

Opportunities & Constraints

OPPORTUNITIES & CONSTRAINTS ANALYSIS

Over the course of two decades, through Frisco’s incredible growth, substantial planning work was undertaken. The following five plans were reviewed through the lens of potential impact and applicability to Downtown to construct an opportunities and constraints analysis.

- 1998 Downtown Master Plan
- 2016 Parks & Recreation Open Space Master Plan
- 2015 Comprehensive Plan
- 2015 Future Land Use Plan
- 2015 Thoroughfare Plan

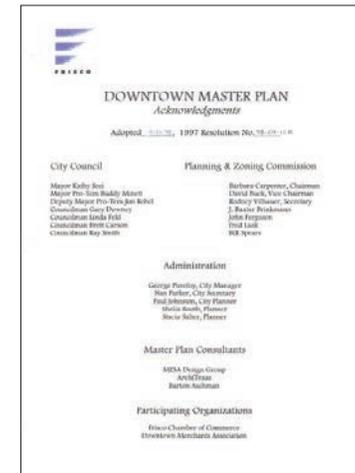
Additionally, the following four regulatory documents were reviewed looking specifically for policies that may be hindrances towards a successful implementation of the spirit and law of this updated Downtown Master Plan, as well as previous planning work. Where appropriate policy recommendations have been made, and where further study is required, the policy has been pointed out.

- 2002 Downtown Architectural Design Standards
- 2009 (Amended 2012) Subdivision Ordinance
- 2017 Engineering Standards
- 2011 Zoning Ordinance

1998 Downtown Master Plan

In review of the *1998 Downtown Master Plan*, there are several issues and proposals made that are still relevant today, as evidenced in the stakeholder interviews discussed earlier in this document. Although there has been significant growth and change in the majority of the City, it is evident by the lack of progress on many issues identified in 1998 that the same attention from a policy and development perspective has not been shown to Downtown.

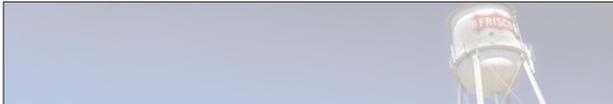
One of the key cornerstones in the plan is to ensure that through Downtown a “strong sense of community” is maintained as alternative to the more conventional suburban commercial growth anticipated for



the rest of the City. In 1998, it probably was not anticipated just how much growth there would be in Frisco, so the point is even more valid in present day retrospect.

In summary, the *1998 Downtown Master Plan* had seven main proposal items with the status of completion indicated in the table below:

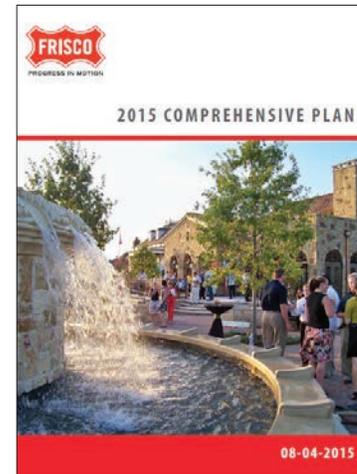
| Downtown Master Plan Item | Completed? |
|--|------------|
| Identify historically important structures (1900 - 1922) | Yes |
| Provide a mechanism for encouraging “architecturally sensitive infill.” | Yes |
| Expand and calibrate original town zoning district | Yes |
| Implement parking and circulation improvements, connect with the rest of the City through hike and bike trails | Ongoing |
| Adopt master plan for public improvements | Ongoing |
| Implement a street and landscape improvement project | Ongoing |



2016 Parks Master Plan

A high priority item of the 2016 Parks, Recreation and Open Space Master Plan is to “Develop Hike/Bike/Jog/Running Trails throughout the community.” It specifically mentions connections to the historical downtown area. The map below indicates trail connections in and around downtown that can be expanded. Additionally, an improved sidewalk network in downtown can further extend and improve the usefulness of the trail connectivity. A 2016 update to the Parks & Recreation Open Space Master Plan did not have any significant impact on downtown, beyond that there were no substantive changes planned for the downtown parks or trails.

The two existing parks in downtown are First Street Park and Gallegos Park. Both are more neighborhood serving parks that may serve those neighborhood functions, but do not serve a larger civic purpose often found in a downtown. In stakeholder interviews, several individuals indicated repeatedly the need for a civic gathering space in Downtown. The only area that currently serves some of this function is the proposed 4th Street Plaza, which could address several concerns expressed among stakeholders for the need for more open space in Downtown.



2015 Comprehensive Plan

The 2015 Comprehensive Plan is a wide-ranging document that seeks to reconcile the rapid growth of Frisco with the high quality of development that has come to be expected, while ensuring that the next generation of growth reflects the same values. There is a specific focus on high quality mixed-use development and people-oriented development that is relevant to Downtown.

