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MEMORANDUM

To: The Town of Frisco
From: Design Workshop: Jessica Garrow,
Alison Cotey
Date: July 15, 2024
Revised August 8, 2024
Project Name: Frisco Comprehensive Plan
Project #: 7131
Subject: Frisco Plan Framework

MEMORANDUM PURPOSE

The following memorandum outlines vision, community values and preliminary plan goals for the Town of Frisco Comprehensive Plan. These have been crafted to reflect the community comments from focus groups, pop-up events, and the community survey. These will serve as the plan framework for the Comprehensive Plan. These statements represent our preliminary understanding and are intended to be refined with staff before being shared with the planning commission. **We will discuss the following content on our bi-weekly call, Thursday, July 18, 2024.**

PLAN FRAMEWORK

The Comprehensive Plan should provide a long-range outlook for the entire geographic area of Frisco, including all physical elements within the community, to guide growth and change. The purpose of a Comprehensive Plan is to guide decision making through the lens of community-driven vision and values and to provide direction for goals and policies for future growth and important community assets.

The following plan framework outlines the anticipated structure for the Comprehensive Plan.

Community Vision: A vision statement serves as an aspirational future statement for the future, speaking to what the Frisco community hopes to achieve.

Guiding Principles: A guiding principle is a community ideal or value to guide decision-making.

Goals and Strategies (TBD): Goals are overarching objectives for how to achieve the future vision of the community. Strategies are the 'how-to achieve your goals', and may include projects, programs, policies or partnerships. These will be developed later in the process.

Implementation Matrix (TBD): The implementation matrix outlines the steps forward including timing/priorities, leadership/personnel, and resources/budget for the plan. These will be developed later in the process.

VISION STATEMENT

Previous Plan: The previous 2019 Community Plan includes the following Vision Statement, which describes how the Town sees itself and identifies characteristics that should be carried into the future *“The vision and guiding principles are a statement of community values. Together, they reflect characteristics that residents value about Frisco today, and the kind of community that residents would like to see Frisco become as it continues to grow and evolve over time.”*



OUR VISION
A close-knit, welcoming community
that cherishes our history, environment,
healthy lifestyle, and unique sense of
place.

Plan Recommendations:

The community survey and pop-up events asked about words that people would use to describe Frisco, what they love about Frisco, and what their concerns are for the future. Based on this feedback the following are important considerations for the Frisco Community Vision:

- The top words used to describe Frisco (# of mentions) include community (50), beauty/beautiful (44), small-town (25), mountains/location (28), nature/outdoors (27). When possible, these words have been included in the vision statements.
- Characteristics most valued by residents include access to the outdoors and small-town character. When asked what small town character means, the community cites the sense of ‘knowing one another’ and being ‘family-friendly’. This is demonstrated through local business and the ability for all ages and stages to live, work and play in Frisco.
- Concerns residents expressed include the affordability and cost of living as well as the impacts of future growth and development- and balancing this with the need to protect the environment.

Proposed Vision Statements:

Vision statements are typically 2 – 3 sentences. Three vision statements are suggested with slight variations. We anticipate these vision statements will serve to guide scenario planning exercises and will be refined to one version based on feedback in the next window of engagement.

Option 1: Our Small Town. (Focuses on maintaining the small-town character)

Frisco is nestled in the heart of the White River National Forest and Lake Dillon, where knowing one another and family-friendly values create a sense of belonging. We cherish access to nature and outdoor activities and strive to maintain our local culture while preserving the environment. Frisco is a place where local businesses thrive and residents of

all ages can live, work, and play together. We are committed to balancing thoughtful growth with the protection of our natural beauty, ensuring that our town remains affordable and welcoming for future generations.

Option 2: A Place for All Ages and Stages. (Focuses on housing and services for workforce, families and seniors)

Frisco values the beautiful mountain to lake setting and historic Main Street that is home to a vibrant local community and loved by many visitors throughout the year. We strive to be a town where people of all ages and stages of life can find affordable housing, quality services, and opportunities to thrive. We are dedicated to fostering a family-friendly atmosphere where local businesses flourish and residents feel a strong sense of community and visitors feel welcomed. By carefully managing growth and development, we aim to maintain our local charm while ensuring that everyone can enjoy the natural beauty and outdoor activities that make Frisco special.

