



INSIGHTS COLLECTIVE

Pandemic Economics Think Tank

---

# Scenario Planning Town of Frisco

Part 2: From Transitional Realities to Vision

# Frisco Planning Framework – Meeting 1 Summary

## Meeting 1 Take Away

1. Frisco is engaged with issues.
2. Frisco is aware of potential demand.
3. Frisco wants to protect its unique place in Summit County.
4. Frisco has assets to build on.
5. Frisco want to protect its quirky unique culture.
6. Housing represents a challenge and an opportunity . . .

## Meeting 1 Relevant Transition Realities

1. In-Migration driven by work from home trends– will this be a benefit to Frisco?
2. Retail/Service Sector – online shopping has accelerated
3. Restaurants/Takeout have changed -outdoor dining, Frisco Promenade, future demands and needs?
4. Cancellation of special events provides an opportunity to recalibrate size and purpose of events.
5. Significant participation in outdoor recreation?
6. Is it a time to re-think tourism funding models?

## Meeting 2 Framework

1. Using scenarios to develop discussion to create your own scenario.
2. Council can choose a scenario and use policy to shape outcomes.
3. Focus on a scenario that fits Frisco

How do takeaways  
and transition realities shape  
scenarios?

## Frisco Scenarios

Scenario 1-

Scenario 2-

Scenario 3-

Scenario 4-

Layers:

