



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: VANESSA AGEE, COMMUNICATIONS DIRECTOR
RE: FRISCO HISTORIC PARK AND MUSEUM LAND-USE PLAN RFP DISCUSSION
DATE: JANUARY 23, 2024

Summary and Background:

The 2024 budget includes a capital budget for a Frisco Historic Park and Museum land-use plan. The land on the block between Granite and Main Streets and 1st and 2nd Avenues includes a number of properties belonging to the Town of Frisco, including the Frisco Historic Museum with its ten historic cabins and buildings, the Historic Park greenspace with a gazebo, the 1st and Main Building with two Town of Frisco workforce studio apartments and two office spaces with some storage on the bottom floor, a Quonset hut used for storage, and two Town of Frisco workforce one-bedroom units at 113 Granite Street. The impact and use of these properties is significant- the Historic Museum saw 34,574 visitors in 2023, and location analytics show that the greenspace alone saw over 37,000 visitors who visited a total of 47,000 times in the past twelve months.



1st and Main Building

The 1st and Main property is scheduled to be paid off in 2031 and has a current debt balance of \$558,603. This property also includes a Quonset hut which is currently being used for event equipment storage along with some space in the interior of the 1st and Main Building being used for the same purpose after the loss of the event equipment storage in the Town Hall sally port, which is now part of the Police Department. The proximity of this storage to most major Town events has been vital in allowing staff to use resources more efficiently.

The Park, Events, and Public Art

The park greenspace hosts 12 Concerts in the Park each year, the Wassail Days tree lighting and fireworks, the annual Easter egg hunt, Trick or Treat Street, the L.A.P.S. 5k, the Run the Rockies half marathon and 10k road race start and finish, Fall Fest, the Summit Arts Council arts show, historic lectures, pop up historic programs such as silent discos and astronomy nights, Frisco History Day, the annual Green Team Repair Fair, Town Clean Up Day, 1st amendment gatherings such as the pride parade, and numerous weddings each year. This greenspace also hosts three pieces of public art, two sculptures and a mural.

Why a Land Use Plan?

A land-use plan was proposed for the 2024 budget because of the significance of these properties in the heart of Frisco and ongoing discussions between Town Council and staff about the future of the 1st and Main property and 113 Granite Street property, as well as the Museum. Also, the five-year Frisco Historic Park Master Plan (2019-2023) has one significant goal that has yet to be met which is to “assemble an assessment team of TOF staff, museum colleagues, and community members to develop a strategy for long-term museum facilities, historic park land-use, and potential preservation projects.” It was subsequently determined that this would be an ideal moment to consider all of these properties as a whole with a cohesive planning process.

Analysis:

The goal of this land-use planning process is to have a plan that is reflective of Town Council and community priorities, as well as being actionable and practical. The completed plan will include a project timeline and projected project costs which can be plugged into the capital plan to facilitate budgeting and subsequent future implementation of the plan.

These properties not only see significant visitor use, but they are also the places that many residents identify as authentically Frisco, where attachment to Frisco is fostered, and where many residents have celebrated and gathered for years. The development of this plan deserves substantial public and stakeholder outreach, as well as a solid foundation informed by Council's priorities and direction.

In order to start building a solid foundation from the onset of this planning process, staff believes that before any RFP is written and released, the process would greatly benefit from Council's direction regarding the desired future uses of these properties and some boundaries around the assumptions and questions that Council would like the planning firm selected through the RFP process to consider.

Financial Impact:

The 2024 budget includes \$150,000 for the development of this land-use plan.

Alignment with Strategic Plan:

Because these properties have a variety of significant uses, a planning process will touch on many of the strategic objectives. Quality core services include supporting and improving historic assets. The Park hosts numerous events which add to community quality of life, as well as supporting a thriving local economy. These properties also foster community inclusivity through workforce housing and a variety of events, many of which are non-profit fundraisers. The presence of music, art, and recreation events also support vibrant cultural, arts and recreation opportunities.

Environmental Sustainability:

This overarching goal is one of the lens through which this planning process and plan will be regularly reviewed and tested.

Staff Recommendation:

In order to write an RFP that accurately reflects the intent and priorities of Council, staff would like Town Council to provide direction regarding the following questions:

Core Question

Should the primary goal of this planning process be to enhance these properties for use as a historic museum and park/greenspace or should these properties be maximized for other priorities and objectives, such as housing?

Other Priorities and Objectives

If other goals and priorities need to be accommodated on these properties, what are they?

Assumptions and Questions

- Can the planning process include consideration of what could result if 1st and Main were torn down or is this off limits?
- Should expansion and enhancement of the park/greenspace be one of the goals of the planning process?
- There is an identified lack of public restrooms for Museum and event attendees. May the planning process include the possibility of adding public restrooms?
- Storage space, including for historic artifacts and event equipment regularly used in the park, has been identified as a need. May the plan consider some climate-controlled artifact storage and some event equipment storage?
- The Town currently has two historic buildings in storage, the Excelsior House which was acquired in 2017 and the Mansfield Cabin which was acquired in 2021. Understanding that restoration costs will be significant, should this plan consider the restoring and placing both of these buildings somewhere on these properties? If so, for what use?
- The [Frisco Arts and Culture Strategic Plan](#) includes planning for a permanent location for an “Art Lab” or makers space in year five of the plan, and the Frisco Arts and Culture Council has already been considering how to accommodate temporary locations for “Art Lab” pop ups, as well as a permanent space eventually. Should the plan include consideration of this type of space and/or other arts and culture programing or projects?

Other Uses or Programs

Are there any other uses, programs, or priorities that Council would like to see considered as part of this planning process?

Reviews and Approvals:

Tom Fisher, Town Manager
Diane McBride, Assistant Town Manager

Katie Kent, Community Development Director
Leslie Edwards, Finance Director

Attachments

None