Option 3: A Diverse Economy. (Focuses on the central location in the region as a center for economic growth)

Frisco is a vibrant, beautiful community in the heart of Summit County, renowned for its beautiful setting and access to outdoor adventures. We leverage our central location in America's Playground to become a hub for economic growth while preserving our historic heritage and sense of community. We aim to support a diverse economy that includes local businesses and provides opportunities for residents and visitors of all incomes, ages and lifestyles to live, work and play in Frisco. By balancing development with environmental stewardship, we seek to maintain the affordability and quality of life that our residents value, ensuring a sustainable future for our community.

GUIDING PRINCIPLES

Previous Plan: The 2019 Community Plan includes the following Guiding Principles as the foundation to support the Community's vision. *"The vision and guiding principles serve as an organizing framework for subsequent chapters and policy guidance in the Community Plan"*

- *Inclusive Community*
- *Thriving Economy*
- *Quality Core Services*
- *Mobility*
- *Vibrant Recreation*
- *Sustainable Environment*



Plan Recommendations:

The community open house and community survey asked community members about specific elements within comprehensive planning (growth and development, transportation, environment, services) and a review of the feedback suggests that the above guiding principles remain relevant, with some opportunities for refinement. Based on the feedback the following are important values to residents.

- **Balancing Growth and Development:** The highest-ranking priority for the community is preserving the environment. Other high priorities from the community feedback include managing growth and development to focus on area of infill and preserve natural areas. Focusing on the historic preservation of cultural assets.
- **Housing Diversity:** Housing affordability is a high priority for Frisco, especially as it relates to workforce and family housing. The survey indicates the community would be open to seeing increased ADUS, Live-work units, Missing-middle housing types (such as Duplexes, Triplexes, Townhomes, cottage clusters), higher density multi-family, and senior housing. Development regulations to support the sense of community are also key considerations.
- **Diverse Economy:** There is the general perception of a strong business environment in Frisco. There is a need to increase services, especially regarding childcare, and day-to day-based services. Economic diversification to support year-round employment is also important.
- **Community and Social Needs:** Overall community identity ranked highly to the community, relating to the sense of small-town pride and desire to not become like other mountain communities, but to maintain Frisco's unique sense of place. Services and opportunities for all ages, including both youth and seniors, are also important.

- **Multimodal Transportation:** Bike lanes and trails are important for the Frisco community, especially related to connectivity, safety and comfort, as well as regional and local transit options.
- **Trails and Recreational Assets:** The community expressed a desire for increased development of trails and greenway connections. Maintenance/upgrades to parks was indicated as important. In addition, community amenities such as a recreation center, ice rink, and community spaces were noted.
- **Preservation of the Natural Environment:** Forest management and wildfire mitigation, habitat preservation/restoration and the protection of streams and water bodies are the most important values to the community.

Proposed Updates to Guiding Principles:

Core values indicate the beliefs of the community, highlighting what is important to consider for the future. We anticipate these values will be used as criteria for scenario planning to indicate trade-offs. The guiding principles from 2019 may still serve as a framework for the Comprehensive Plan, with some updates and shifting. The following are recommended updates to the guiding principles (GP) and some preliminary ideas for goal subjects that would fall under each GP.

Frisco Values....

