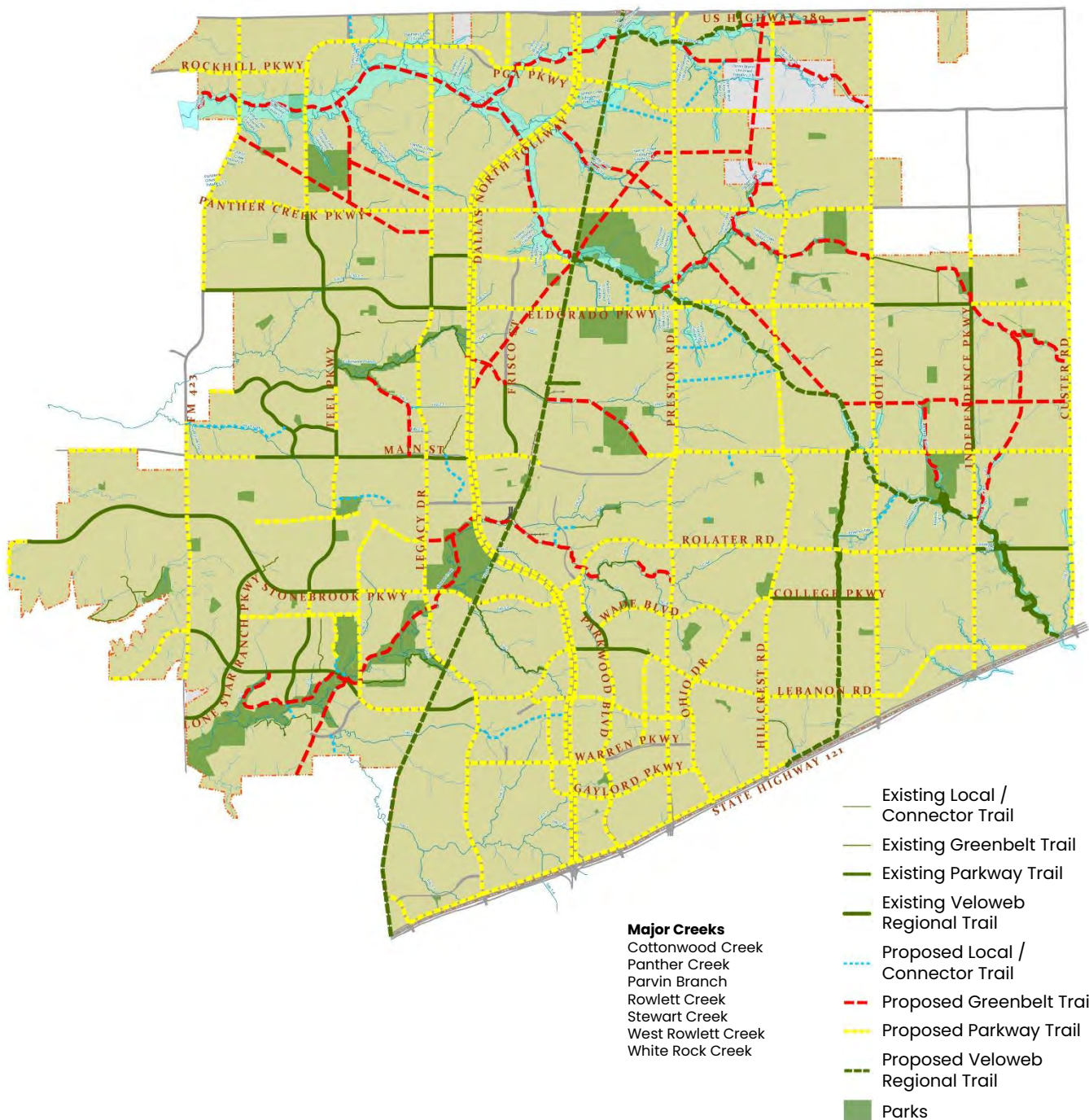


111 jobs supported by nonprofit arts and culture organizations and businesses



87.6% of people believe arts and culture venues are a pillar of the community

Source: Americans for the Arts, AEP6 Study for the City of Frisco (2023)



Map 7. Parks and Trail Network

Parks and Trails

Frisco's public and private parks and trails grant users active lifestyle options, recreation, and access to the natural environment. Frisco has an established history of parks and trail planning, including the Parks and Recreation Open Space Master Plan (2015, Ordinance No. 16-08-60) and the Hike and Bike Master Plan (2019, Ordinance No. 19-09-76). Both plans address similar components of the City's parks and trails network, with the latter establishing standards to better address multimodal alternatives, pedestrians, and bicyclists.

Both park and trail facilities contribute to Frisco's elevated quality of life. Connectivity between public spaces via trails encourages more active lifestyle options and reduced vehicular trips. While retroactively establishing trail connections is challenging due to land entitlement and development patterns, this Plan sets strategies for incremental connections via redevelopment and new master-planned communities. Additionally, anticipated expansions to the City's park system, such as Grand Park, are accounted for regarding land use development and distribution.

Objectives, Strategies, and Actions

Objective FS.1. Provide first-rate municipal services to residents to address existing and future needs and desires.

Strategy FS.1.a. *Continue to provide an excellent level of service to Frisco residents as the community grows.*

As discussed in this chapter, the level of service provided by Frisco's facilities and services directly contributes to the City's quality of life, operational success, and economic development. Consequently, the City should continue to prioritize the level and quality of services provided through its operations, such as emergency response times, departmental staffing, facility sizing, and location (see Map 6).

Action i. Continue to evaluate and report operational metrics annually, including department-specific goals, staffing needs, and the state of facilities, to City leadership and the public.

Action ii. Evaluate development impacts on facilities and services infrastructure, such as police and fire response times; report findings for consideration during development inquiries.

Action iii. Evaluate the need for satellite facilities, such as libraries, police hubs, fire training areas, or specialty parks (e.g., skate parks, athletic centers), as the City grows; partner with private developers to integrate these spaces within projects.

Strategy FS.1.b. *Ensure City facilities and operations exemplify the quality of design and performance desirable for future development throughout Frisco.*

As one of the primary landowners and employers within the City, Frisco is positioned to be an example for setting higher standards for development aesthetics and performance through design and operations. Self-imposing quality materials, performance metrics, and urban design principles contribute to the City's continued presence as a premier place to live, work, and play.

Action i. Evaluate opportunities to implement low-impact development standards (LID) in municipal projects (e.g., renewable power sources, stormwater management measures, native landscaping).

Action ii. Monitor and implement technology (e.g., AI, ICT) in City operations where clear and proven benefits that will serve the community are observed.

Action iii. Examine the cost and benefits of implementing sustainable measures on all City-owned assets, such as transitioning municipal fleet vehicles to hybrid or electric vehicle (EV) technologies.



Partnership in action: Collin Co. Animal Shelter

Collin County's Animal Services Department partners with certain member cities—including Frisco—to share animal control and sheltering duties. While Frisco provides animal control services in-house, the Collin County animal shelter houses all lost animals reported with the City.

A \$5,700,000 bond was approved by Collin County residents in November 2023 to upgrade the facility, including a 10,000 square-foot addition with offices, kennels, and surgery bays.



Strategy FS.1.c. *Continue to evaluate whether new services or facilities are needed as the community grows.*

As the Dallas-Fort Worth metroplex grows, Frisco is expected to sustain continued residential and commercial interest. While necessary to continue evolving Frisco's economy, growth will impact the availability and quality of facilities and services; anticipating and managing change will prevent the dilution of Frisco's level of service.

Action i. Continue coordination with partner agencies (e.g., Denton and Collin Counties, ISDs, local colleges, universities, or trade schools, and municipalities) to identify necessary services or facilities in proximity to anticipated growth locations.

Action ii. Continue evaluating the community's evolving needs related to municipal services (e.g., access to healthcare and civic activities for an aging population) that provide residents with a high quality of life; engage with local healthcare providers to identify shifts in healthcare needs.

Action iii. Leverage private or non-profit partnerships as a means of constructing and operating facilities identified as necessary or desirable; consider the partnership's long-term financial sustainability.

Source: Collin County

Objective FS.2. Support an active, safe, and healthy community.

Strategy FS.2.a. *Continue to regularly update and implement the City's Parks Master Plan and evaluate whether additional all-age activities, sports, or other recreational opportunities are needed.*

At the time of this writing, the City is undergoing an update to the 2015 Parks and Recreation Open Space Master Plan (Ordinance No. 16-08-60), which is a component of this Comprehensive Plan. Once complete, its findings and recommendations should continue to be supported through this Plan's land use policies and decisions.

Action i. Using this Plan's recommended land use distribution, continue to adjust the location, scale, and programming of new park facilities recommended in the Parks and Recreation Open Space Master Plan, as necessary.

Action ii. Establish connectivity via sidewalks and trails between master-planned communities and neighborhoods; acquire new trail rights-of-way through the public improvement dedication process in the City's Subdivision Regulations.

Action iii. Prioritize connectivity to trails when developing near or abutting existing trail networks.

Strategy FS.2.b. *Work with local healthcare resources to support community outreach for public health.*

Frisco's success at public-private partnerships creates opportunities to reach residents in unconventional ways; hospitals and other primary care providers may serve to bridge the communication gap regarding the City's health initiatives and those who need them, particularly in the wake of the COVID-19 pandemic.

Action i. Engage in data and information sharing with healthcare partners to identify rising health trends amongst Frisco residents; evaluate the City's role in remediation or policy changes, if appropriate.

Action ii. Participate in public health partnerships or other initiatives that promote livability and healthy lifestyles among residents.

Strategy FS.2.c. *Encourage incorporation of the principles of Crime Prevention through Environmental Design (CPTED) in future development.*

As discussed above, implementing CPTED principles lowers response times for first responders and establishes real-time surveillance during crime events.

Action i. Continue training staff and elected and appointed officials on the importance of CPTED principles in design and implementation.

Action ii. Continue to monitor the impact of new technologies (i.e., surveillance improvements, real-time video feed, AI, ICT) on crime prevention techniques; codify implementation requirements where deemed appropriate.

Action iii. Develop educational materials to share with local developers and the public regarding local examples of projects incorporating CPTED principles.



Strategy FS.2.d. *Identify services and programs that can help Frisco residents who are struggling to meet their most pressing needs efficiently and economically.*

Frisco residents and stakeholders enjoy an elevated quality of life primarily due to the City's active contributions and commitment to providing a safe, efficient, and desirable place to live. These commitments extend beyond the built environment and pertain to the City's stewardship of residents' physical and mental health.

Action i. Continue coordination with local ISDs to identify housing trends that impact their households and faculty; adjust housing densities or locations where appropriate to accommodate attainable housing for students and teachers.

Action ii. Continue utilizing the Housing Rehabilitation Program and other Community Development Block Grant (CDBG) funds to revitalize housing throughout the City for very low to moderate-income households.

Objective FS.3. Showcase Frisco's cultural diversity.

Strategy FS.3.a. *Continue to regularly update and implement the City's Public Art Master Plan.*

Last updated in 2018, the City's Public Art Master Plan should continue to be reviewed and updated for consistency with residents' changing outlook and priorities regarding public art. Additionally, this Plan should be used to further these priorities through continued coordination between departments and planning processes.

Action i. Continue to promote municipal properties as ideal locations for public art installations, including roundabouts, community parks and open spaces, professional sports venues, and other community facilities.

Action ii. Assess the City's standard right-of-way sections and details, such as roundabouts, to accommodate two- and three-dimensional art installations; update standards if found to limit art installation capabilities.

Action iii. Continue coordination with the development community to install art within privately maintained yet publicly accessible projects.

Strategy FS.3.b. *Continue to invest in the City's existing and future arts facilities and cultural assets to meet the community's needs.*

Frisco's catalog of cultural assets includes performing arts facilities, museums, and galleries. As the community continues to grow, it is anticipated that these spaces will experience increased use and capacity. These assets should be monitored for relevance and quality to protect the level of service provided to current and future residents.

Action i. Prioritize the Public Art Master Plan's recommendation for a Cultural Plan to identify and synchronize objectives across the City's cultural assets (e.g., public art, galleries, theatres, museums, live music venues).

Action ii. Continue to evaluate and report operational metrics annually, including facility-specific staffing needs, size, and the state of facilities; ensure departmental reports are consistent and collaborative.

Action iii. Identify and utilize funding sources for public art in the Rail District.

Action iv. Continue to evaluate and support the City's current funding policy for public art (1% of annual CIP funding) to verify adequate funds are available; identify and utilize new funding sources when possible.

Strategy FS.3.c. *Consider expanding the City's special events calendar to highlight Frisco's cultural diversity.*

Frisco benefits from a diverse population rich in experience and culture. This diversity is reflected in the City's special events; however, consideration should be given to expanding or updating these celebrations as the City continues to grow (i.e., decorating during cultural celebrations, especially in the Rail District).

Action i. Continue to showcase the City's racial and ethnic composition through cultural celebrations, art installations, and other projects that reflect Frisco's diverse community.

Action ii. Continue coordination with community leaders involved with different subsets of Frisco's population to promote engagement, inclusivity, and meaningful events.

05 | Housing & Neighborhoods

Introduction

This chapter focuses on preserving the unique character and integrity of Frisco's neighborhoods while accommodating the evolving needs of our residents. Our neighborhoods are a tapestry of our history, culture, and architectural diversity; it is imperative to maintain this distinctive charm. We safeguard what makes our neighborhoods beloved by residents and attractive to newcomers. The City also recognizes the necessity of allowing various housing options to meet the demands of a growing, diverse population and support economic development. This chapter outlines housing strategies that respect our neighborhoods' established character. We aim to create a welcoming environment for present and future residents, regardless of their background or economic status. By balancing preservation with innovation, our plan aspires to foster vibrant, resilient neighborhoods that honor Frisco's past while embracing the future.

Content within the chapter includes:

- Approach to Housing and Neighborhoods
- Assessment
- Objectives, Strategies, and Actions

Love the
changing
and growing
community

Affordable
housing for
those working
in Frisco.

Walkability
Connected communities
work → home
entertainment

housing
should be a
secure and safe
place

Community Input: *The “Why?”*



Prioritize housing for working families and individuals.



Expand opportunities for empty-nesters and first-time buyers.



Connect housing to local and regional activity centers.



Take pride in Frisco’s existing and future communities.



Create a balance between new and existing housing types.

Chapter Objectives: *The “How?”*

#1

Plan for lovable, resilient neighborhoods.

#2

Encourage inclusive housing choices.

#3

Strengthen neighborhoods and monitor transitions.

#4

Produce vibrant public spaces within neighborhoods and a healthy environment to offer focal points and improve the quality of life for residents.

Chapter Highlights: *The “Where?”*



Support reinvestment in Frisco’s neighborhoods through programs, policies, and grants.



Support “pocket neighborhoods” in vacant tracts that pose difficulties for traditional housing developments.



Integrate Frisco’s natural ecosystems and open spaces into housing developments using biophilic design.



Support reinvestment.

Reinvestment strategies may be used to maintain Frisco's residential areas, including the Community Development Block Grant (CDBG), low-interest loans, and the Capital improvement Plan (CIP).



Pocket neighborhoods.

Clustered groups of housing gathered around a shared open space, like a garden courtyard or communal green, where neighbors interact daily and take part in maintenance and oversight.



Biophilic design.

Designing residential areas to create connections between residents and the natural environment, including floodplains, natural and planted vegetation, and scenic open spaces.





Looking forward: housing & neighborhoods opportunities...

1

Using new building technologies, like **3D printed structures** and **augmented reality (AR) visualization**.

2

Integrating new building efficiencies, like **renewable energy sources** and **zero-waste water systems**.

3

Testing new housing types, like **adaptive reuse** of nonresidential buildings and **rent-to-own** communities.



Approach to Housing and Neighborhoods

Housing Variety

As Frisco continues a recruitment strategy to attract headquarters of Fortune 500 companies, corporate offices, and emerging tech industries (see Map 10), the need for housing diversity will grow. The City anticipates to reach its entitled build-out population near 2035. During this time, the City anticipates that the housing market will shift along with the demographics to accommodate a younger workforce. In addition, seniors will be looking to downsize to a more manageable space. Accommodating a range of home sizes in the City supports life cycle housing, an approach that offers housing for different stages of life that satisfy the market.

In understanding the future of Frisco's housing and neighborhoods, it is helpful to consider this chapter in conjunction with the Land Use chapter. As the Future Land Use Map shows, there is a mix of land uses primarily along the Dallas North Tollway in the Mixed Use Center and Town Center Place Types that are conducive to walkability. For this reason, designing for walkability and connectivity is a priority.

Efficiency

Neighborhoods that are near high-opportunity jobs, civic amenities, and recreational facilities offer residents less reliance on the automobile. This amenity minimizes vehicle miles traveled and alleviates traffic congestion while improving air quality. Considering automobile ownership is a major household expense, the option for walking and biking can save money.

The better we connect these neighborhoods among the walkable place types of Mixed Use Center and Town Center, the opportunity for economic value and livability improves. The Urban Living element of these place types in the FLUP map represents just 6% of the land area while accounting for 30% of the FLUP population build-out estimate. Research shows that connecting to these areas is a wise strategy for Frisco's future.

Multifamily Development

The City has historically considered land use and population management through strategic planning with the Future Land Use Plan and zoning regulations. Factors include residential density, mixed-use centers, transportation networks, and open spaces. The intent is to optimize quality of life and mitigate issues like overcrowding and traffic congestion while managing population distribution within the City limits. In the past, Frisco's multifamily housing stock primarily consisted of "garden-style" apartments. Garden-style apartments share these traits:

- Two and three-story buildings across the property;
- Surface parking lots with head-in parking;
- Gated entryways;
- Permitter screening with masonry walls;
- Fifteen to 22 dwelling units per acre
- Unit sizes ranging from one, two, and three bedrooms; and
- A rise in the student population as the development ages, as families with children typically move in as the development ages.

Historically, these projects were often located away from major thoroughfares or commercial uses, and without integrated open space amenities or trail networks. These design factors contribute to reduced walkability and increased traffic congestion. Since the 1990s, the City has significantly reduced garden-style unit entitlements in Frisco. In 1999, land available for multifamily zoning could yield 65,000 units. Today, 10,725 units are completed, with 2,625 planned or under construction. These units were zoned in the 1980s for garden-style apartments. Frisco implemented policy changes to give property owners options to reduce density, such as allowing single-family developments by right.

Additional policies included:

- Updating the multifamily density standards based on net (total) acreage, rather than gross (developable) acreage.
- Adjusting the building height to encourage more open space.
- Specifying development amenities and masonry standards.
- Negotiating with property owners on several tracts to rezone the apartment zoned properties to other uses.
- Implementing a moratorium in the City's northeast quadrant because of the entitled zoning density created in the 1980s.
- Negotiating an agreement on a portion of the Brinkmann property resulting in a reduction in the potential number of garden-style apartments from 5,218 to 2,480. The original zoning, established in the early 1980s, allowed for 17,822 total apartments to be built on Brinkmann Ranch. This total number was reduced to 9,000 units following negotiations.

City staff continues to negotiate the reduction and ongoing maintenance of garden-style apartments through development agreements and rezonings, with the intent of maintaining the quality of its housing stock for all residents.

Frisco supports well-thought-out multifamily developments in strategic areas, like along the Dallas North Tollway. These areas, identified as Mixed Use Centers on the Future Land Use Plan, feature urban living or mid- to high-rise buildings with structured parking to encourage walkability. Currently, the City has 13,789 urban living units completed with 10,097 planned or under construction. Successful projects like Frisco Square, The Star at Frisco, and Hall Park attract a skilled workforce and include Class A office space, hotels, and ample park and open space.

Walkability

Being walkable means more than recreational walking, such as walking on paths and trails. Walkability allows a person the opportunity to walk or bike to fulfill some daily needs safely and comfortably, while offering a healthy lifestyle. The pedestrian network should provide continuous, direct routes and convenient connections between destinations, including homes and schools, shopping areas, public services, recreational opportunities, and transit. It is about making Frisco more hospitable to cycling with thoughtful cycling infrastructure to slow automobile traffic.

Pedestrians are better-served with tree-lined streets, along with stores and businesses with street-level windows without blank walls using Crime Prevention Through Environmental Design (CPTED) principles, following Frisco's Form Based Code Manual, and connectivity between retail centers and residential neighborhoods.

The vast majority of younger homebuyers value walkability, with 85% of millennials and 92% of Gen Z-ers surveyed saying they would pay more to live near parks, shops, and restaurants compared to the national average of 78%, according to NAR's 2023 National Community Transportation Preferences Survey.



Pedestrian-friendly neighborhoods also add to Frisco's resilience (2nd most resilient city to a recession nationally according to Smart Asset, 2022) by connecting residents and visitors to its amenities and attractions. Walkable places should:

- Be sensitive to local context with standards that provide flexibility and acknowledge the neighborhood's layout. This will ensure the standards are versatile across the City and can build on the neighborhood's unique assets and character.

- Establish consistent public realm design and reinforce safe, pleasant walking experiences.
- Promote standards for safe and easy accessibility to different modes of transportation and reduce automobile dependency.
- Have standards that create a pleasant walking experience for pedestrians of all ages and abilities to connect to their neighbors, businesses, public spaces, and neighborhood destinations.
- Have local support and be championed by neighborhoods interested in bringing pedestrian-friendly improvements to their communities.

Streetscape

Streetscapes on collector streets are a major component of the public realm (public spaces where people interact), which helps define a community's aesthetic quality, identity, economic activity, and opportunity, not just its mobility (NCTCOG). Design speeds, on-street parking, wide sidewalks, pedestrian crossings, street trees, travel direction, lane widths, and amenities all contribute to the quality of mobility options.

Streets, Blocks, and Lots

Streets and blocks should establish a network with continuous street walls. (Street walls are the vertical plane parallel to a street in which the front building facades, openings, and gifts-to-the-street are located.) Such connectivity allows for:

- Compatible integration with adjacent building architecture; and
- Multiple access points to aid in access and emergency response. This street design principle allows firefighters to travel to an emergency with shorter average response times (Source: Best Practices: Emergency Access in Healthy Streets – National Association of Transportation Officials).

Private Open Space

High-quality private open spaces and trails should be integrated into places that provide for neighborhood gathering and recreation in a safe, comfortable environment and not just on the site's perimeter or entrances into the development. Such open spaces maximize the resulting sense of identity, image, and value creation within neighborhoods. Furthermore, building design and orientation directly contribute to the attractiveness, safety, and activity of these areas through Crime Prevention Through Environmental Design (CPTED) principles. Rather than only providing space for a particular use, a building has a job to do in terms of creating an outdoor room for open space.

What does “gift to the street” mean?