1. Public arts
2. History

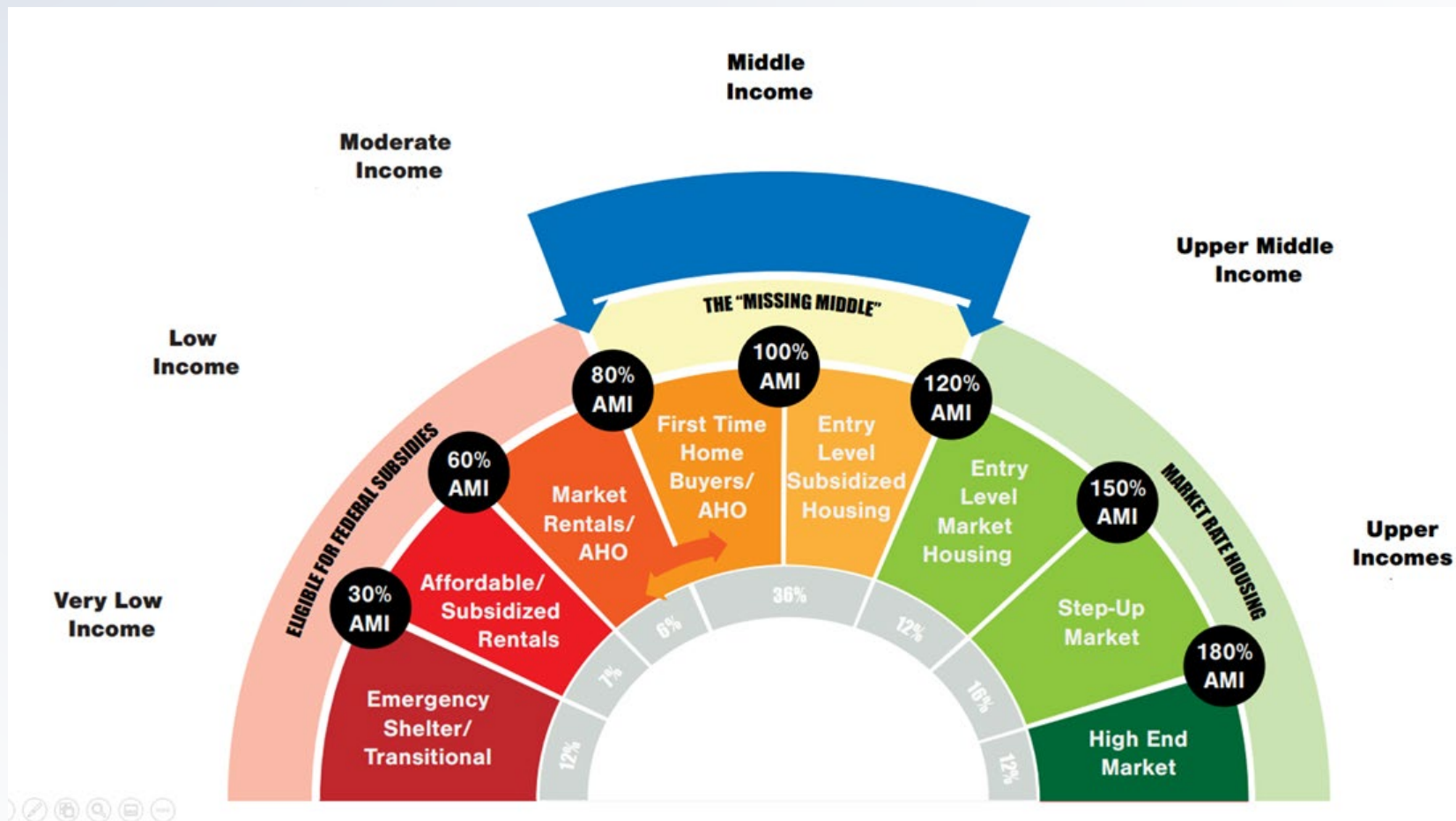


# Workforce Housing

- Workforce Housing isn't a strategy, it's a part of each strategy.
- New planning and housing strategies should be considered through the lens of a chosen scenario and the Frisco Community Vision.
- We suggest that housing strategies be evaluated on a spectrum. At one end are residences to support the local workforce, these units likely will require financial or policy support. At the other end are market rate units that are also important to creating community.



# Housing Bridge



Courtesy of WSW Consulting and Navigate LLC

## Frisco Estimated Housing Inventory

Price	Estimated % of total housing units
\$200k - \$300k	4%
\$300k - \$400k	9%
\$400k - \$500k	16%
\$500k - \$600k	18%
\$600k - \$700k	15%
\$700k - \$800k	11%
\$800k - \$900k	8%
\$900k - \$1 mill	5%
\$1 - \$1.1 million	3%
\$1.1 - \$1.2 million	3%
\$1.2 - \$1.3 million	2%
1.3 million +	6%

