

February 10, 2015

Public Hearing -

Comprehensive Plan Amendment: Future Land Use Plan Amendment (CA15-0001)

Applicant: City of Frisco

DESCRIPTION:

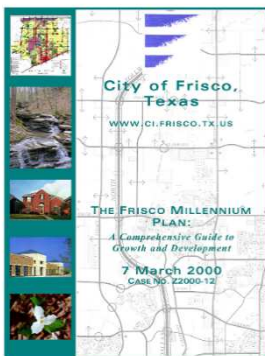
A request to consider and act upon making a recommendation to the City Council for adoption of the 2015 Comprehensive Plan.

HISTORY:

The City's reputation for high quality of life, development standards, and school districts has contributed to its high growth rate. Citizens have consistently expressed their desire that the City strategically manage growth through the use of sound planning principles, fostering the creation of neighborhoods which have discernible characteristics of quality and uniqueness.

The City of Frisco adopted a Comprehensive Plan in 1982, with updates in 1991, 2000, and 2006. The 2006 Comprehensive Plan contains demographic and historical summaries, Visioning, Principles & Actions, and Strategies (Land Use, Livability, Transportation, Growth, and Implementation). The Plan provided critical guidance during a time when the City was one of the fastest growing cities in the country, growing 250% from the 2000 Census to 2010 Census. For example, the Plan proposed and influenced the rewrite of Subdivision Ordinance (adopted in 2009) and the rewrite of the City's Zoning Ordinance in 2011.

The 2000 Comprehensive Plan Effects



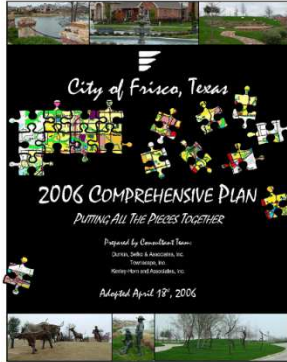
Zoning Ordinance Sections Updated:

- Planned Developments
- Land Uses and Definitions
- Parking Requirements
- Light Ordinance
- Preston Road Overlay District
- Tollway Overlay District

Ordinances and/or Programs:

- Major Creek
- Traffic Impact Analysis
- Thoroughfare Standards
- Created Design and Development Standards for garden style apartments and neighborhood retail centers
- Created Residential Green Building Program
- Identified possible rail stations.

2006 Comprehensive Plan Effects



Zoning Ordinance Sections Updated:

- Parking requirements
- Landscape section of the Zoning Ordinance was updated to provide for water conservation.
- Cluster Development option added to Zoning Ordinance

Ordinances and/or Programs:

- Form Based Code Manual
- Alternative Compliance
- Tiered System for evaluating zoning proposals
- Public Transit Study

The 2015 update occurs as the City transitions from a growing city to a city with changing demographics, aging neighborhoods, and aging population. Entering this new phase of growth, combined with the current demographic and market trends and opportunities, and the need to build upon the success of previous plans, has led to the 2015 update focusing on these areas:

- Re-evaluating and updating elements
 - Land Use,
 - Livability (Place Making & Resiliency),
 - Transportation, and
 - Growth (Infrastructure)
- Creating new elements
 - Economic Policies,
 - Public Health & Safety, and
 - Ecology & Natural Resources

The goal of the 2015 update is to produce a new Comprehensive Plan that:

- Is supported by current and comprehensive data
- Incorporates best practices regarding planning, urban design, livability and resiliency
- Provides a framework for evaluating development proposals in the City, including detailed goals, objectives and policy statements; and
- Includes innovative implementation and fiscal approaches to ensure successful implementation of the Comprehensive Plan's policies and programs

Annual and Five Year Review

Staff will continue with the annual meeting process that started with the 2006 Plan and this is to reconvene the Comprehensive Plan Advisory Committee (CPAC) to review the progress of implementing the Plan, and soliciting their input on identifying specific items of the Plan to implement. The annual meeting will occur within the first quarter, and the CPAC

recommendation will be forwarded to the Planning & Zoning Commission and to City Council. This occurs early in the year so that these items/projects are considered in the budget discussions.

PROJECT SUMMARY:

The City selected Jacobs to manage updating the City's 2015 Comprehensive Plan. Sub-consultants to Jacobs were Kimley-Horn, Ricker-Cunningham, Strategic Community Solutions, Prologue Planning Services and Townscape.