“Gifts-to-the-street” refers to the inclusion of elements that positively contribute to the public realm or streetscape. Examples include:

- 1 Porches – *a one-story, framed area projecting from the entrance of a residential home.*
- 2 Stoops – *a stairway entrance to a building leading up from the sidewalk.*
- 3 Shopfronts – *the front entrance to a business along a street, typically including windows.*



Site Study Example: Pocket Neighborhoods

Pocket neighborhoods can be offered within walkable and drivable Place Types. They are clustered groups of housing gathered around a shared open space. This open space could be a garden courtyard or communal green. This is a realm of a dozen or so neighbors who interact daily around a shared space and could be understood as a neighborhood within a neighborhood. The shared outdoor space is the center of daily life within this area. Residents surrounding this common space take part in its care and oversight, thereby enhancing a felt and actual sense of security and identity.

Points of Interest

- 1 Manor, Estate, and Village single-family homes for families and children facing natural features and trail systems.
- 2 Where attached greens are introduced, a 30' mews alley is introduced to allow for fire access.
- 3 6-12-unit buildings framing open space.
- 4 Community gardens.
- 5 Estate, Village, Cottages, and Duplex housing types facing communal square for professional couples, families with children, and retirees.
- 6 Communal green space for passive recreation.

Map 8. Site Study – Pocket Neighborhood

Housing Types

Single-Family Building Types

Single-family housing plays a crucial role in Frisco's residential landscape by providing residents with detached living spaces on individual lots. Often seen in suburban neighborhoods, these homes offer families the advantage of a standalone structure with private yards, fostering a sense of independence and ownership. These homes typically feature multiple bedrooms, living areas, and outdoor spaces, catering to families seeking space and privacy. Cottages – smaller and often charming homes – can offer quaint, cozy living spaces that are appealing to seniors or households without children at home who desire a balance between private living and minimal maintenance.

In addition to the main home, single-family building types can include an accessory dwelling unit (ADU) on the same lot – sometimes referred to as a carriage house, mother-in-law suite, or granny flat. ADUs can be a standalone accessory structure or integrated into a detached garage. ADUs provide flexibility for homeowners, as they can accommodate multi-generational homes (e.g., aging parents or young professionals starting their careers). ADUs can also support homeownership by providing rental income, which can help offset mortgage costs and property taxes.



The general purpose of single-family housing is to provide residents with personal space and stability while contributing to the overall fabric of the community. These housing types cater to diverse demographics, from young professionals and small families to retirees, by offering a range of sizes, styles, and price points. Single-family homes often form the backbone of residential neighborhoods, fostering community and continuity. They contribute to the City's social stability by encouraging long-term residency,

community involvement, and neighborhood pride.

Integrating accessible and high-quality open spaces in residential areas further contributes to the City's longevity as a premier place to live. Strategies to increase park access include pocket parks—smaller open spaces that are highly programmed and centralized for residents. Utilization as pocket parks can bring use to irregular lots in built-out areas, where development may be more difficult due to lot size and configuration.

Single-Family Building Types Summary

Manor



Estate



Village



The Manor, Estate, and Village types are intended for larger families and children. They should be located within neighborhoods and have good access to trails and schools.

Cottage



This type is intended for a range of household sizes, including professional couples, families with children, and retirees. They should be located with easy access to open space and trails.

Cottage on Open Space



This type is intended for very small households of one to two people, which may include young professionals, retirees, and singles. It should be located within a neighborhood in close proximity to open space, including a pocket neighborhood.

Accessory Dwelling Unit (ADU)



This is an accessory structure typically located at the rear of a lot that provides either a small residential unit or home office space. Active spaces can be found at the ground level or above a garage.

Multi-Unit Building Types

Multi-unit buildings are best located in a walkable context with a growing demand for connectivity. Since they are in a walkable place, buyers and renters are willing to make tradeoffs such as smaller unit sizes.

They have the scale and form of a single-family home, allowing the perceived density to be lower than it is. They can generate average densities at or above the threshold needed to create a supportive environment for neighborhood-serving main streets and intersections within walking distance.

Regulating the maximum building width, depth, and height is important to maintain compatibility with single-family homes. This results in a scale that is compatible with homes that can be integrated within neighborhoods.

Smaller units cater to the needs of a different market, providing housing in a cost-effective manner. Well-designed and comfortable spaces can begin at 600 square feet (depending on the context). One common starting point is using taller ceiling heights and larger volumes to make smaller spaces feel larger. These smaller units may be attractive to single-person households, downsizing Baby Boomers, and other lifestyles.

Furthermore, vertical urban living development is becoming popular. Mid-rise (5 to 9 stories) to high-rise (15 stories or more) buildings are popular with the professional workforce located near master-planned communities like The Star in Frisco.

“Urban Living” in Frisco

“Urban Living” developments are residential structures with wrapped parking garages, and in some cases, commercial space and/or flex space on the first floor. The current “Urban Living” policy is as follows:

- Keep residential uses at least 300 feet from highways, and if residential is proposed, ensure it is a minimum of 15 stories in height.
- Locate Urban Living developments with access along the Dallas North Tollway (DNT).
- Distribute land uses (office, urban living, and entertainment) to encourage 18-hour districts.
- To support a successful urban environment, consider urban living components of a mixed-use development with densities of 55 dwelling units per acre.
- Provide open space at the greater of 10% of the net area or 1 acre per 200 units (source: 2015 Parks Master Plan policy). Additionally, open space should be implemented in a manner that is accessible to the residents, businesses, and patrons.
- Phase the development of housing units with commercial or office space within the project.

Multi-Unit Housing Building Types Summary

Duplex



This type has two units, either side-by-side or stacked with one on the ground floor and the other on top of it.

**Townhouse
(6-14 units)**



Multistory type with shared walls on both sides, typically located in individually owned lots.

**Small Multiplex
(4-6 units)**



This type consists of 2-3 units on the ground floor and 2-3 units stacked directly above them.

**Medium Multiplex
(12 units)**



This type consists of 7-12 total units stacked on top of each other on consecutive floors, often with a shared entry at the ground level.

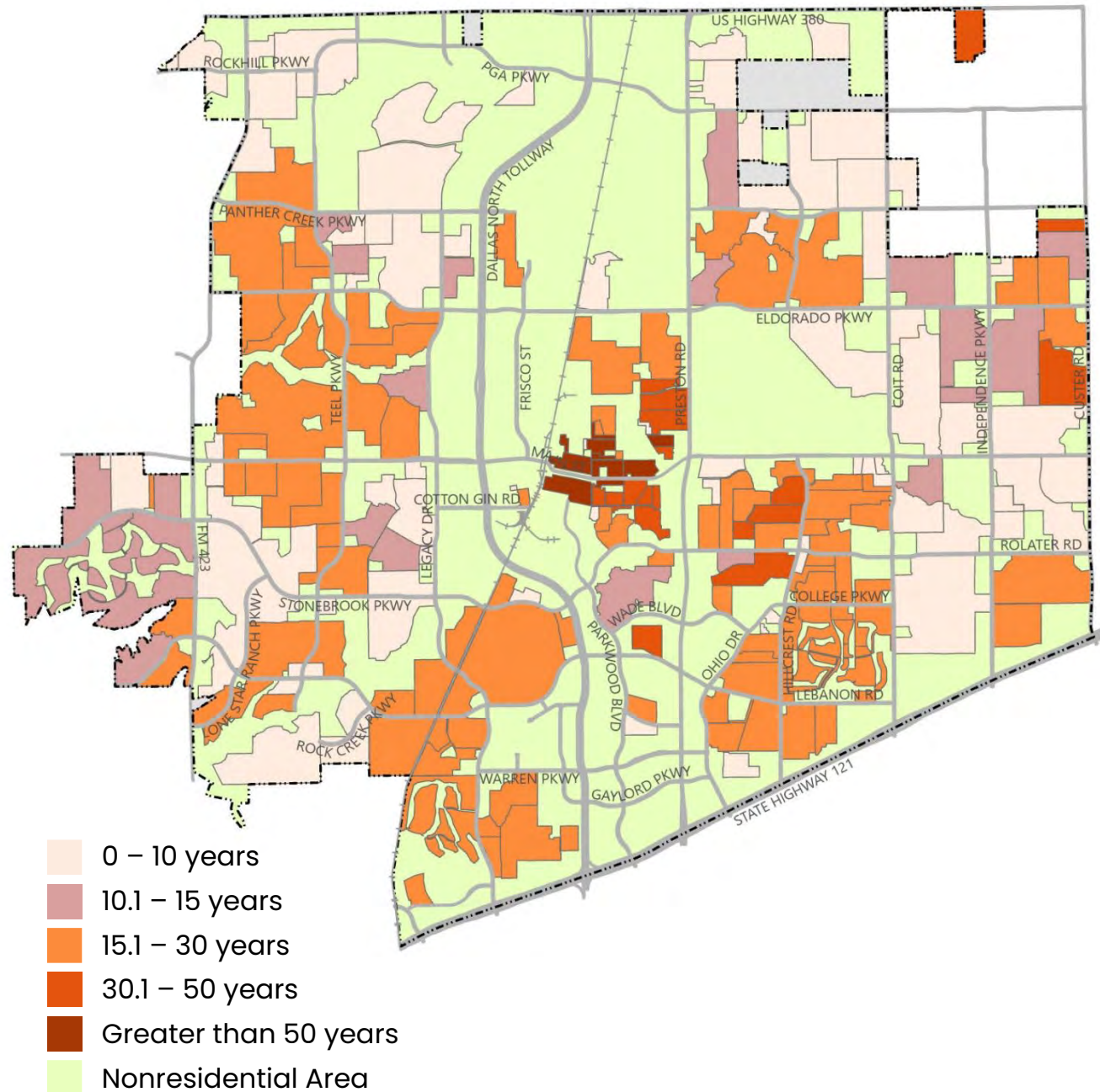
Assessment

Neighborhood Types

Frisco has neighborhoods at different stages of development, as illustrated in Map 9. As areas transition, it is important to prepare a strategy to appropriately plan for redevelopment. This offers predictability to the community and adjacent landowners when making investment decisions. The planned development process helps define a standard using the principles of the Neighborhood Design Strategy and the Form-Based Code Manual when considering housing options.

Areas to Maintain

These areas define the character of existing neighborhoods, including Frisco's high-quality residential subdivisions and communities. Zoning is the process of dividing the City into areas (e.g., residential, commercial, industrial) where uses are allowed or prohibited with consideration to compatibility and community impact. Infill development is contextually compatible through zoning processes that support current conditions with opportunities to introduce new housing types, such as accessory dwelling units (ADUs). Investments made in these areas are primarily by the private sector.



Map 9. Neighborhood Age

Areas to Transform

These areas may have different market demands and can be rezoned to better serve the area of land through small-to-medium-sized public and private investments. Much of the development is primarily through incremental private-sector investments. In addition, where landowners look to rezone vacant properties from commercial to residential uses, the City should consider the following:

- The area should be an extension of a residential neighborhood shown on the FLUP and not be separated from the neighborhood by a major thoroughfare (or larger roadway);
- The rezoning will not create a situation where nonresidential traffic will negatively impact established and proposed neighborhoods;
- The rezoning should not result in a shortage of land designated for nonresidential development;
- The rezoning should not diminish the land base considered prime for future economic expansion;
- The rezoning should not leave a residual tract of property with nonresidential zoning that would not conform to the FLUP or which would negatively affect the proposed residential use; and
- If it is not possible to integrate the residential and nonresidential uses in a positive way, the rezoning should provide for an appropriate transition between residential and nonresidential uses through separation by distance, screening, or land use (i.e., creek, four-lane roadway, etc.).

Objectives, Strategies, and Actions

Objective HN.1. Plan for lovable, resilient neighborhoods.

Strategy HN.1.a. *Promote neighborhoods that are connected and walkable.*

Action i. Make connections to hike and bike trails, parks, open space, and mixed-use developments. Connections should be convenient for the users and clearly marked to increase useability.

Action ii. Consider alternative design standards for commercial tracts with limited viability.

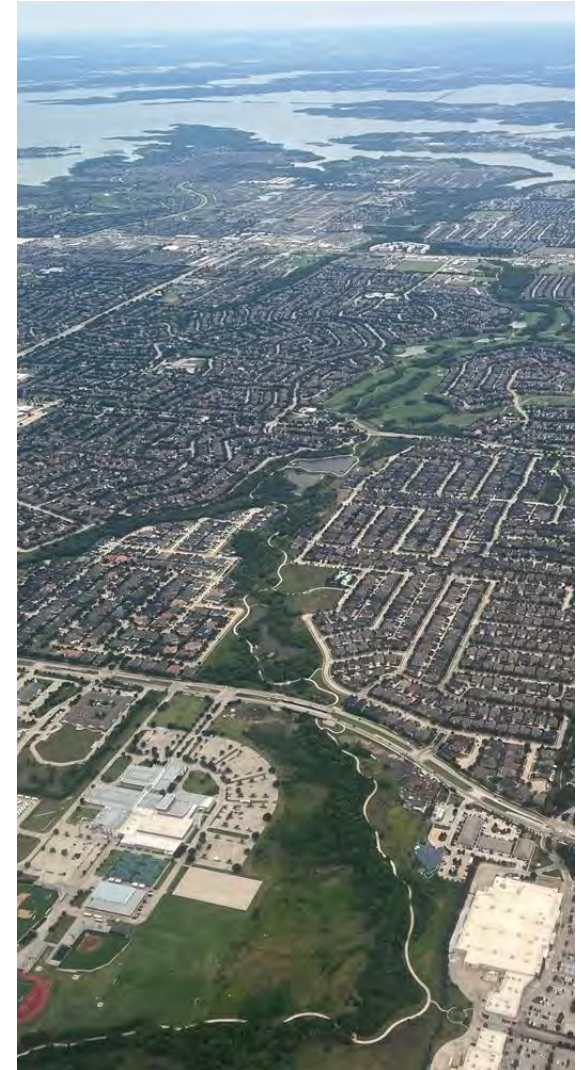
Action iii. Determine residential design standards for vacant commercial tracts in conjunction with the Future Land Use Plan, utilizing Planned Development (PD) processes to take advantage of unique property characteristics.

Action iv. Provide a network of open spaces that offer communal gathering space within neighborhoods.

Strategy HN.1.b. *Apply the Neighborhood Design Strategy for appropriate block face lengths, street placement, and street design to support open space connectivity.*

Action i. Configure lots adjacent to major creeks according to the Subdivision Ordinance (Section 8.03).

Action ii. Employ “gifts to the street” (e.g., front porches, courtyards, and stoops) to increase curb appeal.





Objective HN.2. Encourage inclusive housing choices.

Strategy HN.2.a. *Allow housing diversity to support a diverse economic base and population.*

Action i. Use the federal Community Development Block Grant (CDBG) program and the City's Social Services Fund to revitalize housing and expand economic opportunities for low and moderate-income households.

Action ii. Continue evaluating planned development proposals with form-based code where housing is proposed (e.g., duplexes, pocket neighborhoods, and multiplexes).

Action iii. Allow for various housing options to enable a diversity of housing products (e.g., shared/college living units to support students living near the UNT campus).

Strategy HN.2.b. *Enable a variety of housing to provide choices for the local market.*

Action i. Conduct a housing study to understand workforce needs for Frisco's major employers.

Strategy HN.2.c. *Update the City's policy regarding Urban Living developments.*

Action i. Maintain residential land area as recommended in the Future Land Use Plan.

Action ii. Consider mixed-use developments with densities greater than 55 dwelling units per acre for high-rises with a 15-story minimum in accordance with the FLUP.

Action iii. Continue the current open space policy at 10% of the net area or one acre per 200 dwelling units, whichever is greater.

Action iv. Develop tiered thresholds to align the phasing of commercial space with mid- to high-rise residential.

Objective HN.3. Strengthen neighborhoods and monitor transitions.

Strategy HN.3.a. *Encourage reinvestment in neighborhoods by supporting improvements/repairs, land banking dilapidated/vacant lots, the inclusion of accessory dwelling units, and coordinating capital improvements for infrastructure and public open space.*

Action i. Consider facilitating low-interest loans for home improvement projects, making it more affordable for homeowners to address maintenance issues.

Action ii. Continue permitting accessory dwelling units to promote gentle infill, income generation, and family support.

Action iii. Consider land banking dilapidated properties /vacant lots as opportunities for infill housing or pocket parks and community gardens.

Action iv. Collaborate with local nonprofits and community organizations that specialize in housing assistance. Leverage their expertise and resources to expand the reach of maintenance assistance programs.

Action v. Support a policy where capital improvement projects enhance walkability, infill, and open space when reasonable.

Action vi. Continue assessing sidewalk and street tree conditions on a block-by-block basis, rather than patchworking repairs from street to street.

Action vii. Continue assessing park conditions or vacant land in neighborhoods and plan for park facilities replacement and expansion, prioritizing older neighborhoods.

Action viii. Continue assessing street rights-of-way for pedestrian safety and visual enhancement, such as lighted bollards and landscaping, prioritizing older neighborhoods.

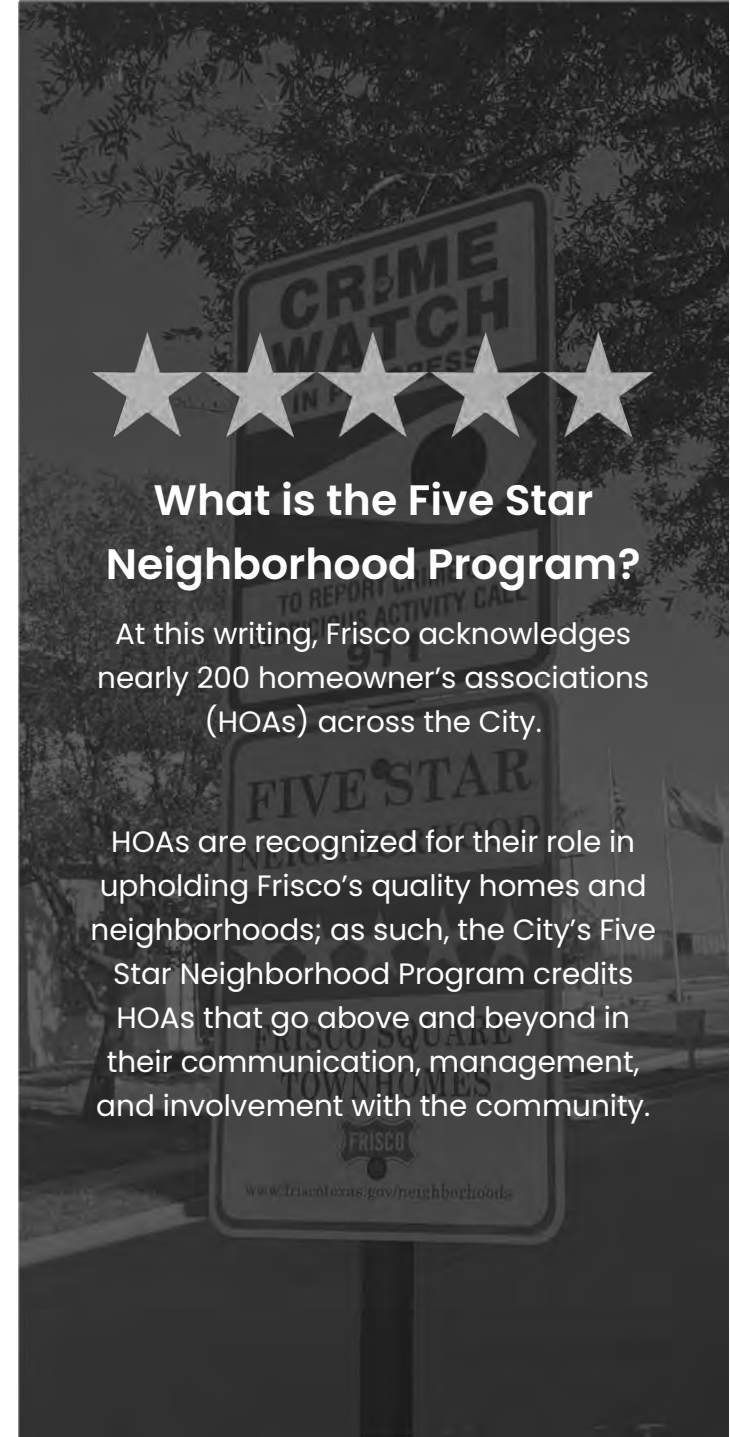
Action ix. Continue to partner with Frisco residents through initiatives like the Five Star Neighborhoods Program; consider formalizing these initiatives into a Neighborhood Partnership Plan (NPP) to better identify areas and communities needing reinvestment.



What is the Five Star Neighborhood Program?

At this writing, Frisco acknowledges nearly 200 homeowner's associations (HOAs) across the City.

HOAs are recognized for their role in upholding Frisco's quality homes and neighborhoods; as such, the City's Five Star Neighborhood Program credits HOAs that go above and beyond in their communication, management, and involvement with the community.





Strategy HN.3.b. *As redevelopment occurs, ensure that infill housing is compatible with and reflective of the surrounding neighborhood’s character (e.g., building height, bulk, mass, setbacks).*

Action i. Provide for proper transitions (e.g., similar lot sizes) between land uses of different densities.

Strategy HN.3.c. *Provide assistance to those with special needs (e.g., elderly, disabled, and economically disadvantaged) to help Frisco neighborhoods remain desirable over time.*

Action i. Consider offering financial grants and subsidies to eligible homeowners with owner-occupied units to cover the costs of essential home repairs and improvements. These grants can target low-income families or those facing specific challenges.

Action ii. Consider offering financial assistance for modifications that enhance home accessibility for individuals with disabilities or elderly residents, such as installing ramps, grab bars, or widened doorways.

Action iii. Evaluate streets where signalized crosswalks may be appropriate to help residents safely cross streets.

Objective HN.4. Produce vibrant public spaces within neighborhoods and a healthy environment to offer focal points and improve the quality of life for residents.

Strategy HN.4.a. *Improve access and support active, healthy, and engaging lifestyles for residents of all ages and abilities through street and trail connectivity to open space, schools, and civic institutions.*

Action i. Conduct walkability studies to improve connections within and between neighborhoods to open space, commercial, retail, and office areas, schools, and civic institutions.

Action ii. Create design principles for new and redeveloping spaces and playgrounds to make open space more accessible to people with disabilities of all ages.

Strategy HN.4.b. *Focus on well-distributed, smaller, high-quality open spaces that offer multiple community benefits when provided within proximity to housing.*

Action i. Reference the Neighborhood Design Strategy for appropriate open space types (size and elements) in a range of densities or mixed-use areas and town centers within neighborhoods.

Action ii. Continue to incorporate educational and public art elements within parks, such as local history, science, or nature.

Action iii. Draft and adopt programming guidelines with policies and design standards that create engaging open spaces, promote healthy behaviors, and improve the quality of life for people of all ages and abilities.

Action iv. Continue efforts to protect, maintain, and enhance the natural resources within Frisco.

Strategy HN.4.c. *Consider transitioning larger, passive park space to ecologically productive uses such as reforestation or restoration of native vegetation.*

Action i. Conduct an ecological assessment of identified parks and park spaces to understand the current state of biodiversity, soil quality, and vegetation.

Action ii. Identify invasive species and potential ecological threats that may need to be addressed.

Action iii. Create restoration plans specifying the types of native vegetation to be reintroduced, considering the local climate, soil conditions, and ecosystem requirements.