- A Beautiful Community (*Inclusive Community*)
 - Historic Character
 - Community Identity
 - Governmental Transparency
- Housing Diversity and Choice

**Note: This section will include language and goals from current housing assessment and, as necessary, build on land use to support the concurrent study.*
- A Diverse and Thriving Economy (*Thriving Economy*)
 - Supportive Local Business Environment
 - Local Industries and Services
 - Tourism
- ~~(Quality Core Service)~~

**Note: Suggest removing this and including this in Resilience below.*
- A Resilient Environment (*Sustainable Environment*) (*Quality Core Service*)
 - Wildfire/Hazard Mitigation
 - Stormwater Management and Water Quality
 - Managed Water and Sewer Capacity
- Multimodal Connectivity (*Mobility*)
 - Bike Infrastructure
 - Safety for all Modes of Transportation
 - Increased Transit Options
- Connection to Nature (*Vibrant Recreation*)
 - Access to Recreation, Programs and Events for All Ages and Stages
 - Trails Management/ Regional Partnerships
 - Preservation/ Restoration of Natural Areas/ Resources

STATE REQUIREMENTS OF COMPREHENSIVE PLANS

Comprehensive Plans or Master Plans are required for all municipalities with a planning commission by the State of Colorado to “*promote the community's vision, goals, objectives, and policies, establishes a process for orderly growth and development, addresses both current and long-term needs, and provides for a balance between the natural and built environment.* (See Colorado Revised Statute 30-28-106 and 31-23-206.)”.

Elements addressed in a comprehensive plan may include recreation and tourism (required by state statutes), transportation, land use, economic development, affordable housing, environment, parks and open space, natural and cultural resources, hazards, capital improvements, water supply and conservation, efficiency in government, sustainability, energy, and urban design.

DRAFT TABLE OF CONTENTS

We will create a graphically engaging document that is clear, concise, and easy to understand that can be delivered to a variety of audiences in an accessible way of approximately 80 pages. Previously shared templates and style guide will serve as the basis for this document. We will design a document that is compatible with accessibility to Section 508 Compliance/Web Content Accessibility Guidelines (WCAG) 2.0 to will ensure that contrast ratios of 4.5:1 and above are met (including text, infographics, charts and diagrams), all images include “alt. text” to convey meaning, and text and headings are organized in a logical order for reader compatibility.

We anticipate the Town will provide available licensed photography and sources for use in the document.

Previous efforts including the synthesis of existing plan review memo (complete), focus group meeting summary (complete), baseline assessments (complete), and community engagement summaries (in progress) will serve as a foundation of content for the Draft Plan. Key information from these documents will be included. Other aspects of the plan document, such as strategies, future land use maps, and corresponding future land use categories are in development and will be shared with the Town in a subsequent memorandum.

Town of Frisco Comprehensive Plan

**Subject to Change as goals and strategies evolve.*

Previous 2019 Community Plan TOC

1. **Chapter 1: Introduction 1**
 - a. Background and History
 - b. Plan Context
 - c. Planning Process
2. **Chapter 2: Shared Community Values**
 - a. Vision and Guiding Principles
 - b. Parts of the Plan
 - c. Related Plans and Studies
3. **Chapter 3: Policy Framework 13**
 - a. Guiding Principle 1: Inclusive Community
 - b. Guiding Principle 2: Thriving Economy
 - c. Guiding Principle 3: Quality Core Services
 - d. Guiding Principle 4: Mobility
 - e. Guiding Principle 5: Vibrant Recreation

- f. Guiding Principle 6: Sustainable Environment
- 4. **Chapter 4: Growth Framework**
 - a. Residential Infill/Redevelopment Potential
 - b. Future Land Use Plan
 - c. Area Specific Policies/Design Principles
 - d. Complete Streets Recommendations
 - e. Frisco Parking Analysis
- 5. **Chapter 5: Action Plan**
 - a. About the Action Plan
 - b. Inclusive Community
 - c. Thriving Economy
 - d. Quality Core Services
 - e. Mobility
 - f. Vibrant Recreation
 - g. Sustainable Environment
 - h. Plan Amendments
- 6. Appendix A: Community Profile
- 7. Appendix B: Community Input Summaries
- 8. Appendix C: Reference Maps
 - a. Existing Land Use
 - b. Historic Sites

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Acknowledgements

1. List of Plan Acknowledgements (*Provided by Staff*)
2. Land Acknowledgement

Table of Contents

Executive Summary

1. Letter from the Mayor (*If desired by the Town*)
2. Regional Context, Plan Purpose
3. Frisco by the Numbers / Key Recent Shifts
4. Community Values, Summary of Goals

Chapter 1: Introduction

This chapter will provide an introduction and context needed to understand and navigate this document.

