

DESIGNWORKSHOP

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MEMORANDUM

To: The Town of Frisco
From: Design Workshop: Jessica Garrow,
Alison Cotey, Alex Zarookian
Date: Issued: Jan. 3, 2025
Meeting Date: Jan 28, 2025
Project Name: Frisco Comprehensive Plan
Project #: 7131
Subject: Meeting #4
Frisco Comp. Plan 80% Draft Review

PURPOSE

The following memorandum outlines the Town of Frisco Comprehensive Plan (Plan) updates. We will review the content included here during the January 28, 2025, work session of the Town of Frisco Town Council (Council) and Planning Commission (Commission).

We anticipate the following 90-minute agenda:

- 1) Project Updates - 15 Minutes
- 2) Draft Document - 60 Minutes
- 3) Next Steps - 15 Minutes

Meeting Objectives:

We anticipate the following outcomes from this discussion.

- Confirm the Council and Commission's priorities and direction for finalizing the Comprehensive Plan.
- Identify specific areas requiring further refinement and prioritization.
- Establish a clear path to adoption and implementation.

Preparation:

Prior to the session, the Council and Commissioners are encouraged to review the [80% draft of the Plan](#) and submit any initial questions or areas of concern to staff no later than January 30, 2025.

Please review Attachment B for instructions on providing comments.

1) PROJECT UPDATES (15 Minutes)

The team has identified the following key milestones for Comprehensive Plan development and final adoption:

- Work session with the Council and Commission to review 80% version of the Plan. All comments are due to the Town of Frisco staff by the end of the day on **January 30, 2025**.

- Final comments on the 80% version of the Plan due to Design Workshop by the end of the day on Monday, **February 3, 2025** (*Including Staff, Working Group, Commission, and Council Comments*).
- The 95% draft of the Plan will be published online for public review in PDF format by Friday, **February 14, 2025**.
- All public comments are due to the Town of Frisco by Monday, **March 17, 2025**.
- The 100% draft of the Plan will be provided to the Town on Monday, **March 31, 2025**.
- Planning Commission tentative adoption hearing on Thursday, **April 17, 2025**.
- Town Council tentative adoption hearing, **April 22, 2025**.

2) 80% DRAFT DOCUMENT DISCUSSION (60 Minutes)

An 80% draft of the Plan has been provided to Town staff, Council, and Commissioners for review and comment. With support from Town staff, the Design Workshop team will facilitate a discussion to review the draft Plan. Topics for discussion include:

Future Land Use (Chapter 4)

- Does the proposed land use map and corresponding classifications align with the Town's desires for growth, preservation, and sustainability?
- What do you see as the most transformative and impactful aspect of this Plan?
- Are there suggestions for future land use in the Town that give you pause or feel misaligned with the Town's future direction?

Vision, Goals, and Strategies (Chapter 5)

- Does the current vision statement reflect the Town's identity and aspirations for the future? If not, what adjustments would you suggest?
- Do the proposed goals and strategies adequately address current challenges and anticipate future needs?
- Does the draft Plan reflect the feedback received from the community? What, if any, specific community values or priorities do you feel are underrepresented in the Plan?

Implementation Questions (Chapter 6)

- How well does the Plan support the Town's strategic priorities? What additions can bolster the Town's support for these initiatives?
- Are there specific areas where you feel improvements are particularly critical?
- What additional measures or partnerships could the Town explore?
- Are there additional resources or information to include so that the Council and Commissioners can make informed decisions?
- Would you feel confident moving forward with adopting this Plan pending additions and revisions from staff, the public, and leadership? If not, what needs to be done to ensure your support?

3) NEXT STEPS (15 Minutes)

To advance to the final draft of the Comprehensive Plan, staff will provide the consultant team with a set of consolidated comments and direction. This includes incorporating feedback from the Council, Commission, and Working Group into the 80% Draft.

- Following revisions and comments, the consultant team will issue a 95% Draft, which will be shared publicly on the FriscoPlan.com website for 30 days.

- The final draft of the Plan, which incorporates public comments, will be presented to the Planning Commission for adoption tentatively on **April 17, 2025**.
- Following the Planning Commission's adoption, the Council will be presented with a 100% final version of the Plan for adoption, tentatively on **April 22, 2025**.
- The adoption date will be added to the plan, any conditions will be resolved, and all maps, images, and supplemental materials will be delivered to the Town.