Action iv. Identify educational programs and public art opportunities that could be incorporated into the programming of parks.

Strategy HN.4.d. *Continue to take advantage of Frisco's natural areas and features to create focal points, connect the City and regional network of trails, and contribute to the identity of Frisco's neighborhoods and the daily life of Frisco's residents.*

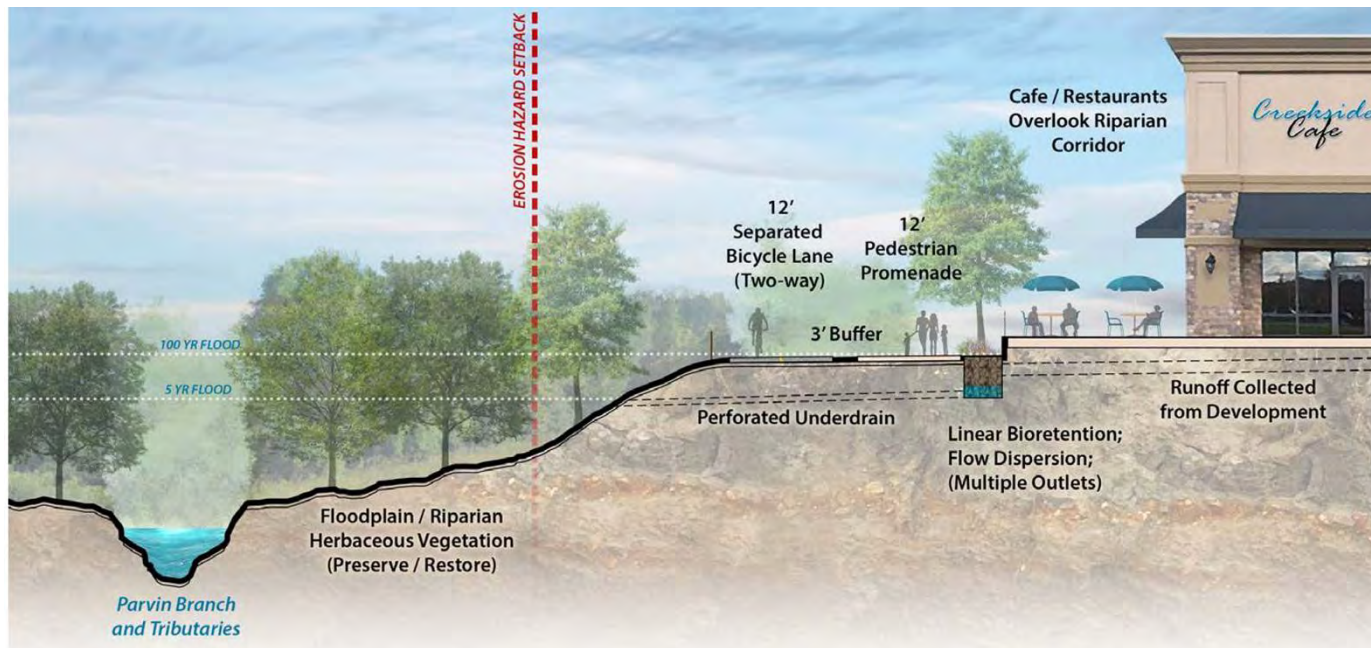
Action i. Continue to use GIS tools to map natural features, creeks, and tree groves during the review of zoning and development cases with close attention to floodplains and wetlands.

Action ii. Continue to maintain the Parks Master Plan to guide and prioritize future public investment and leverage opportunities for a community-focused park system.

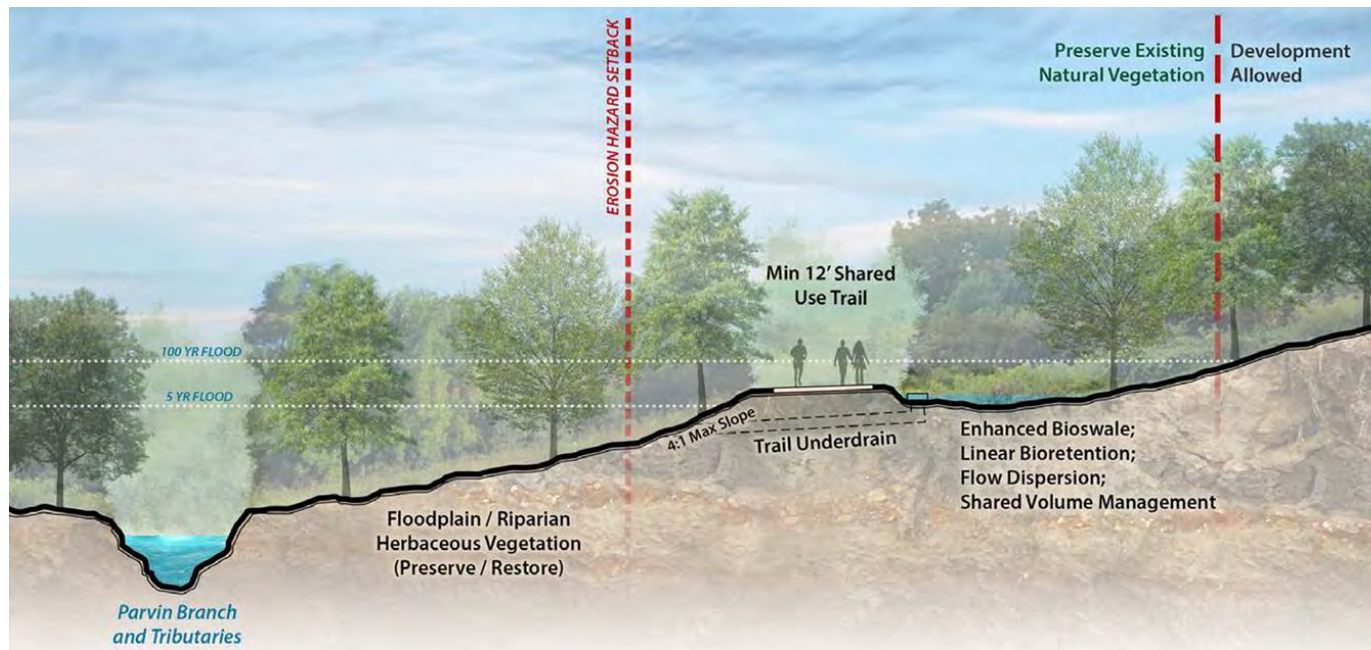
Action iii. Continue to create linkages to developments through Frisco's natural corridors.



Trail system connecting the Links Cottage Community to offices and retail



Active Transportation Corridor (Development Setting)



Multi-use Trail Corridor (Natural Setting)

06 | Economic Development

Introduction

A vibrant economy is dependent on deliberate strategies and actions. Economic development includes programs, policies, and activities that increase economic output and improve quality of life; this includes creating jobs, expanding the tax base, and supporting businesses. Economic development also includes supporting infrastructure expansion to increase economic growth, administering programs to advance workforce skills, and coordinating qualifying incentives.

Content within the chapter includes:

- Approach to Economic Development
- Assessment
- Fiscal Impact Analysis for Vacant Land
- Objectives, Strategies, and Actions

* Workforce
Development
is also
Key

More job
opportunities
for young
adults

Job diversity
on all scales

TALENT POOL
= INNOVATION
CLUSTERS

Community Input: *The “Why?”*



Integrate pedestrian improvements in commercial areas.



Create opportunities for employment in all industries.



Ensure infrastructure can support economic growth.



Expand opportunities for locally owned businesses and shops.



Encourage a variety of entertainment options.

Chapter Objectives: *The “How?”*

#1

Continue to pursue national and global employment targets.

#2

Support business retention and expansion efforts.

#3

Maintain a world-class economic development ecosystem.

#4

Ensure current and future developments accommodate residents, corporations, and visitors.

#5

Continue to build local employment opportunities to mitigate talent loss.

Chapter Highlights: *The “Where?”*



Leverage Frisco’s partners to educate and develop the workforce.



Proactively invest in “smart city” infrastructure to attract and support new corporations.



Support Frisco’s tourist areas, and identify opportunities for industry growth.



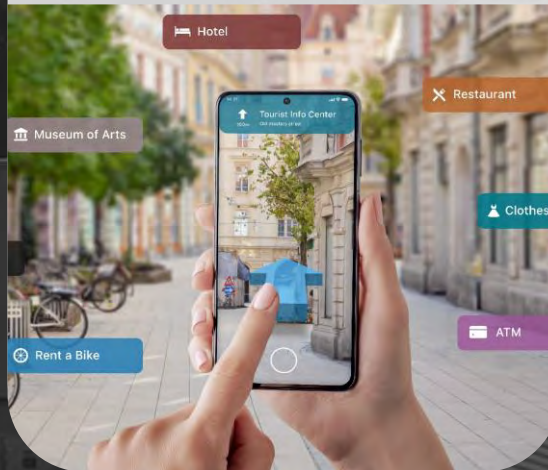
Leverage partnerships.

Lean on Frisco's public partners to train, develop, and educate the local workforce with the goal of employing residents where they live.



"Smart" infrastructure.

Improved wireless connectivity and access to technology will broaden Frisco's ability to recruit and maintain new industry leaders in the fields of artificial intelligence, virtual reality, and more.



Support more tourism.

Support Frisco's tourism locations and industries (professional sports, family entertainment, etc.), and seize opportunities for tourism growth through evolving trends.





Looking forward: economic development opportunities...

1

Capturing new and developing industries, like **artificial intelligence (AI)**, **information technology (IT)**, and **renewables**.

2

Adapting operations to new technologies, like **virtual reality** and **sixth generation (6G)** mobile communications.

3

Expanding Frisco's portfolio of pro-sports, like adopting teams across **new leagues** and **competition types**.

Approach to Economic Development

Past Successes

Frisco is a modern city at the top of its game, leading the way in population growth. Frisco boasts nearly 600% growth since 2000, with a growth rate of 3% over the last 12 months. Its people and talent base fuels Frisco's economy. As part of the City's virtuous ecosystem, the Frisco Independent School District (FISD) has one of the highest graduation rates in the nation; consequently, Frisco attracts a diverse business and corporate base along with highly talented workers.

Frisco is ranked one of the fastest-growing cities in America and is considered by many to be the hottest business market in the nation. Frisco is home to four professional sports facilities and eight professional and collegiate sports organizations, contributing more than \$2.1 billion in visitor spending to the local economy before the COVID-19 pandemic.

Frisco has access to over 2.2 million employees within a 30-minute drive, including twice the national average of tech industry workers within the City of Frisco. Consequently, the City is one of the top five places for high-tech jobs nationwide and has attracted five Fortune 500 companies.

Frisco is home to over nine million square feet of retail space, which adds to residential quality of life and contributes to the overall tax base.

Leaders and Policies

Chapter 501 of the Local Government Code establishes a City's authority to create an Economic Development Corporation (EDC). EDCs are separated into two types – Type A and Type B – and the authorized spending for projects is based on type.

The Frisco Economic Development Corporation (FEDC) is a Type A corporation whose core mission is to create jobs, increase economic opportunities, business retention and expansion, and improve the overall quality of life in Frisco. FEDC is the City's primary leader in economic development efforts. The FEDC currently leads efforts in job attraction, research, promotion, and marketing for economic development, as well as business attraction and recruitment efforts administration. The FEDC also facilitates economic development incentives for corporate attraction and new developments.

The City's Community Development Corporation (CDC) is a Type B corporation under the Development Corporation Act of 1979. It is tasked with the promotion and development of new or expanded business enterprises, parks and other community projects, such as the Rollertown Beerworks.

Of the 8.25% sales tax received, 6.25% goes to the State and 2% to the City of Frisco. Of that 2%, 1% enters the general fund. The remaining 1% is split equally between the EDC (0.5%) and CDC (0.5%). The CDC then spends those dollars by purchasing land, funding construction, and investing in the infrastructure necessary to support these elements.

Assessment

Sports and Tourism

Frisco has eight professional and collegiate sports organizations and four pro sports venues. Designated as “Sports City USA,” it is easy to see why prestigious programs such as the Dallas Cowboys, the Dallas Cowboys Cheerleaders, the Dallas Stars, and FC Dallas choose to be in the City. Frisco’s leadership nationwide remains relevant; through a public-private partnership, Frisco welcomed PGA of America to a brand new, 600-acre mixed-use development in 2022, with an initial investment of more than half a billion dollars.

The following list highlights focus areas Frisco identifies within the sports and tourism market:

- The business of sports management
- Professional sports and support services
- Corporate operations
- Governing bodies
- Sports technology
- Research and development, or test hubs
- Sports apparel and equipment
- Wellness products and services
- Fan experience and hospitality

Digital Gaming and eSports

The GameStop Performance Center in Frisco is the headquarters of Complexity Gaming, the recognized global leader in modern eSports. In addition, Frisco is home to Stadia Ventures and Scoreboard Ventures, two of the top sports tech accelerator companies and venture capital firms launching innovative sports startups. Frisco has room for companies of all sizes to grow and reach their full potential, from Class A, build-to-suit offices and developments to global distribution and retail- or restaurant-ready commercial spaces.

The following list highlights focus areas Frisco identifies within the digital gaming and eSports market:

- Management platforms
- Video game development
- In-gaming experiences
- Game suppliers and vendors
- Sports betting technologies
- New media platforms and digital media

A Sight to Behold: The Financial Impacts of Frisco’s Tourism Industry

In fiscal year 2024, Frisco’s tourism economy saw remarkable growth in economic impact, meetings and events booked, earned media value, and more. Notable details include:



A record \$13.1M in hotel occupancy tax collected.



A record 259 events booked, a 5% increase from FY 2023.



A record earned media value of \$15.9M.



A record impact of \$96.6M, a 14% increase from FY 2023.



Corporate Attraction

Frisco is home to globally recognized corporate entities (see Map 10), respected as thought leaders within their respective industries. For example, Keurig Dr Pepper, Addus HomeCare, Careington International, HCA Healthcare Center for Clinical Advancement, and Quality Custom Distribution are a few companies that have selected Frisco as their corporate home.

The following list highlights focus areas Frisco identifies within corporate markets:

- Fortune 500 and Fortune 1000 companies
- High-growth gazelles
- Global or national headquarters
- Regional offices and shared service centers
- Financial and professional services
- Healthcare and life sciences
- Logistics and transportation

Innovation

An up-and-coming center for information technology (IT), Frisco is now the hub for many innovative tech companies. Corporations like Magna5, a nationwide provider of managed IT, the North American offices of Redwood Software, and the Abacus Group, which serves the IT needs of alternative investment firms, are all located in the City. In addition to numerous major employers like T-Mobile, Frisco is home to approximately 350 start-up businesses.

The following list highlights focus areas Frisco identifies within new and innovative markets:

- Artificial intelligence and analytics
- Augmented and virtual reality
- Wearable and embeddable technologies
- Health and human performance
- BioTech and nutraceuticals
- Research and development
- Cyber security
- Computer software and hardware
- Additives and advanced materials

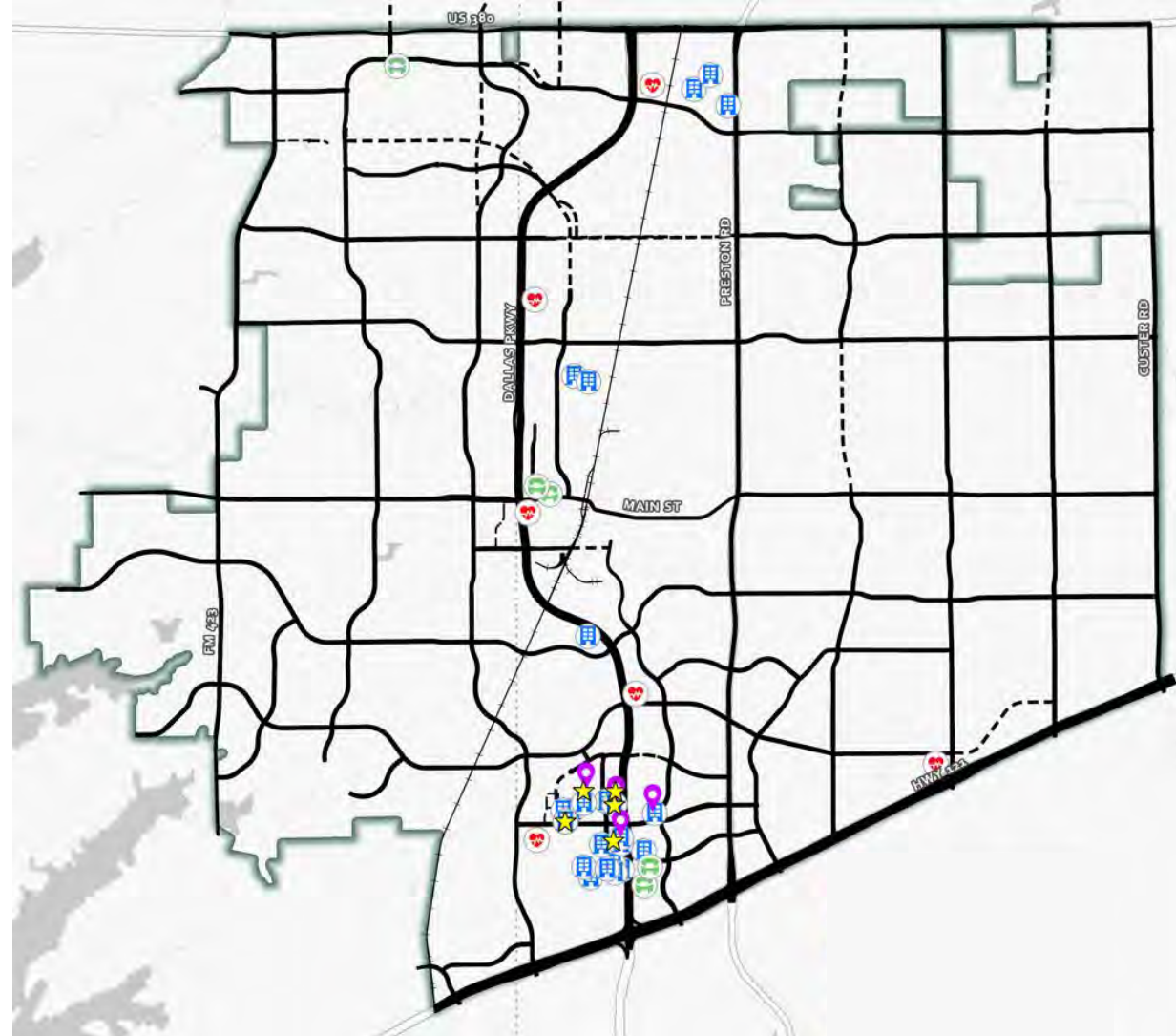
Fiscal Impact Analysis for Vacant Land

What is a Fiscal Impact Analysis?

The Fiscal Impact Analysis explores how the proposed land use strategy of vacant property in the City impacts long-term impacts and future resources. Integrating the analysis will enable transparency in how the proposed growth will impact future revenues and financial resources. The results of this process will shed light on annual benefits based on growth trends and net benefits after factoring in the cost to deploy these resources based on Frisco's current operating structure.

Fiscal Impact of Vacant Land

Assuming the remaining vacant land is developed according to the assigned place type, the Future Land Use Plan creates an estimated \$877.7 million in additional property tax on improvements and \$275.0 million in sales tax to the City of Frisco from 2024 to 2040. This analysis does not include impacts to other agencies; however, the tax and population increases will benefit other entities such as the local school districts. In addition, vacant land developed in accordance with the Future Land Use Plan is estimated to create (between the same years) over 29,000 new jobs and increase the population by over 99,000 new residents who can contribute to the local economy. For more information on this analysis, see Appendix D: Fiscal Impact Analysis for Vacant Land on page 169.



-  Hospitals
-  Large Employers
-  Innovation Hubs
-  Sports Organizations
-  Fortune 500 Companies

Map 10. Key Industries Map

Frisco's Rail District: Past and Present Investment

Frisco's historic downtown (now branded the Rail District) has many restaurants and shopping opportunities. The following infrastructure projects—totaling nearly \$80 million—will connect the district to attractions like Toyota Stadium, Frisco Square, Frisco Commons Park, the Library, and Grand Park:

- 1 Rebuilding Elm Street and Main Street with accessibility and pedestrian safety in mind.
- 2 Designing the 4th Street Plaza as a central gathering space where none had previously existed.
- 3 Constructing a public parking garage adjacent to the 4th Street Plaza to accommodate visitors.

Objectives, Strategies, and Actions

Objective ED.1. Continue to pursue national and global employment targets.

Strategy ED.1.a. *Support policies that encourage mixed-use environments that can attract talent and choice companies to locate in Frisco.*

Mixed-use developments can increase revenues and function as a talent attractor by integrating amenities, commercial services, housing, and creating a sense of place. The benefits of these types of developments can be seen in Frisco's historic Rail District, where housing and commercial uses blend in a cohesive built environment.

Action i. Explore opportunities to integrate mixed-uses in existing employment centers.

Action ii. Review regulations and policies to ensure future developments can be accommodated; monitor trends that may require modifying development standards.

Action iii. Continue to explore opportunities to redevelop land and infrastructure within the historic Rail District.

Strategy ED.1.b. *Monitor and support business attraction that maximizes skillsets and incomes.*

Low unemployment creates a shortage of available workers with key skills required to support the labor market. Programs that increase skills can attract and improve labor.

Action i. Survey what quality employees desire enough to relocate to Frisco and promote attributes and/or develop deficiencies needed to be competitive.

Action ii. Align economic development and workforce development programs to ensure the skills people are learning meet the needs of key employers.



Strategy ED.1.c. *Promote space that can cater to startups, investors, industry partners, small businesses, and incubators that support acceleration in technology, human performance, and other leading targeted industries.*

About 44% of the US gross domestic product (GDP) is made up of small businesses. As the startup landscape continues to evolve and become more competitive, it is essential that cities foster environments that support entrepreneurs, including “plug and play” spaces.

Action i. Maintain an inventory of available real estate that can accommodate startups or small businesses.

Action ii. Maintain resources and policies that can foster targeted small businesses.

Action iii. Continue to support partnerships that can create spaces that can accommodate entrepreneurs, startups, and high-growth businesses.

Action iv. In collaboration, the City of Frisco and FEDC should continue to pursue innovative projects, such as innovation hubs, mobility labs, and other incentives.

Strategy ED.1.d. *Focus on current target industries, including advanced technologies, professional and informational services, sports, and e-gaming industries.*

Frisco maintains a robust economic development program that is focused on business attraction to target companies that match Frisco’s assets and development goals.

Action i. Continue to foster developments that support corporate attraction.

Action ii. Continue to invest in infrastructure to enable the FEDC to promote Frisco’s strengths, like local schools and incentives, to global business leaders in key markets.

Action iii. Maintain a healthy ecosystem that can attract and maintain targeted industries.

