

MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL

FROM: KRIS VALDEZ, PRINCIPAL PLANNER

RE: RESOLUTION 25-24, A RESOLUTION TO ADOPT THE FRISCO COMPREHENSIVE PLAN

DATE: MAY 13, 2025

Summary: The approval of Resolution 25-24 and the recommendation for the Council's approval of the Frisco Comprehensive Plan (Plan) is the final step in the formal adoption process for the Plan. The update involved a thorough, year-long process driven by the community to revise and enhance the Plan, which was last updated and adopted in 2019. Throughout the past year, staff engaged in extensive public outreach, including meetings, work sessions, and open houses to gather input and feedback on our goals, strategies, and implementation matrix.

Background: In accordance with State statutes, the Town Charter, and Town Code regulations, the Town regularly prepares and updates the master plan. Colorado Revised Statute 31-23-206, requires that municipalities "*make and adopt a master plan for the physical development of the municipality*". The Frisco Town Charter states that "*The Council shall maintain a comprehensive master plan for the physical development of the Town.*" And that the plan shall be reviewed and revised at least once every five years. Pursuant to Town Code Section 41-6, the Planning Commission is charged with overseeing "*the preparation and periodic revision of a Master Plan for the physical development of the town and to certify the Master Plan to the Town Council for adoption.*" Frisco's master plan has been known as the Community Plan since the adoption of the 2011 and 2019 versions of the plan.

As part of the 2024 budget, the Town Council approved funds to complete an update of the Frisco Comprehensive Plan. This money was supplemented by a matching grant from DOLA for an updated Comprehensive Plan and Three-Mile Plan. The Community Plan is now being referred to as the Comprehensive Plan. From spring 2024 to spring 2025, extensive public outreach programs and data analysis phases were completed. Using the information gathered through focus groups, online surveys, and pop-up events, staff collaborated with the Planning Commission and a group of 17 citizens, referred to as the Community Working Group, to assist in developing a draft of the Plan.

Community engagement was conducted in two phases. Phase one kicked off in June 2024 with the objective to establish a framework of understanding and learn about stories of today and hopes for the future of Frisco. Questions were designed to gather core values and community stories, as well as identify needs, desires, and trends to inform the next stages of the Comprehensive Plan process. This engagement effort focused on sharing information and meeting people where they are with both pop-up event activities and an online survey. Specific topics included community values, growth and development, open space, transportation and the environment.

The feedback gathered from the community engagement events played a crucial role in shaping the guiding principles for the Plan, as well as in developing various scenario options and future land use classifications. These elements were presented during the second phase of community engagement, which began in September 2024. Participants provided feedback on guiding principles, vision statements, scenarios for growth, land use character imagery, and trade-off statements. Similar to engagement window one, questions were aligned across in-person event activities and a digital survey to allow for multiple methods of capturing feedback.

After conducting multiple community events, the Design Workshop consultant team created a 50% draft of the Plan for staff and the working group to review. Staff provided comments on this draft, which led to the development of a 75% draft. This 75% draft was then reviewed by the staff again, resulting in an 80% version that was presented to the Town Council and Planning Commission during a joint work session.

Design Workshop incorporated the feedback from the work session to create a public review version of the Plan, which reached 95% completion.

Financial Impact:

The Town received a \$100,000 grant from the Colorado Department of Local Affairs (DOLA) to develop a Comprehensive Plan for the Town, including a three-mile plan. The additional \$100,000 for the project was approved through the 2024 budget. Design Workshop stayed within the budget for the project. After the Comprehensive Plan is approved in 2025, Council and Staff will discuss future budgeting for action items to occur between 2026 through 2029.

Alignment with Strategic Plan: Developing and completing a Comprehensive Plan and Three-Mile Plan will support the goals noted in the Town Council Strategic Plan. Additionally, the Town Charter requires that the Comprehensive Plan be updated every five years.

Recommendation:

Based on the information contained in this report, Staff recommends that the Town Council approve Resolution 25-24, A Resolution to adopt the 2025 Frisco Comprehensive Plan.

On April 3, 2025, the Planning Commission approved Planning Commission Resolution 2025-02, A Resolution to Adopt the 2025 Frisco Comprehensive Plan, and recommended that it be formally adopted by the Town Council.

Reviews and Approvals:

- Katie Kent, Community Development Director
- Diane McBride, Assistant Town Manager
- Tom Fisher, Town Manager

Attachments:

Exhibit A – Resolution 25-24, A Resolution to Adopt the Frisco Comprehensive Plan
Exhibit B – Comprehensive Plan, 100% Draft – May 2025