3. History, Context and Background
4. The Role of a Comprehensive Plan
 - a. *What it is, what it is not, and how it is intended to be used/serve the community.*
5. Related/Past Plans and Studies Review
 - a. *Relationship between these and the comp plan.*
 - b. *Housing Plan Alignment*
6. Why Now?
 - a. *Key shifts since 2019 and opportunities / alignment areas that make this an ideal time for a comp plan update.*
7. Components of this Plan

Chapter 2: Frisco Comprehensive Plan Process

This chapter will provide an overview of the process and how the process informed the Plan outcomes.

1. Planning Process
 - a. *Timeline/infographic with details about the key elements of each project phase.*
2. Community Engagement by the Numbers
 - a. *Infographic with key stats (xx working group members, xx meetings, xx focus groups, xx survey responses, xx events, etc.)*
3. Summary of Engagement Process
 - a. *Explanation of each component and key findings: Working Group, Focus Groups, Pop-Up Events, Surveys.*

Chapter 3: Where are we today? Existing Conditions and Opportunities, Needs, and Growth Trends

This chapter will focus on key findings from the Mapping, Socioeconomic/Market, Transportation, and Ecological Assessments, as well as the Housing Study. This will also include a review of market conditions to understand local and regional trends in employment growth and the economic influences on development.

1. Existing Conditions Summary
 - a. *Sections for Demographics, Housing, Land Use, Environment / Resilience, Transportation, Economy.*
2. Market Trends and Economic Influences
 - a. *Evaluation of land use conditions, challenges, trends to accommodating growth in the market.*

Chapter 4: Where are we headed? Community Vision and Values

This chapter will provide the context to better understand existing conditions assessments and what they mean for Frisco.

1. Community Vision and Guiding Principles (*refined from 2019- See Above*)
2. Future Land Use Map
3. Land Use Classification Table (*This will be further defined following scenario planning*)

Chapter 5: How might we get there? Goals and Strategies for Frisco's Future

This chapter will be the strategic framework to connect community priorities to plan recommendations, and will provide direction for the future, utilizing the vision and community values established in earlier phases of work as a lens for success.

1. A Beautiful Community (*Inclusive Community*)
 - a. *Goals (Refinement of the suggested focus areas- written into goal statements)*
 - b. *Strategies (Plans, Policy and Actions to achieve the goals)*
2. Housing Diversity and Choice
 - a. *Goals (Refinement of the suggested focus areas- written into goal statements)*
 - b. *Strategies (Plans, Policy and Actions to achieve the goals)*
3. A Diverse and Thriving Economy (*Thriving Economy*)
 - a. *Goals (Refinement of the suggested focus areas- written into goal statements)*
 - b. *Strategies (Plans, Policy and Actions to achieve the goals)*
4. A Resilient Environment (*Sustainable Environment*) (*Quality Core Service*)
 - a. *Goals (Refinement of the suggested focus areas- written into goal statements)*
 - b. *Strategies (Plans, Policy and Actions to achieve the goals)*
5. Multimodal Connectivity (*Mobility*)
 - a. *Goals (Refinement of the suggested focus areas- written into goal statements)*
 - b. *Strategies (Plans, Policy and Actions to achieve the goals)*
6. Connection to Nature (*Vibrant Recreation*)

- a. Goals (*Refinement of the suggested focus areas- written into goal statements*)
- b. Strategies (*Plans, Policy and Actions to achieve the goals*)

Chapter 6: Implementation Framework

The action plan will guide short, medium and long-term implementation, and a matrix will illustrate tasks, responsibilities, timeframe and priorities, and consider investment and funding types and strategies, along with incentives to enhance the potential for success.

Appendices

- 7. *Appendix A: Community Engagement Window #1 and #2 Summaries (Compiled Memorandum)*
- 8. *Appendix B: Existing Conditions Assessments (Compiled Memorandum)*