Strategy ED.1.e. *Continue to build competitive advantages and support strategic clusters within Frisco’s defined targeted industries to support and grow local economic wealth and enhance first-class employment opportunities.*

Frisco boasts some of the highest mixed-use development standards in the Dallas/Fort Worth metroplex. These developments have attracted some of the top companies and startups.

Action i. Continue to build infrastructure to attract technology-oriented companies.

Action ii. Expand opportunities to reinforce Frisco’s advantage in sports, innovation, high-quality corporations, and the gaming and media industries.

Strategy ED.1.f. *Continue to develop sophisticated media campaigns and missions to targeted corporations and encourage talent relocation to Frisco.*

Action i. Continue to develop award-winning campaigns through multiple channels (digital, print, and social media).

Action ii. Explore innovative marketing strategies that can minimize competition through disruptive technologies (generative AI), which can help analyze datasets, forecast opportunities, and optimize resource allocation.

Action iii. Network in high-level networking groups that cultivate positive relationships.

Action iv. Position Frisco globally by networking domestically with key allies with strategic international contacts.

Strategy ED.1.g. Support and leverage educational opportunities to maintain access to competitive talent.

Education raises productivity, increases creativity, and improves entrepreneurship and technological skills that can continue to advance Frisco's goals. Frisco offers education and training programs through the University of North Texas, Collin College, and other regional education and training programs.

Action i. Identify programs that align with a strong, long-term employment outlook in high-growth industries.

Action ii. Partner with educational and workforce programs that advance the skill and quality of Frisco's targets.

Action iii. Explore programs that can reinforce educational gaps in the areas of greatest need.

Action iv. Attract research and development partners that can expand key thrusts in growth sectors.

Strategy ED.1.h. Continue to partner with higher educational institutions and technical programs to create first-class educational environments.

Educational institutions can program campuses and integrate technology to make them more attractive and unique to create greater experiences and compete with traditional environments.

Action i. Continue to collaborate with higher educational institutions on delivering academic excellence.

Action ii. Explore opportunities to attract additional educational institutions and programs.

Action iii. Support opportunities to create innovative campus environments or expand amenities near existing campuses.

Action iv. Pursue opportunities to connect higher-education campuses to employment centers and Frisco's mixed-use areas and town centers.



Objective ED.2. Support business retention and expansion efforts.

Strategy ED.2.a. *Support thriving developments that accommodate mixed-use, multimodal options and adequate commercial space for targeted businesses.*

Mixed-use development can support retaining businesses by attracting workers, fostering increased sales, and enhancing quality of life.

Action i. Support investments that can attract and retain companies, especially around multimodal, mixed-use, and other pedestrian-oriented environments.

Action ii. Regularly inventory business needs and ensure policies and regulations exist that can support business retention of key industries.

Action iii. Encourage redevelopment and revitalization of aging developments that can evolve into higher-value developments.

Strategy ED.2.b. *Develop and monitor key performance indicators to maintain partnerships with targeted businesses.*

Measuring employment, productivity, and revenue statistics can enable insight into effective programs and processes that can improve economic development and help establish trends for forecast and strategic adjustments.

Action i. Maintain relevant statistics and evaluate key performance indicators through dashboards and report cards to enable improvements.

Action ii. Evaluate data touchpoints with other departments and organizations that can improve internal and external performance.

Strategy ED.2.c. *Monitor tax generation of various districts to serve as a benchmark for performance.*

Evaluating development patterns, special districts can provide insight on the long-term fiscal health of Frisco.

Action i. Set up subareas and clusters of industries for evaluation.

Action ii. Establish metrics and gather data to evaluate the performance of neighborhoods, commercial areas, mixed-use districts, and employment centers.

Action iii. Analyze development trends and economic performance citywide and across subareas.

Action iv. Evaluate performance and adjust policies, regulations, and investments to increase outcomes and mitigate declines.

What is tax increment financing (TIF)?

The City offers a range of funding incentives to attract and mold new economic development, including tax increment financing (TIF).

TIF is a funding tool used to reinvest the increase in property tax value within a designated area called a tax increment reinvestment zone (TIRZ). The increase in property tax within the TIRZ is captured and reinvested on capital improvements to support additional growth within the area. Frisco's history using TIF includes:

4 Four TIRZ areas, with the latest approved in 2023 for the Fields development.

\$ A total of \$745,000,000 of revenue has been generated across the City's four TIRZ areas since 2001.

Strategy ED.2.d. *Support the City's economic development initiatives and programs for business retention and attraction.*

Action i. Monitor Frisco businesses likely to contract, consolidate, relocate, or grow.

Action ii. Engage in strategic discussions with local business leaders of national parent companies to promote jobs and capture the upward growth potential of Frisco firms.

Action iii. Focus on high-growth firms and those with a high potential of leaving, downsizing, or realigning operations. Prioritize our Target Industries for maximum impact.

Action iv. Prioritize business recruitment efforts on highly focused target sectors that advance top strategic priorities.

Strategy ED.2.e. *Explore future opportunities for strategic redevelopment and revitalization.*

Redevelopment can significantly benefit Frisco, including creating new jobs and economic opportunities, revitalizing aging areas, and improving the overall quality of life for Frisco residents.

Action i. Continue using tools such as 380 grants, tax increment financing (TIF), and development agreements to encourage public and private investments for new development and in areas suitable for redevelopment or revitalization.

Action ii. Monitor areas to determine if they are underutilized.

Action iii. Maintain targeted "catalyst" areas that are ripe for investment.

Action iv. Support incentives, policies, and regulations that can promote redevelopment and revitalization.

Objective ED.3. Maintain a world-class economic development ecosystem.

Strategy ED.3.a. *Continue engagement in education and investment in public-private partnerships to stay on the leading edge of growth trends and emerging technologies to keep Frisco competitive.*

Public-private partnerships in education can help bridge gaps in education and expand programs to students, expand education resources, improve quality, and leverage real-time learning opportunities.

Action i. Continue to assess emerging trends with educational partners and create programs to improve Frisco's ecosystems, including intersecting synergies and growth sectors.

Action ii. Explore opportunities to create integrated training with industry partners (food labs, wearables, hospitality, sports, apparel, etc.).

Action iii. Foster internships between students and businesses.

Action iv. Maintain a database of technical skills and certifications of students to expedite the underwriting of local applicants.

Strategy ED.3.b. *Evaluate infrastructure and operational requirements of companies to ensure Frisco's vision of policies and regulations fosters appropriate environments.*

Cities that invest and maintain leading "edge" infrastructure can maintain or gain a competitive advantage over peers.

Action i. Within a defined scope of a "smart city", invest in its infrastructure, including opportunities to build in redundancy and resiliency to remain competitive.

Action ii. Support policies to encourage investment in digital technology and regulations to accommodate technological changes.

Strategy ED.3.c. *Monitor performance of corporate developments to ensure investments and resources to maintain first-class status.*

Agreements need to include performance requirements the recipient must fulfill as a condition of the incentive to ensure the objectives established in an economic development policy are accomplished.

Action i. Establish metrics and conduct periodic evaluations of project performance such as costs/benefits and status of objectives.

Action ii. Continue to conduct a periodic review of public infrastructure and maintain CIP investments to maintain infrastructure.

Action iii. Maintain codes to enforce private facilities and enforce infractions to mitigate blight and maintain first-class private infrastructure.

Strategy ED.3.d. Evaluate development applications to ensure private investments maximize fiscal opportunities for Frisco and support the City's economic goals.

Economic development usually revolves around the development/redevelopment of real estate. The Development Services Department is the gatekeeper of initial development applications.

Action i. Continue to coordinate with City departments on development activity.

Action ii. Explore opportunities to coordinate private investment with public assets.

Action iii. Coordinate applications with incentives, development agreements, and development projects to ensure public infrastructure is maintained, upgraded, or extended where applicable.

Action iv. Continue using focus groups with the development community to evaluate the efficiencies of the City's development process.

Action v. Continue to evaluate the City's final acceptance process for improving efficiency.

Strategy ED.3.e. Explore programs, including accelerators that foster proven innovation and startup companies.

Startup incubators and accelerators offer support to early-stage startups and entrepreneurs.

Action i. Promote projects that can integrate accelerators and incubators.

Action ii. Support training, mentoring, funding, facilities, and other programs that can advance the startup ecosystem, including early-stage entities.

Action iii. Explore concentrations in tech, sports, or other industries that can reinforce Frisco's brand and support growth in targeted industries.

Action iv. Leverage emerging trends to attract next-generation jobs and tech industries that align with Frisco's core competencies.



Objective ED.4. Ensure current and future developments accommodate residents, corporations, and visitors.

Strategy ED.4.a. *Evaluate the quality-of-life elements that can make Frisco competitive to choice talent and thriving businesses.*

Frisco is known for its high quality of life. It consistently ranks as one of the best places to live in the United States.

Action i. Continue to attract high-quality developments that integrate placemaking, arts, and other amenities that increase talent attraction and increase quality of life for residents, employees, and visitors.

Action ii. Continue to create standards and policies to enhance and maintain neighborhoods.

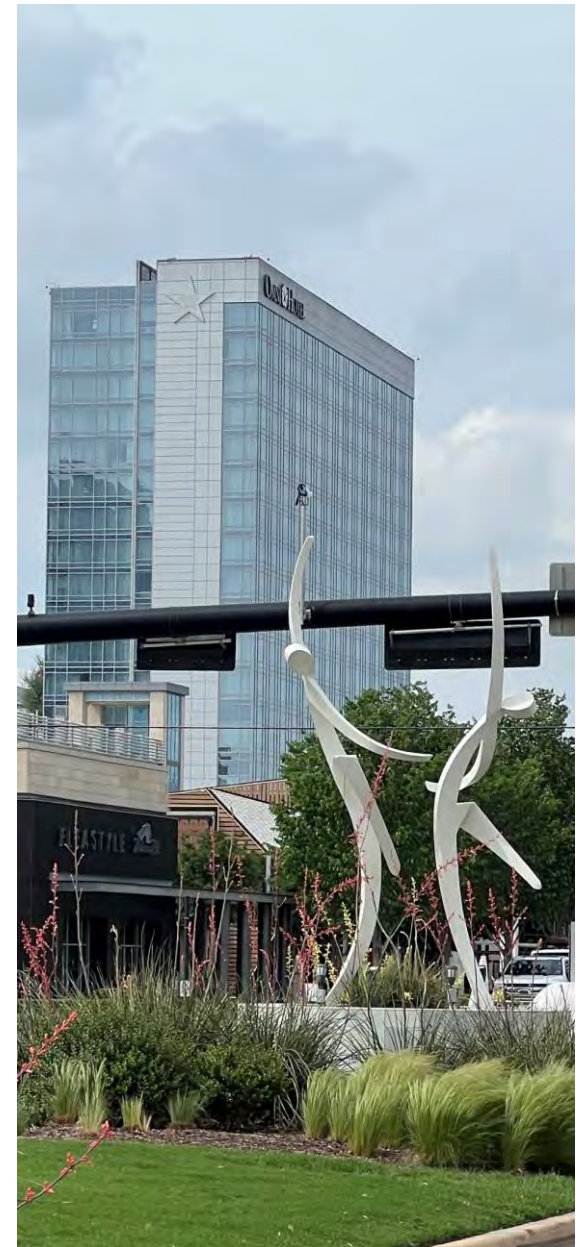
Action iii. Continue to attract strategic companies that enable Frisco to support a strong ecosystem of businesses.

Strategy ED.4.b. *Monitor regional needs for commercial, retail, entertainment, arts, culture, and hospitality to ensure adequate services and goods support a broad spectrum of consumer needs and talents.*

Amenities like parks and trails, a vibrant arts scene, successful downtowns, and destination entertainment and retail are vital to economic development efforts.

Action i. Evaluate the performance of businesses, industries, and talent to identify strengths and weaknesses across various amenities supporting corporate attraction (property tax, number of visits, origin/destination studies)

Action ii. Support a robust recruitment and attraction program for retail, entertainment, and hospitality to ensure adequate amenities and quality of life.





Objective ED.5. Continue to build local employment opportunities to mitigate talent loss to other markets.

Strategy ED.5.a. *Target employment opportunities that cater to the talent that lives in Frisco but work outside the City limits.*

Approximately 86.5% of employed talent that lives in Frisco works elsewhere (2021, U.S. Census OnTheMap). Increasing talent attraction to residents can mitigate labor shortages in key industries and reduce environmental impacts and commuting congestion.

Action i. Monitor the number of working-age people in Frisco who commute, work from home, or work remotely.

Action ii. Survey workers to explore factors that could encourage residents to work in Frisco.

Action iii. Explore strategies to reduce talent leakage to other cities.

Action iv. Consider where employees will live when evaluating partnerships for corporate relocations.

Strategy ED.5.b. *Continue to support the City's economic development initiatives to align a workforce that mitigates talent losses and increases employment opportunities in Frisco.*

Frisco currently has an unemployment rate of 3.3% (2023, U.S. Census 1-Year ACS). Explore opportunities to promote economic development that mitigate talent shortages.

Action i. Create a national campaign to lure key talent to growing industries in Frisco, creating a robust economic ecosystem.

Action ii. Employ a strong workforce development program to foster employment opportunities for regional talent; partner with local school districts and higher-education systems to fuel the program.

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07 | Implementation

Introduction

Without a proper implementation strategy and process, the objectives, strategies, and actions outlined in this Plan will not be fulfilled promptly and effectively. As the ultimate goal of this Plan is to fulfill the guiding principles, implementation will be critical to achieve actionable results toward Frisco's ideal future. This chapter summarizes the recommended actions made throughout this planning process and the anticipated timeframes for which the City should strive. The CPAC will meet annually to assess implementation and review the Plan's status and then report to the Planning & Zoning Commission and City Council. Additionally, a menu of financing strategies and the implementation tools to achieve successful results is provided for ongoing use by staff during annual reporting.

Content within the chapter includes:

- Land Use Implementation
- Transportation & Mobility Implementation
- Public Facilities & Services Implementation
- Housing & Neighborhoods Implementation
- Economic Development Implementation

Implementation Summary

Chapter Topic	Objectives	Strategies	Actions
Land Use	4	16	48
Transportation & Mobility	4	12	48
Public Facilities & Services	3	10	28
Housing & Neighborhoods	4	12	40
Economic Development	5	22	69
Totals	20	72	236

Potential Financing Strategies

Funding Mechanism	Symbol
Able to be implemented using discretionary funding available to Development Services or other departments	A
Able to be implemented using discretionary funding available to the City Manager or equivalent	B
Requires a line item in the annual City budget developed by the City Manager and approved by City Council or other governing board	C
Requires a line item in the Capital Improvements Program	D
Requires third-party funding, such as grants or partner resources	E

Potential Implementation Tools

Tool	Examples
Development Regulations	Reviewing procedures for efficiency
Capital Investments	Constructing a new sidewalk; building a community library; acquiring land for a new park; installing public Wi-Fi
Community Projects	Installing historical markers; conducting tree planting or other community beautification projects
Public Education Initiatives	Holding a webinar or speaker series on best practices for protecting local streams or how to construct a community garden; hosting an annual Citizens' Academy to educate community members on how local government works
Organizational Policies and Procedures	Drafting an updated development review checklist; creating internal procedures for how to review proposed rezonings for consistency with adopted community plans
Community Programs	Establishing a business facade grant fund; subsidizing coworking space; sponsoring local nonprofit organizations
Partnerships	Teaming with local arts organizations to construct and program a cultural arts facility; working with a nonprofit organization to operate a local farmers market
Studies	Conducting a feasibility assessment for a new recreation center
Special Plans	Conducting a small area plan for how to revitalize the downtown, or a corridor plan for a gateway into the community

Land Use Implementation

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Objective LU.1. Encourage a balance of land uses to serve residents' needs and ensure a diverse economic base.					
Strategy LU.1.a. Plan for traditionally designed developments that will reduce the number of vehicle trips by establishing viable alternatives.					
Action i.	Activate utility infrastructure (e.g., drainageways, utility lines), particularly in residential areas, with pedestrian trails, inviting sidewalks, and other improvements.	✓			
Action ii.	Require designated walkways between commercial buildings and established or planned sidewalks or trails.	✓			
Action iii.	Ensure public and private pedestrian routes are protected from vehicular traffic; establish physical barriers like shade trees and concrete or masonry improvements.	✓			
Strategy LU.1.b. Prepare for widescale reinvestment across the City.					
Action i.	Consider policies in the PD process for aging commercial areas to reinvest over time, including small scale mixed use and parking lot developments.	✓			
Action ii.	Consider policies through PDs to allow for mixed-use developments in targeted areas and in alignment with the City's urban living policy; consider available infrastructure and possible private partnerships when identifying targeted areas.	✓			
Strategy LU.1.c. Design the edges of development to be compatible and integrated into the surroundings.					
Action i.	Consider modifying buffers and increasing connections between use types where intensities will not adversely affect quality of life.	✓			
Action ii.	Provide multi-modal connections between developments, including stub-outs and pedestrian paths at cul-de-sacs, where future connections may be possible through adjacent development.	✓			
Strategy LU.1.d. Ensure future land use categories incorporate targeted businesses from Frisco's economic development efforts.					
Action i.	As new targeted industries are identified, ensure that the Future Land Use Plan and categories generally accommodate these industries in appropriate locations.	✓			
Action ii.	As needed, update the zoning ordinance's definitions and land uses to implement changes to the Future Land Use Plan and categories.	✓			

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Strategy LU.1.e. Promote entertainment options that attract sports, active lifestyles, arts, and culture, representing diversity within Frisco and focusing on cultural appreciation.					
Action i.	Continue to encourage mixed-use development where appropriate, including but not limited to around Frisco’s professional sports venues, arts, and cultural assets.	✓			
Action ii.	Encourage developments, public-private partnerships, zoning, and land use decisions that support the arts and culture.	✓			
Objective LU.2. Ensure land use decisions preserve environmental factors and support innovative design.					
Strategy LU.2.a. Protect, enhance, and increase healthy tree cover in Frisco to maximize its benefits to the community.					
Action i.	Continue emphasizing tree preservation within residential and commercial developments.	✓			
Action ii.	Prioritize spending tree mitigation funds within public rights-of-way (street trees) along City-owned riparian areas to provide trail cover and floodplain stabilization.	✓			
Action iii.	Partner with homeowner’s associations (HOAs) to establish an inventory of Frisco’s tree stock; identify diversification opportunities to protect against disease.		✓		
Action iv.	Continue participating in and providing tree preservation and planting programs, including the Urban Forestry Program and “Tree City USA” recognition.	✓			
Action v.	Continue with a local landscaping education program to inform property owners of best practices related to planting and maintaining a healthy landscape.			✓	
Action vi.	Identify and establish funding mechanisms for installing street trees in older neighborhoods, including grants or fund-matching techniques.	✓			
Strategy LU.2.b. Identify opportunities to conserve energy, and implement renewable energy resources when feasible, safe, and cost-effective.					
Action i.	Encourage the use of renewable energy sources when considering building standards and regulations.	✓			
Action ii.	Continue implementing renewable energy systems in municipal buildings.	✓			
Action iii.	Continue to evaluate City codes and ordinances for barriers to residential applications of renewable energy sources; remove barriers where no adverse impacts to neighboring properties are anticipated.	✓			

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Strategy LU.2.c. Continue to lead the region's efforts to maintain and enhance North Texas' natural assets.						
Action i.	Continue the City's partnership and coordination with the North Central Texas Council of Governments (NCTCOG) regarding the Integrated Stormwater Management (iSWM) program and other urban air quality and water body protection efforts.	✓				
Action ii.	Coordinate efforts with municipalities up and downstream of Frisco's major creeks (Reference Map 7) emphasizing preservation and sound stormwater management.			✓		
Action iii.	Utilize the Natural Resources Division or other tools to highlight the City's current efforts in natural preservation and promote education and best practices.	✓				
Action iv.	Incentivize the implementation of grey water systems in homes and businesses to conserve potable water.	✓				
Action v.	Continue following recommendations from the Water Management Plan to use water efficiently to help prevent waste.	✓				
Strategy LU.2.d. Encourage environmental responsiveness, preserving and enhancing natural areas for the community's health, aesthetics, infrastructure, and economic benefits.						
Action i.	Continue to monitor and protect local and regional floodplains through the Federal Emergency Management Agency's (FEMA) Flood Insurance Rate Maps (FIRM) updates.	✓				
Action ii.	Prioritize environmental scanning in the early stages of land development; inform decision-making bodies of any adverse impacts before use entitlement.	✓				
Action iii.	Continue enforcing standards like the erosion hazard setback policy in environmentally sensitive areas or floodways.		✓			
Objective LU.3. Emphasize land uses and development patterns with long-term benefits and appeal to all generations.						
Strategy LU.3.a. Encourage corporate headquarters or significant employment generators to integrate residential opportunities.						
Action i.	Continue to leverage Frisco's quality of life, including public amenities, schools, safety, and healthcare services, to attract and retain headquarters and corporate employers.	✓				

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0–5	6+		
Strategy LU.3.b. Encourage a mixture of land uses in a walkable environment and a network of sidewalks and trails that link people of all ages and physical abilities to their destinations.						
Action i.	Continue to ensure new development provides critical connections to surrounding pedestrian infrastructure.	✓				
Action ii.	Build upon trail-oriented development requirements when development abuts a regional trail, including increased trail connections and fronting homes or businesses along trail links.	✓				
Action iii.	Provide a park-once experience around Frisco’s entertainment venues, where visitors can access work, leisure, and accommodation within a single car ride.	✓				
Action iv.	Ensure developments have accessible surfaces, transitions, and distances to accommodate different physical abilities and limitations.	✓				
Strategy LU.3.c. Ensure development along Frisco’s highly trafficked thoroughfares is high-quality and contributes to the positive perception of the City.						
Action i.	Continue to assess and implement the US 380 Overlay Design District regulations (Reference Ordinance No. 2020-08-45).	✓				
Action ii.	Consider a series of design guidelines or an overlay along the Highway 121 corridor, focusing on supporting appropriate land uses and visual aesthetics.		✓			
Objective LU.4. Encourage desirable, efficient land uses while maintaining and enhancing local aesthetics.						
Strategy LU.4.a. Require quality design standards for (re)development to ensure compatibility with surrounding areas.						
Action i.	Continue to evaluate development compatibility using the City’s land use policies in Appendix C during zoning applications, particularly in residential areas; in areas of compatibility concern, consider physical separation, incorporation of a transitional land use, or a building or site design measure (or combination of measures) appropriate to the specific situation.	✓				
Action ii.	Assess the City’s development standards for commercial businesses (e.g., the nonresidential open space requirements); identify and adopt revised requirements where existing standards are found insufficient.		✓			
Action iii.	Continue assessing traffic implications with development inquiries as part of the 'alternative design standards' development process.	✓				