INSIGHTS COLLECTIVE

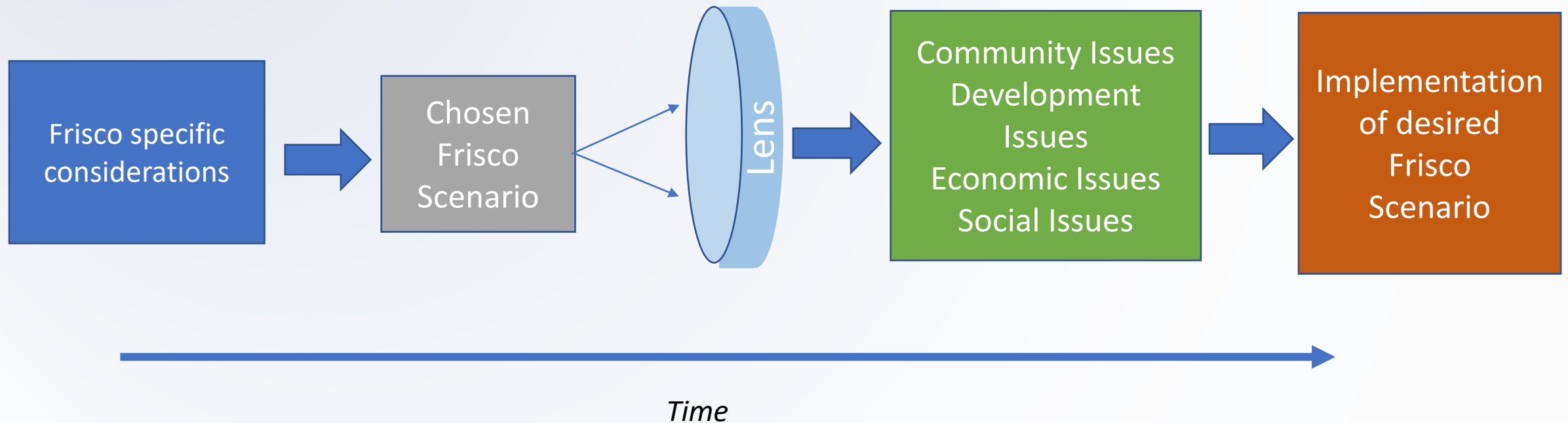
Pandemic Economics Think Tank



# Example Considerations for Current Situation

- Residential infill and new development, consistent with balanced housing stock for all income groups.
- Lake Hill implications and opportunities including connectivity.
  - An autonomous electric circulator vehicle?
- Appropriate and desired commercial services tied to the current and new population, and tourists/visitors.
  - Use of data to evaluate current/future capacity assumptions for the type and amount of commercial space, parking, Main Street, trailheads, etc.
- Continue to address physical/infrastructure improvements – connectivity (trails/ paths and sidewalks), social gathering spaces, Frisco Promenade, parking, and circulation planning, etc.
- Health care facilities in Frisco, coupled with the county infrastructure, are important economic drivers attracting residents/second homeowners
  - Provides a stable and valuable source of community revenues and identity.
- Business startups to support Latino and other new business venture candidates, expand economic development initiatives to support the preferred scenario,
- Events and cultural programs and activities (appropriate to community values and the Vision).

# Frisco Scenario Lens



# Scenarios

- What scenario best fits where Frisco wants to go?
- What are the steps to get there?

## Considerations

### Scenario 1

#### **Ad Hoc Evolution** (The current direction)

Guided by approved Community and Strategic Plans but vision is not clearly established

### Scenario 2

#### **A Dynamic Town (neighborhood) in Larger Regional Resort Setting**

Decisions and policies are guided by plans that support and are tied to the Vision. New development (including workforce housing) and actions by government and the private sector are guided by broader considerations than are in the plans today.

### Scenario 3

#### **Recreation + Culture = Unique Sense of Place**

This scenario takes advantage of the nexus between a strong recreation foundation leveraged by public and private cultural investment. This scenario seeks to enhance Frisco's sense of place and creates a distinctive community in a larger resort setting..

### Scenario 4

#### **Hybrid TBD**





# Scenario 1: Ad Hoc Evolution

The current direction

## Characteristics:

- Existing plans are the result of significant effort, Frisco residents have worked hard to address the future.
- Issues are addressed, but a unifying vision may not be obvious.
- May fail to realize Frisco's needs or full potential.







## Scenario 2: A dynamic town (“neighborhood”) in a larger regional resort setting

### Characteristics:

- Recognizes the power of a fully integrated community direction that can inspire and be widely shared.
- Elements could include: “a walkable place - you don’t need a car,” easy access to commercial services and recreation, a thriving economy, quality schools, central to a region rich in resources, etc.





# Scenario 3: Recreation + Culture = Unique Sense of Place

## Characteristics

- Outdoor recreation destination with a wide range of land and water-based recreation.
- Strong cultural emphasis.
- Art reflects the outdoor passions of the community and reinforces community values.
- People, Landscape, Architecture, History.
- Connection to the environment
- Local relationship to the destination

Art Examples: Santa Cruz, CA  
Historic Example: Frisco CO



INSIGHTS COLLECTIVE

Pandemic Economics Think Tank



# Create Scenario 4

Community/Strategic Plan + Customized Frisco Scenario = Vision

# Scenarios

What does Frisco want to be known for in 5 years?

Considerations

## Scenario 1

### **Ad Hoc Evolution** (The current direction)

Guided by approved Community and Strategic Plans but vision is not clearly established

## Scenario 2

### **A Dynamic Town (neighborhood) in Larger Regional Resort Setting**

Decisions and policies are guided by plans that support and are tied to the Vision. New development (including workforce housing) and actions by government and the private sector are guided by broader considerations than are in the plans today.

## Scenario 3

### **Recreation + Culture = Unique Sense of Place**

This scenario takes advantage of the nexus between a strong recreation foundation leveraged by public and private cultural investment. This scenario seeks to enhance Frisco's sense of place and creates a distinctive community in a larger resort setting..

## Scenario 4

### **Hybrid TBD**

# Next Steps



INSIGHTS COLLECTIVE

Pandemic Economics Think Tank