This community-based planning process was carried out based on the following schedule:

Dec 2013	City Council appoints the Comprehensive Plan Advisory Committee (CPAC)
January 2014	Kick-off / Orientation meetings
January 2014 - January 2015	Visioning & Plan Development, including extensive public involvement and meetings with City staff, officials and interested parties
January 2015	RECOMMENDED FOR APPROVAL BY CPAC on 1/28/15
February 10, 2015	Planning & Zoning Commission public hearing

City Council appointed 18 of the 23 citizens to serve as the CPAC. Four of the 23 member ad-hoc committee were members who served on the previous CPAC for the 2006 Comprehensive Plan. Five of the members represent partner agencies: the Chamber of Commerce, Economic Development Corporation, Parks & Recreation Board, Planning & Zoning Commission, and the Frisco Independent School District.

The membership provided continuity in the history and knowledge of the City's previous long-range planning efforts, new and fresh perspectives, diverse backgrounds beneficial to the planning process, and a cooperative approach considering various long-range planning efforts of multiple departments and partner agencies.

Community input and visioning were core and critical elements of the planning process. An extensive public involvement process was used, taking advantage of technology, made it easy for the public to access information and participate in the planning process. Public input was received throughout the process, via on-line and off-line methods, including:

- 12 CPAC meetings
- Four Joint meetings of the City Council, Planning & Zoning Commission, and CPAC
- 22 Stakeholder Interviews
- One Day Long Community Workshop; ±100 attendees
- Five Community Open Houses; over 200 attendees

- Multiple Community Surveys via Survey Monkey, MindMixer Online Discussion Board Topics and Surveys, and Meeting in a Box input opportunities

As of January 28, 2015, the City has received over 11,000 input contacts (comments, survey responses, emails, online topics posted or commented on, etc.).

Special areas of interest to CPAC include:

- Addressing the needs of aging population and neighborhoods
- Ensuring transportation planning is multi-modal and not car-centric
- Economic viability, including providing for a balance of land uses and reviewing projects based on long-term impacts
- Increasing diversity of housing stock, providing options for people at all stages of the life
- Incorporating water conservation and other natural resources, including preservation, conservation and capitalizing on natural assets

REMARKS:

The major topics addressed in the 2015 Comprehensive Plan update are summarized below.

City Council Strategic Focus Areas

The principles created for the 2015 Plan build upon the seven City Council Strategic Focus Areas, which guide the City's operations and provide the Council's long term vision for the Community:

1. **Long-Term Financial Health** – Responsible stewardship of financial resources, balancing short and long term needs of the community.
2. **Public Health & Safety** – Provide quality programs and services which promote community well-being.
3. **Infrastructure** – Develop and maintain transportation systems, utilities, and facilities to meet the needs of the community.
4. **Excellence in City Government** – Provide effective and efficient services with integrity in a responsive and fair manner.
5. **Sustainable City** – Promote the continued development of a diverse, unique and enduring city.
6. **Civic Involvement** – Encourage civic pride, community participation, and a sense of ownership in our community.
7. **Leisure and Culture** – Provide quality entertainment, recreation and cultural development to promote and maintain a strong sense of community.

Updates to the Place Making and Resiliency elements (Livability Strategy in 2006 Plan)

The place-making and quality of life aspects of the 2006 Livability element were reaffirmed through the update process. CPAC focused on heightening the importance of place making and bringing in the aspect of financial resiliency. The principles and implementation strategies were updated.

The Place-Making and Resiliency Strategy greatly simplifies many of the concepts expressed in the 2006 Livability Strategy and focuses in on those key elements critical to making great cities. It expands the use of images to indicate appropriate techniques for creating a successful public realm. It focuses not only on techniques to be used in new development, but also on tools that have the ability to maintain the image of the community over time in order to establish a highly resilient community.

These changes prompted moving this chapter to the front of the book (as a foundation that the others are built upon).

Updates to the Land Use elements

The primary differences between the 2015 Land Use Strategy and the 2006 Land Use Strategy are focused along the Dallas North Tollway Corridor. The 2006 Plan focused a great deal on establishing a mixed-use development pattern within the undeveloped areas of the corridor. Since the adoption of that plan, several key areas of the corridor have developed with this pattern. The 2015 Plan is focused on generating a high level of employment along the same corridor with Business Park and Urban Center place types in order to establish a pattern of nodes throughout the area. While residential and retail development will certainly be a part of the corridor in the future, they will be focused in a manner to support the primary goal of creating an employment center.

Future Land Use Plan (FLUP)

The Future Land Use Plan is identical to the 2006 Future Land Use Plan in most parts of the City (Figure 4.1). The predominant place type in the city is Suburban Neighborhood, with employment-related Place Types focused along the DNT, SH 121 and US 380.