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Strategy LU.4.b. Create distinctive destinations that attract people and encourage social interaction.					
Action i.	Encourage private art installations in new developments throughout Frisco.	✓			
Action ii.	Encourage integration of Frisco’s branding and tourism marketing in new developments.	✓			
Action iii.	Establish consistent gateway markers and district monumentation along boundary entries.		✓		
Action iv.	Encourage public/private redevelopment projects and expansions.	✓			
Strategy LU.4.c. Support positive experiences by emphasizing "gifts to the street" in the pedestrian realm, such as sidewalk cafes, welcoming entrances, landscaping, and other streetscape features.					
Action i.	Identify opportunities for sidewalk activation in new and existing developments; examples of activation may include sidewalk cafe seating or pop-up retail opportunities.	✓			
Action ii.	Identify key intersections that would benefit from commercial activation (e.g., pedestrian improvements, place-making); evaluate and revise code allowances for activation strategies.		✓		
Action iii.	Continue to implement sidewalks within mixed-use developments, with ideal widths of 25-foot for commercial areas and 18-foot for residential areas.	✓			
Action iv.	Continue integrating holiday decorations along pedestrian paths and infrastructure.	✓			
Strategy LU.4.d. Require high-quality, durable building construction that is flexible and encourages reinvestment over time.					
Action i.	Consider establishing incentives or other funding programs for selected areas to reinvest in aging buildings.			✓	
Action ii.	Identify areas where reinvestment is necessary; establish incentives or other funding programs for property owners to maintain high-quality developments with a defined set of criteria.		✓		

Transportation & Mobility Implementation

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Objective TR.1. Focus on the pedestrian experience.						
Strategy TR.1.a. Design new and existing streets to include appropriate context-sensitive elements to discourage speeding, improve the pedestrian experience, and maximize safety.						
Action i.	Ensure that pedestrian lighting is adequate for safety and comfort while being mindful of adjacent residential areas and driver sight lines.	✓				
Action ii.	Establish a menu of permitted traffic calming strategies (e.g., bulb-outs, smooth textured pavement, raised crosswalks, narrow lane markings, roundabouts) for new and existing street designs.		✓			
Action iii.	Identify areas where pedestrian infrastructure is unshaded or exposed to uninterrupted sunlight; install natural or structured shading along extended lengths and corners of intersections.			✓		
Strategy TR.1.b. Prioritize pedestrian safety through practical infrastructure and operations in neighborhoods and key areas.						
Action i.	Identify areas where pedestrian or cycling accidents happen frequently or have the potential to; establish a Safety Action Plan to introduce safety improvements where risk factors are apparent.		✓			
Action ii.	Continue requiring street trees between local streets and their sidewalks and encouraging the same along arterials where there is space to do so safely.	✓				
Action iii.	Leverage new development to improve pedestrian and cycling safety.	✓				
Action iv.	Continue to identify potentially unsafe pedestrian conditions during development review and correct the design through mitigation or redesign before project entitlement.	✓				
Action v.	Continue to implement and maintain the latest pedestrian safety and accessibility features, such as audible walking cues at traffic signals, protected crosswalks, and grade-separated crossings where warranted.	✓				
Action vi.	Improve the streetscape in Frisco’s older neighborhoods.	✓				

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Strategy TR.1.c. Continue to ensure future developments are welcoming to pedestrians of all capabilities.						
Action i.	Evaluate parking requirements to prevent underutilized pavement and separation for perimeter paths and sidewalks.		✓			
Action ii.	Establish shaded pedestrian walkways through parking lots, connecting sidewalks and parking areas to building entrances, where feasible.	✓				
Action iii.	Emphasize multimodal connectivity, both internally and externally, within commercial and residential developments.	✓				
Action iv.	Where adjacent to off-street hike and bike facilities, ensure that buildings and open spaces front on trails and paths.	✓				
Strategy TR.1.d. Continue to align the City’s roadway design standards and the Hike and Bike Master Plan (2019, Ordinance No. 19-09-76).						
Action i.	Review Frisco's Subdivision Regulations for opportunities to incorporate connectivity improvements for all pedestrians and bicyclists outlined in the Hike and Bike Master Plan.		✓			
Action ii.	Continue to regularly update and implement the City’s Hike and Bike Master Plan using public input.	✓				
Action iii.	Review Frisco's Engineering Standards to incorporate design guidelines for pedestrian and bicycling infrastructure outlined in the Hike and Bike Master Plan.		✓			
Objective TR.2. Improve safety, mobility, reliability, and connectivity.						
Strategy TR.2.a. Continue to complete key roadway extensions and improvements in accordance with the latest Thoroughfare Plan.						
Action i.	Continue to leverage private development to complete critical roadway extensions when developing along the future right-of-way.	✓				
Action ii.	Continue to evaluate the Thoroughfare Plan annually for relevancy and applicability.	✓				
Action iii.	Prioritize funding for roadways and intersections that experience high traffic volumes and accidents.	✓				
Action iv.	Continue to review city-wide traffic counts annually and assess the need for capital improvement projects (e.g., widening a road to the level shown on the Thoroughfare Plan or making intersection improvements).	✓				

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Strategy TR.2.b. Employ Transportation Demand Management (TDM) techniques to reduce traffic demand.					
Action i. Prioritize the implementation of non-vehicular modes and routes along frequented roadways.	✓				
Action ii. Consider incentivizing carpooling between municipal services and facilities; encourage private partners to establish carpooling and offset schedule incentives.		✓			
Action iii. Use data analytics to determine the time and location of demand so TDM solutions can be properly tailored and targeted.	✓				
Action iv. Continue offering on-demand micro-transit services to Frisco residents; continuously evaluate ridership and frequented destinations for potential transit routes in the future.		✓			
Strategy TR.2.c. Continue to employ Transportation System Management and Operations (TSMO) strategies to maintain and improve mobility.					
Action i. Continue partnering with navigation providers to integrate live traffic alerts and monitoring systems in private vehicles.	✓				
Action ii. Continue to use dynamic message signs in Frisco’s mixed-use areas and town centers and during events to inform the public on preferred routes and parking conditions.			✓		
Action iii. Continue to improve traffic signal timing through the increased use of internal and external data collection and analysis.	✓				
Action iv. Continue expanding the use of data analytics to understand traffic delays and travel time patterns as they change over time to make optimal operational and construction decisions.	✓				
Strategy TR.2.d. Lead the region in ensuring the built environment accommodates emerging transportation technologies.					
Action i. Continue to monitor global technological advancements for opportunities to improve traffic flow and safety in Frisco.	✓				
Action ii. Continue to work with the IT Steering Committee to review and consider interest in implementing emerging technologies.	✓				
Action iii. Encourage the installation of electric vehicle (EV) charging stations in new parking lots. Continue to install charging stations at municipal facilities.		✓			
Action iv. Continue to optimize conditions for autonomous vehicles (AV) (e.g., clear lane striping, driver line of sight to pedestrians and cyclists).	✓				

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action v. Coordinate with transportation companies and private developers to plan optimal routes for eventual airborne passenger routes. Prioritize existing structures and rooftops for potential landing zones.	✓				
Action vi. Prioritize Frisco's mixed-use areas and town centers for airborne passenger routes and consider acquiring or preserving areas for landing and transition zones.			✓		
Action vii. Continue to implement drone services for real-time emergency response monitoring and to conduct traffic studies (augmenting the City-wide network of over 800 traffic cameras).	✓				
Objective TR.3. Increase the availability of alternatives to automobile transportation.					
Strategy TR.3.a. Continue to integrate planned land uses with the City's multimodal mobility network.					
Action i. Initiate a pilot program for a trolley or bus that circulates between Frisco's key mixed-use areas and town centers. Establish branding for the circulator that promotes the City's forward-thinking approach and quality of life.		✓			
Action ii. Develop Frisco's key mixed-use areas and town centers as "smart" transit hubs, where vehicular, pedestrian, micromobility, and potentially transit transportation methods intersect to connect residents and visitors.			✓		
Action iii. Establish minimum standards (e.g., centralized location, shaded, physically separated from vehicular travel ways) for rideshare pickup and drop-off locations in mixed-use settings.		✓			
Action iv. Plan for grade-separated crossings across major thoroughfares (e.g., Preston Road, Dallas North Tollway (DNT)) to provide multimodal connectivity between Frisco's mixed-use areas and town centers.		✓			
Strategy TR.3.b. Consider the appropriateness of micromobility options to encourage non-automobile mobility.					
Action i. Establish a pilot program to introduce shared micromobility options, such as electric bikes, in Frisco's mixed-use areas and town centers. Establish geo-fencing to prevent immediate use outside targeted areas.			✓		
Objective TR.4. Support regional mobility in surrounding communities and beyond.					
Strategy TR.4.a. Continue to evaluate and plan for long-term regional transportation opportunities.					
Action i. Continue to preserve the area along the BNSF rail right-of-way for a trail corridor and potential future transit opportunities; ensure proper space is preserved adjacent to potential station locations for parking, drop-off, rideshare, and transit transfer facilities.	✓				

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action ii. Continue to use design guidelines, including Crime Prevention through Environmental Design (CPTED) principles, that allow for easy adaptation of properties surrounding potential transit stops, maximizing current market trends while establishing flexibility for future conditions.		✓			
Action iii. Continue to coordinate with NCTCOG and the Regional Transportation Council (RTC) regarding regional rail studies and support the City's preferred future train stop locations.	✓				
Action iv. Leverage Frisco's proximity to Dallas Love Field Airport and Dallas Fort Worth International Airport by testing shuttle services to and from these global transportation hubs, and preparing for McKinney National Airport.		✓			
Strategy TR.4.b. Continue to partner with outside agencies to promote regional mobility improvements and transportation initiatives.					
Action i. Continue to monitor and participate in regional transportation agencies' studies and reports regarding regional transportation goals and outcomes.	✓				
Action ii. Coordinate with applicable agencies to determine the plausibility of establishing grade-separated connections (e.g., deck parks, bridges, tunnels) across key corridors in Frisco, including Preston Road (TxDOT) and the Dallas North Tollway Authority (NTTA).		✓			
Action iii. Coordinate with surrounding municipalities regarding the desire and likelihood of public transit expansion; ensure Frisco is positioned to act proactively to changing regional conditions and preferences.	✓				
Action iv. Coordinate municipal infrastructure investments with planned or ongoing improvements by other agencies.	✓				

Public Facilities & Services Implementation

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Objective FS.1. Provide first-rate municipal services to residents to address existing and future needs and desires.					
Strategy FS.1.a. Continue to provide an excellent level of service to Frisco residents as the community grows.					
Action i.	Continue to evaluate and report operational metrics annually, including department-specific goals, staffing needs, and the state of facilities, to City leadership and the public.	✓			
Action ii.	Evaluate development impacts on facilities and services infrastructure, such as police and fire response times; report findings for consideration during development inquiries.	✓			
Action iii.	Evaluate the need for satellite facilities, such as libraries, police hubs, fire training areas, or specialty parks (e.g., skate parks, athletic centers), as the City grows; partner with private developers to integrate these spaces within projects.	✓			
Strategy FS.1.b. Ensure City facilities and operations exemplify the quality of design and performance desirable for future development throughout Frisco.					
Action i.	Evaluate opportunities to implement low-impact development standards (LID) in municipal projects (e.g., renewable power sources, stormwater management measures, native landscaping).	✓			
Action ii.	Monitor and implement technology (e.g., AI, ICT) in City operations where clear and proven benefits that will serve the community are observed.	✓			
Action iii.	Examine the cost and benefits of implementing sustainable measures on all City-owned assets, such as transitioning municipal fleet vehicles to hybrid or electric vehicle (EV) technologies.		✓		
Strategy FS.1.c. Continue to evaluate whether new services or facilities are needed as the community grows.					
Action i.	Continue coordination with partner agencies (e.g., Denton and Collin Counties, ISDs, local colleges, universities, or trade schools, and municipalities) to identify necessary services or facilities in proximity to anticipated growth locations.	✓			
Action ii.	Continue evaluating the community's evolving needs related to municipal services (e.g., access to healthcare and civic activities for an aging population) that provide residents with a high quality of life; engage with local healthcare providers to identify shifts in healthcare needs.	✓			

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action iii. Leverage private or non-profit partnerships as a means of constructing and operating facilities identified as necessary or desirable; consider the partnership's long-term financial sustainability.		✓			
Objective FS.2. Support an active, safe, and healthy community.					
Strategy FS.2.a. Continue to regularly update and implement the City's Parks Master Plan and evaluate whether additional all-age activities, sports, or other recreational opportunities are needed.					
Action i. Using this Plan's recommended land use distribution, continue to adjust the location, scale, and programming of new park facilities recommended in the Parks and Recreation Open Space Master Plan, as necessary.	✓				
Action ii. Establish connectivity via sidewalks and trails between master-planned communities and neighborhoods; acquire new trail rights-of-way through the public improvement dedication process in the City's Subdivision Regulations.	✓				
Action iii. Prioritize connectivity to trails when developing near or abutting existing trail networks.	✓				
Strategy FS.2.b. Work with local healthcare resources to support community outreach for public health.					
Action i. Engage in data and information sharing with healthcare partners to identify rising health trends amongst Frisco residents; evaluate the City's role in remediation or policy changes, if appropriate.	✓				
Action ii. Participate in public health partnerships or other initiatives that promote livability and healthy lifestyles among residents.			✓		
Strategy FS.2.c. Encourage incorporation of the principles of Crime Prevention through Environmental Design (CPTED) in future development.					
Action i. Continue training staff and elected and appointed officials on the importance of CPTED principles in design and implementation.	✓				
Action ii. Continue to monitor the impact of new technologies (i.e., surveillance improvements, real-time video feed, AI, ICT) on crime prevention techniques; codify implementation requirements where deemed appropriate.	✓				
Action iii. Develop educational materials to share with local developers and the public regarding local examples of projects incorporating CPTED principles.		✓			

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Strategy FS.2.d. Identify services and programs that can help Frisco residents who are struggling to meet their most pressing needs efficiently and economically.						
Action i.	Continue coordination with local ISDs to identify housing trends that impact their households and faculty; adjust housing densities or locations where appropriate to accommodate attainable housing for students and teachers.	✓				
Action ii.	Continue utilizing the Housing Rehabilitation Program and other Community Development Block Grant (CDBG) funds to revitalize housing throughout the City for very low to moderate-income households.	✓				
Objective FS.3. Showcase Frisco’s cultural diversity.						
Strategy FS.3.a. Continue to regularly update and implement the City’s Public Art Master Plan.						
Action i.	Continue to promote municipal properties as ideal locations for public art installations, including roundabouts, community parks and open spaces, professional sports venues, and other community facilities.	✓				
Action ii.	Assess the City’s standard right-of-way sections and details, such as roundabouts, to accommodate two- and three-dimensional art installations; update standards if found to limit art installation capabilities.		✓			
Action iii.	Continue coordination with the development community to install art within privately maintained yet publicly accessible projects.	✓				
Strategy FS.3.b. Continue to invest in the City’s existing and future arts facilities and cultural assets to meet the community’s needs.						
Action i.	Prioritize the Public Art Master Plan’s recommendation for a Cultural Plan to identify and synchronize objectives across the City’s cultural assets (e.g., public art, galleries, theatres, museums, live music venues).			✓		
Action ii.	Continue to evaluate and report operational metrics annually, including facility-specific staffing needs, size, and the state of facilities; ensure departmental reports are consistent and collaborative.	✓				
Action iii.	Identify and utilize funding sources for public art in the Rail District.	✓				
Action iv.	Continue to evaluate and support the City’s current funding policy for public art (1% of annual CIP funding) to verify adequate funds are available; identify and utilize new funding sources when possible.	✓				

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Strategy FS.3.c. Consider expanding the City’s special events calendar to highlight Frisco’s cultural diversity.						
Action i.	Continue to showcase the City’s racial and ethnic composition through cultural celebrations, art installations, and other projects that reflect Frisco’s diverse community.	✓				
Action ii.	Continue coordination with community leaders involved with different subsets of Frisco’s population to promote engagement, inclusivity, and meaningful events.	✓				

Housing & Neighborhoods Implementation

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Objective HN.1. Plan for lovable, resilient neighborhoods.					
Strategy HN.1.a. Promote neighborhoods that are connected and walkable.					
Action i.	Make connections to hike and bike trails, parks, open space, and mixed-use developments.	✓			
Action ii.	Consider alternative design standards for commercial tracts with limited viability.		✓		
Action iii.	Determine residential design standards for vacant commercial tracts in conjunction with the Future Land Use Plan, utilizing Planned Development (PD) processes to take advantage of unique property characteristics.				
Action iv.	Provide a network of open spaces that offer communal gathering space within neighborhoods.		✓		
Strategy HN.1.b. Apply the Neighborhood Design Strategy for appropriate block face lengths, street placement, and street design to support open space connectivity.					
Action i.	Configure lots adjacent to major creeks according to the Subdivision Ordinance (Section 8.03).		✓		
Action ii.	Employ “gifts to the street” (e.g., front porches, courtyards, and stoops) to increase curb appeal.	✓			
Objective HN.2. Encourage inclusive housing choices.					
Strategy HN.2.a. Allow housing diversity to support a diverse economic base and population.					
Action i.	Use the federal Community Development Block Grant (CDBG) program and the City’s Social Services Fund to revitalize housing and expand economic opportunities for low and moderate-income households.		✓		
Action ii.	Continue evaluating planned development proposals with form-based code where housing is proposed (e.g., duplexes, pocket neighborhoods, and multiplexes).		✓		
Action iii.	Allow for various housing options to enable a diversity of housing products (e.g., shared/college living units to support students living near the UNT campus).		✓		

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Strategy HN.2.b. Enable a variety of housing to provide choices for the local market.					
Action i.	Conduct a housing study to understand workforce needs for Frisco’s major employers.		✓		
Strategy HN.2.c. Update the City’s policy regarding Urban Living developments.					
Action i.	Maintain residential land area as recommended in the Future Land Use Plan.		✓		
Action ii.	Consider mixed-use developments with densities greater than 55 dwelling units per acre for high-rises with a 15-story minimum in accordance with the FLUP.	✓			
Action iii.	Continue the current open space policy at 10% of the net area or one acre per 200 dwelling units, whichever is greater.	✓			
Action iv.	Develop tiered thresholds to align the phasing of commercial space with mid- to high-rise residential.		✓		
Objective HN.3. Strengthen neighborhoods and monitor transitions.					
Strategy HN.3.a. Encourage reinvestment in neighborhoods by supporting improvements/repairs, land banking dilapidated/vacant lots, the inclusion of accessory dwelling units, and coordinating capital improvements for infrastructure and public open space.					
Action i.	Consider facilitating low-interest loans for home improvement projects, making it more affordable for homeowners to address maintenance issues.		✓		
Action ii.	Continue permitting accessory dwelling units to promote gentle infill, income generation, and family support.	✓			
Action iii.	Consider land banking dilapidated properties /vacant lots as opportunities for infill housing or pocket parks and community gardens.	✓			
Action iv.	Collaborate with local nonprofits and community organizations that specialize in housing assistance. Leverage their expertise and resources to expand the reach of maintenance assistance programs.	✓			
Action v.	Support a policy where capital improvement projects enhance walkability, infill, and open space when reasonable.		✓		
Action vi.	Continue assessing sidewalk and street tree conditions on a block-by-block basis, rather than patchworking repairs from street to street.		✓		

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action vii. Continue assessing park conditions or vacant land in neighborhoods and plan for park facilities replacement and expansion, prioritizing older neighborhoods.		✓			
Action viii. Continue assessing street rights-of-way for pedestrian safety and visual enhancement, such as lighted bollards and landscaping, prioritizing older neighborhoods.		✓			
Action ix. Continue to partner with Frisco residents through initiatives like the Five Star Neighborhoods Program; consider formalizing these initiatives into a Neighborhood Partnership Plan (NPP) to better identify areas and communities needing reinvestment.	✓				
Strategy HN.3.b. As redevelopment occurs, ensure that infill housing is compatible with and reflective of the surrounding neighborhood's character (e.g., building height, bulk, mass, setbacks).					
Action i. Provide for proper transitions (e.g., similar lot sizes) between land uses of different densities.		✓			
Strategy HN.3.c. Provide assistance to those with special needs (e.g., elderly, disabled, and economically disadvantaged) to help Frisco neighborhoods remain desirable over time.					
Action i. Consider offering financial grants and subsidies to eligible homeowners with owner-occupied units to cover the costs of essential home repairs and improvements. These grants can target low-income families or those facing specific challenges.		✓			
Action ii. Consider offering financial assistance for modifications that enhance home accessibility for individuals with disabilities or elderly residents, such as installing ramps, grab bars, or widened doorways.		✓			
Action iii. Evaluate streets where signalized crosswalks may be appropriate to help residents safely cross streets.	✓				
Objective HN.4. Produce vibrant public spaces within neighborhoods and a healthy environment to offer focal points and improve the quality of life for residents.					
Strategy HN.4.a. Improve access and support active, healthy, and engaging lifestyles for residents of all ages and abilities through street and trail connectivity to open space, schools, and civic institutions.					
Action i. Conduct walkability studies to improve connections within and between neighborhoods to open space, commercial, retail, and office areas, schools, and civic institutions.	✓				
Action ii. Create design principles for new and redeveloping spaces and playgrounds to make open space more accessible to people with disabilities of all ages.		✓			

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0–5	6+		
Strategy HN.4.b. Focus on well-distributed, smaller, high-quality open spaces that offer multiple community benefits when provided within proximity to housing.						
Action i.	Reference the Neighborhood Design Strategy for appropriate open space types (size and elements) in a range of densities or mixed-use areas and town centers within neighborhoods.	✓				
Action ii.	Continue to incorporate educational and public art elements within parks, such as local history, science, or nature.		✓			
Action iii.	Draft and adopt programming guidelines with policies and design standards that create engaging open spaces, promote healthy behaviors, and improve the quality of life for people of all ages and abilities.		✓			
Action iv.	Continue efforts to protect, maintain, and enhance the natural resources within Frisco.		✓			
Strategy HN.4.c. Consider transitioning larger, passive park space to ecologically productive uses such as reforestation or restoration of native vegetation.						
Action i.	Conduct an ecological assessment of identified parks and park spaces to understand the current state of biodiversity, soil quality, and vegetation.		✓			
Action ii.	Identify invasive species and potential ecological threats that may need to be addressed.		✓			
Action iii.	Create restoration plans specifying the types of native vegetation to be reintroduced, considering the local climate, soil conditions, and ecosystem requirements.	✓				
Action iv.	Identify educational programs and public art opportunities that could be incorporated into the programming of parks.		✓			
Strategy HN.4.d. Continue to take advantage of Frisco’s natural areas and features to create focal points, connect the City and regional network of trails, and contribute to the identity of Frisco’s neighborhoods and the daily life of Frisco’s residents.						
Action i.	Continue to use GIS tools to map natural features, creeks, and tree groves during the review of zoning and development cases with close attention to floodplains and wetlands.	✓				
Action ii.	Continue to maintain the Parks Master Plan to guide and prioritize future public investment and leverage opportunities for a community-focused park system.		✓			
Action iii.	Continue to create linkages to developments through Frisco’s natural corridors.	✓				

