



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: DIANE McBRIDE, RECREATION DIRECTOR/ASSISTANT TM
RE: FRISCO BAY MARINA & PARK – PARKING, ACCESS AND CIRCULATION PLAN
UPDATE
DATE: APRIL 13, 2021

Summary and Background: Council adopted the Frisco Marina Park Master Plan on June 26, 2018. The implementation of this Plan started immediately with the “Big Dig” excavation project and Phase 1 improvements in 2019. These improvements in 2019 immediately resulted in an increase in visitation to the Marina during both the summer of 2019 and 2020. In light of all these changes and opportunities, and in accordance with the master plan, staff spent the majority of 2020 effectively planning for future capital and operational improvements to the Marina. These capital and operational improvement recommendations were presented to and adopted by Town Council through the annual budgeting process.

The Town of Frisco also hired F3 Marina in September 2020, to complete a professional operational assessment of the facilities and services and provide recommendations for improved operations and services. F3 Marina staff completed the “Operational Performance Audit” and presented this report to Council on November 10, 2020. This report brought to the forefront issues with the bathrooms, parking, customer traffic flow and safety. It also presented opportunities to evaluate and improve services, and to effectively and thoughtfully plan for the continued implementation of the master plan.

During the April 13, 2021, Town Council meeting, three Marina capital project contracts for 2021 will be presented and recommended for approval by Jeff Goble, Public Works Director. The three Marina capital projects include:

- Marina Sewage Lift Station / Deep Utilities
- Marina Building Construction / Civil Work
- Marina Fuel System Design-Build

Each of these projects have been budgeted for 2021, reviewed by staff and F3 Marina and prioritized as part of the implementation of the master plan.

Also included during the April 13th work session is the review of the Marina & Park Planning,

Access and Circulation Draft Master Plan completed by Walker Consultants. Access and parking are two of the biggest challenges at the Frisco Bay Marina. F3 Marina specifically addressed these issues in the “Operational Performance Audit” and recommended a parking & traffic study be considered and changes implemented immediately. Such parking and circulation improvements were included in the 2021 Marina capital budget, and as such, work commenced with Walker Consultants in early 2021. During the April 13th work session, Andrew Vidor, Director of Planning with Walker Consultants, will present existing conditions, prioritized 2021 projects, mid-term strategies, and long-term opportunities. Staff recommends Council use this time to review the recommendations for marina parking, access and circulation, and weigh in on 2021 proposed changes and future recommendations. Once approved, this Marina & Park Parking, Access and Circulation Master Plan will be used to annually budget improvements to operations, traffic circulation, pedestrian access, and parking at the Frisco Bay Marina.

Analysis: The implementation of the 2018 Frisco Marina Park Master Plan started in 2018 and continues today. As a result of the additional space and new amenities, the volume of guests at the Marina has increased. As expressed in the “Operational Performance Audit”, the Frisco Bay Marina consists of three entities that are “equally important to the Town of Frisco and its tourists.” These three entities are a marina, a rental sports operation, and a public park. The marina consists of the docks, mooring field, launch ramp, technical service, boat and trailer storage, and transient guests. The rental sports operation consists of the rental of non-motorized and motorized crafts and is estimated to include 70,000 visitors/season. The public park aspect of the property includes the Island Grill restaurant, beach, trails and playground. Planning efforts for the Marina must take into account all three of these different entities.

Mr. Vidor with Walker Consultants analyzed existing conditions at the Marina related to parking, access, wayfinding and other considerations. Mr. Vidor will review existing conditions and challenges, and will present some preferred implementation strategies and recommendations in the short-term (2021), mid-term and long-term. These strategies and recommendations take into account the three entities at the FBM including the marina, the rental sports operation, and the park, and consider goals and objectives from the Frisco Marina Park Master Plan, currently-funded 2021 construction projects (lift station, new building, fuel system, civil work, deep utilities), and future planned projects per the Frisco Marina Park Master Plan.

Short term options for proposed implementation in 2021 include:

- Creating improved pedestrian access at trail crossing
- Formalizing parking at the B-1 Lot
- Constant and legible signage and wayfinding

Mid-term and long-term options are prioritized after 2021 and will involve additional study and/or further budgetary considerations.

The goal of these changes is to enhance safety, improve the guest experience, and effectively plan for future improvements and changes.

Financial Impact: A total of \$100,000 is budgeted in the 2021 marina capital fund for parking and circulation improvements (90-9000-4444). Short-term recommendations for 2021 include formalizing parking spaces in B-1, installing new wayfinding and regulatory signage, and creating improved pedestrian access at the trail crossing. All of these improvements can be achieved at a cost not to exceed \$100,000.

Alignment with Strategic Plan: Per the 2020-2021 Town of Frisco Strategic Plan, the implementation of the Frisco Marina Park Master Plan is a goal for Council. The Town recognizes recreational, historical, artistic, and cultural assets and experiences as foundational to the Town's vibrancy and the quality of life for residents and visitors. The Town commits to providing unique and accessible opportunities for residents and visitors so they may find their own unique adventures and meaningful experiences in Frisco, and the Town pledges to maintain, sustain, and protect these assets and experiences for future generations.

Specific to the Frisco Bay Marina, an action item is to complete a parking/circulation study and implement changes as appropriate.

Environmental Sustainability: Per the 2020-2021 Town of Frisco Strategic Plan, the Town of Frisco will take action to collaboratively protect and sustain our treasured environment, by ensuring new development and redevelopment achieves net zero and a balance between the natural and built environment and implementing initiatives to address climate change. Staff will continue to prioritize sustainability for any and all changes to the Marina.

Staff Recommendation: Staff recommends reviewing the attached Marina & Park Parking, Access, and Circulation Master Plan from Walker Consultants. Mr. Vidor will be present during the work session to answer Council questions.

Staff further seeks direction from Council regarding the proposed short term improvements to the Marina for 2021. After reviewing the Marina & Park Parking, Access, and Circulation Master Plan and recommendations, Council may opt to reprioritize implementation strategies and recommendations for the short, mid and long term. Staff is prepared to review such recommendations.

Approved By:

Nancy Kerry, Town Manager
Bonnie Moinet, Finance Director

Attachments:

Attachment 1 – Marina & Park Parking, Access and Circulation Master Plan by Walker Consultants