The following goals from the Comprehensive Plan are consistent with the vision and goals of Downtown and this Master Plan:

6. Support Downtown Frisco (the original town).

Original downtown Frisco is an interesting and special area of the City. The goal of this Plan would be to preserve its character by permitting a mixed-used concept full of unique atmosphere and characteristics.

- Connectivity to nearby sports venues, the City Hall and Library, the proposed commuter rail station (in the vicinity) and other significant locales is an important aspect of maintaining the viability of this area;
- Architectural compatibility, including the identification of

façades in the downtown area worthy of preserving as future development and redevelopment occur;

- A possible pedestrian area (i.e. convert 4th Street from Oak Street to Elm Street);
- On-street parking along Main Street; and
- Two-way circulation throughout downtown (consistent with today's pattern).

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.”

The City should employ the following policies to combat sprawl:

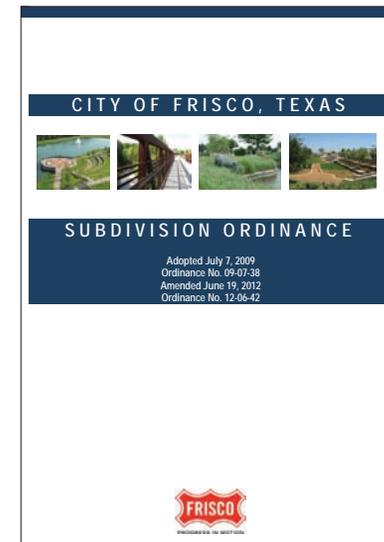
- Encourage mixed-use development in appropriate locations;
- Provide incentives for clustering development so that environmentally significant areas are protected, and open space is preserved;
- Encourage a mixture of housing types; and
- Require connectivity in new areas and improve connectivity in developed areas for pedestrians, motor vehicles and bicycles.

Finally, one of the mid-term Key Implementation Strategies called for in the Comprehensive Plan is to “...(e)stablish policies to guide the appropriate mix, intensity and design of projects that redevelop properties in key areas of Frisco (i.e., downtown and commercial along major arterials).”

2002 Downtown Architectural Design Standards

The 2002 Downtown Architectural Design Standards are the controlling standards in place adopted by reference as part of the zoning

standards. In many ways, these standards are the follow-up to the 1998 Downtown Plan. The design standards split downtown into two categories: Original Town Commercial (OTC) and Original Town Residential (OTR). These detailed building design and urban design standards are consistent with what a successful historic downtown should be regulated by.



2012 Subdivision Ordinance

There are several recommendations to the subdivision ordinance that should be considered to facilitate a successful downtown:

- Create a special, administrative review process for replats in Downtown to facilitate the unique circumstances that come with infill development in a historic context, i.e., take into consideration the Downtown context on requirements for the preliminary site plan required for a replat.
- Provide procedure for street types to vary from engineering standards to accommodate narrower lanes and configurations common in historic downtowns



that may not be ideal in a new construction, greenfield environment.

2017 Engineering Standards

The Engineering Standards are primarily aimed at new development occurring in greenfield areas of Frisco and therefore, in some cases, are not calibrated for the context of constrained infill development or redevelopment that occurs in a historic downtown where older/smaller infrastructure is already in place. The City of Frisco already has applied a waiver process when appropriate to facilitate development in Downtown, while keeping public safety in mind. The following recommendations should be considered to facilitate a successful downtown:

- Officially incorporate the street types that will be used in Downtown in the Engineering Standards by publishing their cross section and defining the variations in sidewalk width, on-street parking, and street furniture that will occur as needed in Downtown.

2011 Zoning Ordinance

Generally, the 2011 Zoning Ordinance accounts for the unique nature of a downtown in a progressive, but otherwise suburban zoning code. However, there are several recommendations to the Zoning Ordinance that should be considered to facilitate a successful downtown including:

- Ensure well-designed transitions within character zones to adjacent neighborhoods that preserve the existing residential character and provide walkable and bikeable connectivity to Main Street and other destinations.
- Establish high-quality design standards for the buildings, streets, streetscapes, open spaces and wayfinding that blends the nuances of each character area together with the overall Rail District theme.
- Encourages mix of high quality urban living and live-work units by locating them within a design context that

respects immediately adjacent neighborhoods. This will help to diversify the housing options in Downtown, a key aspect of downtown activation and long-term livability. This includes allowing home occupations or accessory dwelling units by right, regardless of ownership status, within some of the more historic neighborhoods north of Main Street where historic carriage houses located on several properties provide ample opportunity for better use among the neighborhoods and for the owners alike.

- Streamline the review process so that development projects consistent with the Master Plan and amended zoning are approved administratively. This will educe the time taken for development approval, which benefits both the City and developer. Additionally, since all the standards will be clearly established, it will increase adjacency predictability and be less risky to a developer, thereby increasing resulting levels of reinvestment.