Economic Development Implementation

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Objective ED.1. Continue to pursue national and global employment targets.					
Strategy ED.1.a. Support policies that encourage mixed-use environments that can attract talent and choice companies to locate in Frisco.					
Action i.	Explore opportunities to integrate mixed-uses in existing employment centers.	✓			
Action ii.	Review regulations and policies to ensure future developments can be accommodated; monitor trends that may require modifying development standards.	✓			
Action iii.	Continue to explore opportunities to redevelop land and infrastructure within the historic Rail District.	✓			
Strategy ED.1.b. Monitor and support business attraction that maximizes skillsets and incomes..					
Action i.	Survey what quality employees desire enough to relocate to Frisco and promote attributes and/or develop deficiencies needed to be competitive.	✓			
Action ii.	Align economic development and workforce development programs to ensure the skills people are learning meet the needs of key employers.	✓			
Strategy ED.1.c. Promote space that can cater to startups, investors, industry partners, small businesses, and incubators that support acceleration in technology, human performance, and other leading targeted industries.					
Action i.	Maintain an inventory of available real estate that can accommodate startups or small businesses.	✓			
Action ii.	Maintain resources and policies that can foster targeted small businesses.	✓			
Action iii.	Continue to support partnerships that can create spaces that can accommodate entrepreneurs, startups, and high-growth businesses.	✓			
Action iv.	In collaboration, the City of Frisco and FEDC should continue to pursue innovative projects, such as innovation hubs, mobility labs, and other incentives.		✓		

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Strategy ED.1.d.Focus on current target industries, including advanced technologies, professional and informational services, sports, and e-gaming industries.					
Action i. Continue to foster developments that support corporate attraction.	✓				
Action ii. Continue to invest in infrastructure to enable the FEDC to promote Frisco’s strengths, like local schools and incentives, to global business leaders in key markets.	✓				
Action iii. Maintain a healthy ecosystem that can attract and maintain targeted industries.	✓				
Strategy ED.1.e.Continue to build competitive advantages and support strategic clusters within Frisco’s defined targeted industries to support and grow local economic wealth and enhance first-class employment opportunities.					
Action i. Continue to build infrastructure to attract technology-oriented companies.	✓				
Action ii. Expand opportunities to reinforce Frisco’s advantage in sports, innovation, high-quality corporations, and the gaming and media industries.	✓				
Strategy ED.1.f. Continue to develop sophisticated media campaigns and missions to targeted corporations and encourage talent relocation to Frisco.					
Action i. Continue to develop award-winning campaigns through multiple channels (digital, print, and social media).	✓				
Action ii. Explore innovative marketing strategies that can minimize competition through disruptive technologies (generative AI), which can help analyze datasets, forecast opportunities, and optimize resource allocation.		✓			
Action iii. Network in high-level networking groups that cultivate positive relationships.	✓				
Action iv. Position Frisco globally by networking domestically with key allies with strategic international contacts.	✓				
Strategy ED.1.g.Support and leverage educational opportunities to maintain access to competitive talent.					
Action i. Identify programs that align with a strong, long-term employment outlook in high-growth industries.		✓			
Action ii. Partner with educational and workforce programs that advance the skill and quality of Frisco’s targets.		✓			

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action iii. Explore programs that can reinforce educational gaps in the areas of greatest need.		✓			
Action iv. Attract research and development partners that can expand key thrusts in growth sectors.			✓		
Strategy ED.1.h. Continue to partner with higher educational institutions and technical programs to create first-class educational environments.					
Action i. Continue to collaborate with higher educational institutions on delivering academic excellence.	✓				
Action ii. Explore opportunities to attract additional educational institutions and programs.	✓				
Action iii. Support opportunities to create innovative campus environments or expand amenities near existing campuses.	✓				
Action iv. Pursue opportunities to connect higher-education campuses to employment centers and Frisco's mixed-use areas and town centers.	✓				
Objective ED.2. Support business retention and expansion efforts.					
Strategy ED.2.a.Support thriving developments that accommodate mixed-use, multimodal options and adequate commercial space for targeted businesses.					
Action i. Support investments that can attract and retain companies, especially around multimodal, mixed-use, and other pedestrian-oriented environments.	✓				
Action ii. Regularly inventory business needs and ensure policies and regulations exist that can support business retention of key industries.	✓				
Action iii. Encourage redevelopment and revitalization of aging developments that can evolve into higher-value developments.			✓		
Strategy ED.2.b.Develop and monitor key performance indicators to maintain partnerships with targeted businesses.					
Action i. Maintain relevant statistics and evaluate key performance indicators through dashboards and report cards to enable improvements.	✓				
Action ii. Evaluate data touchpoints with other departments and organizations that can improve internal and external performance.	✓				

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0–5	6+		
Strategy ED.2.c. Monitor tax generation of various districts to serve as a benchmark for performance.					
Action i.	Set up subareas and clusters of industries for evaluation.		✓		
Action ii.	Establish metrics and gather data to evaluate the performance of neighborhoods, commercial areas, mixed-use districts, and employment centers.			✓	
Action iii.	Analyze development trends and economic performance citywide and across subareas.	✓			
Action iv.	Evaluate performance and adjust policies, regulations, and investments to increase outcomes and mitigate declines.	✓			
Strategy ED.2.d. Support the City’s economic development initiatives and programs for business retention and attraction.					
Action i.	Monitor Frisco businesses likely to contract, consolidate, relocate, or grow.	✓			
Action ii.	Engage in strategic discussions with local business leaders of national parent companies to promote jobs and capture the upward growth potential of Frisco firms.	✓			
Action iii.	Focus on high-growth firms and those with a high potential of leaving, downsizing, or realigning operations. Prioritize our Target Industries for maximum impact.		✓		
Action iv.	Prioritize business recruitment efforts on highly focused target sectors that advance top strategic priorities.		✓		
Strategy ED.2.e. Explore future opportunities for strategic redevelopment and revitalization.					
Action i.	Continue using tools such as 380 grants, tax increment financing (TIF), and development agreements to encourage public and private investments for new development and in areas suitable for redevelopment or revitalization.	✓			
Action ii.	Monitor areas to determine if they are underutilized.	✓			
Action iii.	Maintain targeted “catalyst” areas that are ripe for investment.	✓			
Action iv.	Support incentives, policies, and regulations that can promote redevelopment and revitalization.	✓			

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0–5	6+		
Objective ED.3. Maintain a world-class economic development ecosystem.					
Strategy ED.3.a. Continue engagement in education and investment in public-private partnerships to stay on the leading edge of growth trends and emerging technologies to keep Frisco competitive.					
Action i.	Continue to assess emerging trends with educational partners and create programs to improve Frisco’s ecosystems, including intersecting synergies and growth sectors.	✓			
Action ii.	Explore opportunities to create integrated training with industry partners (food labs, wearables, hospitality, sports, apparel, etc.).		✓		
Action iii.	Foster internships between students and businesses.	✓			
Action iv.	Maintain a database of technical skills and certifications of students to expedite the underwriting of local applicants.	✓			
Strategy ED.3.b. Evaluate infrastructure and operational requirements of companies to ensure Frisco’s vision of policies and regulations fosters appropriate environments.					
Action i.	Within a defined scope of a “smart city”, invest in its infrastructure, including opportunities to build in redundancy and resiliency to remain competitive.			✓	
Action ii.	Support policies to encourage investment in digital technology and regulations to accommodate technological changes.		✓		
Strategy ED.3.c. Monitor performance of corporate developments to ensure investments and resources to maintain first-class status.					
Action i.	Establish metrics and conduct periodic evaluations of project performance such as costs/benefits and status of objectives.	✓			
Action ii.	Continue to conduct a periodic review of public infrastructure and maintain CIP investments to maintain infrastructure.	✓			
Action iii.	Maintain codes to enforce private facilities and enforce infractions to mitigate blight and maintain first-class private infrastructure.	✓			
Strategy ED.3.d. Evaluate development applications to ensure private investments maximize fiscal opportunities for Frisco and support the City’s economic goals.					
Action i.	Continue to coordinate with City departments on development activity.	✓			

Recommended Actions	Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
	Ongoing	0-5	6+		
Action ii. Explore opportunities to coordinate private investment with public assets.	✓				
Action iii. Coordinate applications with incentives, development agreements, and development projects to ensure public infrastructure is maintained, upgraded, or extended where applicable.	✓				
Action iv. Continue using focus groups with the development community to evaluate the efficiencies of the City's development process.	✓				
Action v. Continue to evaluate the City's final acceptance process for improving efficiency.	✓				
Strategy ED.3.e. Explore programs, including accelerators that foster proven innovation and startup companies.					
Action i. Promote projects that can integrate accelerators and incubators.	✓				
Action ii. Support training, mentoring, funding, facilities, and other programs that can advance the startup ecosystem, including early-stage entities.		✓			
Action iii. Explore concentrations in tech, sports, or other industries that can reinforce Frisco's brand and support growth in targeted industries.		✓			
Action iv. Leverage emerging trends to attract next-generation jobs and tech industries that align with Frisco's core competencies.	✓				
Objective ED.4. Ensure current and future developments accommodate residents, corporations, and visitors					
Strategy ED.4.a. Evaluate the quality-of-life elements that can make Frisco competitive to choice talent and thriving businesses.					
Action i. Continue to attract high-quality developments that integrate placemaking, arts, and other amenities that increase talent attraction and increase quality of life for residents, employees, and visitors.	✓				
Action ii. Continue to create standards and policies to enhance and maintain neighborhoods.	✓				
Action iii. Continue to attract strategic companies that enable Frisco to support a strong ecosystem of businesses.	✓				

Recommended Actions		Anticipated Timeline (Years)			Financing Strategies	Imp. Tools
		Ongoing	0-5	6+		
Strategy ED.4.b. Monitor regional needs for commercial, retail, entertainment, arts, culture, and hospitality to ensure adequate services and goods support a broad spectrum of consumer needs and talents.						
Action i.	Evaluate the performance of businesses, industries, and talent to identify strengths and weaknesses across various amenities supporting corporate attraction (property tax, number of visits, origin/destination studies)	✓				
Action ii.	Support a robust recruitment and attraction program for retail, entertainment, and hospitality to ensure adequate amenities and quality of life.		✓			
Objective ED.5. Continue to build local employment opportunities to mitigate talent loss to other markets.						
Strategy ED.5.a. Target employment opportunities that cater to the talent that lives in Frisco but work outside the City limits.						
Action i.	Monitor the number of working-age people in Frisco who commute, work from home, or work remotely.		✓			
Action ii.	Survey workers to explore factors that could encourage residents to work in Frisco.			✓		
Action iii.	Explore strategies to reduce talent leakage to other cities.		✓			
Action iv.	Consider where employees will live when evaluating partnerships for corporate relocations.	✓				
Strategy ED.5.b. Continue to support the City’s economic development initiatives to align a workforce that mitigates talent losses and increases employment opportunities in Frisco.						
Action i.	Create a national campaign to lure key talent to growing industries in Frisco, creating a robust economic ecosystem.		✓			
Action ii.	Employ a strong workforce development program to foster employment opportunities for regional talent; partner with local school districts and higher-education systems to fuel the program.			✓		

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Appendix A: Community Snapshot

Snapshot Components

The following components are included in this Appendix.

Regional Growth

A description of population growth anticipated for the outlying areas of the Dallas-Fort Worth metroplex.

Snapshot of Changes in Frisco

Population growth in Frisco is the result of the redistribution of the metropolitan population, but also new influxes from outside the area. The overview of individual metrics is compared with the last two decennial census results.

Built Environment

As Frisco nears build-out, an assessment of current housing, commercial space, and future housing is shown.

Trends

Offers an overview of the metrics with a focus on notable change and potential connections between data sets.

Implications

Identifies ideas or actions that can be drawn from the data that is not explicitly stated.

Regional Growth

Takeaways

- Frisco is at the gateway to an expanding Dallas-Fort Worth (DFW) metroplex, with the largest growth in the country. The metroplex now has about 8.1 million residents and is the 4th largest metro area in the country, behind only New York, Los Angeles, and Chicago.
- Frisco is only 30 minutes from the second busiest commercial airport in the world, with 73.4 million passengers passing through in 2022.
- Collin (No. 2) and Denton (No. 6) were among the top 10 counties in the U.S. for annual population growth in 2021, according to data from the U.S. Census Bureau.
- The Dallas North Tollway, a convenient economic catalyst for the City, is adding lanes and recently completed a bridge over US 380 into the Town of Prosper to help meet future traffic demands.
- The North Central Texas Council of Governments (NCTCOG) 16-county region had an estimated 2024 population of 8,481,500 people. An expected increase of 3 million people will total ~11,400,000.

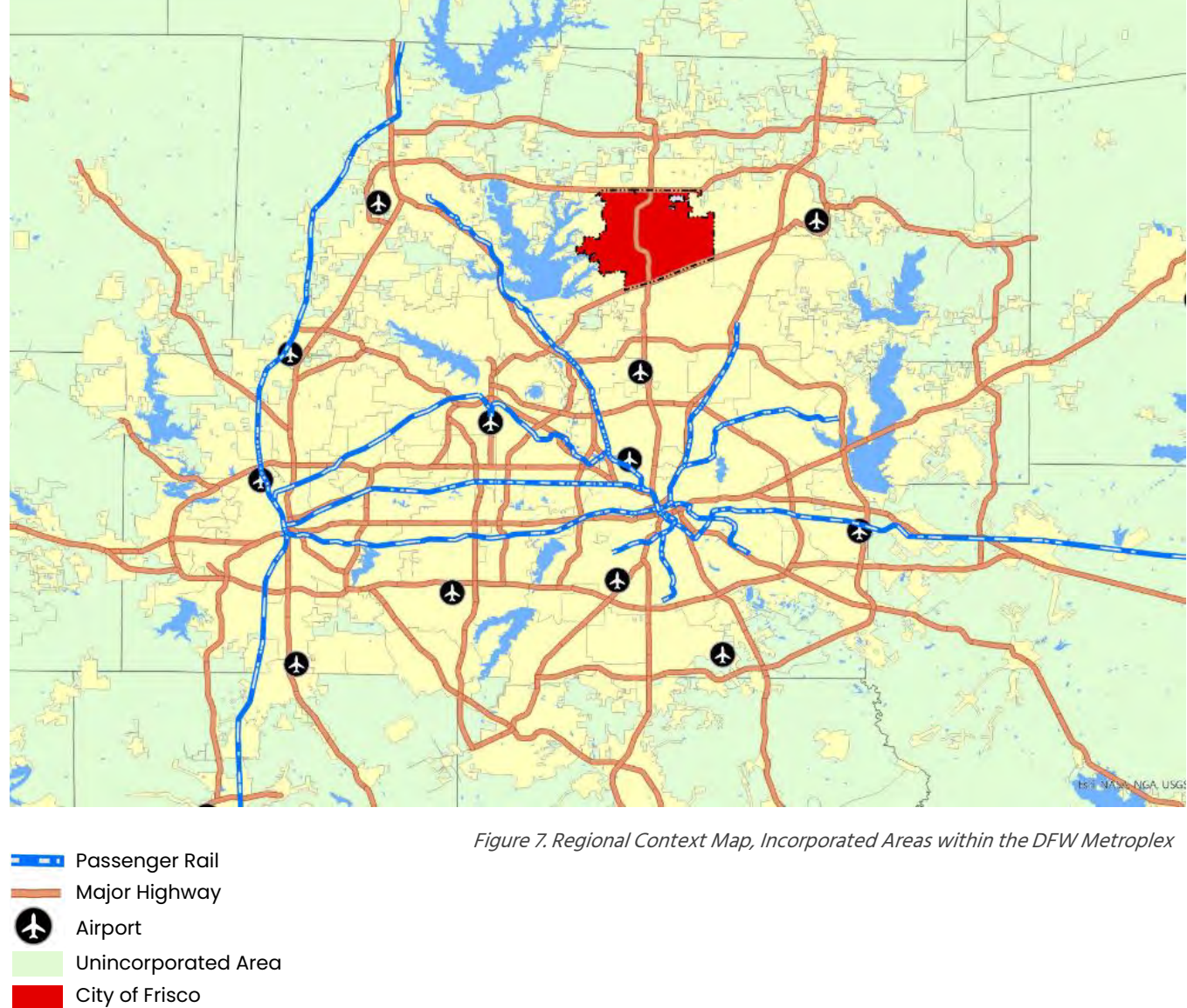


Figure 7. Regional Context Map, Incorporated Areas within the DFW Metroplex

Projections for Race and Population in Collin and Denton County

Trends

- Denton and Collin County had 640,230 acres of farmland from the most recent survey in 2017.
- All races are anticipated to increase except for the non-Hispanic white. Growth is attributable to domestic migration, followed by birth rates.
- The projected mix reflects Frisco's trend toward a majority-minority makeup. Today, the majority of Denton and Collin Counties are non-Hispanic white at only 53.7%.
- Water supply upgrades, including the \$490 million lake project in Fannin County, will address some of the water concerns.
- The success of Frisco's entertainment industry will attract the high-growth areas surrounding Frisco.

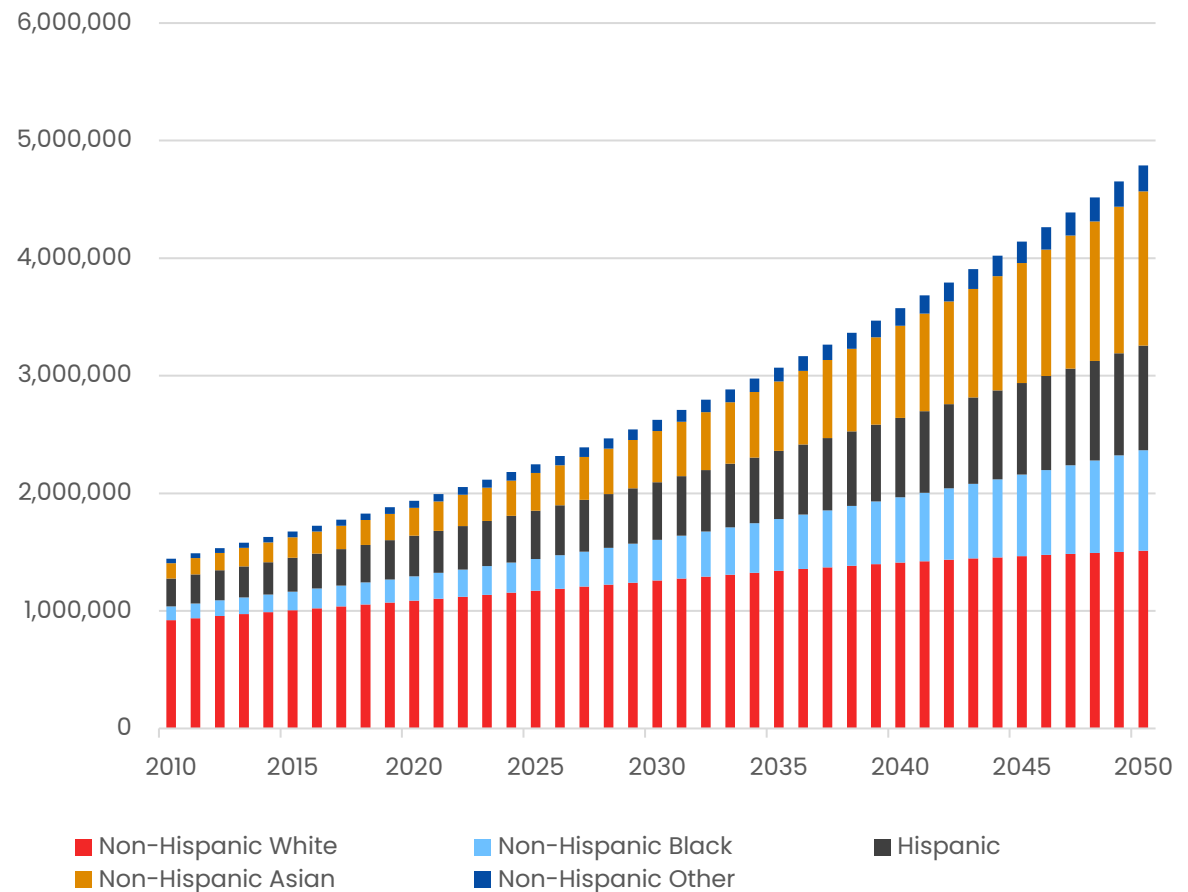


Figure 8. Race Composition of Denton and Collin Counties

Source: Texas Demographic Center

Snapshot of Changes in Frisco

Generations

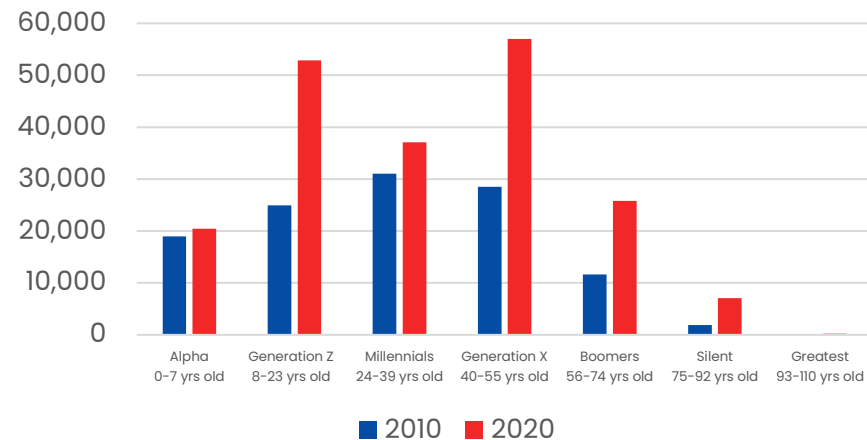


Figure 9. Generational Population

Source: Decennial Census 2010 and 2020

Race

Race	2010	2020	Change
Total Population	116,989	200,509	71%
White	87,706	101,167	15%
Black or African American	9,459	18,005	90%
American Indian and Alaska Native	586	986	68%
Asian	11,664	52,833	353%
Native Hawaiian and Other Pacific Islander	51	129	153%
Some other Race	3,851	7,053	83%
Two or more Races	3,672	20,336	454%

Figure 10. Race Composition

Source: Decennial Census 2010 and 2020

Owners & Renters

Tenure by Age	2010	2020	Change
Total Households	39,901	69,025	73%
Owner occupied	30,570	46,160	51%
15 yrs. to 34 yrs.	4,725	2,864	-39%
35 yrs. to 64 yrs.	23,053	35,894	56%
65 yrs.+	2,792	7,402	165%
Renter occupied	9,331	22,865	145%
15 yrs. to 34 yrs.	3,751	8,278	121%
35 yrs. to 64 yrs.	4,988	12,383	148%
65 yrs.+	592	2,204	272%

Figure 11. Frisco Household Tenure (by Age)

Source: Decennial Census 2010 and 2020

Tenure by Family Type	2010	2020	Change
Total Households	39,901	69,025	73%
Owner occupied	30,570	46,160	51%
Family Households	25,985	40,525	56%
Nonfamily Households	4,585	5,635	23%
Renter occupied	9,331	22,865	145%
Family Households	5,241	12,188	133%
Nonfamily Households	4,090	10,677	161%