Updates include:

- The DNT corridor includes nodal type development with Urban Center and Business Park Place Types. FLUP changes are generally related to the three areas previously identified as having regional significance, and are identified in the City's Wayfinding Master Plan. This includes the *Stonebriar Mall*, the *Multi-Purpose Event Center*, *Wade Park*, *Frisco Station*, and *Frisco Square* locations. The intent is to guide in-fill and future redevelopment to help establish/cement unique character identities for these areas of major significance. High intensity uses are focused along the major corridors and generally between Legacy Drive and Preston Road, while suburban neighborhoods are predominate to the west of Legacy Drive and east of Preston Road.

- The Future Land Use Plan also provides an opportunity for a focal point/identity feature at the intersection of DNT and US 380, which continues the emphasis on transit-oriented patterns at the locations designated as potential future transit stations.
- An Urban Center place type is shown on part of the Brinkmann Ranch property to indicate the level of development currently entitled on the property under resolution 02-04-78R development agreement established for the property; refer also to PD-3 & PD-43.
- An emphasis on creek corridors provides natural open space and locations for trail connections throughout the city.

Population Projections

The City is modifying the Comprehensive Plan to ensure that the appropriate balance of land uses occur as the City nears build-out (62% as of January 2015).

As of January 1, 2015, the residential population is estimated at 145,520. Since January of 2010, the population has increased approximately 29,450, a 25% growth rate over the last 5 years (a compound annual growth rate of 4.6%).

The maximum build-out capacity of the 2015 Plan is ±373,000. This estimate reflects the highest density assumptions used in the place type categories and are maximum capacity figures. This assumes that all the parcels develops and redevelops per the proposed Plan. It needs to be emphasized that the Plan is based on current information, and is subject to change. Case in point, the City's 1982 plan envisioned more industrial land along the railroad. Based on today market and demographic information, industrial zoning is not seen as a strong land use compared to land uses being proposed.

Updates to the Transportation/Mobility elements

The Transportation Component builds upon the 2006 Plan and addresses changes in the transportation network since 2006, and aligns future transportation improvements in a manner to support the changes in land use pattern expressed in the 2015 Future Land Use Plan. CPAC updated and added principles to reflect a multi-modal transportation system, including pedestrian and bicycle strategies, with a focus on connectivity and making sure there are ways to get around town without having to use an automobile.

Updates to the Infrastructure elements (Growth Strategy in 2006)

Throughout the comprehensive plan update process, a consistent theme emerged: The City needs to plan for maintenance of its infrastructure, not just plan for future development. The 2015 set of principles has been simplified to relate more to this theme.

The proposed 2015 principles have been re-categorized as the Infrastructure Strategy, rather than the Growth Strategy, since many of the issues in the Growth Strategy portion of the 2006

plan are being addressed in other chapters in the 2015 update or have already been incorporated into the City's thoroughfare infrastructure.

New Economic strategies/elements

This is a new strategy not included in the 2006 plan. It builds upon the vision and many of the guiding principles expressed in the Land Use, Transportation and Livability Strategies found in the 2006 plan and focuses on creating a balanced and diversified community for long-term financial health.

The purpose of doing a macro-economic analysis of the draft Future Land Use Plan was to see if the plan is financially sound based on current information; which it was determined that the propose plan is financially sound. However, because large-scale community planning efforts require a long-term perspective, oftentimes 20 years or more, it is difficult to achieve precision in estimating the financial implications of the real estate market because of the ever fluctuating real estate market and global economy and changes in other variables that impact development.

New Public Health & Safety elements

This is a new Strategy not included in the 2006 plan. It builds upon the vision and many of the guiding principles expressed in the Land Use, Transportation and Livability Strategies found in the 2006 plan. CPAC focused on aspects of creating places that encourage an active, healthy lifestyle, social and safety services, addressing the needs of older neighborhoods and an aging population, and using the principles of Crime Prevention through Environmental Design (CPTED).

New Ecology & Natural Resources elements

This is a new Strategy not included in the 2006 plan. It builds upon the vision and many of the guiding principles expressed in the Land Use and Livability Strategies found in the 2006 plan. CPAC focused on protecting and utilizing natural areas as assets as well as policy, education, and monitoring of resource use. Water conservation was of particular interest to the community, but efficient use resources, energy use, green engineering, quality of life, and minimizing future costs and liabilities were all considered.

RECOMMENDATION:

The CPAC voted unanimously to approve the Comprehensive Plan as proposed, by a vote of 14-0.