Figure 12. Frisco Household Tenure (by Family Type)

Source: Decennial Census 2010 and 2020

Household Income

Income	2010	2021	Change
Total Population	37,454	72,282	93%
Less than \$10,000	524	1,084	107%
\$10,000 to \$14,999	787	723	-8%
\$15,000 to \$24,999	974	867	-11%
\$25,000 to \$34,999	2,547	2,168	-15%
\$35,000 to \$49,999	3,558	5,132	44%
\$50,000 to \$74,999	5,468	8,312	52%
\$75,000 to \$99,999	4,757	7,879	66%
\$100,000 to \$149,999	9,064	15,468	71%
\$150,000 to \$199,999	4,981	10,698	115%
\$200,000 or more	4,794	19,950	316%

Figure 13. Frisco Household Income
Source: ACS 1-year estimates

Householder Income

Housholder Age	Income
Householder under 25 years	\$64,299
Householder 25 to 44 years	\$123,490
Householder 45 to 64 years	\$181,527
Householder 65 years and over	\$86,865

Figure 14. Householder Income by Age
Source: 2023 ACS 1-year estimates

Education Attainment

Highest Level of Attainment	2010	2021	Change
Population 25 years+	68,397	134,941	97%
Less than 9th grade	821	2,969	262%
9th to 12th grade, no diploma	1,436	2,969	107%
High school graduate equivalency)	6,224	14,169	128%
Some college, no degree	16,757	16,733	-0.1%
Associate's degree	4,788	7,287	52%
Bachelor's degree	27,427	56,270	105%
Graduate or professional	10,944	34,410	214%

Figure 15. Frisco Education Attainment (Population 25 years and over)
Source: ACS 1-year estimates

Occupation

Occupation Sector	2010	2021	Change
Civilian employed population 16 years+	56,599	110,266	95%
Management, business, science, and arts	30,224	71,122	135%
Service occupations	7,584	10,255	35%
Sales and office occupations equivalency)	14,716	19,407	32%
Natural resources, construction, and maintenance	1,981	3,418	73%
Production, transportation, and material moving	2,094	6,065	190%

Figure 16. Frisco Occupation by Sector (Civilian Employed Population 16 years and over)
Source: ACS 1-year estimates

Built Environment

Housing Type

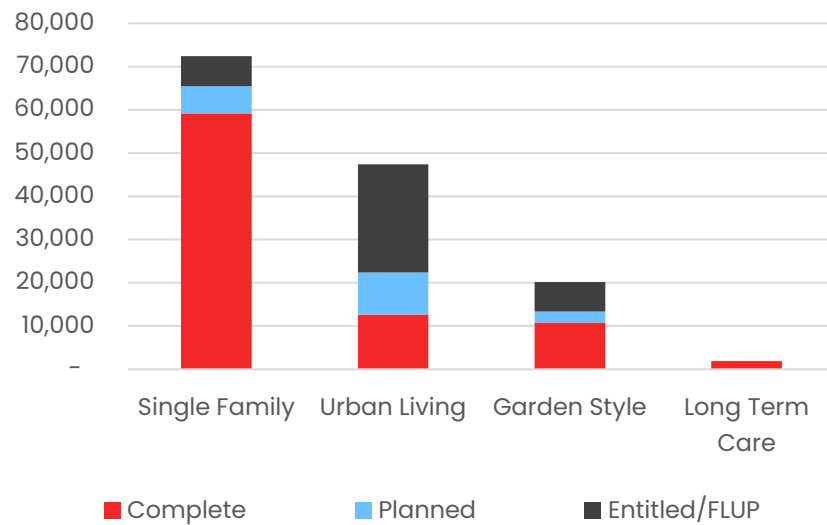


Figure 17. Frisco Housing Type (by Built Status)
Source: City of Frisco Development Services Department (2023)

Housing Units by Bedrooms

Number of Bedrooms	2010	2021	Change
Total Housing Units	38,664	74,074	92%
No bedroom	535	1,969	268%
1 bedroom	2,774	8,834	218%
2 bedrooms	3,980	11,384	186%
3 bedrooms	10,848	15,015	38%
4 bedrooms	13,609	23,338	71%
5 or more bedrooms	6,918	13,534	96%

Figure 18. Frisco Housing Units (by Bedroom)
Source: ACS 1-year estimates

Housing Age

Built Era	2023	%
Total SF Housing Units	58,574	100%
Built 2020 or later	6,659	11.4%
Built 2010 to 2019	18,275	31.2%
Built 2000 to 2009	23,177	39.6%
Built 1990 to 1999	8,884	15.2%
Built 1980 to 1989	938	1.6%
Built 1970 to 1979	288	0.5%
Built 1960 to 1969	170	0.3%
1959 or earlier	183	0.3%

Figure 19. Frisco Housing Units (by Decade Built)
Source: ACS 1-year estimates

Data Trends and Implications

Trends

- Frisco maintains a family-oriented community with 76% family households. Little has changed over the last ten years regarding the composition.
- Frisco's population growth is led by people from Generations X and Z.
- The last two decennial censuses show that Frisco has gained 83,520 people—a 71% increase—over the 10-year period. This growth is mostly attributed to migration, both domestic and international. From the minimal growth in the Alpha generation, birth rates barely sustain a natural growth pattern.
- See an increase in or status quo in people earning a high school or less.
- Professional degrees outpaced all other attainments except for less than 9th grade.
- Frisco has little control over housing affordability. Housing affordability is impacted by several factors, including but not limited to:
 - Supply and labor to build housing.
 - What the developer pays for the land.
 - Market interest rates.
 - Labor wages for residents.
 - Can't control what the builder wants to build.

Implications

- The cost burden on the tenured households is greater for rentals.
- Seniors living alone add to the housing demand, along with empty nesters, sending Generation Z to college or beginning their first job.
- The household cost burden (30% or more of income for housing) is 23.8% for owner-occupied and 45.8% for renters per the U.S. Census Bureau (2023 American Community Survey 1-Year Estimates).
- Households in the 45- to 64-year-old cohort have substantially higher incomes when compared to other ages.
- The service sector housing cost burden.
- The generational makeup of a city is a helpful tool for planners and land use decision-makers. The community can better work together to create quality places for families to enjoy across their whole life. Each generation has distinctive needs that interact with other generations depending on life stages, as the demographics of a community shed light on its destiny.
- Generation X is seasoned at their profession, in between caring for children and aging parents, and beginning to confront aging and health themselves. It was the first time that double incomes households became standard.
- As the Frisco population ages, so does its labor force. The share of population 65 and older in the labor force has been increasing and is projected to increase until around 2030. It will then stabilize through 2050 as the baby boomer generation ages out of the population.

Appendix B: Past & Present Planning Efforts

2015 Comprehensive Plan

On August 4, 2015, the City of Frisco adopted the 2015 Comprehensive Plan to guide the future growth and development of the City. The 2015 Comprehensive Plan contains valuable information and recommendations regarding the following elements of Frisco:

- Placemaking and resiliency
- Land use and demographics
- Economic policies
- Public health and safety
- Ecology and natural resources
- Infrastructure
- Transportation and mobility

The Plan identifies specific policies for major transportation corridors, such as aligning higher-density residential and commercial development along the Dallas North Tollway, SH 121, and US 380. Additionally, it provides critical population projections and recommendations for managing growth and ensuring that development aligns with the community's needs and values. Reference Ordinance No. 15-08-53.

Parks & Recreation Open Space Master Plan (2015)

The 2015 Parks & Recreation Open Space Master Plan was a comprehensive planning effort by the Parks and Recreation Department to provide direction for Frisco's parks and open spaces. The vision of the Parks Master Plan includes:

- The preservation of natural and open spaces;
- Connected trails;
- High standard of maintenance and appearance of existing amenities;
- Availability for corporate contributions.

This planning effort assists in implementing the goals and strategies mentioned throughout this plan, guiding future investments and decisions to ensure that Frisco's parks and open spaces meet the evolving needs of its residents.

The City is currently in the process of updating this plan. Reference Ordinance No. 16-08-60.

Cultural Affairs Roadmap (2022)

The Cultural Affairs Roadmap, adopted in the spring of 2022, is a plan to enrich Frisco's arts and culture landscape. This strategic plan is designed to foster growth in the City's artistic and cultural sectors by prioritizing initiatives to elevate key cultural facilities and programs, such as the Discovery and Heritage Centers.

The Roadmap is built around four main goals:

- Develop brand awareness
- Create and enhance Cultural Affairs experiences
- Preserve and maintain Cultural Affairs resources
- Collaborate and partner with community organizations and stakeholders

Each goal is supported by a series of targeted strategies aimed at enhancing Frisco's overall cultural vitality. These strategies support the City's efforts to strengthen programs and services that shape Frisco's identity and guide recommendations made throughout this Plan.

Public Art Master Plan (2018)

The Public Art Master Plan is an updated plan designed to enhance and expand the City's public art initiatives that celebrate the unique character of Frisco. This Plan addresses key priorities identified by stakeholders, including enhancing the City's distinctiveness within the region, ensuring flexibility in the existing program, and addressing the growing desire to install new public art pieces.

The Public Art Master Plan presents a vision for public art at buildout with carefully crafted strategies that support Frisco's Public Art Program. Additionally, the document outlines strategies to refine the existing mechanism that funds public art throughout the City with support from the City's Public Art Board. This framework is essential in shaping Frisco's identity and is a tool for preserving and building the City's distinct public art collection. Reference Ordinance No. 18-06-432.

Hike and Bike Master Plan (2019)

The Hike and Bike Master Plan is the City of Frisco's 20-year blueprint for enhancing the safety and comfort of multimodal transportation options for pedestrians and bicyclists. This plan emphasizes the development of an interconnected network of trails and greenways that are safe and accessible to everyone.

The Plan's Hike Network Map identifies existing and proposed pedestrian facilities throughout the City, followed by design guidelines specifically crafted to ensure the safety and inclusivity of all individuals, regardless of age or ability. The Hike and Bike Master Plan is a guiding document used throughout this plan, putting the community's well-being at the forefront of ongoing planning efforts. Reference Ordinance No. 19-09-76.

Neighborhood Design Strategy

The Neighborhood Design Strategy is a guiding document that supports the City of Frisco in revising policies for future residential development based on the recommendations made in the 2015 Comprehensive Plan Update. The document proposes strategies regarding street design and identifies locations for roundabouts, cul-de-sacs, residential collectors, open space, and more.

In addition to identifying current challenges impacting neighborhood design, the document offers targeted solutions to address these issues effectively by listing the pros and cons of the proposed strategies and clear recommendations for amendments to relevant ordinances. Reference Ordinance No. 2018-11-68.

US 380 Overlay Design District

The US 380 Overlay Design District establishes boundaries and development standards for properties in Frisco's northern corridor, focusing on land use, site design, landscaping, and architectural aesthetics. The District aims to foster vibrant, high-quality development that leverages the corridor's strategic location, natural amenities, and regional employment opportunities. The District is divided into three sub-districts: business, mixed-use residential, and urban center. Reference Ordinance No. 2020-08-45.

Downtown Master Plan (2018)

In 2018, Frisco adopted the Downtown Master Plan, a visionary document centered on revitalizing and enhancing the City's historic downtown. The Master Plan is structured around three key elements: a Connectivity Plan, developing distinct character areas, and an illustrative building-scale plan.

Central to the Master Plan is the goal of creating a well-connected, pedestrian-friendly street network that fosters accessibility and encourages walking and biking. The Connectivity Plan provides a visual framework outlining areas best suited for local commercial or residential development and designating pedestrian-only streets and bicycle connections.

The Plan also identifies specific character areas that shape Downtown's unique identity. The five identified areas highlight opportunities for key destinations reflecting local character and uses. The Downtown Master Plan also proposes a location for a "Design District" and presents relevant case studies for its development.

In 2023, the City concluded a report on improving and unifying the Rail District experience after approving another bond for building a public parking garage per the Downtown Master Plan. The report identifies opportunities related to branding, experience districts, and capital improvements that would improve the Rail District as a whole.

Reference Ordinance No. 18-11-67.

Mobility 2045 Update

The Mobility 2045 Update is a metropolitan transportation plan developed by the North Central Texas Council of Governments (NCTCOG) that serves as a blueprint for the North Central Texas multimodal transportation network. The Plan guides the spending of federal and state transportation funds based on the region's goals and recommends projects, programs, and policies to increase transportation system capacity and reliability. The report identifies challenges and potential solutions to related issues such as safety, technology, air quality, and congestion.

Efforts to update the Mobility 2045 Update are underway as NCTCOG launched the Mobility 2050 plan in November 2023.

Collin County Transit Study

The Collin County Transit Study is a county-wide transit study in collaboration with Collin County and the cities of Allen, Frisco, McKinney, Plano, Richardson, and Wylie to assess existing conditions and develop strategies related to the challenges posed by rapid growth and development in the region. The study analyzes current transit services and mobility conditions, analyzes travel patterns, and identifies socio-economic characteristics within the county.

The study includes service scenarios for varying levels of transit intensity, cost estimates for enhanced services, and potential funding and governance strategies. Key findings include information on service, ridership, transit propensity and cost, land use, funding, and governance. These findings offer essential data to guide informed decision-making for the future of public transportation in the region.

Denton County Transit Study

The North Central Texas Council of Governments (NCTCOG) conducted the Denton County Transit Study to explore the transit and shared mobility needs of residents who reside in municipalities without general-access transit service or are Denton County Transportation Authority (DCTA) members. The study analyzed existing conditions, identified transit options, funding, and implementation strategies, and recommended services or projects.

Water Management Plan (2024)

The City adopted the Water Conservation & Water Resource and Emergency Management Plan, also known as the Water Management Plan, in 2024. The goal of the Water Management Plan is to serve as good stewards of water resources by preserving water supplies for essential uses and the protection of public health. Reference Ordinance No. 2024-05-22. Objectives of the plan include:

- To reduce water consumption from the levels that would prevail without conservation efforts.
- To reduce the loss and waste of water.
- To improve efficiency in the use of water
- To maximize the level of recycling and reuse in the water supply.
- To document the level of recycling and reuse in the water supply.
- To protect and preserve environmental resources.
- To extend the life of current water supplies.
- To raise public awareness of water conservation and encourage responsible personal behavior through public education programs.

Appendix C: Land Use Policies

This Appendix identifies standing land use policies that Frisco has implemented for over 20 years, contributing to the ongoing success and quality of the City's built environment. These policies are intended to work in concert with the objectives, strategies, and actions outlined in this Comprehensive Plan and in evaluating zoning cases.

Policy 1) Encourage sustainable, unique and accessible retail development.

The design of retail areas has continued to evolve over time. Today, this category typically includes single-use and mixed-use retail centers that compete for high-visibility intersections and roadway corridors. In many cases, they are only accessible by automobile. Future retail and commercial development in Frisco should embrace the mixed-use development pattern, incorporating the following elements:

- A mix of uses, including residential and/or office to create more activity in a cohesive area;
- Pedestrian-friendly connectivity to adjacent neighborhood areas, which includes tree-lined sidewalks, roundabouts

and/or landscaped areas where connectivity occurs, to reduce reliance on automobiles.

- Internalized parking with buildings out front (as opposed to large parking lots located adjacent to the street) to provide a more visually appealing development;
- Separation rather than concentration of parking to minimize wide expanses of concrete;
- Minimized spacing between buildings to maximize lot development;
- Reduced setbacks to increase the visibility of the buildings; and
- Consolidated open space, where feasible, into an amenity area with buildings oriented to this area.

Other guidelines for the location of retail centers of various types include:

- Retail should be limited to no more than 30 acres at key major intersections. This retail space, including the locations indicated as retail on the FLUP, should occupy no more than two corners and could be allotted either entirely to one corner or divided

between two corners (a minimum of 15 acres on each corner). The exception to this general rule should be to allow retail on all corners when it is integrated into a mixed-use development.

- Strip retail, other than at major intersections, should be avoided except when developed in a vertical mixed-use concept.
- There are 2.56 acres of land used for retail/commercial development for every 100 persons in Frisco. This is an extremely high ratio with an average retail ratio of 0.5 acres per 100 persons. (source 2015 Comprehensive Plan)
- See Zoning Ordinance Sec 4.08.04 Retail Market Study Requirements.

The size and type of retail development should be evaluated based on the proposed location. The FLUP does not differentiate the various types of retail; however, they are described as follows by type and location:

- Neighborhood Retail, located at intersections of collector or larger streets, should be easily accessible to pedestrians

and bicyclists and should be integrated throughout the City. It generally serves up to a two-mile radius. Examples include convenience stores, beauty salons, dry cleaners, coffee shops, day care centers, small grocery/pharmacy stores and cafés.

- Community Retail, located at major intersections and along major roadways, should be easily accessible to pedestrians, bicyclists and automobiles. It generally serves a two- to five-mile radius. Examples include large grocery stores, restaurants (including drive-through) and shopping centers.
- Regional Retail, located along major roadways, should be easily accessible to pedestrians, bicyclists and automobiles. It will generally serve a five- to ten-mile radius. Examples of regional retail include Stonebriar Centre, movie theaters and big-box retailers and this category also includes what is often referred to as “niche retail,” which is a specialized retail use that people travel to from further distances. Examples of this type of retail include an indoor amusement use or a unique movie-and-dinner theater.

- Super-Regional Retail located along major transportation facilities such as U.S. Highway 380, State Highway 121 and the Dallas North Tollway (DNT) should be mainly accessible to automobiles, but ideally, depending on location, would be accessible to pedestrians and bicyclists. This type of retail generally serves more than a 10-mile radius. Examples of superregional retail include the new IKEA store and the many sports venues within Frisco.
- Unique Retail areas are more sustainable over time because they are not easily replaceable. The concept of uniqueness is not necessarily in the type of retail itself, but in the feeling that a unique retailing experience evokes. This includes architectural style, wider sidewalks, open space and being people centric (i.e., the Rail District).
- Neighborhood-Accessible Retail areas are sustained by adjacent residents, who often feel a sense of ownership in such areas. Highland Park Village is a good example of a retail area that was designed to be accessible to adjacent residents and that has stood the test of time. Frisco’s retail development will also be able to stand the

test of time if it is designed with quality and accessible to area residents.

- Regional Retail draw within Frisco is not likely to change for a long period of time. Even regional centers such as Stonebriar and the retail uses along Preston Road will probably need to be redeveloped in the future; however, their prime locations will mean that their market value as retail opportunities will not likely diminish.
- Mixed-Use Retail areas have a built-in consumer/patron market, much as neighborhood-accessible retail areas do. They have something that other single-use retail sites lack—an on-site patronage that is drawn from the other use types in the development (offices, residential, civic, etc.). Mixed-use developments also retain the types of market support that single use retail areas have, such as the nearby neighborhoods, the regional market and the drive-by market. This leads to an increased level of sustainability for the retail component of such developments.

Policy 2) Provide urban residential development within mixed-use developments.

The market for traditional garden style apartments (MF) continues to wane as mixed-use concepts that have a multiple-family component are increasing in market share. The density that is provided by urban living development is necessary to support the commercial uses identified in the Mixed Use Center place type in the FLUP. Further, vertical urban residential (UL) development in a variety of types, such as condominiums and large lofts, is not only ideal in terms of supporting surrounding uses, but also in providing housing choices for young professionals, young married couples and seniors. New garden apartments (MF) are not included in the FLUP and will only occur in the future where that type of zoning exists today.

Policy 3) Respect significant local destinations.

The City's many unique sports venues— Toyota Stadium, Ford Center at the Star, PGA Frisco, Riders Field, and Comerica Center — have helped to make Frisco a recognized destination City. Other significant local destinations include the Rail District, Frisco Square, and Stonebriar Centre. These areas are important to the City for a variety

of reasons. They provide uniqueness, allow for spectator recreation, and preserve local history. They are also important as economic and activity generators, used by citizens and visitors alike. The FLUP has been drafted in a manner that respects these destinations. Future land use decisions regarding the areas surrounding them should be considered on the basis of ensuring their continued success and sustainability.

Policy 4) Encourage mixed-use developments in selected areas.

Autonomously developed (i.e., single or separated) land uses have become the norm since the 1950s with the increase in suburban development and the focus on the automobile. Many of these types of development have not been sustainable with changes in driving habits, aging of commercial structures and a change in attitude towards a preference for live/work/play environments. The FLUP has been designed to support this policy with several land use categories intended to encourage mixed uses—specifically, the Mixed-Use Neighborhood, Mixed-Use Center, and Town Center categories. In each of these, the integrated development of various types of uses should be supported. It should be noted, however, that the mixed-use categories are not intended to be fully developed with high density residential uses (i.e. urban living)—this

type of use should only be a small component of any proposed development.

In areas that are not designated on the FLUP for mixed-use types of development, the City should consider the following questions if a mixed-use development is proposed:

- Is the mixed-use development compatible with adjacent properties?
- Is the mix of uses compatible with the development itself?
- What is the traffic impact on adjacent properties?
- What is the traffic impact on other City thoroughfares?
- Do the architectural features of the mixed-use project tie the development together and are they compatible with surrounding development?

Policy 5) Provide for a variety of residential development.

Frisco has largely been developed over the last 20 years, and traditional suburban subdivisions continue to be the norm. As was identified in the 2006 Plan, quality housing is not a challenge in Frisco as it is in many cities; however, the lack of diverse housing continues to be an issue, and this

has likely affected Frisco’s demographics—that is, the City continues to attract only small percentages of young, single adults and seniors.

- The City should encourage the development of neighborhoods other than detached single-family. The FLUP is designed to support this policy, which is intended to provide for a variety of housing types and densities.
- Encourage a mixture of housing unit types, including adding townhomes and two-family residential, in the pockets of vacant land around developed subdivisions.
- The residential choices that are available should give Frisco residents the option to “age in place”. These residential choices could include a variety of walkable neighborhoods.
- Consider criteria for evaluating which sites are best suited for estate residential.

Policy 6) Support downtown Frisco (the Rail District).

The Rail District is an interesting and special area of the City. The goal of this Plan would be to preserve its character by continually permitting a mixed-used concept full of unique atmosphere and characteristics by implementing the

principles of the Downtown Master Plan. The current efforts to strengthen and advance the Rail District by investing in connected neighborhoods, pedestrian-oriented streets, arts and culture, an entrepreneurial ecosystem, diverse housing, and trails and public parks will have a profound and positive impact on Frisco.

- A policy decision that maintaining a pedestrian-focused character in Downtown is more important than widening Main Street to accommodate more pass-through traffic and therefore the purpose of reconstructing Main Street and other side streets is to enhance walkability and improve pedestrian crossings while maintaining traffic efficiency; and
- Developing a plaza along 4th Street north and south of Main Street with the south portion permanently closed to vehicular traffic and the addition of a parking structure.

Policy 7) Encourage development in infill areas and adjacent to existing development.

The term “urban sprawl” can be defined and assessed as follows: “Land development predominantly on the urban or suburban fringe

that is characterized by low-density, separated and dispersed uses dependent on automobiles and economically segregated residential areas. This has contributed to environmental degradation, increased traffic congestion, lessened community values, and reduced quality of life.” (Corrigan, Mary Beth, et al. Ten Principles for Smart Growth on the Suburban Fringe. Washington, D.C.: ULI – the Urban Land Institute, 2004. (Catalog Number T24.))

The City should employ the following policies to combat sprawl:

- Encourage mixed-use development in appropriate locations;
- Provide incentives for clustering development so that environmentally significant areas are protected and open space is preserved;
- Encourage a mixture of housing types; and
- Require connectivity in new areas and improve connectivity in developed areas for pedestrians, motor vehicles and bicycles.

Policy 8) Establish specific policies for major transportation corridors.

In general, single-family residential developments should not be permitted or accessed along major transportation corridors.

- The City currently has a policy of not allowing single-family residential uses to locate within 300 feet of the DNT. This Land Use Strategy supports continuing that policy (See the Urban Living Policy on page 91).
- The City currently has a policy of not allowing single-family residential uses to locate within 1,000 feet of State Highway 121 and U.S. Highway 380. This Land Use Strategy supports continuing that policy.
- Much in the way that State Highway 121 has developed, U.S. Hwy 380 should generally be nonresidential as shown on the FLUP.
- Any residential development that is proposed in the vicinity of U.S. Highway 380 or State Highway 121 that does not adhere to these policies should be considered on the basis of economic impact (lack of nonresidential tax revenue), development size, remaining

land availability for nonresidential development and the exposure of the proposed development to the US Highway 380 frontage. Residential development must take place in a mixed-use environment and should be built concurrently or after the development of the nonresidential uses.

- Preston Road should not be saturated with single-use retail development. This is a challenge for the City because the market is currently driving retail strip center development along corridors like Preston, which is evident by the type of uses that are there now.
 - Development should primarily be retail, but should be integrated with other types of uses, such as offices and residential development. Connections to nearby residential development will be key to providing uniqueness to the Preston Road corridor.
 - Adjacent developments should continue to be required to provide for cross- and/or shared access between the developments so that people in automobiles will not have to utilize Preston Road to get from one

development to another, thereby helping to minimize congestion.

- Shared parking (excluding residential) should be encouraged. There are many uses, such as offices, that may need parking but not at night. Other uses, such as a dinner-only restaurant or movie theaters, may need parking at night. Reducing the total number of required spaces would minimize the visual blight of wide, expansive parking lots.
- Residential development should generally not occur along the railroad right-of-way. When residential development is permitted to occur, adequate buffering should be incorporated to minimize any land use conflicts. Landscape berms, trees that lessen noise, greenways and trails are examples of buffering types that should be used. Refer to the Zoning Ordinance for buffer requirements.

Policy 9) Support existing development.

- The City should allocate resources on an annual basis to maintain developed areas to a level of quality consistent with Frisco in general, with programs like the annual Multifamily Inspection Program.

- Nonresidential and residential infill development should be encouraged. Wherever possible, this development should take advantage of the location of the parks and open spaces by orienting homes and businesses so that they face the parks/open spaces, not back to them.

Policy 10) Integrate land uses with the transportation system.

Transportation is inherently linked to land use. The type of roadway serving a property dictates the use of adjacent land, and conversely, the type of land use dictates the size, capacity and flow of the roadway. Nonetheless, roadways are often developed and improved only on the basis of the amount of traffic they are carrying or are expected to carry, without much consideration for the type of land use that is present or expected to develop adjacent to them. It is recommended that the City adopt the following general land use policies in relation to transportation.

- Mixed-use areas should have unique street standards that enhance the pedestrian environment.
- High-volume, nonresidential corridors, such as Preston Road, should have established access management policies that are implemented as development

occurs, not only to facilitate optimal mobility, but also to provide accessibility.

Policy 11) Provide positive land use relationships for public/semi-public uses.

- Land uses should be appropriately sited to ensure compatibility of hours, traffic impacts, and function. Mixed-use or multi-use land use patterns are encouraged.
- Elementary schools should be centrally located within a residential neighborhood to minimize the need for students to cross major roadways to access the school. Elementary schools should be accessible from at least one collector street (not from a major or minor thoroughfare), which would ideally connect to the neighborhood's peripheral thoroughfare (within approximately 1,200 feet of the elementary school).
- Middle schools and high schools have a larger student population and need to be located along major and minor thoroughfares.
- Whenever possible, schools should be codeveloped adjacent to City parks.

- Large religious places of worship and "campuses" (multiple buildings with different uses) should be located where traffic and needed circulation will be accommodated. Other suggested parameters include:
 - Churches should be located along major and minor thoroughfares, or collectors that directly connect to major or minor thoroughfares;
 - Churches should have direct access from a median opening (if located on a divided thoroughfare);
 - Parking areas should be screened with landscaping, low walls, or a combination thereof; and
 - Churches should not be located at residential subdivision entrances.

Policy 12) Day care centers present a unique combination of benefits and challenges.

Day care centers may be located within corporate business parks (i.e., privately-run day care centers targeted to employees). Day care centers may be included in retail developments, mixed-use developments and in neighborhood-oriented

retail areas. Other suggested locational parameters for day care centers include:

- Day care centers should be located along major and minor thoroughfares or as part of a mixed-use development (on a collector street or higher);
- Day care centers should have direct access from a median opening (if located on a divided thoroughfare);
- The architectural character of day care centers should be compatible with surrounding residential uses;
- Parking areas should be screened with landscaping;
- Day care centers shall not be located at residential subdivision entrances;
- Day care center sites located in residential zoning districts may be replatted for single-family residential development if the day care use is discontinued; and
- Outdoor play areas shall be located away from residential areas.

Policy 13) Assisted living developments are not specifically located on the FLUP.

They should be developed in accordance with the following guidelines:

- Assisted living developments may be built as part of a religious complex;
- If possible, assisted living developments should be located next to or near public parks or private open space areas;
- Assisted living developments may be adjacent to day care centers;
- Assisted living developments should be served by a collector street; and
- Assisted living developments should be integrated in height and style.

Policy 14) Retirement communities are not specifically located on the FLUP.

They should be developed in accordance with the following guidelines:

- Retirement communities should be located adjacent to parks, open space, and ADA-compliant trails;

- The architectural character of retirement communities should be complementary to the adjacent residential areas; and
- Design of the community should emphasize walkability and connectivity for public health benefits.

Policy 15) Provide for proper transitions between land uses.

While it does not occur very frequently, there may be some cases where an area that is designated and/or developed as residential may desire to transition to a nonresidential use. If this is the case, the City should require an appropriate transition which may include, but not be limited to physical separation or a transitional land use between two incompatible land uses the following:

- The area should be physically appropriate for nonresidential uses;
- The area should be an extension of other nonresidential zoning and is not separated from other nonresidential zoning by a major thoroughfare (or larger);
- The proposed nonresidential development should not be located in an area that encourages or requires access into or through an existing or proposed residential

area, unless required by the Zoning Ordinance's connectivity standards;

- The rezoning will not create a situation where nonresidential traffic will negatively impact established and proposed future neighborhoods, schools, and/or parks;
- The rezoning will not leave any residual tracts of residentially-zoned property or an area designated for residential use on the FLUP; and
- The rezoning should provide for an appropriate transition between nonresidential and residential uses through separation by distance, screening, or land use, if positive integration of residential and nonresidential land uses is not possible.

Occasionally, the owners of land designated and/or developed for on-residential purposes may desire to transition to a residential use. If this is the case, the City should require the following:

- The area should be physically appropriate for residential uses;
- The area should be an extension of a residential neighborhood shown on the FLUP and not be separated from the

neighborhood by a major thoroughfare (or larger roadway);

- The rezoning will not create a situation where nonresidential traffic will negatively impact established and proposed neighborhoods;
- The rezoning should not result in a shortage of land designated for nonresidential development;
- The rezoning should not diminish the land base considered prime for future economic expansion;
- The rezoning should not leave a residual tract of property with nonresidential zoning which would not conform to the FLUP or which would negatively affect the proposed residential use; and
- If it is not possible to integrate the residential and nonresidential uses in a positive way, the rezoning should provide for an appropriate transition between residential and nonresidential uses through separation by distance, screening or land use (i.e., creek, four-lane roadway, etc.).

Appendix D: Fiscal Impact Analysis for Vacant Land

As part of the comprehensive planning process, economic development firm Catalyst Commercial (Catalyst) estimated the fiscal impact to the City of Frisco of the remaining vacant land in the future land use plan to establish a baseline and compare with any future proposed changes to the future land use plan that come from the comprehensive planning process.

Summary

If the vacant tracts develop in accordance with the assigned Future Land Use Plan place type, vacant land creates an estimated (gross) \$877.7 million in additional property tax on improvements and \$275.0 million in sales tax to the City of Frisco from 2024 to 2040. The total annual net fiscal analysis through 2045 is approximately \$360.68M, which does not include the costs of servicing new development. In addition, the Future Land Use Plan is estimated to create (between the same years) over 29,000 new jobs and increase the population by over 99,000 new residents who can contribute to the local economy. The analysis area includes 6,368 acres of vacant land able to be developed. For each place type, Catalyst used the following assumptions for land uses. Areas designated as Floodplain, Park, or Public/Semi-Public place types were not included in this analysis.

Place Type	Area (Ac)	Average Improvement Value per Acre	% of total Vacant Land	% of Residential Uses				% of Nonresidential Uses			
				Overall % of Residential Uses	SF Residential (detached)	SF Residential (attached)	Urban Living	Overall % of Nonresidential Uses	Retail	Office	Modern Industries
Business Park	989	\$2,156,220	15.5%	0%	0%	0%	0%	100%	10%	60%	30%
Mixed Use Center	1,647	\$4,408,236	25.9%	30%	0%	30%	70%	70%	25%	75%	0%
Mixed Use Residential	863	\$6,516,558	13.6%	95%	20%	30%	50%	5%	20%	80%	0%
Retail	300	\$1,568,160	4.7%	0%	0%	0%	0%	100%	80%	20%	0%
Suburban Neighborhood	2,525	\$2,772,000	39.6%	100%	80%	20%	0%	0%	0%	0%	0%
Town Center	45	\$5,234,490	0.7%	75%	30%	20%	50%	25%	50%	50%	0%
Total	6,368	\$3,567,677 (average)	100%	-	-	-	-	-	-	-	-

Table 7. Place Type Program Breakdown

Note: Place types are split into Residential or Nonresidential land uses, then into sub-uses including SF Residential, Urban Living, Retail, Office, and Modern Industries

Density

To estimate density, Catalyst used the following residential units per acre (UPA) and commercial floor area ratios (FAR) to estimate land coverage for each place type.

Table 8. Place Type FAR

Place Type	SF Residential (detached) UPA	SF Residential (attached) UPA	Urban Living UPA	Retail FAR	Office FAR	Industrial FAR
Business Park	-	-	-	0.2	0.3	0.5
Mixed Use Center	-	9.0	55	0.2	0.4	-
Mixed Use Residential	3.5	9.0	55	0.2	0.2	-
Retail	-	-	-	0.2	0.2	-
Suburban Neighborhood	3.5	9.0	-	-	-	-
Town Center	3.0	9.0	55	0.2	0.2	-

Program

Based upon the above assumptions, the following represents the total additional program for each place type. This represents the net new residential units and commercial building space from today to buildout based on Future Land Use Plan characteristics and assumptions.

Table 9. Additional Program by Place Type

Place Type	SF Residential (detached) Units	SF Residential (attached) Units	Urban Living Units	Retail SF	Office SF	Industrial SF
Business Park	0	0	0	775,166	6,976,492	5,813,743
Mixed Use Center	0	1,201	17,124	2,260,340	13,562,040	0
Mixed Use Residential	516	1,992	20,289	67,659	270,637	0
Retail	0	0	0	1,880,822	470,205	0
Suburban Neighborhood	6,362	4,090	0	0	0	0
Town Center	27	54	828	43,725	43,725	0
Total	6,905	7,337	38,241	5,027,712	21,323,099	5,813,743

Absorption

To estimate fiscal impact, Catalyst used historical absorption to estimate the future absorption through the Planning Period (2024-2040).

Annual Absorption Estimates:

Annual SF Residential (detached) Absorption: 950 units

Annual SF Residential (attached) Absorption: 950 units

Annual Urban Living Absorption: 1,600 units

Annual Retail Absorption: 300,000 sf

Annual Office Absorption: 400,000 sf

Annual Industrial Absorption 400,000 sf

Note: Projected absorption is based upon historical absorption and actual absorption is subject to the regulatory environment, business conditions, market factors, and other external influences.

Program by Year

Based upon the proposed place types and above assumptions, Catalyst estimated the buildout timeline of each product type for City of Frisco through 2040.

Table 10. Cumulative Additional Program by Year (2024-2040)

Year	SF Residential Detached (units)	SF Residential Attached (units)	Urban Living (units)	Retail (SF)	Office (SF)	Industrial (SF)
2024	950	950	1,600	300,000	400,000	400,000
2025	1,900	1,900	3,200	600,000	800,000	800,000
2026	2,850	2,850	4,800	900,000	1,200,000	1,200,000
2027	3,800	3,800	6,400	1,200,000	1,600,000	1,600,000
2028	4,750	4,750	8,000	1,500,000	2,000,000	2,000,000
2029	5,700	5,700	9,600	1,800,000	2,400,000	2,400,000
2030	6,650	6,650	11,200	2,100,000	2,800,000	2,800,000
2031	6,905*	7,337*	12,800	2,400,000	3,200,000	3,200,000
2032	6,905*	7,337*	14,400	2,700,000	3,600,000	3,600,000
2033	6,905*	7,337*	16,000	3,000,000	4,000,000	4,000,000
2034	6,905*	7,337*	17,600	3,300,000	4,400,000	4,400,000
2035	6,905*	7,337*	19,200	3,600,000	4,800,000	4,800,000
2036	6,905*	7,337*	20,800	3,900,000	5,200,000	5,200,000
2037	6,905*	7,337*	22,400	4,200,000	5,600,000	5,600,000
2038	6,905*	7,337*	24,000	4,500,000	6,000,000	5,813,743*
2039	6,905*	7,337*	25,600	4,800,000	6,400,000	5,813,743*
2040	6,905*	7,337*	27,200	5,027,712	6,800,000	5,813,743*

* indicates maximum absorption at buildout.

Assumptions for Table 11

To calculate fiscal impact, Catalyst used the following assumptions:

Sales per SF	\$300.00
Sales Tax Rate	2.0%
City Tax Rate	0.432205
SF Residential (detached) Unit Size	3,700 sf
SF Residential (attached) Unit Size	2,800 sf
Urban Living Unit Size	1,000 sf
2024 Resident Population	235,711
2023 Daytime Population	110,129
Total Population	345,840
(Resident + Daytime Pop.)	
2023 Cost of Service	\$187,622,249
Cost of Service Per Capita	\$542.51

To calculate values, Catalyst used the following value per square foot assumptions:

SF Residential (detached):	\$200
SF Residential (attached):	\$200
Urban Living:	\$200
Retail	\$200
Office:	\$100
Industrial:	\$100

To calculate the number of additional jobs and population, Catalyst used the following assumptions:

Jobs	Est. SF/Job
Retail	980
Industrial	450
Office	600
Industrial	450

Population	
People per SF unit	3.21
People per UL unit	1.97

Fiscal Benefits

New development in the vacant land will not only bring additional revenue but also will bring additional costs in City administrative overhead. To estimate the Cost of Service Per Capita value of \$569.34, Catalyst looked at the 2024 Frisco budget and divided the forecasted 2024 Salary & Benefit (from All Funds) line item across the current resident and worker population of 345,840 to estimate the cost of service to the City for each new person added to the Frisco economy. Based upon the above values, tax rates, and cost of service assumptions, Catalyst calculated the estimated improvement value per acre, property tax per acre, and sales tax per acre of each place type. Subtracting the cost of service from the revenues shows the annual net fiscal impact of each place type at buildout to the City of Frisco. As stated previously, this analysis only calculates fiscal impacts to the City of Frisco, excluding exemptions. It does not calculate fiscal impacts to other taxing entities such as Denton or Collin counties, the school districts, or any special taxing entities.

Table 11. Frisco Future Land Use Plan Net Fiscal Benefits (2024-2040)

Year	Cumulative Net New Taxable Property Value	Annual Net New Property Tax	Annual Net New Sales Tax	Annual Increase in Jobs	Annual Increase in Population	Annual Net New Cost of Service	Annual Net Fiscal Impact
2024	\$1,735,000,000	\$7,498,757	\$1,800,000	1,862	9,251	\$6,326,872	\$2,971,884
2025	\$3,470,000,000	\$14,997,514	\$3,600,000	1,862	9,251	\$12,653,745	\$5,943,769
2026	\$5,205,000,000	\$22,496,270	\$5,400,000	1,862	9,251	\$18,980,617	\$8,915,653
2027	\$6,940,000,000	\$29,995,027	\$7,200,000	1,862	9,251	\$25,307,489	\$11,887,538
2028	\$8,675,000,000	\$37,493,784	\$9,000,000	1,862	9,251	\$31,634,361	\$14,859,422
2029	\$10,410,000,000	\$44,992,541	\$10,800,000	1,862	9,251	\$37,961,234	\$17,831,307
2030	\$12,145,000,000	\$52,491,297	\$12,600,000	1,862	9,251	\$44,288,106	\$20,803,191
2031	\$13,218,536,387	\$57,131,175	\$14,400,000	1,862	6,176	\$48,864,366	\$22,666,809
2032	\$13,718,536,387	\$59,292,200	\$16,200,000	1,862	3,152	\$51,718,845	\$23,773,356
2033	\$14,218,536,387	\$61,453,225	\$18,000,000	1,862	3,152	\$54,573,323	\$24,879,902
2034	\$14,718,536,387	\$63,614,250	\$19,800,000	1,862	3,152	\$57,427,802	\$25,986,449
2035	\$15,218,536,387	\$65,775,275	\$21,600,000	1,862	3,152	\$60,282,280	\$27,092,995
2036	\$15,718,536,387	\$67,936,300	\$23,400,000	1,862	3,152	\$63,136,759	\$28,199,542
2037	\$16,218,536,387	\$70,097,325	\$25,200,000	1,862	3,152	\$65,991,237	\$29,306,088

Year	Cumulative Net New Taxable Property Value	Annual Net New Property Tax	Annual Net New Sales Tax	Annual Increase in Jobs	Annual Increase in Population	Annual Net New Cost of Service	Annual Net Fiscal Impact
2038	\$16,699,910,736	\$72,177,849	\$27,000,000	1,448	3,152	\$68,610,065	\$30,567,785
2039	\$17,159,910,736	\$74,165,992	\$28,800,000	973	3,152	\$70,958,465	\$32,007,528
2040	\$17,605,453,068	\$76,091,648	\$30,166,270	899	3,152	\$73,264,868	\$32,993,050
Total	-	\$877,700,430	\$274,966,270	29,383	99,301	\$791,980,432	\$360,686,269

Appendix E: Emerging Trends

New Urbanism

New Urbanism is a planning and development approach centered on creating sustainable and walkable communities that foster social interaction, environmental conservation, and economic vitality. Rooted in historical design principles, it emphasizes walkable blocks and streets, proximity to housing and shopping, and accessible public spaces. By prioritizing pedestrian-friendly environments, New Urbanism encourages vibrant communities where residents can live, work, and enjoy recreational activities nearby.

Access to cultural facilities, grocery stores, and community spaces fosters belonging and provides interaction opportunities that strengthen social ties. Cities may desire to prioritize the development of neighborhoods rich in these amenities, incorporating schools, job opportunities, affordable housing, and gathering spaces like parks, markets, and cafes.

Despite many existing developments focusing on single land uses, New Urbanism promotes mixed-use spaces, cohesively blending residential, commercial, and institutional components. This approach transforms underutilized spaces, such as vacant commercial strip centers, into vibrant areas that attract reinvestment and activity.

Fiscal Impact of Various Development Types

The fiscal impact of development is the effect of new growth, employment, population, and other changes on a government's budget. While new development generates additional revenue, it also incurs costs associated with new infrastructure, such as roads, utilities, and services. The fiscal impact of development compares the new revenues to the new costs.

Different land use patterns yield varying tax revenues, such as sales tax from retail centers versus property tax from residential units. Therefore, assessing whether proposed land uses will generate sufficient income to pay for similar levels of service residents receive today or strive to receive in the future is crucial. Studies have shown that more compact developments, like downtown-style retail, typically produce higher taxable values per acre, leading to increased tax revenues. Generally, land use types should be designed to generate more revenue than costs, favoring higher-intensity and higher-density uses near urban cores while providing smaller nodes in peripheral areas for local neighborhoods.

When planning future developments or evaluating development applications, factors such as local employment generation, demand for services, potential revenue sources, the impact on local services, industry diversification, and private sector interest should be considered.

Alternative Transportation Modes

Alternative modes of transportation offer diverse ways to move people and goods while reducing reliance on cars, promoting sustainability, and enhancing urban mobility. Options such as biking, walking, public transit, and rideshare programs help alleviate traffic congestion and minimize environmental impacts by lowering gas emissions. The rise of e-bikes and bike-share programs further supports this shift, making cycling more accessible and convenient.

As the demand for alternative transportation systems increases, it is also crucial to consider accompanying infrastructure improvements that will support and enhance the safety of pedestrians and riders. Traffic calming measures, biking infrastructure, and designated bike paths can enhance pedestrian safety and create a more inviting environment for active transportation.

The rise of electric vehicles (EVs) and automated vehicles presents new considerations for the future of transportation. To support current and future mobility, charging infrastructure and developing parking requirements that accommodate EVs and future automated vehicles will be necessary to embrace these innovative forms of transportation.

Complete Neighborhoods

The “Complete Neighborhoods” concept envisions communities that provide residents with convenient access to essential services and amenities within a reasonable walk or short bike ride from home. This includes nearby shops, schools, parks, and community centers.

Cities recognized for their walkability share several key features that set them apart, such as strong pedestrian networks with traffic calming measures, active streets, and inclusive design. Lighting, wide sidewalks for multiple users, and other amenities like benches and shade structures enhance the overall pedestrian experience. Vibrant streets with pedestrian activity promote spontaneous interactions, outdoor dining, and convenient commuting, fostering a lively community atmosphere.

Complete Neighborhoods approaches, along with other quality-of-life initiatives, can reinforce physical and social health by making it easier to cross streets, walk to shops, and bike to work, making the City a better place for everyone to live.

Remote Work

In recent years, remote work has emerged as a significant trend impacting how residents interact throughout the City. As more individuals opt for flexible work arrangements, the demand for residential areas that accommodate home offices and local amenities has increased. This transition will often result in less rush hour traffic congestion, a decreased demand for commercial office space, an increased demand for high-speed internet access, and an increased demand for shared workspaces. This shift does not necessarily mean more employees will work from home, but rather, companies may opt to decentralize their operations into multiple smaller offices. This can present opportunities for Frisco to attract additional primary employment, as seen through Frisco's prominence in the remote work phenomenon.



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